

EDD News

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Meet Alicia J. Keyes

Alicia J. Keyes remembers the importance of her first job when she worked as a lifeguard at the old Beach Water Park in Albuquerque.

She not only met Tim Keller, now the mayor of Albuquerque who worked summers in the Tube Shack, but she learned the importance of hard work.

The job meant no summer vacation and instead of taking time off or going away, Keyes was working and saving money for college.

"I learned my work ethic very early on having to save up for college while a lot of my friends were enjoying summer camp or traveling," says Keyes. "Now, I always have the confidence of knowing that I might not be the most intelligent person in the room, but I work the hardest. That goes a long way."

During the 2019 Legislative session, Keyes spent long days at the Legislature working on changes to the state's film incentives, a new initiative to grow outdoor recreation industry, and more investment in business expansion (LEDA) and job training (JTIP).

Keyes graduated from high school in Albuquerque and then received a bachelor's degree in Politics, Philosophy and Economics from Claremont McKenna College in California. She also spent a semester studying at the University of Barcelona in Spain..

After college, she worked in California on film acquisitions for The Walt Disney Company where she attended film festivals in Cannes, Toronto, London and the Sundance Film Festival in Utah.

She came home to Albuquerque to start her own film production company and then joined Keller's administration where she worked as the Director of the Film, Television and Media office and helped bring Netflix to the state.

In her interview with Gov. Michelle Lujan Grisham, Keyes learned about the different economic pressures on the state and how the governor wants to move forward with



more initiatives to diversify jobs and the economy.

"As a department, we need to get out into the rural and native communities and identify how the state can help - whether by assisting an existing company grow or bringing a new business into the area," says Keyes.

"We need to work with Higher Education and Workforce and better train and match New Mexico residents with industry. There's not one solution for the whole state. Rural and Metro economic development is incredibly different."

Keyes has served on the board and as chairwoman of Animal Humane in New Mexico and shares her home with her twin boys, Charles and Alex and Pepe, a bearded Collie and George. "He's some sort of Terrier, need I say more."

And as far as the most important question of all about New Mexico: Red or Green? "Both," says Keyes, "in a bowl of chicken from Duran's with a tortilla - no butter."

Ganymede Games Levels Up in Las Cruces

Economic Development Secretary Alicia J. Keyes announced that games studio Ganymede Games will establish operations and create up to 51 new jobs! The company's headquarters will be located in downtown and will be a wonderful addition to the local MainStreet commercial district and downtown economy.



Ganymede Games cited LEDA, JTIP and the refundable Film Production Tax Credit in their decision to choose New Mexico as their new headquarters.

The team at Ganymede is bringing years of invaluable video game development experience and expertise to New Mexico's creative economy. The company will also benefit from having NMSU creative graduates from the Creative Media Institute for Film and Digital Arts. The City of Las Cruces deserves kudos - they leveraged capital outlay and added to the state's incentives to help Ganymede Games establish operations. Their support for this project is paramount. Thank you Mesilla Valley Economic Development Alliance (MVEDA), New Mexico Partnership, City of Las Cruces Government, Mayor Ken Miyagishima, Chancellor Dan Arvizu at New Mexico State University, and Las Cruces City Council for your support on this project! [Learn more.](#)

From the Census Bureau: Desert Southwest Still the Fastest Growing Region in the Country

The 2016 Pop Estimates published by the Census indicates a population of 14.6 million people in the 40 counties along the Mexican Border. The "Desert Southwest" includes those counties that fall within the USDA Forest Service's Tropical/Subtropical Desert Division, which is characterized by annual precipitation of less than 8 inches per year.



This is not a new trend. For every decade between 1950 and 2010, the growth rate of the Desert Southwest was at least twice that of the U.S. as a whole. Between 2010 and 2016 the region still outpaces the country, but at a lower rate.

In terms of industry concentration, the Desert Southwest has a higher percentage of employment in arts & entertainment; accommodation & food services; and retail trade, but lags behind the U.S. in percentage of STEM jobs. [Read more.](#)

Grow Your Business in International Markets

The New Mexico Economic Development Department will kick off the New Year 2019 with a full calendar of international trade exhibitions, trade and foreign direct investment recruitment missions designed to promote NM exports and recruit foreign direct investment to New Mexico. New Mexico companies seeking to promote products or seeking overseas distribution are encouraged to apply for participation in trade shows and/or trade missions. Products to be promoted must be at least 51% domestic content.

Gold Key Service provided by the US Department of Commerce will be available to NM trade mission participants. The corresponding fees will be reimbursed by the New Mexico SBA STEP Grant. The grant will also cover booth space at major trade exhibitions.

EVENTS:

Mid Atlantic Supply Summit

Las Palmas, Canary Islands, Spain
FDI Recruitment Outreach Renewable Energy
Madrid, Spain
April 1-9, 2019

New Mexico Foreign Direct Investment Recruitment Outreach to Tokyo and Osaka, Japan

Japan External Trade Organization
Tokyo - Conrad Hotel
Osaka - JETRO Business Support Center
June 8-15, 2019

Hong Kong Food Show, Hong Kong, PRC

Hong Kong Trade Convention and Exhibition Centre
Promote NM food and beverage products
August 05-10, 2019

Access Asia Trade Mission, Singapore, Indonesia

Singapore and Jakarta
Gold Key Service Matchmaking for NM companies
Promote environmental, laser-optics and high technology products
August 10-15, 2019

Access Asia Trade Mission, Taiwan

Taipei, Taiwan
TUSA Technology Development Cooperation Meeting
Investment recruitment of Taiwan companies
Trade matchmaking prospects for NM companies participating
September 12-15, 2019

Access Latin America Trade Mission - Lima, Peru / Santiago, Chile

October 21-23, 2019 Lima, Peru
October 24-26, 2019 Santiago, Chile

Matchmaking meetings for NM companies in the two fastest growing Latin American economies

[Learn more about International Trade.](#)

Homegrown Company Descartes Labs Featured in the NY Times

"Businesses will not be able to hide from competitors or regulators or watchdogs," said Mark Johnson, chief executive and co-founder of Descartes Labs. The Los Alamos Labs spinoff was recently featured in [an article](#) about satellite data analysis for competitive advantage. Descartes CMO Julie Crabill said "it's great to see market understanding growing around the immense value satellite imagery - especially when fused with other geospatial data - is bringing to the market. This movement is the first stage in Mark's vision for the [data animated organization](#) of the future."

New Mexico Ranks High for Best Places to Live & Work as a Moviemaker

Moviemaker Magazine ranked **Albuquerque** the #1 "Best Places to Live and Work as a Moviemaker 2019: Big Cities" and **Santa Fe** the #3 "The Best Places to Live and Work as a Moviemaker 2019: Small Cities and Towns." The magazine cites film activity, economic impact, shoot durations, infrastructure, incentives, ease of movement, cultural destinations, natural architectural beauty and award nominations in their ranking decision. This article confirms that the New Mexico Film Industry is open for business.



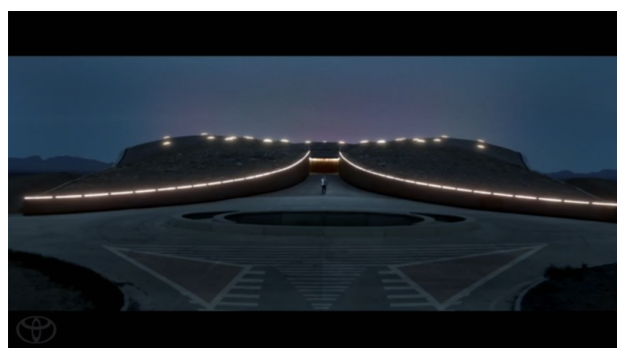
The New Mexico Film Tax Credit has brought \$3.5 billion of direct spend into New Mexico since FY 2003 - this is money that would not have been in our economy otherwise. This is outside money that is building the industry cluster. Economic contributions of almost \$94 million in state and local taxes have been contributed by the industry just between FY15-FY17.

The New Mexico Film Industry has made a significant impact on the economic vitality of New Mexico. It has created high-wage jobs for skilled technical crew, business opportunities for local vendors, infrastructure investment opportunities, careers in our creative economy and tax revenue at the state and local level.

Spaceport America Featured in Advertisement

Spaceport America's stunning location was featured in the Toyota Supra commercial which aired for 60 seconds after half time during the 2019 NFL Super Bowl.

"Spaceport America enjoys a strong robust aerospace client base, we are able to successfully support commercial film operations as well.



This project brought over 100 jobs for five days and were filled by New Mexicans," stated Dan Hicks, Spaceport America CEO.

Meow Wolf & New Mexico United

New Mexico's pro soccer team and Santa Fe-based arts and entertainment group Meow Wolf joined forces to redesign the team's home jerseys, called "The Jersey of Eternal Return." According to the team's YouTube reveal video, "the partnership between New Mexico's professional soccer team and the Santa Fe based, world-renowned art collective is unique in the sports world, and represents the artisan culture prevalent in New Mexico." You can preorder your own jersey here: <https://shop.newmexicoutd.com/jerseys>.
Image credit: [New Mexico United](#).



New Mexico MainStreet Announces Six Communities Awarded Funding for Façade Squad & Placemaking Projects

New Mexico MainStreet (NMMS) announced their partnership with New Mexico Gas Company for local MainStreet design initiative projects. New Mexico Gas generously matched NMMS's technical assistance with \$40,000 in seed funding.

Congratulations Artesia MainStreet, Downtown Las Cruces Partnership, Raton Mainstreet, Barelás Mainstreet, Clovis MainStreet, and MainStreet de Las Vegas! [Read more](#).



Finance Team Webinar: Delve into NMEDD's Funding Programs

If you missed our webinar on the state's funding programs for business and community development, view the recording [on YouTube](#) and learn about JTIP, LEDA, CEP and much more! [Subscribe](#) to our channel to stay informed on economic development topics.

Agriculture & Economic Development Collaborate

New Mexico Department of Agriculture and NM Economic Development are working together on value-added agriculture! Secretary Jeff Witte and Secretary Alicia J. Keyes met at Beck's Roasting House & Creamery in Las

Cruces to discuss collaboration opportunities and international trade.



Staff Updates

The New Mexico MainStreet team and our department said bon voyage to **Anna Blyth** in January. She has done fantastic work for the MainStreet community in the last few years. Thank you, Anna... we wish you the very best!



Congrats to EDD Division Director **Therese Rivera** on her new position as Statewide Program Manager at New Mexico Procurement Technical Assistance Center!

"PTAC is lucky to have found such a qualified Program Manager with over 26 years of experience in local economic development," said Economic Development Secretary Alicia J. Keyes. "I wish her and New Mexico SBDC the best of success and look forward to working together." [Learn more.](#)



Upcoming Events

SHRM New Mexico Leadership and Legislative Experience Conference April 1-2

This conference brings together national and local thought leaders, game changers, and bold thinkers to start a conversation regarding the opportunities that exist in New Mexico to reimagine the next generation of workforce. [Learn more.](#)

AgSprint Application Deadline

April 4

AgSprint is a 5-month venture builder program personalized for innovation in agri-food. [Learn more.](#)

NM Film Training Art Department: The Who and What It Is

Saturday, April 6

Come hear Marisa Frantz speak about the hierarchy of the Art Department, the design process, the specific skills involved, and how to get started in a career in the Art Department. [Register here.](#)

Las Cruces Space Festival

April 7-13

The Las Cruces Space Festival is an annual celebration of space-related activity and interest in southern New Mexico and beyond. The festival is free to participate in and open to all with events for all ages and interests. [Learn more.](#)

Funding Opportunities Through the SBIR Program

Wednesday, April 10

1:00-2:00 PM

Are you looking for a way to fund your innovative idea or research? This workshop will explain how the Small Business Innovation Research (SBIR) program can help move your technology and business forward. This workshop will also feature an emphasis on the Department of Defense (DoD) and National Aeronautics and Space Administration (NASA) SBIR programs, what these agencies look for in innovation, and the commercialization goals for each program. [Register Here.](#)

Funding Opportunities Through the STTR Program

Wednesday, April 10

2:00-3:00 PM

The Small Business Technology Transfer (STTR) program provides universities a unique opportunity for faculty research and funding by working with a small business. This workshop will cover how to engage with a small business on an STTR, and what can be expected from the proposal preparation process through award. Emphasis will be placed on the Department of Defense (DoD) and National Aeronautics and Space Administration (NASA) STTR programs, including what these agencies look for in innovation, and the commercialization goals of each. [Register here.](#)

NM Film Training: The Sound Department

Saturday, April 13

Tim Forrest is an IATSE Local 480 Sound Mixer who has worked on numerous TV shows and films in New Mexico and beyond. He will be leading this class and will teach you what it takes to pay attention to every noise you hear. [Register here.](#)

State Ornament Design Contest Deadline

Monday, April 15

The New Mexico Governor's Mansion Foundation and the New Mexico Film Office (NMFO) are proud to announce a design contest for New Mexico's popular official ornament. The 2020 state ornament theme is "New Mexico Films the Great American West." The Foundation and NMFO are partnering to promote the state's history of film production and ranch culture. The top five designs will receive educational grants. [Learn more.](#)

Innovate New Mexico Technology Showcase

Tuesday, May 7

8:00am - 5:00pm

This special collaborative event will highlight research and technology opportunities, start-up companies, and economic development resources from the leading research institutions in the state of New Mexico! [Register here.](#)

New Mexico Filmmakers Showcase

Friday, May 10

The Ceremony will start with panel discussion with last year's award winners. Followed by the awarding of trophies to the best films in each of the following categories: Comedy, Drama, Documentary, Horror, Music Video, Sci-Fi/Fantasy and Student. We will also be giving a Best in Show Award and Audience Award voted for in advance by the public. Immediately following the awarding of trophies, we will screen the winning films. [Reserve your seat here.](#)

Innovation Voucher Application Deadline

Friday, May 31

New Mexico Innovation Vouchers are competitive grants designed to enable early stage science and technology companies to overcome business development barriers. [Learn more.](#)

New Mexico Economic Development Department

(505) 827-0300

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