New Mexico Tourism Department
FY23 Clean and Beautiful Grant – Panel Review Process

Review #1 - Administrative Review
Who – Clean and Beautiful Program Coordinator, NMTD
What – All FY23 applications are reviewed for eligibility.

Guiding Questions	* Is the entity eligible for funding? * Did the applicant demonstrate the 25% proof of match requirement?

Review #2 - Initial Review
Who – Clean and Beautiful Program Coordinator, NMTD
      Business Development Coordinator, NMTD
      Impressions and Fulfillment Director, NMTD
      Commerce Analyst, NMTD
What – Applications are divided among panelists for initial review in preparation for Review #3.

Guiding Questions	* Do the proposed projects contribute to the goals and objectives of the Clean and Beautiful program? * Are the project expenditures eligible under the grant? Are the cost of expenditures documented sufficiently? * Do the proposed expenditures contribute to the activities outlined in the *project summary*? * If requesting funds to attend the KAB National Conference, is the entity a KAB affiliate in good-standing? * Determine project impact based upon the *statement of need*, *anticipated outcomes*, and *promotional strategy*.
Project Impact	The following will strengthen project proposals: * Recruiting Volunteers for Project Implementation * Leveraging Additional Partnerships and Coalition Building * Community-Led Development and Long-Term Planning Alignment * Supporting the Development of the Tourism Economy * Climate Adaptation and Mitigation Strategies

Review #3 - Panel Discussion
Who – Tourism Development Division Director, NMTD
      Clean and Beautiful Program Coordinator, NMTD
      Business Development Coordinator, NMTD
      Impressions and Fulfillment Director, NMTD
      Commerce Analyst, NMTD
What – All FY23 applications will be reviewed, and proposals discussed by the panel.

Process	**Round #1** *Clean and Beautiful Program Coordinator and Panelist assigned to each application will lead the discussion. *Guiding questions and project impact criteria will be utilized to facilitate discussion. *Recommendations for initial funding will be determined by Panel. *Projects will be highlighted for further discussion during Round #2. **Round #2** *The Panel will scale back projects based upon project impact and determined funding priorities. **Round #3** *All funding requests will be scaled equally based upon the total amount of funding available.