New Mexico Tourism Department
FY26 Clean and Beautiful Grant – Panel Review Process

REVIEW #1 – ADMINISTRATIVE REVIEW

Who	Clean and Beautiful Program Manager and Management Analyst, NMTD
What	All FY26 applications are reviewed for eligibility.

Guiding Questions	o Is this entity eligible for funding? o Did the applicant demonstrate the 25% proof of match requirement?

REVIEW #2 – INITIAL REVIEW

Who	• NMTD Clean and Beautiful Program Manager • NMTD Clean and Beautiful Management Analyst • NMTD Research Economist • NMTD Impressions and Fulfillment Director
What	Applications are divided among panelists for initial review in preparation for Review #3.

Guiding Questions	o Do the proposed projects contribute to the goals and objectives of the Clean and Beautiful program? o Do the project expenditures contribute to the activities outlined in the project summary? o If requesting funds to attend the KAB National Conference, is the entity in good-standing? o Determine project impact based upon the statement of need, anticipated outcomes, and promotional strategy. The following will strengthen project proposals: o Recruiting Volunteers for Project Implementation o Leveraging Additional Partnerships and Coalition Building o Community-Led Development and Long-Term Planning Alignment o Supporting the Development of the Tourism Economy o Climate Adaptation and Mitigation Strategies
Project Impact	

REVIEW #3 – PANEL DISCUSSION

Who	• NMTD Clean and Beautiful Program Manager • NMTD Clean and Beautiful Management Analyst • NMTD Research Economist • NMTD Impressions and Fulfillment Director
What	All FY26 applications will be reviewed, and proposals discussed by the panel.

Process	Round #1 o Clean and Beautiful Program Manager and Panelist assigned to each application will lead the discussion. o Guiding questions and projects impact criteria will be assigned to each application will lead the discussion. o Guiding questions and project impact criteria will be utilized to facilitate discussion. o Recommendations for initial funding will be determined by Panel. Round #2 o The Panel will scale back projects based upon project impact and determine funding priorities. Round #3 o All funding requests will be scaled equally based upon the total amount of funding available.