

New Mexico Clean & Beautiful

FY27 Grant Application
Welcome Webinar

February 19, 2026

KEEP NEW MEXICO  TRUE

New Mexico Clean & Beautiful Team



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Webinar Housekeeping Rules

- This webinar is being recorded.
- Please submit your questions via email to grantinfo@td.nm.gov
- Questions will be answered within two-business days.

Webinar recording, presentation slides, and transcript will be available shortly after the live webinar, to access please scan the QR Code above.



Webinar Accessibility Information

Please visit the Clean & Beautiful page on the New Mexico Tourism Department website to access a transcript of today's webinar.

To turn on live captions on Teams:

1. Click on three dots above *"More"*
2. Click on *"Language and Speech"*
3. Click on *"Show Live Captions"*

** Friendly reminder that closed captions may not be precise.*

Today's Agenda

New Mexico Clean and Beautiful Program Overview

- Purpose
 - Eligibility
 - Program Goals & Objectives
 - Application Tips
 - How to Apply
-
- Other Beautification Grant Opportunities
 - NMDOT's Que Linda Grant Program
 - NMENV's RAID Grant Program

A person is standing on a sand dune, looking out over a vast desert landscape at sunset. The sky is a warm, golden color, and the sand dunes are silhouetted against the light. The person is wearing dark clothing and is standing on the crest of a dune. The overall scene is peaceful and scenic.

New Mexico Clean and Beautiful

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New Mexico Clean & Beautiful Program

Description

The Clean & Beautiful Grant is a competitive grant that supports a statewide Keep America Beautiful program to prevent litter, improve recycling, and beautify New Mexico communities.

Purpose

The purpose of the New Mexico “Litter Control and Beautification Act” aims to reduce litter in the state by authorizing the New Mexico Tourism Department to run a state-coordinated plan to prevent, eliminate, and control litter.



Eligibility

Grants are available for New Mexico

- Municipalities
- Counties
- Tribal Governments
- Units of Government
 - Public School Districts
 - Political Districts
 - Special Districts
- Other Local Entities

25% match required through

- donated goods or services
- government costs
- and/or volunteer hours



**This is a competitive grant, whereas applications are subject to be funded in whole, in part, or not at all. Each application is individually reviewed by the Clean and Beautiful Grant Review Panel with careful consideration of relevance, need, and feasibility.*

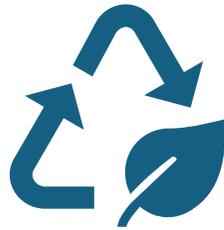
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Program Goals

NMCCB Program Goals



1. End Littering



2. Reduce Waste



3. Beautify Communities



4. Empower Youth



5. Increase Program Capacity

Goal 1 – End Littering

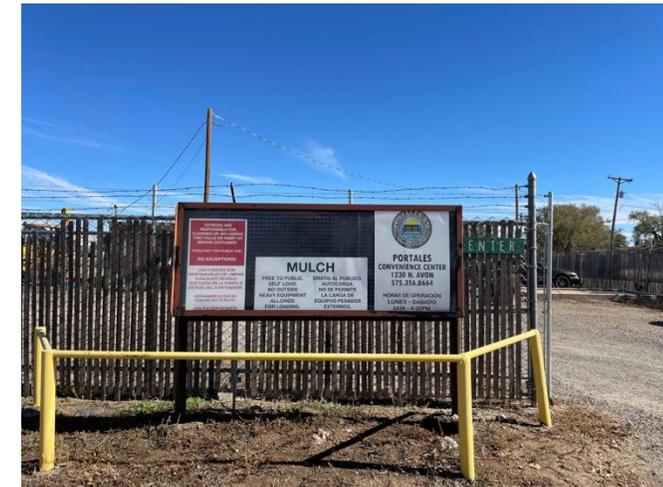
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Goal 1 – End Littering

Objective 1.1 – Prevent littering.

Examples:

- Education and Outreach
- Litter Prevention Signage



Goal 1 – End Littering

Objective 1.2 – *Provide access to proper waste disposal.*

Examples:

- Receptacles
- Pet Waste Receptacles
- Roll-Off Containers



Goal 1 – End Littering

Objective 1.3 – *Remove litter.*

Examples:

- Clean-up Supplies
 - Garbage Bags
 - Nitrile Coated Gloves
 - Grabbers
 - Safety Glasses & Vests
- Litter recovery in public spaces and along waterways



Goal 2 – Reduce Waste

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Goal 2 – Reduce Waste

Objective 2.1 – *Reuse.*

Examples:

- Volunteer Incentives
- Promotional Materials
- Water Bottle Refill Stations



Goal 2 – Reduce Waste

Objective 2.2 – *Repair.*

Examples:

- Fix-It Clinics
- Tool Libraries



Goal 2 – Reduce Waste

Objective 2.3 – Repurpose.

Examples:

- Recycled Art Competitions
- Recycled Art Sculptures
- Recycled Fashion Shows



Goal 2 – Reduce Waste

Objective 2.4 – *Improve composting and sustainable organics management.*

Examples:

- Backyard Composting Initiatives
- Victory Gardens
- Compost Education



Goal 2 – Reduce Waste

Objective 2.5 – *Improve recycling and sustainable materials management.*

Examples:

- Encouragement of Traditional Recycling
 - Receptacles
 - Recycle Right PSAs
- Electronic Waste Recycling Drop-offs
- Recycling of Hard-to-Recycle Materials
- Benches & Picnic Tables made of Recycled Materials *

**Complemented by educational messaging.*



Goal 3 – Beautify Communities

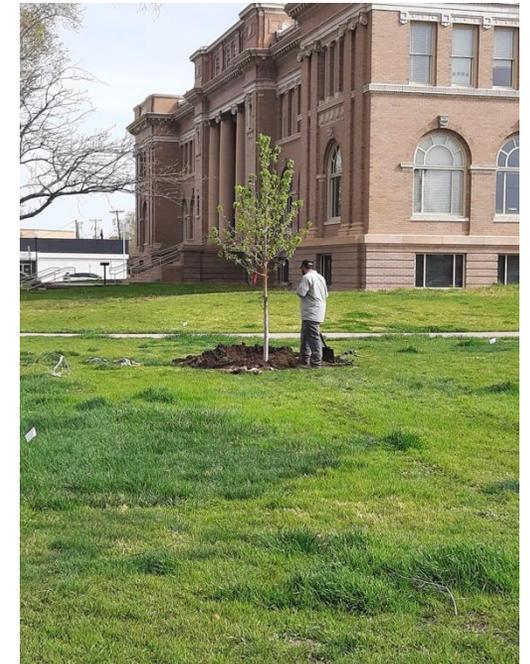
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Goal 3 – Beautify Communities

Objective 3.1 – *Improve green spaces through sustainable park design.*

Examples:

- Sustainable Landscaping
- Pollinator Gardens
- Rain Gardens
- Restricted Area Signage



Goal 3 – Beautify Communities

Objective 3.2 – *Maximize sustainable landscaping throughout communities.*

Examples:

- Landscaping of:
 - Mainstreet
 - Roadways
- Tourism Assets
- Beautification Awards
- Adopt-A-Spot



Goal 3 – Beautify Communities

Objective 3.3 – *Prevent graffiti.*

Examples:

- Community Murals



Goal 3 – Beautify Communities

Objective 3.4 – *Eradicate graffiti.*



Examples:

- Graffiti Clean-up and Supplies
- Dumpster Painting

Goal 4 – Empower Youth

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Goal 4 – Empower Youth

Objective 4.1 – *Educate students.*



Examples:

- Educational Materials
- Outdoor Education Curriculum
- Outdoor Classroom Infrastructure*

*Community Gardens, School Composting, Shade Trees, Receptacles, Benches, or Tables made of recycled materials.

Goal 4 – Empower Youth

Objective 4.2 – *Provide service opportunity for youth groups.*

Examples:

- Youth Groups as Subcontractors



Goal 4 – Empower Youth

Objective 4.3 – *Employ youth interns.*

Examples:

- Beautification Workers
- Project Coordination

Youth Interns Must Be

- 14 – 25 Years of Age
- Paid at least minimum wage
- Complete a notarized Youth Verification Form



Goal 4 – Empower Youth

Objective 4.4 – *Provide youth leadership opportunities.*

Examples:

- Youth Leadership Councils



*Goal 5 – Increase Program
Capacity*

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Goal 5 – Increase Program Capacity

Objective 5.1 – *Recruit and engage volunteers.*

Examples:

- Volunteer Incentive Programs



Goal 5 – Increase Program Capacity

Objective 5.2 – *Build coalitions through professional affiliations.*

Examples:

- Keep America Beautiful Certification Fee
- Keep America Beautiful Dues
- Other Professional Affiliations



Tree City
— USA —



KEEP AMERICA
BEAUTIFUL

Goal 5 – Increase Program Capacity

Objective 5.3 – *Increase knowledge through professional development.*

Examples:

- Keep America Beautiful Annual Summit
- Other Professional Development Opportunities

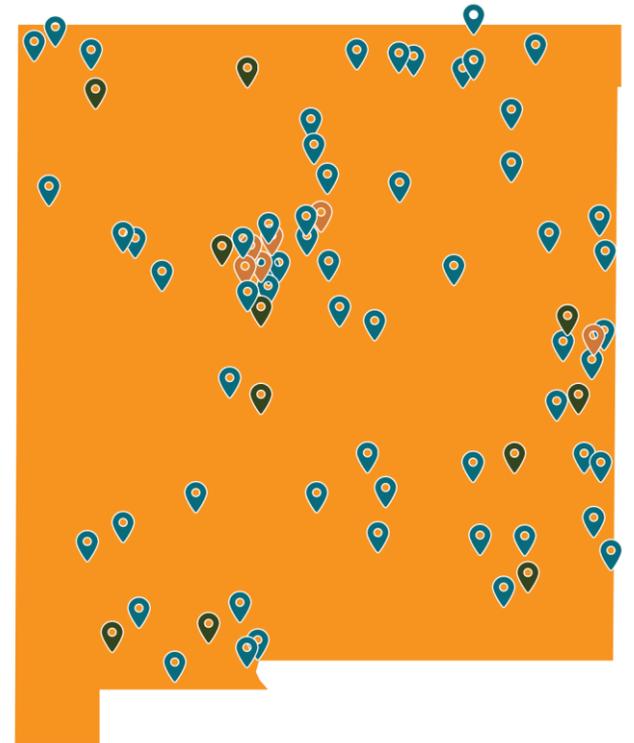


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BEAUTIFUL

Benefits of Clean and Beautiful Program

Clean and Beautiful Grant Partners will receive:

- Grant Funding to implement Clean and Beautiful projects
- Assistance from New Mexico Tourism Department and Advisory Committee's Regional Representatives
- Professional Network of Clean and Beautiful communities



How To Apply

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How to Apply

Apply through Survey Monkey Apply

<https://nmtourism.smapply.io/>



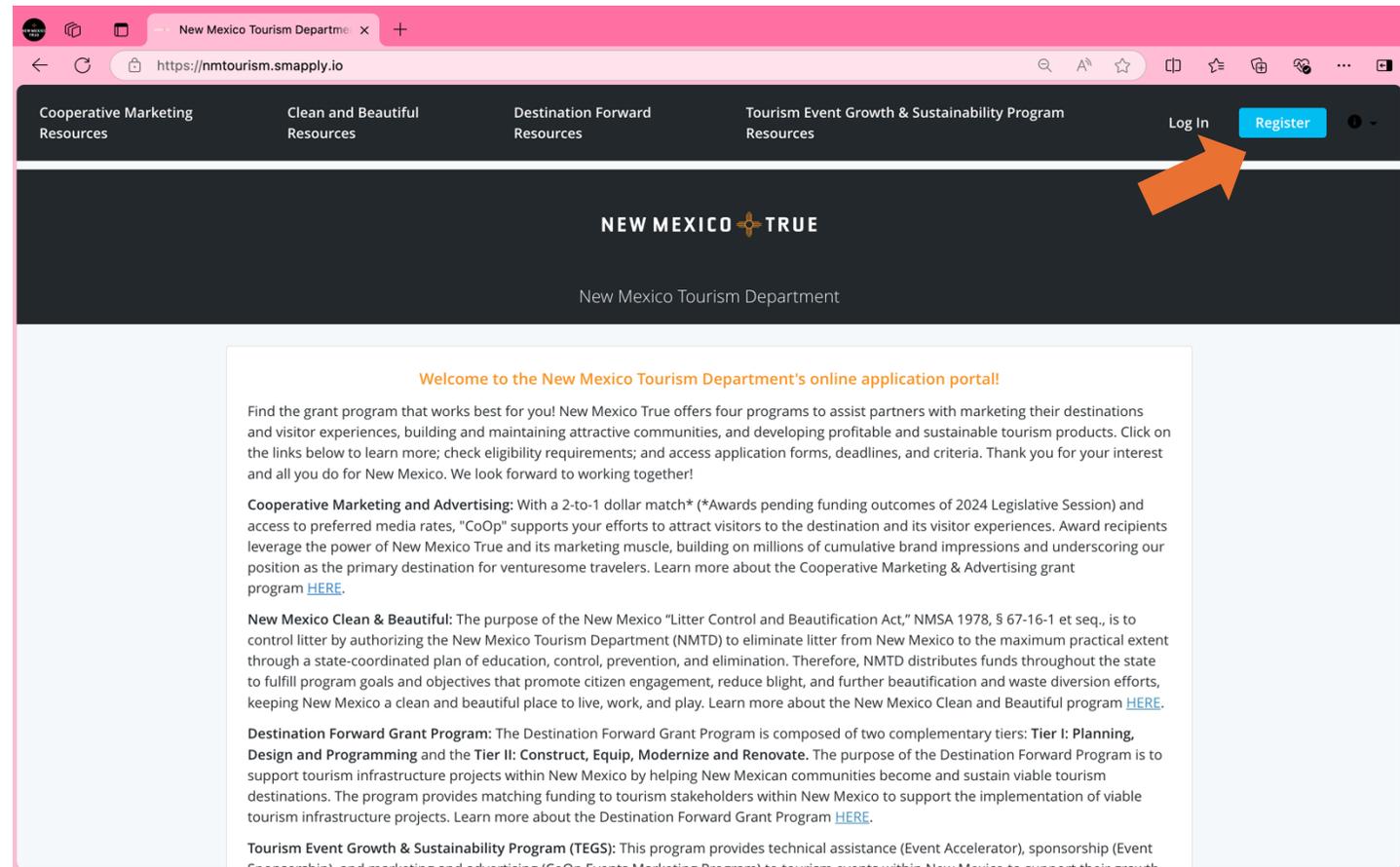
Supported browsers are:

- Chrome
- Firefox
- Safari
- Microsoft Edge

A screenshot of a web browser displaying the New Mexico Tourism Department's online application portal. The browser's address bar shows the URL https://nmtourism.smapply.io. The page features a dark navigation bar with links for Cooperative Marketing Resources, Clean and Beautiful Resources, Destination Forward Resources, and Tourism Event Growth & Sustainability Program Resources. A 'Log In' link and a blue 'Register' button are also present. The main content area has a white background with the 'NEW MEXICO TRUE' logo and the text 'New Mexico Tourism Department'. A welcome message reads: 'Welcome to the New Mexico Tourism Department's online application portal!'. Below this, there are four paragraphs of text, each describing a different grant program: Cooperative Marketing and Advertising, New Mexico Clean & Beautiful, Destination Forward Grant Program, and Tourism Event Growth & Sustainability Program (TEGS). Each paragraph includes a brief description of the program's purpose and a link to learn more.

How to Apply

Survey Monkey Apply – New Account



Cooperative Marketing Resources Clean and Beautiful Resources Destination Forward Resources Tourism Event Growth & Sustainability Program Resources Log In Register

NEW MEXICO TRUE
New Mexico Tourism Department

Welcome to the New Mexico Tourism Department's online application portal!

Find the grant program that works best for you! New Mexico True offers four programs to assist partners with marketing their destinations and visitor experiences, building and maintaining attractive communities, and developing profitable and sustainable tourism products. Click on the links below to learn more; check eligibility requirements; and access application forms, deadlines, and criteria. Thank you for your interest and all you do for New Mexico. We look forward to working together!

Cooperative Marketing and Advertising: With a 2-to-1 dollar match* (*Awards pending funding outcomes of 2024 Legislative Session) and access to preferred media rates, "CoOp" supports your efforts to attract visitors to the destination and its visitor experiences. Award recipients leverage the power of New Mexico True and its marketing muscle, building on millions of cumulative brand impressions and underscoring our position as the primary destination for venturesome travelers. Learn more about the Cooperative Marketing & Advertising grant program [HERE](#).

New Mexico Clean & Beautiful: The purpose of the New Mexico "Litter Control and Beautification Act," NMSA 1978, § 67-16-1 et seq., is to control litter by authorizing the New Mexico Tourism Department (NMTD) to eliminate litter from New Mexico to the maximum practical extent through a state-coordinated plan of education, control, prevention, and elimination. Therefore, NMTD distributes funds throughout the state to fulfill program goals and objectives that promote citizen engagement, reduce blight, and further beautification and waste diversion efforts, keeping New Mexico a clean and beautiful place to live, work, and play. Learn more about the New Mexico Clean and Beautiful program [HERE](#).

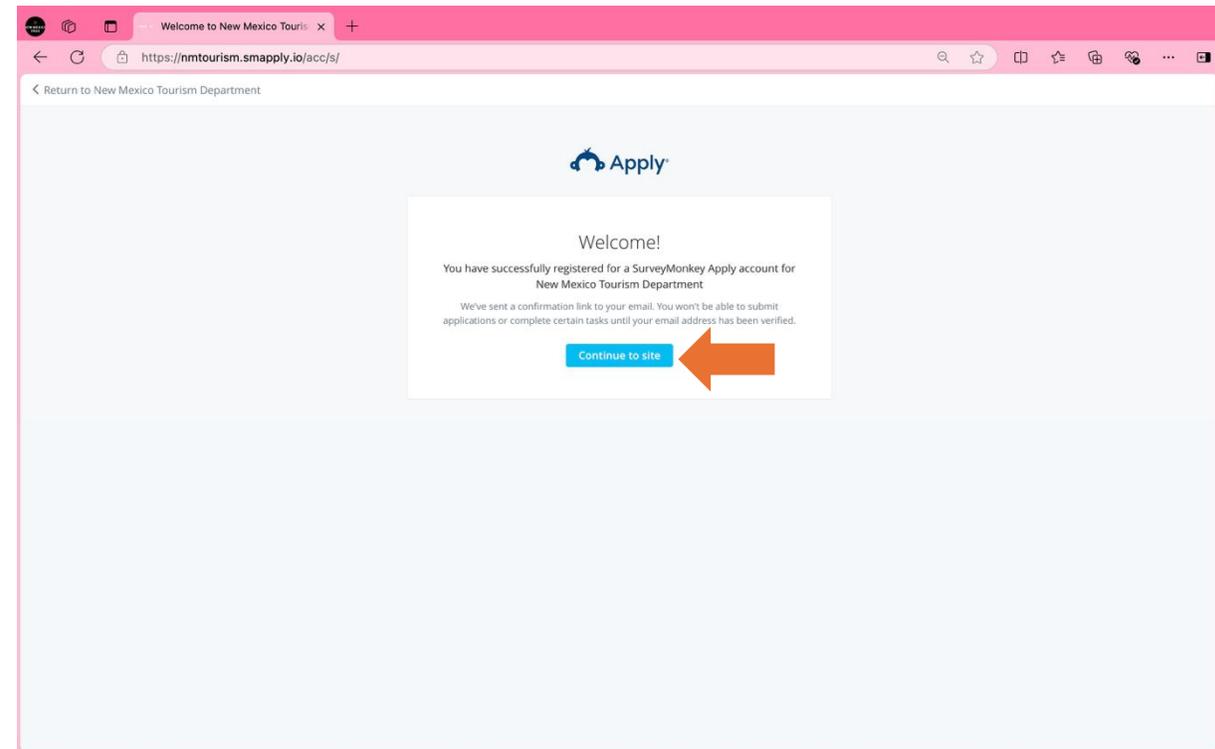
Destination Forward Grant Program: The Destination Forward Grant Program is composed of two complementary tiers: **Tier I: Planning, Design and Programming** and the **Tier II: Construct, Equip, Modernize and Renovate**. The purpose of the Destination Forward Program is to support tourism infrastructure projects within New Mexico by helping New Mexican communities become and sustain viable tourism destinations. The program provides matching funding to tourism stakeholders within New Mexico to support the implementation of viable tourism infrastructure projects. Learn more about the Destination Forward Grant Program [HERE](#).

Tourism Event Growth & Sustainability Program (TEGS): This program provides technical assistance (Event Accelerator), sponsorship (Event Sponsorship), and marketing and advertising (CoOp Events Marketing Program) to tourism events within New Mexico to support their growth

How to Apply

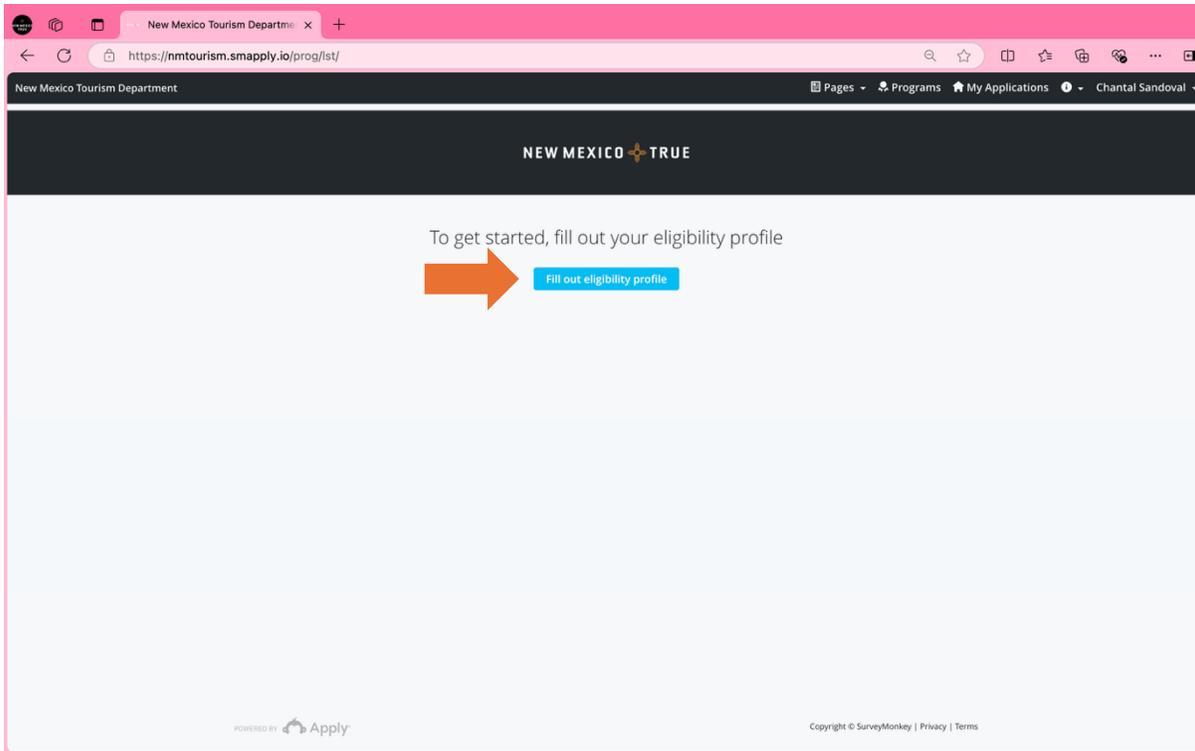
Survey Monkey Apply – New Account

The screenshot shows a web browser window with the URL <https://nmtourism.smapply.io/acc/r?g=53413>. The page title is "Create your SurveyMonkey App". The main heading is "Apply" with the subtext "Register for an applicant account". There is a "LOG IN" link for existing users. The registration form includes a "Register with" section with a Google icon, an "OR" separator, and input fields for "First name" (Chantal), "Last name" (Sandval), "Email" (chantal.sandoval@td.nm.gov), "Password", and "Confirm password". The "Organization" field is set to "New Mexico Clean & Beautiful". A checkbox for "I'm not a robot" is checked, and a CAPTCHA logo is visible. A blue "CREATE ACCOUNT" button is at the bottom, with an orange arrow pointing to it.

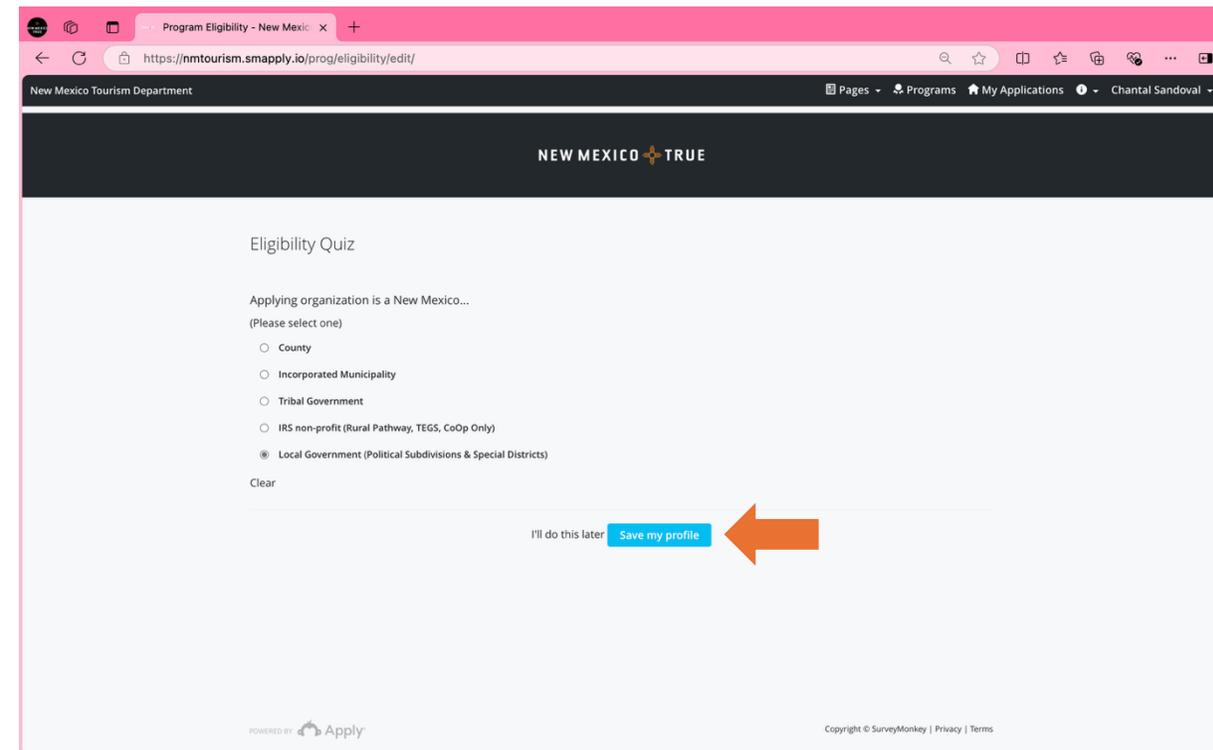


How to Apply

Survey Monkey Apply – Eligibility Quiz



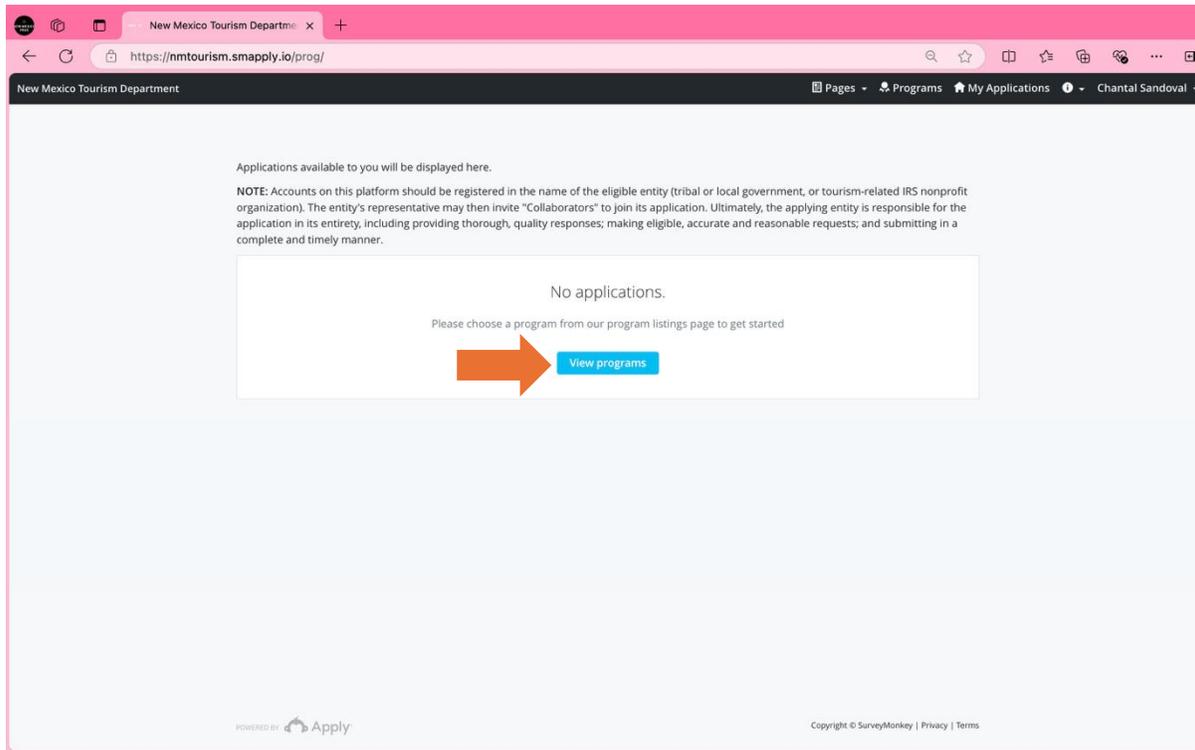
The screenshot shows a web browser window with the URL <https://nmtourism.smapply.io/prog/list/>. The page header includes the New Mexico Tourism Department logo and navigation links for Pages, Programs, My Applications, and Chantal Sandoval. The main content area features the text "To get started, fill out your eligibility profile" with an orange arrow pointing to a blue button labeled "Fill out eligibility profile". The footer contains the text "POWERED BY Apply" and "Copyright © SurveyMonkey | Privacy | Terms".



The screenshot shows a web browser window with the URL <https://nmtourism.smapply.io/prog/eligibility/edit/>. The page header includes the New Mexico Tourism Department logo and navigation links for Pages, Programs, My Applications, and Chantal Sandoval. The main content area features the text "Eligibility Quiz" and "Applying organization is a New Mexico... (Please select one)". Below this is a list of radio button options: County, Incorporated Municipality, Tribal Government, IRS non-profit (Rural Pathway, TEGS, CoOp Only), and Local Government (Political Subdivisions & Special Districts). The "Local Government" option is selected. Below the list is a "Clear" link. At the bottom right, there is a blue button labeled "Save my profile" with an orange arrow pointing to it, and a link labeled "I'll do this later". The footer contains the text "POWERED BY Apply" and "Copyright © SurveyMonkey | Privacy | Terms".

How to Apply

Survey Monkey Apply – View Programs



New Mexico Tourism Department

Pages Programs My Applications Chantal Sandoval

Applications available to you will be displayed here.

NOTE: Accounts on this platform should be registered in the name of the eligible entity (tribal or local government, or tourism-related IRS nonprofit organization). The entity's representative may then invite "Collaborators" to join its application. Ultimately, the applying entity is responsible for the application in its entirety, including providing thorough, quality responses; making eligible, accurate and reasonable requests; and submitting in a complete and timely manner.

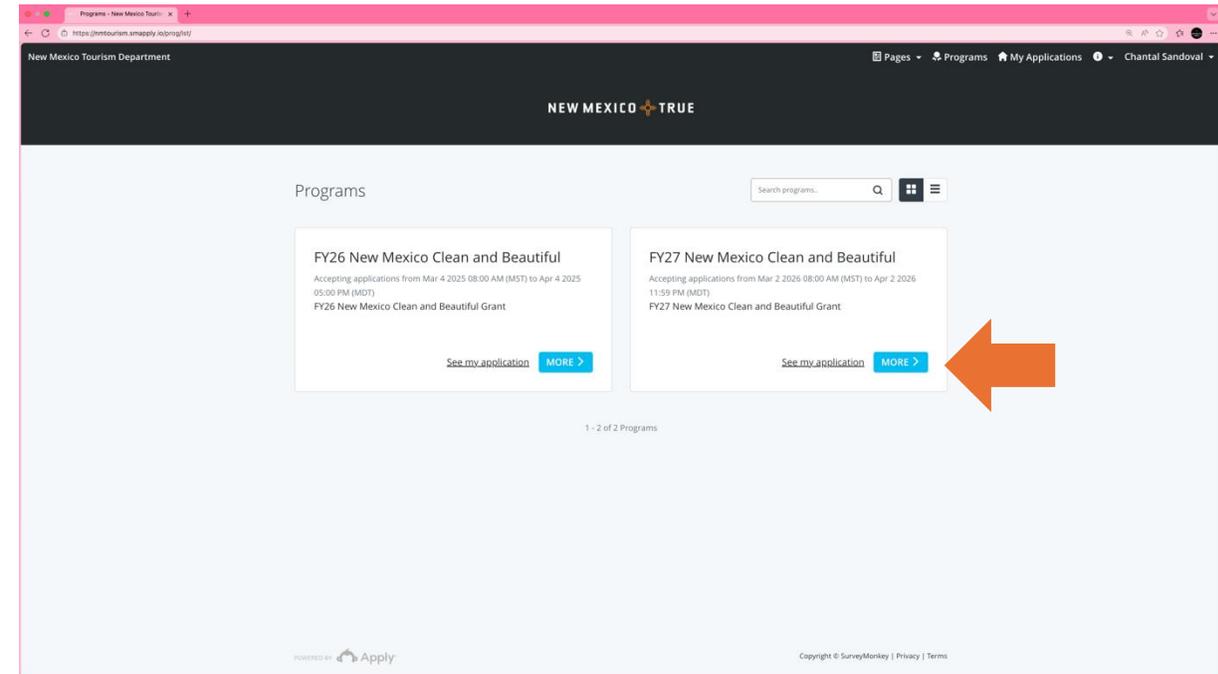
No applications.

Please choose a program from our program listings page to get started

[View programs](#)

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Programs - New Mexico Tourism Department

Pages Programs My Applications Chantal Sandoval

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Search programs

FY26 New Mexico Clean and Beautiful
Accepting applications from Mar 4 2025 08:00 AM (MST) to Apr 4 2025 05:00 PM (MDT)
FY26 New Mexico Clean and Beautiful Grant
[See my application](#) [MORE >](#)

FY27 New Mexico Clean and Beautiful
Accepting applications from Mar 2 2026 08:00 AM (MST) to Apr 2 2026 11:59 PM (MDT)
FY27 New Mexico Clean and Beautiful Grant
[See my application](#) [MORE >](#)

1 - 2 of 2 Programs

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How to Apply

Survey Monkey Apply – Open New Application

New Mexico Tourism Department

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FY27 New Mexico Clean and Beautiful

New Mexico Clean and Beautiful Grant Application Overview

You may access the complete FY27 Clean and Beautiful Program Guidelines [HERE](#).

GRANT PURPOSE

The purpose of the New Mexico "Litter Control and Beautification Act," NMSA 1978, § 67-16-1 et seq., is to accomplish litter control by vesting in the Department the authority to eliminate litter from the state to the maximum practical extent. The department shall aid in establishing a statewide Keep America Beautiful program through the New Mexico Clean and Beautiful grant program to prevent litter, improve recycling, and beautify New Mexico communities.

ELIGIBILITY

All New Mexico municipalities, counties, local, and Tribal Governments in good standing with New Mexico Taxation and Revenue Department are eligible for funding (correct NM Business Tax ID numbers are required within the application). Entities need not be Keep America Beautiful affiliates to apply.

ELIGIBLE EXPENDITURES

Projects and initiatives that contribute to the following goals and objectives, as identified through Keep America Beautiful and the Litter Control and Beautification Act, may be eligible for funding:

- **Goal #1 - End Littering**
 - Objective 1.1 - Prevent littering
 - Objective 1.2 - Provide access to proper waste disposal.
 - Objective 1.3 - Remove litter.
- **Goal #2 - Reduce Waste**
 - Objective 2.1 - Reuse.
 - Objective 2.2 - Repair.
 - Objective 2.3 - Repurpose.
 - Objective 2.4 - Improve composting and sustainable organics management.
 - Objective 2.5 - Improve recycling and sustainable materials management.
- **Goal #3 - Beautify Communities**
 - Objective 3.1 - Improve green spaces through sustainable park design.
 - Objective 3.2 - Maximize sustainable landscaping throughout communities.
 - Objective 3.3 - Prevent graffiti.
 - Objective 3.4 - Eradicate graffiti.
- **Goal #4 - Empower Youth**
 - Objective 4.1 - Educate students.

APPLY

Opens
Mar 2 2026 08:00 AM (MST)

Deadline
Apr 2 2026 11:59 PM (MDT)



Application Tips

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How To Strengthen Your Project



The following will strengthen your project proposals:

- Recruiting Volunteers for Project Implementation
- Leveraging Additional Partnerships and Coalition Building
- Community-Led Development and Long-Term Planning
- Supporting the Development of the Tourism Economy
- Climate Adaptation and Mitigation Strategies

Limited Expenditures

Be mindful of the following expenditures*:

- Advertisements and Other Printed Materials
- Concrete
- Contract Services
- Landscape Design
- Promotional Items
- Water Features

**These expenditures may be eligible in limited amounts with clear justification.*

Ineligible Expenditures

The Clean and Beautiful Grant will not fund:

- Benches and tables made from non-recycled material
- Disinfectant wipes
- Disinfectants & air fresher
- Fencing materials
- Food and/or drink
- Fuel
- Gardening tools
- Hardware for: signage, trash receptacles & benches, etc.
- Heavy machinery rentals
- Irrigation
- Labor (with the exception of youth subcontractors)
- Landscaping fabric
- Landscaping pavers
- Landscaping rock
- Leather and cotton gloves
- Lighting
- Meeting Space
- Office Supplies
- On-going maintenance needs
- Playground equipment
- Rakes
- Shears
- Shovels
- Watering hoses
- Weed barrier & eradication spray
- Wheelbarrows



FY27 Application Cycle Dates

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Required Reporting Due Date

The grant cycle for Fiscal Year 27 (July 1, 2026 – June 30, 2027)

- **Application Opens: Monday, March 2, 2026, at 8:00 A.M.**
- **Application Closes: Thursday, April 2, 2026, at 11:59 P.M.**



<https://nmtourism.smapply.io/>





Other Beautification Grant Opportunities

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New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

Que Linda Grant Program

Amy Whitfield

Amy.Whitfield@dot.nm.gov

505-309-1066



¿Qué linda?

Que Linda Statewide Beautification Grant Program

Que Linda is a resource at the Department of Transportation (NMDOT) to support local governments to build local beautification programs.

Que Linda funds 15-20 local governments with up to \$200,000 to support the development and implementation of a local beautification program.

Que Linda awardees will be a cohort of beautification coordinators across New Mexico that will work together for the goal to help New Mexico's natural beauty shine through.

Awardees are required to:

- Hire a full-time program coordinator
- Participate in the technical assistance
- Create a local beautification program connected to the Que Linda toolkit
- Participate in the cohort meetings
- End of year report

No match funding is required



¿Que linda?



¿Qué linda?

11 Strategies of the Que Linda Beautification Toolkit

- **Student Service Learning**
- **Litter Abatement Alternatives to Penalty Fines**
- **Use of Corrections Contractors**
- **County Inmate Litter Abatement Program**
- **Elementary Anti-Litter Education Campaign**
- **Business Corridor Adoption Program**
- **Reporting Illegal Trash Dumping Hotline**
- **Secure Loads Establishment and Enforcement**
- **Establish Free Weekend Events at Collection Centers**
- **Neighbor Rates at Collection Centers**



¿Qué linda?

Que Linda Statewide Beautification Program

<https://www.dot.nm.gov/que-linda/>



Questions

Amy Whitfield

Amy.Whitfield@dot.nm.gov

505-309-1066



Recycling And Illegal Dumping (RAID) Grant

The Resource Recovery Bureau of the New Mexico Environment Department provides grant funding for the prevention and abatement of illegal dumpsites and promoting environmentally sound methods for reuse and recycling. Grants are available for eligible entities to conduct grant activities that meet RAID priorities. Funds can be used for:

- ❑ Illegal dump cleanup(s)
- ❑ Scrap tire recycling
- ❑ Innovative recycling efforts
- ❑ Composting programs
- ❑ Outreach campaign to promote recycling or prevent illegal dumping



Levi Lementino, NMED Resource Recovery Bureau



Eligibility and Match Requirements

Eligible Organizations:

- Municipalities
- Counties
- Tribes/Nations/Pueblos
- Solid Waste Authorities
- Land Grant Communities
- Cooperative Associations

Match Requirements

No matching funds required but does assist with scoring of application.



Grant Application Period

FY27 Grant Application Cycle

- Opens: Wednesday, **April 1 – 8:00 am**
- Closes: Friday, **May 1 – 5:00 pm**

RAID Grant Assistance – March 2 through April 30, 2026

- Levi.Lementino@env.nm.gov 505-795-5878
- Matthew.Gretton@env.nm.gov 505-670-8867
- Daniel.Aravelo@env.nm.gov 505-670-1696
- Angela.Hutcherson@env.nm.gov 505-795-1502
- Elias.Cruz@env.nm.gov 505-490-5356

Please email
Clean and Beautiful Grant
questions to

grantinfo@td.nm.gov

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For more information, please email us!

grantinfo@td.nm.gov

Today's webinar
can be accessed by
scanning the
QR code below

