

FY26 Tourism Event Growth & Sustainability Partners

Partner	Location	Award
8750' Festival (BBQ & Music)	Red River	\$5,000.00
Chama Christmas in the Mountains	Chama	\$5,000.00
Chama Valley Art Festival and Studio Tour	Chama	\$5,000.00
Bernalillo Blues Festival (formerly Farmhouse Ale)	Bernalillo	\$5,000.00
Fiesta Flamenco Burqueña	Albuquerque	\$5,000.00
Lincoln Forest Renaissance Faire	Ruidoso	\$5,000.00
PinataFest	Roswell	\$5,000.00
Ramah Navajo Fair & Rodeo	Ramah/Pine Hill	\$5,000.00
Route 66 Freedom Flight Ride & Cruise	Gallup	\$5,000.00
Smokey Bear Days	Capitan	\$5,000.00
Zuni MainStreet Festival	Zuni Pueblo	\$5,000.00
27th Annual Main Event Car Show & Cruise	Artesia	\$5,682.00
Renaissance Arts Faire - Las Cruces	Las Cruces	\$10,000.00
Nakotah LaRance Youth Hoop Championship	Santa Fe	\$9,510.00
Day of the Tread	Albuquerque/Algodones /Placitas	\$10,000.00
Tour of the Gila Gran Fondo	Silver City	\$10,000.00
Mariachi Spectacular de Albuquerque	Albuquerque	\$8,510.00
Red River Oktoberfest	Red River	\$10,000.00
Roswell UFO Festival	Roswell	\$10,000.00
Traditional Spanish Market	Santa Fe	\$8,000.00
Vino in the Valley	Red River	\$10,000.00
Albuquerque International Balloon Fiesta	Albuquerque	\$50,000.00
DangerBird	Las Cruces	\$5,000.00
Festival Flamenco Albuquerque	Albuquerque	\$20,000.00
Gathering of Nations Powwow	Albuquerque	\$50,000.00
Great American Duck Race	Deming	\$20,000.00
Madrid Film Festival	Madrid	\$5,000.00
International Folk Art Market - 2026	Santa Fe	\$30,000.00
Las Cruces International Film Festival	Las Cruces	\$20,000.00
Las Cruces Chile Drop	Las Cruces	\$10,000.00
Mt. Taylor Winter Quadrathlon	Grants	\$5,000.00
Red Rock Balloon Rally	Gallup	\$10,000.00

Santa Fe Indian Market	Santa Fe	\$50,000.00
Santa Fe International Film Festival	Santa Fe	\$20,000.00
Santa Fe Wine & Chile Fiesta	Santa Fe	\$10,000.00
The Burning of Zozobra	Santa Fe	\$50,000.00
The Observation Deck	Albuquerque	\$5,000.00
The PASEO	Taos	\$10,000.00
Tommy Knocker 10	Village of Santa Clara	\$5,000.00
Tour of the Gila	Silver City	\$10,000.00
Up & Over 10k Trail Run Weekend	Taos Ski Valley	\$5,000.00

FY26 Destination Forward Grant Partners

Partner	Location	Award
Outdoor Balloon Adventure	Albuquerque	\$257,500.00
South Rail Yards Steam Locomotive Tourist Operations Economic Impact	Albuquerque	\$100,000.00
Mine Mill Museum Design & Planning	Bayard	\$100,000.00
Cultural Plaza Improvements	Chaves	\$183,100.00
Hillcrest Park Zoo Master Plan	Clovis	\$100,000.00
The Story of Farmington	Farmington	\$100,000.00
Route 66 Centennial Traveling Exhibit	Gallup	\$50,000.00
Jemez Adventure Park	Jemez	\$38,800.00
Museum & Interpretive Center Facility Upgrades	Picuris	\$200,666.00
Red River Digital Information Kiosks Project	Red River	\$40,634.00
Copper Trails Pedestrian and Bicycle Path	Santa Clara	\$350,000.00
Santa Fe Trail Museum Improvements Project	Springer	\$70,000.00
Cultural Treasures Project Story/Maps & Online Platform	Taos County	\$22,300.00
Historical Penasco High School Preservation and Rehabilitation	Taos County	\$187,000.00
Universal/Family Restroom at the Albuquerque International Sunport	Albuquerque	\$75,000.00
All Abilities Park Mid-site Restroom	Farmington	\$25,000.00

FY26 Route 66 Centennial Grant

Partners

Partner	Location	Award
Route 66 Entrance Gate Signage (New Project Route 66 RV Village Accommodation Expansion)	Albuquerque	\$75,000.00
The City of Albuquerque's Highland Property Improvement Program	Albuquerque	\$48,070.00
Marketing and Promotion - Albuquerque	Albuquerque	\$83,325.62
Marketing and Promotion - Baretas Neighborhood, Albuquerque	Albuquerque	\$83,325.62
Marketing and Promotion - Old Town Albuquerque	Albuquerque	\$83,325.62
Route 66 Summerfest	Albuquerque	\$10,000.00
New Mexico State Fair	Albuquerque	\$30,000.00
Route 66 Centennial Elementary School Program	Albuquerque	\$10,000.00
Gathering of Nations Powwow	Albuquerque	\$20,000.00
Get Your PICKS on Route 66	Albuquerque	\$5,000.00
Route 66 interactive 3D Sculpture	Edgewood	\$76,441.50
Route 66 Centennial Celebration	Edgewood	\$4,000.00
Marketing and Promotion - Gallup	Gallup	\$83,325.62
66 Visions: Art, History & Innovation	Grants	\$38,635.38
Marketing and Promotion - Grants	Grants	\$83,325.62
3rd Annual Spokes on 66 Car Show	Grants	\$7,000.00
Marketing and Promotion - Laguna Pueblo	Laguna	\$83,325.62
Route 66 Themed Gas Station Photo Op	Milan	\$57,586.14
Marketing and Promotion - Moriarty	Moriarty	\$83,325.62
Marketing and Promotion - Navajo Nation	Navajo Nation	\$83,325.62
Marketing and Promotion - Pecos	Pecos	\$83,325.62
Marketing and Promotion - Santa Fe	Santa Fe	\$83,325.62
First Sunday First Sunday Route 66 Market at Tumbleroot	Santa Fe	\$5,000.00
Driving Change: Route 66 in New Mexico	Santa Fe	\$10,000.00
Railyard Route 66 Centennial Festival	Santa Fe	\$10,000.00
Día de los Muertos on the Santa Fe Plaza	Santa Fe	\$15,000.00
Route 66 Music Road, Santa Rosa	Santa Rosa	\$60,000.00
Marketing and Promotion - Santa Rosa	Santa Rosa	\$83,325.62
Pecos Sunflower Festival 2025 - 3rd Annual	Santa Rosa	\$4,000.00

Pathways: Revitalizing Route 66 for the Next Century	Tijeras	\$55,000.00
Tucumcari Convention Center Enhancement	Tucumcari	\$51,766.98
Tucumcari Chamber - Route 66 Centennial Enhancement Projects	Tucumcari	\$37,500.00
Marketing and Promotion - Tucumcari	Tucumcari	\$83,325.62
Marketing and Promotion - Indian Pueblo Cultural Center	Albuquerque	\$138,000.00