

New Mexico Tourism Department

Clean and Beautiful Program - Sample Application

FY25 July 1, 2024 – June 30, 2025

The New Mexico Tourism Department (NMTD) partners with communities to Keep New Mexico True by providing funding and technical assistance to municipalities, counties, and tribal governments 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, local and tribal governments.

FY25 GRANT APPLICATION IMPORTANT DATES

- Application Webinar: Tuesday, February 27th at 10 a.m.
To register for the webinar [click here](#).
- Application Opens: Tuesday, March 5th at 8 a.m.
- Application Closes: Friday, April 5th at 5 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 complete the Applicant Contact Information task including the program goals your projects will address.
2. 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.
3. 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.
4. Submit the application before the application deadline. Upon submission, you will receive a confirmation email.

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 Local Government:

- ☐ Political Subdivision
- ☐ Special Districts

Is this Entity a FY24 Clean and Beautiful Grant Partner (July 1, 2023 – June 2024)?:

- ☐ Yes
- ☐ No

As a FY24 Clean and Beautiful Grant Partner, have you completed a Budget Amendment Request (BAR) during the FY24 grant cycle?:

- ☐ 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) _____

Which goals are you requesting funding for project efforts?

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

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:

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5. Promotional Strategy

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

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6. Quarterly Milestones

Complete the anticipated quarterly milestone template below:

Milestone Description

Quarter 1	
Quarter 2	
Quarter 3	
Quarter 4	

7. Budget Schedule

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

Budget Schedule Definitions:

Project Objective: select the specific action (project objective) from the drop-down menu that your entity intends to complete during FY25.

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*

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure

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.

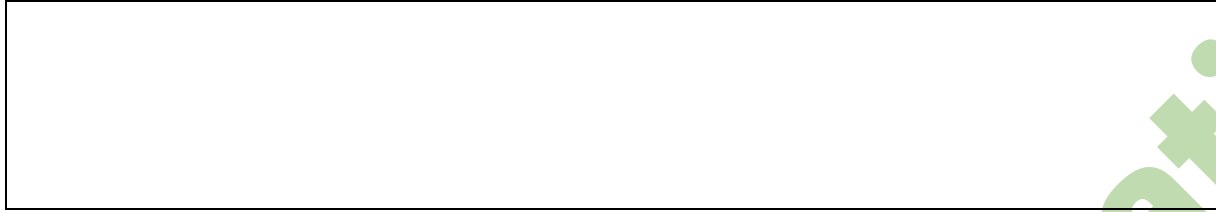
2. Project Summary

Detail all project efforts below:

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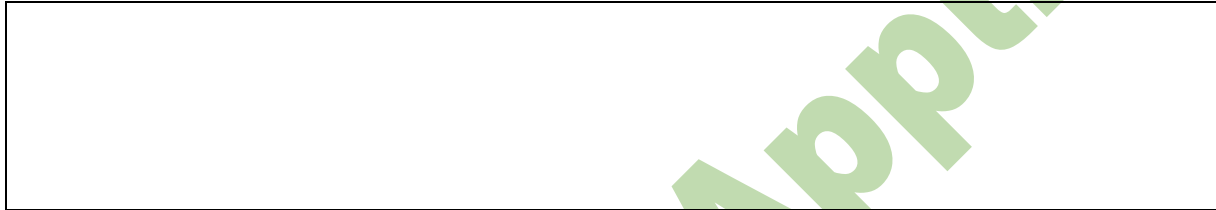
3. Statement of Need

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

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Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure

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:



6. Quarterly Milestones

Complete the anticipated quarterly milestone template below:

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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*

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure

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.

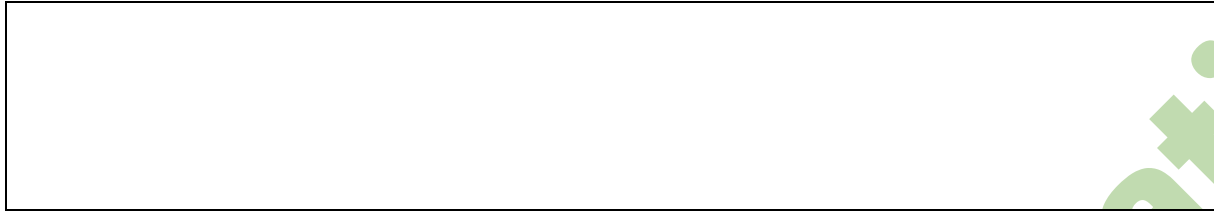
2. Project Summary

Detail all project efforts below:

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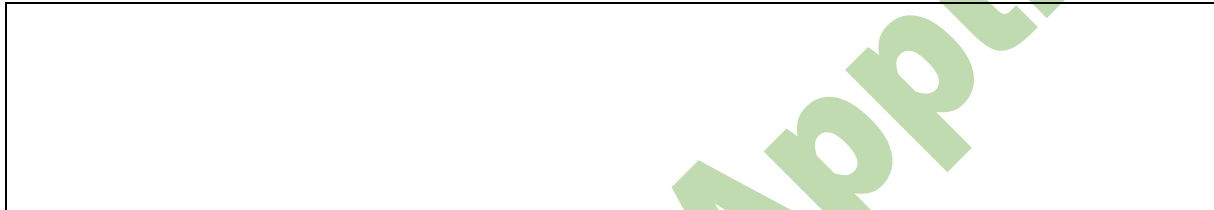
3. Statement of Need

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

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

Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure

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:

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Project Objective	Expected Expenditure	Cost Breakdown	Funding Request	Link for Expected Expenditure

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