

CoOp: Fundamentals, Futurecasting, and How You Can Benefit

New Mexico Tourism Department
January 27, 2025

Taylor Lawrence, Marketing Programs Manager

NEW MEXICO  TRUE

WHAT IS CoOp?

WHAT?

What is the CoOp Program?

Jointly funded tourism marketing investment to grow our **tourism economy** together through the strength of the **New Mexico True brand**

WHY?

Why should you participate?

Triple the impact of your marketing investment with up to a **2-to-1 \$ match*** on awarded initiatives

Leverage the brand power of New Mexico True

Customized marketing plans and **expert assistance**

Proven results with **robust performance measurement**, including a custom dashboard, real-time digital optimization and quarterly reporting

WHO?

Who can participate?

Local and tribal **governments**, Tourism-related IRS **non-profit organizations** and attractions

Entities with a **wide range of budgets** and marketing **goals**

Harness the Brand Power of New Mexico True

Since 2012, the New Mexico True brand has reflected the authenticity of the Land of Enchantment, promoting its unique appeal of "Adventure Steeped in Culture."

The New Mexico True brand is:

- Nationally recognized
- Award-winning
- Responsible for increased numbers of visitors to our state and the amount they spend during their stays
- Consistent in showing year-over-year success
- Available to YOU to harness and use to your community's advantage




**NEW MEXICO
TRUE**



Closer to the experience.

GALLUP **NM TRUE**

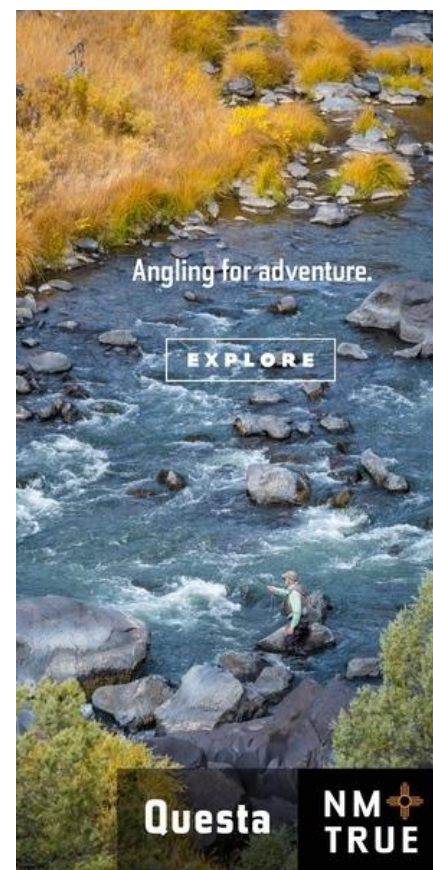
VisitGallup.com



The past is present.

EXPLORE

VISIT ALBUQUERQUE **NM TRUE**



Angling for adventure.

EXPLORE

Questa **NM TRUE**



EXPLORE MORE

Discover Navajo **NM TRUE**



The mountains are calling.

RUIDOSO **NM TRUE**

DiscoverRuidoso.com



Reel time.

LORDSBURG **NM TRUE**

LeapIntoLordsburg.com



Memories worth making.

Visit **LAS CRUCES** **NM TRUE**

VisitLasCruces.com

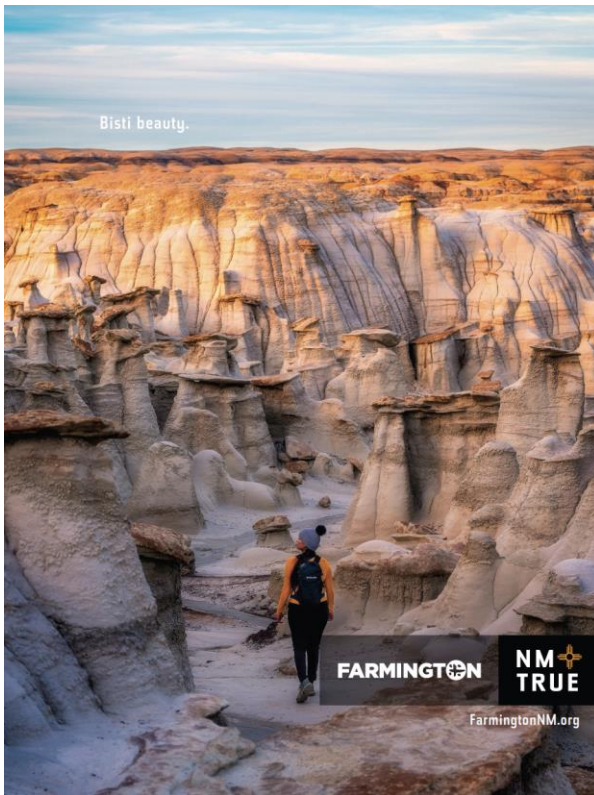
Co-Branding at Every Level

Levels of co-branding participation for every brand's journey and goals

Most



Least



SPONSORED CONTENT



Three Days in Farmington

Three rivers meet in this northwestern New Mexico paradise for outdoor adventures, art and culture lovers, and families of all sizes. Pick up a guide of things to do and places to see from Visit Farmington's front desk.

DAY 1

Spend the morning walking through the Farmington Museum, which hosts traveling exhibits, art shows, and local history throughout the year. Hungry? Some of the state's best New Mexican fare can be found at the Chile Pod, where locals love the citrus chile chicken and calabacitas tacos.

At the scenic Animas Park, the Riverside Nature Center provides a peaceful place to wind down. More than 135 bird species, including eagles and herons, live nearby, making it an ideal spot for bird-watchers. The eight miles of Animas River Walk Trail presents ample opportunities for magnificent wildlife views, a romantic evening stroll, or a spot for the kids to burn off the last bit of energy.

DAY 2

Begin at the Studio Bake Shoppe at Artifacts 302 for scones, danishes, and coffee. Then stroll through the former historic lumber and hardware building's galleries and shops to peruse work from local and regional artists. Then experience the community through the eyes of local artisans by visiting galleries throughout the rest of Historic Downtown Farmington. Don't miss the the Dine art found at Fifth Generation Trading Co. "Everything is within walking distance," says Northwest New Mexico Arts Council president Phyllis Trujillo. Make sure to stop by HEART Gallery as well as peruse the Main Street Art in the Heart Sculpture exhibition. Fuel up with a burger, salad, or pizza at Three Rivers Brewery, where the Rocky Marciano pizza gets topped with green chile and pinto nuts. Room's Family Thai BBQ serves excellent pho, coconut shrimp, and pad Thai. In the summer, brave the Animas River rapids on a rafting excursion with Desert River Guides. During the fall and winter, enjoy the High Adventure Park or Escapology.

DAY 3

Scout the scenic terrain around Farmington and amp up your adventure by taking an off-road adventure with Bear Automotive and Jeep Tours, or explore on your own by renting a mountain bike from 505 Cycles. Visitors can enjoy whatever outdoor recreation they like within a short drive of here, including the Bisti/De-Na-Zin Wilderness, says Dale Davis, who co-owns 505 Cycles. Test your skills at Glade Run Recreation Area, which features miles of marked trails and the fun-for-all-ages Calle Norte Bike Skills Park. It's a nice ride from there to Juniper Cafe for blue corn waffles; Si Señor Restaurant, where you'll want to try the white sauce, or Clancy's Irish Pub & Cantina for an eclectic blend of New Mexican, Irish, and American dishes. End the day with a show at the historic Totah Theater or the Farmington Civic Center, which host a range of concerts, live theater, and other events year-round.

FarmingtonNM.org

Sponsored

www.visitquesta.com/

Visit Questa, New Mexico - Discover Untapped Rivers

Discover the Various Activities Questa New Mexico Has to Offer. Learn More Today! Questa Offers Hunting, ATV Off-Road, Horseback Riding, Camping and Much More! Contact Us. Find What's Real.

About Questa Questa Adventures Best Fishing in

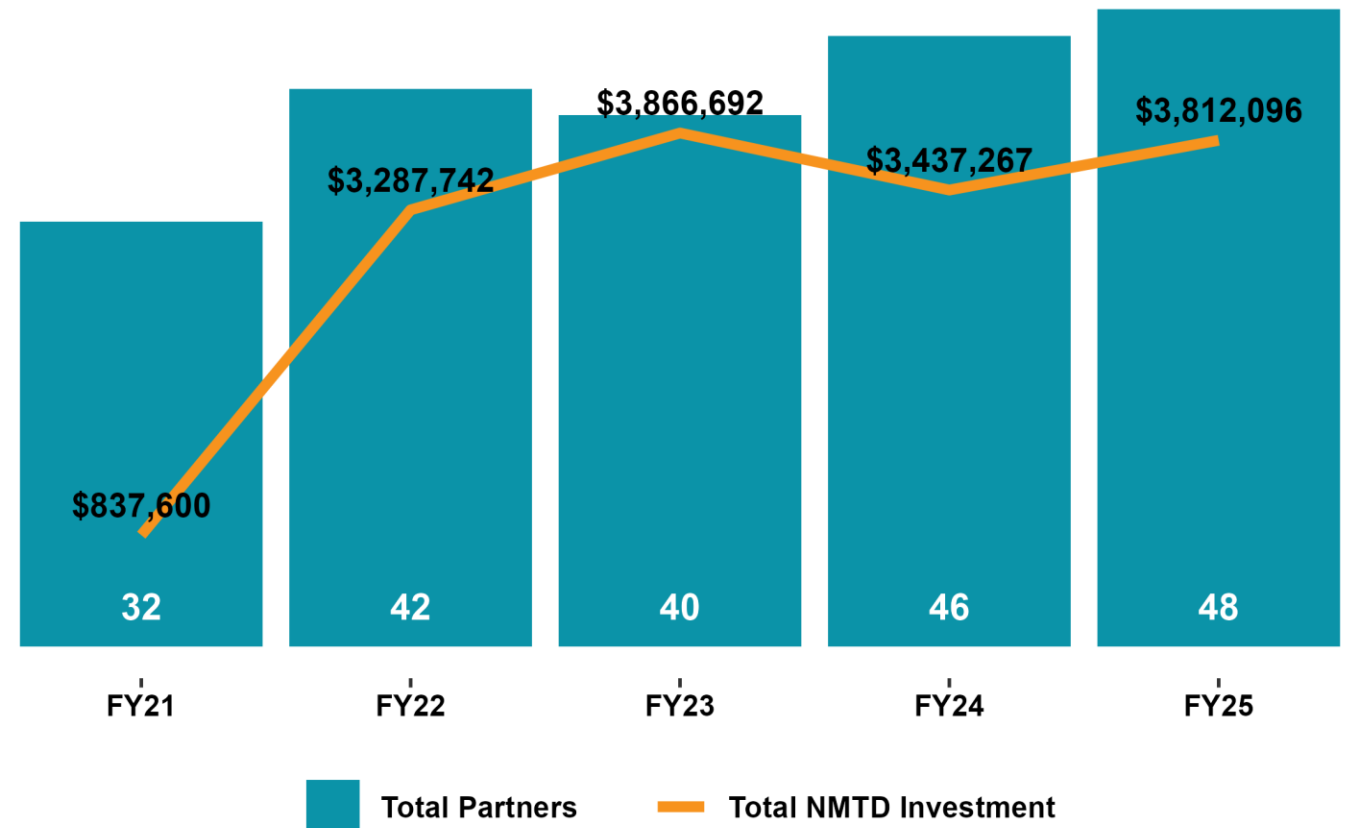


Cooperative Marketing Program History

The Cooperative Marketing & Advertising Program (CoOp) has grown exponentially in both departmental support and industry adoption since its inception. From a recurring YOY \$600K investment, CoOp has seen YOY record-breaking investment in the program following recovery efforts in FY21.

In FY25, the CoOp program awarded more than \$3.8MM in funding to 48 local governments, attractions, and tourism-related nonprofits statewide.

Cooperative Marketing Program Partners and Investment



From DIY to Dedicated Support

As the CoOp program has grown in fiscal support, it has also grown in the dedicated one-on-one support for each awarded partner provided by our Partner Service Representatives (PSRs).

Each CoOp awardee is assigned a dedicated PSR that will assist in:

- Vendor Negotiations
- One-On-one Support through the fiscal
- Customized Production Timelines & Instructions
- Insertion Orders & Creative Trafficking to media vendors
- Proof of Placement and Reporting for MMP initiatives



Celia Garcia



Christi Rigby



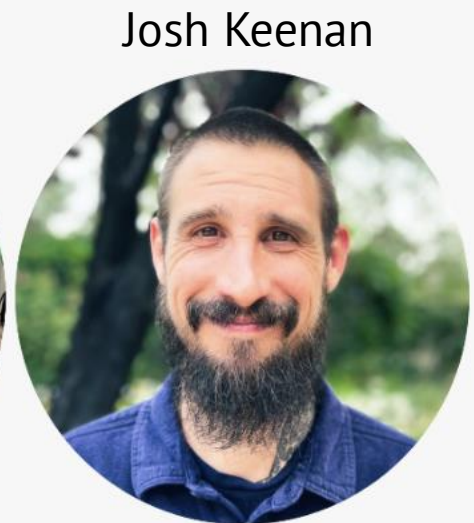
Shelby George



Amanda Crocker

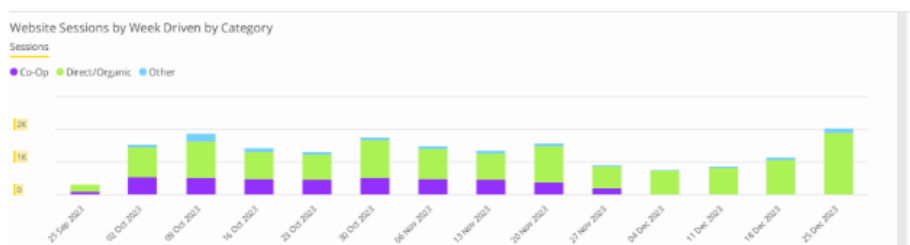
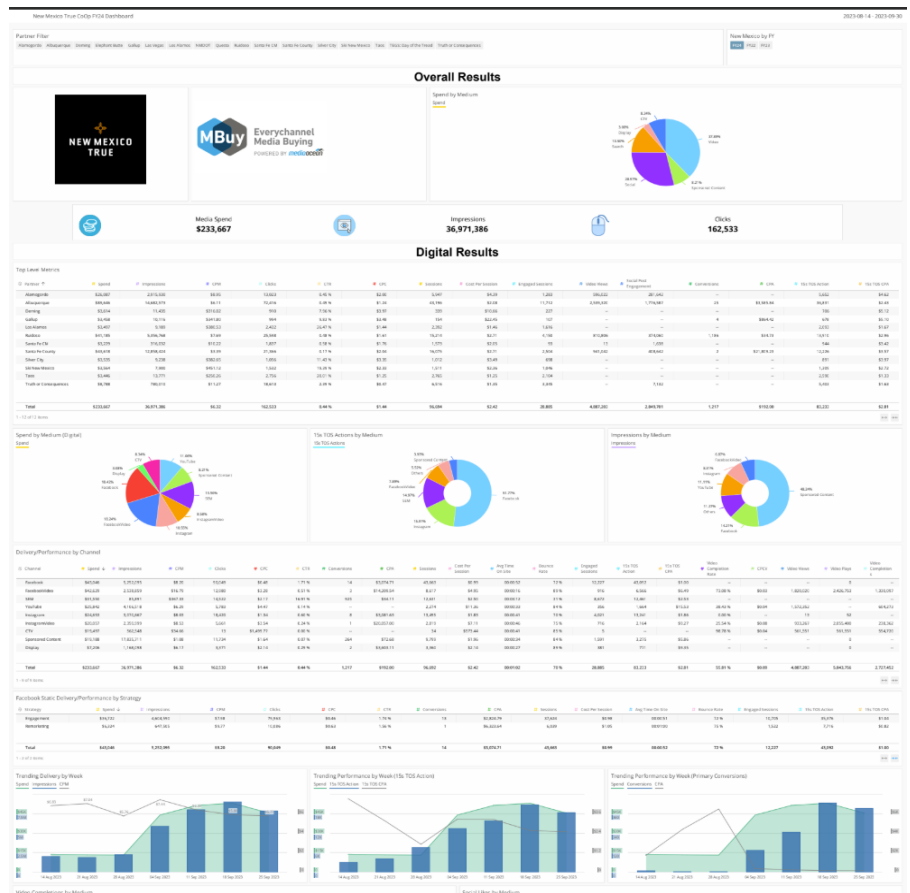


Ronda Ivy McLeod



Josh Keenan

Robust Reporting for Each Partner's MMP Initiatives



POST METRICS

REACH
399,192

IMPRESSIONS/REEL PLAYS
596,347

LIKES
38,592

COMMENTS
1,979

SAVES
5,591

SHARES
18,400

SPONSORED CONTENT

Breckenridge Buddies Craft New Whiskey-Beer Bromance

Ordering a "beer and a shot" will never be quite the same, thanks to the new partnership between Breckenridge Distillery and Breckenridge Brewery.

Meet the Chef Bringing Comforting Southern Fare to Downtown's Apple Blossom

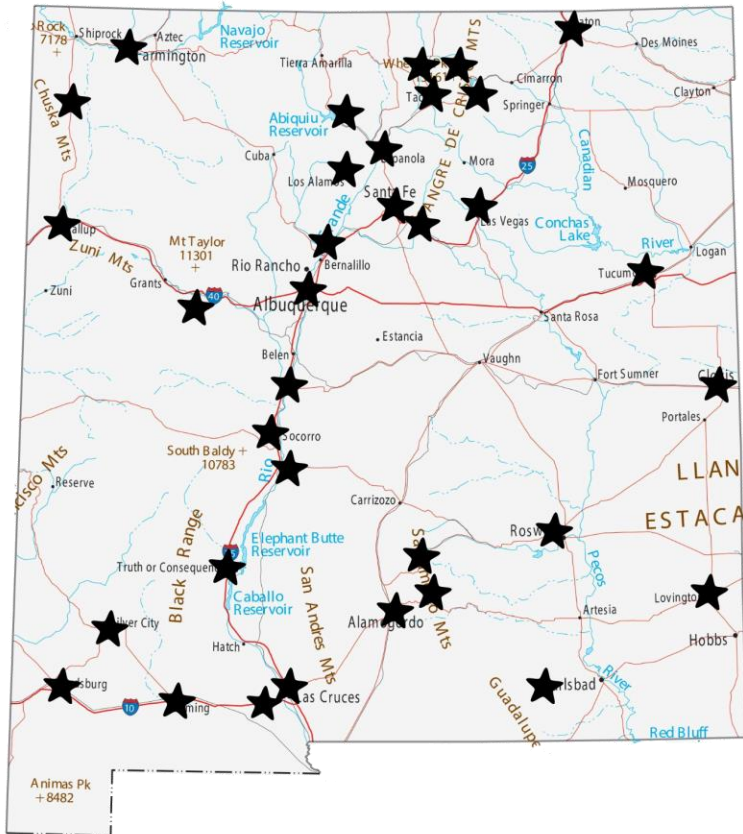
We caught up with new executive chef Adrian Faison to learn about his rural North Carolina upbringing and how cooking with his grandmother influences his cuisine.

Channels	Performance Benchmarks	
	Facebook Video	45% Video Completion Rate (VCR)
UPPER FUNNEL Awareness	Instagram Video	45% Video Completion Rate (VCR)
	YouTube	25% Video Completion Rate (VCR)
	CTV	95% Video Completion Rate (VCR)
	Programmatic Display	Impressions Delivery and Unique 15s TOS Conversions
MID FUNNEL Consideration	Native	15s Time on Site Conversion, CPA
	Facebook Static	0.90% CTR & Unique 15s TOS Conversions
	Instagram Static	0.30 - .56% CTR & Unique 15s TOS Conversions
	Managed Search	CPC, CPA, CTR (Benchmarked by Partner)
LOWER FUNNEL Conversion		

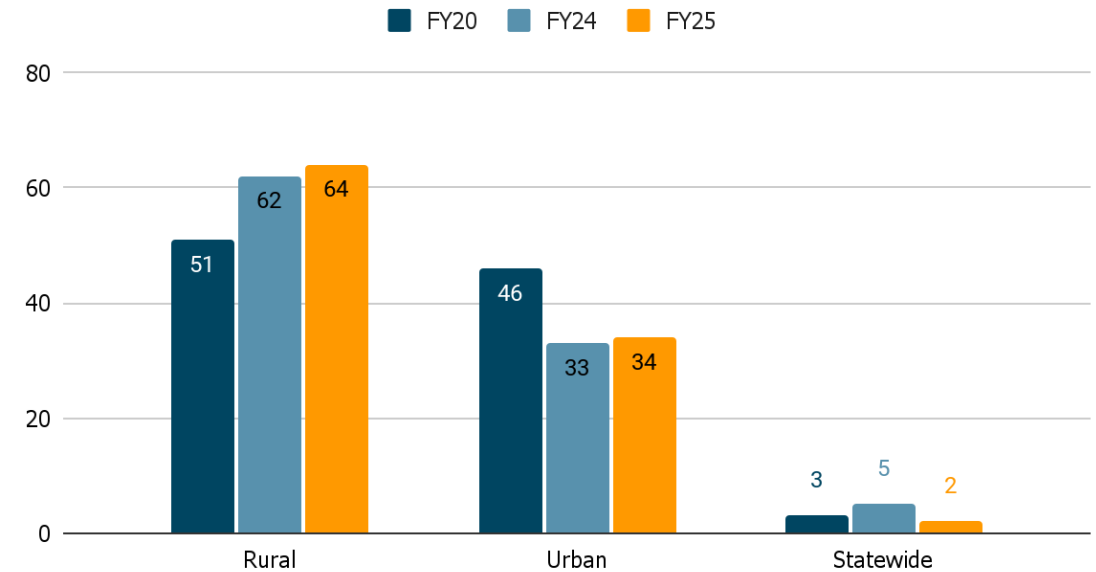
Examples of FY24 Partner Reporting Metrics and POP Reports

FY25 CoOp Program At A Glance

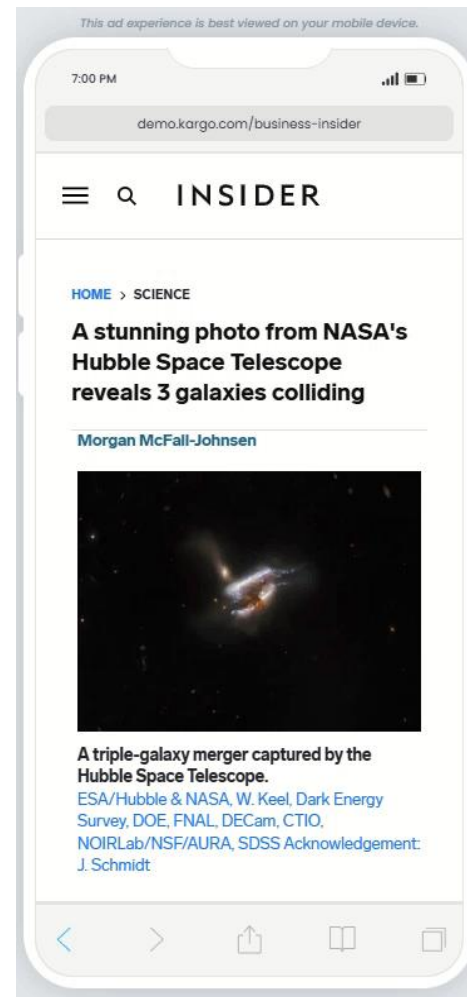
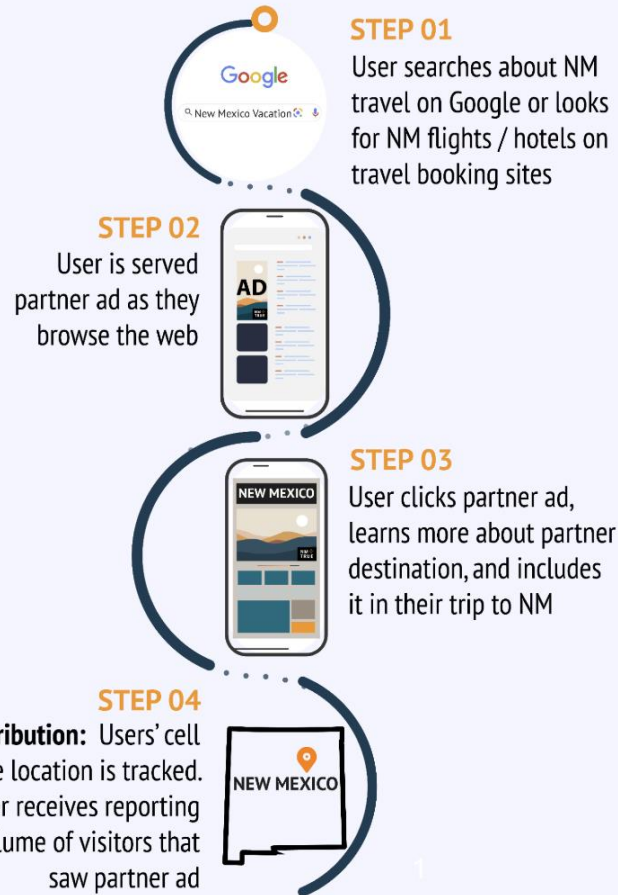
In FY25, we are actively working with 48 partners in a program with a total media value of \$5.7MM. The program boasts 217 awarded MMP initiatives and 15 awarded flex initiatives.



% Award \$



Rural investment now 64%, up from 51% in FY20



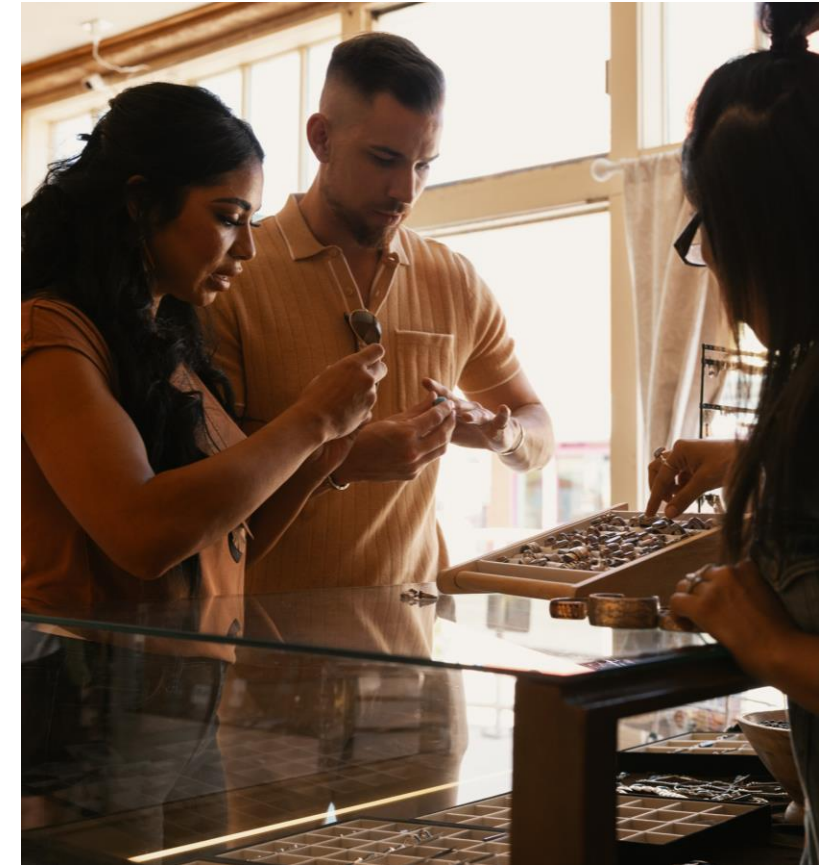
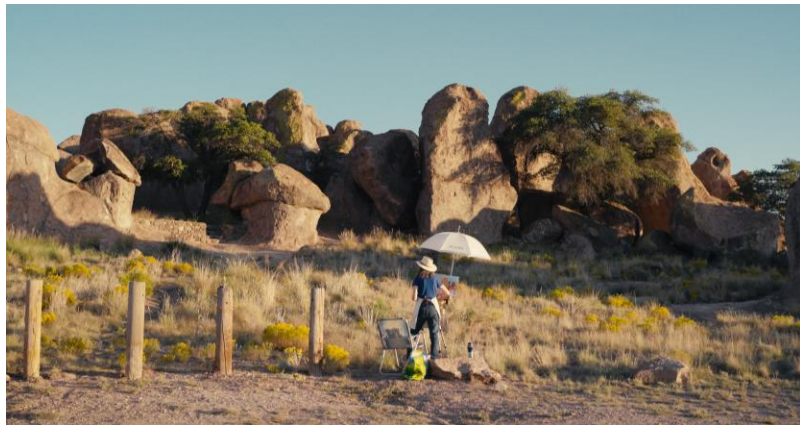
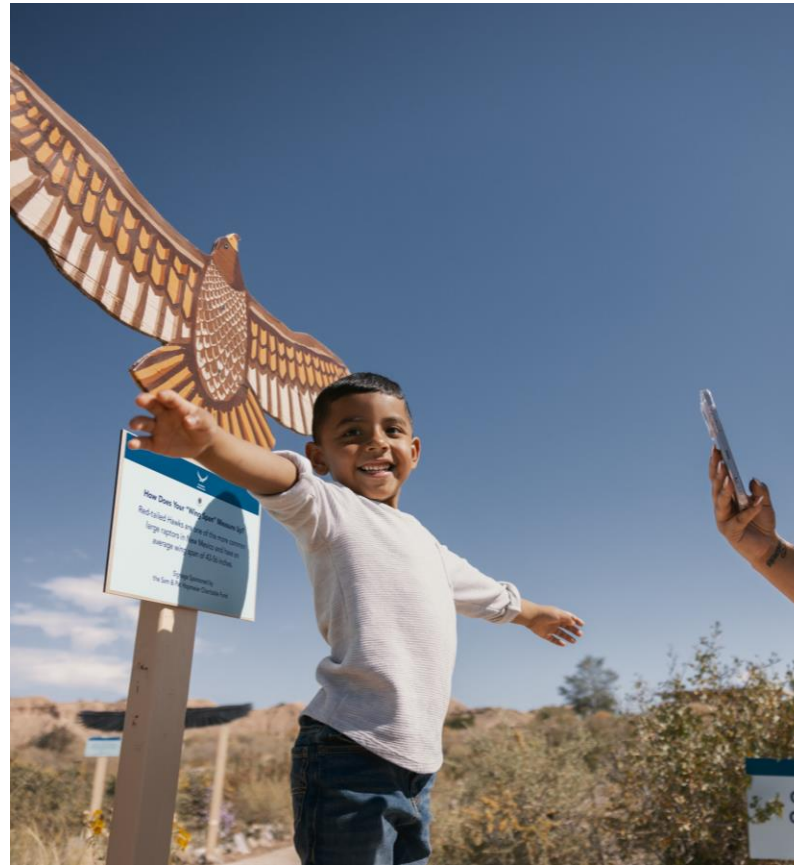
Continuous Innovation in Ad Formats & Targeting

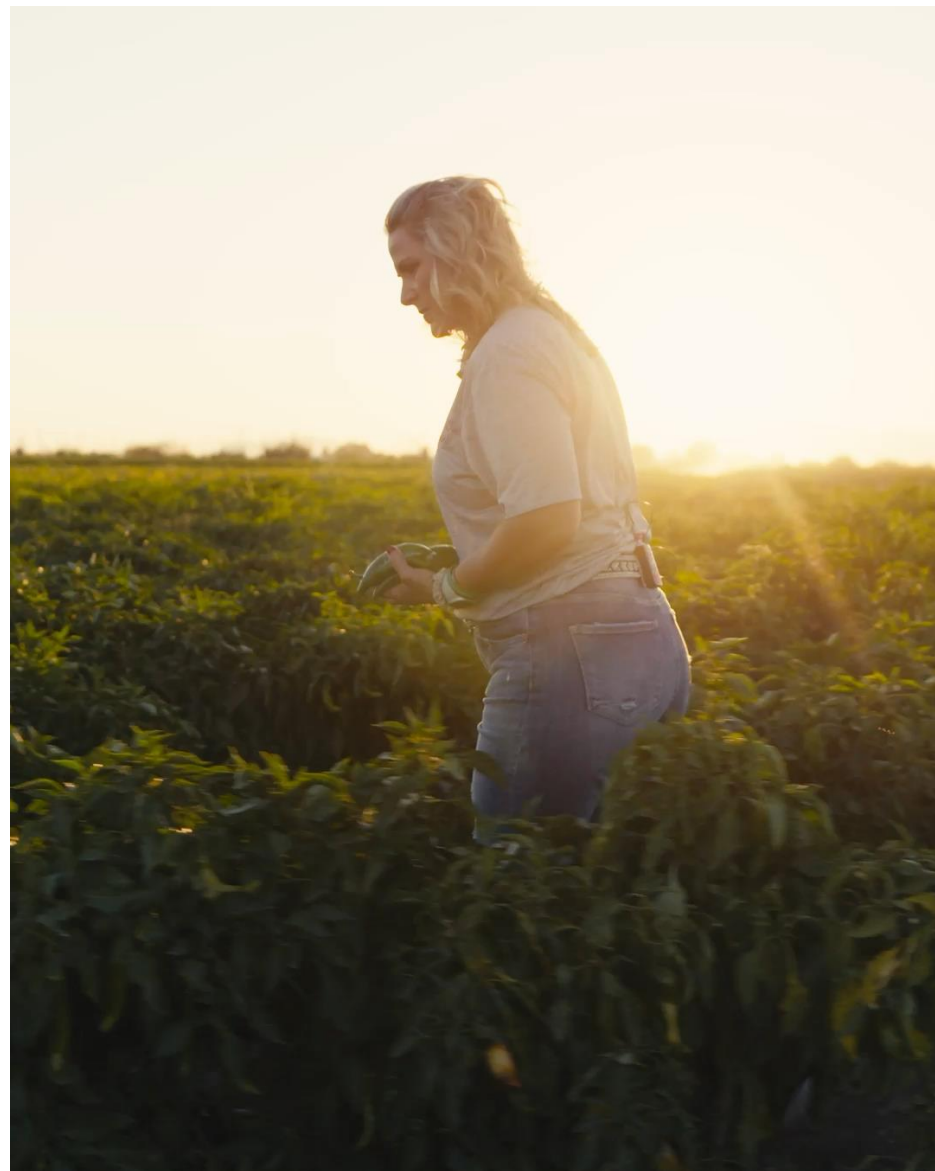
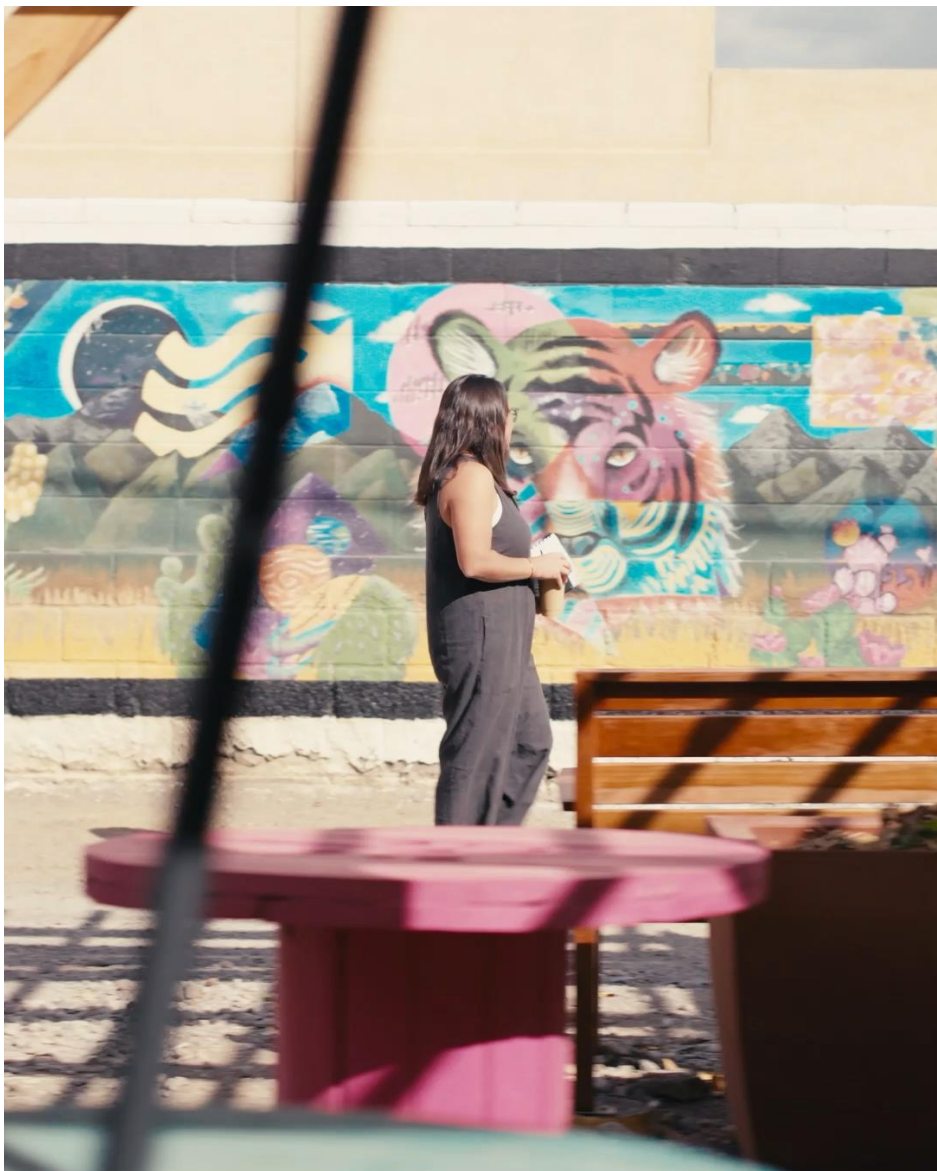
In FY25, we brought 12 new offerings to the program. Examples include:

- NM Travel Intender Ad Flow
- Rich Media Ad Executions
- Programmatic Digital OOH



FY25 Creative Production Highlights





MMP VS FLEX INITIATIVES: What's the Difference?

Media Menu Plan (MMP)

- Initiatives on your Smart Select Marketing™ Menu, customized based on **your specific priorities** and needs
- Only **Partner Share** ($\frac{1}{3}$ total \$*) **due to NMTD Upfront**
- **CoOp Team manages** planning, negotiation, execution, trafficking creative, and reporting

FLEX

- **Off-menu** marketing initiatives (see appendix for specifics on eligible/ineligible expenses)
- **100% Partner Funded to Vendor Upfront** (Reimbursement of Eligible Expenses post-execution)
- **Partner handles all** marketing planning, execution, and reporting

Both MMP & Flex eligible for **2:1 NMTD Match** of Partner \$*

Both MMP & Flex require all NM True brand creative to **meet brand standards and be approved** by NMTD



FY25 Flex Execution Highlights

① **TOURISM Santa Fe** print ad placement in Modern Luxury Houston



② **Ski New Mexico** Website Redevelopment

Tucson, Train Sun Link Light Rail | Thursday, April 27 2017 10:17:08
 55 Center Stage



③ **Grant County** Tucson SunLink Light Rail Wrap

FY26 FLEX: Eligible and Ineligible Expenses

What's In (Eligible)

- Any media placement not specifically offered in the MMP menu
- Any media vendor of partner's choice, including MMP vendors
- Website development/enhancement (site must meet New Mexico True guidelines)
- SEO/SEM**
- Leisure and Group Travel Marketing initiatives
- Consumer Trade Show exhibits and booth rentals*
- Production/Content Creation*
- NM Gross Receipts Tax (GRT)

What's Out (Ineligible)

- In-kind partner contributions
- Printed collateral and branded merchandise
- Agency commissions and fees
- Ad design fees
- Meetings & Convention Travel
- Marketing initiatives
- Fulfillment costs (direct mail or collateral distribution costs)
- Earned Media/PR, including press releases, FAM tours (media events)
- Strategic planning and research
- Product development
- Office supplies
- Attendance/Individual registration fees for educational conferences, trade shows, & advocacy programs
- Subscriptions and membership dues
- Shipping costs, travel expenses, food, and any beverages
- Purchases or rentals of equipment and supplies
- Employee salaries, personnel costs or hours; contractor hours or consulting fees
- Infrastructure, including construction of facilities or modification of eligible historic structures
- Lobbying

*NMTD Award \$ for Consumer Trade Shows and Creative Production/Content Creation Flex requests will be limited to a maximum 1:1 match of NMTD: Partner \$

**NMTD Award \$ for SEO/SEM will be limited to a maximum of 10 months of services

Looking Ahead: What's New for FY26?

NEW APPLICATION PORTAL

NMTD has recently adopted the Submittable platform!

The Submittable platform:

- Is more user-friendly and intuitive
- Provides quality customer service directly to applicants
- Allows for a more streamlined application experience



Submittable 

**Current FY25 Flex Awardees will continue filing reimbursement requests in Survey Monkey Apply*

Looking Ahead: What's New for FY26?

LOGO LOCK-UP WEB REQUIREMENTS

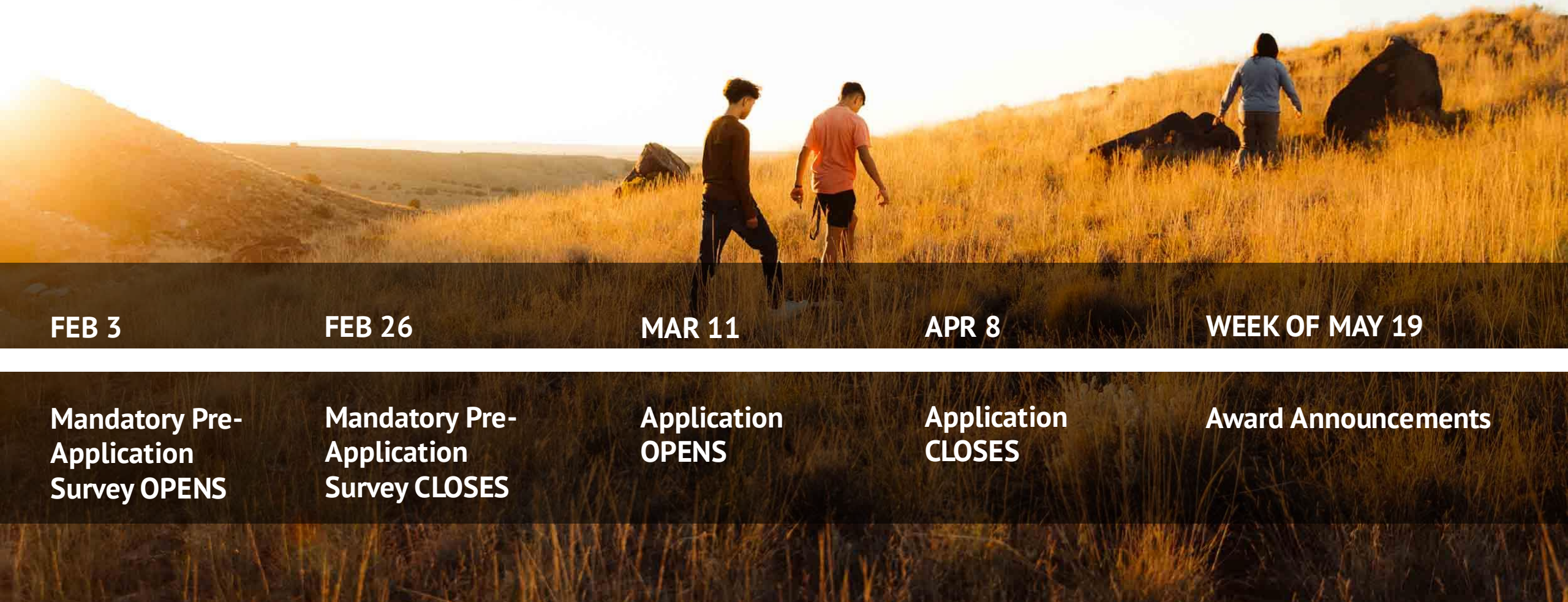
Your CoOp logo lock-up will be required above the fold of your website if it was built with or enhanced with Flex program funds



Your CoOp logo lock-up will no longer be required on your website if it was not built or enhanced with Flex program funds

Looking Ahead: What's New for FY26?

FY26 KEY PROGRAM DATES



FEB 3

FEB 26

MAR 11

APR 8

WEEK OF MAY 19

**Mandatory Pre-
Application
Survey OPENS**

**Mandatory Pre-
Application
Survey CLOSES**

**Application
OPENS**

**Application
CLOSES**

Award Announcements



QUESTIONS?

Contact Us!



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Visit www.NMTrueCoOp.org for more information!