



# EDD

ECONOMIC  
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DEPARTMENT

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## **Northeastern New Mexico Business Finance Fair Connects Businesses to Financial Resources** *Virtual Finance Fair on February 24*

**SANTA FE, N.M.** – In an effort to assist businesses in obtaining the financial resources they need, and to help lenders and financial assistance providers find projects they wish to finance, the New Mexico Economic Development Department (EDD) is hosting their quarterly finance fair – completely online - geared toward businesses and lenders located in the northeastern part of our state, EDD Cabinet Secretary Alicia J. Keyes announced today.

The event will take place online on February 24 from 12 – 1:30 p.m. Participation for both businesses and lenders is free.

Business Finance Fairs are part of an EDD initiative which seeks to connect funding entities with local projects. The Finance Fair debuted on July 17, 2019 in Taos. It travelled to Albuquerque in January 2020 and has since been held virtually due to COVID-19 safety protocols. The last 3 business finance fairs had close to 700 people registered for the events.

"Despite the pandemic, businesses are still expanding and creating jobs and that means they need access to funding. We want to help these businesses find the resources they need to thrive," Secretary Keyes said. "Finance Fairs help to connect business owners with resources specific to their region and support economic growth in all corners of New Mexico."

The Business Finance Fair will provide an opportunity for participants to hear directly from local lenders and learn about available financial opportunities. The business community can also make connections with local representatives from the Small Business Association (SBA), New Mexico Finance Authority (NMFA), United States Department of Agriculture (USDA,) microlenders, and more.

Participants in the February Finance Fair will also get a sneak peek of the EDD's new Business Finance Finder online platform.

All businesses located in Northeastern New Mexico who are interested in connecting with financial resources to fund their project(s) should attend.

Local financing entities are also invited to participate and represent their organization by providing a 90-second presentation about their services and programs. Contact

information will be compiled and available to the public.

This year boasts a new opportunity for lenders to pre-record their pitch if they are unable to attend the event. Please contact Jennifer Myers at [Jennifer.Myers@state.nm.us](mailto:Jennifer.Myers@state.nm.us) to set up a video recording.

Businesses and lenders can learn more about the Business Finance Finder and register for the Northeastern New Mexico Business Finance Fair online at [edd.newmexico.gov/financefinder](http://edd.newmexico.gov/financefinder).

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*The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.*

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