NEW MEXICO TRUE

RURAL PATHWAY PROGRAM
Application Platform How-To Guide
GETTING STARTED
Access the Application Platform
Register (for First-Time Users)

USING THE PLATFORM
Top Menu Bar
Return to an Application in Progress

BEGINNING THE APPLICATION
Eligibility Quiz
Finding the Program
Begin the Application

PROGRAM SELECTION

RURAL PATHWAY TOURISM INCUBATOR APPLICATION
Add Collaborators
Begin the Application
Add Optional Uploads
Review the Application
Submit the Application
Application Declined
Application Awarded
Agreement

RURAL PATHWAY GRANT APPLICATION
Navigation Tools
Add Collaborators
Begin the Application
Add Optional Uploads
No Optional Uploads
Submit the Application
Application Declined
Application Awarded
Agreement

PROGRAM INFORMATION & CONTACT INFORMATION
Getting Started
Access the Application Platform
Register (for First-Time Users)
Access the Application Platform

Welcome to the New Mexico Tourism Department's online application portal!

Find the grant program that works best for you! New Mexico True offers four programs to assist partners with marketing their destinations and assets, building and maintaining attractive communities, and developing profitable and sustainable tourism products. Click on the links below to learn more; check eligibility requirements; and access application forms, deadlines, and criteria. Thank you for your interest and all you do for New Mexico. We look forward to working together!

Cooperative Marketing and Advertising: With dollar-for-dollar matching funds and access to preferred media rates, “CoOp” supports your efforts to attract visitors to the destination and its assets. Award recipients leverage the power of New Mexico True and its marketing muscle, building on millions of cumulative brand impressions and underscoring our position as the primary destination for venturesome travelers. Learn more about the Cooperative Marketing & Advertising grant program HERE.

New Mexico Clean & Beautiful: The purpose of the New Mexico “Litter Control and Beautification Act,” NMSA 1978, § 67-16-1 et seq., is to control litter by authorizing the New Mexico Tourism Department (NMTD) to eliminate litter from New Mexico to the maximum practical extent through a state-coordinated plan of education, control, prevention, and elimination. Therefore, NMTD distributes funds throughout the state to fulfill program goals and objectives that promote citizen engagement, reduce blight, and further beautification and waste diversion efforts, keeping New Mexico clean and beautiful place to live, work, and play. Learn more about the New Mexico Clean and Beautiful program HERE.

Rural Pathway Program: The Rural Pathway Program is composed of two complementary parts: the Rural Pathway Tourism Incubator and the Rural Pathway Grant. The purpose of the Rural Pathway Program is to provide technical assistance to tourism stakeholders within New Mexico in developing viable tourism products by providing the necessary tools, resources, and support, and to provide matching funding to tourism stakeholders within New Mexico to support the implementation of viable tourism products. Learn more about the Rural Pathway Program HERE.

Tourism Event Growth & Sustainability Program: This program provides technical assistance (Event Accelerator), sponsorship (Event Sponsorship), and marketing and advertising (CoOp Events Advertising Program) to events within New Mexico to support their growth and improvement. Learn more about the Tourism Event Growth & Sustainability Program HERE.

Sign Up for Tourism Talk to receive announcements about the next grant cycle, when it opens, and where to complete the online application.
Register (for First-Time Users)

1. nmtourism.smapply.io

2. Log In → Register

3. [Image of registration form]

4. [Image of confirmation message]
   Welcome!
   You have successfully registered for a SurveyMonkey Apply account for New Mexico Tourism Department.
   We've sent a confirmation link to your email. You won't be able to submit applications or complete certain tasks until your email address has been verified.

5. Receive email from noreply@mail.smapply.net

6. Follow instructions in email to confirm your email address

7. Continue to SurveyMonkey Apply landing page
Using the Platform

Top Menu Bar
Rural Pathway Resources

Visit the Rural Pathway Program section of the NMTD website to access all program information and resources.
Applications available to you will be displayed here.

NOTE: Accounts on this platform should be registered in the name of the eligible entity (tribal, local government, or tourism-related IRS nonprofit organization). The entity’s representative may then invite “Collaborators” to join its application. Ultimately, the applying entity is responsible for the application in its entirety including providing thorough, quality responses; making eligible, accurate and reasonable requests; and submitting in a complete and timely manner.

No applications.

Please choose a program from our program listings page to get started.

OR

Applications available to you will be displayed here.

NOTE: Accounts on this platform should be registered in the name of the eligible entity (tribal, local government, or tourism-related IRS nonprofit organization). The entity’s representative may then invite “Collaborators” to join its application. Ultimately, the applying entity is responsible for the application in its entirety including providing thorough, quality responses; making eligible, accurate and reasonable requests; and submitting in a complete and timely manner.

Rural Pathway Program FY23
0000000001
Deadline: May 31 2023 11:59 PM (MDT)

0 of 1 tasks complete

START

Last edited: Jun 10 2023 10:07 AM (MDT)
For program questions, do not use this link; instead:
1. Check program guidelines and FAQs on the NMTD website
2. Send an email to emily.bates@state.nm.us
Top Menu Bar: Your Name

New Mexico Tourism Department

Notification Preferences

Send me:
- Direct messages from the site administrator
- Updates on activity regarding my applications
- Invitation requests to collaborate on another user’s application
- Deadline reminders for applications

Unsubscribe me from all emails

Save

My Account
Log Out

My Profile
Notifications
Eligibility

Fill out an eligibility profile

OR

Update your eligibility profile
Applications available to you will be displayed here.

**NOTE:** Accounts on this platform should be registered in the name of the eligible entity (tribal, local government, or tourism-related IRS nonprofit organization). The entity’s representative may then invite “Collaborators” to join its application. Ultimately, the applying entity is responsible for the application in its entirety including providing thorough, quality responses; making eligible, accurate and reasonable requests; and submitting in a complete and timely manner.

All Applications -

Rural Pathway Program FY22
0000000020

**Deadline:** May 1 2022 11:59 PM (MDT)

1 of 1 tasks complete

CONTINUE

Last edited: Aug 26 2021 01:58 PM (MDT)
Beginning the Application

Eligibility Quiz
Finding the Program
Begin the Application
Finding the Program

New Mexico Tourism Department

Programs

Cooperative Marketing and Advertising
Accepting applications from Mar 1 2022 08:00 AM (MST) to Apr 8 2022 06:00 PM (MDT)

Rural Pathway Program FY23
Accepting applications from Jun 15 2022 12:00 AM (MDT) to May 1 2023 11:59 PM (MDT)
The Rural Pathway Program is composed of two complementary programs: the Rural Pathway Tourism Incubator and the Rural Pathway Grant.

Tourism Event Growth & Sustainability P...
Accepting applications from Apr 18 2022 12:00 AM (MDT) to May 27 2022 11:59 PM (MDT)
Begin the Application

Rural Pathway Program FY23

The Rural Pathway Program is composed of two complementary programs: the Rural Pathway Tourism Incubator and the Rural Pathway Grant.

The Rural Pathway Tourism Incubator provides technical assistance to tourism stakeholders within New Mexico in developing viable tourism projects by providing the necessary tools, resources, and support.

The Rural Pathway Grant provides matching funding to tourism stakeholders within New Mexico to support the implementation of viable tourism projects.

View the informational webinar on the Rural Pathway Program section of the New Mexico Tourism Department website to learn more about the Rural Pathway Program's purpose and process.

APPLY

Opens
Jun 15 2022 12:00 AM (MDT)

Deadline
May 1 2023 11:59 PM (MDT)
Program Selection
Rural Pathway Program FY23

0000000002

APPLICATION ACTIVITY

Your tasks

[Icon]

Rural Pathway Program

Deadline: May 1, 2023 11:59 PM (MDT)

Last edited: Jun 15, 2022 10:16 AM (MDT)
Program Selection and Application

PROGRAM SELECTION

The Rural Pathway Program is composed of two complementary programs: the Rural Pathway Tourism Incubator and the Rural Pathway Grant.

The **Rural Pathway Tourism Incubator** provides **technical assistance** for the development of viable tourism projects in New Mexico.

The **Rural Pathway Grant** provides **matching funding** for the implementation of viable tourism projects in New Mexico.

To begin the application process, please select the program to which you wish to apply.

- Rural Pathway Tourism Incubator
- Rural Pathway Grant

[SAVE & CONTINUE EDITING] [NEXT]
Rural Pathway
Tourism Incubator
Pre-Application
The purpose of the Rural Pathway Tourism Incubator is to provide technical assistance for the development of tourism projects in New Mexico.

The Rural Pathway Tourism Incubator process begins with an idea for a tourism project or product. From there, stakeholders are identified and engaged, and a Steering Committee of 5-7 people is created in order to finalize a primary project concept.

The Pre-Application process is short and straightforward, and is a first step in communicating your project idea to the New Mexico Tourism Department for review.
The purpose of the Rural Pathway Tourism Incubator is to provide technical assistance for the development of tourism projects in New Mexico.

The Rural Pathway Tourism Incubator process begins with an idea for a tourism project or product. From there, stakeholders are identified and engaged, and a Steering Committee of 5-7 people is created in order to finalize a primary project concept.

The Pre-Application process is short and straightforward, and is a first step in communicating your project idea to the New Mexico Tourism Department for review.

Program Selection and Application

RURAL PATHWAY TOURISM INCUBATOR PRE-APPLICATION

Preview Pre-Application content at newmexico.org/rpp
Pre-Application Submitted

Thank you for submitting your application.

Go to My Applications

OR

View more Programs

Rural Pathway Program FY23
0000000002

Submitted on: Jun 15 2022 10:28 AM (MDT)

Test Test (Owner)
[Email address]

Add collaborator
What Happens Next?

Pre-Application Declined

Rural Pathway Program FY23
0000000002

STATUS: Pre-Application Declined

VIEW

Submitted on: Jun 15 2022 10:28 AM (MDT)

Pre-Application Approved

Rural Pathway Program FY23
0000000002

Deadline: Jun 30 2023 11:59 PM (MDT)

STATUS: Pre-Application approved

0 of 2 required tasks complete

START

Submitted on: Jun 15 2022 10:28 AM (MDT)
Rural Pathway
Tourism Incubator
Application
Add Collaborators

0 of 2 required tasks complete

Last edited: Jun 15 2022 10:41 AM (MDT)

Deadline: Jun 30 2023 11:59 PM (MDT)

Test Test (Owner)
[Email address]

Add collaborator

Collaborators

Add collaborators to view or contribute to your application.

Email address of collaborators: Separate addresses by commas

Type of access
- View & edit
- View only

Message (optional)

SEND INVITE

0 of 2 required tasks complete

Last edited: Jun 15 2022 10:41 AM (MDT)

Deadline: Jun 30 2023 11:59 PM (MDT)

Test Test (Owner)
[Email address]

Collaborators

Add

Change access
Remove
Resend invite
Begin the Application

0 of 2 required tasks complete

Last edited: Jun 15 2022 10:41 AM (MDT)

0000000002
Status: Pre-Application approved. Please complete the main Application.

Your tasks

- Rural Pathway Tourism Incubator Application
- Steering Committee Forms
- Optional Uploads (optional)

Previous tasks

- Rural Pathway Program
  Completed on: Jun 15 2022 10:26 AM (MDT)
Preview Application content at newmexico.org/rpp
Steering Committee Forms

Steering Committees should display diversity, including representation from the public and private sectors, as well as other primary partners and stakeholders.

Directions: Each member of the Steering Committee must complete the Steering Committee Member Profile and the Statement of Commitment forms.

Steering Committee Forms

Each page in this section contains the Steering Committee Member Profile and Statement of Commitment forms for one individual Steering Committee member.

Steering Committee members may be added as collaborators to the application so that each member is able to fill in their own page.

All information on each page is mandatory; however, you may navigate through the pages of this section without first completing previous pages. For example, Steering Committee Member 2 may skip an unfinished page 1 to access and complete page 2.
Steering Committee forms

Steering Committee forms should display diversity, including representation from the public and private sectors, as well as other primary partners and stakeholders.

Directions: Each member of the Steering Committee must complete the Steering Committee Member Profile and the Statement of Commitment forms.

Steering Committee Member Profile

1. Name

2. Organization and title OR role
   Examples of roles: Resident, Historical Society member, Youth group member, etc.

3. E-mail address
Steering Committee Forms

Steering Committees should display diversity, including representation from the public and private sectors, as well as other primary partners and stakeholders.

Directions: Each member of the Steering Committee must complete the Steering Committee Member Profile and the Statement of Commitment forms.

Steering Committee Member Profile

Deadline: Jun 30 2023 11:59 PM (MDT)
Add Optional Uploads

Steering Committee Forms

Completed Jun 15 2022 11:13 AM (MDT)

Steering Committees should display diversity, including representation from the public and private sectors, as well as other primary partners and stakeholders.

Directions: Each member of the Steering Committee must complete the Steering Committee Member Profile and the Statement of Commitment forms.

Steering Committee Forms

Steering Committee Forms

Each page in this section contains the Steering Committee Member Profile and Statement of Commitment forms for one individual Steering Committee member.

Steering Committee members may be added as collaborators to the application so that each member is able to fill in their own page.

All information on each page is mandatory; however, you may navigate through the pages of this section without first completing previous pages. For example, Steering Committee Member 2 may skip an unfinished page 1 to access and complete page 2.

STEERING COMMITTEE MEMBER 1

Steering Committee Member Profile
Optional Uploads

Task instructions Hide

Directions: Submit any further materials which showcase the competitiveness of the project or which provide more background information about the project, its context, the people and organizations involved, any progress already made in project implementation, any barriers or challenges encountered, etc. This section is optional, but may help strengthen your application.

1. ATTACH FILE
2. LINK TO VIDEO
3. MARK AS COMPLETE

Rural Pathway Program FY23
0000000002
ID: 0000000002 | Status: Pre-Application approved. Please complete the main Application.

Rural Pathway Tourism Incubator Application

Optional Uploads (optional)

2 of 2 required tasks complete

Last edited: Jun 15 2022 11:13 AM (MDT)

Deadline: Jun 30 2023 11:59 PM (MDT)

Optional Uploads

Completed Jun 15 2022 11:18 AM (MDT)

Rural Pathway Program FY23
0000000002 | Status: Pre-Application approved. Please complete the main Application.

Rural Pathway Tourism Incubator Application

Optional Uploads (optional)

2 of 2 required tasks complete

Last edited: Jun 15 2022 11:18 AM (MDT)

Deadline: Jun 30 2023 11:59 PM (MDT)

Rural Pathway Program - Incubator Application Content FY...
Review the Application

Your tasks

- Rural Pathway Tourism Incubator Application
  Completed on: Jun 15 2022 11:03 AM (MDT)

- Steering Committee Forms
  Completed on: Jun 15 2022 11:13 AM (MDT)

- Optional Uploads (optional)
  Completed on: Jun 15 2022 11:20 AM (MDT)

Previous tasks

- Rural Pathway Program
  Completed on: Jun 15 2022 10:26 AM (MDT)
Submit the Application

2 of 2 required tasks complete

Last edited: Jun 15 2022 11:20 AM (MDT)

Deadline: Jun 30 2023 11:59 PM (MDT)

Test Test (Owner)
[Email address]

Add collaborator

1

Submit application

Please confirm submission of your application.

If you wish to take a look at the application before submitting, please Review it.

CANCEL
REVIEW
SUBMIT

Back to application

Rural Pathway Program FY23
0000000002
ID: 0000000002 Status: Pre-Application approved. Please complete the main Application. Last edited: Jun 15 2022 11:20 AM (MDT)
Submit the Application

Application Submitted!
Thank you for submitting your application.

Go to My Applications
OR
View more Programs

Rural Pathway Program FY23
0000000002

STATUS: Application Review in Progress

Submitted on: Jun 15 2022 11:30 AM (MDT)
Application Declined

Rural Pathway Program FY23
0000000002

STATUS: Application Declined

DECLINED

Decision made: Jun 15 2022 11:47 AM (MDT)
Submitted on: Jun 15 2022 11:30 AM (MDT)

Decision: Declined Jun 15 2022 11:47 AM (MDT)
Application Awarded

You have been awarded!

A decision is required.

Rural Pathway Program FY23
0000000002
AWARDED

Send a message to the program administrator about your decision (optional)

I’LL DECIDE LATER
DECLINE
ACCEPT

STATUS: Award Declined

YOU HAVE DECLINED THIS AWARD

Submitted on: Jun 15 2022 11:30 AM...

STATUS: Agreement in process

AWARDED

Submitted on: Jun 15 2022 11:30 AM...
The Rural Pathway Tourism Incubator Agreement will be sent to you. Have the required parties sign and date it, then upload it here as a PDF.

Task instructions: Hide
RURAL PATHWAY GRANT APPLICATION

The purpose of the Rural Pathway Grant is to provide matching funding to support the implementation of viable tourism projects in New Mexico.

This funding opportunity requires a 1:1 match (cash preferred) administered by an eligible fiscal agent. All funding allocated by the New Mexico Tourism Department must be expended within the same fiscal year the Agreement is executed.

Eligible fiscal agents include municipalities, counties, and tribal governments within the state of New Mexico that promote New Mexico as a visitor destination.
Rural Pathway Grant Application
Add Collaborators

1. 0 of 2 required tasks complete
   Last edited: Jun 15 2022 10:41 AM (MDT)
   Deadline: Jun 30 2023 11:59 PM (MDT)

   Test Test (Owner)
   [Email address]

   Add collaborator

2. Collaborators

   Add collaborators to view or contribute to your application.
   Email address of collaborators: Separate addresses by commas

   Type of access
   - View & edit
   - View only

   Message (optional)

   Send invite

3. 0 of 2 required tasks complete
   Last edited: Jun 15 2022 10:41 AM (MDT)
   Deadline: Jun 30 2023 11:59 PM (MDT)

   Test Test (Owner)
   [Email address]

   Collaborators
   Add

   Change access
   Remove
   Resend invite
RURAL PATHWAY GRANT APPLICATION

The purpose of the Rural Pathway Grant is to provide matching funding to support the implementation of viable tourism projects in New Mexico.

This funding opportunity requires a 1:1 match (cash preferred) administered by an eligible fiscal agent. All funding allocated by the New Mexico Tourism Department must be expended within the same fiscal year the Agreement is executed.

Eligible fiscal agents include municipalities, counties, and tribal governments within the state of New Mexico that promote New Mexico as a visitor destination.
Preview Application content at newmexico.org/rpp

Rural Pathway Program

Program Selection and Application

APPLICATION

SECTION 1: APPLICANT INFORMATION
SECTION 2: FISCAL AGENT INFORMATION

SECTION 3: PROJECT OVERVIEW

SECTION 4: RESOURCE INVENTORY

SECTION 5: STRATEGIES & SCOPE OF WORK

SECTION 6: CRITERIA FULFILLMENT
LETTERS OF SUPPORT

Please upload letters of support from all relevant project stakeholders. Include a short description for each document.

*Letters may be uploaded individually (multiple uploads) or as one document.*

[Upload a file]

Accepted formats: .pdf
Add Optional Uploads

Program Selection and Application

**ADDITIONAL MATERIALS**

Do you have any additional materials which you wish to include with the application? If yes, you will be taken to the Optional Uploads section. If no, you will end the application here and will be able to review it before submitting.

- Yes
- No

Upload files here

*Please include a brief description of each document.*
No Optional Uploads

Program Selection and Application

ADDITIONAL MATERIALS

Do you have any additional materials which you wish to include with the application? If yes, you will be taken to the Optional Uploads section. If no, you will end the application here and will be able to review it before submitting.

- Yes
- No

1. Yes
2. Next
Submit the Application

<table>
<thead>
<tr>
<th>Rural Pathway Program FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID: 000000005</td>
</tr>
</tbody>
</table>

1 of 1 tasks complete

Last edited: Jun 15 2022 04:36 PM (MDT)

Submit application

Please confirm submission of your application.

If you wish to take a look at the application before submitting, please Review it.
Submit the Application

Application Submitted!
Thank you for submitting your application.

Go to My Applications
OR
View more Programs

Rural Pathway Program FY23
0000000005

SUBMITTED

Submitted on: Jun 15 2022 04:40 PM...
Application Declined

Rural Pathway Program FY23
000000005

STATUS: Application Declined

DECLINED

Decision: Declined

Submitted on: Jun 15 2022 04:40 PM (MDT)

Decision made: Jun 15 2022 04:45 PM (MDT)

Test Test (Owner)
bates.emily@hotmail.com

Add collaborator

Decision on: Declined Jun 15 2022 04:45 PM (MDT)
Application Awarded

You have been awarded!

Send a message to the program administrator about your decision (optional)

I'LL DECIDE LATER  DECLINE  ACCEPT

Rural Pathway Program FY23
0000000005

STATUS: Award Declined

YOU HAVE DECLINED THIS AWARD

Submitted on: Jun 15 2022 04:40 PM (MDT)

Rural Pathway Program FY23
0000000005

STATUS: Agreement in process

Submitted on: Jun 15 2022 04:40 PM (MDT)
Agreement

Rural Pathway Program FY23

0000000002

STATUS: Agreement in process

AWARDED

VIEW

Submitted on: Jun 15 2022 11:30 AM...

Rural Pathway Program FY23

0000000002

STATUS: Please upload the signed Agree...

AWARDED

0 of 1 tasks complete

START

Submitted on: Jun 15 2022 11:30 AM (MDT)
The Rural Pathway Grant Agreement will be sent to you. Have the required parties sign and date it, then upload it here as a PDF.

Task instructions Hide

1. Task instructions Hide

Rural Pathway Program
0000000005
ID: 0000000005 | Status: Please upload the signed Agreement.

Rural Pathway Grant Agreement

Awarded

0 of 1 tasks complete

Last edited: Jun 23 2022 02:11 PM (MDT)

ATTACH FILE
Show accepted formats

MARK AS COMPLETE
Submit application

Please confirm submission of your application.
If you wish to take a look at the application before submitting, please Review it.

CANCEL  REVIEW  SUBMIT

Application Submitted!

Thank you for submitting your Agreement.

Go to My Applications
OR
View more Programs

Back to application

Rural Pathway Program FY23
0000000005
ID: 0000000005 | Status: Please upload the signed Agreement.

Rural Pathway Grant Agreement

Task instructions Hide

The Rural Pathway Grant Agreement will be sent to you. Have the required parties sign and date it, then upload it here as a PDF.

Agreement
Filename: Agreement_FgqlLnW5.pdf  Added: Jun 23 2022

AWARDED

STATUS: Agreement finalization in progress

Submitted on: Jun 23 2022 02:17 PM (MDT)
Find program information at
www.newmexico.org/rpp

Reach out to NMTD
Emily Bates | Tourism Development Coordinator
Emily.Bates@state.nm.us | 505-690-6167