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FY21 QUARTER #4 PERFORMANCE REPORT

With Annual Results

Economic Development Department



AGENCY PROGRAMS

PROGRAM SUPPORT/OFFICE OF THE SECRETARY	526
ECONOMIC DEVELOPMENT DIVISION	512
FILM OFFICE	514
OUTDOOR RECREATION DIVISION	708

ECONOMIC DEVELOPMENT DEPARTMENT

Agency Mission: To improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

Agency Goals/Objectives: Facilitate wealth creation: earnings & investment; improve economic opportunities for New Mexicans; focus on rural communities; diversify the economy.

Office of the Secretary

Program Description, Purpose and Objectives: The Office of the Secretary (OFS) leads the agency by setting goals, objectives and policies. The OFS works with the Executive and Legislature to identify and secure new resources and enhance existing programs. OFS also administers the contract with the New Mexico Economic Development Corporation, or Partnership. Programs within OFS include marketing and communications, the State Data Center, Economists, and General Counsel.

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,746.0				\$ 1,746.0	18
300	\$ 1,142.7				\$ 1,142.7	
400	\$ 172.0				\$ 172.0	
TOTAL	\$ 3,060.7				\$ 3,060.7	

Program Performance Measures:

1. Number of new jobs created due to economic development department efforts
2. Number of rural jobs created due to economic development department efforts
3. Average wage of jobs created due to economic development efforts
4. Wages for jobs created in excess of prevailing local wages
5. Number of jobs created through business relocations facilitated by the Partnership
6. Number of potential recruitment opportunities submitted by the Partnership
7. Number of company visits to New Mexico for projects managed by the New Mexico Partnership (NMP)

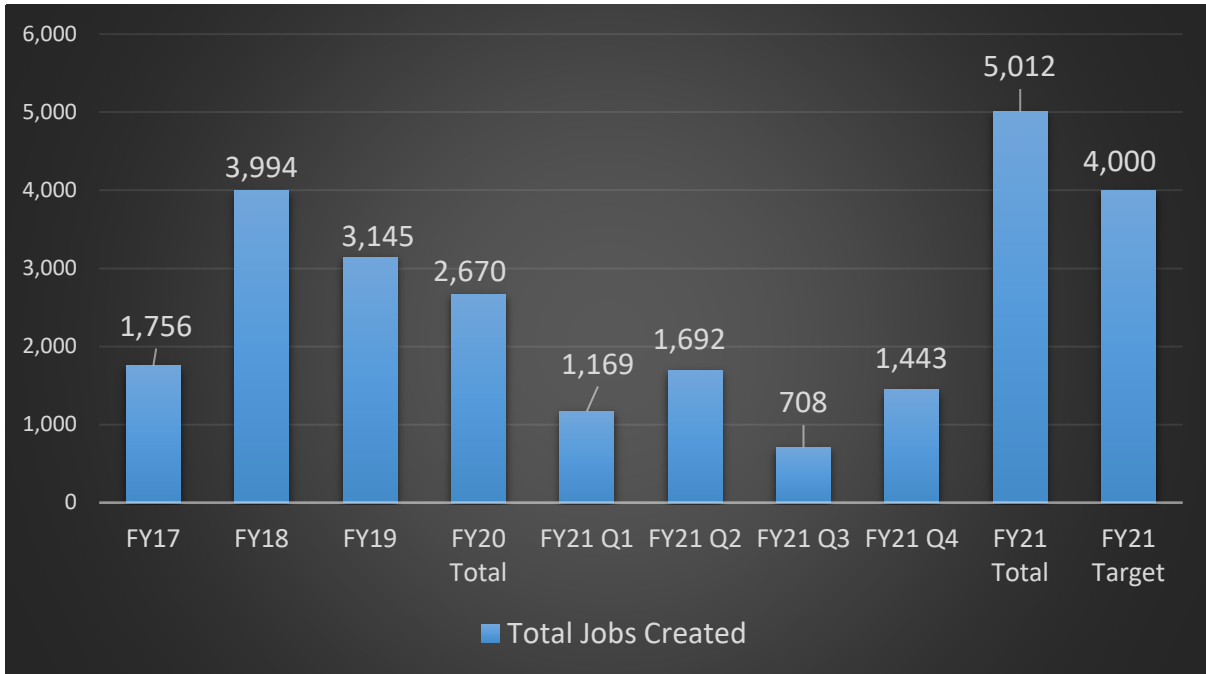
PERFORMANCE MEASURE #1

Number of new jobs created due to economic development efforts

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
1,756	3,994	3,145	2,670	1,169	1,692	708	1,443	5,012	4,000

Graph of Data Above



MEASURE DESCRIPTION: The total number of jobs created by the businesses assisted by a program of the Economic Development Department.

DATA SOURCE/METHODOLOGY: The businesses report the number of new jobs created through an agreement signed with the program(s) utilized. Examples include JTIP contracts and LEDA project participation agreements (PPAs).

STORY BEHIND THE DATA: EDD, through its programs, assisted 35 companies in the fourth quarter. These companies were assisted in creating 1,443 new jobs, for a total of 5,012 new jobs in fiscal year 2021.

This represents the highest number of reported total jobs since fiscal year 2008.

IMPROVEMENT ACTION PLAN: Target exceeded

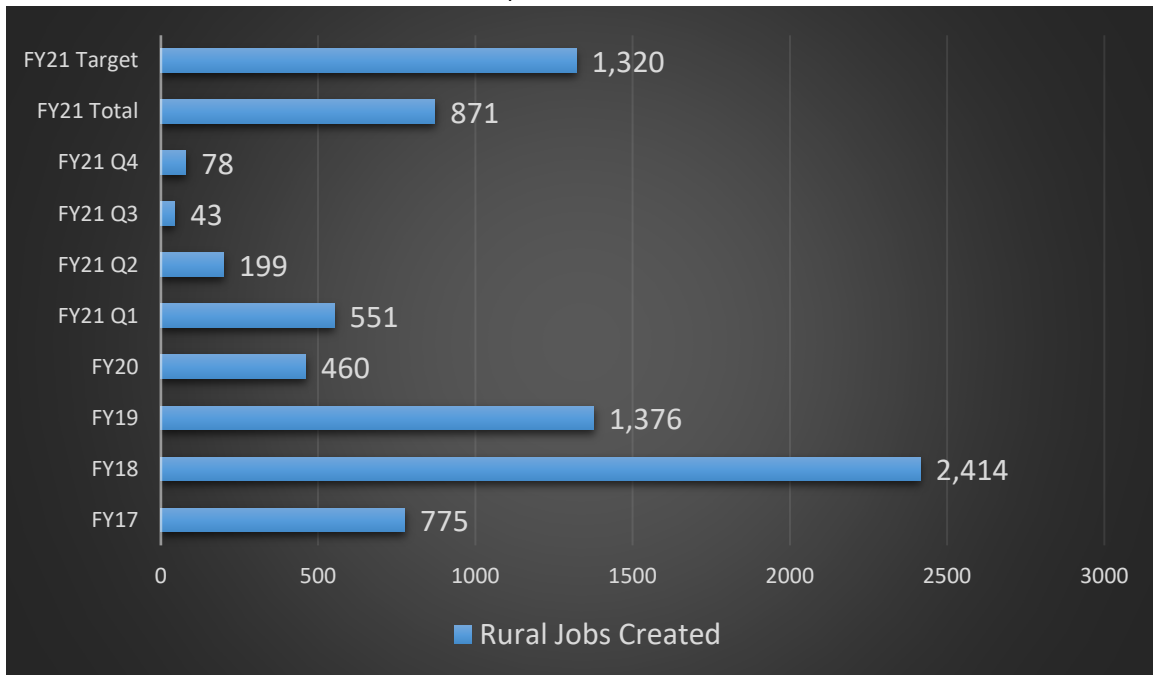
PERFORMANCE MEASURE #2

Number of rural jobs created due to economic development department efforts

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY20 Q4	FY21 Total	FY21 Target
775	2,414	1,376	460	551	199	43	78	871	1,320

Graph of Data Above



MEASURE DESCRIPTION: Number of jobs created by companies assisted by an economic development department program located in a rural community.

DATA SOURCE/METHODOLOGY: The businesses report the number of new jobs created through an agreement signed with the program(s) utilized. Examples include JTIP contracts and LEDA project participation agreements (PPAs).

STORY BEHIND THE DATA: During the fourth quarter jobs were created in the rural communities of Deming, Española, Las Vegas, Roswell, Santa Teresa, Socorro, and Sunland Park.

IMPROVEMENT ACTION PLAN:

PERFORMANCE MEASURE #3

Average wage of jobs created due to economic development department efforts

Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$47,395	\$62,219	\$44,668	\$98,898	\$70,631	\$47,500

MEASURE DESCRIPTION: The average wage of jobs created due to the economic development department efforts associated with the LEDA and JTIP.

DATA SOURCE/METHODOLOGY: The data sources for the performance measure comes from two separate sources. The first, for JTIP, comes from the approved jobs for fiscal year 21. The second source, for LEDA, comes from the deals that have been finalized during fiscal year 21. To calculate the average wage of jobs created due to economic development department efforts, EDD takes a weighted average for all hires and the associated hourly wage.

STORY BEHIND THE DATA: The average wage for jobs created due to efforts by EDD does not include the wages or jobs associated with call centers. Those amounts have been removed due to far more restrictive incentives on a different scale.

IMPROVEMENT ACTION PLAN: Target exceeded

PERFORMANCE MEASURE #4

Wages of jobs created in excess of prevailing local wages

Results

FY21 Q1	FY21 Q2	FY21 Q3	FY20 Q4	FY21 Total	FY21 Target
\$9,397	\$18,165	\$1,983	\$56,480	\$24,948	\$5,000

MEASURE DESCRIPTION: Measuring the wages created by EDD, against the average three-year wage for the counties where projects occurred.

DATA SOURCE/METHODOLOGY: The data for this performance measure comes from three separate sources. The first, for JTIP, comes from the approved jobs for FY21 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during FY21 and the shared wage information from the companies. The final data source is the average wage for counties located in New Mexico. This information comes from the QCEW or quarterly census of employment and wages (published by DWS). To compare the wages that EDD has created versus the current average prevailing wages of the county, EDD takes the number of hires, by county, as well as the associated hourly wage and multiplies those hires by the average prevailing county wage. We then find the difference between what the number of hires would have made, on average, versus what they will make. Then, by dividing the total number of hires by the sum of the difference we are able to see the contrast between the average prevailing county wage and the positions EDD helped create.

STORY BEHIND THE DATA: The wages for jobs created in excess of prevailing local wages does not include the wages or jobs associated with call centers. Those amounts have been removed due far to more restrictive incentives on a different scale.

IMPROVEMENT ACTION PLAN: Target exceeded

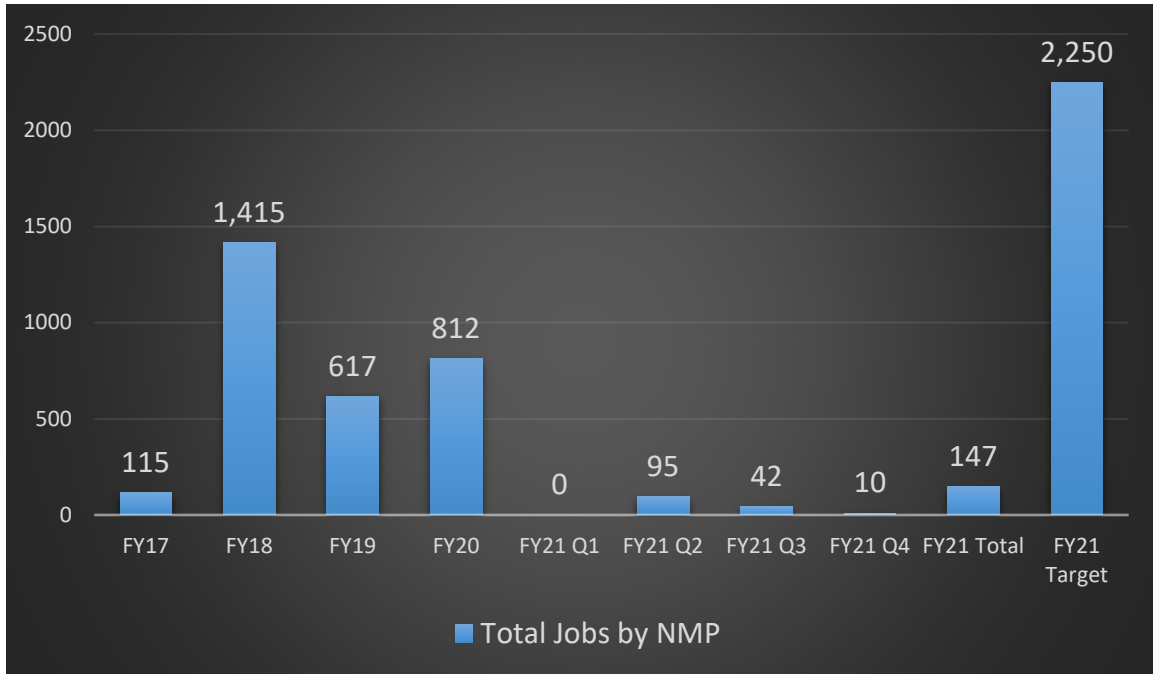
PERFORMANCE MEASURE #5

Number of jobs created through business relocations facilitated by the NMP

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
115	1,415	617	812	0	95	42	10	147	2,250

Graph of Data Above



MEASURE DESCRIPTION: The creation of economic base jobs in New Mexico from successful out of state recruitments or competitive expansions where New Mexico has competed with other geographies for the retention of the company and its expanded jobs.

DATA SOURCE/METHODOLOGY: Total number of jobs expected to be created by the new company within 3 to 5 years of operations in New Mexico or the immediate number of new jobs created by a competitive expansion of a local company.

STORY BEHIND THE DATA: Ergomotion, an adjustable bed manufacturer, selected New Mexico and signed a lease for 160,000 SF in an existing facility in Santa Teresa and will hire 10 employees. The project will be officially announced in the coming weeks.

IMPROVEMENT ACTION PLAN: COVID-19 continues to impact economic development around the US. We are starting to see some movement nationally for new projects and have added several new leads and projects to the pipeline. We did have several smaller locates this year for companies that needed to expand their supply chain capabilities. We will continue these types of projects and industries for the next several months as they have the highest likelihood of selecting a location during the pandemic. We have several larger projects in the pipeline that will not make final decisions until late in the calendar year.

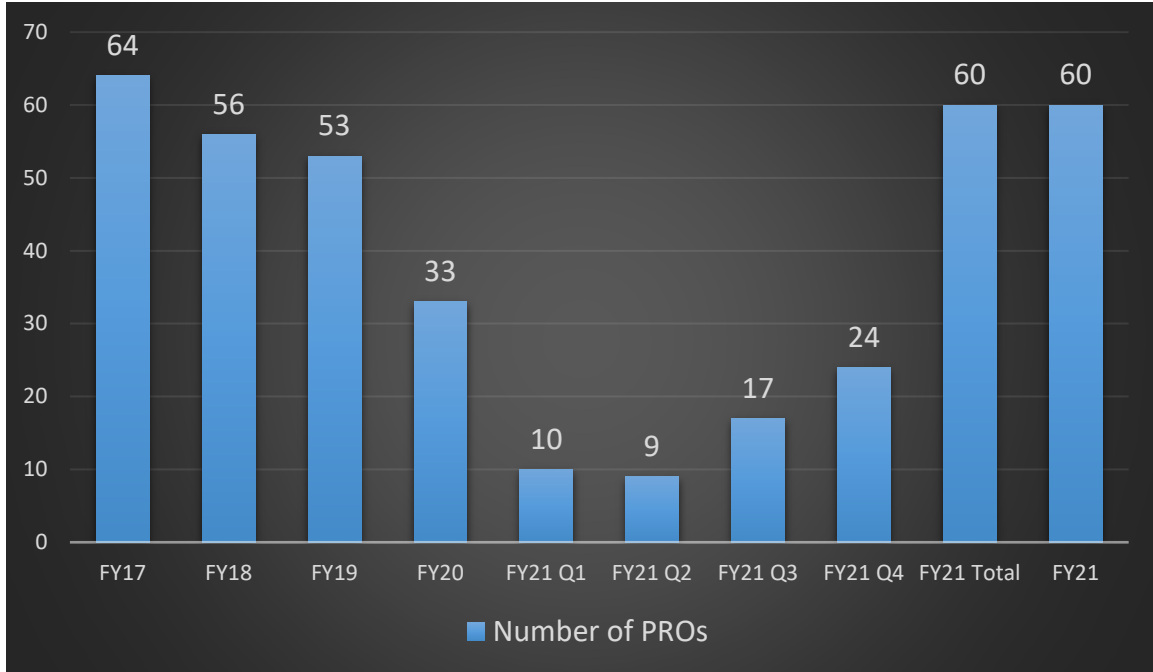
PERFORMANCE MEASURE #6

Number of potential recruitment opportunities (PROs) submitted by the Partnership

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
64	56	53	33	10	9	17	24	60	60

Graph of Data Above



MEASURE DESCRIPTION: A “prospective company” is a business that has identified specific real estate (if applicable) and labor requirements, has expressed specific interest in a potential New Mexico site, and expects to conclude their site selection process within twenty-four months.

DATA SOURCE/METHODOLOGY: Directly measured as companies or their advisors engage with the Partnership.

STORY BEHIND THE DATA: Twenty-four PROs were generated in the second quarter, which is three times higher than the same quarter last year. These opportunities came from a variety of sources including direct calls to the NMP, the state, the site selection consultants we work with, foreign consulates, and our contractor, Jerry Pacheco.

IMPROVEMENT ACTION PLAN: Target Achieved.

This year we achieved the set goal of 60 PROs for the year. We will continue to seek new leads and work with our network of site selectors to continue adding projects and opportunities to the pipeline.

PERFORMANCE MEASURE #7

Number of company visits to New Mexico for projects managed by the NMP

Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
2	2	3	2	9	12

MEASURE DESCRIPTION: A site visit is a physical visit from the prospective company to the community(ies) of interest. Often meetings with industries and local leaders occur. Sites visits are conducted prior to a company selecting New Mexico.

DATA SOURCE/METHODOLOGY: Directly measured as companies physically come to New Mexico to investigate specific sites. Only the first site visit is recorded, all other subsequent site visits from the same company are not included in these totals.

STORY BEHIND THE DATA: Project Southbound came for a site visit on 4.6.21 and Project Dreams came for a site visit 4.7.21. Other companies have conducted virtual visits that are not included in these numbers.

IMPROVEMENT ACTION PLAN: The global pandemic and uncertainty around travel continue to impact in-person site visits. It is now very common for virtual tours to be done before an in-person visit. With shifting travel restrictions across the US, we are unsure when site visits will go back to “normal.” We have contingency plans in place to conduct virtual site tours when necessary. The new normal seems to be that companies will do a virtual visit first long before they will do an in-person visit. We are unsure how this will impact numbers going forward. In-person visits may only be reserved to top finalists later in the site selection process instead of a wider group of finalists earlier in the process.

Economic Development Division (EDD)

Program Description, Purpose and Objectives: The Economic Development Division (EDD) assists New Mexico businesses and communities through its six key programs and professional staff. EDD’s programs include the New Mexico MainStreet program, which includes the Arts & Cultural Districts (ACD) program, the Frontier & Native American Communities Initiative and the Historic Theatres Initiative; the Community, Business and Rural Development Team (CBRDT), which includes the Local Economic Assistance Development & Support (LEADS) grants, the Business Retention & Expansion (BRE) program, and the Tribal Liaison; Finance Development, which administers the LEDA closing fund, FUNDIT, the Collateral Assistance Program (CAP), and the EB-5 program; the Job Training Incentive Program (JTIP), which includes Step-Up and NM 9000 Certification Training; the Office of Science & Technology, which includes the Technology Research Collaborative (TRC) and the SBIR Match and Business Start-Up grants; and the Office of International Trade, which includes Foreign Direct Investment.

OBJECTIVES:

- Enhance business retention and expansion efforts within each region by identifying each economic base company within the region and developing relationships with each.
- Provide education and training to local economic development organizations and leadership within each region
- Create thriving places in New Mexico by increasing economic vitality through revitalization and Creative Placemaking, and supporting property redevelopment initiatives.
- Enhance awareness of the Job Training Incentive Program (JTIP) among prospective companies in order to increase participation in rural areas and the number of first-time participants.
- Increase the level of Foreign Direct Investment into New Mexico by conducting outreach activities in identified target countries.
- Deploy LEDA funding to attract capital investment and job creation in communities.
- Provide education and outreach to ensure that New Mexico technology-based companies are well equipped to pursue new sources of capital.

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,766.6				\$ 1,766.6	20
300	\$ 1,282.0		\$ 30.0		\$ 1,310.0	
400	\$ 6,403.6	\$	\$ 741.0		\$ 7,144.6	
TOTAL	\$ 9,452.2	\$	\$ 771.0		\$ 10,221.2	

Program Performance Measures:

1. Number of private sector dollars leveraged by each dollar through LEDA
2. Number of jobs created through the use of LEDA funds
3. Average wages in excess of cost per job for projects funded through the Local Economic Development Act (LEDA)
4. Dollars of private sector investment in MainStreet districts, in millions
5. Number of building rehabilitations assisted by the MainStreet program
6. Number of workers trained by JTIP
7. Average wages in excess of cost per job for projects funded through the Job Training Incentive Program (JTIP)
8. Dollars of investment in technology-based companies as a result of Office of Science & Technology programs
9. Foreign Direct Investment in New Mexico as a result of Office of International Trade efforts, in millions
10. Federal grants dollars awarded as a result of economic development efforts

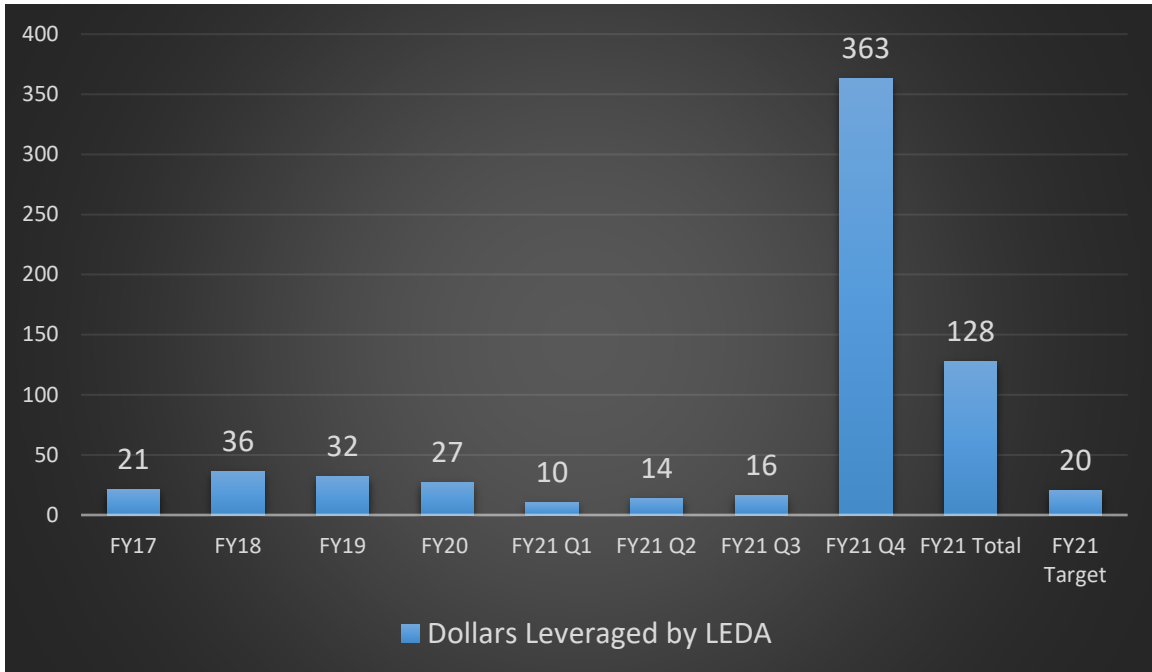
PERFORMANCE MEASURE #1

Number of private sector dollars leveraged by each dollar through LEDA

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
21	36	32	27	10	14	16	363	128	20

Graph of Data Above



MEASURE DESCRIPTION: The ratio of private sector dollars invested in a LEDA project to the level of LEDA dollars invested.

DATA SOURCE/METHODOLOGY: Investment amounts are detailed in the project participation agreement, which is signed and affirmed by the company.

STORY BEHIND THE DATA:

Company	Jobs	Private Investment	LEDA Commitment
Saputo Cheese USA Inc.	150	\$30,000,000	\$2,500,000
Beck & Bulow Buffalo LLC	52	\$1,160,000	\$250,000
La Primera Tortilla Factory Inc.	14	\$2,700,000	\$50,000
Intel	700	\$3,200,000,000	\$5,000,000
Capitol Bar & Brewery	6	\$728,470	\$50,000
Affordable Solar Inc.	70	\$11,228,000	\$500,000
American Gypsum Co. LLC	0	\$1,300,000	\$500,000
NM Compounding & Infusion Pharmacy	24	\$1,300,000	\$150,000
Totals	1,016	\$3,269,116,470	\$9,000,000

Private investment of \$3,269,116,470/LEDA investment of \$9,000,000=363

Target exceeded

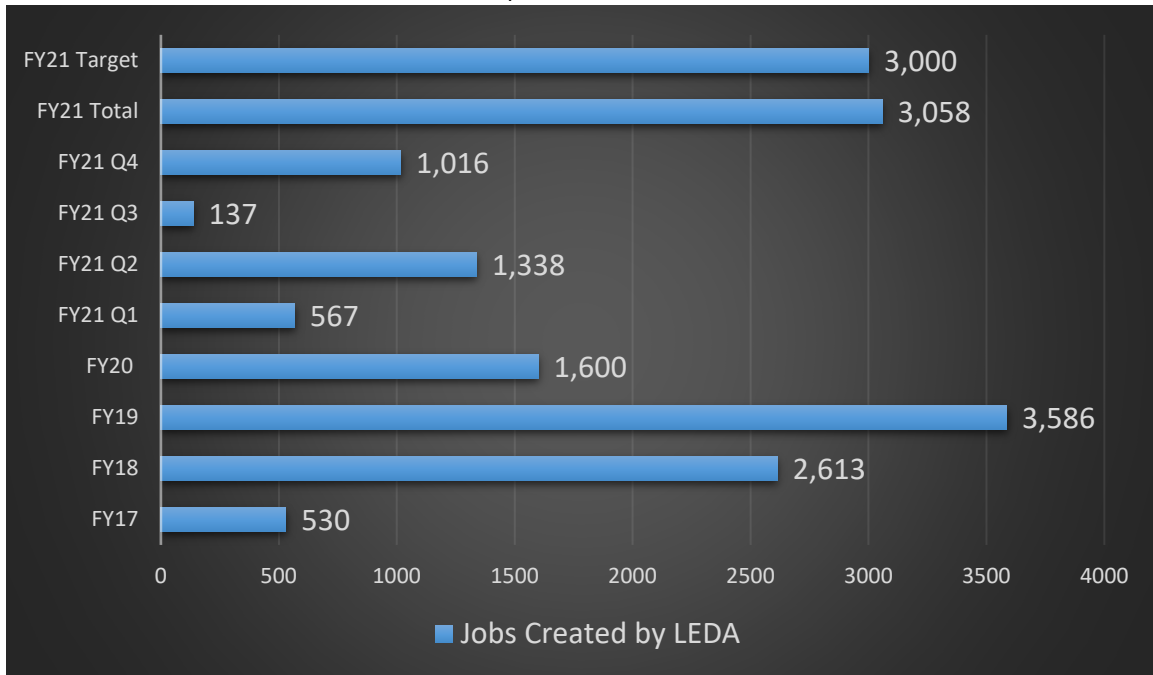
PERFORMANCE MEASURE #2

Number of jobs created through the use of LEDA funds

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
530	2,613	3,586	1,600	567	1,338	137	1,016	3,058	3,000

Graph of Data Above



MEASURE DESCRIPTION: The total number of jobs created by all the LEDA projects completed during the quarter.

DATA SOURCE/METHODOLOGY: The number of jobs a project will create are captured in the project participation agreement (PPA).

STORY BEHIND THE DATA:

- Saputo Dairy USA is one of the largest cheese and dairy foods producers in the United States. The company is expanding its manufacturing facility at the Las Cruces Innovation and Industrial Park. Saputo is investing \$30M in the project, which has been approved for \$2,500,000 in LEDA support, including a \$1M bonus for developing the project in an Opportunity Zone. The company will create 150 new jobs.
- Beck and Bulow LLC is a Santa Fe company that sells high-quality meats and meat products. The company is expanding its production and office operations and adding a warehouse in Santa Fe. Beck and Bulow is investing \$1.16M into its expansion and has been approved for \$250,000 in LEDA support for 52 new jobs in the next 7 years.
- La Primera Tortilla Factory is family-owned and has been operating in Sunland Park for 37 years, specializing in flour and corn tortillas. The company is investing \$2.7M in new equipment and has been approved for \$50,000 in LEDA support for 14 jobs over the next 3 years.
- Intel has been manufacturing in New Mexico since 1980. The company is investing \$3.2B to create a domestic hub for advanced semiconductor manufacturing at its Rio Rancho facility. Intel has been approved for \$5,000,000 in LEDA support for 700 high-paying jobs.
- Capitol Bar & Brewery is expanding its operations in Socorro to include a brewery and coffee shop. The company is investing \$728,470 in the expansion project and has been approved for \$50,000 in LEDA support for 6 jobs.
- Affordable Solar has been operating in Albuquerque since 1998 and offers large-scale solar and energy storage integration throughout the Western United States. Affordable Solar is investing \$11.2M to expand its facility and has been approved for \$500,000 in LEDA support for 70 high-paying jobs in the next 5 years.

- American Gypsum is a long-standing manufacturer of wallboard products in New Mexico. The company is investing \$1.3M to modernize its production facility in Bernalillo. The company has been approved for \$500,000 in LEDA support to modernize its infrastructure and equipment in order to sustain the long-term viability of its operations and 137 jobs in New Mexico.
- NM Compounding & Infusion Pharmacy is a compounding pharmacy for sterile, highly-specialized medications. The company will be developing its property to operate under new federal compounding regulations and is investing \$1.3M in the expansion. NM Compounding & Infusion Pharmacy has been approved for \$150,000 in LEDA support and will create 24 new jobs in the next 5 years.
- LEDA funds have been approved for an infrastructure only investment project at the Moriarty Airport to improve the water system. The improvements will allow for expansion at the airport to include aircraft uses such as MROs (Maintenance & Repair Operations) and other businesses associated within the industry such as avionics, inspections and other potential uses requiring runway access. \$283,000 in LEDA support has been approved for this infrastructure project.

IMPROVEMENT ACTION PLAN: Target exceeded

PERFORMANCE MEASURE #3

Average wages in excess of cost per job for projects funded through LEDA

Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$41,839	\$38,768	\$44,171	\$97,900	\$69,482	\$27,500

MEASURE DESCRIPTION: Measuring the average LEDA wage against the cost per job associated with the number of hires by the companies receiving a LEDA award.

DATA SOURCE/METHODOLOGY: The source comes from the deals that have been finalized during the fourth quarter of FY21. EDD takes the amount of hires as well as the amount of a LEDA award associated with the projects to come up with a cost per job. EDD then takes the average wage associated with the companies and subtracts the cost per job to come up with the performance measurement.

STORY BEHIND THE DATA: The projects reported an estimated average wage of \$82,335, while the cost per job for the projects is \$12,853.

IMPROVEMENT ACTION PLAN: Target exceeded

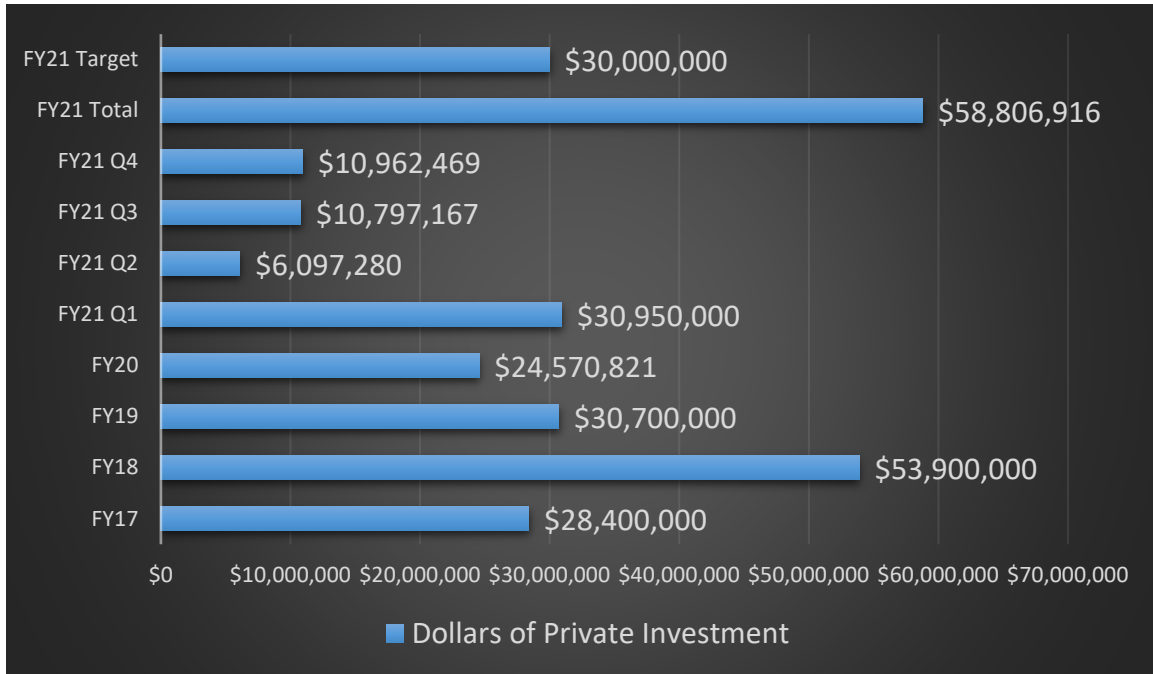
PERFORMANCE MEASURE #4

Dollars of private sector investment in MainStreet districts, in millions

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$28.4	\$53.9	\$30.7	\$24.57	\$30.95	\$6.1	\$10.8	\$11	\$59	\$30

Graph of Data Above



MEASURE DESCRIPTION: The total of all private investment into the MainStreet district. This includes development and redevelopment projects, and private sector donations and grants.

DATA SOURCE/METHODOLOGY: Data is provided through the combined quarterly reports submitted to the state MainStreet coordinating program from 30 local MainStreet communities that includes easily quantifiable data on private investment in building improvements, new development projects, and private sector donations and grants for community projects. Local programs gather data from local businesses and property owners, donations and grants to the local MainStreet program, and recent construction/building permits.

STORY BEHIND THE DATA:

- In addition to \$10.96 million in private sector investments and 66 private building rehabilitations, local MainStreet programs reported 71 net new businesses, seven business expansions, 284 net new jobs, and 4,478 volunteer hours for the fourth quarter.
- Belen MainStreet reported the addition of four new business to the district (HUB City Glass; Daniel Solis Custom Furniture; Grid Gallery; and 1st Care NM) that created a total of 106 new jobs.
- Harding County MainStreet reported two new business openings in their district, V-Spear Fencing in Mosquero and The Motor Company in Roy, for a total of seven new jobs.
- Taos MainStreet reported 6 new business openings (Arrow Soul Trading Post; Vida Juice Bar; Loteria Paletaria; A Little Salty Sweet Shop; Bomb Street Tacos; and Wild Earth Remedies) that created 12 new jobs and a \$4 million investment in the renovation of the Couse-Sharp Historic Site, which will be the Lunder Research Center.

- MainStreet Truth or Consequences had 5 businesses (La Paloma; Bank of the Southwest; Bullock's; TorC Brewing Co.; and El Faro) invest a total of \$80,400 in roof repairs, outdoor seating, and parking lot improvements, and added three new businesses (Full Moon Kitchen and The Center) that in total created 5 new jobs in the district.

Target exceeded

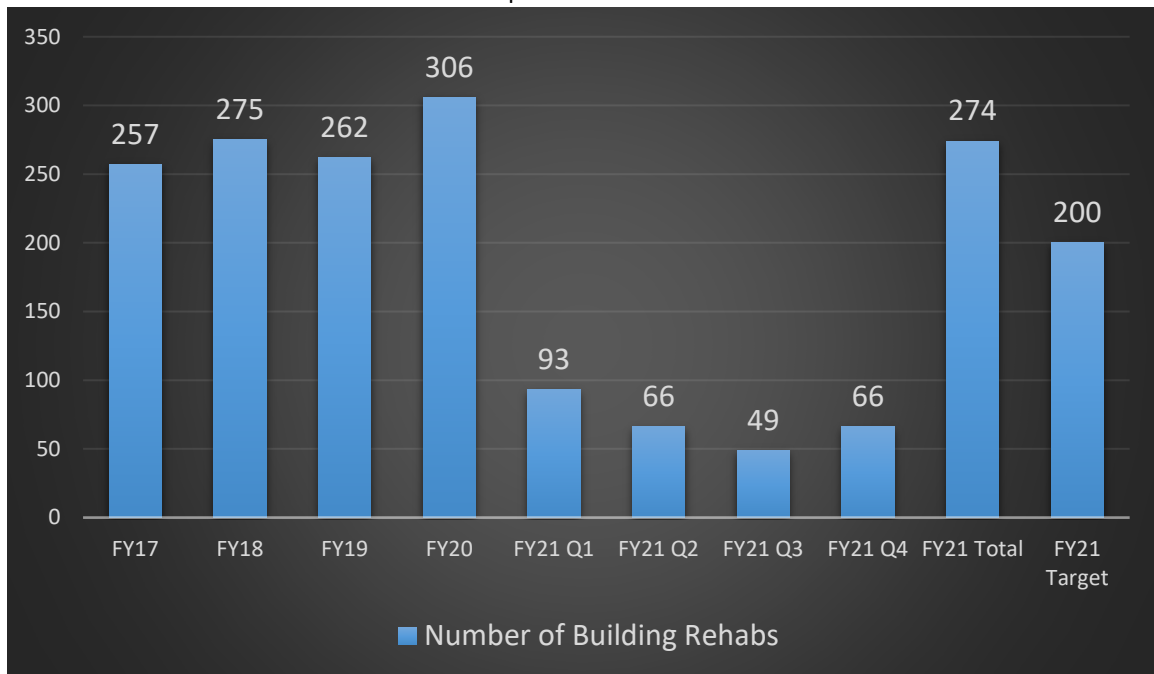
PERFORMANCE MEASURE #5

Number of building rehabilitations assisted by the MainStreet program

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
257	275	262	306	93	66	49	66	274	200

Graph of Data Above



MEASURE DESCRIPTION: Total number of building rehabilitation projects, including repairs, renovations, modifications, or reconstruction.

DATA SOURCE/METHODOLOGY: Data is provided through the combined quarterly report submitted to the state MainStreet coordinating program from 30 local MainStreet communities. Rehabilitation projects are recorded after each project is completed.

STORY BEHIND THE DATA:

- MainStreet de Las Vegas reported eight building rehabilitations totaling \$524,500 in private sector investment, seven business expansions, and the creation of 33 new jobs.
- Roswell MainStreet reported two building rehabilitations, Backdraft BBQ and Alien Native, with a total investment of \$505,000 and the creation of 14 new jobs.
- Downtown Albuquerque MainStreet and Arts & Cultural District reported 15 building renovations for a total of \$499,095 in private investment and five new business openings (Por Vida; Curious Toast; Paleta Bar; Spring Rollin; and Amy Baca Lopez Studio) that created 15 new jobs.

Target exceeded

PERFORMANCE MEASURE #6

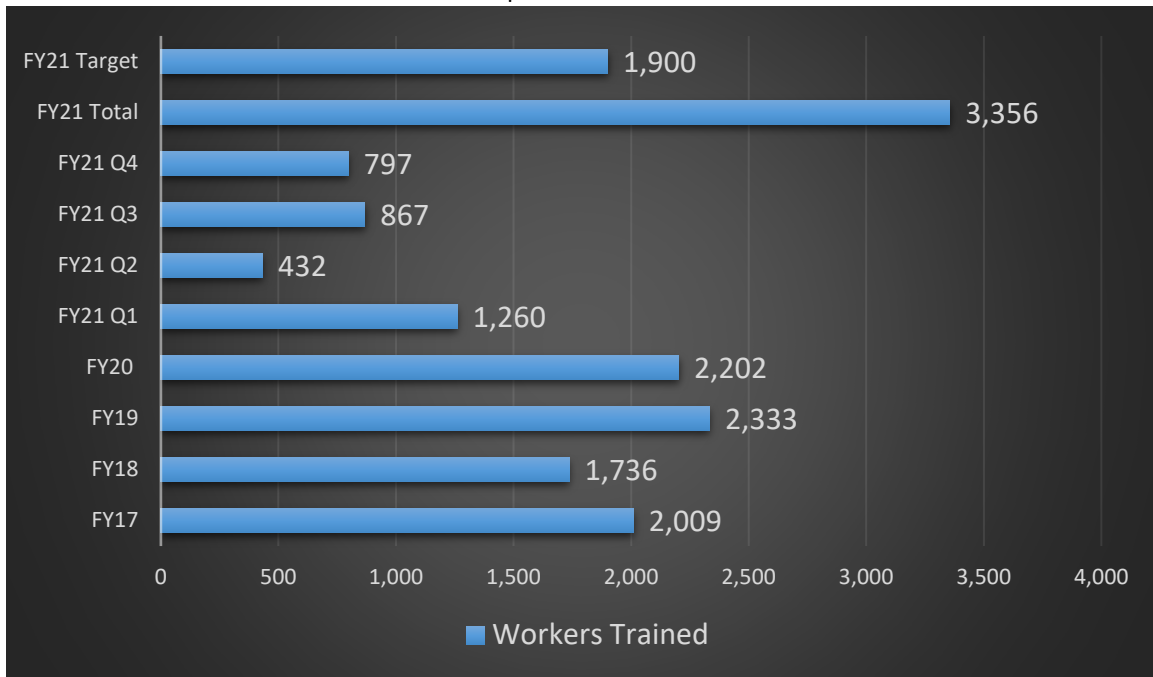
Number of workers trained by JTIP

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
2,009	1,736	2,333	2,202	1,260	432	867*	797	3,356	1,900

*42 Film trainees were left off the Q3 count.

Graph of Data Above



MEASURE DESCRIPTION: Number of workers trained includes JTIP trainees in newly created positions and internships, Step Up trainees receiving upskills training, and JTIP for Film & Multimedia trainees in the Film Crew Advancement Program (FCAP) and Pre-Employment Training Program (PETP).

DATA SOURCE/METHODOLOGY: The number of workers trained comes from the contracts approved by the JTIP board.

STORY BEHIND THE DATA: Qualifying companies may apply for JTIP funds as long as they continue to meet program and expansion requirements. A JTIP application contains a six-month hiring projection. If the company is in expansion mode, it may apply multiple times over the course of a year, or several years, until it reaches its targeted employment level.

Thirty-two companies were approved by the JTIP board in the fourth quarter, nine of which were new to the JTIP Program. 727 new jobs were approved at an average wage of \$20.34 per hour. 172 of the new jobs were high wage, of which 146 were located in urban areas with at least a \$60,000 annual salary, and 26 were located in rural areas with at least a \$40,000 annual salary. Sixteen internships were approved at an average wage of \$21.56 per hour. 223 of the approved jobs were in rural communities such as Deming, Las Vegas, Roswell and Santa Teresa. The average wage for jobs approved in rural areas was \$18.17. Six productions were approved for FCAP, to train 49 crew members at an average wage of \$33.62 per hour.

Target exceeded

PERFORMANCE MEASURE #7

Average wages in excess of cost per job for projects funded through JTIP

Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$25,774	\$47,701	\$32,912	\$34,443	\$30,757	\$30,000

MEASURE DESCRIPTION: Measuring the average JTIP wage against the cost per job associated with the number of hires by the companies receiving a JTIP award.

DATA SOURCE/METHODOLOGY: The data source comes from the approved jobs for Q4 FY21 and the approved wages for those positions.

STORY BEHIND THE DATA: The estimated reimbursement amount (award) for JTIP jobs is based on the complexity of the skills required to do the job and the wage rate the company is paying. The higher the skill set and wage rate, the more training hours are approved and therefore a higher award amount. The average annual wage associated with the jobs approved in FY21 is \$40,141. The cost per job for these JTIP jobs is \$9,384. This measurement includes businesses that are considered call centers (8 companies).

IMPROVEMENT ACTION PLAN: Target exceeded

PERFORMANCE MEASURE #8

Dollars of follow-on investment in technology-based companies as a result of OST programs

Results

FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$9.5M	0	\$170M	0	0	\$170M	\$2,000,000

MEASURE DESCRIPTION: New investment in a tech company assisted by the Office of Science & Technology from non-state sources. This may include follow-on funding a company receives after receiving a grant from OST or a company that successfully identifies funding after receiving technical assistance from OST.

DATA SOURCE/METHODOLOGY: The company reports the new funding to OST or OST is made aware of the new funding in a report or the media.

STORY BEHIND THE DATA: This quarter there were no additional reports from companies on follow-on funding received.

IMPROVEMENT ACTION PLAN: Continue to support small businesses by bolstering statewide efforts to assist companies with their SBIR federal grant applications.

Target exceeded

PERFORMANCE MEASURE #9

Foreign direct investment in New Mexico as a result of Office of International Trade efforts

Results					
FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
0	\$2,000,000	0	0	\$2,000,000	\$5,000,000

MEASURE DESCRIPTION: Foreign companies that choose to invest in New Mexico, when they create new economic base jobs.

DATA SOURCE/METHODOLOGY: Documentation related to EDD programs the company participates in, such as JTIP or LEDA.

STORY BEHIND THE DATA: There were no foreign direct investment projects announced in Q4.

IMPROVEMENT ACTION PLAN: The COVID-19 crisis is creating significant shifts in worldwide supply chains, and this will create opportunities for companies to expand their global outreach. EDD has established a trade office in Taiwan and is working with two contractors to actively recruit investment from countries, including Taiwan, Mexico, Germany, Japan, the United Kingdom, and Canada.

PERFORMANCE MEASURE #10

Federal grant dollars awarded as a result of economic development department efforts

Results					
FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$861,933	\$1.5M	0	0	\$2.4M	\$250,000

MEASURE DESCRIPTION: Federal grant dollars awarded to NM communities, organizations, and companies as a result of economic development efforts.

DATA SOURCE/METHODOLOGY: Results are reported by team members and tracked at the division level.

STORY BEHIND THE DATA: There were no federal grant dollars awarded to NM communities, organizations, or companies as a result of economic development department efforts in Q4.

Target Exceeded

Film Office

Program Description, Purpose and Objectives: The New Mexico State Film Office is a division of the New Mexico Economic Development Department that serves the film and television industry locally, nationally, and internationally. The New Mexico Film Office markets the state to the film industry, services productions, promotes jobs for New Mexicans, works to maintain the film production tax credit and oversees registrations and processes for the registration of the film incentive. The division offers information, guidance, and resources to production executives, producers, directors, crew, local filmmakers, and the community, and works diligently to assist with the marketing of potential filming locations and locating local crew, resources, talent, vendors, and film liaisons. The Film Office consults with productions regarding the financial and aesthetic aspects of their projects, assisting them throughout the incentive process, such as the Film Production Tax Credit and the Job Training Incentive Program for Film & Multimedia. The Film Division continues to focus on three main initiatives: (1) Recruitment: Television, Feature Productions and Digital Emerging Media Projects; (2) Workforce Development; and (3) Statewide Industry Outreach.

OBJECTIVES:

- Continue to promote the Film Production Refundable Tax Credit program, locally, nationally, and globally.
- Continue to expand and strengthen relationships with studios/production companies to: attract television series, feature films, commercials and other media entertainment and production, as well as post-production, animation and more, thereby creating jobs for New Mexicans.
- Increase recruitment, marketing, outreach, and education efforts to grow our workforce.

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 576.4				\$ 576.4	7 (currently 6)
300	\$ 182.8				\$ 182.8	
400	\$ 78.9				\$ 78.9	
TOTAL	\$ 838.1				\$ 838.1	

Program Performance Measures:

1. Number of film and media worker days
2. Direct spending by film industry productions, in millions
3. Direct spending by film industry productions eligible for the additional 5 percent credit in rural areas, in millions
4. Total wages paid by film industry productions to New Mexico residents, in millions
5. Median wages paid by film industry productions to New Mexico residents
6. Total gross receipts taxes paid by film industry productions, in millions

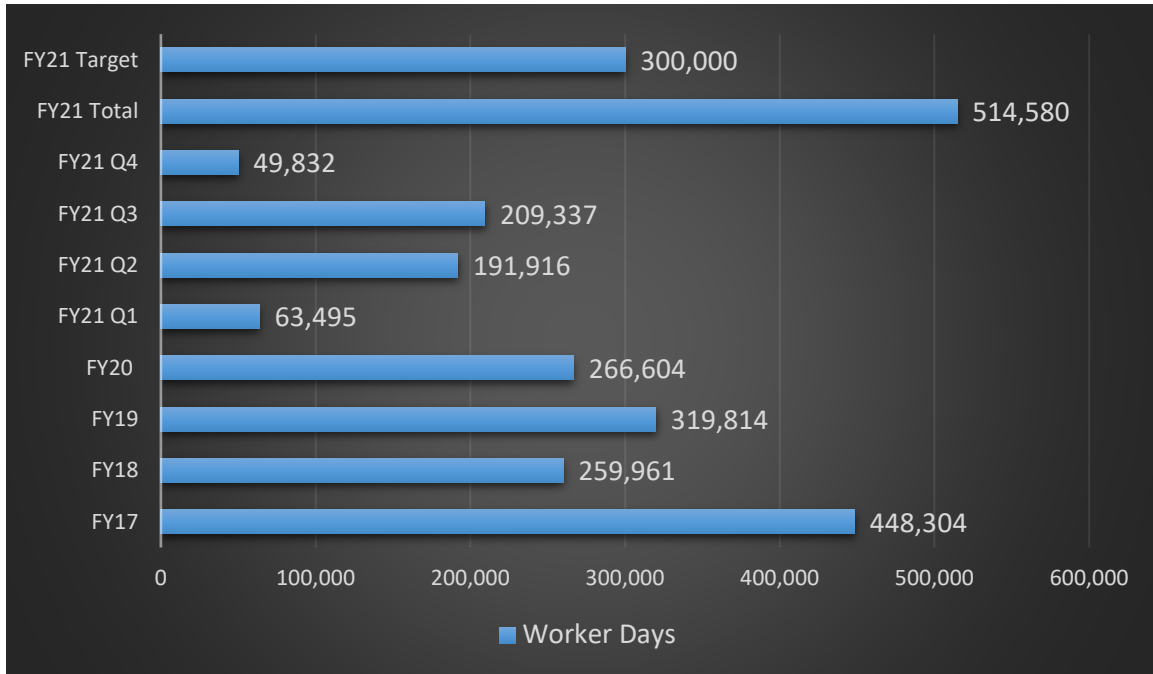
PERFORMANCE MEASURE #1

Estimated number of film and media worker days

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
448,304	259,961	319,814	266,604	63,495	191,916	209,337	49,832	514,580	300,000

Graph of Data Above



MEASURE DESCRIPTION: Reflects the estimated NM resident crew size multiplied by the estimated number of days employed.

DATA SOURCE/METHODOLOGY: The data is based on information in the registration forms submitted to the Film Division by productions and reflects the estimated NM resident crew size multiplied by the estimated number of days employed. Note: an average workday in film/TV production is 12 hours, and data is calculated above as such.

STORY BEHIND THE DATA: The COVID-19 pandemic brought global film/TV production to a standstill in March 2020 and re-opened in New Mexico in September 2020 (toward the end of the first quarter of FY21). Despite the shutdown, FY21 has proven to be a record-breaking year for worker days, reaching 514,580 worker days in total.

IMPROVEMENT ACTION PLAN: Target exceeded.

Breaking all previous records and surpassing our target in FY21 is a huge success, but we plan to push even harder to break records again in FY22, by continuing to actively recruit productions, ramping up training and workforce programs to scale up our crew, and helping to educate New Mexicans about the film industry and the multitude of statewide opportunities for high-paying jobs, and increased revenue streams for residents and businesses.

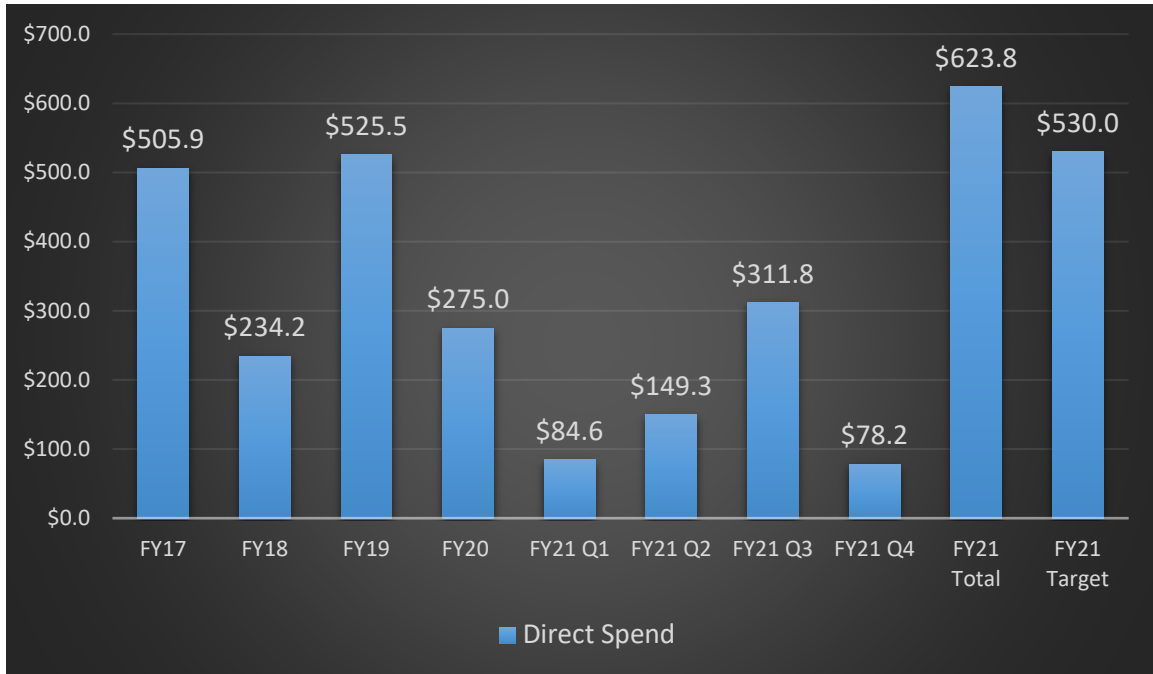
PERFORMANCE MEASURE #2

Estimated Direct spending by film industry productions, in millions

Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$505.9	\$234.2	\$525.5	\$257.3	\$84.55	\$149.3	\$311.79	\$78.17	\$623.81	\$530

Graph of Data Above



MEASURE DESCRIPTION: Total New Mexico estimated direct production expenditures.

DATA SOURCE/METHODOLOGY: This data is based on information from registration forms provided by productions to the Film Division/NMFO.

STORY BEHIND THE DATA: The COVID-19 pandemic brought global film/TV production to a standstill in March 2020 and re-opened in New Mexico in September 2020 (toward the end of the first quarter of FY21). Despite the shutdown, FY21 has proven to be a record-breaking year for direct spend, reaching \$623.81 in total.

IMPROVEMENT ACTION PLAN: Target exceeded.

Breaking all previous records and surpassing our target in FY21 is a huge success, but we plan to push even harder to break records again in FY22, by continuing to actively recruit productions, ramping up training and workforce programs to scale up our crew, and helping to educate New Mexicans about the film industry and the multitude of statewide opportunities for high-paying jobs, and increased revenue streams for residents and businesses.

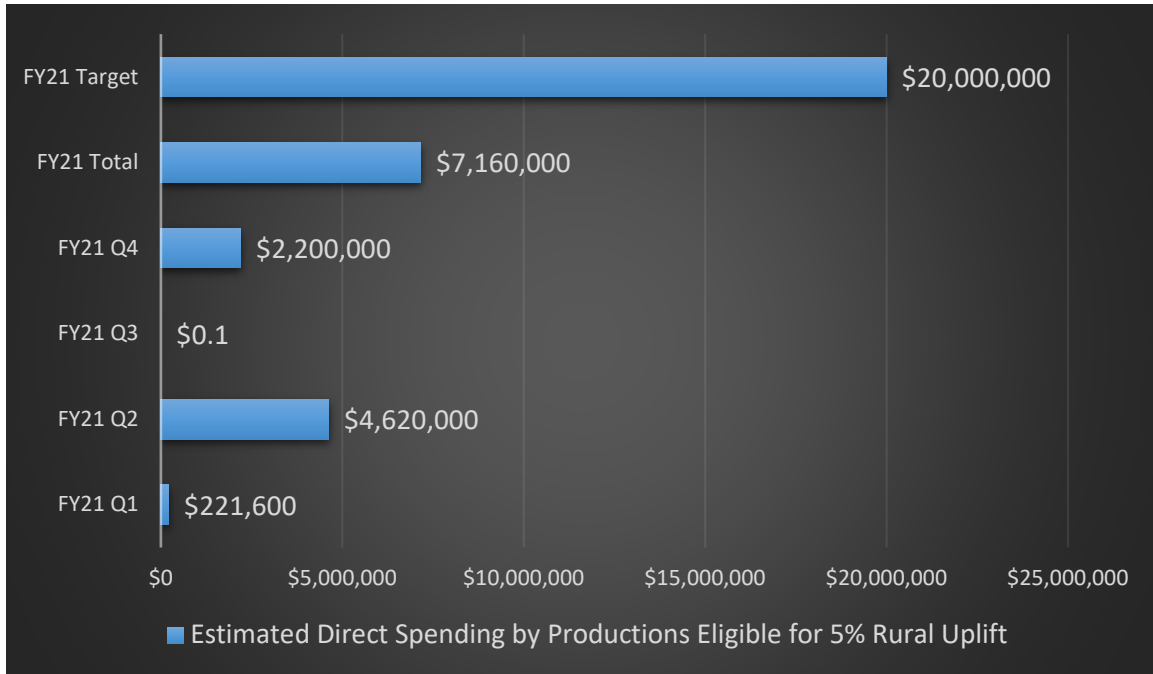
PERFORMANCE MEASURE #3

Estimated Direct spending by film industry productions eligible for the additional 5 percent credit in rural areas.

Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$0.22	\$4.62	\$0.1	\$2.22	\$7.16	\$20

Graph of Data Above



MEASURE DESCRIPTION: Estimated direct spend by productions that are eligible for the 5% rural uplift.

DATA SOURCE/METHODOLOGY: This data is based on information from registrations forms provided by productions to the Film Division/NMFO that indicate a plan to film in the 5% rural uplift zone. The data is calculated using a production’s total NM budget, multiplied by the percentage of their shoot in the designated rural uplift zone.

STORY BEHIND THE DATA: The COVID-19 pandemic brought global film/TV production to a standstill in March 2020 and re-opened in New Mexico in September 2020 (toward the end of the first quarter of FY21). Despite the shutdown, FY21 has proven to be a very strong, indeed record-breaking year, for direct spend overall. Despite the rural spend target not being met, we do see growth in the rural uplift zone, up to \$7.16 million in FY21, and expect to see the growth continue. The lack of soundstage infrastructure, crew, and film-friendly businesses in various rural areas makes it challenging for productions to work in these zones, though with steady efforts, over time, we do expect to see growth and more spend in the rural zone.

IMPROVEMENT ACTION PLAN: Continue to market and promote the 5% uplift (“rural”) zone to decision makers to increase and expand production spend statewide and attract productions to all of our state’s diverse locations and landscapes. Seek out opportunities to add more qualified production facilities in the rural zone. Continue to improve and expand upon our Film Liaison program, urging liaisons to submit photos of their respective towns, cities, and counties to be included in the Film Division’s Location Database. Continue to offer training programs to people in rural zone to increase workforce. The Film Division will launch a broader strategic marketing plan and campaign in 2021-2022, and a key component will be to market the rural/uplift zone to decision-makers. We will continue to leverage our multitude of existing marketing vehicles (social media, conferences, newsletters, website, etc.) and spotlight different areas around the state and the locations and assets available.

Outdoor Recreation Division

Division Mission: The Outdoor Recreation Division works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.

Division Goals/Objectives: Increase outdoor recreation’s contribution to state GDP; Increase outdoor recreation jobs in New Mexico; Provide safe, healthy opportunities for outdoor recreation, especially for youth; Increase awareness of New Mexico as a world-class outdoor recreation destination for businesses and tourists.

Program Description, Purpose and Objectives: The Outdoor Recreation Division (ORD) works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation. To do that, the two-person ORD team focuses on a few key impact areas: economic development; promotion of outdoor-recreation assets; conservation; and education and public health programs. The ORD connects both in- and out-of-state outdoor-recreation companies to EDD programs such as LEDA and the Job Training Incentive Program (JTIP), with the goal of relocating and/or expanding such businesses in New Mexico. The ORD develops outdoor recreation infrastructure (ex: trails, enhanced campgrounds, public shooting ranges) via the Special Projects and Infrastructure Fund. The office partners with federal and state land management agencies to make public lands and waters—and the outdoor-recreation opportunities they promise—healthier and more accessible. It also partners with key stakeholders on developing state and federal policy to protect and enhance New Mexico’s natural resources. The ORD works to make access to the outdoors more equitable for New Mexican youth, and to that end, the office oversees the Outdoor Equity Fund (OEF). Finally, ORD serves as a public-facing champion of New Mexico's great outdoors, with the ultimate goal of making the state an internationally-recognized outdoor destination for visitors, residents, and companies.

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 201.4				\$ 201.4	2
300	\$ 30.0				\$ 30.0	
400	\$ 120.0	\$ 100.0			\$ 220.0	
TOTAL	\$ 351.4	\$ 100.0			\$ 451.4	

Program Performance Measures:

1. Number of new outdoor recreation jobs created by ORD;
2. Number of outdoor recreation conservation and access projects funded and/or led by ORD, including via the Special Projects and Infrastructure Fund grant;
3. Number of youth to benefit from outdoor education programs, including Outdoor Equity Fund grants;
4. The value of earned and owned media impressions for the ORD and/or New Mexico outdoor recreation.

PERFORMANCE MEASURE #1

Number of new outdoor recreation jobs created by ORD

Results

FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
40	0	9	0	0	9	Explanatory

MEASURE DESCRIPTION:

The number of outdoor-recreation-related jobs created by ORD.

DATA SOURCE/METHODOLOGY: Official reports submitted by private companies to EDD through JTIP and LEDA programs, as well as through official outdoor recreation incubator grant reports.

STORY BEHIND THE DATA:

ORD continues with weekly outreach to New Mexican outdoor recreation companies to assist with their expansion efforts. There are a number of existing leads the division is pursuing, both to support expansion and relocation plans.

During FY21 Q2, the outdoor recreation incubator developed by Creative Startups and funded in part by ORD began its fall/winter online curriculum for outdoor recreation business entrepreneurs. ORD worked with the nonprofit on new marketing materials and helped re-open this program to entrepreneurs in late October. This new cohort generated nine new outdoor recreation startups in FY21 Q2. In FY21 Q4, ORD awarded grants to three outdoor recreation business accelerators to build off the work of the 2020 incubator. ORD will start to record results from those awards beginning in FY22 Q1.

ORD also continues to partner with the Department of Workforce Solutions on the state's first-ever Sector Strategy convening for the outdoor industry. This two-month process will result in a detailed analysis and data about the workforce needs of outdoor recreation employers in the state, which in turn will help ORD and state educators create workforce training and apprenticeship programs within this sector of the economy. The results from the convening will be published in July 2021. One result of this work is the state's first dedicated outdoor industry paid internship program for high school students, which launched in June 2021.

PERFORMANCE MEASURE #2

Number of outdoor recreation projects funded and/or led by ORD

Results						
FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY20 Target
11	0	6	0	0	6	Explanatory

MEASURE DESCRIPTION:

The number of outdoor recreation projects funded and or led by ORD. Currently, the primary funding source is the Special Projects and Infrastructure Fund.

DATA SOURCE/METHODOLOGY:

This data comes from ORD's Special Projects and Infrastructure Fund as well as ORD's inventory of current projects

STORY BEHIND THE DATA:

ORD successfully launched the pilot Special Projects and Outdoor Infrastructure grant in summer 2020. The grant drew 50 eligible applications with a total funding request of ~\$750,000. ORD awarded just over \$77,000 to six projects in the fall of 2020. For the full list of projects and the scope of the work, [read the EDD press release](#).

This program will re-launch in July 2021 with \$500,000 in funding. In addition to the outdoor infrastructure grant, ORD will oversee \$297,000 in Rio Grande Trail infrastructure funding in FY22.

PERFORMANCE MEASURE #3

Number of youth to participate in ORD outdoor education programs, including the OEF

Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
2,695	428	0	7	3,123	Explanatory

MEASURE DESCRIPTION:

The number of 18 and younger youth to participate in an ORD outdoor education program, including the Outdoor Equity Fund

DATA SOURCE/METHODOLOGY:

ORD's official OEF student enrollment report via Submittable grant software

STORY BEHIND THE DATA:

In June 2021, ORD launched the state's first outdoor industry paid internship program for high school students, successfully placing seven high schoolers with seven outdoor recreation businesses throughout the state for a 10-week internship. This is part of the broader Cradle to Career Outdoor Strategy. It will publish the final implementation and strategy report in FY22 Q1 with the goals of giving more New Mexican students access to the outdoors through education systems, and increasing the number of youth in outdoor industry apprenticeship and mentorship programs.

Throughout fall 2020, the Silver Stallion Mobile Ride Center, a mobile bike shop funded by the Outdoor Equity Fund, visited seven communities around Gallup and throughout the Navajo Nation to repair 428 bikes. ([Full report here.](#)) The \$10,000 OEF grant leveraged over \$40,000 in out-of-state funding to get the mobile bike shop started as part of broader Covid emergency response efforts.

In August 2020, ORD announced the 25 recipients of the Outdoor Equity Fund grants. In this inaugural cycle, OEF invested in programs to get approximately 2,695 New Mexicans under 18 outside. More than half of these youth come from low-income communities. Almost 500 identify as Indigenous youth. ORD expects this number to continue to grow in late FY21 and FY22, as demand was high. Eight-four eligible organizations applied to the fund, with a total request of over \$1 million. If ORD were able to fully fund this, it would have gotten 36,000 young New Mexicans outside.

PERFORMANCE MEASURE #4

The value of earned and owned media for ORD and/or New Mexico outdoor recreation

Results					
FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
5,023 owned media followers	4,025	22	30	7,808	Explanatory
39 earned media articles	29				

MEASURE DESCRIPTION:

The total number of media stories to cover the ORD and/or outdoor recreation in New Mexico due to ORD efforts. We'll further rank the stories based on their quality, which is a mixture of the size of the publication and whether the message conveyed in the story accurately reflects the mission of the ORD. We'll also measure the amount of owned media for the ORD: the number of readers/unique visits to the website and newsletter, plus social media followers.

DATA SOURCE/METHODOLOGY:

Articles published on the ORD and/or outdoor recreation in New Mexico, tracked by our marketing team and Google Analytics; digital analytics tool for Squarespace; official social media counts.

STORY BEHIND THE DATA:

In FY21 Q4, ORD earned impressions on 30 earned media articles, including in multiple national outlets. It also grew the total amount of owned media (social platforms, website and newsletter) to 7,808, with 510 Twitter followers, 5,000 website uniques (92% YoY growth), and 2,298 newsletter subscribers.

The full list of Q3 FY22 earned media articles:

1. [Outdoor recreation leaders ask Congress to loosen rules restricting Land and Water Conservation Fund dollars \(coloradosun.com\)](https://www.coloradosun.com)
2. <https://www.google.com/url?rct=j&sa=t&url=https://www.bizjournals.com/albuquerque/news/2021/04/09/nm-mainstreet-outdoor-recreation-division.html&ct=ga&cd=CAEYACoTNDIwMTEExODcyOTU4OTk0MTMyMDIaYzNiNzZjNDg1ODVlZWJINjpb206ZW46VVM&usg=AFQjCNFI By7402LlgOkskOCOWGs5aJKag>
3. <https://www.bizjournals.com/albuquerque/news/2021/04/12/outdoor-recreation-division-announces-grants.html>
4. <https://www.abqjournal.com/2378842/ready-to-roll-farmington-and-its-four-corners-area-neighbors-are-blossoming-into-serious-mountain-biking-destinations.html>
5. <https://www.scdailypress.com/2021/04/21/wmu-soccer-baseball-receive-state-dollars/>
6. <https://www.abqjournal.com/2383878/nm-ramps-up-outdoor-recreation-industry.html>
7. <https://www.abqjournal.com/2383877/organizations-advocate-for-nm-outdoor-industry.html>
8. <https://www.abqjournal.com/2383502/protecting-30-of-land-water-by-2030-increases-access.html>
9. <https://www.currentargus.com/story/opinion/columnists/2021/04/26/state-prepares-way-its-future-outdoor-recreation-mecca/7384901002/>
10. <https://www.facebook.com/nminfocus/videos/291418625775735>

11. <https://www.lascrucesbulletin.com/stories/state-creates-outdoor-recreation-business-directory,6288>
12. <https://nmpoliticalreport.com/2021/05/03/as-outdoor-recreation-increases-ohvs-departing-from-trails-leave-a-noticeable-impact/>
13. <https://www.usnews.com/news/best-states/new-mexico/articles/2021-05-01/building-new-mexicos-outdoor-economy>
14. Outdoor Equity Fund open for apps
15. <https://www.google.com/url?rct=j&sa=t&url=https://www.scsun-news.com/story/news/2021/05/06/sen-lujan-grant-county-visit-included-talks-business-owners-on-outdoor-recreation/4972322001/&ct=ga&cd=CAEYACoSNzk5NTA3ODA2NDUxNzg4Mjc1MhpjM2I3NmM0ODU4NWVlYmU2OmNvbTplbjpVUw&usg=AFQjCNFEbSfgMvks1OKileyhXGe4LRKbFA>
16. <https://www.sfreporter.com/news/morningword/2021/05/11/nm-exceeds-1-million-covid-19-vaccines-prepares-for-younger-age-group/>
17. <https://elpasoheraldpost.com/arrowhead-center-at-nmsu-receives-grant-for-outdoor-recreation-business-accelerator/>
18. <https://boatingindustry.com/news/2021/05/17/registration-opens-for-partner-outdoors-annual-conference/>
19. <https://www.abqjournal.com/2390729/nm-outdoor-rec-accelerator-grants-awarded-to-three.html>
20. Colorado lawmakers to propose Outdoor Equity Fund bill to increase access to outdoor spaces
21. <https://theradavist.com/2021/05/so-youre-moving-to-new-mexico/>
22. <https://news.yahoo.com/nm-outdoor-rec-accelerator-grants-140300480.html>
23. <https://www.lascrucesbulletin.com/stories/arrowhead-center-at-nmsu-receives-grant-for-outdoor-recreation-business-accelerator,6408>
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25. <https://abq.news/2021/05/bringing-tourism-back-to-new-mexico/>
26. https://www.santafenewmexican.com/opinion/editorials/outdoor-equity-fund-helps-bring-kids-into-nature/article_26e90bdc-c023-11eb-8f91-331bb0691a7b.html#utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F%3F123%26-dc%3D1622458819&utm_medium=email&utm_content=read%20more
27. <http://news.unm.edu/news/unm-anderson-school-of-management-receives-outdoor-recreation-business-accelerator-grant>
28. <https://www.bollyinside.com/news/unm-anderson-school-of-management-receives-grant-to-accelerate-outdoor-recreation-business-unm-newsroom>
29. <https://www.google.com/url?rct=j&sa=t&url=https://www.abqjournal.com/2401416/gearing-up-small-scale-cycling-manufacturers-appear-in-nm.html&ct=ga&cd=CAEYACoUMTYzMTQyNTU4ODUxNDA0MjQyODUyGmMzYjc2YzQ4NTg1ZWVlZTY6Y29tOmVuOjVt&usg=AFQjCNH6n-LWXtoVxEnCa03RUY2fMb-jxw>
30. <https://santafe.com/podcast/experience-new-mexico-with-richard-eeds-june-26-27-2021/>