

Strategic Events Recovery Readiness Initiative (SERRI) – *INITIAL PILOT*

Goal:	To restore and reinvigorate events as a critical driver of New Mexico's tourism economy.
Process & Partner Responsibility:	Partners selected for initial pilot will collaborate with the CoOp team to assess opportunities and implement improvements for future event execution. Pilot initiative includes technical assistance 100% funded by NMTD.
Key Deliverables:	<ul style="list-style-type: none">• 3rd Party Strategic Assessment• Consumer Discoverability Audit & Actionable Insights for Improvement• Comprehensive Event Analysis, including:<ul style="list-style-type: none">• Organization and Event Operations• Market, Competitive and SWOT Analysis• Financial Audit and "Health Check"• National Sponsorship Opportunities• Collaborative Implementation Plan to Capture Identified Opportunities
Timing & Duration:	As early as January 2021; range of 16-24 weeks for initial pilot phase

