

## ACTION PLAN

Submitted by agency?	Yes
Timeline assigned?	Yes
Responsibility assigned?	Yes

### Center for Marketing Excellence

The Marketing Center of Excellence, launched on July 1, 2024, serves as a central marketing arm for all the state's executive agencies. NMTD contracted with a vendor, Real Time Solutions, to maintain the agency's press release dashboard, develop communication materials, and place media plans. Since its launch, the center has met and worked with 19 agencies on campaign launches, promotional items, marketing strategy, and possible collaborations. Notable projects include creating a landing page and interactive map and confirming media buys with the New Mexico Film Office and refining strategy for "Welcome to New Mexico" signage with the Department of Transportation.

## Tourism Department

The Tourism Department (NMTD) continued to show progress in its performance in the second quarter of FY25. The agency awards funding for its main programs at the beginning of the fiscal year, so the second quarter is focused on continuing the agency's work on national and local advertising campaigns and supporting grantees and partners. Notable highlights from the second quarter include the launch of a New Mexico True Certified holiday gift guide to promote local shopping, hosting a Route 66 centennial coordination group meeting in Grants and Gallup, and placing articles featuring New Mexico's cuisine and natural landscapes in media outlets.

### Marketing and Promotion

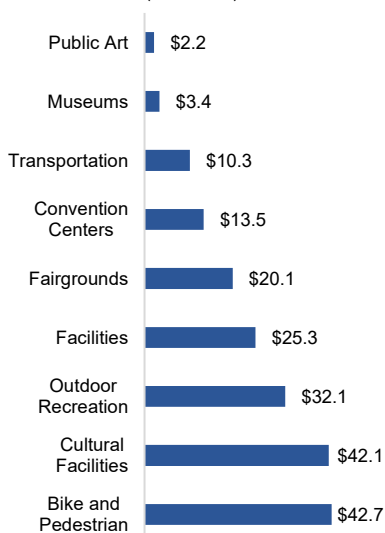
**Employment in Leisure and Hospitality.** New Mexico's employment in the leisure and hospitality sector grew by 2.2 percent in the second quarter of FY25, adding 6.7 thousand jobs in the past year. While quarterly growth fell just short of the 3 percent year-over-year target for the second consecutive quarter, the state's sector outpaced the national growth rate of 1.7 percent during the same period.

**Advertising.** NMTD promotes the state as a premier tourist destination through in-state and national advertising. During the 2024 legislative session, the agency received \$16 million in one-time funding for national marketing and advertising, in addition to \$18.3 million in its operating budget, for a total marketing and advertising budget of \$34.3 million. The agency targets potential travelers in California, Texas, Colorado, and Arizona. The winter campaign started in all targeted metro areas starting in November 2024 and will run until the end of February, and featured weaving in Chimayo, a family skiing at Angel Fire, and the culinary work of Navajo chef, Justin Pioche.

The agency manages the Cooperative Marketing and Advertising program, which provides up to a 2-to-1 dollar match for local entities. In FY25, the agency awarded \$3.8 million to 48 entities. Due to the available match, the total advertising investment, including grant recipients' obligations, is approximately \$5.7 million. Grants in FY25 range from \$4.3 thousand for the New Mexico Wildlife Center to \$608.9 thousand for Ruidoso. Ruidoso plans to use this funding to reactivate tourism promotion after the South Fork and Salt fires.

**Earned Media.** The agency generated \$6.2-million in advertising value equivalence in the second quarter. NMTD secured 28 pieces of coverage in national and international leisure travel media outlets, including an article in *The New York Times* that highlighted protecting and preserving the state's natural environments.

**Tourism-Infrastructure Funds by Type of Project**  
(in millions)



Source: NMTD

Budget: \$21,870.3 FTE: 14	FY23 Actual	FY24 Actual	FY25 Target	FY25 Q1	FY25 Q2	FY25 Q3	Rating
Year-over-year change in New Mexico leisure and hospitality employment	4.6%	2.8%	3%	2.2%	2.2%		R
Amount of earned media value generated in millions	\$16.4	\$23.6	\$5	\$6.1	\$6.2		G
Open email rate of NM True eNewsletters	27%	28%	18%	25%	28%		G
<b>Program Rating</b>	<b>G</b>	<b>G</b>					<b>G</b>

### FY25 Clean and Beautiful Projects

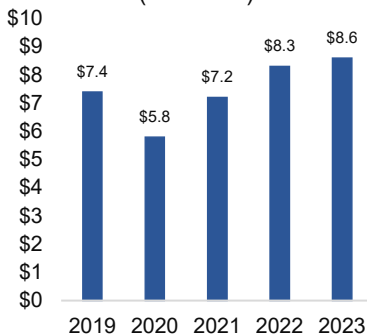
Completed projects for the Clean and Beautiful program during the second quarter include clean up efforts to remove 2 thousand pounds of litter and debris off the highway in Silver City, five youth clean up events in Curry county, tree timing in the Village of Mosquero, and educational classes on how to repurpose t-shirts into grocery bags and how to make bath bombs in Rio Rancho.

### Clean and Beautiful Grant Program FY25 Awards by Initiative (in thousands)

Program Initiative	Grant Award Amount
End Littering	\$432.9
Reduce Waste	\$84.4
Beautify Communities	\$207.4
Empower Youth	\$228.7
Increase Program Capacity	\$46.6

Source: NMTD

### Direct Visitor Spending in New Mexico (in billions)



Note: NMTD released 2023 data in the second quarter of FY25.

Source: NMTD

## Tourism Development

**Grants.** The agency announced its awards for FY25 for its three main programs—Clean and Beautiful, Destination Forward, and Tourism Event Growth and Sustainability programs—at the beginning of every fiscal year. All three programs increased the number of grantees in FY25 compared to FY24.

For the Clean and Beautiful program, NMTD awarded \$1 million to 67 participants, surpassing the 59 awardees in FY24. Awards ranged from \$1 thousand for Española to \$60 thousand for Albuquerque. Notably, 77 percent of grant funding was awarded to rural communities.

**New Mexico True Certified.** NMTD also administers the New Mexico True Certified program, which allows local products to leverage the agency's New Mexico True brand for further amplification of products and marketing. To date, the agency has certified 460 products in New Mexico. During the second quarter, NMTD prepared its New Mexico True Certified holiday gift guide, which was paired with an in-state advertising campaign aimed at promoting shopping local during the holiday season. The guide featured 145 locally grown and produced products ranging from jewelry, art, apparel, and snacks. The agency also maintains a *Tales, Tours & Tasting* interactive map that allows users to local and learn about New Mexico True certified partners.

<b>Budget:</b> \$1,1516 <b>FTE:</b> 18	<b>FY23 Actual</b>	<b>FY24 Actual</b>	<b>FY25 Target</b>	<b>FY25 Q1</b>	<b>FY25 Q2</b>	<b>FY25 Q3</b>	<b>Rating</b>
Number of meetings or events conducted with Native American tribes and pueblos	50	72	75	15	31		<b>G</b>
Number of participants in New Mexico True certified program	433	475	410	495	461		<b>G</b>
<b>Program Rating</b>	<b>G</b>	<b>G</b>					<b>G</b>

## New Mexico Magazine

*New Mexico Magazine* generated \$80.8 thousand in revenue in the second quarter, slightly below the quarter's target. In the second quarter, the magazine featured stories on New Mexico's film industry, and the December issues feature the agency's True Certified Holiday Gift Guide. Also in this issue, the recipients of the New Mexico Magazine True Heroes award were featured. In partnership with KOB-4, the 10 recipients were also featured in the morning news segments on KOB-4 during December.

<b>Budget:</b> \$3,041.3 <b>FTE:</b> 10	<b>FY23 Actual</b>	<b>FY24 Actual</b>	<b>FY25 Target</b>	<b>FY25 Q1</b>	<b>FY25 Q2</b>	<b>FY25 Q3</b>	<b>Rating</b>
Advertising revenue per issue, in thousands	\$146	\$79	\$85	\$102.9	\$80.8		<b>G</b>
<b>Program Rating</b>	<b>G</b>	<b>G</b>					<b>Y</b>