

**TOURISM EVENT  
GROWTH & SUSTAINABILITY PROGRAM**

---

**APPLICATION DEFINITIONS**

**AUDIENCE(S)**

The individuals, groups, or subgroups to which the event and its programming are destined.

**DATA**

Information (facts, statistics, etc.) collected and/or obtained for the purpose of reference and analysis.

**DATA COLLECTION**

The act of obtaining, collecting, and/or gathering relevant information, facts, and/or statistics through the use of surveys, observation, or other means.

**DATA ANALYSIS**

The process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data.

**ECONOMIC IMPACT**

**Number of Attendees**

May be exact number or an estimate.

**Percent of Attendees from Outside Community**

Percent of attendees who do not live in the city/county/statistical area in which the event is held; area defined by event organizers.

**Average Group Size**

To be obtained through data collection (surveys, questionnaires, ticket sales, etc.).

**Average Number of Days Attended**

Average number of days attendees were present at the event. Calculation example: Average Number of Days Attended = Sum of Number of Days Attended / Sum of Number of Groups.

**Average Number of Nights in Area**

Average number of nights attendees from out of the area stayed in paid lodging (hotel/motel/resort/vacation rental/etc.), not with friends or relatives. Calculation example: Average Number of Nights in Area = Sum of Number of Nights / Sum of Number of Groups.

**Percent of Attendees Staying at Commercial Lodging**

Percent of event attendees from out of the area staying in paid lodging (hotel/motel/resort/vacation rental/etc.), not with friends or relatives.

**Average Nightly Lodging Cost**

To be obtained through surveying of attendees or through published lodging rates for the area of the event.

**Average Daily Spend on Food and Beverage**

To be obtained through surveying of attendees, averaged.

**Average Daily Spending on Other**

To be obtained through surveying of attendees; includes anything that is not lodging or food/beverage. Examples: souvenirs, retail, fuel.

**EVENT**

For the purposes of this program, an event which meets all of the following criteria: 1. Drives out-of-state travel; 2. Drives in-state travel resulting in overnight stays; 3. Provides an experience aligned with the New Mexico True brand.

**FISCAL AGENT**

Eligible fiscal agents include legal, nonprofit tourism-related organizations, as designated by the Internal Revenue Service (IRS); for-profit organizations; and municipalities, counties, and tribal governments within the State of New Mexico that promote New Mexico as a visitor destination.

**FISCAL YEAR (FY)**

Year beginning on July 1 and ending on June 30.

Example: FY22 = July 1, 2021 to June 30, 2022. FY23 = July 1, 2022 to June 30, 2023.

**FUTURE GENERATIONS**

People and/or organizations who do not currently manage or participate in the event but who will eventually manage or participate in the event in the future; people and/or organizations who engage in the practice associated with the event (e.g. ballooning, mountain biking, etc.) who are necessary for the survival of the practice and, therefore, the event itself.

## **HARD INFRASTRUCTURE**

Tangible/built/physical infrastructure and networks supporting the event. Examples: Venue(s), parking areas, event equipment (*see definition under "Equipment"*), communications networks, etc.

## **IN-STATE**

Within the State of New Mexico.

## **INTERNATIONAL**

For attendance: Any attendee residing outside of the United States of America (or its territories).

For sponsorships: Any organization with its primary location (headquarters) outside of the United States of America (or its territories).

## **LOCAL/IMMEDIATE REGION**

The county or counties in which the event is held; the area within a 50-mile radius of the event site.

## **NATIONAL**

A person or organization with primary residence or location (headquarters) within the United States of America (or its territories) and outside of the State of New Mexico.

## **NMTD PROGRAMS**

Clean & Beautiful, Cooperative Marketing, Earned Media Cooperative Program, Group Event Venue Program, New Mexico True Certified, Rural Pathway Program, Strategic Events Recovery Readiness Initiative (SERRI).

## **OUT-OF-STATE**

A person or organization traveling from outside of the State of New Mexico and from within the United States of America (or its territories).

## **PARTNERSHIP**

Existing relationship with another organization for the purpose of planning, marketing, and executing the event.

## **PROGRAMMING**

Event schedule, agenda, entertainment, activities, lineup, etc.

## **BROADER REGION**

Includes the states of Arizona, Utah, Colorado, and Texas.

## **SERRI PROGRAM**

Strategic Events Recovery Readiness Initiative, offered through the New Mexico Tourism Department. Created in response to the Covid-19 pandemic as a means to restore and reinvigorate events as a critical driver of New Mexico's tourism economy.

## **SPONSORABLE ITEMS**

Products, spaces, infrastructure, packages, sub-events, etc. which can be sold to event sponsors.

Examples: main and ancillary stages, beer/wine garden, vendor marketplace, children's area, t-shirts and merchandise, VIP section, VIP-style packages, etc.

## **SPONSORSHIP**

Financial or in-kind support received from an external person and/or organization to be used for the event. May come from different levels (see this document for definitions): county/regional, state, national, international.

## **STATE**

Within the State of New Mexico.

## **STATISTICAL PURPOSES**

Any operation of collection and the processing of data, personal or otherwise, for the production of statistical results.

## **TECHNICAL ASSISTANCE**

Targeted support for an organization with a development need or issue; building the capacity of an organization.

Examples: Programming development, research and data collection and analysis, consumer discoverability audit (a 360-degree discoverability assessment of the event through the lens of the consumer, meant to provide unbiased feedback and offer helpful recommendations to improve discoverability), event analysis (SWOT), market & competitor analysis, marketing assistance, financial analysis, sponsorship analysis, matching event with venue(s), fostering collaboration among partners with similar themes/missions, sponsorship sales, event execution, post audit and reporting, capacity building.

## **VOLUNTEER**

A person who freely offers to take part in the event or undertake a task. Volunteers may be unpaid, paid, or otherwise remunerated.