

PLEASE PLACE ON LETTERHEAD

INSERT DATE

Jorge Ayala, Regional Director  
Economic Development Administration  
903 San Jacinto, Suite 206  
Austin, TX 78701

Re: Letter of Support for NM Tourism Department's Economic Adjustment Assistance - CARES Act Application

Dear Mr. Ayala and EDA Investment Review Committee:

*Intro paragraph (customize as desired):* On behalf of **ASSOCIATION NAME**, I would like to express our support of the New Mexico Tourism Department's request for an Economic Adjustment Assistance grant to be used to revitalize the tourism industry in the state—an industry that is vitally important to the state's economic health and recovery post-pandemic as well as that of our membership.

*Section on organization's work and coronavirus relevance to tourism industry (customize as desired):* As an association comprised of **TYPE OF PROFESSIONALS**, **NAME OF ASSOCIATION** understands tourism and **ASSOCIATION INDUSTRY** are intertwined. Our members encompass **XXX** jobs in the **XXX** industry. The coronavirus pandemic has **INSERT STATS/STORIES OF IMPACT IN ASSOCIATION MEMBERSHIP**.

*Paragraph on proposed project (customize as desired):* The advancement of tourism, as well as positioning New Mexico as a great place to live and work, is essential for the recovery of our sector. In the immediate term, the New Mexico Tourism Department will work with the industry to plan for and create resiliency and economic recovery plans, using current data and research. Once travel is deemed safe, it will be essential to have our state agency provide programming and technical assistance to help businesses pivot to new requirements and changes in visitor demand, and disseminate statewide resources and data to help all stakeholders, including our industry and state/local government policy makers.

*Paragraph about shared history/collaboration (customize as desired):* **NAME OF ASSOCIATION** has a successful history of collaboration with the New Mexico Tourism Department, which has benefitted the state as well as **NAME OF INDUSTRY ORG WORKS WITH. DESCRIBE SHARED HISTORY/ACCOMPLISHMENTS**.

*Closing paragraph (customize as desired):* Please contact me at **PHONE** or **EMAIL** if I can provide further information about **NAME OF ASSOCIATION'S** support of the New Mexico Tourism Department's application to EDA. Thank you in advance for your consideration of this important revitalization work. The EDA's investment will be critical to our economic recovery.

Sincerely,

**NAME**  
**ORGANIZATION**