

STATE OF NEW MEXICO
Tourism Department
491 Old Santa Fe Trail P.O. Box 20002 Santa Fe, NM 87501
Phone: 505.827.7400 Fax: 505.827.7402

Michelle Lujan Grisham
Governor

Jen Paul Schroer
Cabinet Secretary

Howie Morales
Lt. Governor

Antoinette Vigil
Deputy Cabinet Secretary

Jennifer Lazarz
City of Gallup
110 W Aztec Avenue
Gallup, NM 87301

May 28, 2019

Dear Ms. Lazarz:

Thank you for taking the time to submit your application for the Cooperative Marketing Grant Program. We received nearly \$1.3 million in funding requests this grant cycle – a record-breaking amount. This increased interest validates the program as a source of great value for industry partners. The Tourism Department is incredibly grateful for the level of interest in the program.

The Tourism Department's efforts continue to make New Mexico the primary destination for venturesome travelers and partnering with the industry is critical. The grant review committee had the difficult task of reconciling a \$1.3 million interest with the \$600,000 FY20 program budget by awarding applications through this competitive grant program.

I am pleased to inform you that your submission was accepted, and you will be awarded \$13,525 through the Cooperative Marketing Grant Program for selections as outlined in the FY20 Opt-in Award Summary made part of the attached agreement as Exhibit A. Be sure to inspect it closely as it likely varies from the Opt-in Workbook submitted with your application. If, for any reason, you are unable to execute any initiative listed on the FY20 Opt-in Award Summary, contact me as soon as possible and before signing the agreement.

To accept your award:

1. ALL award recipients must print and sign two (2) copies of the attached agreement and return to the New Mexico Tourism Department, Attn: Andrea Lawrence, 491 Old Santa Fe Trail, Santa Fe, NM 87501 by June 14, 2019.
2. MMP award recipients:
 - a. Watch for e-mail communication from NMTD including a detailed account of creative due dates, inputs and specifications required to ensure timely approvals and trafficking to media vendors on your behalf.
 - b. Those making direct payments to NMTD must *make* timely payments as indicated on your FY20 Opt-In Award Summary.
 - c. Those with an advertising agency paying on their behalf must *ensure* timely payments as indicated on your FY20 Opt-In Award Summary. Since your ad agency will buy media on your behalf, your agency should bill you for the *gross*

amount (indicated in blue) on your FY20 Opt-In Award Summary. Furthermore, your agency should make payments in the *net* amount to NMTD (indicated in orange). The difference between those amounts represents your Agency's commission on the partner portion of the media. (Note: MMP Creative Production and Google programs are *not* commissionable.) The agency will need to make payment(s) by check in the amounts indicated in orange on the FY20 Opt-In Award Summary. Immediately notify NMTD of any potential or expected change to your listed ad agency.

- d. Payments must be made by check and be received by NMTD on or before the due dates indicated on the FY20 Opt-in Award Summary: July for all Fall/Winter initiatives; and December for all Spring/Summer programs.
- e. Whether paying directly or through an agency, it is the award recipient's responsibility to ensure that NMTD receives accurate and timely payments. Late payments may result in delayed or cancelled programs or forfeiture of award dollars.

3. FLEX award recipients must:

- a. Contract and execute your Flex funded initiatives reflected on your FY20 Opt-in Award Summary.
- b. Complete and submit the online Request for Reimbursement form along with required supporting documentation within 30 days after the initiative is in-market. The online form is located at <https://nmtourism.smapply.io/>.
- c. Complete the Tracking and Impact Report once all initiatives have been executed and measured, by July 10, 2020.

Thank you for your participation in this process and for being a valued New Mexico True partner. Mark your calendar for our upcoming MANDATORY "Execute with Excellence" webinar on Tuesday, July 16 from 10:00-11:00 A.M. (MDT).

The Tourism Department would like you to know, given the overwhelming funding interest in the Cooperative Marketing Grant Program this year, we will be submitting a request for legislators to consider increasing the appropriated amount for FY21. We are incredibly appreciative of your efforts toward participation in the grant-funding process, and for being a valued stakeholder in New Mexico True. Please don't hesitate to contact me with any questions or concerns. I look forward to working with you throughout the coming year.

Sincerely,

Andrea Lawrence, CTP, CTIS
Brand Development and Marketing Specialist
505-795-0108 | andrea.lawrence@state.nm.us

CC: Dezaree Vega Garcia