

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):* Thank you for the opportunity to submit this letter demonstrating my strong support of the New Mexico Tourism Department's application for Economic Adjustment Assistance funding to lessen the devastating economic impact the coronavirus pandemic has had on the tourism industry in New Mexico. In New Mexico, where visitor spending is an integral part of the economy, the tourism industry is already seeing significant negative impacts.

*Paragraph on organization's work and coronavirus relevance to tourism industry (customize as desired):* As a destination marketing organization, **NAME OF ORGANIZATION** is charged with promoting **NAME OF COMMUNITY** as a travel destination – which brings in **\$X** funding to the community that sustains jobs in the hospitality, restaurant, and retail sectors – as well as stimulating other economic industries by direct, indirect and induced effects leading to additional activity in related industries, attracting corporations and individuals to **NAME OF COMMUNITY** as a great place to live and work. The coronavirus has impacted our **COMMUNITY/ORGANIZATION – DESCRIBE AS SPECIFICALLY AS POSSIBLE (2-3 sentences).**

*Paragraph on anticipated shared work and interests (customize as desired):* The proposed partnership between the New Mexico Tourism Department and **NAME OF ORGANIZATION** will provide capacity for:

- Timely analyses of industry data on job creation, retention, and growth;
- Comprehensive analyses and dissemination of data to allow for outreach and marketing to target demographics of interest and provide information to policymakers and other stakeholders for data-informed decision making;
- New strategy development for destination resiliency to address post-COVID tourism industry needs as specific to **COMMUNITY**;
- Generate demand for tourism and hospitality in **COMMUNITY**, ultimately saving existing jobs and creating opportunities for new and existing business growth; and

- Collaboration with **LOCAL ECONOMIC DEVELOPMENT ORG NAME** to protect transportation hubs, integrate economic diversification tactics, and optimize the community economic development plan.

**NAME OF ORGANIZATION** has a successful history of collaboration with the New Mexico Tourism Department, which has benefitted us **DESCRIBE SHARED HISTORY/ACCOMPLISHMENTS**.

*Closing paragraph (customize as desired):* If I can provide further information about **ORGANIZATION'S** commitment to the New Mexico Tourism application, please contact me at **PHONE** or **EMAIL**. Thank you for your consideration of this important initiative to help New Mexico recover in such a key industry to our state's economy.

Warmly,

**NAME**  
**ORGANIZATION**