

Outdoor Marketing Grant

2023 PROGRAM GUIDE



NEW MEXICO
OUTDOOR RECREATION DIVISION

Introduction

The Outdoor Recreation Division (ORD) works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.

The Outdoor Recreation Division works for positive, measurable impacts within sustainable economic development, outdoor equity and access, conservation, education, and public health.

We have an ambitious vision for outdoor recreation in New Mexico. Our goal is nothing short of transforming the state's economic, environmental, and social future by championing sustainable outdoor recreation. We strive to increase outdoor access for all New Mexicans, especially those historically excluded from outdoor recreation and environmental movements.

Our success is dependent on collaboration with New Mexican communities, businesses, nonprofits, and partners. Through this network, we aim to engage all New Mexicans as stewards of the state's incredible natural resources. Stewardship begins with involvement.



The Outdoor Marketing Grant's objective is to expand opportunities for participation in the outdoor recreation industry for all. The grant will support communities' and eligible nonprofits' investments in their outdoor recreation marketing programs. Reaching a greater audience increases outdoor participation, stewardship of ecosystems, and outdoor access.

This program guide is intended as a tool for applicants to the 2023 Outdoor Marketing Grant (OMG). It breaks down specific requirements and provides answers to common questions, as well as contact info for ORD staff.

GRANT OVERVIEW

General Eligibility Requirements

Eligible Applicants: Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities.

Access: Applicant must have a well-developed plan to engage the local or regional community, that aligns with ORD core values. Events and marketing programs should include a plan for accessibility and inclusion. Events must be open to the public with an aim to increase outdoor access and stewardship. Note: Events on tribal lands do not have to be open to the general public, but should be open to tribal members.

Environmental Impact: Applicant must include a thoughtful acknowledgement and demonstration of awareness for how events or marketing programs will have an environmental impact and what steps will be taken to lower or mitigate those impacts.

2023 Grant Cycle

Grant opens October, 2023. Applications accepted through December 2023.

Deadline

December 31, 2023.

Award Range

\$15,000 - \$30,000

Match Requirement

Required **2:1 match**. The match can include any combination of cash and/or in-kind (See FAQ page 6 for more details).

NO match required if you meet any one of the below criteria:

1. Tribal community – qualify for match waiver if a tribe, pueblo, or nation is directly applying OR if you are a nonprofit/school/etc. located on a tribe, pueblo, or nation and serving Indigenous youth;
2. Rural community – "Rural" is defined as any part of the state other than Los Alamos County, Albuquerque, Rio Rancho, Farmington, Las Cruces, Roswell, Santa Fe, and within a 10-mile radius around those cities.

Contract and Reporting Requirements

- Program must be completed within 12 months of the signed contract date.
- Grant money will be paid in full up front after grant agreement signing.
- Applicant must submit (1) progress report quarterly through the grant period and (1) final report after the completion of the project.
- Applicant must submit photos and be willing to participate in marketing and promotional efforts.
- Grants will be split between tribal, rural, acequia/land grant, and urban communities.
- Each awardee is required to tag ORD (@NMOOutdoorRec) in at least one social media post AND mention ORD/OMG with a link to the ORD website (NMOoutside.com) within 6 months of the signed contract date.
- Applicant must use ORD logo within events, materials, or promotions funded by OMG.

ELIGIBLE AND INELIGIBLE EXPENSES

What type of marketing collateral or events can you apply for?

ELIGIBLE

- Event sponsorships,
- Print brochures,
- OR maps,
- Guidebooks,
- Digital and print ads,
- Website development,
- Other marketing materials to promote local or regional outdoor recreation opportunities

Examples

- Outdoor recreation conference
- Acequia walk and talk event
- Regional OR branding
- Local birding guide
- Mountain biking race
- Trail map

INELIGIBLE

- Events or collateral without significant exposure or ties to outdoor, nature-based environments
- Traditional organized sports events played on developed fields (i.e soccer, football, etc)
- Infrastructure development
- Out-of-state events

Examples

- Events providing only organized sports opportunities
- Collateral not related to outdoor recreation
- A race event in another state
- Trail signage



OUTDOOR RECREATION

How we define outdoor recreation: Any activity that takes place outside, in a natural environment.

EXAMPLES INCLUDE, BUT ARE NOT LIMITED TO:



Adaptive outdoor recreation of all types.



Trail activities: hiking, backpacking, trail running, horseback riding, hunting etc.



Camping: tent, RV, yurts, etc.



Off-road motorized activities: UTV, ATV, off-road motorcycles, etc.



Nature enjoyment: wildlife viewing, wildlife photography, birdwatching, nature walks, plant identification, etc.



Snow activities: snowboarding, all skiing types, snowshoeing, etc.



Bicycling: road, mountain, gravel, bikepacking, etc.



Water activities: canoeing, kayaking, rafting, stand-up paddle boarding, fishing, etc.



FAQS

How is "rural" defined for the match?

"Rural" is defined as any part of the state other than Los Alamos County, Albuquerque, Rio Rancho, Farmington, Las Cruces, Roswell, Santa Fe, and a 10-mile radius around those cities.

How does my organization qualify for NO match requirements?

By meeting any one of the following criteria (see also page 3) as (1) a Tribal community (tribe, pueblo, or nation) or are located on a tribe, pueblo, or nation, serving Indigenous youth; (2) a rural community (any part of the state other than Los Alamos County, Albuquerque, Rio Rancho, Farmington, Las Cruces, Roswell, Santa Fe, and within a 10-mile radius around those cities).

Does the match requirement have to be cash?

No. The match component can be any combination of cash or in-kind (i.e. volunteer hours or donated equipment, services, or materials). Other state grants (and some federal grants) can also be used as a match. OMG is funded with federal dollars and therefore some federal dollars cannot be used as match.

Are privately owned businesses or state agencies eligible to apply?

No. Neither privately owned businesses / organizations nor state agencies are eligible to apply. Only the following entities are eligible: Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities.

Can my organization submit more than one application?

No. Only one submission per entity is allowed. Please do not submit multiple applications from different partners for the same program (in an attempt to increase the odds of it being funded). In this case, submit one application for the program, and include letters of support from your partners.

When can I expect to hear back about my application?

Applications will be reviewed by a committee. You will typically receive an email from the ORD team within a month of each review period to inform you whether your program was awarded funding. BOTH those awarded and denied funding will receive an email.

What are the requirements if I receive a grant?

Program must be completed within 12 months of the signed contract date. The applicant - adhering to a template created by ORD - must submit (1) progress report, complete (1) site visit, or have (1) progress phone call halfway through the grant period, AND (1) final report after the completion of the program. The applicant must submit photos and be willing to participate in marketing and promotional efforts. Each awardee is required to tag ORD (@NMOOutdoorRec) in at least one social media post AND mention ORD/OMG with a link to the ORD website (NMOutside.com) within six months of contract signing. Additional OMG/ORD mentions and promotion is encouraged and will be reciprocated.

APPLICATION TIPS

- For more information and to access the application, visit the **New Mexico Outdoor Recreation Division website.**
- Be mindful of the listed word limit for each question. You will be prevented from submitting if any question is over this limit.
- Double-check the award amount, budget, and match to ensure they are accurate.
- Confirm the account the application is submitted from is the primary contact. ORD will send all grant updates to the account that submitted the application.
- Save your work in the online application frequently. Connection errors can lead to a loss of data that is not recoverable. Do not rely on autosave.
- Take advantage of the "Collaboration" option in the online application. This allows organizations to select multiple users to work on a submission. This will appear in the top right-hand corner of the page after you log in to your account.
- To avoid technical difficulties, submit early. If you do run into technical issues with login, application, or submission, contact Submittable [here](#).
- Stay up to date on grant updates, webinars, and deadlines by **signing up for our newsletter** and following ORD on social media.



APPLY NOW

GRANT OPENS OCTOBER 2023

Contact us with questions



AJ JONES
MARKETING COORDINATOR
aj.jones@edd.nm.gov

KARINA ARMIJO
ORD DIRECTOR
karina.armijo@edd.nm.gov