



## **Visit Farmington's Fuel the Journey Grant**

### **Grant Guidelines**

Farmington, NM is more than a destination. It's a place where outdoor lovers and active families thrive. At Visit Farmington, we believe tourism should do more than attract visitors; it should energize life journeys, strengthen local businesses, grow the economy, and create lasting momentum for our community. This grant is intended to help create new visitor experiences.

### **About Visit Farmington**

Visit Farmington is a 501(c)(6) non-profit organization with a contract with the City of Farmington, NM to promote Farmington and the surrounding area as a destination for recreational, cultural and historical interest. Its mission is to attract visitors, tourists and conventioners to Farmington and to enhance the economic health and stability of the area. The focus is to attract conventions/meetings, leisure travelers, travel professionals and promote travel-inspiring events to the Farmington area.

### **Farmington, NM Brand Positioning**

Farmington: Where outdoor lovers and active families thrive

So much of what makes the greater Farmington area special can be experienced outdoors. Whether it is enjoying mountain bike or off-roading trails, rafting the rivers, appreciating live theater at an outdoor amphitheater, or having a productive day's work in an outdoor setting, the options are limitless here and available most days of the year. The Farmington and San Juan County area is also very family-oriented and opportunities for the whole family to explore together are abundant.

### **Farmington, NM Brand Promise**

Farmington energizes life journeys. Energizing life journeys can be big or small and relate to making Farmington a better place to live, work, play and stay.

### **Farmington, NM Brand Line**

Jolt Your Journey ®

Farmington's definition of a jolt is a positive impression created by an unexpected surprise. As a community, we should consistently strive to create ways to elevate assets and experiences for residents and visitors, drawing attention for exceptional activities, infrastructure, services and opportunities. Setting the bar higher and standing out for all the right reasons creates a culture that attracts visitors, new business and residents, and ensures locals are happy as well. Having not only community ambassadors, but defenders, should be a goal that collectively we are committed to meeting.

## **Grant Overview**

Purpose: The Fuel the Journey Grant was created to launch bold, new ideas for the visitor experience. By investing in Visit Farmington members and the experiences they bring to life, we are shaping a future where Farmington continues to evolve as a vibrant, active, and inspiring place to explore and to stay. This is a tourism destination development investment, not a general business subsidy.

This Grant exists to catalyze high-impact, visitor-facing experiences that:

- Generate measurable tourism growth, ideally overnight stays
- Strengthen Farmington's tourism economy
- Align with the Farmington brand positioning
- Create recurring, marketable experiences
- Elevate the community's reputation as a leisure destination

### Funding

- Amount: Up to \$25,000
- Number of Awards: One (1), unless otherwise determined by the Board
- Structure: Funds will be dispersed in one payment.
- Match: Not required, but leveraged funding strengthens application
- Experience Term: 12-month minimum operational requirement following launch
- Launch Deadline: Within 90 days of the award

Visit Farmington reserves the right to:

- Award partial funding
- Decline all applications
- Reallocate funding if performance benchmarks are unmet

### Eligibility Requirements

Applicants must:

- Be in business for at least two years
- Be a current tourism-facing, dues-paying Visit Farmington member
- Be physically located in Farmington, NM
- Be a registered business in good standing with the City of Farmington
- Demonstrate operational capacity to execute the experience
- Maintain required business insurance

Non-profit partners must:

- Be federally recognized 501(c)(3) organizations
- Be a current dues-paying Visit Farmington member
- Be physically located in Farmington, NM

Experiences must:

- Be open to the general public
- Comply with all federal, state, and local regulations
- Be ADA (Americans with Disabilities Act) compliant where applicable

### Ineligible Uses of Funds

Funds may NOT be used for:

- Marketing-only campaigns
- General advertising unrelated to the new or enhanced experience
- Beautification projects
- Signage or trail markers
- One-time or non-recurring events
- Political or religious programming
- Debt repayment
- Operating deficits
- Capital construction projects that are unrelated to the proposed experience
- Ongoing general payroll not tied to implementation
- Experiences not accessible to the public

### Experience Requirements

Experiences must:

- Operate on a recurring, scheduled basis (minimum twice per month or equivalent consistent availability)
- Be marketable at least 60 days in advance
- Demonstrate clear visitor appeal beyond the local resident market
- Show strong potential to generate overnight stays
- Align with Farmington’s brand positioning: “Where outdoor lovers and active families thrive.”
- Reflect the “Jolt Your Journey®” brand promise

### Required Outcomes

Applicants must define projected metrics including:

- Annual number of attendees/customers
- Percentage of attendees/customers from outside of San Juan County
- Estimated overnight stays generated, if applicable
- Lodging partnerships (if applicable)
- Revenue projections
- Visitor ZIP code capture plan
- Repeat visitation strategy

### Marketing Requirements

Applicants must provide:

- Defined target markets (geographic + demographic)
- Media plan
- Budget allocation by media placement
- Promotional timeline

Marketing expenses may not exceed 20% of experience’s total budget.

Awardees must:

- Publicly recognize Visit Farmington as a funding partner
- Use approved Farmington brand language and logos
- Participate in an in-person marketing strategy meeting with Visit Farmington staff

### Timeline

- |                                                               |                          |
|---------------------------------------------------------------|--------------------------|
| 1. Fund Application Opens                                     | May 4, 2026 at 9am       |
| 2. Fund Application Closes                                    | June 30, 2026 at 11:59pm |
| Email applications to:                                        | Tonya@FarmingtonNM.org   |
| 3. Finalist Interviews & Experience Presentations (if needed) | Early July 2026          |
| 4. Award Announced                                            | Late July 2026           |
| 5. Funding Dispersed                                          | August 2026              |

### Reporting Requirements

Mid-Term Report (6 months post-launch):

- Attendance data
- Visitor origin data
- Financial summary
- Progress toward projections
- Challenges and adjustments

Final Report (12 months post-launch):

- Full financial accounting
- Verified tourism impact metrics
- Narrative performance summary
- Sustainability outlook

Visit Farmington reserves the right to audit financial records.

### Conflict of Interest

Board members and Visit Farmington staff affiliated with applicant organizations must recuse themselves from review, discussion, and voting.

## **Grant Scoring Rubric (115 Points Total)**

This is not scoring your current operations. It relates to the proposed new experience.

### **SECTION 1: Experience Concept & Visitor Appeal (15 Points)**

Evaluates the strength, uniqueness, and overall attractiveness of the proposed experience.

Reviewers should look for:

- A **clear, detailed, and compelling description** of the experience
- Evidence that the experience is **new or significantly enhanced**, not just existing programming
- A well-defined **target visitor audience** (regional, out-of-state, New Mexico visitors)
- Strong **visitor appeal beyond the local market**
- A clear explanation of **why visitors would travel specifically to Farmington** for this experience
- Distinctive elements that make it **unique, memorable, or “must-do”**
- Evidence that the experience can be **marketed and booked in advance**

## SECTION 2: Tourism Impact & Overnight Stay Generation (20 Points)

Evaluates the measurable tourism impact and ability to drive overnight visitation.

Reviewers should look for:

- **Realistic and well-supported attendance projections**
- A meaningful percentage of **visitors from outside San Juan County**
- Clear potential to **generate overnight stays**
- Any estimated **economic impact** (if provided)
- A defined and actionable **strategy to convert day visitors into overnight guests**
- Evidence of **lodging partnerships or collaboration with hotels**
- Clear **referral systems or booking strategies** tied to lodging

## SECTION 3: Brand Alignment & Destination Fit (15 Points)

Evaluates how well the experience aligns with Farmington’s tourism identity.

Reviewers should look for:

- Strong alignment with the brand: **“Where outdoor lovers and active families thrive”**
- Thoughtful integration of the **“Jolt Your Journey®”** concept
- A clear explanation of how the experience delivers a **memorable, energizing, and engaging visitor experience**
- Evidence the experience strengthens **Farmington as a destination**, not just a local activity

## SECTION 4: Experience Operations: Timeline, Recurrence & Readiness (15 Points)

Evaluates feasibility, planning, and the applicant’s ability to execute.

Reviewers should look for:

- A **detailed and realistic timeline**, including a launch date
- Confirmation the experience can **launch within 90 days** of award
- A defined **operating schedule** (daily, weekly, seasonal, etc.)
- Commitment to at least **12 months of operation**
- Evidence of **organizational capacity and staffing**
- Clearly identified **team roles and responsibilities**
- Demonstrated **experience launching or managing similar initiatives**
- Proof of **operational readiness**, including infrastructure and logistics

## SECTION 5: Budget, Financial Model & Sustainability (15 Points)

Evaluates financial clarity, feasibility, and long-term sustainability.

Reviewers should look for:

- A **detailed and realistic budget**, including:
  - Equipment and capital expenses
  - Experience-specific staffing
  - Marketing (within the 20% cap)
  - Contractors or professional services, along with other relevant costs

- Identification of **secured and/or pending funding sources**
- A clear and viable **revenue model** (tickets, sponsorships, partnerships, etc.)
- A reasonable **breakeven timeline**
- A defined **long-term growth strategy**
- Evidence of **revenue diversification**
- Identification of **potential risks and mitigation strategies**
- Overall indication that the experience is **financially sustainable beyond grant funding**

## **SECTION 6: Marketing Strategy & Audience Targeting (10 Points)**

Evaluates how effectively the experience will be promoted to visitors.

Reviewers should look for:

- Clearly defined **target markets** (geographic and demographic)
- Detailed **visitor profiles**
- A well-developed **multi-channel marketing strategy**
- Specific **media channels and tactics** (digital, social, print, broadcast, etc.)
- Clear **budget allocation across marketing efforts**
- A **promotional timeline**, including marketing at least **60 days prior to launch**
- Strong integration of **Visit Farmington branding and community identity**
- Evidence the plan reaches both **visitors and locals (as secondary audience)**

## **SECTION 7: Data Collection & Measurement Plan (10 Points)**

Evaluates the applicant's ability to track, measure, and report tourism impact.

Reviewers should look for:

- A clear method for collecting **visitor ZIP codes or origin data**
- Systems for tracking **lodging referrals or bookings**
- A plan to track **attendance or customer volume annually**
- Use of **surveys or feedback tools**, if applicable
- A defined **reporting plan to Visit Farmington**
- Evidence that data will be used to **evaluate and improve the experience over time**

## **SECTION 8: Final Considerations (15 Points)**

Used for overall reviewer judgment and context.

Reviewers may consider:

- Why the project is a strong **investment for tourism destination development**
- The overall **impact on Farmington's tourism ecosystem**
- Any additional insights that strengthen or weaken the application

**Total Score: 115 Points**

# Grant Application

Create your own Word document to answer the following application questions. Eight sections total.

## Business Information (Required)

- Name of Business
- Business Physical Address
- Business Mailing Address
- Contact Person
- Phone Number
- Email Address
- Business Website URL and/or Social Media Accounts
- Number of Employees
- Year Business Established

## **SECTION 1: Experience Concept & Visitor Appeal (15 Points)**

*This section evaluates the strength, uniqueness, and visitor appeal of the proposed experience.*

- Title of Experience
- Detailed Experience Summary
  - Please provide a very detailed description of your proposed experience, including how it will enhance the visitor experience.
  - Describe what is new or significantly enhanced.
  - Identify the primary target visitor (regional, out-of-state, NM)
  - Explain how this experience is marketable in advance
- Visitor Appeal & Uniqueness
  - What makes this a compelling visitor experience beyond the local market?
  - Why would someone travel to Farmington specifically for this experience?
  - What makes this experience unique or “must-do”?

## **SECTION 2: Tourism Impact & Overnight Stay Generation (20 Points)**

*This section evaluates measurable tourism impact and overnight stay potential.*

- Projected annual attendance
- Estimated % of visitors from outside San Juan County
- Projected overnight stays generated, if applicable
- Estimated economic impact, if known
- Conversion Strategy
  - How will you convert day visitors into overnight guests?
- Lodging Integration
  - Identify lodging partners, if applicable
  - Describe referral or booking strategies

### **SECTION 3: Brand Alignment & Destination Fit (15 Points)**

*This section evaluates alignment with Farmington's tourism brand. Please refer to the Grant Guidelines for more information on the community brand.*

- Explain alignment with: **“Where outdoor lovers and active families thrive”**
- Describe how the experience reflects: **“Jolt Your Journey®”**
- How does this create a memorable, energizing visitor experience?

### **SECTION 4: Experience Operations: Timeline, Recurrence & Readiness (15 Points)**

*This section evaluates feasibility, schedule, and operational readiness.*

#### **Timeline & Recurrence**

- Please include a detailed timeline including launch date
- Confirm ability to launch within 90 days of award
- Operating schedule (daily, weekly, etc.)
- Confirm minimum 12 months of operation

#### **Organizational Capacity**

- Describe your team capacity to implement this experience
- Identify key staff roles
- Describe prior experience launching new initiatives
- Confirm operational readiness and infrastructure

### **SECTION 5: Budget, Financial Model & Sustainability (15 Points)**

*This section evaluates financial clarity and long-term viability.*

#### **Experience Budget**

- Provide detailed budget including:
  - Equipment/capital
  - Staffing (experience-specific only)
  - Marketing (no more than 20% of awarded money can be used for this)
  - Contractors/professional services
  - Other
- Identify:
  - Secured and pending funding sources

#### **Financial Model & Sustainability**

- Describe long-term revenue model (tickets, sponsorships, partnerships, etc.)
- Breakeven timeline
- Long-term growth strategy
- Revenue diversification strategy
- Risk factors and mitigation

## **SECTION 6: Marketing Strategy & Audience Targeting (10 Points)**

*This section evaluates how effectively the experience will reach visitors. Please provide a detailed marketing plan, conveying how this would be advertised to locals and how it would be advertised to visitors, including specifics:*

- Target markets (geographic + demographic)
- Visitor profiles
- Media placement channels and strategy
- Budget allocation by placement
- Promotional timeline
- How Visit Farmington and the Farmington community brand will be incorporated
- How the experience will be marketed at least 60 days in advance
- Lodging integration

## **SECTION 7: Data Collection & Measurement Plan (10 Points)**

*This section evaluates ability to track and report tourism impact.*

- Method for capturing customer/visitor ZIP codes
- Lodging referrals or overnight tracking
- Annual number of attendees/customers
- Survey tools, if applicable
- Reporting plan to Visit Farmington

## **SECTION 8: Final Considerations (15 Points)**

- Why should Visit Farmington invest in this experience as a destination development initiative?
- Is there anything else you would like Visit Farmington to know about your business and your proposed experience?

## **Required Compliance Confirmation & Supporting Documents**

- Business is a current tourism-facing, dues-paying Visit Farmington member
- Business is in good standing with the City of Farmington
- Business has been operational for at least two years
- Business maintains appropriate liability insurance
- Experience will comply with all applicable federal, state and local laws
- Experience will be open and accessible to the general public
- Applicant agrees to reporting requirements
- Uploaded business plan, if applicable
- Uploaded proof of City of Farmington Business Registration
- Uploaded proof of non-profit status in good standing, if applicable
- Uploaded letters of support from experience partner(s), if applicable
- Uploaded detailed budget spreadsheet (if separate)

**If awarded, supply the following documents:**

- Certificate of Insurance, with Visit Farmington named as additional insured, \$1,000,000/occurrence.
- IRS Form W-9

**Email completed applications and supporting documents to:**

Tonya Stinson  
Executive Director

[Tonya@FarmingtonNM.org](mailto:Tonya@FarmingtonNM.org)

**Grant Evaluation Score Sheet**

For informational purposes only, to be used by Visit Farmington.

**1. Experience Concept & Visitor Appeal (15 pts)**

- Clarity and quality of concept
- Uniqueness / “must-do” factor
- Visitor appeal beyond locals
- Advance marketability

Score: \_\_\_\_\_ / 15

**2. Tourism Impact & Overnight Stay Generation (20 pts)**

- Attendance projections
- % non-local visitors
- Overnight stay potential
- Conversion strategy strength
- Lodging integration

Score: \_\_\_\_\_ / 20

**3. Brand Alignment & Destination Fit (15 pts)**

- Alignment with outdoor/active family positioning
- Strength of “Jolt Your Journey®” integration
- Distinctiveness of experience

Score: \_\_\_\_\_ / 15

**4. Operations: Timeline, Recurrence & Readiness (15 pts)**

- Feasibility of 90-day launch
- Recurrence and consistency
- Operational clarity
- Team capacity and readiness

Score: \_\_\_\_\_ / 15

**5. Budget, Financial Model & Sustainability (15 pts)**

- Budget clarity and realism
- Appropriate use of funds
- Revenue model strength
- Long-term sustainability

Score: \_\_\_\_\_ / 15

**6. Marketing Strategy & Audience Targeting (10 pts)**

- Target market clarity
- Channel mix
- Budget allocation
- Advance promotion readiness
- Lodging integration

Score: \_\_\_\_\_ / 10

**7. Data Collection & Measurement Plan (10 pts)**

- ZIP code capture
- Overnight tracking
- Reporting plan
- Measurement tools

Score: \_\_\_\_\_ / 10

**8. Final Considerations (15 pts)**

- Why the project is a strong **investment for tourism destination development**
- The overall **impact on Farmington’s tourism ecosystem**
- Any additional insights that strengthen or weaken the application

**TOTAL SCORE:** \_\_\_\_\_ / 115

**Reviewer Comments**

**Strengths:**

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**Concerns:**

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**Grant Agreement**

If awarded, the following agreement will be signed.

This Agreement is entered into by and between:

**Visit Farmington**, a 501(c)(6) organization (“Funder”) and  
**[Recipient Name]** (“Recipient”)

**Effective Date:** \_\_\_\_\_

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**1. Scope of Agreement**

This Agreement establishes the terms and conditions under which Funder will provide grant funding to Recipient for the development, launch, and operation of a tourism-focused experience as described in the approved application.

Recipient agrees to carry out the project in accordance with the representations made in its application and in compliance with all terms set forth herein.

**2. Grant Award**

Funder agrees to provide \$ \_\_\_\_\_ for the approved project titled:  
“ \_\_\_\_\_ ”

Funds shall be used exclusively for approved purposes outlined in the application dated \_\_\_\_\_.

**3. Disbursement Schedule**

- 100% of awarded funds shall be disbursed upon execution of this Agreement.

**4. Project Term**

Recipient agrees to:

- Launch the project within six (6) months of the Effective Date
- Operate the project for a minimum of twelve (12) consecutive months

## **5. Deadline to Expend Funds**

Recipient agrees to fully expend all grant funds on approved project costs within twelve (12) months of the Effective Date, unless otherwise approved in writing by Funder.

Any unexpended or improperly expended funds must be repaid to Funder. It's the Funder's sole discretion to determine proper/improper expensing of funds.

## **6. Reporting Requirements**

Recipient shall submit:

- Mid-term written report
- Final performance report
- Financial accounting of all grant expenditures

Failure to submit required reports may result in forfeiture of funds and/or repayment obligations.

## **7. Use of Funds**

Funds may only be used for approved project line items.

Any material deviation from the approved budget or scope requires prior written approval from Funder.

## **8. Recognition & Branding**

Recipient agrees to:

- Recognize Visit Farmington in marketing materials
- Use approved logos and brand language
- Provide promotional materials upon request

## **9. Insurance, Compliance & Liability**

Recipient shall:

- Maintain appropriate business and general liability insurance coverage throughout the term of the project
- Comply with all applicable local, state, and federal laws, regulations, and permitting requirements

### **Liability & Indemnification:**

Recipient assumes all responsibility for the operation of the project and agrees to defend, indemnify, and hold harmless Visit Farmington, its officers, directors, employees, and agents from and against any and all claims, damages, losses, liabilities, costs, or expenses (including reasonable attorneys' fees) arising out of or related to:

- Recipient's operations or activities
- Any act or omission by Recipient, its employees, contractors, or agents
- Any breach of this Agreement

## **10. Representations & Warranties**

Recipient represents and warrants that:

- All information provided in the grant application is true, accurate, and complete
- Recipient is a duly organized and validly existing entity in good standing
- Recipient has the authority to enter into and perform this Agreement
- The project will be carried out in a professional and workmanlike manner
- Grant funds will not be used for any unlawful or prohibited purpose
- Recipient will maintain all required licenses, permits, and approvals necessary to operate the experience through the term of the agreement

## **11. Audit & Clawback Provision**

Visit Farmington reserves the right to:

- Audit financial records related to the grant
- Request full or partial repayment of funds if:
  - Funds are misused or not used in accordance with the Agreement
  - The project fails to launch within the required timeframe
  - Reporting requirements are not met
  - Recipient breaches any material term of this Agreement

## **12. Termination**

Funder may terminate this Agreement upon written notice for:

- Material breach
- Fraud or misrepresentation
- Non-performance

Upon termination, Funder will require repayment of all or a portion of the grant funds.

## **13. General Provisions**

### **Independent Contractor:**

Recipient is an independent entity and not an employee, partner, or agent of Funder.

### **No Assignment:**

Recipient may not assign or transfer this Agreement without prior written consent of Funder.

### **Amendments:**

This Agreement may only be modified in writing and signed by both parties.

### **Governing Law:**

This Agreement shall be governed by the laws of the State of New Mexico.

### **Entire Agreement:**

This Agreement constitutes the entire agreement between the parties and supersedes all prior discussions or agreements.

**Severability:**

If any provision of this Agreement is found to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.

**Waiver:**

Failure by Funder to enforce any provision shall not constitute a waiver of future enforcement.

**14. Signatures**

**Authorized Representative – Visit Farmington**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Authorized Representative – Recipient**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_