



NEW MEXICO TOURISM DEPARTMENT
TOURISM DEVELOPMENT GRANT PROGRAM THINK SHEET

Before completing this worksheet, review the grant guidelines located at NMTourism.org.

Your Name _____

Contact Number _____

Organization Name _____

CONFIRM ELIGIBILITY

Is your proposal eligible for funding (will your designated scope of work be completed *and* final report submitted to NMTD by June 1, 2017)?

Circle one:

Yes: Continue to next question

No: Attempt to restructure your project into phases whereas phase one scope of work and final reports could be completed and submitted by June 1, 2017.

Is your organization eligible for funding (is your organization a NM county, municipality, IRS designated non-profit organization, or tribal government with an 11-digit NM CRS Tax ID)?

Circle one:

Yes: Continue to next question

No: We plan to partner with an organization that is eligible in accordance to grant guidelines.

List potential eligible partners below:

- 1.
- 2.
- 3.

Email completed Think Sheet as an attached document (PDF preferred) to: Suzy.Lawrence@state.nm.us

PROPOSAL SUMMARY

Total grant dollar amount to be requested: \$ _____

Instructions: Use the space provided to respond to each question. Feel free to reformat the document to better support your answers, *however questions may not be altered or omitted.*

Keep in mind that competitive projects should be:

- Visitor centered, focused on enhancing the quality of the visitor experience
- Sustainable
- Aligned with the New Mexico True brand promise to make New Mexico the primary destination for the venturesome traveler
- Able to be completed by June 1, 2017

1. Describe how your project is visitor centered and will enhance the visitor experience.

2. Describe your project's target market.

3. What is the projected economic impact of your project? What evidence can you provide to support this projection?

4. Who are your stakeholders and what community or regional engagement has taken place to support this project? Provide one example of how your collaborative efforts influenced the overall mission of the project.

5. List the entities you collaborated with to draft your idea:

9. Describe your projects overall mission, including goals and objectives.

10. How would you define success for this project? What are your measurements for that success?

11. Explain your funding source for your project's ongoing sustainability, including potential funding for a marketing plan and operational budget. What would your project's tag line be?

CONTINUED OPPORTUNITIES

12. NMTD offers many programs to help tourism entities be successful (see “20 Free Ways NM True Can Work for You” located under Grant Downloads at nmtourism.culturegrants.org). After reviewing “20 Free Ways NM True Can Work for You,” list one way, aside from monetary assistance, NMTD can assist in making your project a successful reality?