



RURAL PATHWAY PROGRAM

FY23 Incubator Pre-Application Content

This document provides a preview of pre-application content for the incubator portion of the Rural Pathway Program. **Please note: all applications must be completed and submitted online at nmtourism.smaply.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.

Applicant Information

Name

Organization and title/role

E-mail address

Phone number(s)

Mailing address

Organization Information

Name of principal organization associated with the project

Designation of principal organization associated with the project

- IRS-designated nonprofit tourism-related organization
- NM Municipality
- NM County
- NM Tribal Government
- Other (Please Specify)

Questions

Project Name

Anticipated location(s) of project

Describe the project briefly. What are its missions? How will they be accomplished? Include how the project will impact visitor experience, and detail how the project is aligned with the New Mexico True brand.

What needs and challenges does the project hope to address through participation in the Rural Pathway Tourism Incubator? What specific support does it need?

Have stakeholders been engaged in this project?

Yes

No (Please Explain)

Has these stakeholders reviewed the comprehensive guidelines document for the Rural Pathway Tourism Incubator (available [here](#))?

Yes

No (Please Explain)

List the current or anticipated Steering Committee stakeholders for this project. Include why they have been identified as key stakeholders, and what contact, if any, has been made with them so far concerning the project.

Identify all entities that will be impacted by project implementation, and how they will be impacted.

