

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. Tourism plays an important role in New Mexico, including stimulating investments in new infrastructure, human capital, and competition.

Paragraph on importance of tourism to NM (customize as desired): New Mexico's tourism economy accounts for more than 100,000 jobs, and approximately 1-in-12 jobs across the state are sustained by out-of-state spending. These statistics demonstrate the critical importance of EDA's investment in helping this important industry recover in New Mexico.

Paragraph on NM Tourism proposed work (customize to signatory's interests as able): The New Mexico Tourism Department's application to EDA is essential to recovery and sustainability by:

- Investing in research, including recession modeling to understand the full impact of the disruption, as well as projected outcomes over the next few years and create recovery and resilience plans based on data
- Understanding and responding to visitor behaviors around spending and travel interests to ensure New Mexico tourism invests in a manner that attracts the most number of visitors as possible once it is safe to travel again
- Collecting and making use of localized data on economic outcomes, consumer behaviors, resident sentiment, and creative executions to improve the industry
- Capitalizing on cultural and sustainable tourism as unique sectors within the New Mexico tourism landscape
- Bolstering the hotel industry through a new solo worker program
- Raising the image of New Mexico's distinctive food, textiles, and other industries through a sustained and expanded New Mexico True certification program
- Providing technical assistance to all facets of the industry through leadership development, a new accelerator, and collaborations with economic development organizations statewide

These solutions will help pivot quickly by creating responsive recovery and resiliency plans to minimize the impact the pandemic has caused to the economy. The ultimate outcome of this work will be a healthy, diversified, and thriving state, that brings new money into the state, and creates and retains jobs across rural and urban locales alike.

Closing paragraph (customize as desired): If I can provide further information about **ORGANIZATION'S** support of the New Mexico Tourism Department application, please contact me at **PHONE** or **EMAIL**. Your investment now will ensure New Mexico is on the path to economic recovery using a data-driven and a comprehensive approach.

Sincerely,

NAME
ORGANIZATION