

Marketing Center of Excellence: Opportunities for Interagency Collaboration to Strengthen Rural Economic Development

The Marketing Center of Excellence (MCE) can serve as New Mexico's statewide marketing integrator by coordinating cross-agency marketing efforts that support rural economic development.

Rather than individual agencies promoting programs independently, MCE can help provide a centralized framework that aligns marketing, economic development, tourism, workforce, infrastructure and community development around shared statewide goals.

EXAMPLE STATEWIDE INITIATIVE

A coordinated statewide, interagency campaign encouraging visitors to extend their trips beyond NM's primary destinations and discover rural communities throughout the state.

A campaign like this could package MainStreet districts, local restaurants, museums, state parks, state sites, tribal experiences, festivals, agritourism, outdoor recreation, film tourism, local artist communities and cultural attractions into themed and immersive travel experiences that increase visitor spending across rural NM.

ECONOMIC DEVELOPMENT OBJECTIVES

- Increase overnight stays
- Increase visitor spending
- Support rural businesses, entrepreneurs and creatives
- Grow tourism-related employment
- Expand small business development
- Increase state and local tax revenues

POTENTIAL PARTICIPATING AGENCIES

NM Tourism Department (NMTD); NM Economic Development (NMED); Dept of Transportation (NMDOT); Department of Cultural Affairs (DCA); Creative Industries Division; NM Film Office; Energy, Minerals and Natural Resources Department (EMNRD); State Parks Division; Department of Agriculture; Department of Game & Fish; Office of Broadband Access & Expansion (OBAE); Department of Workforce Solutions (DWS); Indian Affairs Department (IAD); Higher Education Department (HED); and other state and local partners.

POTENTIAL INTERAGENCY INITIATIVES

Rural Tourism Experiences

Develop themed itineraries such as Dark Sky destinations, Route 66: Beyond the Interstate, outdoor adventure corridors, wine and brewery trails, culinary tourism, frontier history, Native arts, ghost towns and creative communities. Integrate destination marketing with local business promotion, infrastructure improvements, grants and workforce development.

State Event Attraction Team

Establish a coordinated team of executive agencies and local governments to recruit sporting events, festivals, cultural events, film-related tourism, races, outdoor events and conferences. Communities and event organizers would work through a single coordinated state partnership rather than multiple agencies.

Tourism & Broadband

Partner with the OBAE to attract remote workers, digital nomads, entrepreneurs, artists and business relocations by promoting connected rural communities and coworking opportunities.

Outdoor Recreation Economy

Coordinate statewide promotion of scenic byways, trail systems, state parks, wildlife viewing, camping, paddling, cycling, and off-highway vehicle recreation under a unified New Mexico outdoor recreation brand.

Film Tourism

Leverage NM's nationally recognized film industry through film location trails, studio tours, interactive maps, film-themed events, and partnerships with local businesses to generate additional visitor spending.

MainStreet Revitalization

Coordinate downtown revitalization efforts through wayfinding, façade improvements, placemaking, public art, event promotion, digital marketing and business recruitment to market entire downtown districts as destinations.

Rural Food Economy

Promote farm-to-table experiences, chile harvests, wineries, breweries, lavender festivals, ranch experiences, Indigenous cuisine, and farmers markets to support agricultural producers and increase overnight visitation.

STATEWIDE MARKETING CENTER SERVICES

The MCE can support executive agencies and their campaigns through:

- Coordinated campaign coordination and strategy
- Act as a liaison to ensure opportunities aren't missed and connect comms/marketing staff
- Consistent statewide branding and messaging
- Centralized media planning and buying
- Shared photography, video, and digital asset management
- Marketing toolkits
- Performance measurement and reporting

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