

*New Mexico Tourism Department*

# Cooperative Marketing Grant Program

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Program Manager





*Cooperative Marketing Grant Program*

**Mission of the NM Tourism Department:**  
To Market New Mexico as an  
Enchanting Visitor destination to the World





## *Cooperative Marketing Grant Program*

### **NM Tourism Department Objectives:**

1. To encourage New Mexicans to spend their recreation / vacation dollars in New Mexico





## *Cooperative Marketing Grant Program*

### **NM Tourism Department Objectives:**

2. To attract domestic and international visitors





## *Cooperative Marketing Grant Program*

### **NM Tourism Department Objectives:**

3. To encourage extended stays





# *Cooperative Marketing Grant Program*

## Tourism Development Division

- Indian Tourism Program
  - NM Clean & Beautiful Program
  - Scenic Byways Program
  - Off Highway Vehicle Program
  - Cooperative Marketing Program
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## *Cooperative Marketing Grant Program*

### Funded by the New Mexico Legislature

- First year – Fiscal Year 1993                   \$ 665,000
- Current year – Fiscal Year 2009               \$1,026,500





# *Cooperative Marketing Grant Program*

## Process

- Funds Distributed through the Grant Program
  - Competitive Request for Proposal (RFP) Process
  - Not all Applicants are funded
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## *Cooperative Marketing Grant Program*

### Currently – Fiscal Year 2008/2009

- \$2.5 Million in Requests
  - 148 Applications Received
  - 142 Grants Awarded
  - Average Award \$7,200
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# *Cooperative Marketing Grant Program*

## Who is eligible to apply?

- Tourism Related Non-profit Organizations
  - Must have IRS designation
- Local Governments
- Tribal Governments





## *Cooperative Marketing Grant Program*

### Who is eligible to apply?

- Seeking to promote their event or destination
- To potential visitors from 50 miles away or further





## *Cooperative Marketing Grant Program*

### Maximum eligible to apply for?

- \$20,000 Individual or
- \$35,000 Consortium

### Consortium

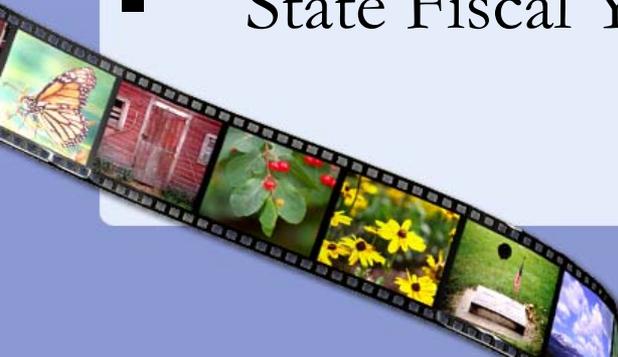
- City of Markets





# *Cooperative Marketing Grant Program*

## Reimbursement Based Grant

- Must fully incur costs
    - Check must clear the bank
  - Must show financial capability
    - Lodgers' Tax
  - State Fiscal Year (July 1<sup>st</sup> – June 30<sup>th</sup>)
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# *Cooperative Marketing Grant Program*

## Matching program

- 33% Match
  - Total Marketing Budget of \$250,000 or greater
- 50% Match
  - Total Marketing Budget of \$249,999 or less

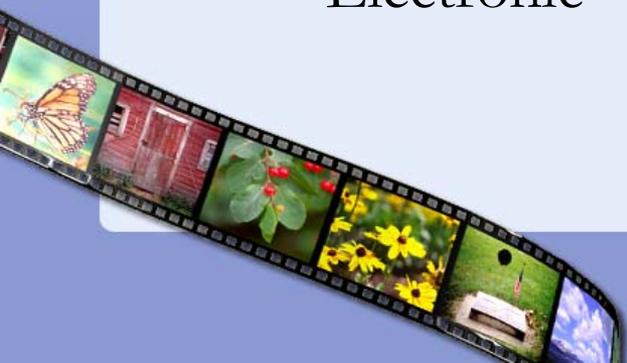




# *Cooperative Marketing Grant Program*

## Eligible Costs

- Media Placement
  - Television
  - Print
  - Radio
  - Outdoor
  - Electronic





# *Cooperative Marketing Grant Program*

## Electronic

- Kiosk
  - Website
    - Development
    - Hosting
    - Maintenance
    - Must link to our Department
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# *Cooperative Marketing Grant Program*

## Eligible Costs

- Trade Show Booth Rental
  - Trade Show Registration Fees
  - Trade Show Displays
  - Membership Dues Only to:
    - Tourism Association of NM (TANM) or
    - Travel Industry Association of America (TIA)
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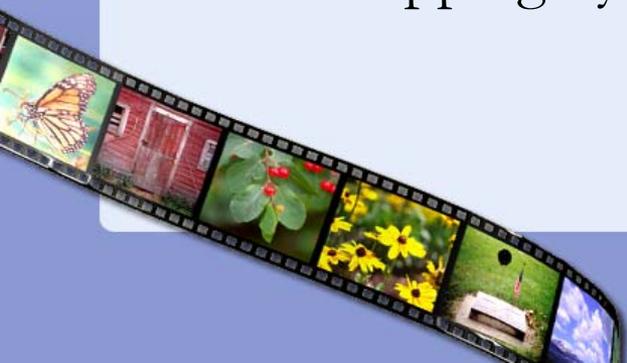




# *Cooperative Marketing Grant Program*

## Eligible Costs

- Public Relations
- Mailing Lists
- Fulfillment Costs
  - Shipping by Request





# *Cooperative Marketing Grant Program*

## Eligible Costs

- Production Costs
- Promotional Items
  - 20% of award or less
- Video / CD / DVD
  - Cannot be sold





# *Cooperative Marketing Grant Program*

## Non-Eligible Costs

- Travel
  - Per Diem, Airfare, fuel, hotel, meals, etc.
  
- Administrative Costs
  - Salaries
  - Office Supplies, etc.





# *Cooperative Marketing Grant Program*

## Non-Eligible Costs

- Commissions
- Items for Sale
- Equipment





# *Cooperative Marketing Grant Program*

## Non-Eligible Costs

- Communication Costs
  - Cell phone, Telephone, Fax, Internet, etc.
  
- Fulfillment Supplies
  - Envelops, Letterhead, etc.





# *Cooperative Marketing Grant Program*

## Creative Requirements

- Department Logo
- Funded in part by the New Mexico Tourism Dept.
- Department URL phrase
  - “visit [www.newmexico.org](http://www.newmexico.org)”





LAND OF ENCHANTMENT  
TOURISM DEPARTMENT



# Cooperative Marketing Grant Program

## Time Frame

- February – RFP Issued
  - April – Proposals Due
  - June – Notice of Award Issued
  - July – Grant in effect
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# Cooperative Marketing Grant Program

## Support Provided

- Workshops will be held in March
- One-on-One consultation available
- Available via e-mail or telephone





# Cooperative Marketing Grant Program

## Additional Department Support Provided

- Awarded – Advertising Partnership Program
  - Tradeshow Opportunities
  - Visitor Information Centers material distribution
  - Mobile Visitor Information Centers
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# Cooperative Marketing Grant Program

**Goal: To Assist you to promote...**

1. Your New Mexico destination or event
2. Our “Back Yard”





# Cooperative Marketing Grant Program

## Interested in Applying?

- Provide me with your business card
- Visit our webpage [www.newmexico.org/coop](http://www.newmexico.org/coop)
- My card is available in the back of the room



**Thank you for all you do**

**To promote New Mexico to the  
World!**



*We have a beautiful back yard,  
let's tell people about it!*

