

## News from EDD

### California Company, 2NDGear, Lands in Albuquerque



**"We're not Boeing, we're not Amazon, but you treated us like we were." - Richard Heard**

Richard Heard, president of 2NDGEAR's parent company Insight Investments, said New Mexico's hospitality and tax reforms helped his company decide to expand in Albuquerque. In the last two years, many cities were considered for their new expansion.

2NDGEAR, based in California, is a leading provider of certified refurbished IT equipment for educational systems and **will create 100 new jobs in Albuquerque**. Their [job site](#) is accepting applications for their new Meridian Business Park location.

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### Carenet Healthcare Services to Create up to 244 Jobs in Albuquerque



**"Albuquerque is a special place. Thank you for making us feel welcome." - John Erwin**

John Erwin, CEO of Carenet Healthcare, said the company is excited to expand their operations in New Mexico. Carenet, based in San Antonio, will be supported by New Mexico's closing fund, LEDA, and Job Training Incentive Program, JTIP. Carenet will invest \$3 million in a downtown Albuquerque location and will create up to 244 new jobs in Albuquerque.

Carenet Healthcare provides third party healthcare support to private and public institutions, nationwide.

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### Expand or Refresh Your Economic Development Skills

New Mexico's Basic Economic Development Course is held each July at Western New Mexico University (WNMU) in Silver City. The 2018 Course is scheduled for Sunday, July 22nd through Thursday, the 26th. It is an intensive week of curriculum that covers planning, research, marketing, business retention & expansion, real estate, Border development & issues, managing

an economic development organization, workforce development, ethics, small business development and more. If you feel you lack knowledge of any of these key aspects of economic development, or if you are starting your journey to professional certification, this week is time well-spent.

What you learn in class is applied in the group case studies. This year the Course will take a new approach. Depending on the number of registrants, case studies will feature two or three New Mexico counties. 2018 choices are Dona Ana, San Juan or Sierra Counties.

Any professional seeking help to develop a new set of strategies for the area they represent should consider spending this valuable time in beautiful, historic [Silver City](#). In-state registration is only \$495 and rural scholarships are available. [Follow this link for more information or to register.](#)

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## Meet Susie Russell - Region 6 Community Development Team Rep



Susie Russell just completed her first ½ year as a regional rep for [Southeast New Mexico](#). Susie is a survivor; not because she has survived NMEDD thus far. Susie is a cancer survivor; she survived a house fire; her mother passed away; she got a divorce; and she survived the loss of a child. All since 2000. Despite very difficult years she managed to finish her bachelor's degree some 30 years after starting college. She dedicated her diploma to the memory of her son, Matthew, when she received it one year after his passing.

She also cultivated an interest in helping communities evolve. She grew up in the Southwest and has a keen appreciation for the culture and the geography (including earthquakes). Her grandfather was an engineer for Union Pacific Railroad and she has memories of riding the train during summer vacations. In her professional life she has been Director of Programs at the Roswell Chamber of Commerce and Executive Director for the Community Foundation of Chaves County.

Russell joined NMEDD just in time to assist **Thomas L. Cardella & Associates (TLC Associates)** in announcing a new customer service center location in **Alamogordo** that will **employ 200**. TLC also announced a location in **Las Cruces** which will **employ at least 300**.

She has a son and daughter who followed in her footsteps and went on to college and graduate school. Jennifer is a corporate comptroller in Dallas and Michael is a civil law attorney in Albuquerque.

Susie can be reached at [SusanI.Russell@state.nm.us](mailto:SusanI.Russell@state.nm.us) or (575) 626.6653.

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## New Mexico MainStreet Continues to Develop Capacity-Building in the Third Quarter

New Mexico MainStreet, with local affiliates and local government partners, continues to build capacity for local economic revitalization and redevelopment efforts to enhance the entrepreneurial and business climate in local



MainStreet districts and create thriving communities in New Mexico. In the Third Quarter of the FY2018 fiscal year, local MainStreet programs reported \$7,510,930 in Private Sector Reinvestment; 48 Private Building Renovations; 17 Net New Business, 3 Business Expansions; and 106 Net New Jobs created in MainStreet districts.

Each quarter, our MainStreet Districts revitalize their local districts through building rehabilitations, business development and expansion, job creation, planning, and capacity building. Some of MainStreet's Reinvestment, Business and Project

highlights from the quarter include: Portales has invested 4.3 million toward the complete renovation of the Portales Inn, business expansion for AMB Nails, and \$8,000 in façade improvements to Pebsworth Insurance. In Las Cruces, 1.4 million was invested towards the Amador Hotel Project, Community Enterprise Center and Coronado Office. In Las Vegas investments of \$550,000 were made to include interior and exterior renovations of the Castaneda Hotel and dining and kitchen improvements to the Plaza Hotel.

Five new business opened up in Harding County MainStreet district resulting in the creation of 7 new jobs for the community. Clovis MainStreet reported the opening of 6 new businesses with the creation of 9.5 fulltime equivalent jobs. Farmington and Alamogordo were awarded \$50,000 in NMFA Local Government Planning Fund Grants to complete new Metropolitan Redevelopment Area Plans. Ten MainStreet organizations Albuquerque Downtown, Barelás, Carlsbad, Farmington, Gallup, Las Cruces, Las Vegas, Portales, Silver City, and South Valley brought in \$190,000 in private sector grant dollars to their districts.

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## Focus on New Mexico Advocacy



A national article on Main Street Advocacy features a Focus On: New Mexico Advocacy that highlights the work of New Mexico MainStreet, New Mexico Resiliency Alliance and the New Mexico Coalition of Main Street Communities on legislative issues.

Advocacy is important to MainStreet organizations as their work is affected by government policy, local government support (program funding), helping business owners or property owners link up with appropriate incentives, and support for infrastructure projects that improve the district and community.

Renee Kuhlman, Director of Policy Outreach, Government Relations and Policy, at the National Trust for Historic Preservation in the report Advocacy in Motion looks at Main Street advocacy and how many people working in Main Street have developed their advocacy skills to build trusted relationships with local government partners.

New Mexico's Lisa Pellegrino-Spear, Executive Director of Clovis MainStreet is featured in a Q & A where she discusses advocacy tools, legislative priorities, how to lobby, and strategies for the success of the coalition.

See the publication [here](#). [Watch a video](#) that highlights what MainStreet does for communities nationwide.

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# Catalyst Fund Investment Leverages \$12.5M for BayoTech

**BayoTech is a classic New Mexico success story.** With technology born at Sandia National Laboratories, the company was the first recipient of a Catalyst Fund investment of \$2M in May 2017. That investment allows BayoTech to begin filling \$1.5B in orders. On April 2nd BayoTech announced it has closed a \$12.5M Series B round of financing. The funds will be used to expand the company's infrastructure and complete the commercialization of its technology. BayoTech is "the world's first modular, scalable, and rapidly deployable platform for the production of hydrogen and nitrogen fertilizer for the agricultural and industrial markets."

[www.bayotech.us](http://www.bayotech.us)

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## **BUSINESSES: Your Data is Needed - Please Complete the Economic Census**

Every five years the U.S. Census Bureau conducts the Economic Census, the official measure of the nation's businesses and economy. Data is collected on years ending in '2' or '7' and released about one year after the collection period. Title 13 of the United States Code requires businesses and other organizations that receive the questionnaire to answer the questions and return the report to the Census Bureau. This is the first Census in which respondents will use an online, secure portal to respond making filing easier while improving data quality and reducing costs. To learn more about the Economic Census go to [www.census.gov/econ/census/](http://www.census.gov/econ/census/).

## Events & Deadlines

### **Local Economic Assistance & Development Support Program (LEADS) & Solo Worker Application Deadline is May 4**

LEADS is a competitive grant opportunity. Projects may be awarded up to \$15,000 per year. Solo Worker received special funding from the New Mexico Legislature for FY19. For applications using the NM SoloWorks Centers model, reimbursement will be up to \$3,500 for every job created. Applications should be submitted directly to local Regional Representatives. The LEADS Policy Manual and Applications for LEADS and Solo Worker are available on our website:

<https://gonm.biz/community-development/leads>.

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### **Register Now for a Free Webinar: Introducing the NM Credit Enhancement Program**

Tuesday, May 1, 9:30 - 11:00 a.m.

Register here:

<https://gonm.biz/business-development/edd-programs-for-business/finance-development/nm-credit-enhancement-program/>

The Credit Enhancement Program (CEP) helps small businesses start up or grow by helping them access the capital they need when there is a short-fall in collateral. Most banks and CFDIs are eligible to enroll. Learn more about NM Credit Enhancement Program (CEP) on [our website](#).

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# Innovate New Mexico Technology Showcase

Tuesday, May 1 at 8:00 a.m. - 5:00 p.m.

Register here:

<https://www.eventbrite.com/e/innovate-new-mexico-technology-showcase-tickets-41850861052>

This special collaborative event, sponsored by PhRMA, will highlight research and technology opportunities, start-up companies, and economic development resources from the leading research institutions in the state of New Mexico, which includes the University of New Mexico, the Air Force Research Lab, Los Alamos National Laboratory, Sandia National Labs, New Mexico Tech and New Mexico State University.

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## Register Now for a Free Webinar: Explore NMDOT Funding Programs

Wednesday, May 23, 10:00 - 11:30 a.m.

Register here: <https://gonm.biz/business-development/edd-programs-for-business/finance-development/fundit>

Wade Patterson and Rebecca Maes from NM Department of Transportation will be on hand to discuss funding available to Tribal and Local Public Agencies for development of alternative transportation infrastructure (walking, biking, transit), TAP, REC Trails, Safety and CMAQ.

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## Rural Efficient Business Program Workshop, Deming

Wednesday, May 30 at 10:00 a.m. - 12:00 p.m.

Register here: <https://gonm.biz/business-development/edd-programs-for-business/finance-development/rural-efficient-business-program>

The NM Economic Development Department (EDD) is teaming up with the NM Energy, Minerals and Natural Resource's Energy Conservation and Management Division (ECMD) and the USDA to help rural, small businesses and agricultural producers reduce their energy consumption (and increase their profits).

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## New Mexico Film Office Educational Speaker Series

### Budgeting & Accounting for the Film Industry

May 30, 6:00 - 7:00 p.m.

What do you need to know about budgeting and keeping the books for your film? Are there insider secrets and shortcuts you aren't taking advantage of? Come hear Film Accountant Kerry Newberry teach you what she has learned from years of working on films and working within the New Mexico Tax Incentive Program. [More on the monthly Speaker Series.](#)

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## New Mexico MainStreet "Managing the MainStreet/ACD Nonprofit Corporation" Workshops

April 26, Belen: Belen Public Library Lecture Hall

May 3, Raton: Castillo Building

May 8, Tucumcari: Tucumcari Convention Center

May 16, Lovington: Lovington MainStreet Offices/Training Center  
May 22, Las Cruces: City Hall Meeting Rooms

This workshop focuses on the technical details of operating a nonprofit. Nonprofit leaders and Board Members are invited to attend, or individuals involved in community revitalization and asset-based economic development. Attendance is required to achieve New Mexico MainStreet Executive Director Certification. Space is limited, register today. Learn more:  
[https://gonm.biz/uploads/documents/Managing\\_the\\_MainStreetACD\\_Nonprofit\\_CorporationV2.pdf](https://gonm.biz/uploads/documents/Managing_the_MainStreetACD_Nonprofit_CorporationV2.pdf)

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## 2018 New Mexico Basic Economic Development Course

Sunday, July 22 - Thursday, July 26  
WNMU, Silver City  
[Register here](#)

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