

NEW MEXICO *True*

State of New Mexico
Tourism Department
FY20 Annual Tribal Report

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- I. Executive Summary
- II. Agency Overview and Background
 - A. Mission Statement
 - B. Agency Overview
 - C. Agency Organization
 - D. Agency Specific Tribal Collaboration/Consultation Policy
- III. Current and Planned Programs and Services for Native Communities
- IV. Relevant Statutes and Mandates

I. EXECUTIVE SUMMARY

Tourism is a vital contributor to economic health of urban, rural, and tribal communities statewide. Tourism diversifies our economy, provides entrepreneurial opportunities, attracts and retains talent, and creates national brand awareness. Exposure to New Mexico True tourism advertising improves perceptions of New Mexico not only as a place to visit, but also as a place to start a business, start a career, go to college, buy a home, and live.

In 2011, the New Mexico Tourism Department developed a branding strategy to revitalize domestic tourism, a lead driver of New Mexico's economy. At that time, visitation was in decline and New Mexico suffered from both low awareness as a vacation destination and key misperceptions, namely that New Mexico is a hot, dry, barren desert with very little to do. The New Mexico True brand was created to drive awareness and overcome those false perceptions by showcasing what is True: authentic adventures steeped in the rich culture that can only be found in New Mexico. Experiences here are authentic, whether from the cultures that have lived here for centuries, the landscape that offers variety found nowhere else, or the people who are genuine and friendly.

One of the Department's notable achievements in FY20 was the hiring of a Cultural Heritage Coordinator to serve as liaison between the Tourism Department and the 23 Pueblos and Nations, to develop collaborative tourism goals, forge partnerships for use of the New Mexico True brand and initiate the Cultural Heritage Tourism Study. The purpose of the study is to define cultural heritage tourism in New Mexico, evaluate assets, and understand visitor expectations. Results of this study will guide the Tourism Department's efforts to align marketing outreach and PR efforts to reach the right visitors with the appropriate message and ensure a positive visitor experience, and to identify critical tourism infrastructure within tribal communities for enhancement and development.

Due to the COVID-19 pandemic and Public Health Order in place at the time of this report being due, the Department has had to reframe and pivot its focus to create an operating environment in which New Mexico tourism not only survives the impact of COVID-19, but to also mitigate the long-term economic impact of the crisis on the state. This report however highlights the accomplishments and work for our urban, rural and tribal communities, statewide.

Section II of this report provides an overview of the New Mexico Tourism Department, its organizational structure and extended network. Section III outlines programs designed to encourage inclusive participation and support tribal tourism economies throughout the state. Section IV provides essential contacts within the Department, and the final section of this report reviews relevant mandates and statutes.

II. AGENCY OVERVIEW AND BACKGROUND

Mission Statement

To grow New Mexico's economy through tourism.

Agency Overview

Since the launch of the True brand, New Mexico has achieved record-breaking visitation levels, driving more visitors who are spending more dollars than ever before. There has been a steady increase in total visitation numbers of around 3% year-over-year, which equates to nearly 6.8 million more trips today than in 2011. In 2018, with a record visitor spend of \$7.1 billion, which encompasses everything from recreation activities to retail. This \$7.1 billion sum was an astounding increase of 7% over the prior year (for comparison, the increase in visitor spending from 2016 – 2017 rounded out at 3.2%), and New Mexico saw growth in all major spending categories. The greatest growth was in lodging at \$2.3 billion, an astounding 10.1% increase from prior year. Food and beverage grossed \$1.6 billion, an increase of 5.6%; retail grossed \$1.2 billion, an increase of 4.9%; recreation grossed nearly \$900 million, an increase of 6.3%. Further, this remarkable increase in visitor spending generated nearly \$700 million in state and local tax revenue (a 4.5% increase over the prior year) and offset the tax burden for every New Mexico household by \$900.

This influx of visitor spending also translates into job creation and retention, as nearly 8.5% of all jobs in New Mexico are sustained by dollars generated through the tourism economy. In 2018, the Hospitality and Leisure sector surpassed the 100,000-job threshold in New Mexico, and the U.S. Bureau of Labor Statistics saw employment numbers of 105,600, an all-time high.

One way to analyze whether infrastructure and product development initiatives support such substantial growth is to reference our key lodging metrics. After doing so, we learned that New Mexico is critically lacking in a strong supply that supports our high level of demand. In fact, this is the only metric where New Mexico is not excelling when compared with the same metrics throughout the United States. As we remain optimistic that the tourism industry will continue to thrive in New Mexico, these indicators help to prioritize the need for a proactive approach for offering comprehensive support to both residents and industry stakeholders so that New Mexico can leverage its many competitive advantages.

Agency Organization

There are five divisions in the Department:

- Communications
- Administrative Services
- Research
- Marketing
- Tourism Development
- New Mexico Magazine

There are 54 FTE's in the Tourism Department. Key members of the leadership team include:

- Cabinet Secretary- Jen Paul Schroer
- Deputy Cabinet Secretary- Antoinette Vigil
- General Counsel- Allison Martinez
- Public Information Officer and Communications Director- Cody Johnson
- Administrative Services Director- Becky Lopez
- Research Director- Victoria Gregg
- Marketing Director- Erin Ladd
- Tourism Development Director- Suzy Lawrence
- New Mexico Magazine CEO- Edward Graves

The Intertribal Ceremonial Office is administratively attached to the Tourism Department, as is the New Mexico State Fair; however they operate autonomously.

Tourism Commission

The Tourism Commission is administratively tied to the Department and exists to advise the Department on planning and policy matters. The Tourism Commission consists of seven members appointed by the Governor who shall be qualified electors of the State of New Mexico, no more than four of whom, at the time of their appointment, shall be members of the same political party and at least one of whom shall be a Native American. Members shall be appointed by the governor and confirmed by the senate. Two members shall be appointed from each of the three congressional districts. One member shall be appointed from the state at large. The Tourism Commission also approves members for the Clean and Beautiful Advisory Committee. Meetings are held quarterly and are open to the public.

Tourism Region Boards

The New Mexico Tourism Department launched the Tourism Region Board program over a decade ago, and it has innovated over time. Today, the purpose of the Tourism Region Boards is to systematically and effectively champion regional strategies to increase visitation and enhance the visitor experience.

The Tourism Region Board program is governed by bylaws established by the Tourism Cabinet Secretary. The Tourism Cabinet Secretary appoints board members and sets the annual action plan. There is one board for each of the six geographical regions of New Mexico (Southwest, Southeast, Central, Northeast, North Central, Northwest). The volunteer, working board members represent the various tourism sectors within a given region, which include but are not limited to Destination Marketing Organizations, Chambers of Commerce, Hotels and Lodging, Outdoor Recreation, Tribal Governments, Tourism Attractions, Tour Operators and Transportation.

New Mexico Clean and Beautiful Advisory Committee

The New Mexico Clean and Beautiful Advisory Committee is statutorily tied to the Department for the Department's Clean and Beautiful Grant Program by advising on environmental tourism initiatives and projects that level up to program goals, as identified through the "Litter Control and Beautification Act".

The Clean and Beautiful Advisory Committee consist of a body between seven and 11 members appointed by the Tourism Commission representing each tourism region and other applicable organizations, such as the New Mexico Recycling Coalition. Members serve two-year terms. Meetings are held quarterly and are open to the public.

Industry at Large

New Mexico's tourism industry is as robust and diverse as its tourism assets. Our tourism industry is linked to the idea of people who provides goods and services to those who travel greater than 50 miles for leisure or business purposes.

The tourism industry in New Mexico is closely aligned with the hospitality and service industries, including hotels, restaurants, retail, and transit, but also includes people and communities who design and offer tourism experiences that contribute to the tourism economy. Experience development sectors can include event production, local

governments who manage public spaces, cultural assets and attractions, and all of our incredible Destination Marketing Organizations who continuously strive to market New Mexico and their communities as the primary destination for domestic and international travelers.

Agency Specific Tribal Collaboration/Consultation Policy

In addition to STCA (NMSA 1978, § 11-18-4.C(l)) the Tourism Department adopted the State-Tribal Consultation, Collaboration and Communication Policy on May 31, 2012. A copy of the Policy is included as an attachment to this report.

III. CURRENT AND PLANNED PROGRAMS AND SERVICES FOR NATIVE COMMUNITIES

TOURISM DEVELOPMENT DIVISION

Cultural Heritage Program Coordinator

As noted in the Executive Summary, the Department has hired a Cultural Heritage Coordinator creating effective marketing and tourism development programs and liaison and bridge gaps between the Tourism Department and cultural entities and populations. An element of that role will be to develop and implement the Department's Cultural Heritage Program to optimize tourism as a primary economic driver for tribal and frontier communities by providing the necessary tools, resources, and support that will diversify economies and create jobs. This work may include collaboratively identifying capacity gaps and technical assistance for successful tourism planning and management for projects that sustain and responsibly promote culturally focused tourism initiatives and visitor experiences

New Mexico Clean and Beautiful

The purpose of the New Mexico "Litter Control and Beautification Act," NMSA 1978, § 67-16-1 et seq., is to accomplish litter control by vesting in the Department the authority to eliminate litter from the state to the maximum practical extent. The Department's Clean and Beautiful Program grants funds throughout the state to fulfill program goals and objectives that promote citizen engagement, reduce blight, further beautification and waste diversion efforts keeping New Mexico a clean and beautiful place to live, work and play.

The Clean and Beautiful grant program funds projects and initiatives that contribute to the below established goals:

- Litter Eradication
- Improve Recycling
- Beautify Communities
- Empower Youth

FY20 Grant Award:

1 Tribal Government (Zuni Pueblo)

Total funding allocated: \$8,235.00

FY21 Grant Award:

2 Tribal Governments (Zuni Pueblo and Baahaali chapter of NN)

Total funding allocated: \$15,000

Tourism Business Development

As part of the Department's long term strategy for tourism business development, this aspect would focus on growing the business sector to be more competitive, expanding products, experiences or services, with a focus on specific markets for the targeted audience or consumer. Upon the onset of COVID-19 Pandemic and the Public Health Order, the Department pivoted quickly to offer an immediate resource and partnered with the Small Business Development Center (SBDC), under the Small Business Administration network, to provide coaching and mentorship to help businesses navigate financial aid, identify specialized training, and adjust to shifts in regulatory and competitive environments for sustainability and long-term viability. SBDC committed to hiring five to seven tourism industry members to organize a specialized tourism counseling group that proactively contacts tourism businesses throughout the state.

To further assist business owners within the tourism industry, the Department has created an online learning center to provide the necessary resources, tools, and support to ensure our industry survives and thrives. This learning center was created in partnership with SBDC and numerous other small business development and training organizations to offer the following resources:

- Website development, search engine optimization, enhanced web presence
- Professional and workforce development training and workshop opportunities
- How to create and pivot marketing strategies
- Guidance and models for long-term resiliency plan to navigate environmental, operational, and competitive shifts

The Department's online learning center will continue to grow as more opportunities for New Mexico's tourism businesses are identified.

MARKETING DIVISION

Cooperative Marketing Program

Through Co-Op Marketing and Advertising, one of the New Mexico Tourism Department's longest running and most popular programs, we partner with eligible entities who believe in our mission, align with our philosophies, and strive to improve the quality of life in their communities. Together, the adherence to the strategy and brand standards elevate New Mexico's competitive advantage, the ability to deliver adventure steeped in culture, and advertise our partners' destinations, attractions, and events to collectively grow New Mexico's economy through tourism. We use "Experience Pillars" like cultural heritage, arts, culinary, and outdoor recreation to dispel misperceptions about our state and tell the unique stories of people and places in the Land of Enchantment.

FY20 Grant Award:

1 Tribal Government (SWAIA)

Total funding allocated: \$5625.00

FY21 Grant Award:

(Awards on hold as the Department reframes marketing in response to COVID-19)

New Mexico True Certified

The New Mexico True Certified program brings national attention to the care, quality and craftsmanship of products that are authentically New Mexican. Launched in 2016, this initiative is just over four years old and nearly 400 partners strong. Products include everything from Native arts to green chile, home décor and personal care items. Select New Mexico business partners leverage the power of New Mexico True and integrate the brand logo to amplify their own marketing messages and increase product recognition and sales. "Buy Local" is our rallying cry. New Mexico True Certified gives locals a concrete way to support their neighbors while visitors benefit by gaining access to local products. This special section of our website, found at <https://www.newmexico.org/new-mexico-true-certified/> shares partner stories and through its Visitor Experiences map, and directs people to immersive experiences with our talented community movers and makers.

New Mexico Visitor Information Center Program

Although not currently open due to COVID-19 Pandemic and the Public Health Order, the Department operates four visitor information centers throughout the state. These centers provide the traveling public with safe and clean facilities, answer traveler's questions, offers suggestions for tourism activities, destinations, and experiences, and distributes a plethora of printed materials, including maps and brochures, all with the goal of extending stays and increasing return rates.

The following Tribal enterprises have provided information for distribution in the visitor centers:

- Rt 66 Casino Hotel
- Sky City Casino
- Hotel Isleta
- Casino Hotel
- Inn of the Mountain Gods
- Ski Apache
- Ohkay Hotel Casino
- Camel Rock Casino
- Poeh Cultural Center and Museum

Research and Data

The Tourism Department prides itself on strong, reliable research that provides the framework to make data-based decisions. Here are some of the insights the Tourism Department is able to share on web traffic and interest in Native American culture for New Mexico's visitors:

- Native American pages on NewMexico.org are some of the most visited pages on the Tourism Department's website. In the past year, there have been more than 237,000 views of these pages by visitors searching for information on Tribal communities and culture. Website landing pages include newmexico.org/native-american, [/feast-days](http://newmexico.org/feast-days), [/native-american-events](http://newmexico.org/native-american-events), [/pueblos-tribes-nations](http://newmexico.org/pueblos-tribes-nations), [/native-american-culture-trail](http://newmexico.org/native-american-culture-trail), and [/native-american-history-trail](http://newmexico.org/native-american-history-trail), as well as pages dedicated to specific pueblos and tribal sites.
- In 2018, 12% of overnight trips to New Mexico included a visit to an American Indian community (an increase from 2017), compared to a US norm of 2%. This shows significantly more interest in Native American culture for New Mexico visitors compared to the US as a whole.

A Cultural Heritage Study is planned define what cultural heritage tourism means to the Tourism Department's efforts. Through research, we will identify what the traveler's cultural experience expectations are when visiting New Mexico. The study will better equip us to deliver on the New Mexico True brand promise of "Adventure Steeped in Culture."

New Mexico Magazine

This award-winning publication is a division of the Tourism Department that focuses on travel and tourism highlighting New Mexico's cultural heritage in the most respectful way. The award-winning magazine also publishes the two official True Adventure Guide Editions annually.

Coverage over the past year includes:

TRUE ADVENTURE GUIDE 2020

- These represent photos and/or text that mention the following tourism attractions: Gathering of Nations Powwow, p. 6, 20, 53
- Chaco Canyon, pp. 12–13 Indian Market, p. 16
- Gallup Inter-Tribal Indian Ceremonial, p. 22 Pueblo potter, pp. 24–25
- Museum of Contemporary Native Arts, Museum of Indian Arts and Culture, Wheelwright Museum of the American Indian, p. 26
- Native Basket Array, in Grants, p. 28
- Loom Indigenous Gallery, Poeh Cultural Center, pp. 30–31 Tiwa Kitchen (Taos), Pueblo Harvest, p. 37
- Native dancer at the Indian Pueblo Cultural Center, pp. 46–47
- Chaco Culture National Historical Park, Salinas Pueblo Missions National Monument, p. 48 Bandelier National Monument, Museum of Indian Arts and Culture, Indian Pueblo Cultural Center, Pueblo Harvest, Pueblo feast days, Gallup Inter-Tribal Indian Ceremonial, Indian Market,
- p. 50
- Jemez Historic Site, Coronado Historic Site, p. 51 Mescalero Apache girls puberty rite, p. 52
- Ski Apache, p. 59
- Fly-fishing guide Norm Maktima (San Felipe Pueblo), p. 62 Inn at Halona (Zuni Pueblo), p. 69
- Hyatt Tamaya (Santa Ana Pueblo), p. 70 Walatowa Visitor Center (Jemez Pueblo), p. 87
- Salinas Pueblo Missions National Monument, p. 88 Bow and Arrow Brewing Co., p. 89
- Jemez Pueblo, p. 95 Taos Pueblo, p. 103

- Case Trading Post at the Wheelwright, p. 108
- Chaco Culture National Historical Park, Aztec Ruins National Park, p. 115
- Sky City Cultural Center, Y'aak'a Café, Acoma Pueblo, Tanner's Indian Arts, Zuni Pueblo, Chu Chu's Restaurant, Laguna Pueblo, Laguna Burger, Ship Rock, pp. 116–119.
- Inn at Halona (Zuni), Sky City Casino Hotel (Acoma), Dancing Eagle RV Park (Laguna), Sky City Cultural Center, Zuni Pueblo Artwalk, pp. 122–123.
- Pecos National Historical Park, p. 127. Ski Apache, p. 142

MONTHLY ISSUES

- July 2019
 - "What We're Doing This Month," about Cochiti Lake and Cochiti golf course, p. 6
 - "Don't Be That Guy," a Go.See.Do. section story on Pueblo feast day etiquette, p. 18 (written by Apsáalooka member Nina Sanders)
 - Feature story: "Faked Out," on the problem with counterfeit Native jewelry and tips on how to buy right, pp. 38–45
 - Feature story: "The Big Picture," on how to navigate Santa Fe's art scene, including the Museum of Indian Arts & Culture, Shiprock Santa Fe gallery, and the Museum of Contemporary Native Arts, pp. 46–53.
 - Feature story: "Sacred Rites," on the Mescalero Apache girls' puberty rite, p. 54–61.
- August 2019
 - Cover: The Navajo owners of Bow & Arrow Brewing.
 - "Bead It," a Lowdown section story on Laguna Pueblo beadworker Hollis Chitto, p. 14. "Forward Looks," a Lowdown section story on Indian Market's Haute Couture Fashion Show, p. 18–19 (written by Siksika member Amber-Dawn Bear Robe).
 - "Pueblo Independence," a Lowdown story on the 1680 Pueblo Revolt, p. 25.
 - Feature story: Navajo member Andi Murphy writes "Southward Expansion," on Las Cruces's beer scene, pp. 48–49.
 - Feature story: "Mixed Culture," on Bow & Arrow Brewing and its Navajo owners, pp. 52–57. Feature story: "Metamorphosis," on Jemez Pueblo potters Dominique and Maxine Toya, pp. 64– 69.
- September 2019
 - "Leaders of the Pack," a Lowdown section story on the Governor's Arts Awards winners, including Santa Clara Pueblo member Roxanne Swentzell, p. 16.
 - "Electric Executive," an Originals section interview with Ira Wilson, then-executive director of Indian Market, pp. 26–27.

- Feature story: “Where Ancient Ways Abide,” on visiting Acoma Pueblo, pp. 28–32.
- October 2019
 - “They’re Coming Back,” a Lowdown section story on the return of Tewa pots to the Poeh Culture Center at Pojoaque Pueblo, p. 14.
 - Feature story: “Connected in Isolation,” on visiting Chaco Culture National Historical Park, pp. 26–31.
 - Feature story: “Fly by Night,” on how biologists, parks rangers, and Native communities are banding together to save bats, pp. 42–49 (written by Navajo member Andi Murphy). “Classic Clay,” a Pantry page story on Pueblo-made micaceous bean pots, p. 62.
- November 2019
 - “Day in the Sun,” a Lowdown section story on Organ Mountain Outfitters’ work with Zia Pueblo to use the Zia sign on their merchandise, p. 21.
 - Calendar: An item on the Indian Pueblo Cultural Center’s Pueblo Film Fest, p. 26.
 - “Dance, Dance,” an Originals section interview with Rulan Tangen about Dancing Earth, her contemporary Indigenous company, pp. 28–29.
- December 2019
 - “Farolitos at Giusewa,” a Lowdown section story on the annual event at Jemez Historic Site, pp. 12–13.
 - Calendar: Item on the Institute of American Indian Arts’ Holiday Art Market, p. 20.
 - “Into the Blue,” a Lowdown section story on the restoration of Taos Pueblo’s tribal rights to Blue Lake, p. 21.
 - “Daydream Boy,” an Originals section interview with Diego Medina, an educational assistant at the Indian Arts Research Center, pp. 24–25.
 - Feature story: “Tips Up,” a roundup of ski areas, including Ski Apache, pp. 34–41.
 - Holiday Gift Guide, including items from Native-owned Bison Star Naturals, Dineh Jewelry, Yoté Jewelry, and Bow and Arrow Brewing, pp. 48–57.
 - Kitchen Gift Guide, including items from Native-owned The Cooking Post (Santa Ana Pueblo), pp. 58–62.
- January 2020
 - Book review: Aztec, Salmon, and the Puebloan Heartland of the Middle San Juan, p. 6
 - Feature story: “Cold Comforts,” on fun winter activities, including Jemez Pueblo’s New Year’s Matachines dance, pp. 34–39

- Feature story: “We Hereby Declare,” on a citizenship ceremony at Aztec Ruins National Monument, with info about its importance to Ancestral Puebloans, pp. 40–47.
- Feature story: “Poetic Fire,” about the Institute of American Indian Arts sparking a national Native poetry renaissance, pp. 48–57.
- February 2020
 - “Hear Their Voices,” a Lowdown section story about a UNM Art Museum exhibit featuring Native women printmakers, pp. 14–15.
 - “Saving a National Treasure,” a Lowdown section story about the historic anniversary of creating Bandelier National Monument, p. 23.
 - Feature story: Photo Contest winners, including images of Lauren “Greyhawk” Maestas-Chavez (Ohkay Owingeh Pueblo), the Gathering of Nations Powwow, and Salinas Pueblo Missions National Monument, pp. 34–51.
 - Feature story: “Indigenous Masters,” Navajo photographer and writer Ungelbah Dávila-Shivers writes about and shows some of the images from her project to photograph Native people through a Native lens; portraits we published included those of Rose B. Simpson, Kaa Folwell, and Jody Naranjo (all Santa Clara Pueblo), Jessa Rae Growing Thunder (Dakota/Nakoda), and Virgil Ortiz (Cochiti Pueblo), 52–57.
- March 2020
 - Cover: Plates of food prepared by Taos Pueblo master chef Johnny Ortiz. Calendar: An item on the Indigenous Comic Con, p. 20
 - Feature story: “Rogues’ Paradise,” on visiting Taos, including Taos Pueblo, pp. 24–29. Feature story: “Hive Mind,” about saving bees, written and photographed by Navajo member Ungelbah Dávila-Shivers, pp. 32–39.
 - Feature story: “The Forager’s Art,” about Taos Pueblo member and noted chef Johnny Ortiz, pp. 40–49.
 - Feature story: “Middle East Meets West,” about Middle Eastern restaurants in Albuquerque, written by Navajo member Andi Murphy, pp. 50–57.
- April 2020
 - Editor’s Letter, about petroglyphs around the state, p. 6. Book review, Joy Harjo’s *Crazy Brave*, p. 6.
 - “A Great Gathering,” a Lowdown section story about the Gathering of Nations Powwow, p. 17. “Survival Is Indigenous,” a Lowdown section story about artist Cannupa Hanska Luger (Mandan, Hidatsa, Arikara, Lakota), p. 18.
 - Feature story: “Hub City,” about visiting Belén, written and photographed by Navajo member Ungelbah Dávila-Shivers.
- May 2020
 - Calendar: Item about a full-moon hike at Pecos National Historical Park.

- Feature story: “This Land Is Your Land,” about lesser-known public lands, including Casamero Pueblo, a Chacoan outlier, pp. 26–32.
- Feature story: “Bringing Bighorn Back,” about restoration efforts for bighorn sheep, including those at Taos and Cochiti pueblos, pp. 36–43.
- Feature story: “Nature the Navajo Way,” about Diné botanist Arnold Clifford, written by Navajo member Andi Murphy, pp. 50–57.
- June 2020
 - “Food for the Ears,” a Lowdown section story about Navajo member Andi Murphy’s Indigenous foods podcast, pp. 14–15.
 - “Pamper Yourself,” a Lowdown section shopping story including Taos Pueblo’s Bison Star Naturals, pp. 22–23.
 - Feature story: “Rocks That Speak,” about petroglyphs around the state, but especially southern New Mexico, pp. 28–35.
 - Feature story: “The Passion of the Dance,” about flamenco star Maria Benitez, of mixed Native and Puerto Rican heritage, pp. 50–57.

IV. RELEVANT STATUTES AND MANDATES (ATTACHMENT)