



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

State Approves Funding for 12 LEADS Projects to Help Communities Better Serve Local Businesses

Twelve organizations in communities across New Mexico have been awarded Local Economic Assistance and Development Support (LEADS) funding to create jobs and diversify the economy.

A total of \$246,600 was approved for projects will benefit several counties throughout New Mexico, including Bernalillo, Colfax, Doña Ana, Guadalupe, Los Alamos, McKinley, Mora, Rio Arriba, San Juan, San Miguel, Santa Fe, Socorro, Quay, Taos, and Valencia.

The funding provided through LEADS is intended to create jobs through recruitment, retention/expansion, and startup activities; develop the tax base; and provide incentives for business development. Applications are evaluated based on these objectives. Grant recipients report the impacts of their projects at the end of the fiscal year.

Projects may be awarded \$5,000 to \$25,000 per year and funding is awarded through a cost reimbursement contract, with reimbursements made only upon completion of the project and submittal of a project report. Awardees must achieve specific economic development objectives of job creation, expansion of tax base, and/or business development through measurable outcomes and projects must be consistent with the community's adopted economic development plan.

The twelve organizations approved to have their projects receive LEADS funding are:

1. **Anton Chico Development Center** in Guadalupe County will perform repairs and upgrades to their onsite industrial kitchen and cafeteria area.
2. **Albuquerque Regional Economic Alliance (AREA)** will create regional target marketing materials (print and digital) for espousing a top-value proposition for two target industries. AREA will develop a target list of business leads for outreach and recruitment to the region.
3. **Cibola Communities EDF** is instituting FDI Qualified Community Certifications, which will improve the community's the ability to verify international ambitions and market as an FDI-ready community. They will assess the region and highlight specific strengths in infrastructure, workforce preparedness, community leadership, cultural competence, and intercultural communication essential to attracting, securing, and

retaining international investments. Cibola Communities EDF will also implement a CRM (customer relations management software) program to collect data, monitor BRE efforts, track inquiries, lead generation, PROs, site visits and locates.

4. **City of Farmington** will construct a covered pavilion in the parking lot of the Gateway Museum (future home to Gateway Park) to provide a comfortable space for farmers to sell their products. They will also extend fiber connectivity, including wireless internet, from the Gateway Museum to the pavilion.
5. **Greater Gallup EDC** will conduct 25 Business Retention and Expansion (BRE) interviews with economic base employers in McKinley County, with 12 of the interviews to be completed within the first six month of the fiscal year and two economic roundtables to highlight and remove barriers for business expansion. They will generate a BRE annual report, implement Customer Relationship Management (CRM) software to track all business contacts, outreach, and projects, and digitize paper interviews and procure electronic tablets to enable digital entry of in-field interviews for CRM upload.
6. **Greater Tucumcari Economic Development Corp.** will work with Global Site Location Industries to generate, assess, and qualify new business leads for recruitment to Tucumcari and Quay County. The EDC will work to improve its ability to respond to requests for industrial space and locations and to provide detailed information on the available workforce and programs designed to meet the workforce needs of prospective new businesses.
7. **Grow Raton!** will create a multimedia attraction campaign to showcase the community's portfolio of vacant land, vacant commercial buildings, and professional career opportunities through video and virtual reality (VR) tools. With the creation of a professional video production strategically sent to interested parties, Grow Raton! will enter into the competitive site selection arena with the proper tools necessary to attract new, expanding, or relocating businesses as well as industries that cater to our growing outdoor recreation community and the needed professionals who cater to such a diverse economic ecosystem.
8. **Los Alamos MainStreet** will use funds for the Los Alamos Business Accelerator, a program organized by Los Alamos Commerce & Development Corporation (LACDC) and run by Los Alamos MainStreet and the Chamber of Commerce. This community business development initiative combines skill-building curriculum, cohort-style learning and networking structure, advisement, and mentorship from the broader Los Alamos ecosystem, and provides a real-world platform to test market viability.
9. **Mesilla Valley Economic Development Alliance (MVEDA)**, through Phase II of the Advanced Manufacturing Regional Workforce Strategy, will identify and collect primary data to quantify direct advanced manufacturing skillsets and associated transferable skills that currently exist within industry in the region; quantify the pipeline of talent within this array of transferable skillsets that is graduating from our regional universities, colleges, and technical schools; and stimulate dialogue amongst our colleges and tech schools regarding training to support the new roles and positions within the advanced manufacturing sector.
10. **Middle Rio Grande Economic Development Association (MRGEDA)** will conduct four Quarterly Regional Job Fairs with incentives for mileage for employees and employers. They will also enhance the brand and presence of the Socorro Regional

Community Kitchen by upgrading equipment and supporting increased use of the facility.

11. **Rio Communities'** Valencia County Business Incubator (VCBI) provides a support system of mentorship, training, office space, and lending source identification to help clients successfully strengthen and grow new and existing Valencia County local businesses through sustainable sales, financial and operational knowledge, and job creation.
12. **WESST** will offer rural job creation in New Mexico's creative economy in seven counties McKinley, Mora, Rio Arriba, San Miguel, San Juan, Santa Fe, and Taos counties. The project will implement/expand creative entrepreneurship programming to facilitate and promote market access for goods produced by creative entrepreneurs in rural New Mexico. WESST will provide technical assistance to establish or grow an online e-commerce capability and learn basic business skills as an initial step for all project participants.

I've got a few pics to choose from that I grabbed from their presentations:



Los Alamos Business Accelerator 1



Los Alamos Pop-up Shop



Farmington Farmers Market Pavilion



Gateway Park



San Juan County/Farmington Kitchen



Anton Chico EDC Kitchen



Anton Chico EDC