



New Mexico Tourism Department

Cooperative Marketing Grant Program
2009 - 2010 Awarded Entities

*** REVISED 9/14/2009 ***

Entity Name	Revised Award
Sole Entity Applications	
1 516 Arts	\$ 4,800.00
1 Albuquerque Hispano Chamber of Commerce	\$ 9,125.00
1 Albuquerque International Balloon Fiesta	\$ 9,600.00
1 Albuquerque Theatre Guild	\$ 975.00
1 AMP Concerts	\$ 975.00
1 AMP Concerts (Globalquerque)	\$ 3,325.00
1 Anderson-Abruzzo International Balloon Museum Foundation	\$ 3,825.00
1 Artesia Chamber of Commerce	\$ 9,600.00
1 ARTsmart	\$ 2,350.00
1 Ballet Pro Musica	\$ 4,800.00
1 Billy the Kid, Inc., Scenic Byways	\$ 1,475.00
1 Buckaroo Ball Foundation	\$ 2,350.00
1 Carlsbad Chamber of Commerce - Convention & Visitors Bureau	\$ 14,025.00
1 Carrizozo Chamber of Commerce	\$ 1,475.00
1 Cave Country, USA	\$ 12,200.00
1 Chamber Music Festival, Inc.	\$ 3,825.00
1 Cimarron Chamber of Commerce	\$ 975.00
1 City of Aztec	\$ 4,800.00
1 City of Bloomfield	\$ 2,350.00
1 City of Deming	\$ 6,675.00
1 City of Gallup	\$ 4,800.00
1 City of Las Cruces Convention & Visitors Bureau	\$ 18,700.00
1 City of Moriarty	\$ 5,775.00
1 City of Rio Rancho Convention & Visitors Bureau	\$ 13,925.00
1 City of Rio Rancho CVB - Pork & Brew	\$ 5,775.00
1 City of Ruidoso Downs	\$ 9,600.00
1 City of Santa Fe - Santa Fe Convention & Visitors Bureau	\$ 6,675.00
1 City of Santa Rosa	\$ 10,275.00
1 City of Truth or Consequences (Mainstreet)	\$ 2,850.00
1 City of Tucumcari	\$ 7,150.00
1 Cloudcroft Chamber of Commerce	\$ 11,225.00
1 Clovis Chamber of Commerce	\$ 11,050.00
1 David Westphall Veterans Foundation	\$ 2,350.00
1 Diocese of Las Cruces foundation	\$ 8,425.00
1 Downtown Action Team	\$ 4,300.00
1 Eagle Nest Chamber of Commerce	\$ 6,375.00
1 El Moro Area Arts Council - EMAAC	\$ 975.00
1 El Rancho de las Golondrinas	\$ 16,800.00
1 Elephant Butte Chamber of Commerce	\$ 5,575.00
1 End of the Trail Chapter	\$ 975.00
1 Explora	\$ 4,800.00
1 Farmington Convention & Visitors Bureau	\$ 17,750.00
1 Fort Sumner / De Baca County Chamber of Commerce	\$ 500.00
1 Friends of Bitter Lake National Wildlife Refuge	\$ 1,475.00
1 Friends of the City of Las Vegas Museum	\$ 2,350.00
1 Friends of the Cumbres & Toltec	\$ 9,600.00
1 Georgia O'Keeffe Museum	\$ 8,625.00

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1 Glass Alliance New Mexico	\$ 3,825.00
1 Grant County Commissioners	\$ 14,025.00
1 Harwood Museum of Art Alliance	\$ 3,825.00
1 High Road Artisans	\$ 4,800.00
1 Indian Pueblo Cultural Center	\$ 9,600.00
1 Institute of American Indian Arts	\$ 3,825.00
1 Keshet Dance Company	\$ 2,850.00
1 Las Vegas / San Miguel Chamber of Commerce	\$ 7,150.00
1 Los Alamos Ski Club	\$ 2,850.00
1 Mainstreet Roswell	\$ 1,950.00
1 Mora Valley Chamber of Commerce	\$ 1,675.00
1 Mountainair Chamber of Commerce	\$ 3,325.00
1 Museum Association of Taos	\$ 2,850.00
1 National Institute of Flamenco	\$ 1,950.00
1 National Museum of Nuclear Science & History (National Atomic Museum Foundation)	\$ 1,475.00
1 National Space Grant Foundation	\$ 2,850.00
1 New Mexico Bed & Breakfast Association	\$ 13,925.00
1 New Mexico Community Foundation (Closet Cinema)	\$ 2,850.00
1 New Mexico Steam Locomotive & Railroad historical Society	\$ 975.00
1 New Mexico Wildlife Association (Wildlife West Nat. Park)	\$ 14,025.00
1 New Mexico Wine Growers Association	\$ 12,200.00
1 NewArt New Mexico	\$ 975.00
1 Old Town Merchant's Association	\$ 4,800.00
1 Outpost Productions, Inc.	\$ 5,775.00
1 Presbyterian Church - Ghost Ranch in Abiquiu and in Santa Fe	\$ 7,350.00
1 Puccini Productions - The Historic El Rey Theater	\$ 1,475.00
1 Pueblo of Acoma	\$ 15,925.00
1 Pueblo of Pojoaque - Poeh Center	\$ 1,950.00
1 Ramah Navajo School Board Inc.	\$ 500.00
1 Recursos de Santa Fe	\$ 975.00
1 Roswell Chamber of Commerce	\$ 9,600.00
1 Roswell Symphony Orchestra	\$ 1,475.00
1 Ruidoso Regional Council of the Arts (MAW)	\$ 500.00
1 Ruidoso Valley Chamber of Commerce	\$ 1,950.00
1 Sandoval County	\$ 9,600.00
1 Santa Fe 400th Anniversary	\$ 7,650.00
1 Santa Fe Chamber Music Festival	\$ 7,150.00
1 Santa Fe Council for the Arts	\$ 1,475.00
1 Santa Fe County	\$ 2,850.00
1 Santa Fe Desert Chorale	\$ 9,600.00
1 Santa Fe Gallery Association	\$ 4,800.00
1 Santa Fe New Music	\$ 975.00
1 Santa Fe Opera	\$ 15,925.00
1 Santa Fe Short Story Festival	\$ 975.00
1 Ski New Mexico, Inc.	\$ 13,925.00
1 Socorro County Chamber of Commerce	\$ 7,650.00
1 Southwest Roots Music	\$ 6,675.00
1 Southwestern Association for Indian Arts	\$ 10,275.00
1 Spanish Colonial Arts Society	\$ 9,600.00
1 Special Events Resource Group	\$ 1,475.00
1 Taos County Chamber of Commerce	\$ 18,700.00
1 Taos County Film Commission	\$ 500.00
1 Taos Ski Valley Chamber of Commerce	\$ 9,600.00

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1 The Santa Fe Film Festival	\$ 7,650.00
1 The Wildlife Center	\$ 2,350.00
1 Theater Grottesco	\$ 1,950.00
1 Town of Edgewood	\$ 2,850.00
1 Town of Taos	\$ 6,675.00
1 Tricklock Co.	\$ 2,850.00
1 Turquoise Trail Association	\$ 9,600.00
1 Turquoise Trail Association (Madrid Merchants Association)	\$ 3,825.00
1 Village of Angel Fire	\$ 10,275.00
1 Village of Chama	\$ 6,175.00
1 Village of Los Ranchos	\$ 1,475.00
1 Village of Ruidoso (Ecotourism Marketing)	\$ 4,800.00
1 Village of Ruidoso (Texas Outreach)	\$ 4,800.00
1 VSA Arts	\$ 1,475.00
1 Weems International Art Fest	\$ 3,325.00
1 Wild Spirit Wolf Sanctuary	\$ 3,325.00
116	\$ 677,050.00

Consortium Applications

1 Aztec Museum Association (Consortium)	\$ 13,900.00
1 City of Alamogordo (Consortium)	\$ 29,075.00
1 City of Gallup Inter-Tribal Indian Ceremonial (Consortium)	\$ 19,200.00
1 City of Gallup-Mild to Wild (Consortium)	\$ 11,050.00
1 City of Santa Fe CVB (Consortium)	\$ 3,825.00
1 City of Socorro (Consortium)	\$ 20,625.00
1 City of T or C (Consortium)	\$ 24,950.00
1 Edgewood Chamber of Commerce (Consortium)	\$ 1,675.00
1 Enchanted Circle Marketing CoOp (Consortium)	\$ 9,600.00
1 Grants/Cibola Chamber of Commerce (Consortium)	\$ 9,600.00
1 Indian Arts and Crafts Association (Consortium)	\$ 4,800.00
1 Indian Pueblo Cultural Center (Consortium)	\$ 13,150.00
1 Las Vegas/ San Miguel Chamber of Commerce (Consortium)	\$ 9,125.00
1 Los Alamos Commerce and Development Association (Consortium)	\$ 14,400.00
1 New Mexico Golf Alliance (Consortium)	\$ 6,675.00
1 Old Mesilla Association (Consortium)	\$ 9,600.00
1 Roswell Chaves County (Consortium)	\$ 13,900.00
1 Ruidoso Valley Chamber of Commerce (Consortium)	\$ 13,900.00
1 Silver City Grant County Chamber of Commerce (Consortium)	\$ 20,150.00
1 Southwestern Association for Indian Arts (Consortium)	\$ 3,825.00
1 Town of Red River (Consortium)	\$ 20,625.00
1 Town of Taos-Harwood Gallery (Consortium)	\$ 13,900.00
1 Town of Taos-Pueblo and Ski Valley (Consortium)	\$ 4,800.00
23	\$ 292,350.00

Sole Entity Awarded Applicants (116)	\$ 677,050.00
Consortium Awarded Applicants (23)	\$ 292,350.00
Total Awarded Applicants (139)	\$ 969,400.00

Original Award Distribution	\$ 1,000,000.00
3% Decrease	\$ 30,600.00
Revised Distribution	\$ 969,400.00