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FY22 QUARTER #4 PERFORMANCE REPORT

Economic Development Department



AGENCY PROGRAMS

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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	\$ 1,719.6				\$ 1,719.6	19
300	\$ 1,123.3				\$ 1,123.3	
400	\$ 172.0				\$ 172.0	
TOTAL	\$ 2,990.8				\$ 2,990.8	

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)

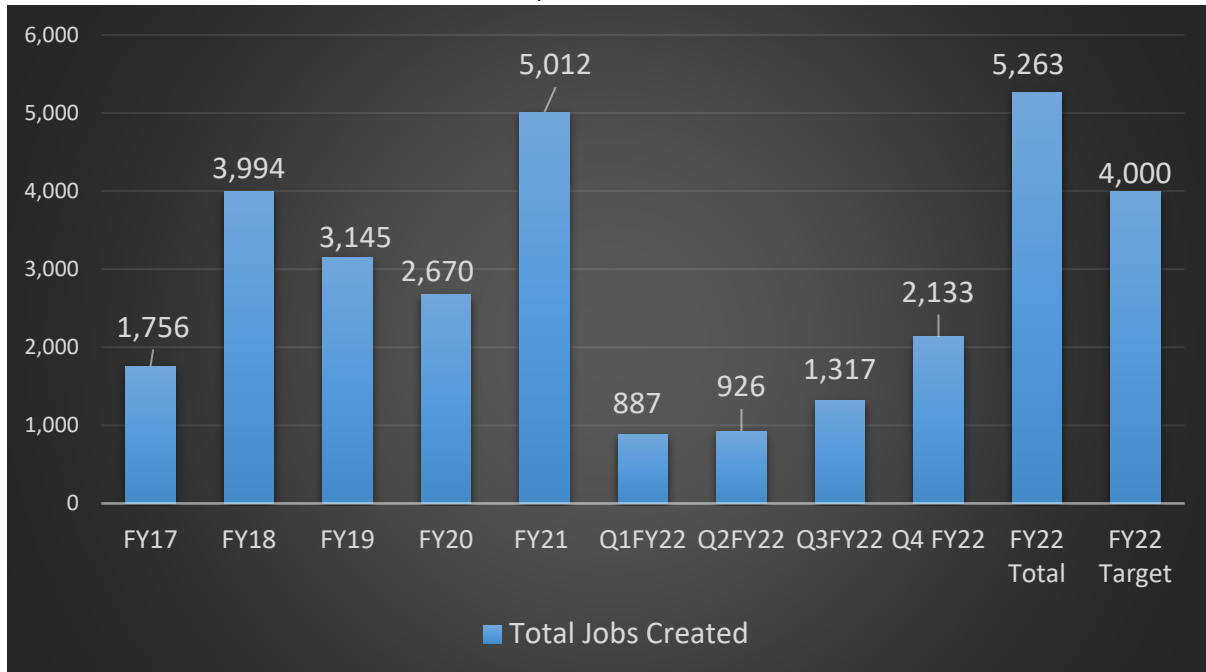
PERFORMANCE MEASURE #1

Number of new jobs created due to economic development efforts

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
1,756	3,994	3,145	2,670	5,012	887	926	1,317	2,133	5,263	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). Jobs are *not* counted twice for companies that receive assistance from both JTIP and LEDA.

STORY BEHIND THE DATA: EDD assisted 31 companies that created new jobs in the fourth quarter of FY22. Four companies received LEDA support, one company was recruited by the Partnership, and the remaining 26 participated in JTIP.

EDD served a total of 88 New Mexico companies in fiscal year 2022.

IMPROVEMENT ACTION PLAN: n/a

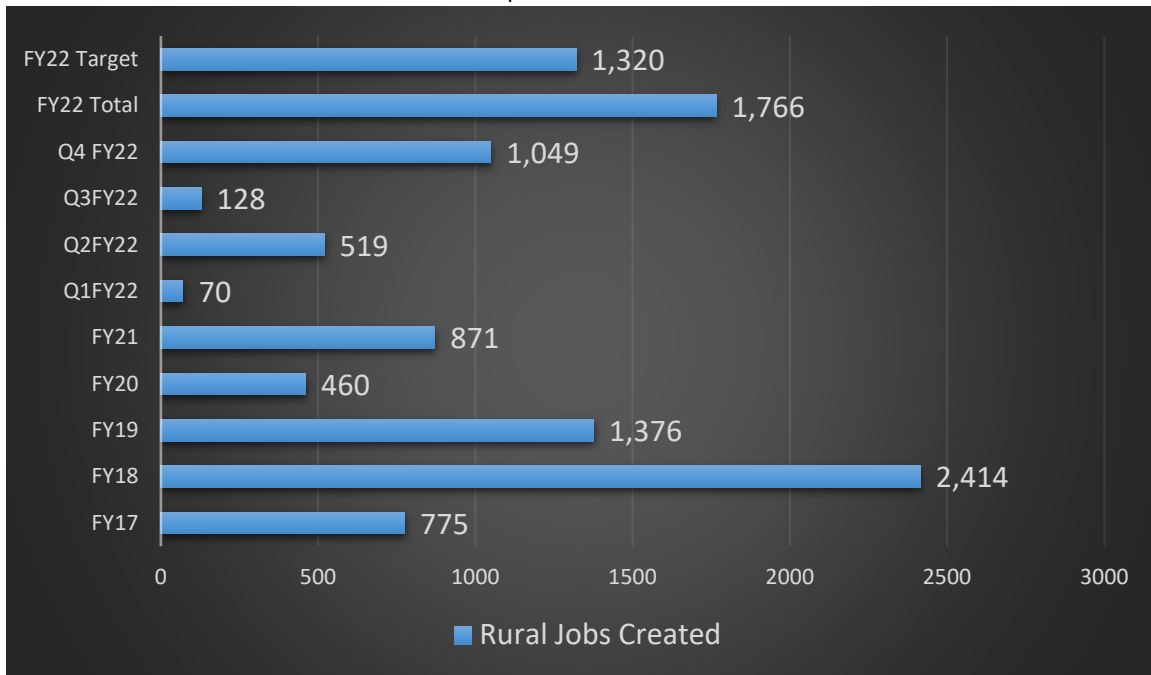
PERFORMANCE MEASURE #2

Number of rural jobs created due to economic development department efforts

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
775	2,414	1,376	460	871	70	519	128	1,049	1,766	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). Jobs are *not* counted twice for companies that receive assistance from both JTIP and LEDA.

STORY BEHIND THE DATA: Eight companies assisted by EDD this quarter are located in rural communities:

- One LEDA project, Ball Corporation/Manna Capital will create 950 new jobs in Los Lunas after construction is completed on a \$2 billion steel rolling facility.
- The New Mexico Partnership recruited one company to Santa Teresa, Diamond Onions with 40 new jobs.
- Six rural companies received assistance from JTIP in the communities of Clovis (2), Mesilla Park, Raton, Roswell, and Socorro.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #3

Average wage of jobs created due to economic development department efforts

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
\$70,631	\$88,774	\$43,265	\$59,864	\$61,699	\$61,347	\$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 for this performance measure comes from two separate sources. The first, for JTIP, comes from the approved jobs for Q3 FY22. The second source, for LEDA, comes from the deals that have been finalized during the same period. 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 projects have been removed due to far more restrictive incentives on a different scale.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #4

Wages of jobs created in excess of prevailing local wages

Results

FY21 Total	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
\$24,948	\$41,857	\$22	\$10,907	\$21,912	\$18,179	\$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 FY22 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during FY22 and the shared wage information from the companies. The final data source is the average wage for counties in New Mexico. This information comes from the QCEW or quarterly census of employment and wages (published by DWS). To compare the wages for jobs 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. Then we determine 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 projects have been removed due to far more restrictive incentives on a different scale.

IMPROVEMENT ACTION PLAN: n/a

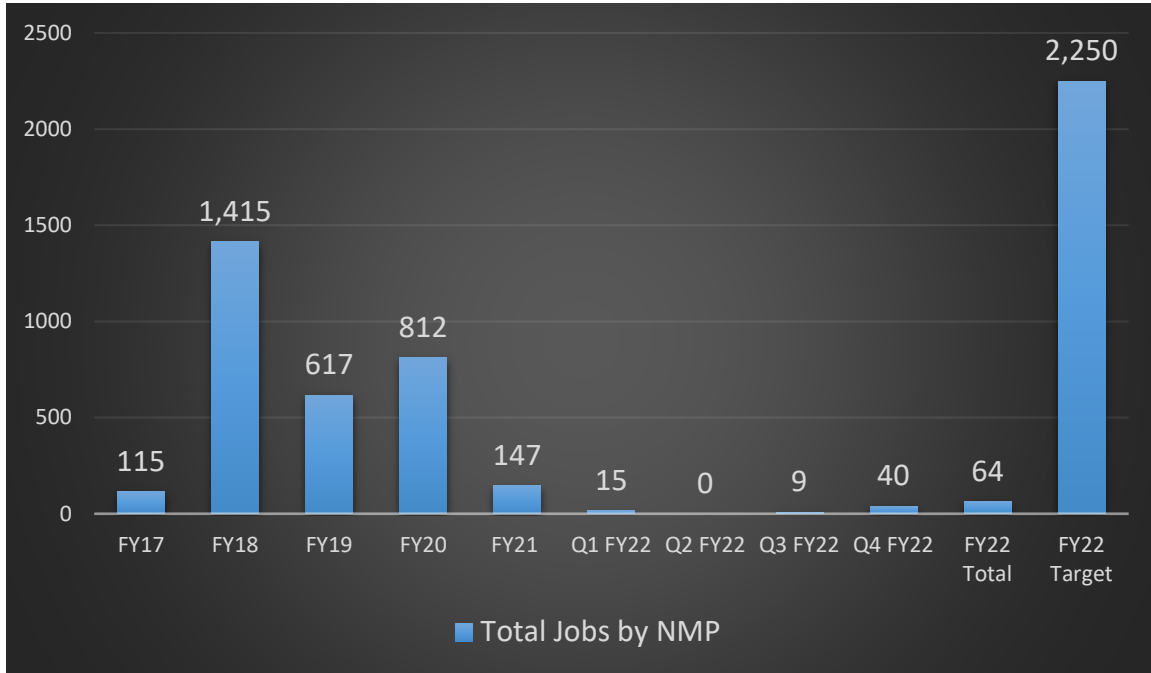
PERFORMANCE MEASURE #5

Number of jobs created through business relocations facilitated by the NMP

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
115	1,415	617	812	147	15	0	9	40	64	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 Project Summer (Diamond Onions). Diamond Onions is a value-added ag company that peels onions. The company will locate in Santa Teresa, they signed a LOI in May, closed on the property in June, will be building a 10K SF building and hiring 40.

IMPROVEMENT ACTION PLAN: Partnership staff are continually adding new prospects to the pipeline. This past quarter 70 new leads were generated based on our trade shows and sales mission activities. We also have several projects that we are finalists on that we had hoped to close in this fiscal year but were extended due to lingering COVID or other business reasons that we anticipate should be announced or decided in the first two-three quarters of the next year. As of June 30th, we are finalists for the following projects: Project CTV (125 jobs), DAF (15 jobs), Roadrunner (6-8 jobs), BK (TBD), Gen (TBD), J Foods (120 jobs), Fluyte (50 jobs), HK (100 jobs).

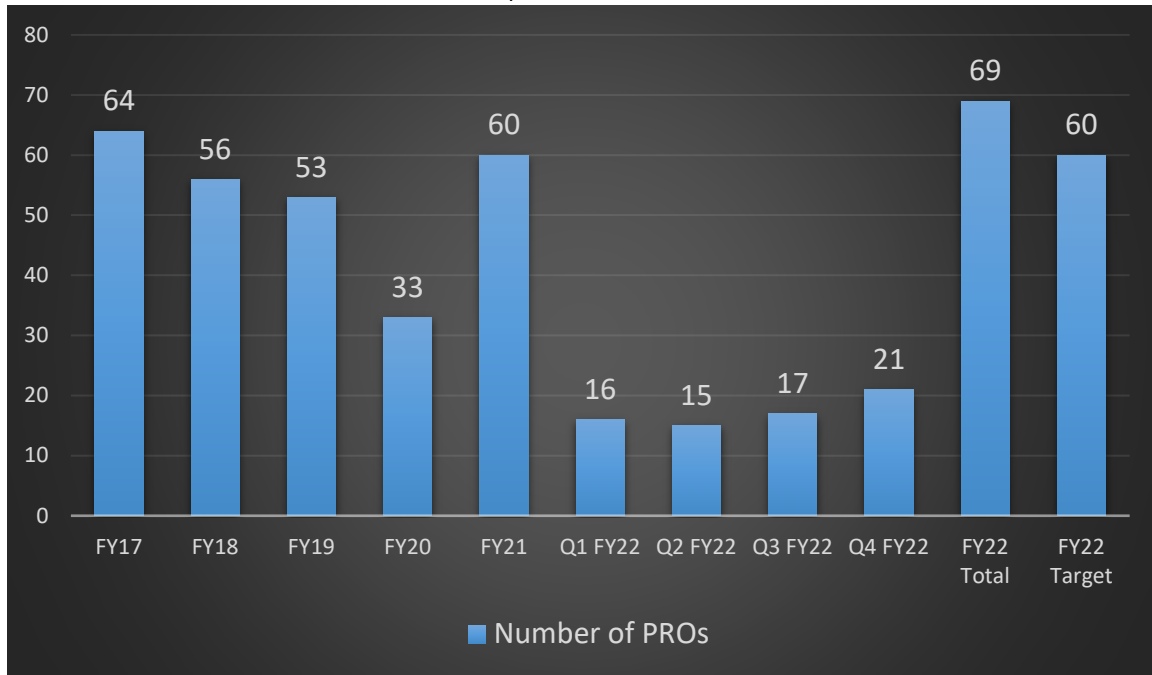
PERFORMANCE MEASURE #6

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

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
64	56	53	33	60	16	15	17	21	69	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: 21 total. April (5): Nova, Eagle, Fluyte/Bolo, X, Blend. May (7): HK, Groom, Octavian, TOS, Blaze, TG, Strain. June (9): Project 35, Plasma, Connection, Caprock, Garnet, Rambler, Tone, Primo, Unite. These opportunities come from a variety of sources, including the state, site selection consultants, and contractor Jerry Pacheco.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #7

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
9	8	5	1	7	21	12

MEASURE DESCRIPTION: A site visit is a physical visit from the prospective company to the community(ies) of interest. Sites visits are typically 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: 7 Total April (2): Bike Manufacturing Company and Project Blend. May (3) Project TG, Star Scientific, Project Strain. June (2) Project Unite, J Foods

IMPROVEMENT ACTION PLAN: n/a

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 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 to increase participation in rural areas and the number of first-time program 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 and reach their potential.

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,817.4	\$	\$		\$ 1,817.4	20
300	\$ 1,540.0	\$	\$		\$ 1,540.0	
400	\$ 6,947.7	\$	\$		\$ 6,947.7	
TOTAL	\$ 9,305.1	\$	\$		\$ 9,305.1	

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. Total annual taxable gross receipts for active projects funded through LEDA, in millions
5. Dollars of private sector investment in MainStreet districts, in millions
6. Number of building rehabilitations assisted by the MainStreet program
7. Number of workers trained by JTIP
8. Average hourly wage of jobs funded by JTIP
9. Average wages in excess of cost per job for projects funded through the Job Training Incentive Program (JTIP)
10. Dollars of follow-on investment in technology-based companies as a result of Office of Science & Technology programs
11. Foreign Direct Investment in New Mexico as a result of Office of International Trade efforts, in millions
12. Federal grants dollars awarded as a result of economic development efforts

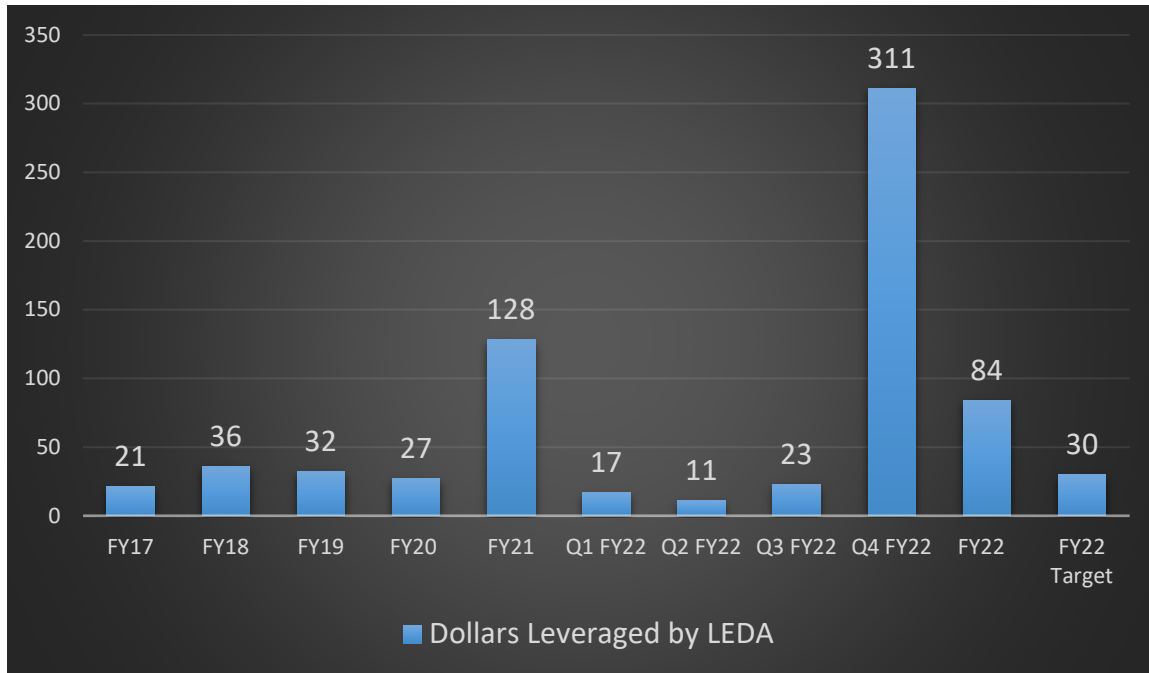
PERFORMANCE MEASURE #1

Number of private sector dollars leveraged by each dollar through LEDA

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
21	36	32	27	128	17	11	23	311	84	30

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: Four companies expanded in the fourth quarter with the support of LEDA. Additionally, one LEDA infrastructure deal for an industrial park in McKinley County was approved.

Company	Jobs	Private Investment	LEDA Commitment
Alstate Steel	28	\$2,500,000	\$250,000
Electronic Caregiver	770	\$17,592,000	\$1,000,000
Manna Capital Partners	950	\$2,000,000,000	\$5,000,000
Deluxe Design	30	\$5,000,000	\$250,000
Totals	1,778	\$2,025,092,000	\$6,500,000

Private investment of \$2,025,092,000/LEDA investment of \$6,500,000=311.55

IMPROVEMENT ACTION PLAN: n/a

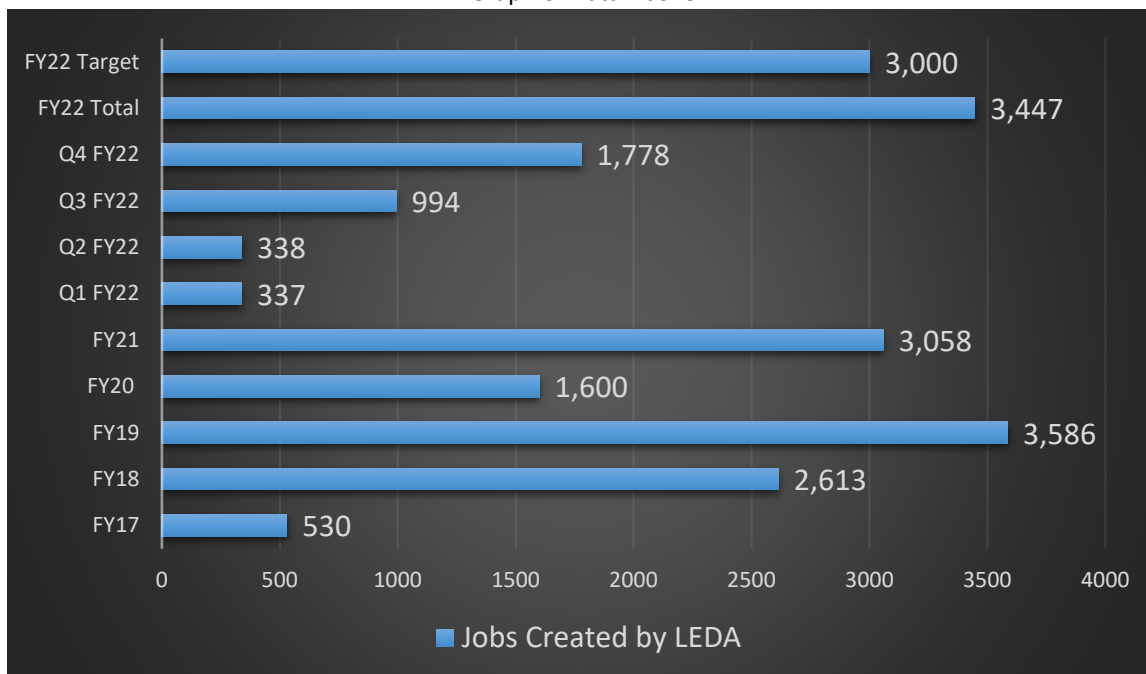
PERFORMANCE MEASURE #2

Number of jobs created through the use of LEDA funds

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
530	2,613	3,586	1,600	3,058	337	338	994	1,778	3,447	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:

Data: Q4 jobs=1,778

- Alstate Steel has been manufacturing in New Mexico for 25 years. The family-owned business is expanding its operations in Albuquerque (28 jobs).
- Electronic Caregiver offers remote patient monitoring, chronic care management, 24/7 virtual visits, health coaching and care coordination to patients and providers throughout the United States. The company is expanding its workforce and will create 770 new jobs at its headquarters in Las Cruces.
- Manna Capital Partners, a capital investment group, has chosen to locate an aluminum can sheet rolling and recycling center in Los Lunas. The company will invest \$2 billion to purchase a 1,300-acre parcel of land and construct the manufacturing facility, which will be powered with 100% renewable energy. The company has been approved for \$5 million in LEDA assistance and will create 950 jobs within the next 4 years.
- Deluxe Design is a locally owned design, sign, and screen-printing company in Rio Rancho. The company will invest \$5 million to expand into a new property that will double its manufacturing capacity and create 30 jobs within five years. The company has been approved for LEDA assistance in the amount of \$250,000.
- EDD awarded a rural infrastructure grant in the amount of \$4 million to McKinley County for key improvements for a planned, publicly owned, industrial park. The grant will support the extension of utilities to the industrial park. The future industrial park will be located on a 40-acre, master planned industrial development directly north of Gallup.

PERFORMANCE MEASURE #3

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

Results						
FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
\$69,482	\$115,528	\$32,208	\$41,461	\$57,229	\$55,690	\$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 first quarter of FY22. EDD takes the amount of hires as well as the amount of total LEDA awards associated with the projects to calculate a cost per job. EDD then takes the average wage associated with the companies and subtracts the cost per job to determine the performance result.

STORY BEHIND THE DATA:

The projects reported an estimated average wage of \$64,287 while the cost per job for the projects is \$8,598.

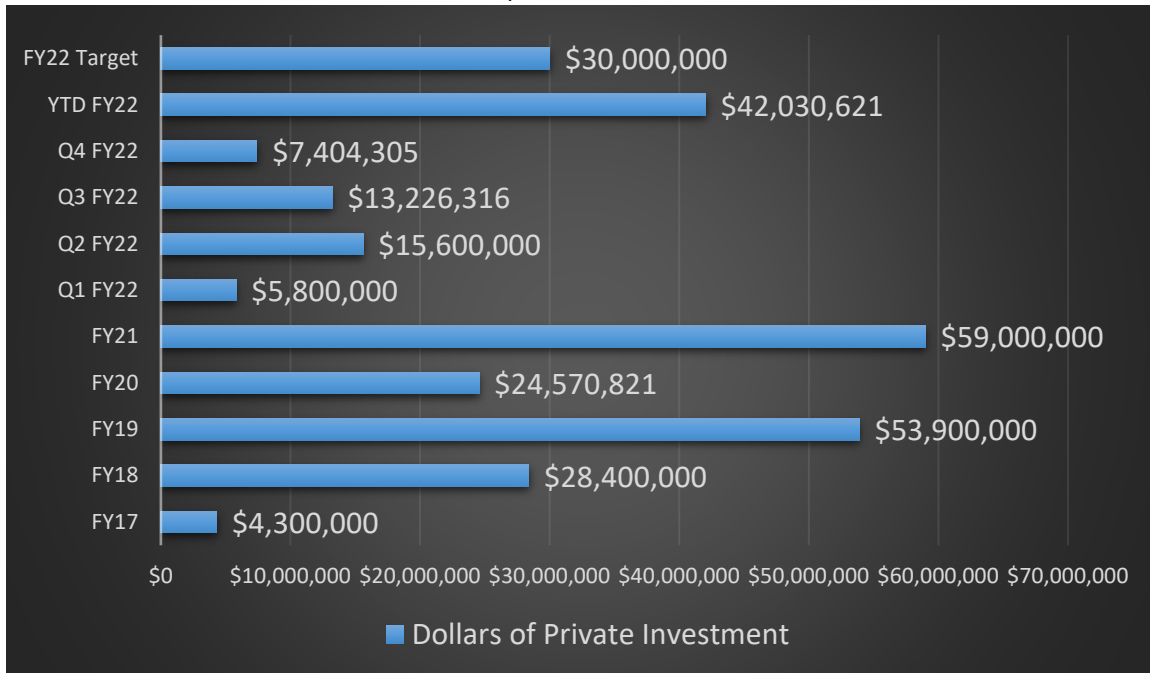
IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #4

Dollars of private sector investment in MainStreet districts, in millions

Results										
FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	YTD FY22	FY22 Target
\$28.4	\$53.9	\$30.7	\$24.57	\$59	\$5.8	\$15.6	\$13.2	\$7.4	\$42	\$30

Graph of Data Above



MEASURE DESCRIPTION: The sum of all private investment in NM MainStreet districts. 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, including 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: Total Private Sector Reinvestment in Q4: \$7,404,305

- There were three public/private projects worth over \$4.2 million this quarter (Artesia, Carlsbad, and Las Cruces) and \$2.2 million in private rehabilitation work that significantly contributed to the total private reinvestment of \$7.4 million in MainStreet districts during the 4th quarter of FY22.
- MainStreet communities reported the addition of 41 new businesses that equated to a net gain of 34 new businesses and 16 business expansions when combined created 168 new jobs with a net gain of 160 jobs in MainStreet districts statewide. Another \$663,000 in direct investment came from purchases of buildings in the local MainStreet downtowns.

IMPROVEMENT ACTION PLAN: n/a

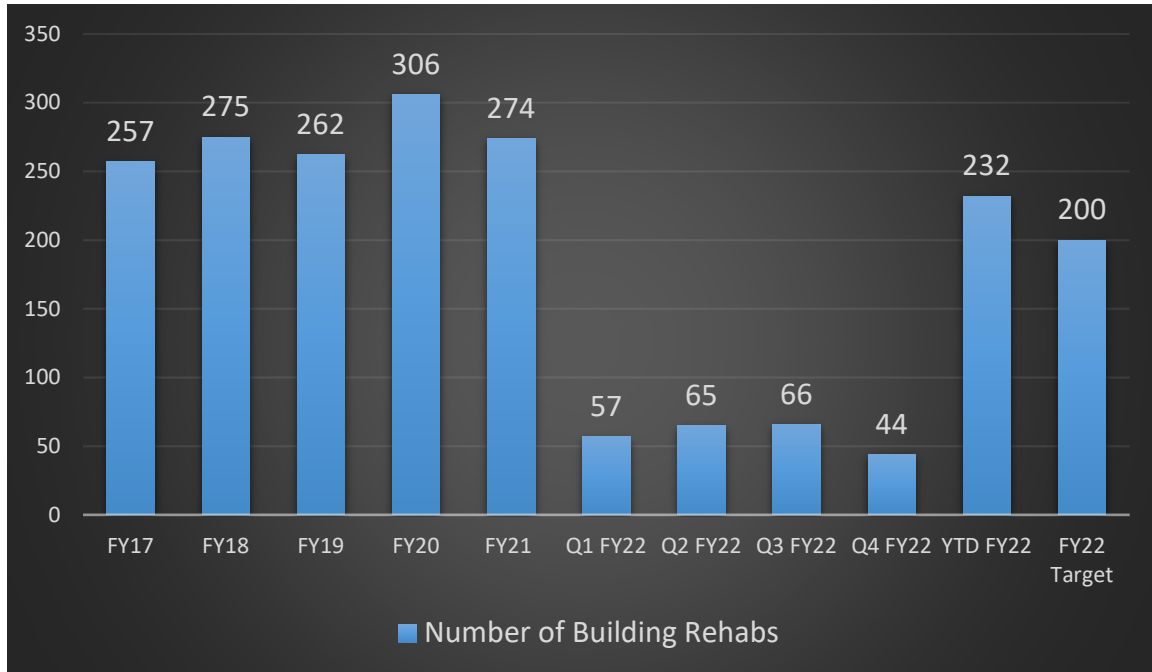
PERFORMANCE MEASURE #5

Number of building rehabilitations assisted by the MainStreet program

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
257	275	262	306	274	57	65	66	44	232	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:

Number of private building renovations: 44

- MainStreet de Las Vegas reported 9 new building renovations with a total of \$407,500 in private investment, and 8 new businesses added that created 20 new jobs.
- Downtown Las Cruces reported 6 new building renovations for \$395,000 in private reinvestment, 3 new businesses and 3 business expansions that created a total of 23 net new jobs.
- Nine MainStreet communities, Downtown Albuquerque, Farmington, Gallup, Los Alamos, Las Vegas, Silver City, Taos, Tucumcari, and Zuni, received a combined total of \$174,962 private sector grants for community projects in the districts.
- Taos MainStreet experienced 3 new business openings (Plant Based Café, Bent Street Grill, and Taos Canyon Cannabis) that equated to a net gain of 28 new jobs.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #6

Number of workers trained by JTIP

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	YTD FY22	FY22 Target
2,009	1,736	2,333	2,202	3,356	737	750	403	465	2,355	2,000

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: In the fourth quarter of FY22 30 companies, and a total of 465 trainees, were approved by the JTIP board. 224 are high-wage positions, of which 125 are urban, with annual salaries in excess of \$60,000, and 99 are rural, with annual salaries in excess of \$40,000. 21 internships, 18 urban and 3 rural, were approved at an average wage of \$25.39. 101 of the total trainees approved are located in rural areas including Clovis, Mesilla Park, Moriarty, Raton, Roswell and Socorro.

The Film Crew Advancement Program (FCAP), one of the two JTIP for Film and Multimedia programs, approved six companies to train 39 crew members at an average wage of \$28.10.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #7

Average hourly wage of jobs funded by JTIP

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
\$17.92	\$21.48	\$18.04	\$19.32	\$19.22	\$23.76	\$22.20	\$30.07	\$31.09	\$23.67	Explanatory

MEASURE DESCRIPTION: Average hourly wage of jobs funded by JTIP.

DATA SOURCE/METHODOLOGY: The average hourly wage of jobs funded by JTIP comes from the applications approved by the JTIP board for net new jobs. The average hourly wage for jobs approved under the JTIP for Film & Multimedia Film Crew Advancement Program (FCAP) comes from the applications approved by the NM Film Office and is calculated separately.

STORY BEHIND THE DATA:

- FY22 Q4 JTIP jobs approved:
 - 405 trainees: Average wage = \$31.09
 - Urban: 304, average wage = \$33.00
 - Rural: 101, average wage = \$26.52
 - 18 interns (urban): Average Wage = \$25.37
 - 3 interns (rural): Average Wage = \$25.50
- FY22 Q4 JTIP Film Crew jobs approved:
 - 39 trainees, average wage = \$28.10

PERFORMANCE MEASURE #8

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
\$30,757	\$38,693	\$35,333	\$47,858	\$48,351	\$40,901	\$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 is the approved jobs for FY22 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 FY22 is \$53,899. The cost per job for these JTIP jobs is \$12,998.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #9

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

Results

FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
\$9.5M	\$170M	\$2M	0	0	\$3,214,850	\$5,214.850	\$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:

- Molten Salt Solutions received an S&T Business Startup grant, and subsequently received a National Science Fund (NSF) award of \$1 million.
- Nob Hill Therapeutics also received a Startup grant and was awarded an SBIR grant of \$1,750,000
- ORC TECH, LLC received a Startup grant and two follow-on venture capital investments totaling \$110,000.
- Backyard Farms LLC received an SBIR award from OST and a follow-on NSF grant of \$255,000.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #10

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
\$2,000,000	0	0	0	0	\$2M	\$5,000,000

MEASURE DESCRIPTION: Foreign companies that choose to invest in New Mexico and 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 in Q4.

Other International Trade Notes:

In an effort to promote closer trade relations, ease global supply-chain pressures, boost job growth along New Mexico's international border and foster long-term economic partnerships, the Economic Development Department entered into a memorandum of understanding with the Ministry of Economic Affairs (Taiwan). This will provide even greater opportunities for New Mexico to attract Asian manufacturers.

IMPROVEMENT ACTION PLAN: The COVID-19 crisis continues to create 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 #11

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

Results						
FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY 22 Total	FY22 Target
\$2.4M	0	\$2.9M	0	0	\$2.9M	\$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: No grants awarded in the fourth quarter.

IMPROVEMENT ACTION PLAN: n/a

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 four main objectives:

- (1) Promote and advocate for the Film Production Refundable Tax Credit program locally, nationally, globally.
- (2) Recruit television series, films, commercials, digital media, animation, post-production, AR/VR, and other eligible projects and productions.
- (3) Administer and create various workforce development programs and industry education, thereby creating more opportunities for New Mexicans.
- (4) Execute marketing, outreach and community engagement efforts and campaigns, regarding the film incentive, film industry and its economic impact on New Mexico.

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 690.5				\$ 690.5	7
300	\$ 53.4				\$ 53.4	
400	\$ 78.9				\$ 78.9	
TOTAL	\$ 822.8				\$ 822.8	

Program Performance Measures:

1. Number of film and media worker days
2. Direct spending by film industry productions, in millions
3. Total wages paid by film industry productions to New Mexico residents, in millions
4. Median wages paid by film industry productions to New Mexico residents
5. Total gross receipts taxes paid by film industry productions, in millions

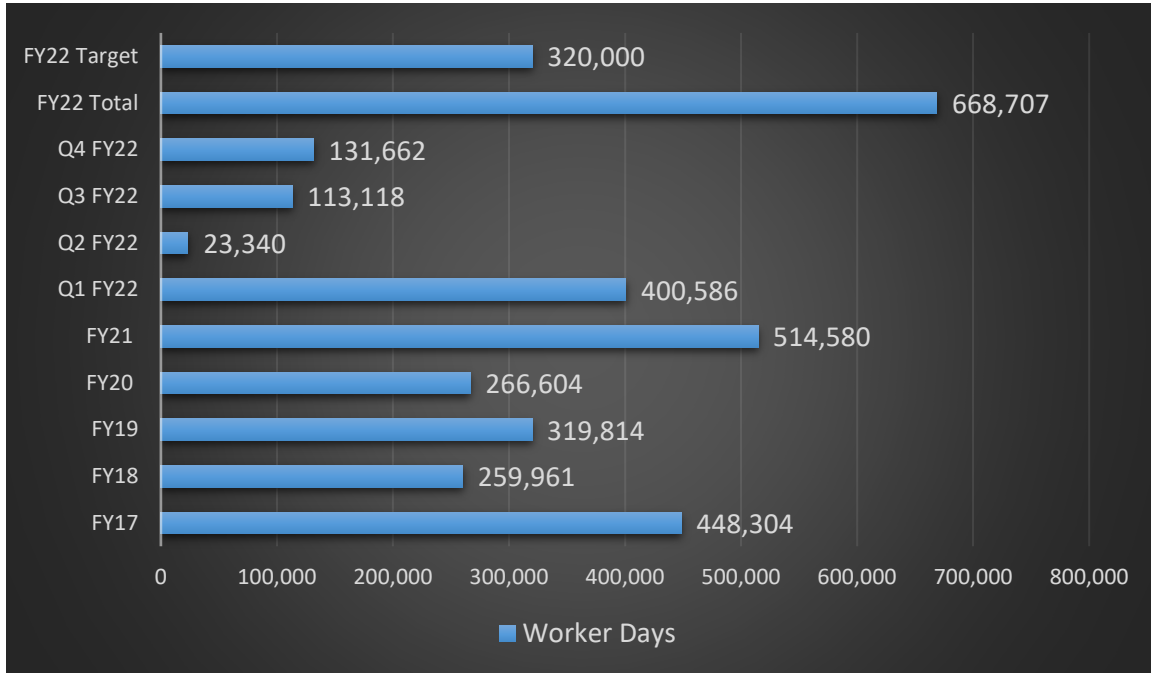
PERFORMANCE MEASURE #1

Estimated number of film and media worker days

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	YTD FY22	FY22 Target
448,304	259,961	319,814	266,604	514,580	400,586	23,340	113,118	131,661	668,707	320,000

Graph of Data Above



**Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

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 is calculated by multiplying the estimated NM resident crew with their estimated number of days employed** (Both of which are reported by productions during registration).

STORY BEHIND THE DATA: Despite the COVID-19 pandemic, FY21 proved to be a record-breaking year for worker days, reaching 514,580 worker days in total. FY22 continued this trend and worker days have now surpassed FY21 with a total of 668,707 for another record-breaking year. In Q2, there were more small-scale projects, reflecting fewer worker days. Also, it is typical to see a decline in production activity during the holidays. This rebounded in Q3 with 113,118 worker days and once more in Q4 with 131,661.

IMPROVEMENT ACTION PLAN: Continue to aggressively promote New Mexico and its assets to decision-makers, thereby attracting productions that employ New Mexicans.

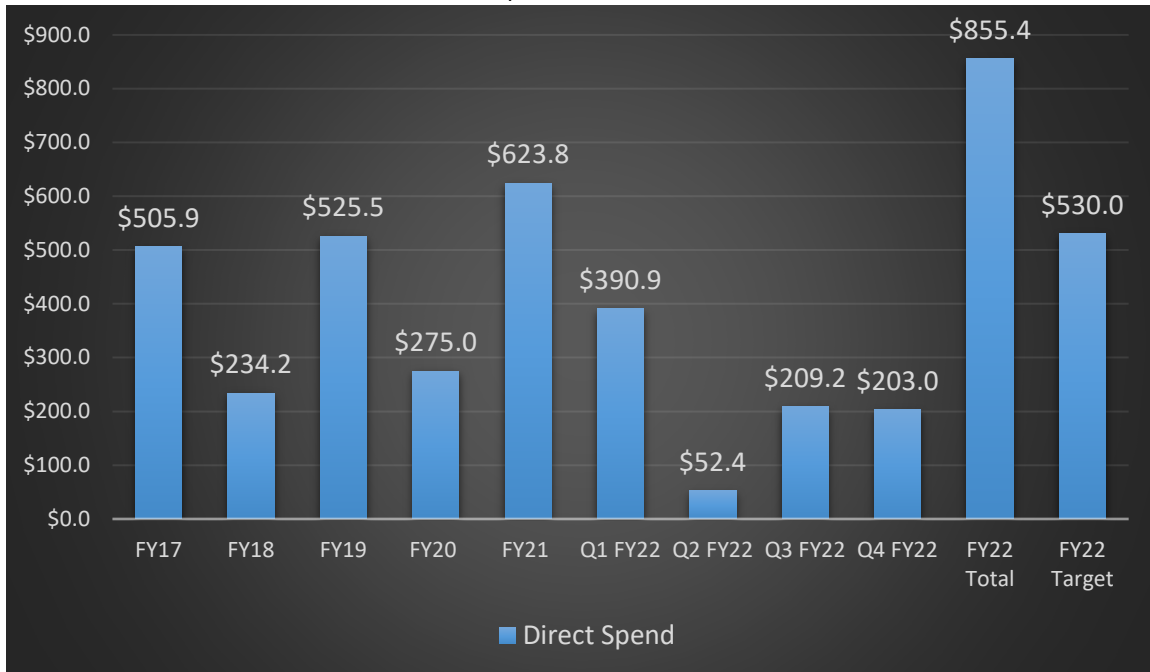
PERFORMANCE MEASURE #2

Estimated Direct spending by film industry productions, in millions

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
\$505.9	\$234.2	\$525.5	\$257.3	\$626.5	\$390.90	\$52.41	\$209.17	\$203.04	\$855.43	\$530

Graph of Data Above



**Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

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.

STORY BEHIND THE DATA: Despite the COVID-19 pandemic and industry shutdown, FY21 was a record-breaking year for direct spend by production companies, reaching \$626.5 million. In FY22 we've seen a new all-time record of \$855.43 million in direct spending in New Mexico, surpassing both the FY22 target of \$530 million and the FY21 previous record of \$626.5 million.

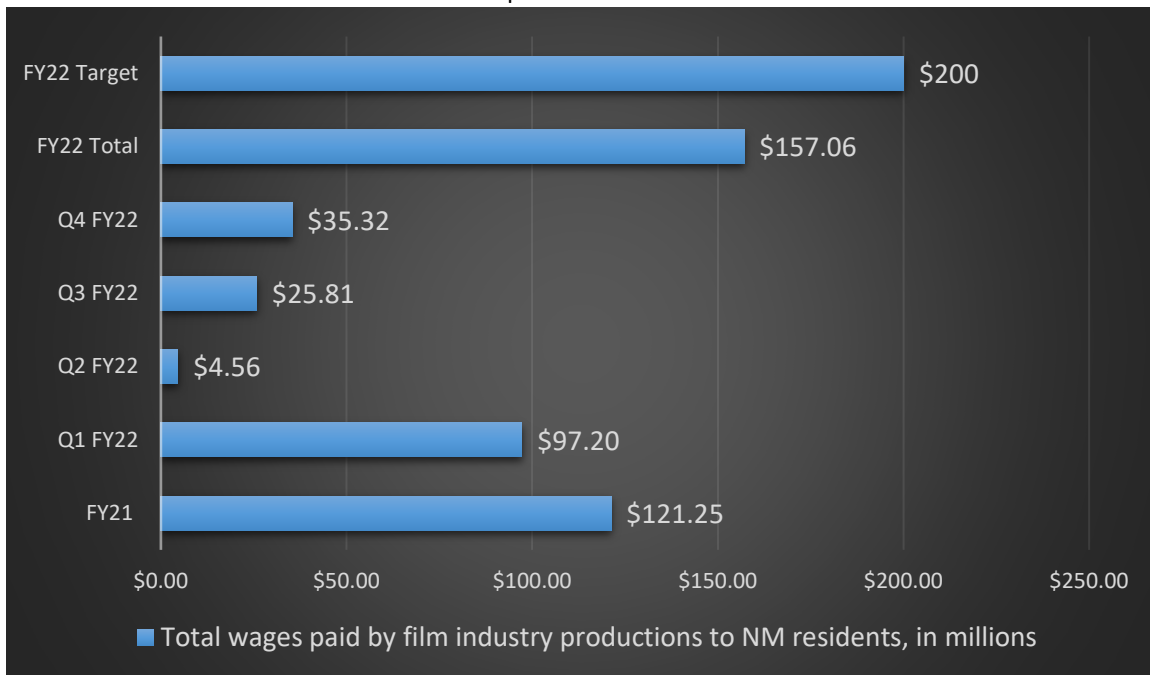
IMPROVEMENT ACTION PLAN: Continue to aggressively promote New Mexico and its assets to decision-makers, thereby attracting productions that employ New Mexicans. Keep New Mexico at the forefront as a key production hub, as the global marketplace becomes more competitive. Continue to advocate for the film incentive, and ensure it remains stable and competitive.

PERFORMANCE MEASURE #3

Total wages paid by film industry productions to NM residents, in millions

Results						
FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY21 Target
\$121.25	\$97.20	\$4.56	\$25.81	\$35.32	\$157.06	\$200

Graph of Data Above



**Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

MEASURE DESCRIPTION: Estimated total wages paid by film industry productions to New Mexico residents, in millions. This data does not include wages paid to New Mexico actors, New Mexico background actors, or wages paid to New Mexicans providing post-production services.

DATA SOURCE/METHODOLOGY: The data is based on information provided in the registration forms which are submitted to the Film Division by production companies. Wages are calculated using worker days in Performance Measure #1, and median wages (Performance Measure #4).

STORY BEHIND THE DATA: Despite the COVID-19 delays and disruptions, New Mexico's film industry continues to thrive. FY 22 wages paid by film industry productions have reached \$157.06 million, surpassing FY21. This industry is continuing to provide high paying quality jobs to New Mexico residents.

IMPROVEMENT ACTION PLAN: It seems the FY22 target of \$200 million in total wages is disproportionately aligned with the worker days target. Specifically, we would need to reach approximately 877K worker days in FY22 in order to reach \$200 million in wages. As indicated in performance measure #1, we've not been close to 877K worker days, in fact the target for FY22 is 320k worker days, barely over a third of that 877K worker days. We would suggest this target be reevaluated and our current total wages paid for FY22 YTD of \$157.06 million is considered a success.

PERFORMANCE MEASURE #4

Median wages paid by film industry productions to NM residents

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
\$60,840	\$63,086	\$49,753	\$59,321	\$69,576	\$61,069	\$50,000

**Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

MEASURE DESCRIPTION: Estimated average median wages paid by film industry productions to New Mexico residents. Wage data is presented in wages per year.

DATA SOURCE/METHODOLOGY: This data is based on information in registrations submitted to the Film Division by production companies. Each registration includes the respective production's median crew wage. The median crew wages were multiplied by an assumed 2,080 hours per year to calculate an annual wage. 2,080 hours is the standard generally used to define full time annual employment based on a 52-week year with 40 hours per week of labor.

STORY BEHIND THE DATA: Despite the COVID-19 pandemic, FY21 proved to be a record-breaking year, with an estimated median wage of \$60,840 for New Mexico residents working in the industry. Productions in FY22 surpassed this previous record and FY22 annual target, with an estimated wage of \$61,069 per year.

IMPROVEMENT ACTION PLAN: Continue to aggressively promote New Mexico and its assets to decision-makers, thereby attracting productions that employ New Mexicans at a very competitive wage. Continue to advocate for the film incentive and educate the NM community about its immense economic impact to help ensure it remains stable and competitive.

PERFORMANCE MEASURE #5

Total gross receipts taxes paid by film industry productions, in millions

Results						
FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
\$30.21	\$21.99	\$3.01	\$10.75	\$11.35	\$47.10	\$20

**Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

MEASURE DESCRIPTION: This data is an estimate of the New Mexico total gross receipts taxes paid by film industry productions, in millions.

DATA SOURCE/METHODOLOGY: This data is based on information in registrations submitted to the Film Division by productions. Each registration includes the respective production's estimated qualified direct spend. Using historical data, we estimate the GRT paid at 6.47%, and then multiply the estimated qualified spend by 6.47% to get the average GRT paid in dollars.

STORY BEHIND THE DATA: In Q1 FY22, the Film Division recorded an estimated \$21.99 million to be paid in gross receipts taxes by film productions, surpassing the FY22 overall target. In Q2 FY22 the Film Division recorded an estimated \$3.01 million in gross receipts taxes paid by productions. With the addition of Q3, and an additional \$10.75 million and \$11.35 million in Q4, the estimated gross receipts taxes paid by this industry have reached a YTD total of \$47.1 million, surpassing both FY21's estimate of \$30.21 million and more than doubling the FY22 target of \$20 million.

IMPROVEMENT ACTION PLAN: Continue to aggressively promote New Mexico, the film incentive and our state's assets to decision-makers, thereby attracting productions utilize New Mexican businesses, thereby positively impacting GRT.

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	\$ 247.8				\$ 482.2	2
300	\$ 25.0				\$ 25.0	
400	\$ 209.4	\$			\$ 209.4	
TOTAL	\$ 482.2	\$			\$ 482.2	

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 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
40	9	6	27	0	140	173	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:

In June, ORD announced the first 15 recipients of the Trails+ grant, totaling \$2.74 million in awards. These projects will create 140 seasonal, part-time, and full-time jobs over the next 24 months, according to grant reports. The Trails+ funding helped catalyze an additional \$3,010,295 in private and regional funding to pay for these jobs and infrastructure investments.

PERFORMANCE MEASURE #2

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

Results

FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
11	6	0	29	0	15	44	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, which is now the *Outdoor Recreation Trails* grant 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 opened the 2022 Trails+ outdoor infrastructure grant to applicants on March 1 with \$7 million in funding. The grant is open on a rolling basis throughout 2022. The first round of grants, announced in June, awarded \$2.74 million to 15 projects across the state. [Information on all the grantees can be found on the EDD website.](#) The next round will be announced in the fall, in time for the FY23 Q2 report.

Finally, ORD presented the Outstanding National Resource Waters draft petition to protect the water quality of 125.9 miles of New Mexico rivers to the Water Quality Control Commission in June 2022. Final deliberations will occur in July.

PERFORMANCE MEASURE #3

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

Results						
FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22 Total	FY22 Target
3,123	21,900	4	0	0	21,904	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 and attendance reports from education partners.

STORY BEHIND THE DATA:

In August 2021, ORD announced [Outdoor Equity Fund awards to 57 organizations that will reach 21,896](#) youth by February 2023. This reach is eight times greater than the grant's reach in FY21, with \$898,337 in funding versus \$261,863.78. This increase in funding better enables the Outdoor Equity Fund to meet the demand ORD saw from applicants.

The 2022 Outdoor Equity Fund opened May 2022 with \$3 million in funding. Awards will be announced in the fall in time for the FY23 Q2 report.

PERFORMANCE MEASURE #4

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

Results						
FY21	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	FY22	FY22 Target
7,808	6,197	5,575	6,164	10,801	28,737	Explanatory

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:

Through Q4 FY22, ORD had 2,741 newsletter subscribers, 7,400 unique visits to the website (a 54% increase YoY), and 660 Twitter followers.

For earned media, there were 16 articles (linked below) about ORD and/or New Mexico outdoor recreation in Q4. Of note is a story in the *Albuquerque Journal* about the Outstanding National Resource Waters petition.

The ORD was awarded a \$1.95-million grant from the Economic Development Administration to support the recovery of the outdoor recreation economy in New Mexico. Part of this funding will go toward a new marketing coordinator for the office who will run the owned media platforms and create Facebook, Instagram and TikTok accounts. The marketing coordinator has been hired and will start in August.

1. <https://www.abqjournal.com/2486290/pecos-river-deserves-outstanding-designation.html>
2. <https://www.abqjournal.com/2487823/coalition-seeks-upper-pecos-water-protections.html>
3. <https://www.alamogordonews.com/story/news/2022/05/12/joe-biden-signs-bill-boost-new-mexicos-outdoor-recreation/9715445002/>
4. <https://www.rvtravel.com/outdoor-recreation-seat-decision-making-table-finally-1052b/>
5. <https://www.lascrucesbulletin.com/stories/las-cruces-state-senator-everyone-should-enjoy-benefit-from-citys-countys-world-class,11606>
6. <https://www.mensjournal.com/adventure/trail-etiquette-avoiding-outdoor-confrontations-during-the-pandemic/>
7. <https://www.theoutdoorwire.com/releases/d8518ec4-1846-4554-a409-f991bf42be31>
8. [New Mexico communities expected to take financial hit from state park and national forest closures \(koat.com\)](https://www.koat.com/story/news/2022/05/31/new-mexico-communities-expected-to-take-financial-hit-from-state-park-and-national-forest-closures/7582016001/)
9. <https://bangordailynews.com/2022/05/31/news/state-parks-more-diverse-visitors/>
10. <https://www.doi.gov/pressreleases/departement-interior-announces-279-million-support-public-parks-expand-outdoor>
11. <https://www.krqe.com/news/new-mexico/millions-in-funding-awarded-to-new-mexico-outdoor-industry/>
12. <https://www.desertexposure.com/stories/youth-mural-project-in-action,12149>
13. <https://www.abqjournal.com/2508380/new-mexico-proposes-northern-waterway-protections.html>
14. <https://www.lcsun-news.com/story/news/local/las-cruces/2022/06/17/project-funds-paving-portion-of-la-cueva-trail-to-increase-accessibility/7582016001/>
15. <https://www.lascrucesbulletin.com/stories/grant-will-create-paved-trail-at-organ-mountains-desert-peaks-national-monument,12201>
16. https://www.taosnews.com/news/environment/taos-county-rivers-up-for-protected-status/article_fbd4ba76-e71a-5134-85e8-5b17f8813165.html