

NEW MEXICO TRUE

New Mexico Tourism Department
Annual Tribal Report
Fiscal Year 2022

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I. EXECUTIVE SUMMARY

Tourism is a vital contributor to economic health of urban, rural and tribal communities across New Mexico. Tourism diversifies our economy, provides entrepreneurial opportunities, attracts and retains talent and creates national brand awareness. Exposure to New Mexico True advertising improves perceptions of New Mexico not only as a place to visit, but also as a place to start a business, start a career, go to college buy a home and live.

In 2022, the New Mexico Tourism Department continued its marketing strategy to revitalize domestic tourism, a lead driver of New Mexico's economy. In FY22 the New Mexico Legislature and the Office of Michelle Lujan Grisham appropriated an additional \$17MM to NMTD to support revitalization/advertising efforts benefiting New Mexico's tourism economy. The \$17MM special appropriation for tourism revitalization efforts included \$7 million from the state's general fund and \$10 million of federal stimulus dollars the state received from the American Rescue Plan. Coming out of the COVID-19 pandemic, overnight visitation declined in New Mexico (as with most destinations), though 2021 saw a rebound of 10.5% above 2019 numbers in day trips. New Mexico has historically suffered from both low awareness as a vacation destination and key misperceptions; namely, that New Mexico is considered to be a hot, dry, barren desert with very little to do. The New Mexico True brand continues to counter these narratives by driving awareness and overcoming these false perceptions by showcasing what is True: that New Mexico is Adventure Steeped in Culture.

Specifically, one of the Department's notable achievements in FY22 was featuring Native American and Indigenous culture as the central subject in some of NMTD's national marketing campaigns. As a prominent fixture of the agency's national advertising campaign for Winter 2021, NMTD featured the story of Santa Clara Pueblo Sculptor Roxanne Swentzell.

Another accomplishment in FY22 involved the increased tribal participation in NMTD programs; specifically, participation in the FY22 New Mexico Clean & Beautiful Grant Program. NMTD issued \$789,800 in grant funding to 53 New Mexico communities in FY22. Tribal governments were awarded \$61,225 through the program in FY22, representing a 308 percent increase from the previous fiscal year. In FY21, NMTD issued \$778,700 in grant funding to 37 communities throughout New Mexico. NMTD will continue to engage with tribal communities on opportunities to leverage this program.

Additionally, tribal and indigenous culture were heavily featured in NMTD's National Earned Media Program. In June 2020, NMTD overhauled its national earned media program with a commitment to generating higher quality and more consistent media mentions for New Mexico that frames our state as the premier destination for the venturesome traveler. In the agency's most recent quarterly report, 32 percent of all earned media coverage was tagged as "culture and heritage." By comparison, "outdoor" and "general travel" accounted for 29 percent each, and "culinary" accounted for 10 percent. NMTD also helped secure top tier coverage for several tribal entities, such as Zuni Pueblo and the Indian Pueblo Cultural Center (IPCC). Mentions of

Zuni Pueblo accounted for 12 percent and IPCC accounted for 16 percent of all estimated media value in FY22 Q2.

Section II of this report provides an overview of the New Mexico Tourism Department, its organizational structure and extended network. Section III outlines programs designed to encourage inclusive participation and support tribal tourism economies throughout the state. Section IV provides essential contacts within the Department and final section of this report reviews relevant mandates and statutes.

II. AGENCY OVERVIEW & BACKGROUND

A. Mission Statement

To grow New Mexico's economy through tourism.

B. Agency Overview

Since the launch of the New Mexico True brand, New Mexico has achieved record-breaking visitation levels, driving more visitors who are spending more dollars than ever before. In 2019 there was a record visitor spend of \$7.4 billion, representing an increase of 5% over the prior year. This increase in visitor spending generated over \$737 million in state and local tax revenue (a 5.8% increase over the prior year) and offset the tax burden for every New Mexico household by \$950. The COVID-19 pandemic greatly affected the impact of visitor spending in 2020, reducing it by an 21.6% from 2019 levels to \$5.8B. Preliminary 2021 visitor spending metrics point to parity or even an increase in visitor spending over 2019's record-breaking year, due to pent-up demand and additional marketing investment. By December 2021, New Mexico visitor spending surpassed December 2019 spending by 13%.

C. Agency Organization

There are six divisions in the Department:

- Communications
- Administrative Services
- Research
- Marketing
- Tourism Development
- New Mexico Magazine

There are 55 FTE's in the Tourism Department. Key members of the leadership team include:

- Jen Paul Schroer, Cabinet Secretary
- Antoinette Vigil, Deputy Cabinet Secretary

- Jennifer Saavedra, General Counsel
- Lancing Adams, Tourism Development Director (Acting Tribal Liaison)
- Cody Johnson, Communications Director
- Yodel Catanach, Administrative Services Director
- Victoria Gregg, Research Director
- Erin Ladd, Marketing Director
- Edward Graves, CEO, New Mexico Magazine

The Intertribal Ceremonial Office is administratively attached to the Tourism Department, as is the New Mexico State Fair.

Tourism Commission

The Tourism Commission is administratively tied to the Department and exists to advise the Department on planning and policy matters. The Tourism Commission consists of seven members appointed by the Governor who shall be qualified electors of the State of New Mexico, no more than four of whom, at the time of their appointment, shall be members of the same political party and at least one of whom shall be a Native American (***currently one member is Native American from Acoma Pueblo***). Members shall be appointed by the Governor and confirmed by the Senate. Two members shall be appointed from each of the three congressional districts. One member shall be appointed from the state at large. The Tourism Commission also approves members for the Clean and Beautiful Advisory Committee. Meetings are held quarterly and are open to the public.

New Mexico Clean and Beautiful Advisory Committee

The New Mexico Clean and Beautiful Advisory Committee is statutorily tied to the Department for the Department's Clean and Beautiful Grant Program by advising on environmental tourism initiatives and projects that level up to program goals, as identified through the "Litter Control and Beautification Act". The Clean and Beautiful Advisory Committee consist of a body between seven and eleven members appointed by the Tourism Commission representing each tourism region and other application organizations, such as the New Mexico Recycling Coalition. Members serve two-year terms. Meetings are held quarterly and are open to the public.

Industry at Large: New Mexico's tourism industry is as robust and diverse as its tourism assets. Our tourism industry is linked to the idea of people who provide goods and services to those who travel greater than 50 miles for leisure or business purposes. The tourism industry in New Mexico is closely aligned with the hospitality and service industries, including hotels, restaurants, retail and transit, but also includes people and communities who design and offer tourism experiences that contribute to the tourism economy. Experience development sectors can include event production, local governments who manage public spaces, cultural assets and attractions and all of our incredible Destination Marketing Organizations who continuously

strive to market New Mexico and their communities as the primary destination for domestic and international travelers.

D. Agency Specific Tribal Collaboration/Consultation Policy: In addition to STCA (NMSA 1978, § 11-18-4.C(I)) the Tourism Department adopted the State-Tribal Consultation, Collaboration and Communication Policy on May 31, 2012.

III. CURRENT AND PLANNED PROGRAMS AND SERVICES FOR NATIVE COMMUNITIES

Increased Tribal Participation in NMTD Programs (ALL DIVISIONS)

NMTD has a variety of programs to support the development and promotion of tourism in communities. These programs include a Cooperative Marketing Grant Program, New Mexico True Certified Program, Rural Pathways Program, New Mexico Clean & Beautiful Grant Program, and Tourism Event Growth & Sustainability Program. Our goal is to increase tribal participation in these programs in FY23 in order to promote marketing, events, and infrastructure in Tribal communities.

MARKETING DIVISION

National Marketing

One of the Department's notable achievements in FY22 was featuring Native American and Indigenous culture as the central subject in some of NMTD's national marketing campaigns. As a prominent fixture of the agency's national advertising campaign for Winter 2021, NMTD featured the story of Santa Clara Pueblo Sculptor Roxanne Swentzell.

Cooperative Marketing Program:

Through the Cooperative Marketing Grant Program, one of the New Mexico Tourism Department's longest running and most popular programs, we partner with eligible entities who believe in our mission, align with our philosophies, and strive to improve the quality of life in their communities. Together, the adherence to the strategy and brand standards elevates New Mexico's competitive advantage, the ability to deliver adventure steeped in culture, and advertise our partners' destinations, attractions, and events to collectively grow New Mexico's economy through tourism.

FY22 featured the largest-ever investment in the program, which focused on assisting entities and communities that were hit hardest by the loss of tourism from COVID-19. This entailed boosting the usual 1:1 cooperative match to 2:1 for many entities. In the program, NMTD worked with tribal entities such as the Navajo Nation and the Indian Pueblo Cultural Center, which were both matched with 2:1 cooperative marketing funds to execute campaigns that highlight the openness of these spaces to visitation. These campaigns included digital advertising, custom-created digital content, and print advertising.

New Mexico True Certified

New Mexico True Certified brings national attention to the care, quality and craftsmanship of products that are authentically New Mexican. The program has over approved 450 partners, which include everything from Native arts to green chile, home décor and personal care items. Select New Mexico business partners leverage the power of New Mexico True and integrate the brand logo to amplify their own marketing messages and increase product recognition and sales. “Buy Local” is our rallying cry. New Mexico True Certified gives locals a constructive way to support their neighbors while visitors benefit by gaining access to local products. This special section of our website, found at newmexico.org/TrueCertified/, features partner stories through written word and videos, spotlights visitor experience offerings, promotes seasonal iterations of an online catalog, and directs people to physical retail locations where they can purchase merchandise. At least two dozen business partners are either owned by, represent, or sell the work of Native artists and artisans — including Flux Tufa Works, Koo-Weh Cookies, Larry Sisneros Jewelry, and many more. We welcome greater Native representation and encourage interested parties to [apply here](#).

TOURISM DEVELOPMENT DIVISION

Rural Pathway Program (RPP)

The Rural Pathway Program is composed of two complementary programs: 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. In FY22, NMTD engaged with Zuni Pueblo and Picturis Pueblo and are in the process of formalizing collaborative opportunities through RPP. Additionally, NMTD will continue to engage with tribal communities on opportunities to leverage this program, moving forward.

New Mexico Clean and Beautiful: The purpose of the New Mexico “Litter Control and Beautification Act, “NMSA 1978, § 67-16-1 et seq., is to accomplish litter control by granting authority to the Department to eliminate litter from the state of the maximum practical extent. The Department’s Clean and Beautiful Grant Program funds throughout the state to fulfill program goals and objectives that promote citizen engagement, further beautification and waste diversion efforts keeping New Mexico a clean and beautiful place to live, work and play.

The Clean and Beautiful grant program funds projects and initiatives that contribute to the below established goals:

- Litter Eradication
- Improve Recycling
- Beautify Communities
- Empower Youth

In FY22, \$789,800 in grant funds awarded to a record 53 New Mexico communities in FY22. Due to increased interest in the program, NMTD was able to support an additional 16 communities in FY22 compared to FY21. Additionally, tribal participation in the program increased by 150% versus the prior year.

Support the Development and Success of Tribal Businesses in New Mexico.

NMTD participated in the 2021 Native American Economic Summit hosted by the American Indian Chamber of Commerce of New Mexico. At this summit NMTD provided information on grant opportunities and initiatives that support tourism-related economic opportunities for Native communities in the state of New Mexico. It is our goal to identify opportunities to support and promote tribal businesses through greater inclusion in the New Mexico True Certified Program, technical assistance in partnership with SBA/SBDC for tribal businesses to improve their profitability and resilience, and identifying sources of capital to assist and expand *new* tribally owned businesses.

NEW MEXICO MAGAZINE

This award-winning publication is a division of the Tourism Department that works diligently to bring attention to New Mexico's cultural heritage in the most respectful way. We do not devote an issue to Native culture but strive to integrate it into every issue. During the pandemic, we were careful to include Native people, art, and culture without encouraging visits to tribal areas, especially ones grappling with incidence rates and lockdowns. Coverage over the past year includes:

Enchantment, a special publication

These represent photos and/or text that mention the following tourism attractions:

- Bisti/De-Na-Zin Wilderness Area, pp. 16–17, 20–21
- Petroglyphs, pp. 22–23
- Mescalero Apache puberty rite, p. 47
- Navajo botanist Arnold Clifford, pp. 50–51
- Artist Jaune Quick-to-See Smith, pp. 54–55
- Pueblo fly-fishing guide Norman Maktima, pp. 56–57
- Navajo poet Jake Skeets, pp. 60–61
- Gathering of Nations Pow Wow, pp. 77–81
- Chaco, p. 91
- Pueblo blessing, p. 96

MONTHLY ISSUES

FY22 Stories & Features can be found [here](#)