

# New Mexico Clean and Beautiful FY25 Grant Application

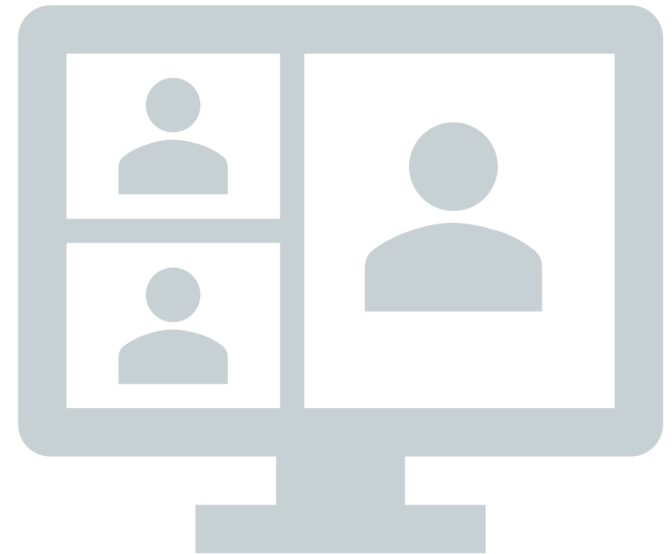
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February 27, 2024

# Webinar Housekeeping Rules

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- ❖ Please type your questions in the chat.
- ❖ Questions will be answered at the end of the presentation.
- ❖ Please make sure your microphones and cameras are off during our presentation.
- ❖ A recording of this presentation will be available at:  
<https://www.newmexico.org/industry/work-together/grants/clean-and-beautiful/>



# New Mexico Clean and Beautiful

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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.

All New Mexico municipalities, counties, local and, Tribal Governments in good standing with New Mexico Taxation and Revenue Department are eligible for funding. Entities need not be Keep America Beautiful affiliates to apply.



# Application

## Grants are available for New Mexico

- ❖ Municipalities
- ❖ Counties
- ❖ Tribal Governments
- ❖ Local Governments

## 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.)*



# Program Goals

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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 and signage





# Goal 1 – End Littering

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

## Examples:

- ❖ Receptacles
  - Trash
  - Pet Waste
  - Sharps
- ❖ Free Dumpster Days



# Goal 1 – End Littering

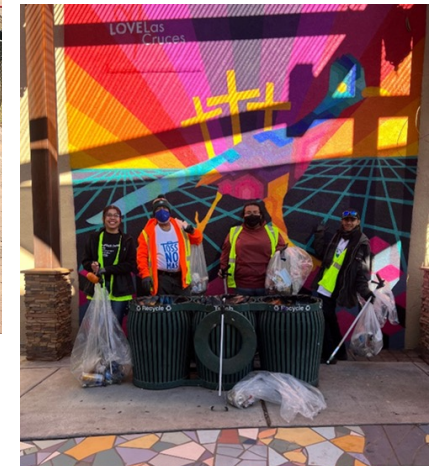
## *Objective 1.3 – Remove litter.*

### Examples:

#### ❖ Clean-up Supplies

- Bags
- Gloves
- Safety Supplies

#### ❖ Litter recovery 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

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

## Examples:

- ❖ Backyard Composting Initiatives
- ❖ Victory Garden Composting



# Goal 2 – Reduce Waste

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

## Examples:

- ❖ Traditional Recycling
  - Receptacles
  - Recycle Right PSAs
- ❖ Electronic Waste Recycling Drop-off
- ❖ Hard-to-Recycle Materials
- ❖ Recycled Benches & Picnic Tables\*

*\*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
  - Residential & Business
- ❖ 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 Removal Tools





# 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, Recycled Benches, or Tables*





# 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 Youth Verification Form





# Goal 4 – Empower Youth

*Objective 4.4 – Provide youth leadership opportunities.*

## Examples:

- ❖ Youth Leadership Councils



Thank you  
ENMU-R ACES  
Ambassadors





# 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

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*Objective 5.2 – Build coalitions through professional affiliations.*

## Examples:

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





# Goal 5 – Increase Program Capacity

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*Objective 5.3 – Increase knowledge through professional development.*

## Examples:

- ❖ Keep America Beautiful Conference
- ❖ Other Professional Development Opportunities



# How to Apply

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# How to Apply

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## Apply at:

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

Supported browsers are:

- Chrome
- Firefox
- Safari
- Microsoft Edge

## Today's webinar can be accessed at:

<https://www.newmexico.org/industry/>



# Benefits of the Clean and Beautiful Program

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## Clean and Beautiful grantees 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 Strengthen Your Project

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## 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

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Be mindful of the following expenditures\*:

- ❖ Water Features
- ❖ Lighting
- ❖ Concrete
- ❖ Fencing
- ❖ Landscape Design
- ❖ Contract Services

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





# Ineligible Expenditures

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The Clean and Beautiful grant will not fund:

- ❖ Office Supplies
- ❖ Meeting Space
- ❖ Employee Salaries (except youth interns)
- ❖ Playground Equipment
- ❖ Food/Drink
- ❖ Ongoing Maintenance Needs



# Application Cycle Dates

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The application cycle for Fiscal Year 25 (July 1, 2024 – June 30, 2025)

- **Opens: Tuesday, March 5, 2024, at 8 A.M**
- **Closes: Friday, April 5, 2024, at 5 P.M.**





# Questions & Answers

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For more information please email us!

[grantinfo@td.nm.gov](mailto:grantinfo@td.nm.gov)



[Clean and Beautiful Resources Page – Survey Monkey Apply](#)

[New Mexico Tourism Department Clean and Beautiful – Industry Site](#)