

**NOTICE OF GOVERNMENT SERVICES FUND ALLOCATION
PURSUANT TO EXECUTIVE ORDER 2009-036**

To:	Secretary Michael Cerletti, New Mexico Tourism Department		
Re:	New Mexico Tourism Advertising		
Date:	June 25, 2010		
Action Type:	Initial Notice	Action No.	NA
GSF ID:	GSF-TD-01Tourism		

All terms defined in Executive Order 2009-036 have the same meaning in this Notice of Government Services Fund Allocation.

Implementing Agency:	Tourism Department			
Amount of allocation:	\$250,000			
Purpose of allocation:	Promote tourism opportunities in New Mexico through increased branding, advertising, and promotion.			
Administrative costs of Implementing Agency allowed:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Maximum amount of administrative costs allowed:	None.			
Grants to eligible subgrantees allowed or required:	Required:		Allowed:	Not Allowed:
				X
Eligible subgrantees:	NA			
Evaluation criteria:	NA			
General description of processes to be used to (i) solicit applications from potential subgrantees; (ii) evaluate applicants; and (iii) choose the applicants to which awards should be made:	NA			
Do all portions of the Executive Order No. 2009-036 apply to the activity to be funded and the implementing agency:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Portions of Executive Order No. 2009-036 that do not apply:	NA			

Additional Requirements:	<ol style="list-style-type: none">1. Complete project as per budget included with application. If there are any changes to this budget or additional funds required to complete the project, this information must be submitted to NMORR.2. Implementing Agency shall prepare for NMORR review and approval a decision brief, including a detailed expenditure plan.3. Implementing Agency will comply with ARRA reporting requirements and U.S. Department of Education monitoring requirements.
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Signed:



Bill Richardson
Governor

6/25/10

Date