

**NEW MEXICO  TRUE**  
**RURAL PATHWAY PROGRAM**  
FY23 Incubator Application Content

This document provides a preview of application content for the incubator 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 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.

## SECTION 1: APPLICANT INFORMATION

Name

Organization and title

E-mail

Phone number(s)

Mailing address

## SECTION 2: PROJECT CONCEPT

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.

Describe any challenges that exist or may exist with using these locations for the project (if applicable).

Describe the projected timeline and milestones for the project, and identify the project's current status within the timeline.

*If this application is for one phase of a larger project, provide the timeline for this phase and for the completion of the larger project.*

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.).

Describe the Steering Committee's reasons for participating in the Rural Pathway Tourism Incubator and any associated goals.

Identify the top three project needs the Steering Committee would like to address with NMTD staff through this program.

### SECTION 3: 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

## 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.

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.

### **Steering Committee Member Profile**

Name

Organization and title/role

*Examples of roles: Resident, Historical Society member, Youth group member, etc.*

E-mail address

Phone number(s)

What are your motivations for being a part of this Steering Committee?

What do you hope to achieve or hope that the project achieves through the Rural Pathway Tourism Incubator?

What previous experiences and/or leadership roles do you have which relate to your position on this Steering Committee?

What knowledge or expertise are you able to contribute to the Steering Committee?

*Examples: Knowledge of local history, Relationships with internal/external partners, Expertise in historical preservation, Budget and finance skills, etc.*

*Think outside the box and be creative! What are your special skills and experiences?*

### **Statement of Commitment**

I, the undersigned, understand that as a designated Steering Committee member, I agree to participate fully in the Rural Pathway Tourism Incubator. I agree to:

- Attend five (5) four-hour workshops at the agreed-upon locations (workshop schedule will be determined by the Steering Committee).
- Support the mission, vision, values, and goals of the Steering Committee (set by the Steering Committee throughout the workshop phase).
- Complete handouts, engage in activities, and provide constructive feedback during group discussions and project planning.
- Remain engaged in the Steering Committee's ongoing success throughout the entirety of the Rural Pathway Tourism Incubator, including potential project implementation and ongoing sustainability efforts.

Date

Signature

### **OPTIONAL UPLOADS**

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.