



# RURAL PATHWAY PROGRAM

## FY23 Grant Application Content

This document provides a preview of application content for the grant portion of the Rural Pathway Program. **Please note: all applications must be completed and submitted online at [nmtourism.smapply.io](https://nmtourism.smapply.io).**

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, tribal governments, destination management organizations (DMOs), and Chambers of Commerce within the state of New Mexico that promote New Mexico as a visitor destination.

Legal, non-profit tourism-related organizations as designated by the Internal Revenue Service (IRS) will receive funding on a reimbursement basis, and must partner with a local government entity, DMO, or Chamber of Commerce to act as a fiscal agent.

The Rural Pathway Grant application includes two (2) sections: 1. Application and 2. Optional Uploads.

**Application** requires applicants to identify an eligible fiscal agent for matching funds; respond to questions about the project; identify existing and desired assets that may contribute to the project's success; describe strategies for development, marketing, and operations and complete a scope of work; and detail how the project fulfills the grant criteria.

**Optional Uploads** provides applicants with the opportunity to submit any supplemental materials which showcase the competitiveness of the project.

## APPLICATION

### SECTION 1: APPLICANT INFORMATION

Name

Organization and title

E-mail

Phone number(s)

Mailing address

### SECTION 2: FISCAL AGENT INFORMATION

Directions: In order to apply for up to \$50,000 in matching funds for project implementation, applicants must identify an eligible fiscal agent who will provide or administer matching funds. Provide the fiscal agent's legal name and contact information, Combined Reporting System (CRS) identification number, and maximum match commitment (this funding opportunity requires a 1:1 match; a cash match is preferred).

Eligible fiscal agents include municipalities, counties, and tribal governments within the state of New Mexico.

Legal, non-profit tourism-related organizations as designated by the Internal Revenue Service (IRS) are also eligible (with funding granted on a reimbursement basis) and must partner with a local government entity to act as the grantee's fiscal agent.

All funding allocated by the New Mexico Tourism Department must be expended within the same fiscal year the Agreement is executed (by June 30, 2023).

Designation

☐ NM Municipality

☐ NM County

☐ NM Tribal Government

☐ Other (Please Specify)

Legal name

Representative name

Representative e-mail address

Representative phone number(s)

Representative mailing address

CRS identification number

Maximum match commitment

\$

Grant amount requested by applicant (may be different from amount in item 6)

\$

If amounts in items 7 and 8 are different, please provide an explanation here. Otherwise, leave this item blank.

*For instance, this may apply in circumstances where the fiscal agent is providing a cash match which will be supplemented by non-cash matching; or in circumstances where cash donations from multiple sources are being used, and the individual fiscal agent identified is only one of those sources.*

### SECTION 3: PROJECT OVERVIEW

Directions: Complete the elements below in the spaces provided. Responses should be thorough and convey a strong understanding of the purpose of the Rural Pathway Program and its grant.

Project name

Project description

Physical location(s) for the project (exactly where the project is located) and all communities, regions, and other physical areas impacted.

Identify all key partners and stakeholders of the project, and describe how they have been engaged thus far.

*Include: people and entities who have the ability to contribute to the project's success through financial or otherwise measurable investments; people and entities affected by project implementation.*

List all current project funding, including source, amount, purpose and conditions of the funds, and any additional relevant information.

*Please include: funds requested, funds awarded (regardless of whether or not they were ultimately accepted), funds accepted, and funds declined.*

Describe the project's strategy to demonstrate short-term economic stimulation throughout the areas impacted by project implementation (preliminary surveying, civic involvement, etc.).

Describe the anticipated long-term economic impact of project completion (jobs created and retained, increased Gross Receipts Tax or Lodger's Tax revenue, increased visitation to a little-touristed area, etc.).

#### SECTION 4: RESOURCE INVENTORY

Directions: In the spaces below, identify existing and desired resources which have the potential to support the project's success.

*Resources may be physical structures, natural resources, public amenities, community services, businesses, recent events, community relationships, etc. specific to the theme(s) or location(s) of the project.*

##### Existing Resources

##### Desired Resources


#### SECTION 5: STRATEGIES & SCOPE OF WORK

##### **Development Strategy**

Identify the project's immediate goals, goals for the next 1-2 years, and goals for the next 3-5 years and beyond.



Identify how the success of these goals will be tracked and measured over time.



### **Marketing Strategy**

Define the project's marketing strategy and plan components.

*What markets does the plan reach? What types of advertising are/will be used? How will the plan evolve over time?*



Describe any additional outreach activities for the project (if applicable).



Describe the evolution of the project's marketing plan over time.



### **Operations Strategy**

Describe any strategies/plans to ensure the project's financial viability.

Describe any strategies/plans to ensure the physical maintenance of project components (if applicable).

List the operations costs for the project.

List any potential funding opportunities for the project.  
*These include opportunities which have not been applied for yet.*

### Scope of Work Report

Scroll to the right to view all columns. Any rows which are not needed may be left blank.

	ITEM/TASK	RESPONSIBLE PARTY	ESTIMATED DATE OF COMPLETION	COST	COST TYPE (CASH / IN-KIND)	MATCH AMOUNT (IF APPLICABLE)	MATCH TYPE (CASH / IN-KIND) (IF APPLICABLE)	MATCH SOURCE (IF APPLICABLE)
1								
...								
100								

Total Cost

\$

### SECTION 6: CRITERIA FULFILLMENT

Directions: In the spaces below, detail as specifically as possible how your project meets the grant criteria. Optional Criteria for each goal are intended to strengthen your application, but are not mandatory. If you choose not to reply, please enter N/A.

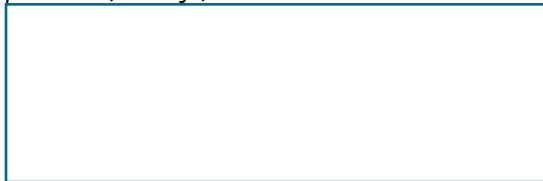
**Goal 1: Develop authentic experiences that are aligned with the New Mexico True brand; a promise to deliver "adventure steeped in culture."**

Identify the elements of the project which reflect New Mexico's spirit and identity. Explain how each element will be represented/communicated to tourists through the project.

*Include both tangible and intangible elements; see the Guidelines document for further explanation.*

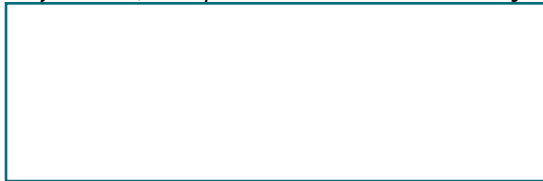
*Examples of tangible elements include: physical components of the project; physical and natural spaces and places; etc.*

*Examples of intangible elements include: relationships and partnerships essential to the project; cultural practices, beliefs, and other cultural elements (such as language); etc.*

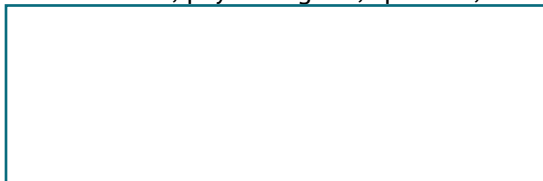


Identify how the project aligns with the New Mexico True brand.

*The New Mexico True brand seeks to promote tourism products and experiences centered around adventure, culture, and a thirst for authenticity. Products reflecting the New Mexico 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 New Mexico True brand also seeks to dismiss misconceptions and misunderstandings of the state, encourage staycations, and promote "adventures that feed the soul."*



Identify any elements of adventure in the product (either communicated to tourists or experienced by them). "Adventure" can be of a physical nature (for example, rock climbing), but can also be of an emotional, psychological, spiritual, or intellectual nature.



**Goal 2: Drive economic impact and create jobs by stimulating local economies through the development of strategic tourism products.**



For each item, identify the current dollar amount or number requested **for the area in which the project is located**, and identify the dollar amount or number anticipated once the project is implemented.

*For example, current visitor spending may be \$35.00/day, and anticipated visitor spending once the project is implemented could increase to \$50.00/day (taking into account an entrance fee, an extra meal, etc.).*

	Current	Anticipated (once project is implemented)
<b>Gross Receipts Tax</b>	\$	\$
<b>Lodger's Tax</b>	\$	\$
<b>Daily Visitor Spending</b>	\$	\$
<b>Tourism-Related Jobs</b>		

## Goal 2 Optional Criteria

Explain how the items in Goal 2 will grow over time, based on factors impacting the project's scalability.

*Examples:*

- *New offerings are added to the visitor experience offered by the project, increasing revenue from ticket sales and increasing the average visitor stay in the area by one night;*
- *Rent for the project's physical space increases each year, increasing operating costs;*
- *A volunteer program is created with local partners, reducing operating costs by reducing the need for paid staff.*

For tourism-related jobs (current and anticipated) mentioned in Goal 2, identify whether they are: hourly vs. full-time, seasonal vs. year-round, skilled (including level of education required) vs. unskilled, etc.

What are the principal revenue streams currently available in the proposed project area? What revenue streams will the project tap into, and what revenue streams will it create?

Identify the location of contractors used for the project (select all that apply).

☐ Local

☐ Regional

☐ State

☐ Other (Please Specify)

**Goal 3: Engage stakeholders in constructive conversations regarding how best to capitalize on tourism trends and the New Mexico True brand.**

Identify who the project will impact and how. What measures have been/will be taken to mitigate any negative impacts?

Identify how parties impacted by the project have been/will be involved or will be involved in the project's development and implementation.

How do project stakeholders communicate with impacted and interested parties, and vice-versa?

*For example:*

- *Creation of a space/exhibit dedicated to the project to educate those impacted about the project, its process, and progress.*
- *Scheduling of participatory public forums during which those impacted by the project may contribute ideas and express support, concerns, etc.*
- *Newsletter, website, e-mail updates, etc. to communicate progress in project development and implementation.*

#### **Goal 4: Spark creativity and ownership for stakeholder successes and opportunities.**

Identify sources of creativity and creative expression within the project. How does/will the project harness creativity from stakeholders and impacted parties?

Identify methods of harnessing creativity from stakeholders and locals, and note whether they have been/will be used, and in what capacity.

Identify the parties responsible for each element of project development, implementation, and evaluation.

Identify project milestones.

*Example:*

- *Planning Phase (July 1-September 30, 2022): Including XYZ and persons ABC...*
- *Implementation Phase (October 1-December 31, 2022): Including XYZ and persons ABC...*
- *Public Opening (January 1, 2023): Including XYZ and persons ABC...*
- *Post-Implementation Assessment (March 1-April 1, 2023): Including XYZ and persons ABC...*
- *Adjustment Phase (May 1-June 30, 2023): Including XYZ and persons ABC...*

How will project viability and success be measured?

*Include specific methods and timelines if possible.*



What opportunities are available to the project? Which have already been taken advantage of, and in what capacity?

*Examples include: partnerships, funding, idea generators from external sources, technical assistance resources, etc.*



What opportunities will the project create for place in which it is implemented?

*Examples include: economic, social, educational, professional, recreational, etc.*



### **Goal 5: Connect and diversify the tourism industry.**

Identify methods of communication among all stakeholders (public and private, at all levels, including individuals, experts, and non-experts).



Identify any new collaborations or partnerships which have been or will be created during project development, implementation, and evaluation.



Identify any new or unique voices present in the project and any adaptations that have been made in order to include these new or unique voices.

*Examples: Pueblos and Native communities, Hispanic communities, local community members, marginalized communities, subject matter experts, non-experts, etc.*



## 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

## 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 **APPLICATION ENDS**

## OPTIONAL UPLOADS

This section allows you to submit additional materials showcasing the competitiveness of the proposed project. These may include, but are not limited to:

- Images and/or content from design and planning documents
- Marketing and promotional materials
- Notes from participatory public forums
- Materials created to educate the public about the project

Upload files here

*Please include a brief description of each document.*

 Upload a file