



EDD

ECONOMIC DEVELOPMENT DEPARTMENT

# Certified Economic Development Organization Program

Jennifer Myers, CB&RD Team Leader

June 1, 2023

# LEADERSHIP



**Alicia J. Keyes**  
**Cabinet Secretary**



**Jon Clark**  
**Deputy Cabinet Secretary**



**Mark Roper**  
**Division Director**



**Sara Gutierrez**  
**Deputy Division Director**

# MISSION



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

# Community, Business, and Rural Development



## Regional Representatives

### **Region 1: Northwest**

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### **Region 2: North Central**

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### **Region 3: Central**

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Beth Waldrip  
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Elizabeth.Waldrip@edd.nm.gov

### **Region 4: Northeast**

Tim Hagaman  
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### **Region 5: Southwest**

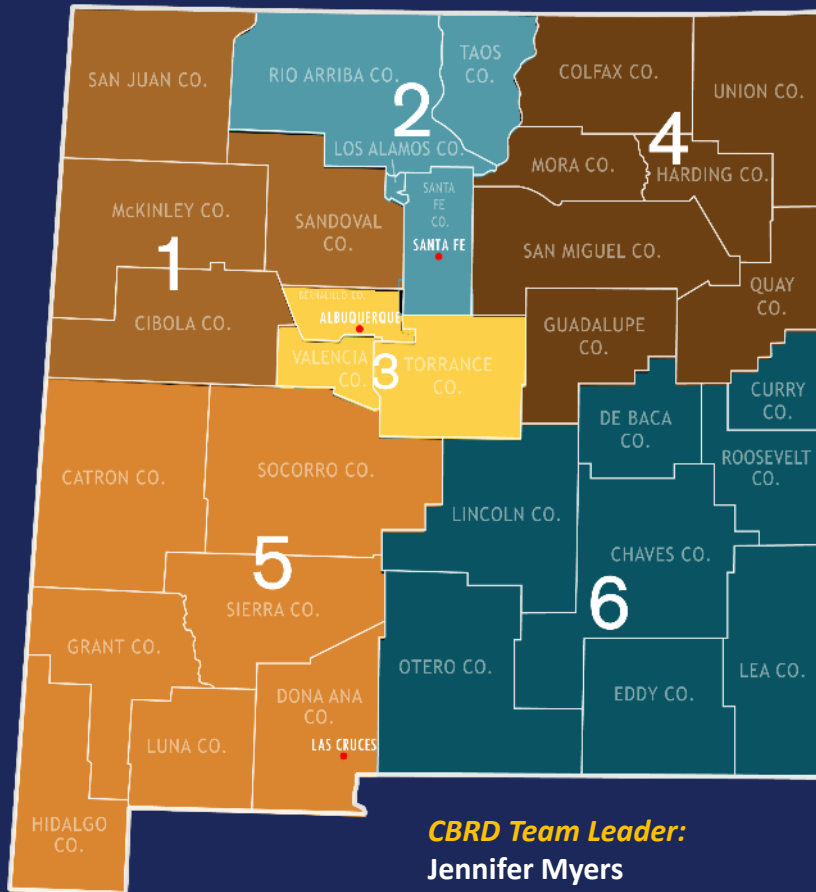
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LEDA Specialist  
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### **Region 6: Southeast**

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Kevin Wilson  
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### **CBRD Team Leader:**

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# Community, Business, and Rural Development



**Community, Business, and Rural Development (CBRD) staff, or regional representatives,** are located within the regions they serve. They assist businesses, communities, and local economic development organizations in a broad variety of needs to generate wealth in New Mexico, including:

- Incentive programs for businesses:
  - Local Economic Development Act (LEDA)
  - Job Training Incentive Program (JTIP)
  - Collateral Assistance Program (CAP)
- State tax credits
- FUNDIT (funding shovel-ready, community-level projects)
- Business Retention and Expansion Program
- Potential recruitment opportunities
- State regulations
- EDD programs (international trade, outdoor recreation, film, science & tech, MainStreet, Arts & Cultural Districts, Frontier & Native American Communities Initiative, and more)

# Certified Economic Development Organization



## Introduction:

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

# Certified Economic Development Organization



## Program Objectives:

- Recognize excellence
- Heighten the visibility
- Build capacity
- Encourage professional development
- Facilitate the recruitment, retention, expansion, and creation of economic-base jobs
- Establish a stable, diversified economy

# Certified Economic Development Organization

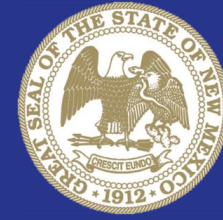


## Eligibility:

- NM not for profit organizations
- Public-private partnerships
- Primary purpose of developing the economic base in their community



# Certified Economic Development Organization



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## Documentation:

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

# Certified Economic Development Organization



## Elements of Site Visit:

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

# Certified Economic Development Organization



Stakeholder interviews with at least 5 representatives from the following:

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

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Funds may be used for:

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

# Certified Economic Development Organization



## Key Dates:

- **June 1, 2023:** Informational Certified EDO applications open
- Regional Reps will invite organization to apply.
- **July 3, 2023 :** Online applications due.
- **Week of end of July and early August:** Qualified applicants will be contacted to schedule a site visit.

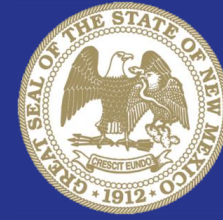
# Certified Economic Development Organization



## Recertification:

- Did not experience any significant organizational changes
- Participation in at least 5 professional development events by the organization's leadership
- Grant that is renewable for a total of 10 years pending availability of funding

# Re-certified Economic Development Organization



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## Key Dates:

- **June 1, 2023:** Informational Certified EDO applications open
- Regional Reps will send email with instruction on how to recertify.
- **June 30, 2023 :** Online applications due.

Certified Economic Development Organization



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Demo

