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# FY23 QUARTER #3 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	\$ 2,164.9				\$ 2,164.9	26
300	\$ 1,223.3				\$ 1,223.3	
400	\$ 482.0				\$ 482.0	
TOTAL	\$ 3,870.2				\$ 3,870.2	

**Program Performance Measures:**

1. Number of 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 department efforts
4. Wages for jobs created in excess of prevailing local wages
5. Federal grant dollars awarded as a result of economic development department efforts
6. Number of jobs created through business relocations facilitated by the economic development Partnership
7. Number of company visits for projects managed by the economic development Partnership
8. Number of potential recruitment opportunities submitted by the economic development Partnership

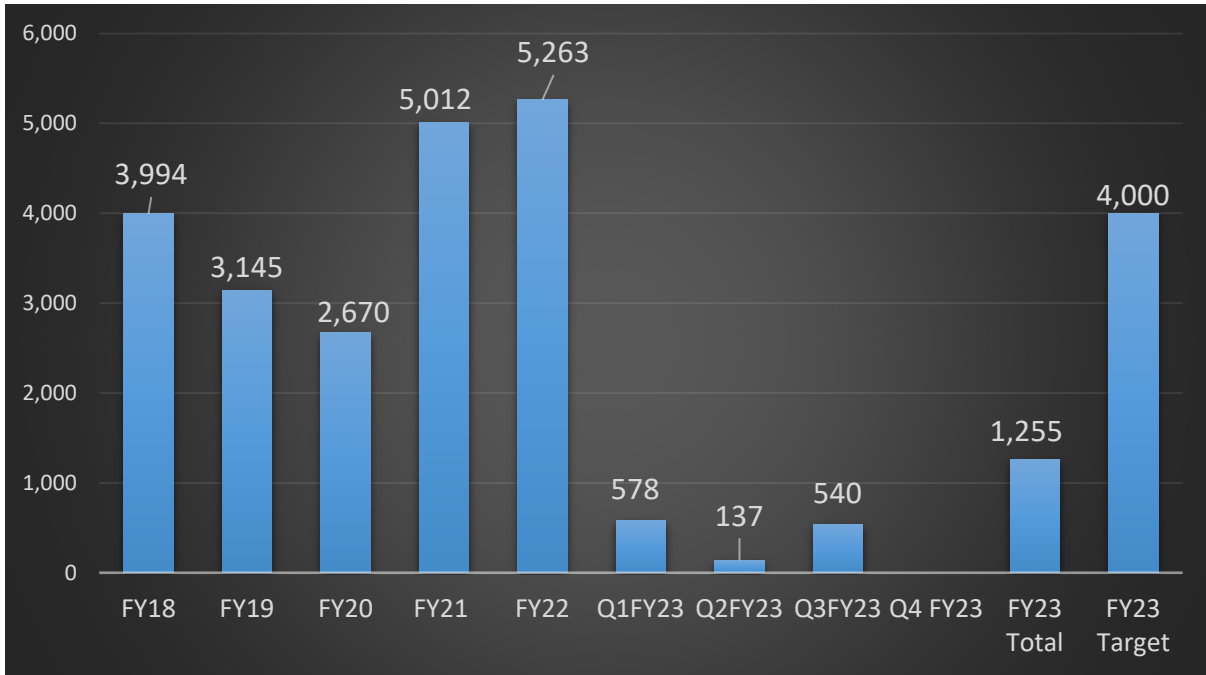
# PERFORMANCE MEASURE #1

*Number of jobs created due to economic development efforts*

## Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
3,994	3,145	2,670	5,012	5,263	578	137	540		1,255	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:** Twenty-two companies were assisted in creating jobs during the third quarter.

**IMPROVEMENT ACTION PLAN:** National economic concerns led to a slowdown in companies making relocation and expansion decisions, and EDD is taking this opportunity to work more with communities on infrastructure needs and with existing local companies. Overall job numbers might be lower for FY23 than in the prior two fiscal years, but we have a number of projects close to location announcements, and we are confident we will still hit the FY23 target.

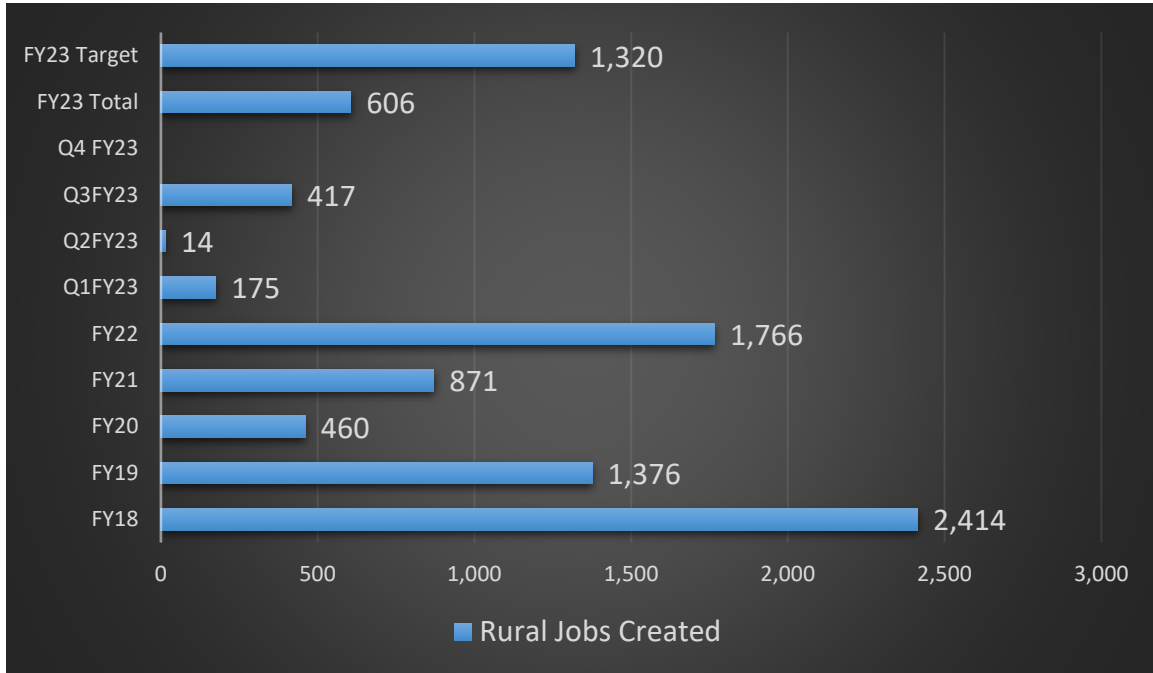
## PERFORMANCE MEASURE #2

*Number of rural jobs created due to economic development department efforts*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
2,414	1,376	460	871	1,766	175	14	417		606	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 rural companies were assisted in creating (417) new jobs:

- Arcosa, Inc., Belen, 250 jobs
- Emerging Technology Ventures, Alamogordo, 2 jobs
- Ramel Family Farms, LLC, Raton, 2 jobs
- General Airframe Support, Roswell, 25 jobs
- Franklin Mountain Packaging, Santa Teresa, 55 jobs
- Coast Aluminum, Santa Teresa, 14 jobs
- Louisiana Pepper Exchange, Santa Teresa, 20 jobs
- Oro, LLC, Santa Teresa, 49 jobs

**IMPROVEMENT ACTION PLAN:** National economic concerns led to a slowdown in companies making relocation and expansion decisions, and EDD is taking this opportunity to work more with communities on infrastructure needs and with existing local companies. Overall job numbers might be lower for FY23 than in the prior fiscal year, but the proportion of rural jobs is higher than the target ratio and prior results.

## PERFORMANCE MEASURE #3

*Average wage of jobs created due to economic development department efforts*

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$70,631	\$61,347	\$54,958	\$64,440	\$57,107			\$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 FY23. 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	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$24,948	\$18,179	\$10,898	\$16,387	\$6,216			\$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 Q3 FY23 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during Q3 FY23 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.

## PERFORMANCE MEASURE #5

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

Results							
FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY 23 Total	FY23 Target
\$2.4M	\$2.9M	\$22M	\$250K	\$0		\$22.250M	\$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 were received in the third quarter.

**IMPROVEMENT ACTION PLAN:** N/A

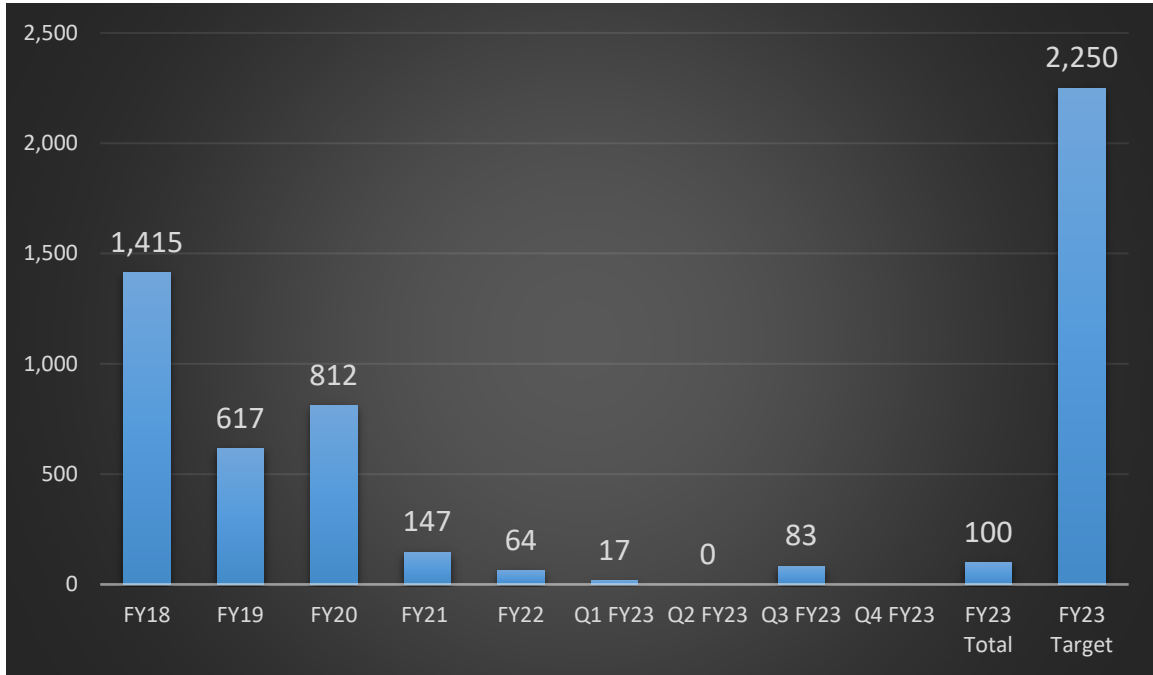
## PERFORMANCE MEASURE #6

*Number of jobs created through business relocations facilitated by the NMP*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
1,415	617	812	147	64	17	0	83		100	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:** Three projects, 83 total jobs. Project Can (Coast Aluminum) will create 14 jobs. They will build a 73,500 SF distribution center for aluminum. Project Gray Hog (Louisiana Pepper Exchange) will create 20 jobs and Project Summer (Oro LLC) will create 49 jobs.

**IMPROVEMENT ACTION PLAN:** New Mexico is a still finalist on several projects – timelines have been increased for almost every project. Project Callisto restructured their projects and could still create (30 jobs). Project Pitch (290 jobs) has already been back for a second site visit in January and looks positive. Other potential projects: EDCLC – CL (60-100 jobs); Storm Plus (60 jobs); Hal (100 jobs); Storm (30 jobs); Singularity (439 jobs).

## PERFORMANCE MEASURE #7

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

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
9	21	6	4	11		21	12

### Results

**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:** There were 11 total site visits in Q3 FY 23. January (8): Project Orbea, Project Pitch (also came for second visit not included in this number), Canadian Fam Tour – 6 companies visited NM. February (1): Project Hickory. March (2): Abq Project, Project FE.

**IMPROVEMENT ACTION PLAN:** This quarter saw a large increase in the number of site visits. The Canadian visit brought in several companies to explore business opportunities in New Mexico. At least one of those companies is ready to move forward with a physical location within the state and we are working with them through that process.



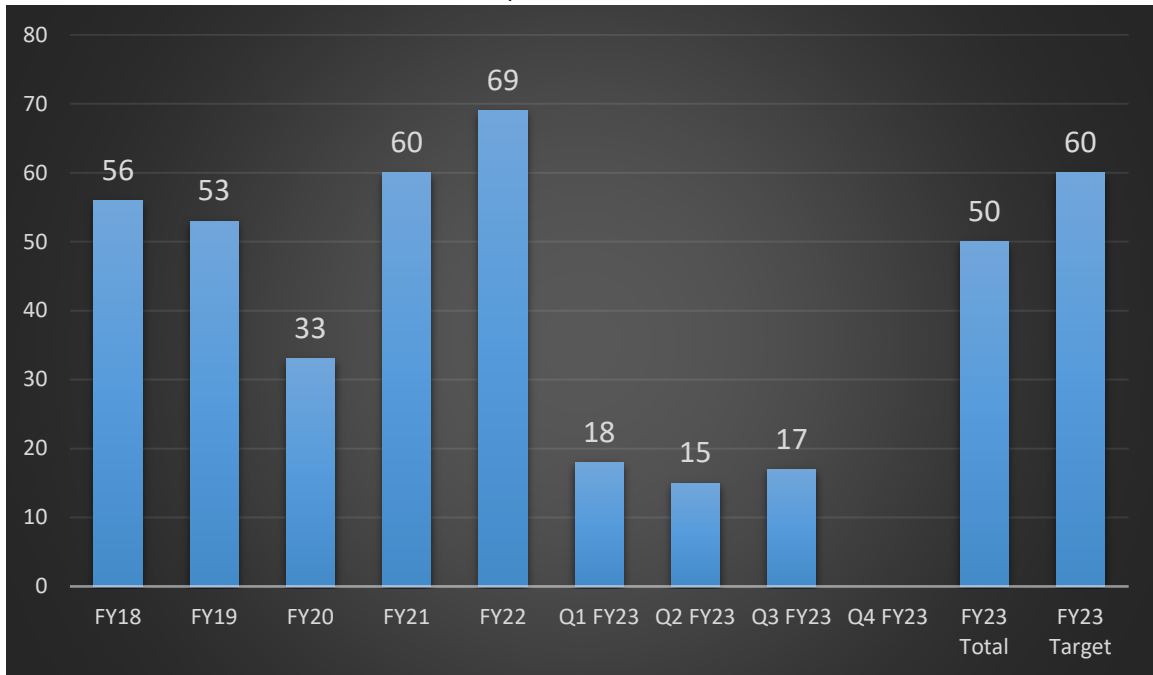
## PERFORMANCE MEASURE #8

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

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
56	53	33	60	69	18	15	17		50	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:** 17 total PROs for the quarter. January (5): Parts Manufacturing, Surge, MOutdoors, Russ, Spectrum. February (4): Madera, Helios, Gustavo, ET. March (8): Nora, Sunflower, Otto, Home Builders, George, Zumba, Gustavo – CL, Crystal.

**IMPROVEMENT ACTION PLAN:** The slight slowdown in projects continues as companies pause to rethink or hold onto projects due to inflation concerns. NMP saw a slight increase in new projects in March. We are also preparing for some industry events, which typically generate several leads and PROs. NMP is also working on 19 strong leads from this quarter to turn those into PRO level projects. Timelines are being extended for many of these projects.

## 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, the Certified Economic Development Organization (EDO) 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):**

FY23	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$2,727.10	\$	\$		\$2,727.10	25
300	\$1,709.00	\$	\$		\$1,709.00	
400	\$7,322.70	\$	\$		\$7,322.70	
<b>TOTAL</b>	<b>\$11,758.80</b>	<b>\$</b>	<b>\$</b>		<b>\$11,758.80</b>	

**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

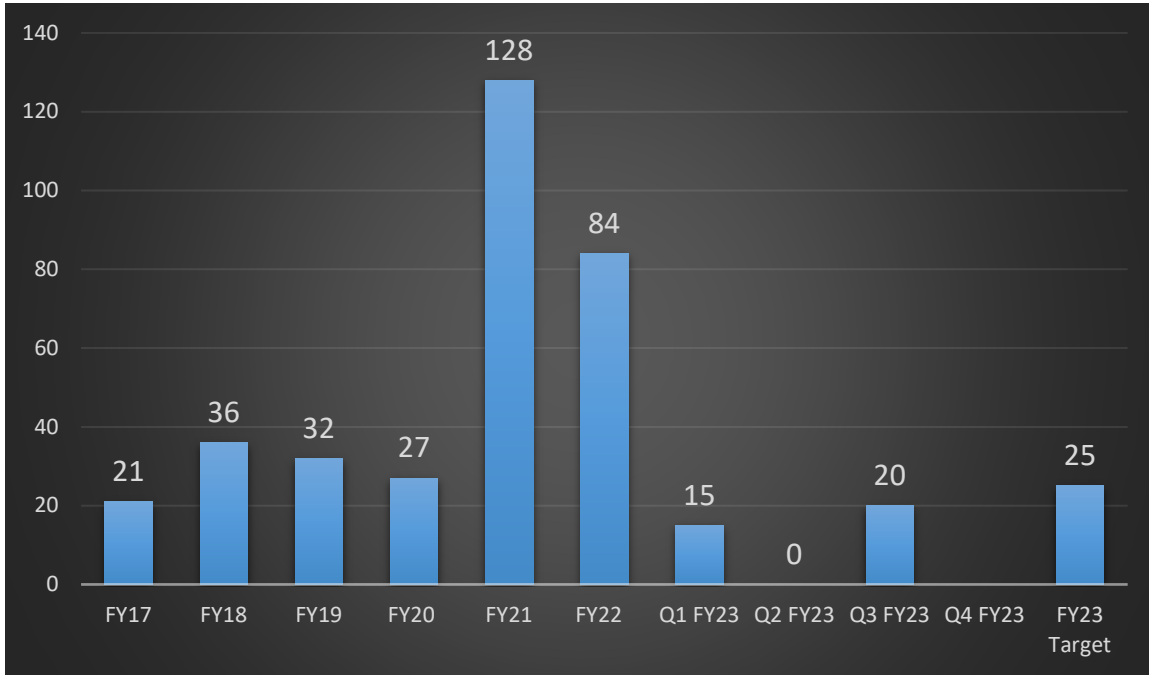
# PERFORMANCE MEASURE #1

*Number of private sector dollars leveraged by each dollar through LEDA*

## Results

FY17	FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
21	36	32	27	128	84	15	0	20			25

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:** Three companies expanded with the support of LEDA in Q3.

Company	Jobs	Private Investment	LEDA Commitment
Arcosa, Inc.	250	\$78,000,000	\$5,000,000
Louisiana Pepper Exchange	20	\$24,370,000	\$300,000
Oro LLC	49	\$19,000,000	\$750,000

**Private investment of \$121,370,000/LEDA investment of \$6,050,000 = 20**

**IMPROVEMENT ACTION PLAN:** There are several projects in the pipeline in various industries throughout NM that are expected to be announced in the coming months, and EDD is confident that it will meet the FY23 target.

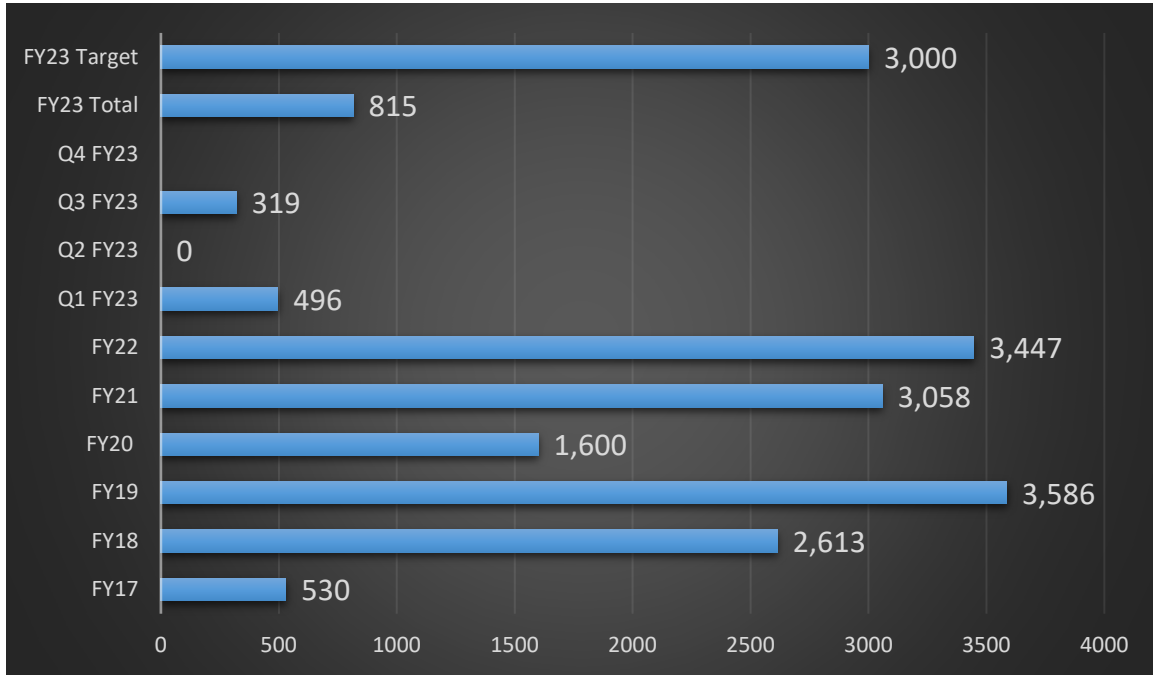
## PERFORMANCE MEASURE #2

*Number of jobs created through the use of LEDA funds*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
2,613	3,586	1,600	3,058	3,447	496	0	319		815	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:** There were three LEDA projects announced in Q3:

- [Arcosa Wind Towers](#), 250 new jobs, will construct wind turbines in Belen when the facility is complete.
- [Louisiana Pepper Exchange](#), 20 new jobs, has purchased 10 acres in the Ironhorse Industrial Park in Santa Teresa. The company will import peppers through Santa Teresa POE and process them into mash for sale to hot sauce makers worldwide.
- Oro LLC, 49 jobs in Santa Teresa, is a vegetable distributor that will import vegetables through the POE for sales throughout the western U.S.

**IMPROVEMENT ACTION PLAN:** There are several projects in the pipeline in various industries throughout NM that are expected to be announced in the coming months and EDD is confident that it will meet the FY23 target:

- Central NM
  - Solar Manufacturing: 3,000 jobs
  - UAV Manufacturing: 75 jobs
- Southern NM
  - Electronics Manufacturing: 75 jobs
- Southeast NM
  - Carbon Capture: 100 jobs
- Southwest NM

- Beef Processing: 50 jobs
- Northwest NM
  - Hydrogen Production: 100 jobs

## PERFORMANCE MEASURE #3

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$69,482	\$55,690	\$39,271	\$0.00	\$33,999			\$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 second quarter of FY23. 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 \$49,999 while the cost per job for the projects is \$16,000.

**IMPROVEMENT ACTION PLAN:** n/a

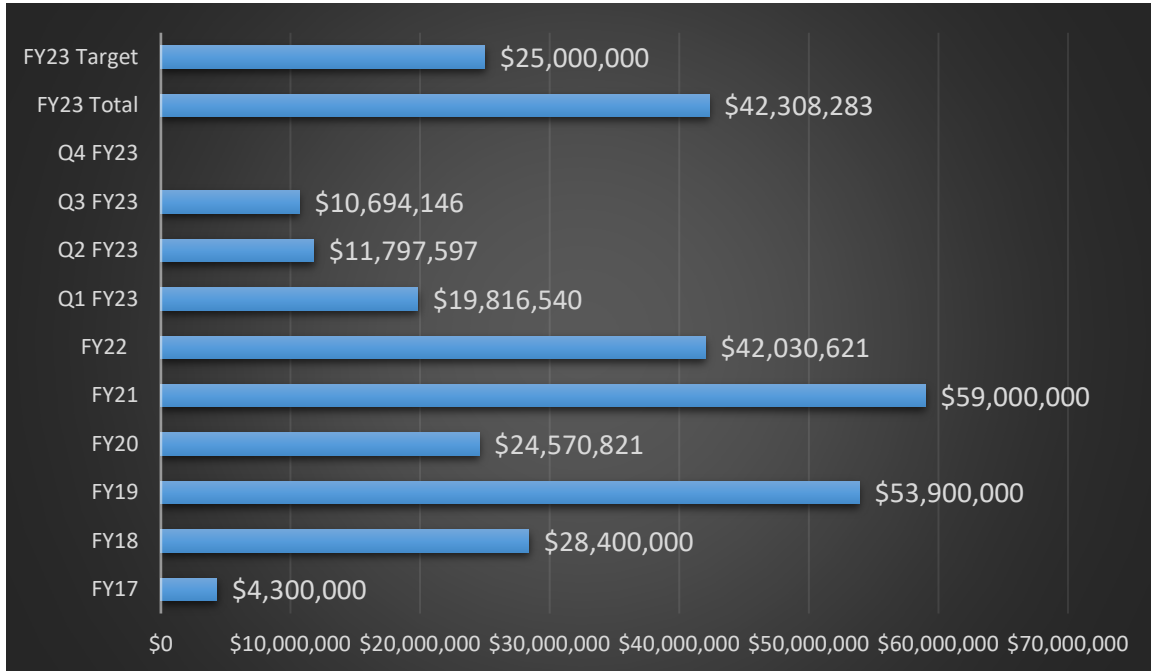
## PERFORMANCE MEASURE #5

*Dollars of private sector investment in MainStreet districts, in millions*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
\$53.9	\$30.7	\$24.57	\$59	\$42	\$19.8	\$11.8	\$10.7		\$42.3	\$25

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:**

**Data: Total Private Sector Reinvestment in Q3: \$10,694,146. The following includes highlights of activity in Q3:**

- In the third quarter of FY23 there were large investments in real estate properties in MainStreet districts around the state. Districts reported \$2 million in building purchases.
- The largest investment was in Corrales, where an office park with a 14,000 square-foot office building was purchased for \$785,000. Corrales also had two new businesses open, a bakery and a restaurant, with a combined investment of \$900,000 to renovate their spaces.
- There was strong job growth in several communities. Grants MainStreet reported the opening of five businesses in the district this quarter, a total of 336 jobs, the majority of which are nursing and home aide jobs. The rest of the positive job growth came from the 39 net new businesses opening in MainStreet districts throughout the state during the quarter.

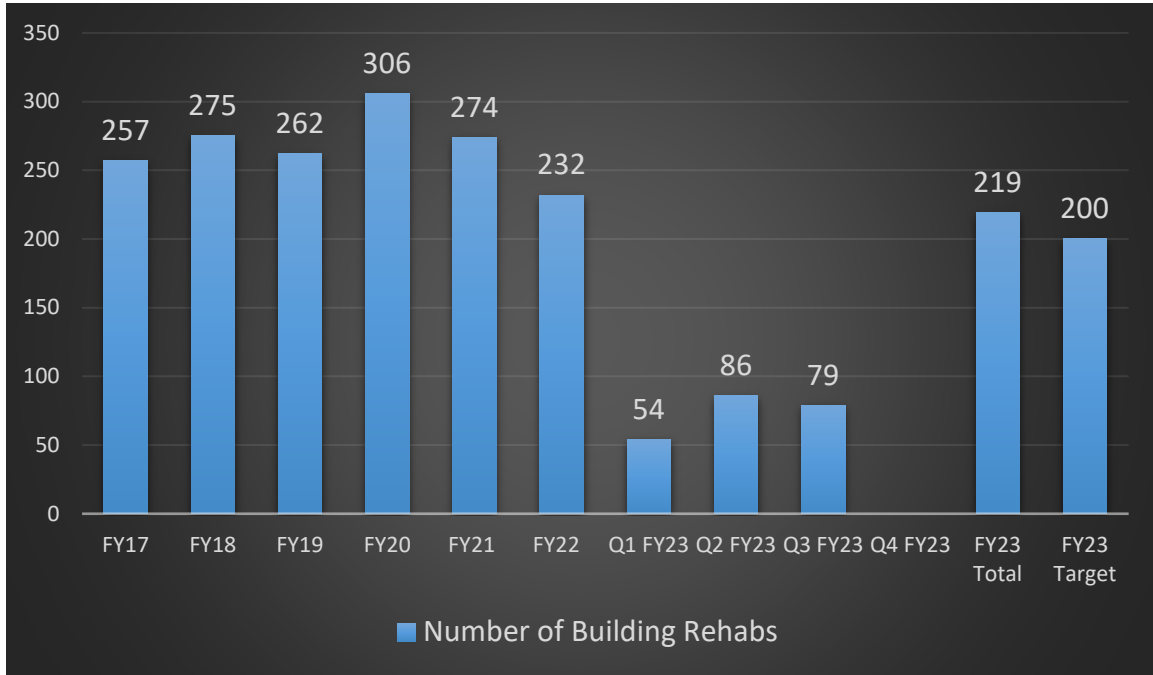
## PERFORMANCE MEASURE #6

*Number of building rehabilitations assisted by the MainStreet program*

### Results

FY17	FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
257	275	262	306	274	232	54	86	79		219	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:**

**Data: Number of Private Building Renovations: 79. The following includes highlights of activity in Q3:**

- Clovis had a strong quarter with 10 significant renovations in the district worth over \$700,000 in total. Las Cruces had another strong quarter with \$900,000 in private building rehabilitations. Two projects made up the largest chunk of the total; one is an office park receiving \$300,000 in updates and the other is 828 Studios, a film productions services firm investing \$450,000 in interior updates.

**IMPROVEMENT ACTION PLAN:** N/A

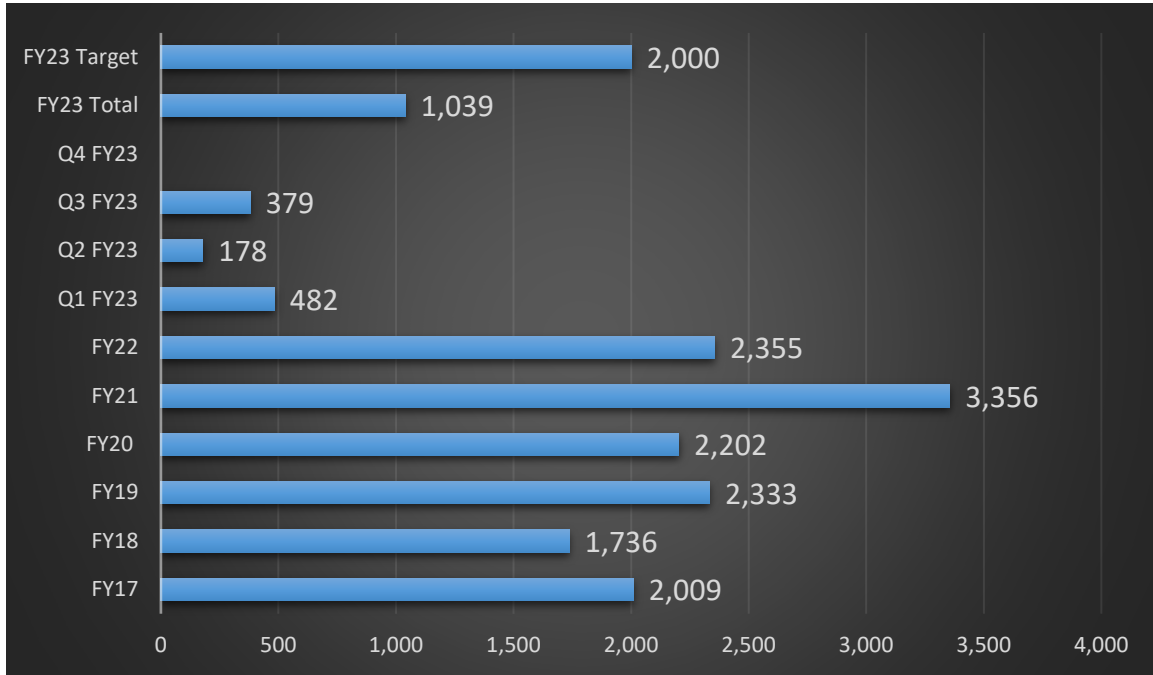
# PERFORMANCE MEASURE #7

*Number of workers trained by JTIP*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
1,736	2,333	2,202	3,356	2,355	482	178	379		1,039	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 training projects approved by the JTIP board.

**STORY BEHIND THE DATA:**

- In the third quarter of FY23, 14 companies and a total of 340 trainees were approved by the JTIP board. Of this total, 111 are high-wage positions - 106 urban (with annual salaries greater than \$60,000) and five are rural (with annual salaries greater than \$40,000). Six internships were approved, two of which are rural, and 54 incumbent workers will receive upskills training through JTIP’s enhanced skills training program, Step-Up. Ninety of the total trainees approved are in rural areas including Alamogordo, Moriarty, Raton, Roswell, Santa Teresa, and Taos.
- The Film Crew Advancement Program (FCAP), one of the two JTIP for Film and Multimedia programs, approved six production companies to train 39 crew members.

**IMPROVEMENT ACTION PLAN:** N/A



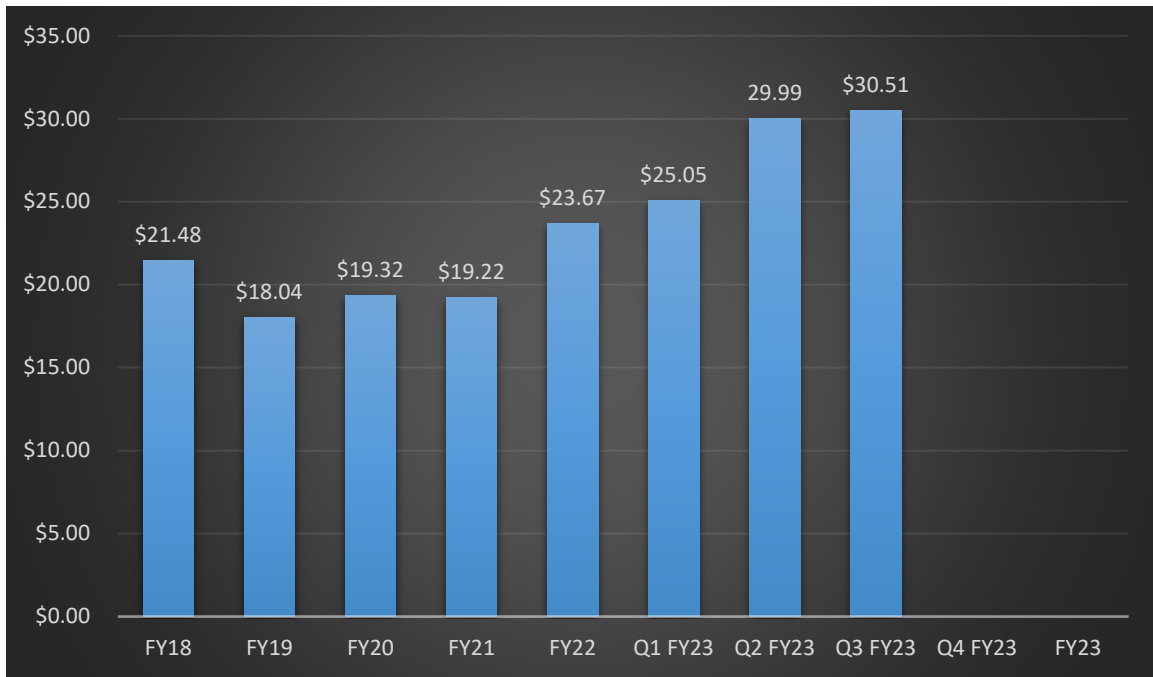
# PERFORMANCE MEASURE #8

*Average hourly wage of jobs funded by JTIP*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$21.48	\$18.04	\$19.32	\$19.22	\$23.67	\$25.05	\$29.99	\$30.51			Explanatory

**Graph of Above Data**



**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:**

- FY23 Q3 JTIP jobs approved:
  - 280 trainees: Average wage = \$30.51
    - Urban: 195, average wage = \$35.78
    - Rural: 85, average wage = \$18.41
  - 6 interns: Average Wage = \$18.67
    - Urban: 4, average wage = \$18.75
    - Rural: 2, average wage = \$18.50
- FY23 Q3 JTIP Film Crew jobs approved:
  - 39 trainees, average wage = \$29.54

## PERFORMANCE MEASURE #9

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$30,757	\$40,901	\$41,865	\$48,721	\$47,327			\$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 Q3 FY23 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 Q3 FY23 is \$63,453. The cost per job for these JTIP jobs was \$16,126.

## PERFORMANCE MEASURE #10

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

### Results

FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
\$9.5M	\$170M	\$5.2M	\$0	\$955K	\$107K			\$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:** AllerPops Corp (Los Alamos) was a recipient of a \$25,000 NM Small Business Innovation and Research (SBIR) Matching Grant in FY22 to conduct a phase II clinical trial of their product, a lollipop developed to relieve the symptoms of airborne allergies. The company reported that it has since been successful in raising \$107,000 of a total projected \$2M crowdfunding round to execute a national marketing campaign.

**IMPROVEMENT ACTION PLAN:**

# PERFORMANCE MEASURE #11

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

Results							
FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY22 Target
\$2,000,000	\$2M	\$0	\$0	\$0		\$0	\$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 Q3.

**IMPROVEMENT ACTION PLAN:** In an ongoing 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 continues to maintain its partnership and memorandum of understanding with the Ministry of Economic Affairs (Taiwan). This will provide even greater opportunities for New Mexico to attract Asian manufacturers.

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 maintains a trade office in Taiwan and continues to work with two contractors to actively recruit investment from countries including Taiwan, Mexico, Germany, Japan, the United Kingdom, and Canada.

EDD conducted a trade mission to Germany and Spain in October 2022 and looks forward to fostering relationships established with those companies seeking to locate and invest in New Mexico. One of the companies that EDD met with conducted a site visit in New Mexico in January 2023, and EDD remains engaged in their site selection process.

## 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):**

FY23	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$323.80				\$323.80	3
300	\$150.00				\$150.00	
400	\$607.00	\$			\$607.00	
TOTAL	\$1,080.80	\$			\$1,080.80	

**Program Performance Measures:**

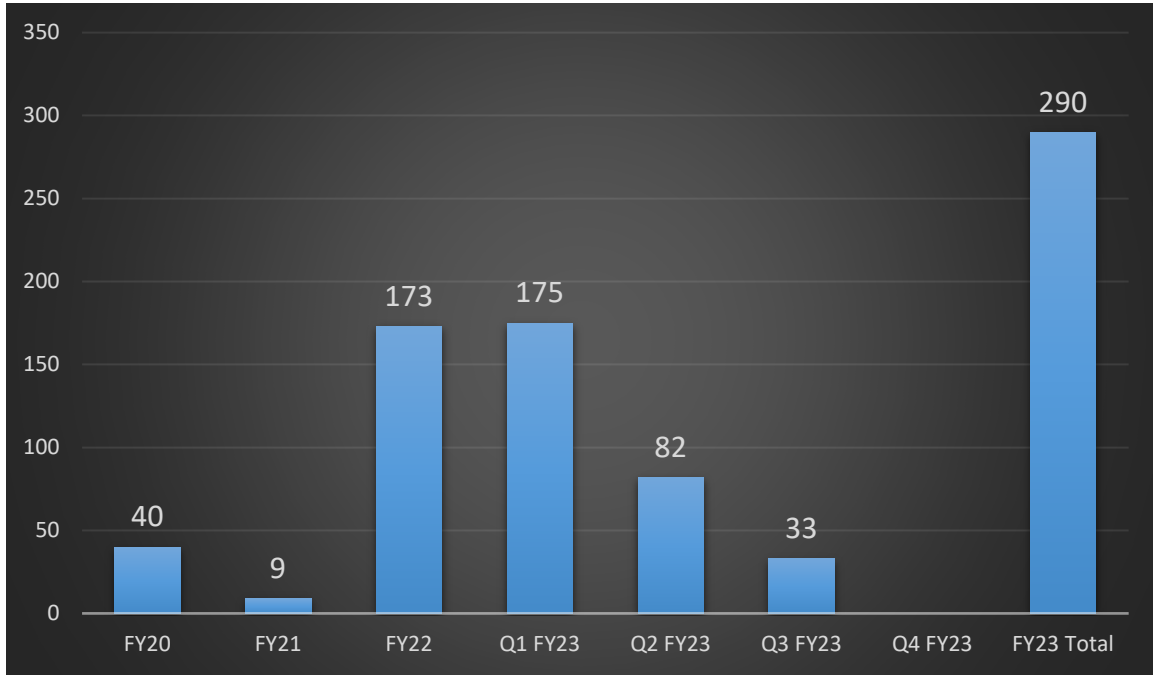
1. Number of new outdoor recreation jobs created by ORD;
2. Number of outdoor recreation conservation and access projects funded and/or led by ORD, including via the Special Projects and Infrastructure Fund grant;
3. Number of youth to benefit from outdoor education programs, including Outdoor Equity 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	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
40	9	173	175	82	33		290	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 and Outdoor Recreation Trails+ grant applications and reports.

**STORY BEHIND THE DATA:** In March 2023, ORD finalized the fourth round of Outdoor Recreation Trails+ recipients for the 2022 calendar year (applications that came in by December 31, 2022). The fourth round consisted of five recipients receiving around \$378,000 in awards. The projects awarded this round will create 33 jobs in Bernalillo, San Juan, Eddy, and Otero counties.

## PERFORMANCE MEASURE #2

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

Results								
FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
11	6	44	20	19	5		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 (Outdoor Recreation Trails+ Grant) 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 was open on a rolling basis throughout 2022. The fourth round of grants, applications received by December 31, awarded around \$378,000 to 5 projects across the state with three projects being in rural areas, one on a Land Grant, and one based in a smaller urban area. Information on the fourth round of grantees can be found on the EDD website.

## PERFORMANCE MEASURE #3

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

Results							
FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
3,123	21,904	12,221	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:**

The 2022 Outdoor Equity Fund opened in May with \$3 million in funding. In August 2022, ORD announced Outdoor Equity Fund awards to 46 organizations that will reach 12,221 youth by February 2024. The total funding awarded to the 46 organizations was \$782,525.00 versus \$261,863.78 in the inaugural year of the grant in 2020. This increase in funding better enables the Outdoor Equity Fund to meet the demand ORD saw from applicants. This grant will open for applications again in May of 2023.

## PERFORMANCE MEASURE #4

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY22 Target
7,808	28,737	6,709	7,183	7,163			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:** In Q3 of FY23, ORD had 2,877 newsletter subscribers, 2,238 unique visits to the website, 739 Twitter followers, 940 Instagram followers, and 309 Facebook followers. There was a 32% increase in social media followers. In this quarter there were 929 posts, 103k impressions, 78k users, and a 9.29% average engagement rate overall. Of note, ORD has a high open rate for the newsletter at 40.4% this past quarter. Newsletters typically average half that open rate. Overall, the total value of earned and owned media for the quarter was 7,163, which includes the above numbers combined with earned media.

#### Earned Media:

- [New Mexico Outdoor Recreation Division Director Axie Navas Leaves Legacy Of Equity And Stewardship \(ladailypost.com\)](#)
- [Taos Pueblo wins \\$500K trails grant | Environment | taosnews.com](#)
- [More Than 500 Jobs Created Through Outdoor Recreation Trails+ Grant Across New Mexico In 2022 \(ladailypost.com\)](#)
- [Headlines for January 10, 2023: UNM Newsroom](#)
- [Outdoor Rec to Revitalize Grants | Cibola Citizen](#)
- [Juniper Basin Recreation Area is 93-acre project on north side of city \(daily-times.com\)](#)
- [States Consider Using Budget Surpluses to Fund Conservation | Outdoor Life](#)
- [Outdoor Recreation Trails+ grants fund projects near Santa Fe, Taos | Business | santafenewmexican.com](#)
- [Edible Los Ranchos - The Paper \(abq.news\)](#)
- [Top American 'foodie' city just 3 hours from Colorado state line | OutThere Colorado](#)
- [Outdoor Recreation Trails+ grants fund projects near Santa Fe, Taos | Business | taosnews.com](#)
- [Headlines for January 17, 2023: UNM Newsroom](#)
- [How CNM Ingenuity is Helping Forge the Future of Business on a Ski Lift \(prnewswire.com\)](#)
- [Juniper Basin Recreation Area will offer 'beautiful landscapes' for future bike park | New Mexico Sun](#)
- [Protecting our lands and waters for future generations \(lcsun-news.com\)](#)
- [New Mexico House Bill 8 Creative Economy Bill benefits Alamogordo and rural communities | Alamogordo Conservative Daily | NewsBreak Original](#)
- [Land of Enchantment Legacy Fund passes Senate | NM Political Report](#)
- [New Mexico Senate Approves Landmark Conservation Bill \(usnews.com\)](#)
- [Senate approves bill aimed at providing steady funding stream for forest, water projects - Albuquerque Journal \(abqjournal.com\)](#)
- [NM's Gabe Vasquez to serve on two agricultural subcommittees \(ktsm.com\)](#)

21. [Steinborn introduces bill to establish state Division of Creative Industries | Las Cruces Bulletin](#)
22. [City of Farmington inches closer to new bike park - KOB.com](#)
23. [New Mexico legislature considers dedicated funding for land, water conservation | Kiowa County Press - Eads, Colorado, Newspaper](#)
24. [City of Farmington inches closer to new bike park - YouTube](#)
25. [Trail enhancements planned at UNM-Taos: UNM Newsroom](#)
26. [Bill spending \\$75M on New Mexico conservation efforts advances \(currentargus.com\)](#)
27. [Bill to fund conservation programs passes committee | NM Political Report](#)
28. [EDITORIAL: NM lands need a state 'legacy fund,' true BLM leadership \(yahoo.com\)](#)
29. [Editorial: NM lands need a state 'legacy fund,' true BLM leadership - Albuquerque Journal \(abqjournal.com\)](#)
30. [House Bill 8: Unleashing Opportunity From The Heart And Soul Of New Mexico \(ladailypost.com\)](#)
31. [Village of Los Ranchos de Albuquerque receives grant for pollinator garden, edible trail | KRQE News 13](#)
32. [Move Launched To Start A New Mexico Division Of Creative Industries | KSFR](#)
33. [Village of Los Ranchos received a \\$50,000 grant for pollinator garden | KRQE News 13](#)
34. [County: Public Land Solutions To Hold Stakeholder Meeting \(ladailypost.com\)](#)
35. [Historic land and water conservation proposal to be introduced in Roundhouse \(kunm.org\)](#)
36. [Permanent funding for NM's Outdoor Equity Fund is a priority \(currentargus.com\)](#)
37. [Outdoor Recreation Trails+ grants fund projects near Santa Fe, Taos | Business | taosnews.com](#)
38. [Outdoor Recreation Trails+ grants fund projects near Santa Fe, Taos \(yahoo.com\)](#)
39. [BOLT Reintroduced to Congress, New Advocacy Groups and an Oklahoma Jump Trail - Singletracks Mountain Bike News](#)
40. [How CNM Ingenuity is Helping Forge the Future of Business on a Ski Lift \(yahoo.com\)](#)
41. [Ensuring a Legacy of Outdoor Equity in New Mexico | KRWG Public Media](#)
42. [What's next for the Rio Grande Trail project? \(krqe.com\)](#)
43. [House OKs Bill To Grow New Mexico Creative Industries \(ladailypost.com\)](#)
44. [Village of Ruidoso Insider - Volume 19 — Ruidoso-NM.gov | Municipal Website of the Village of Ruidoso, NM](#)
45. [Rhea Space Activity Wins the Eighth-Annual Ski Lift Pitch Startup Contest in Taos, New Mexico \(prnewswire.com\)](#)
46. [Rhea Space Activity Wins the Eighth-Annual Ski Lift Pitch Startup Contest in Taos, New Mexico - Benzinga](#)
47. [Talk of the Town: Medical malpractice law, firearms, Holtec and land conservation - Albuquerque Journal \(abqjournal.com\)](#)
48. [Rhea Space Activity Wins the Eighth-Annual Ski Lift Pitch Startup Contest in Taos, New Mexico \(yahoo.com\)](#)
49. [City lease will improve access to BLM land - El Defensor Chieftain \(dchieftain.com\)](#)
50. [Conservation permanent fund heads to House floor | NM Political Report](#)
51. [Enchantment fund would ensure outdoor legacy | My View | santafenewmexican.com](#)
52. [Five New Mexico Communities To Receive Recreation Grants \(ladailypost.com\)](#)
53. [Here are the projects funded by New Mexico lawmakers in your community \(currentargus.com\)](#)
54. [Grant to fund development of parks, trails master plan in Aztec \(daily-times.com\)](#)
55. [Aztec receives \\$39,999 for outdoor spaces master plan – The Durango Herald](#)
56. [State pours grant money into five New Mexico outdoor projects \(krqe.com\)](#)
57. [Rio Grande Trail Commission could go under new oversight \(krqe.com\)](#)
58. [Juniper Basin Recreation Area nears Phase 1 of development – The Durango Herald](#)
59. [Los Lunas Open Space division among recipients of Outdoor Equity Fund award - Valencia County News-Bulletin](#)
60. [San Juan College receives \\$99,999 from state grant money to improve open space – The Durango Herald](#)



## 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 and optimize the film production tax credit and oversees registrations and processes for the registration of the film incentive. 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 division provides information to production executives, producers, directors, crew, filmmakers, and the local community, markets filming locations and manages resources promoting local crew, talent, vendors, and film liaisons. The Film Division continues to focus on five 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, thereby creating jobs for New Mexicans.
- (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.
- (5) Maintain and evolve our data collection to be able to objectively assess the effectiveness of the credits provided by the Film Production Tax Credit Act.

**Program Budget (in thousands):**

FY23	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 829.50				\$ 829.50	8
300	\$ 27.48				\$ 27.48	
400	\$ 104.82				\$ 104.82	
TOTAL	\$ 961.80				\$ 961.80	

**Program Performance Measures:**

1. Number of film and media worker days
2. Estimated 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

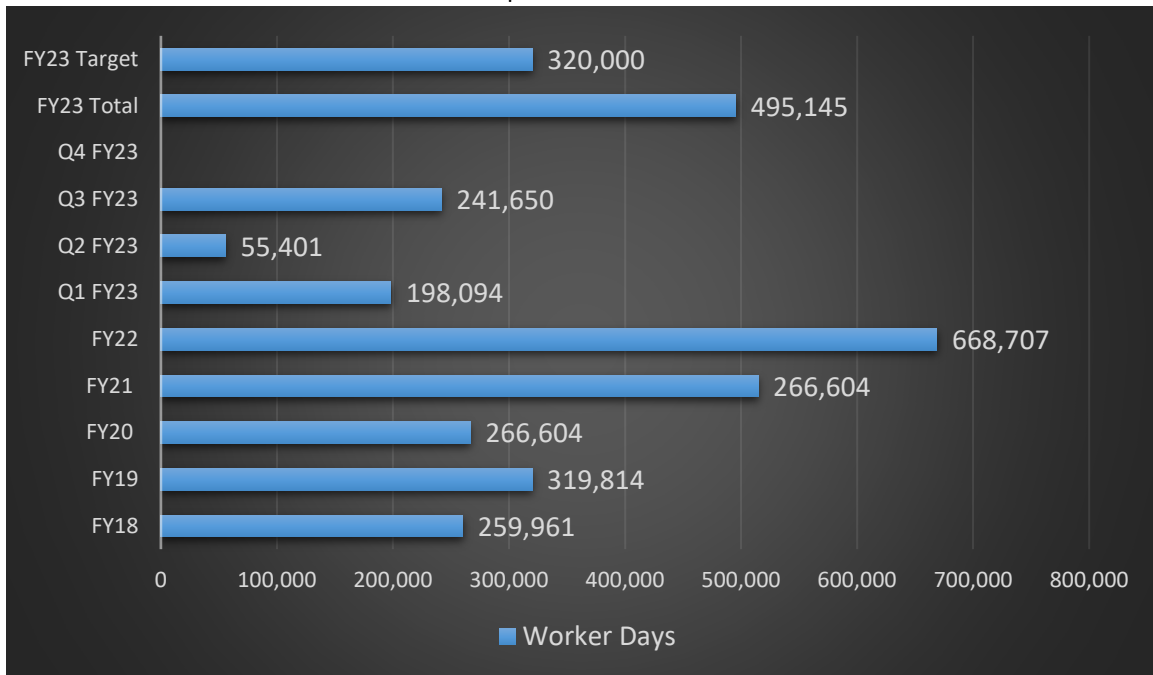
# PERFORMANCE MEASURE #1

*Estimated number of film and media worker days*

## Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
259,961	319,814	266,604	514,580	668,707	198,094	55,401	241,650		495,145	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 production companies. 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:** FY23 has continued to follow the rapid growth pattern observed in FY22 with 495,145 worker days through the first three quarters.

**IMPROVEMENT ACTION PLAN:** n/a

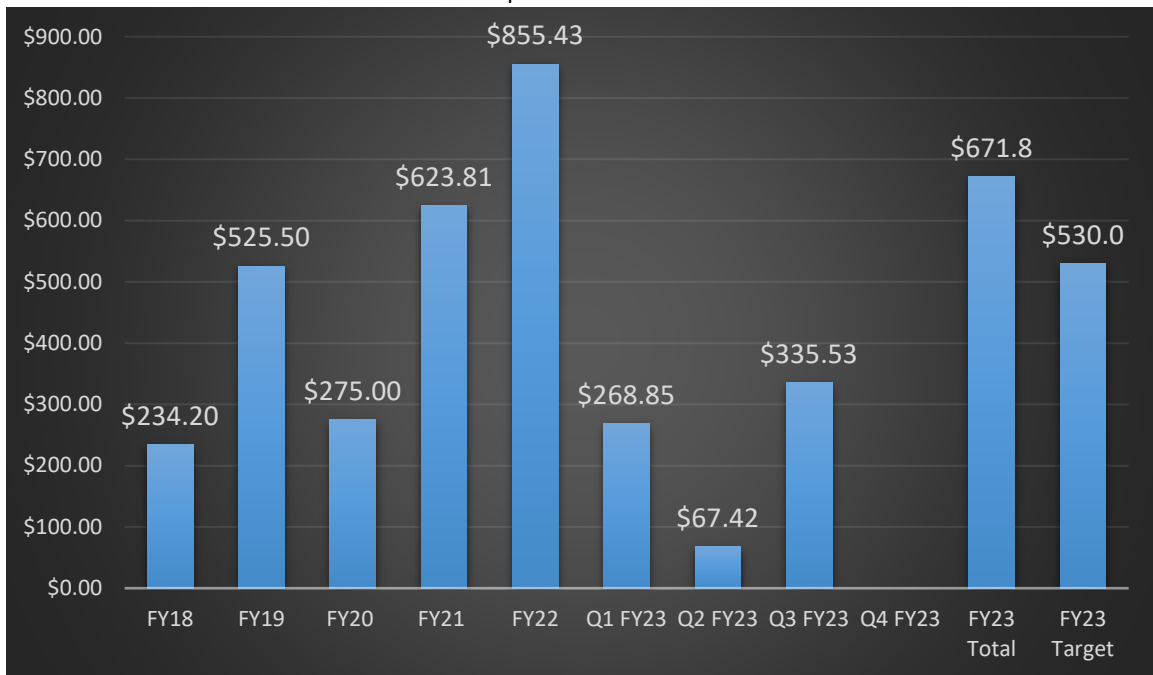
## PERFORMANCE MEASURE #2

*Estimated direct spending by film industry productions, in millions*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
\$234.2	\$525.5	\$257.3	\$626.5	\$855.43	\$268.85	\$67.42	\$335.53		\$671.77	\$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:** The data is based on information in the registration forms submitted to the Film Division by production companies.

**STORY BEHIND THE DATA:** FY23 has seen \$671.77 million in direct spending through the first three quarters. This amount has already surpassed the FY23 target.

**IMPROVEMENT ACTION PLAN:** n/a

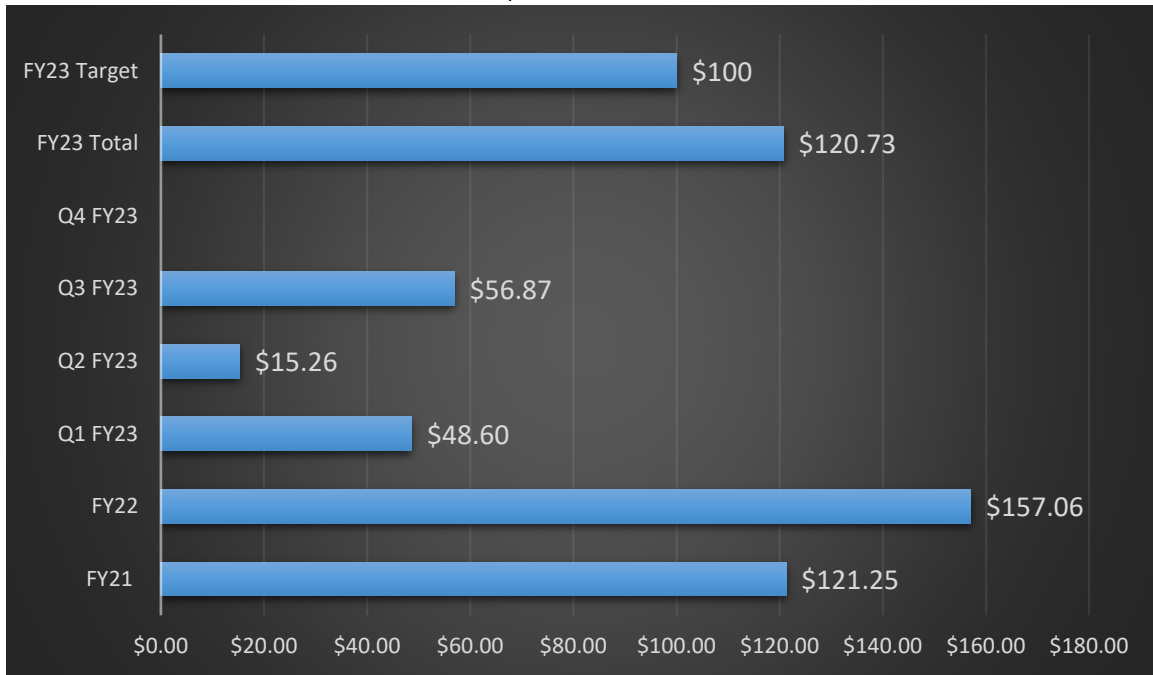
## PERFORMANCE MEASURE #3

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY22	FY23 Total	FY31 Target
\$121.25	\$157.06	\$48.60	\$15.26	\$56.87		\$120.73	\$100

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, nor wages paid to New Mexicans providing post-production services.

**DATA SOURCE/METHODOLOGY:**

The data is based on information in the registration forms 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:** With \$120.73 million in wages paid by the film industry the first three quarters of FY23, this industry continues to provide an increase in quality high paying jobs to New Mexicans.

**IMPROVEMENT ACTION PLAN:** n/a

## PERFORMANCE MEASURE #4

*Median wages paid by film industry productions to NM residents*

Results							
FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$60,840	\$61,069	\$63,793	\$71,648	\$61,193			\$54,080

*\*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:** 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. FY23 has continued to provide high wages to NM residents with a three-quarter average of \$62,025 YTD for FY23.

**IMPROVEMENT ACTION PLAN:** n/a

## PERFORMANCE MEASURE #5

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
\$30.21	\$47.10	\$14.77	\$3.46	\$19.85		\$38.07	\$25

*\*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:** The first three quarters in FY23 show an estimated \$38.07 million to be paid in gross receipts taxes by production companies.

**IMPROVEMENT ACTION PLAN:** n/a