

New Mexico Tourism Department

Clean and Beautiful Program - Sample Application

FY27 July 1, 2026 – June 30, 2027

The New Mexico Tourism Department (NMTD) partners with communities to Keep New Mexico Clean and Beautiful by providing funding and technical assistance to municipalities, counties, and tribal governments, and other units of government on litter eradication, waste reduction, and community beautification initiatives.

The Clean and Beautiful Program is a competitive grant, whereas applications are subject to be funded in whole, in-part, or not at all.

Eligible entities for the Clean and Beautiful Grant include municipalities, counties, Tribal Governments, and units of government.

FY27 GRANT APPLICATION IMPORTANT DATES

- Application Webinar: Thursday, February 19th at 9:30 a.m.
To register for the webinar, [click here](#).
- Application Opens: Monday, March 2nd at 8 a.m.
- Application Closes: Thursday, April 2nd at 11:59 p.m.

PROGRAM ASSISTANCE

To reach NMTD for assistance for all applicants, please email, grantinfo@td.nm.gov.

*** This document is for previewing purposes only; all applications for the program must be completed and submitted via [Survey Monkey Apply](#).**

Application Instructions

1. *First read, sign, and date the New Mexico Clean and Beautiful Acknowledgement Statement.*
2. *After, complete Applicant Contact Information task including the program goals your projects will address.*
3. *Once you Mark as Complete the Applicant Contact Information task, additional tasks will auto-populate for each selected program goal. Scopes of work should be submitted for each relevant goal and project efforts should be outlined within the appropriate goal's task.*
4. *After you Mark as Complete all applicable Goal tasks, the Proof of Match Requirement task should be completed to ensure projects will meet the 25% match requirement. Budget summaries will auto-populate based on each Goal task's budget in order to calculate the match.*
5. *Submit the application before the application deadline. Upon submission, you will receive a confirmation email.*

New Mexico Clean and Beautiful Acknowledgement Statement

I, the undersigned, understand that this is a competitive grant. I certify that I have read and reviewed this application and all supporting documentation for completeness, quality, and accuracy. I agree to participate fully in the New Mexico Clean and Beautiful (NMCB) if selected for participation. I understand that the New Mexico Tourism Department (NMTD) reserves the right to discontinue my participation in the program if I do not fulfill the commitments below at any point in the program. I agree to:

Attend scheduled calls and meetings.

Remain engaged in the Program's success throughout the grant cycle, including implementation of deliverables and required documentation.

Acknowledge that any failure to adhere to the parameters set forth herein may affect the event and/or applicant organization's eligibility for current and future awards from NMTD.

If selected as a grant recipient, I agree to: Provide all required documentation, information, and photos, including but not limited to:

Quarterly Milestone Reports, Mid-Point Meetings, and Final Packet/Reimbursement Forms

Follow the established Keep New Mexico True Brand guidelines.

Follow established NMCB Grant guidelines and ensure all deliverables are met within an executed agreement.

Collaborate with NMTD, providing timely input and responses to communications that ensure successful execution of all initiatives

I understand and agree that unless otherwise stated in an agreement approved by the Department's Deputy Cabinet Secretary and Legal Counsel, no one at NMTD has authority to offer a NMCB grant award on terms different from what is stated in this acknowledgement, and I understand and agree that no one in the Department is authorized by NMTD to promise terms of an agreement will be different from what is stated herein.

Applicant's Name

Applicant's Signature

Please enter today's date. (MM/DD/YYYY)

Applicant Contact Information

Complete the following fields, including the program goals which your projects will address. Once you complete the Applicant Contact Information, additional tasks will auto-populate for each selected program goal.

Legal Name of Entity: _____

Type of Entity:

- County
- Local Government
- Municipality
- Tribal Government

Type of Unit of Government:

- Political Subdivision
- Public School District
- Special District
- State Agency
- Other Local Entity/Unit of Government

Is this Entity a FY26 Clean and Beautiful Grant Partner (July 1, 2025 – June 2026)?:

- Yes
- No

As a FY26 Clean and Beautiful Grant Partner, have you completed a Budget Amendment Request (BAR) during the FY26 grant cycle?:

- Yes
- No

Do you intend to apply for NMED's RAID Grant funding in FY27?

- Yes
- No

Do you intend to apply for NMDOT's Que Linda Grant funding in FY27?

- Yes
- No

Entity's NM Business Tax ID Number:

This number is an eleven-digit number that begins with 01-, 02-, or 03-.

Entity's Employer Identification Number (EIN):

This number is a nine-digit number that begins with 85-.

Primary Contact:

- Name _____
- Phone _____
- Email _____

Signature Authority Contact:

- Name _____
- Phone _____
- Email _____

Financial Contact:

- Name _____
- Phone _____
- Email _____

Mailing Address (of Signature Authority):

- Address (Line 1) _____
- Address (Line 2) _____

- City _____
- State _____
- ZIP Code _____

Social Media Handles:

- Facebook _____
- Instagram _____
- LinkedIn _____
- Threads _____
- TikTok _____
- X (Formerly Twitter) _____

Select all applicable goals you are requesting funding for:

Check all goals that apply.

- Goal 1: End Littering
- Goal 2: Reduce Waste
- Goal 3: Beautify Communities
- Goal 4: Empower Youth
- Goal 5: Increase Program Capacity

Sample Application

Goal #1 - END LITTERING

The first goal of the New Mexico Clean and Beautiful program is to end littering. In the fields below, provide as much detail as possible for all project efforts contributing to ending littering in New Mexico.

Information pertaining to current Keep America Beautiful initiatives for ending littering can be found at: <https://kab.org/litter/>

1. Project Objectives

Choose the Clean and Beautiful objectives that project efforts will address:

- 1.1 – Prevent littering.
- 1.2 – Provide access to proper waste disposal.
- 1.3 – Remove litter.

2. Project Summary

Detail all project efforts below:

3. Statement of Need

Detail how you determined the need for these project efforts:

4. Anticipated Outcomes

Detail the anticipated outcomes for these project efforts and how you plan to measure success:

5. Promotional Strategy

Detail any outreach strategies aimed to increase awareness of these project efforts:

6. Quarterly Milestones

Complete the anticipated quarterly milestone template below:

Milestone Description

Quarter 1	
Quarter 2	
Quarter 3	
Quarter 4	

Budget Schedule Definitions:

Project Objective: select the specific action (project objective) from the drop-down menu that your entity intends to complete during FY27.

Expected Expenditure: the item(s) you expect to purchase that correlate to the goal and objective.

Cost Breakdown: cost per unit or item.

Funding Request: the total amount of funding you are requesting for the item(s).

Link for Expected Expenditure: provide a link to the expected expenditure to provide context for the review panel. **optional*

Budget Schedule Example

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>
1.3	Safety Vests, Gloves, & Trash Bags	Safety Vests \$10 ea. x 75 = \$750 Gloves \$12 ea. x 10 boxes of 100 = \$120 Trash Bags \$60 ea. x 10 boxes of 450 = \$600	\$1,470	

7. Budget Schedule

Complete the budget schedule template below. List the objective, expected expenditure, cost breakdown, and funding request for each expenditure.

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>

Goal #2 – REDUCE WASTE

The second goal of the New Mexico Clean and Beautiful program is to reduce waste. In the fields below, provide as much detail as possible for all project efforts contributing to reducing waste in New Mexico.

Information pertaining to current Keep America Beautiful initiatives can be found at: <https://kab.org/improve-recycling/>

1. Project Objectives

Choose the Clean and Beautiful objectives that project efforts will address:

- 2.1 – Reuse.
- 2.2 – Repair.
- 2.3 – Repurpose.
- 2.4 – Improve composting and sustainable organics management.
- 2.5 – Improve recycling and sustainable materials management.

2. Project Summary

Detail all project efforts below:

3. Statement of Need

Detail how you determined the need for these project efforts:

4. Anticipated Outcomes

Detail the anticipated outcomes for these project efforts and how you plan to measure success:

Sample Application

5. Promotional Strategy

Detail any outreach strategies aimed to increase awareness of these project efforts:

6. Quarterly Milestones

Complete the anticipated quarterly milestone template below:

Milestone Description

Quarter 1	
Quarter 2	
Quarter 3	
Quarter 4	

Budget Schedule Definitions:

Project Objective: select the specific action (project objective) from the drop-down menu that your entity intends to complete during FY27.

Expected Expenditure: the item(s) you expect to purchase that correlate to the goal and objective.

Cost Breakdown: cost per unit or item.

Funding Request: the total amount of funding you are requesting for the item(s).

Link for Expected Expenditure: provide a link to the expected expenditure to provide context for the review panel. **optional*

Budget Schedule Example

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>
2.3	4 Recycled Benches	Recycled Benches \$1,300 ea. x 4 benches = \$5,200	\$5,200	

7. Budget Schedule

Complete the budget schedule template below. List the objective, expected expenditure, cost breakdown, and funding request for each expenditure.

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>

Goal #3 – BEAUTIFY COMMUNITIES

The third goal of the New Mexico Clean and Beautiful program is to beautify communities. In the fields below, provide as much detail as possible for all project efforts contributing to beautifying communities in New Mexico.

Information pertaining to current Keep America Beautiful initiatives for beautifying communities can be found at: <https://kab.org/beautify-communities/>

1. Project Objectives

Choose the Clean and Beautiful objectives that project efforts will address:

- 3.1 – Improve green spaces through sustainable park design.
- 3.2 – Maximize sustainable landscaping throughout communities.
- 3.3 – Prevent graffiti.
- 3.4 – Eradicate graffiti.

2. Project Summary

Detail all project efforts below:

3. Statement of Need

Detail how you determined the need for these project efforts:

4. Anticipated Outcomes

Detail the anticipated outcomes for these project efforts and how you plan to measure success:

5. Promotional Strategy

Detail any outreach strategies aimed to increase awareness of these project efforts:

Sample Application

6. Quarterly Milestones

Complete the anticipated quarterly milestone template below:

Milestone Description

Quarter 1	
Quarter 2	
Quarter 3	
Quarter 4	

Budget Schedule Example

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>
3.3	Paint, Brushes, & Trays	<p>Five Gallon Bucket of Paint \$135 ea. x 4 buckets = \$540</p> <p>Paint Brush Packages \$20 ea. x 25 = \$500</p> <p>Trays \$10 ea. x 10 = \$100</p>	\$1,140	

Budget Schedule Definitions:

Project Objective: select the specific action (project objective) from the drop-down menu that your entity intends to complete during FY27.

Expected Expenditure: the item(s) you expect to purchase that correlate to the goal and objective.

Cost Breakdown: cost per unit or item.

Funding Request: the total amount of funding you are requesting for the item(s).

Link for Expected Expenditure: provide a link to the expected expenditure to provide context for the review panel. **optional*

7. Budget Schedule

Complete the budget schedule template below. List the objective, expected expenditure, cost breakdown, and funding request for each expenditure.

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>

Sample Application

Goal #4 – EMPOWER YOUTH

The fourth goal of the New Mexico Clean and Beautiful program is to empower youth. In the fields below, provide as much detail as possible for all project efforts contributing to empowering youth in New Mexico.

- Youth initiatives must directly contribute to at least one of the above-mentioned goals
- Applicants may either hire a youth group as a subcontractor, or hire individual youths
- For individual youth interns:
 - Individuals must be between 14 to 25 years of age
 - Salary range = at least local minimum wage
 - Youth Employment Verification forms are required for each youth employed

1. Project Objectives

Choose the Clean and Beautiful objectives that project efforts will address:

- 4.1 – Educate students.
- 4.2 – Provide service opportunities for youth groups.
- 4.3 – Employ youth interns.
- 4.4 – Provide youth leadership opportunities.

2. Project Summary

Detail all project efforts below:

3. Statement of Need

Detail how you determined the need for these project efforts:

4. Anticipated Outcomes

Detail the anticipated outcomes for these project efforts and how you plan to measure success:

5. Promotional Strategy

Detail any outreach strategies aimed to increase awareness of these project efforts:

Sample Application

6. Quarterly Milestones

Complete the anticipated quarterly milestone template below:

Milestone Description

Quarter 1	
Quarter 2	
Quarter 3	
Quarter 4	

Budget Schedule Example

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>
4.2	Youth Group Stipend	Youth Groups \$200 per group x 10 = \$2,000	\$2,000	

Budget Schedule Definitions:

Project Objective: select the specific action (project objective) from the drop-down menu that your entity intends to complete during FY27.

Expected Expenditure: the item(s) you expect to purchase that correlate to the goal and objective.

Cost Breakdown: cost per unit or item.

Funding Request: the total amount of funding you are requesting for the item(s).

Link for Expected Expenditure: provide a link to the expected expenditure to provide context for the review panel. **optional*

7. Budget Schedule

Complete the budget schedule template below. List the objective, expected expenditure, cost breakdown, and funding request for each expenditure.

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>

Sample Application

Goal #5 – REDUCE WASTE

The fifth goal of the New Mexico Clean and Beautiful program is to increase program capacity. In the fields below, provide as much detail as possible for all project efforts contributing to increasing program capacity:

- Activities must directly contribute to at least one of the other program goals

1. Project Objectives

Choose the Clean and Beautiful objectives that project efforts will address:

- 5.1 – Recruit and engagement volunteers.
- 5.2 – Build coalitions through professional affiliations.
- 5.3 – Increase knowledge through professional development.

2. Project Summary

Detail all project efforts below:

3. Statement of Need

Detail how you determined the need for these project efforts:

4. Anticipated Outcomes

Detail the anticipated outcomes for these project efforts and how you plan to measure success:

5. Promotional Strategy

Detail any outreach strategies aimed to increase awareness of these project efforts:

6. Quarterly Milestones

Complete the anticipated quarterly milestone template below:

Milestone Description

Quarter 1	
Quarter 2	
Quarter 3	
Quarter 4	

Budget Schedule Example

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>
5.2	Keep America Beautiful Annual Dues	\$150 per KAB population	\$150	

Budget Schedule Definitions:

Project Objective: select the specific action (project objective) from the drop-down menu that your entity intends to complete during FY27.

Expected Expenditure: the item(s) you expect to purchase that correlate to the goal and objective.

Cost Breakdown: cost per unit or item.

Funding Request: the total amount of funding you are requesting for the item(s).

Link for Expected Expenditure: provide a link to the expected expenditure to provide context for the review panel. **optional*

7. Budget Schedule

Complete the budget schedule template below. List the objective, expected expenditure, cost breakdown, and funding request for each expenditure.

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure <i>(optional)</i>

Proof of Match Requirement

1. In-Kind Donation Budget Table

Use the In-Kind Donation Budget Table to demonstrate proof of the match requirement. Provide the entity name, items to be contributed, and the monetary value for those contributions.

Entity Name	Items	In-Kind Values

Sample Application