

NEW MEXICO TOURISM DEPARTMENT
RURAL PATHWAY GRANT
FY22 GUIDELINES

I. GRANT PURPOSE

Provide matching funding to tourism stakeholders within New Mexico to support the implementation of viable tourism products.

WHAT QUALIFIES AS A TOURISM PRODUCT?

“Products” include but are not limited to: events, venues, experiences, services, trails, infrastructure, transportation, tours, retail, etc. Illustrative examples:

Event

- Recurring event highlighting a tangible or intangible aspect of New Mexican culture

Venue

- Museum highlighting local/regional culture, history, art, traditions, etc.

Experience

- Open workshop for local artists/artisans offering classes, workshops, educational programs, etc.

Service

- Public entity preferred; if private, must provide a comparable public benefit.

Trail

- Thematic trail connecting several towns, highlighting a shared regional tradition, history, product, practice, landscape, etc.
- Farm/food trail highlighting local/regional foodscapes, food products, and cuisines
- Regional road trip map
- Historical trail with interpretation (pamphlets, markers, etc.) around a town

Infrastructure

- Outdoor recreation area
- “Green” parking lot
- Dark Skies viewing area
- Redevelopment of historic museum or building
- Redevelopment of historic asset (e.g. public space, historic locomotive, ageing manufacturing or industrial district)

Transportation

- Local bus route/shuttle to take tourists from a central point in town to a place of interest or outdoor recreation site nearby

Tour

- Themed regional tours (Northern/Southern New Mexico)

- Outdoor physical experiences (whitewater rafting, paddle boarding, wildlife viewing, outfitters, etc.)
- Agritourism

Retail

- Cooperative offering work by local/regional artists, possibly including classes, workshops, exhibits, etc.
- Cooperative market offering local/regional product(s) -- piñon coffee, biscochitos...
- Themed seasonal markets (wine, breweries, chili, regional products/food traditions; artisans, etc.)

WHAT DOES "VIABLE" MEAN?

Viable means that demand can be sustained organically within the communities and/or organization and by the affected parties/stakeholders. It also means that benefits and impacts of the project (financial, socio-economic, access, quality of life, etc.) are experienced and managed equitably across the communities and stakeholders.

II. ELIGIBILITY

Eligible entities include legal, non-profit tourism related organizations, as designated by the Internal Revenue Service (IRS); and municipalities, counties, and tribal governments within the State of New Mexico that promote New Mexico as a visitor destination.

III. ELIGIBLE EXPENDITURES

Eligible expenses include but are not limited to: hard costs (e.g., infrastructure, upgrades, technology, tools, right-of-way, land costs, etc.); soft costs (e.g., feasibility assessments, consulting services, planning and design, etc.); marketing and outreach; third-party contract services; etc.

IV. MATCHING REQUIREMENTS

This grant requires a 1:1 match from an eligible fiscal agent. Cash matches are preferred, but in-kind and monetary donations may also be eligible up to a certain percentage of the total match.

The following sections may be used to determine the costs and calculate totals for In-Kind & Monetary Donations, which must be reported.

Donated Goods or Services:

Entities may receive non-monetary contributions of goods or services, often referred to as “in-kind donations” from businesses, groups and individuals. Examples include private waste hauler services,

“pro-bono” accounting services, food/drinks, donated advertising space, or office space in a non-government building. The dollar value of any donated goods or services is equal to the market price of the goods or services contributed. Whenever possible, submit the dollar-value in writing.

How to Calculate Government Costs:

Government employee time and services for which they receive government salary, overtime or compensatory time are considered a cost. If a government employee is working on a project on their own time, as a volunteer or board member, calculate their time as a volunteer hour. Government in-kind goods include hauling by sanitation vehicles, printing, and the use of consumable supplies. To calculate the value of in-kind government agency costs, estimate the market value of the goods or services provided to your affiliate and add to that the dollar-value for each hour of work given by government employees.

Volunteer Hours:

All volunteer hours should be documented on a Volunteer Sign-In Sheet. Each volunteer hour should be assigned the applicable state value provided by Independent Sector unless a professional provides a specific value for professional services. Current value for volunteer hours is available at https://www.independentsector.org/volunteer_time.

V. GRANT AGREEMENT

The grant award will be officially executed upon receipt by NMTD of the signed grant agreement. Agreements will include two accompanying exhibits: Scope of Work (*Exhibit A*) and these Grant Program Guidelines (*Exhibit B*).

VI. DISBURSMENT OF FUNDS

For FY22 grant awards, recipients will be eligible to receive up to \$50,000.00 for project implementation.

VII. SUBMISSION REQUIREMENTS

The Rural Pathway Program application can be accessed at <https://nmtourism.smapply.io/>.

PROGRAM GOALS, DEFINITIONS, AND ASSOCIATED APPLICATION CRITERIA

GOAL 1

Develop authentic experiences that are aligned with the New Mexico True brand; a promise to deliver “adventure steeped in culture.”

DEFINITIONS:

Authentic

The proposed tourism product must reflect the spirit of New Mexico in some way. This can take the form of a tangible product (for example, Hatch green chile) or an intangible experience (for example, traditional dances or cultural practices). The experience does not have to be unique to New Mexico (for instance, Dark Skies are not unique to New Mexico alone), but should represent an element comprising the identity and spirit of New Mexico. Examples from Past Recipients include: Española Low Rider Museum: a tangible product (museum) offering an experience (museum visit) highlighting a local/regional cultural practice (lowriders). Town of Silver city Main Street: a physical activity (walking tour) offering an experience (seeing/visiting local buildings) highlighting local history (buildings and their former residents)

Experiences

The tourism product should involve at a minimum certain elements of “experience.” Experience can be considered in several ways: something a tourist lives physically, intellectually, emotionally, or psychologically; something outside of the tourist’s everyday realm of experience; an interaction between the tourist and the tourism product (physical, intellectual, emotional, or psychological); etc.

New Mexico True Brand

The NM True brand seeks to promote tourism products and experiences centered around adventure, culture, and a thirst for authenticity. Products reflecting the NM True brand represent the people, landscapes, and cultures of New Mexico as honestly and faithfully as possible, bringing tourists (from near or far) a new perspective through firsthand experience. The NM True brand also seeks to dismiss misconceptions and misunderstandings of the state; encourage staycations; and promote “adventures that feed the soul.”

Adventure Steeped in Culture

The tourism product should involve the tourist in an “adventure” (an experience outside of the tourist’s scope of daily activity, whether physical, intellectual, emotional, or psychological), and that adventure should be based in an element of New Mexican culture.

APPLICATION CRITERIA:

- Identify the specific tangible and intangible elements of the product which reflect the New Mexico True brand. Please explain briefly.
- Identify how these elements will be represented (communicated to tourists) through the product.
- Identify how the product aligns with the New Mexico True Brand (described above).
- Identify any elements of adventure in the product (communicated to tourists or experienced by them). Note that this does not have to be a physical adventure (rock climbing, for example), but can also include adventures of an emotional, psychological, spiritual, or intellectual nature.

- Identify the tangible and intangible cultural elements of the product.

GOAL 2

Drive economic impact and create jobs by stimulating local economies through the development of strategic tourism products.

DEFINITIONS:

Economic Impact & Job Creation

The product should have an economic impact which goes beyond the financial wellbeing of its immediate stakeholders. The product should have the potential to create direct, indirect, and induced economic impacts on the community/geographical area in which the product is offered, and should have the potential to create jobs for locals, with the number of jobs increasing as the product expands. Wherever possible, the project should diversify the revenue streams available to or harnessed by the community involved. Involve local contractors as much as possible in order to keep project dollars within the community.

APPLICATION CRITERIA:

- Identify current annual gross receipts tax and lodgers' tax in the proposed territory; identify the anticipated gross receipts tax and lodgers' tax that the product will generate on an annual basis.
- Identify the current annual visitation in the proposed territory; identify the anticipated daily visitation that the product will generate on an annual basis.
- Identify the current daily visitor spending in the proposed territory; identify the anticipated daily visitor spending the product will generate.
- Identify the current number of tourism-related jobs in the proposed territory; identify the anticipated number of tourism-related jobs that the product will generate on an annual basis.

OPTIONAL APPLICATION CRITERIA:

- Identify or model the anticipated growth of the above factors over time, based on estimated factors impacting the project's scalability.
- Identify the type of tourism-related jobs (current and anticipated): hourly vs. full-time, seasonal vs. year-round, skilled (and level of education required) vs. unskilled, etc.
- Identify current revenue streams in the proposed territory; identify any new revenue streams which will be harnessed during the project.
- Identify the location of contractors used on the project: local, regional, state, other.

GOAL 3

Engage stakeholders in constructive conversations regarding how best to capitalize on tourism trends and the New Mexico True brand.

EXPLANATION:

An essential part of the product is bringing together stakeholders who are committed to developing the product from inception to funding. The core group of project

stakeholders form a Steering Committee of 5-7 people who guide the creation of a Development Plan for the product and collaborate with external parties and stakeholders. Stakeholders beyond the Committee may be public or private actors such as associations, government officials, community residents, and anyone impacted by tourism development efforts in the proposed location. A healthy dialogue between all of these stakeholders, as well as clear and timely communication, is an essential element of a successful product.

APPLICATION CRITERIA:

- Identify who will be impacted by the proposed tourism product, how they will be impacted, and measures taken/to take in order to mitigate any negative impacts.
- Identify how all persons impacted by the tourism product have been involved in the development of said product.
- Identify employed methods of and spaces for two-way communication around the project: Steering Committee to those impacted, and vice-versa.
 - Some examples:
 - Educational spaces/exhibits for those impacted to learn more about the project and its intended results.
 - Participatory forums during which those impacted may contribute ideas, support, objections, and opinions.
 - Newsletters, website, email updates, etc. to communicate the progress of the product development.

OPTIONAL APPLICATION CRITERIA:

- Include letters of support from stakeholders not on the Steering Committee.
- Include any communications materials which have been created and/or distributed to those impacted by the proposed product.
- Include any notes from participatory forums.
- Include images and/or content from educational exhibits created around the project.
- Include a benchmark/SWOT study of similar products in another region/state/country.
- Include any news stories/media/branding/marketing of a similar product.

GOAL 4

Spark creativity and ownership for stakeholder successes and opportunities.

DEFINITIONS:

Spark Creativity

The product planning, implementation, and evaluation processes should allow for the maximum amount of creative expression from as many sources as possible.

Spark Ownership

Through the phases of product development, implementation, and evaluation, it is essential to grant responsibility and ownership of each project element to specific

parties. This increases responsibility, as well as active and continued participation in ensuring the project's feasibility and well-being.

Successes

In order to measure the project's successes, metrics must be developed and applied rigorously throughout each stage of development, implementation, and evaluation. The results of these metrics must be able to be presented and communicated in a clear format and style which allows for understanding, appreciation, and participation by experts and nonexperts alike.

Opportunities

Opportunities take two forms: the opportunities available to the project itself, and the opportunities created by the project. Opportunities available to the project may include partnerships, funding, idea generators from external sources, etc. Opportunities created by the project may take various forms: economic, social, educational, professional, reputational, etc.

APPLICATION CRITERIA:

- Identify sources of creativity and creative expression within the project.
- Identify methods of harnessing creativity from stakeholders and locals, and note whether they have been used or will be used, and in what capacity.
- Identify the parties responsible for each element of product development, implementation, and evaluation.
- Identify project milestones.
- Detail the methodology used/to be used for tracking success of the product.
- Identify the opportunities available to this project and note whether they have been used or will be used, and in what capacity (see above for examples).
- Identify the opportunities created by this project (see above for examples), and whom they benefit (local residents, local businesses, project stakeholders, etc.).

GOAL 5

Connect and diversify the tourism industry.

DEFINITIONS:

Connect

Making connections among stakeholders is crucial to building a strong network of support for the project. Clear lines and methods of communication must be established, ensuring that experts and nonexperts are able to understand, appreciate, and contribute to the project.

Diversify

The greater the diversity of voices and expertise a project has, the greater its chances of success and of serving the widest possible population, maximizing positive impacts and minimizing negative ones. Diversity can take the form of underrepresented populations in the socio-economic sense, but also underrepresented populations in a larger sense, such as academics and individual experts in certain fields who may not otherwise be consulted or included in the project.

APPLICATION CRITERIA:

- Identify a strategy for communication among all stakeholders (public and private, at all levels, including individuals, experts, and non-experts), including the different methods used/to be used.
- Identify existing collaborations or partnerships that may assist in product planning, implementation, and evaluation. In what ways will they assist?
- Identify any new collaborations or partnerships which may assist in product planning, implementation, and evaluation. In what ways will they assist?
- Identify any new or unique voices welcomed into the process and any adaptations that have been made in order to include them (pueblos, locals, marginalized communities, experts, non-experts, etc.).

VIII. PROCESS OVERVIEW

STEP 1: IDENTIFY

Identify a tourism product (see definition above) and bring together all relevant stakeholders. Identify an eligible fiscal agent (see definition above) to provide the 1:1 match.

STEP 2: SUBMIT

Complete the online Application at nmtourism.smapply.io anytime between August 30, 2021 and May 1, 2022 for FY22 (applications are accepted on a rolling basis). A member of the New Mexico Tourism Department team will confirm receipt of your application within 21 business days.

STEP 3: FUND

If your application meets all program criteria and based upon fund availability, your Steering Committee will receive up to \$50,000.00 for product implementation. This grant requires a 1:1 match from an eligible fiscal agent. Cash matches are preferred, but in-kind and monetary donations may also be eligible up to a certain percentage of the total match. All allocated funding must be expended within the same fiscal year the Agreement is executed.

IX. APPLICATION EVALUATION CONSIDERATIONS

VIABILITY

- Demand can be sustained organically within the communities/organization and by affected parties/stakeholders.
- Benefits and impacts are experienced equitably across community/stakeholders (financial, socio-economic, access, quality of life, etc.).

ALIGNED WITH PROGRAM GOALS

(Strategies for Meeting Goals are Outlined in the Goal Strategies section above)

- Project offers an experience aligned with the New Mexico True brand and the promise to deliver “adventure steeped in culture”

- Project drives economic impact and creates jobs, stimulating local economies
- Project engages stakeholders in constructive conversations around tourism trends and the New Mexico True brand
- Project sparks creativity and ownership for stakeholder successes and opportunities
- Project connects and diversifies the tourism industry

All sections of the application must be completed, with the exception of the Optional Uploads section, which is not mandatory. All mandatory program criteria (outlined in the Goal Strategies section of the Rural Pathway Grant Guidelines document) must be addressed satisfactorily in the application. If a criterion does not apply, the applicant must justify why it does not apply. A successful application will use the criteria to show how the related program goals are met. All program goals must be met by the project in order to receive funding.

Parts of the Rural Pathway Grant Application:

Fiscal Agent Information

- Identify an eligible fiscal agent to provide the required 1:1 match for the project
 - Legal name
 - Primary contact name
 - Primary contact e-mail address
 - Primary contact phone number
 - CRS identification number
 - Maximum match commitment

Project Overview and Asset Inventory

- Respond to discussion prompts about the project
- Identification of existing and desired assets that may contribute to the project’s success

Development, Marketing, and Operations Strategies

- Immediate, short-term, mid-term, and long-term goals; metrics to measure success of goals
- Marketing strategy and plan components; targeted markets; types and sources of advertising; additional outreach activities; evolution of marketing plan over time
- Plans for ongoing financial stability and physical maintenance; operations costs; potential funding opportunities

Scope of Work Report

- Items/tasks, responsible parties, estimated date of completion, cost, total cost

Criteria Fulfillment

- Detail how the project fulfills the grant criteria

Optional Uploads

- Submit any supplemental materials showcasing the competitiveness of the project

X. PROGRAM ASSISTANCE

Tourism Development Coordinator Emily Bates will establish communication schedules and provide technical assistance for all awardees. She can be reached by e-mail at emily.bates@state.nm.us or by phone at 505-690-6167.