



EDD

ECONOMIC DEVELOPMENT DEPARTMENT

Certified Economic Development Organization Program

Mark Roper, Division Director

Sara Gutierrez, Deputy Division Director

June 14, 2022

EDD Overview



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

Cabinet Secretary Alicia J. Keyes, Deputy Cabinet Secretary Jon Clark, Mark Roper Economic Development Division Director

Divisions include:

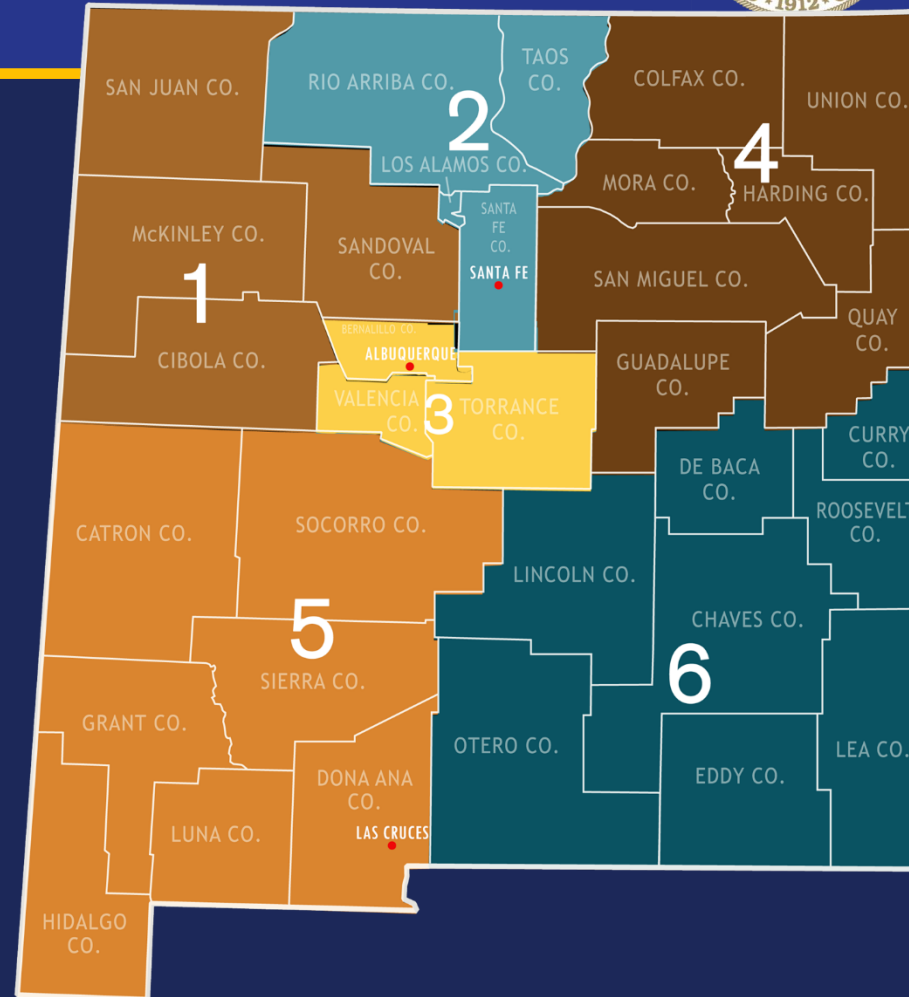
- Economic Development
 - [Community, Business & Rural Development Team, a.k.a. Regional Reps](#)
 - MainStreet
 - Science and Technology
 - International trade
 - Job Training Incentive Program (JTIP)
- [Film](#)
- [Outdoor Rec](#)
- NM Border Authority
- Office of Military Base Planning
- Spaceport Authority

EDD Regional Reps



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Economic Development Division Programs



- Certified EDO Program
- [LEADS](#)
- [Local Economic Development Act](#)
- [Job Training Incentive Program](#)
- [New Mexico MainStreet](#)
 - [Capital Outlay](#)
- [Opportunity Zones](#)
- [Business Finance Finder](#)
- [Rural Efficient Business Program](#)
- [FUNDIT](#)
- [CAP](#)

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Introduction:

- Recognizes its partner Economic Development Organizations (EDO) that provide a high level of professional service to their communities.
- EDD supports local EDOs to build capacity within their organizations so that they are able to provide Economic Development services and support to their communities.

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Program Objectives:

- Recognize excellence in local economic development organizations
- Heighten the visibility of the economic development process in New Mexico
- Build capacity for economic development among organizations
- Encourage professional development for New Mexico's economic developers
- Facilitate the recruitment, retention, expansion, and creation of economic-base jobs throughout New Mexico
- Establish a stable, diversified economy that will improve the quality of life for New Mexicans

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Eligibility:

- New Mexican not for profit organizations that are public-private partnerships with the primary purpose of developing the economic base in their community are eligible to apply to become a NM EDD Certified EDO.

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Documentation:

- Mission and goals statement
- Most recent annual report
- Strategic plan
- Marketing plan
- Business Retention program
- Recruitment Response program
- Review of three to five of your most successful projects over the past two years
- Articles of incorporation and bylaws
- Proof of non-profit status
- Organizational chart and job descriptions of employees
- Roster and position descriptions of officers
- Minutes of last four Board of Directors meetings
- Annual budget for current year and previous year
- Most recent audited financial statement or equivalent financial disclosure
- Resumes for executive staff
- Membership list and criteria
- Additional information
- Examples of marketing materials currently in use
- Copies of organizational newsletters from the preceding year
- Copies of press releases issued within the past year

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Elements of Site Visit:

- Business Environment
- Staffing
- Leadership
- Direction and Vision
- Community
- Financial Resources

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Stakeholder interviews with at least 5 representatives from the following:

- Recently assisted business
- Typical development ally
- Industrial/commercial real estate professional
- Local/regional financial institution
- Local government elected officials
- Local government administration or planning agency
- Representative of local/regional utility

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Funds may be used for:

- Marketing Events (Trade Shows & Sales Missions)
 - Booth Rental, Travel Expenses
- Additional Staff costs over and above (1) full-time position
- Advertising costs
 - Actual ad placement or time purchased. (Not for printing, web design, or production costs)

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Recertification:

- EDOs that do not experience any significant organizational changes may request recertification
- Recertification requires participation in at least 5 professional development events by the organization's leadership
- 2-year grant with renewable up to 10 years

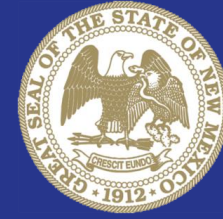
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Key Dates:

- **June 14, 2022:** Informational Certified EDO applications open
- <https://gonm.secure.force.com/nmms>
- **July 6, 2022:** Online applications due.
- **Week of July 11th:** Qualified applicants will be contacted to schedule a site visit.

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Demo

