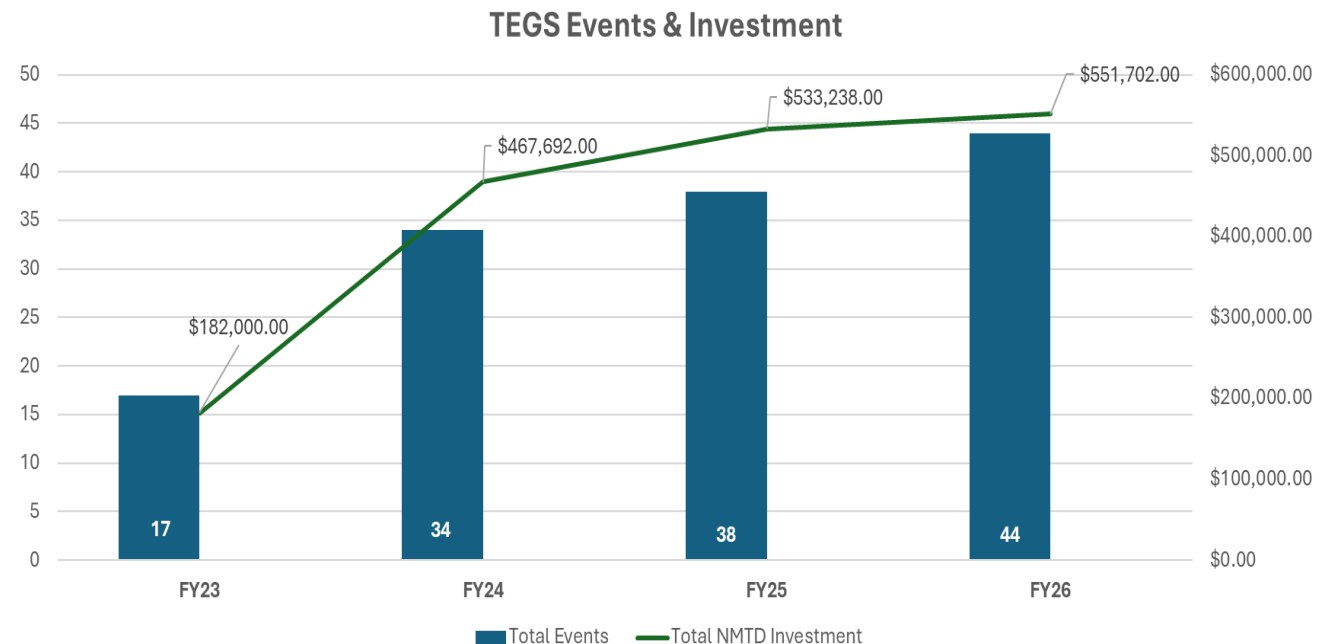


Tourism Event Growth & Sustainability Grant



Tourism Event Growth & Sustainability Program

The Tourism Event Growth & Sustainability (TEGS) Program provides technical assistance, marketing, and sponsorship to qualified tourism events within New Mexico to support their growth and sustainability.



In FY26 the TEGS program awarded \$551,702 in funding to 44 tourism-related events, statewide.

Tourism Event Growth & Sustainability Program

What qualifies as an eligible event?

Eligible events ***must*** demonstrate the ability to:

- Drive out of state travel
- Drive in-state travel resulting in overnight stays
- Provide an experience aligned with the New Mexico True brand of “*adventure steeped in culture*”

Eligible entities include:

- Nonprofit tourism-related organizations*
- For-profit organizations*
- Municipalities and Counties
- Tribal Governments

*For-profit and some nonprofit applicants must partner with a government entity to serve as their fiscal agent.



Event Accelerator Track

The purpose of the Event Accelerator is to build and improve events to help them grow. Events may receive a detailed online discoverability assessment and up to \$5,000 to implement NMTD approved deliverables.

Examples:

- Chama Christmas in the Mountains – Chama
- Smokey Bear Days – Capitan
- Fiesta Flamenca Burqueña – Albuquerque
- Zuni MainStreet Festival – Zuni Pueblo
- PiñataFest – Roswell

TEGS Event Marketing Track

Secures marketing and advertising to drive overnight attendance to events through a **2:1 matching investment**. Awardees choose from a menu of options for a maximum total value of \$15,000 (\$10,000 from NMTD and \$5,000 from awarded partner).

Examples:

- Las Cruces Renaissance Arts Faire
- Nakotah LaRance Youth Hoop Dance Championship – Santa Fe
- Day of the Tread – Albuquerque
- Gila Monster Gran Fondo – Silver City
- UFO Festival – Roswell
- Red River Oktoberfest – Red River



Sponsorship Eligibility

Sponsorship funds received must be used to grow the event's visitation and economic impact.

Examples:

- Albuquerque International Balloon Fiesta
- The Las Cruces Chile Drop
- Tour of the Gila – Silver City
- Great American Duck Race – Deming
- International Folk Art Market – Santa Fe
- Up & Over Trail Run Weekend – Taos Ski Valley
- The Burning of Zozobra – Santa Fe
- The PASEO – Taos
- The Las Cruces International Film Festival
- Great American Duck Race – Deming



Sponsorship Track Details

Provides a sponsorship award based on event attendance and the quality of the application, along with the opportunity to co-brand the event with New Mexico True.

Tier	Maximum Award	Typical Number of Attendees
1	\$5,000	Up to 4,999
2	\$10,000	5,000 – 9,999
3	\$20,000	10,000 – 24,999
4	\$30,000	25,000 – 49,999
5	\$50,000+	50,000+

Destination Forward Grant



Destination Forward Program

This is a competitive grant that supports the long-term destination development and rejuvenation of community-based, sustainable ***tourism infrastructure*** projects across New Mexico. The program is a result of NMTD collaborating with the seven Councils of Government in New Mexico.



Route 66 East Gateway Neon Sign - Albuquerque

- Destination Forward projects must demonstrate the ability to:
 - increase visitation,
 - increase capacity, and/or
 - improve the visitor experience

Grant Program Purpose

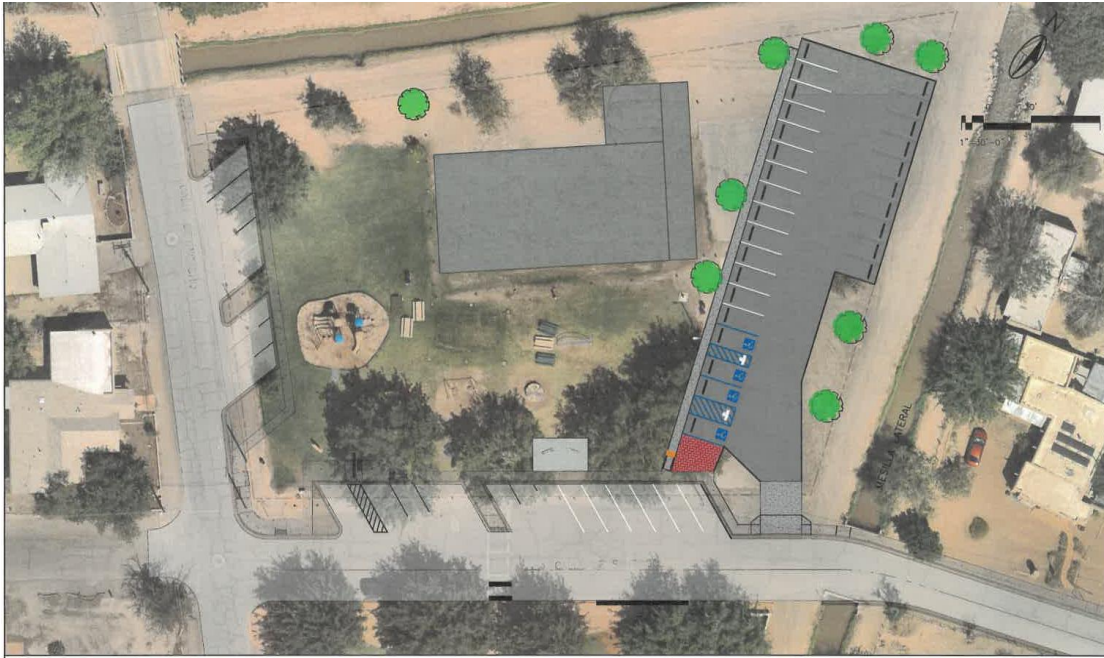
The purpose of the Destination Forward Grant Program is to support the development and implementation of ***tourism infrastructure*** projects throughout New Mexico.

Who is eligible to apply?

- Local Governments, including special districts
- Tribal Governments
- Municipalities

Destination Forward Program

In FY26 the Destination Forward program awarded \$1.8MM in grant funding for 14 tourism-related infrastructure projects, statewide - and another \$100,000 to 2 partners for adult changing tables/stations.



Town of Mesilla Calle de Santiago Parking Lot Improvement



AAIB Museum Outdoor Balloon Adventure

FY26 Destination Forward Partners

- **City of Albuquerque Sunport** – Universal/Family Restrooms at Abq International Sunport, \$75,000
- **City of Albuquerque & NM Steam Locomotive & Railroad Historical Society** – South Rail Yards Steam Locomotive Tourist Operations Economic Impact Study, \$100,000
- **City of Albuquerque & AA International Balloon Museum** – Outdoor Balloon Adventure, \$257,500
- **City of Bayard** – Mine Mill Museum Design & Planning, \$100,000
- **Chaves County** – Cultural Plaza Improvements, \$183,100
- **City of Clovis** – Hillcrest Park Zoo Master Plan, \$100,000
- **City of Farmington** – The Story of Farmington Exhibit, \$100,000
- **City of Farmington** – All Abilities Park Mid-site Restroom, \$25,000
- **City of Gallup** – Route 66 Centennial Traveling Exhibit, \$50,000
- **Jemez Pueblo** – Jemez Adventure Park, \$38,800
- **Picuris Pueblo** – Museum & Interpretive Center Facility Upgrades, \$200,666
- **Town of Red River** – Digital Information Kiosks Project, \$40,634
- **Village of Santa Clara** – Copper Trails Pedestrian & Bicycle Path, \$350,000
- **Town of Springer** – Santa Fe Trail Museum Improvements Project, \$70,000
- **Taos County** – Cultural Treasurer Project Story/Maps & Online Platform, \$22,300
- **Taos County & Penasco Valley Historical Preservation Society** – Historical Penasco High School Preservation, \$187,000

Questions?



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