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# FY20 QUARTER #2 PERFORMANCE REPORT

Economic Development Department



## 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:** Increase wealth creation: earnings & investment; improve economic opportunities for New Mexicans; focus on rural communities; diversify the economy

**Key Strategic Plan Initiatives:**

### AGENCY PROGRAMS

PROGRAM SUPPORT/OFFICE OF THE SECRETARY	526
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## 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):

FY19	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,425.0				\$ 1,425.0	18
300	\$ 92.7				\$ 92.7	
400	\$ 172.0				\$ 172.0	
TOTAL	\$ 1,689.7				\$ 1,689.7	

FY20	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,694.3				\$ 1,694.3	18
300	\$ 1,492.7				\$ 1,492.7	
400	\$ 322.0				\$ 322.0	
TOTAL	\$ 3,509.0				\$ 3,509.0	

### 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. Number of potential recruitment opportunities submitted by the Partnership
4. Number of jobs created through business relocations facilitated by the Partnership

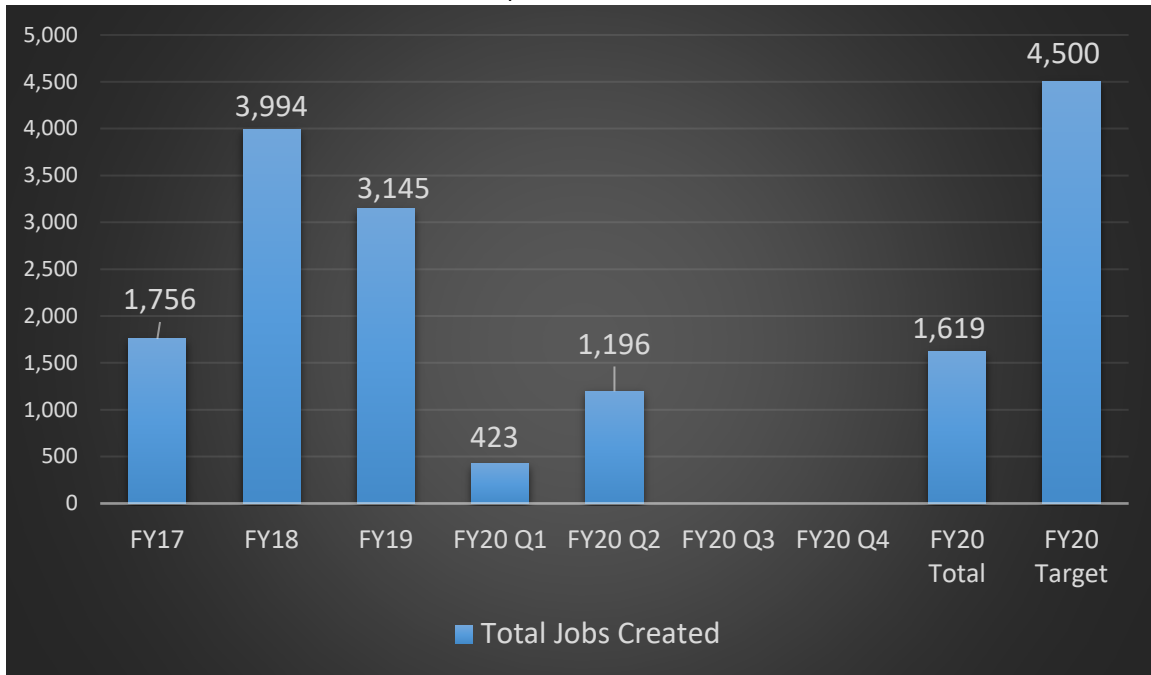
# PERFORMANCE MEASURE #1

*Number of new jobs created due to economic development efforts*

## Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
1,756	3,994	3,145	423	1,196			1,619	1,125 Quarter/ 4,500 Annual

Graph of Data Above



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

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

**STORY BEHIND THE DATA:** LEDA assisted four projects totaling 855 jobs, all new companies to the state. Two of those companies were recruited by the Partnership. The remaining new jobs were created by business expansions assisted by the Job Training Incentive Program and the Community, Business & Rural Development reps working in their respective regions.

**IMPROVEMENT ACTION PLAN:**

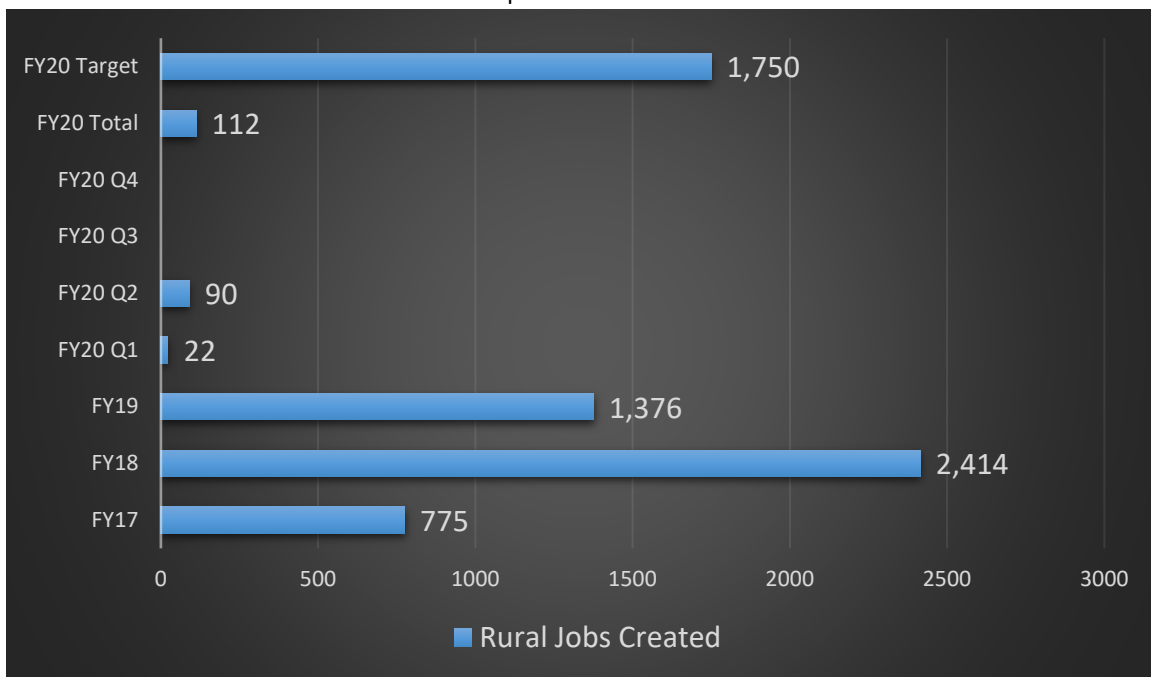
## PERFORMANCE MEASURE #2

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

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
775	2,414	1,376	22	90			112	437 Quarter/ 1,750 Annual

Graph of Data Above



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

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

**STORY BEHIND THE DATA:** LEDA invested in one rural project, Lance Forest Products, which will create 30 new jobs. JTIP assisted seven rural companies and Community Development reported one rural business adding ten jobs. All these rural businesses represent a total of 90 new jobs.

**IMPROVEMENT ACTION PLAN:** 112 rural jobs represent only 6 percent of the fiscal year target. In the second half of FY2020 all teams within the Economic Development Division must focus on identifying rural companies and projects that will create new jobs.

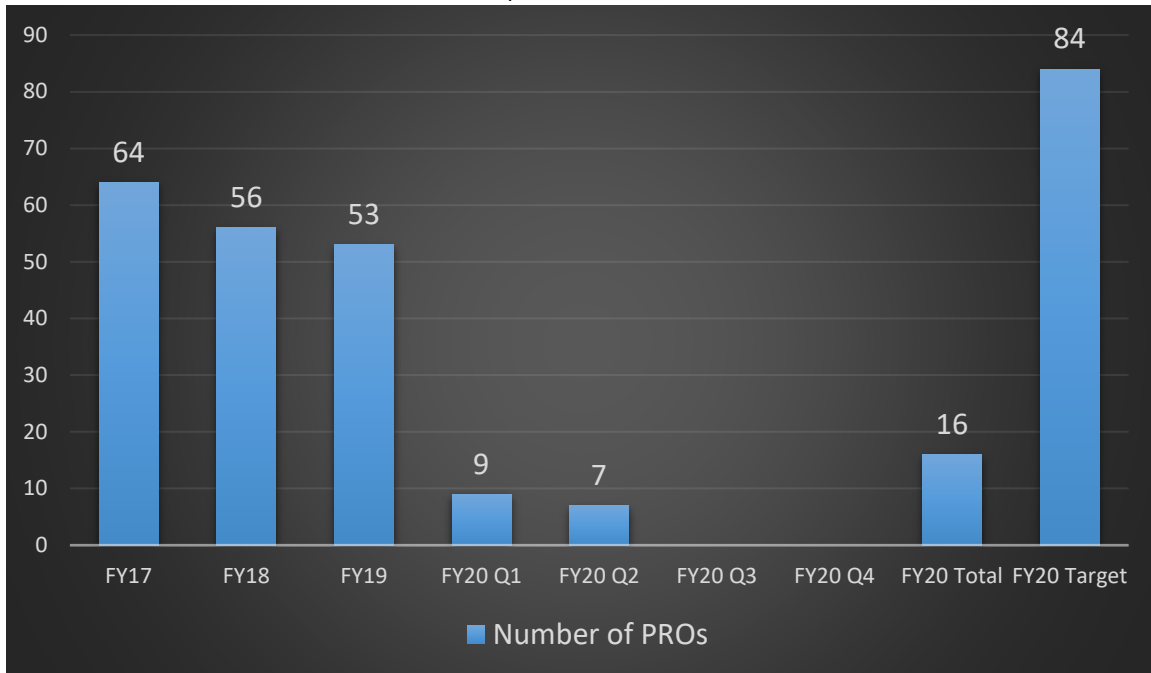
## PERFORMANCE MEASURE #3

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

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
64	56	53	9	7				21 Quarter/ 84 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** A “prospective company” is an organization 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:** Attendance at several trade shows and sales missions has already generated 7 new PROs. Additionally, a large number of leads were also generated with companies. Follow-up with these companies is underway to convert these leads into active PROs.

**IMPROVEMENT ACTION PLAN:**

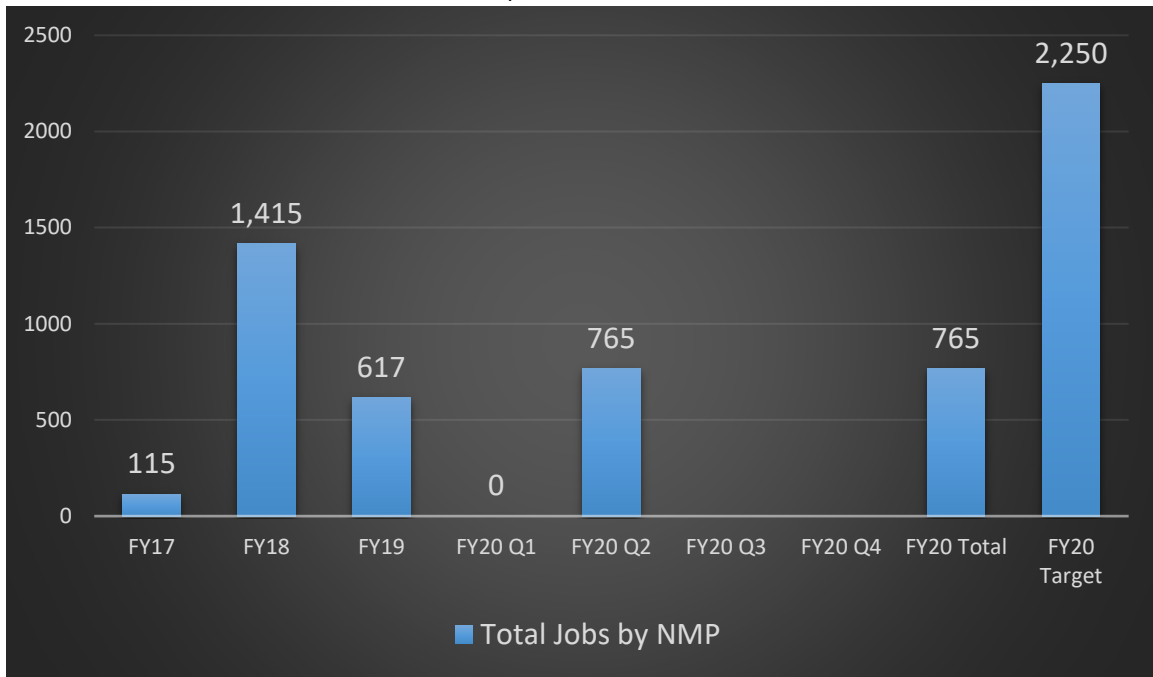
## PERFORMANCE MEASURE #4

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

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
115	1,415	617	0	770				562 Quarter/ 2,250 Annual

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 among 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:** Two projects located in New Mexico this quarter.

Faneuil is a major business process outsourcing firm that has been successfully recruited this quarter. They have committed to hiring 700 positions (PPA) in New Mexico. They will be locating in the facility recently vacated by Sitel in Albuquerque. Total payroll once fully staffed is anticipated to exceed ~\$21.6M per year.

Kairos Power is an innovative clean-energy technology company that has chosen Albuquerque for its new research and development center. It will locate in Mesa del Sol, where it plans to purchase an existing building and a total of 32 acres of land to allow for future expansion. The company will hire 70 (PPA) with average salaries over \$100,000, and invest up to \$180M.

## 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 \$75 million dollar 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 include the Technology Research Collaborative (TRC) and the SBIR Match and Business Start-Up grants; and the Office of International Trade, which include Foreign Direct Investment.

**OBJECTIVES:**

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

**Program Budget (in thousands):**

FY19	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,684.3				\$ 1,684.3	25
300	\$ 2,245.6				\$ 2,245.6	
400	\$ 4,563.4	\$ 105.4	\$ 200.0		\$ 4,868.8	
<b>TOTAL</b>	<b>\$ 8,493.3</b>	<b>\$ 105.4</b>	<b>\$ 200.0</b>		<b>\$ 8,798.7</b>	

FY20	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 2,001.2				\$ 2,001.2	25
300	\$ 1,423.3				\$ 1,423.3	
400	\$ 6,310.7	\$ 262.1	\$ 280.0		\$ 6,852.8	
<b>TOTAL</b>	<b>\$ 9,735.2</b>	<b>\$ 262.1</b>	<b>\$ 280.0</b>		<b>\$ 10,277.3</b>	

**Program Performance Measures:**

1. Number of business development projects resulting in job growth, new investment, or increased revenue
2. Number of technical assistance cases provided to a community that results in a new economic development program or asset
3. Dollars of private sector investment in MainStreet districts, in millions
4. Number of building rehabilitations assisted by the MainStreet program
5. Number of workers trained by JTIP
6. Number of Foreign Direct Investment leads generated by the Office of International Trade
7. Number of private sector dollars leveraged by each dollar through LEDA
8. Number of jobs created through the use of LEDA funds
9. Dollars of investment in technology-based companies as a result of Office of Science & Technology programs



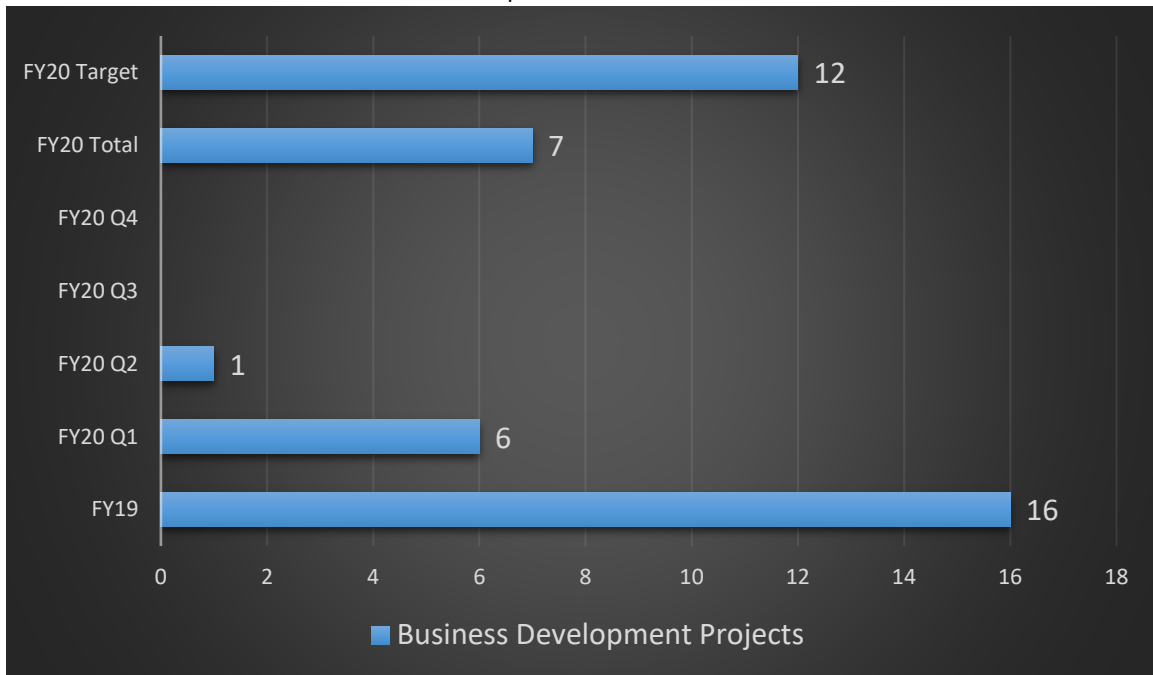
# PERFORMANCE MEASURE #1

*Number of business development projects resulting in job growth, new investment, or increased revenue*

## Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
NA	NA	16	6	1			7	3 Quarter/ 12 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** Number of companies assisted by a program of the Economic Development Division when that assistance results in job growth, new investment, or increased revenue.

**DATA SOURCE/METHODOLOGY:** Projects are reported in Salesforce.

**STORY BEHIND THE DATA:** Humble Brands, an organic deodorant and cosmetic product manufacturer in Taos, added 10 FTEs and 10 part-time employees in the 2<sup>nd</sup> quarter of FY20. The company landed a contract with TJ Maxx and sold a million units last year. As a result, Humble Brands bought and moved into a new 10,000 SF manufacturing facility in December.

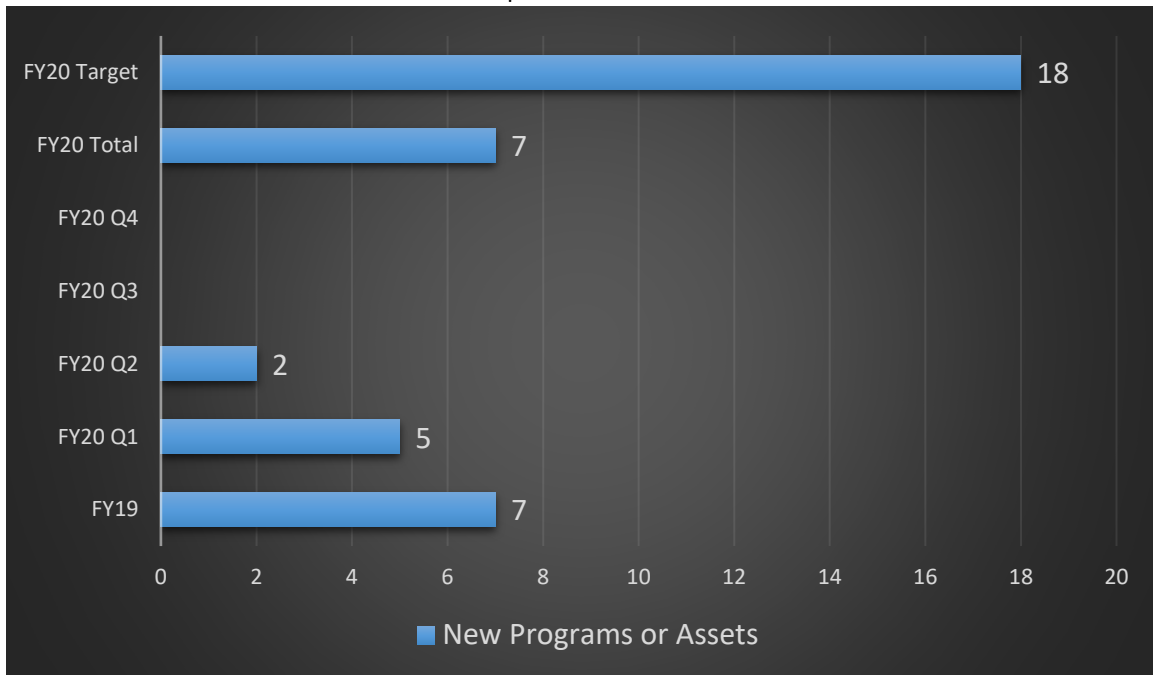
## PERFORMANCE MEASURE #2

*Number of technical assistance cases provided to a community that results in a new economic development program or asset*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
NA	NA	7	5	2			7	4.5 Quarter/ 18 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** The regional representatives work with local economic development organizations to increase the community’s capacity for economic growth.

**DATA SOURCE/METHODOLOGY:** Reported in Salesforce.

**STORY BEHIND THE DATA:**

1. The City of Raton created an economic development director position and filled it at the encouragement, and with the assistance of, the regional representative.
2. The regional representative assisted the Middle Rio Grande Economic Development Association with the creation of a permanent business resource guide specific to Socorro County.

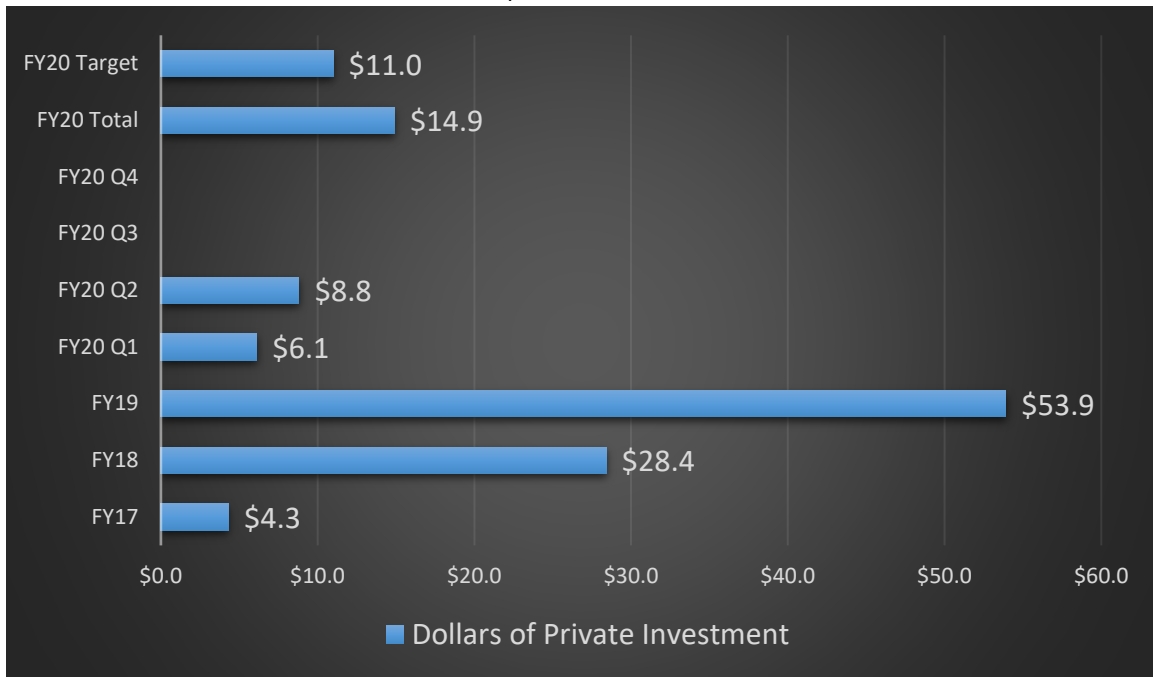
# PERFORMANCE MEASURE #3

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

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
\$28.4	\$53.9	\$30.7	\$6.1	\$8.8			\$14.9	\$2.4 Quarter/ \$11 Annual

Graph of Data Above



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

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

**STORY BEHIND THE DATA: Examples that contributed to these results:**

- Los Alamos MainStreet reported six private rehabilitations in their district (Comfort Inn & Suites; Sunflower Bank; Unquarked; Nambe Drugs Los Alamos; Century Bank; CEM Enterprises, Inc.; and CBS Fox, Inc.) with a total investment of \$560,214.
- Roswell MainStreet had 5 private building rehabilitations with a total investment of \$307,500. More importantly, these renovations led to the opening of 6 new business (Lava2Shop; A&W Restaurant; Downtown Chic Boutique; Sweet Baby J's Bakery; Desert Rose Soaps; and Red Door Brewing) and the creation of 55 new jobs.
- Artesia MainStreet had 4 building improvements (World Finance; Western Bank; Red Point Resources; and Guy Chevrolet) for a total investment of \$250,599

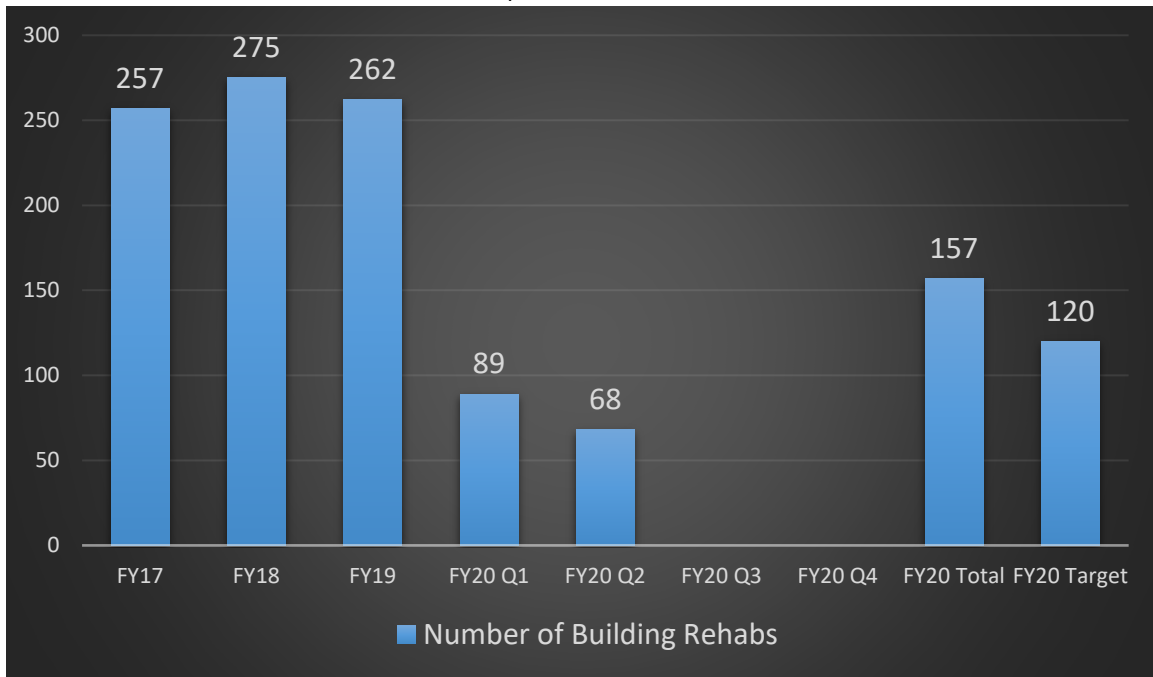
## PERFORMANCE MEASURE #4

*Number of building rehabilitations assisted by the MainStreet program*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
257	275	262	89	68			157	30 Quarter/ 120 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** Total number of building rehabilitation projects, including construction such as repair, renovate, modify or reconstruct.

**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:** Examples that contributed to these results:

- Ruidoso Midtown Association reported 2 interior and exterior building rehabilitations (Hunt and Harvest and Noisy Water Tasting Room) with a combined private investment of \$200,000.
- MainStreet Truth or Consequences reported modest investments of \$90,900 to 9 building in their district but those investments contributed to the creation of 3 new businesses (Smokes Good; Galactic Digs; and MorningStar Outfitters) and 5 new jobs for the rural community.
- Nob Hill MainStreet reported almost \$5 million worth of private sector investment in 5 properties (Flying Star Café; De Anza Motel; Little Bear Coffee; Daskalos Property; Nob Hill Forum).
- Alamogordo, Downtown Albuquerque, Nob Hill, Deming, Gallup, Lovington, and Raton MainStreet’s brought in a combined \$104,600 in private sector grants to aid the revitalization efforts of their districts.

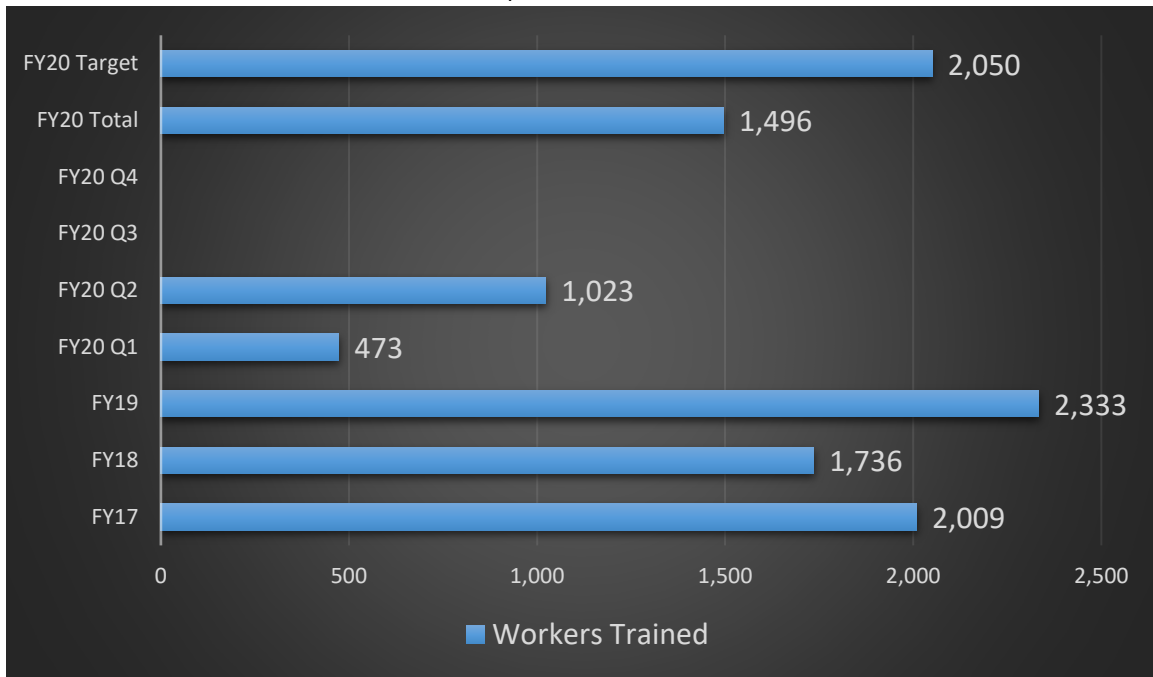
## PERFORMANCE MEASURE #5

*Number of workers trained by JTIP*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
2,009	1,736	2,333	473	1,023			1,496	512 Quarter/ 2,050 Annual

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:** Twenty-one companies were approved by the JTIP board in the second quarter, eight of which were new to the JTIP Program. Qualifying companies may apply for JTIP funds as long as they continue to meet program and expansion requirements. A JTIP application contains a six-month hiring projection. If the company is in expansion mode, it may apply multiple times over the course of a year, or several years, until it reaches its targeted employment level. 970 new jobs were approved at an average wage of \$17.47 per hour. Two internships were approved at an average wage of \$12.00 per hour and 11 incumbent workers will receive upskill training through Step Up. 69 of the approved jobs were in rural areas such as Carlsbad, Taos, Santa Teresa, Bernalillo and Santa Rosa. The average wage of jobs approved in rural areas was \$19.74, notably higher than urban jobs approved in the second quarter. 52 of the 69 rural jobs were high-wage, at least a \$40,000 annual salary. Five production companies were approved for FCAP to train 40 workers at an average wage of \$21.18 per hour.

## PERFORMANCE MEASURE #6

*Number of Foreign Direct Investment (FDI) leads generated by OIT*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
NA	NA	NA	5	0				7.5 Quarter/ 30 Annual

Graph of Data Above

**MEASURE DESCRIPTION:** A qualified lead is a company that OIT staff has met with at which time the company has outlined their criteria for investing and indicated an interest in New Mexico.

**DATA SOURCE/METHODOLOGY:** Leads are qualified by personal meetings with the company and tracked in Salesforce.

**STORY BEHIND THE DATA:** Investment leads for the United Kingdom are being compiled and there is a plan to meet ten companies in the UK in order to assess prospects for foreign direct investment into New Mexico. The Brexit legislation had been a hindrance to future planning, but the issue has been resolved going forward.

Secretary Keyes has plans to visit Germany for FDI meetings with key German companies in the aerospace and manufacturing sector. The meetings have been organized by a German contractor and include visiting German companies already located in New Mexico and the Ministers of two German states to promote FDI into New Mexico and utilization of the Spaceport facilities for small satellite launches.

**IMPROVEMENT ACTION PLAN:**

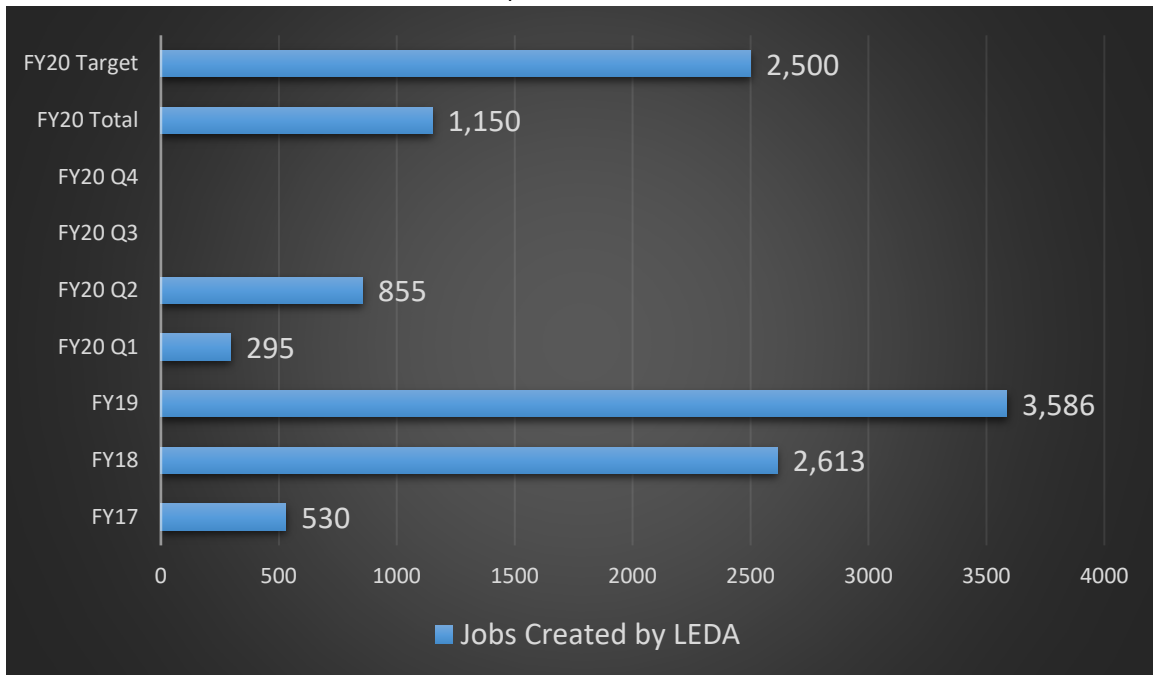
# PERFORMANCE MEASURE #7

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

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
530	2,613	3,586	295	855			1,150	625 Quarter/ 2,500 Annual

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:** Four companies were approved for LEDA in the second quarter:

- **420 Valley LLC** is a hemp production company that located in Las Cruces. The company received \$400,000 in LEDA support for 55 new jobs.
- **Faneuil Inc.** is a customer service center that located in Albuquerque. Faneuil will create 700 new jobs and \$400,000 in LEDA support.
- **Lance Forest Products** relocated a saw mill from northern California to Cimarron. The company is investing \$3M and hiring 40 new positions. The LEDA investment is \$350,000.
- **Kairos Power** is a clean energy technology engineering company that chose to locate in Albuquerque. The company will employ 65 high-wage jobs and received a LEDA investment of \$4M.

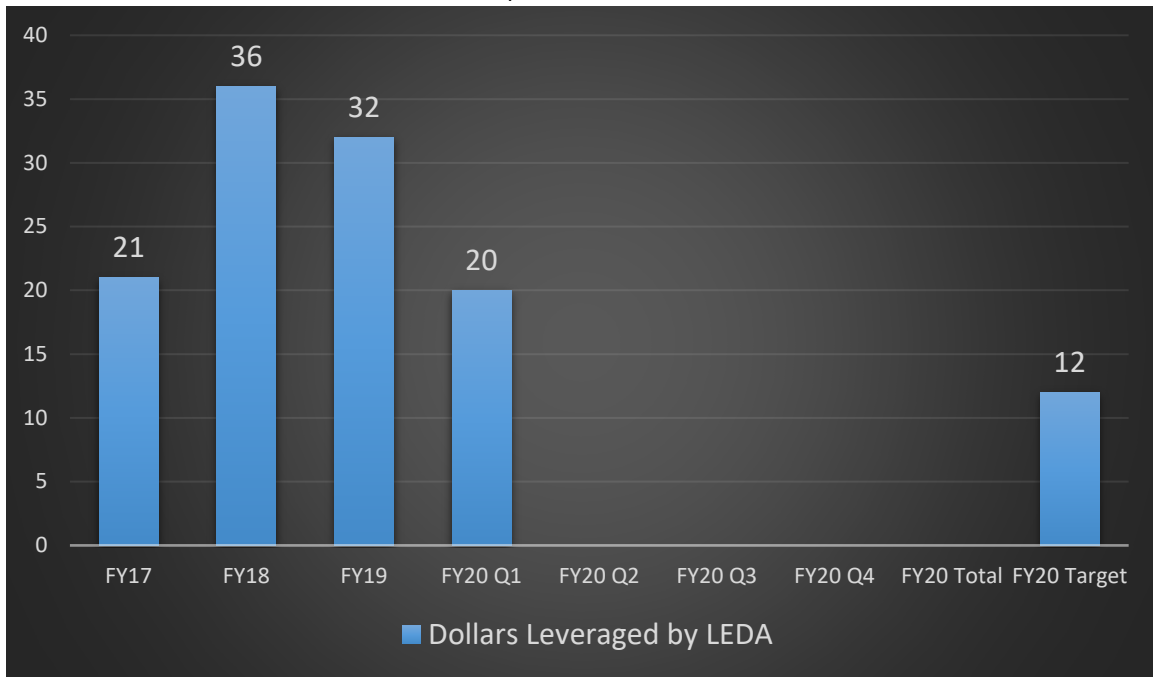
## PERFORMANCE MEASURE #8

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

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
21	36	32	20	39				12 Quarter/ 12 Annual

Graph of Data Above



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

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

**STORY BEHIND THE DATA:**

Company	Jobs	Private Investment	LEDA Commitment
420 Valley LLC, Las Cruces	55	\$5,875,000	\$400,000
Faneuil Inc., ABQ	700	\$14,400,000	\$400,000
Lance Forest Products, Cimarron	30	\$755,000	\$350,000
Kairos Power, ABQ	70	\$180,000,000	\$4,000,000
<b>Totals</b>	<b>855</b>	<b>\$201,030,000</b>	<b>\$5,150,000</b>

Private investment of \$201,020,000/LEDA investment of \$5,150,000 = 39



## PERFORMANCE MEASURE #9

*Dollars of new investment in technology-based companies as a result of OST programs, in millions*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
NA	NA	NA	\$3.5	\$1,050,245				\$1.25 Quarter/ \$5 Annual

Graph of Data Above

**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:** Two companies that received assistance from the SBIR Matching Grant program received follow on funding this quarter: Actoprobe, a \$1,000,000, and Advanced Optical Technologies, \$50,245 in new sales.

**IMPROVEMENT ACTION PLAN:**

## 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 office’s purpose is to market the state to this industry, service the productions and promote jobs for New Mexicans. The division offers resources to producers, crew and local filmmakers and works diligently to assist with the scouting of potential filming locations. The film office consults with productions regarding the financial aspects of their projects, guiding them through the incentives such as the Film Production Tax Credit and the Job Training Incentive Program for Film & Multimedia. The division also connects productions with crew, vendor services and film liaisons throughout the state. The Film Division continues to focus on three (3) main initiatives: (1) Recruitment: Television, Feature Productions and Digital Emerging Media Projects/Companies; (2) Workforce Development; and (3) Statewide Industry Outreach.

**OBJECTIVES:**

- Continue to strengthen relationships with studios/production companies to keep ongoing series and future feature films, internet series, commercials and digital emerging media companies and more in New Mexico, and continue to promote the Film Production Refundable Tax Credit program, locally, nationally and globally.
- Increase recruitment efforts of production support services in New Mexico.

**Program Budget (in thousands):**

FY19	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 524.3				\$ 524.3	8
300	\$ 82.8				\$ 82.8	
400	\$ 78.9				\$ 78.9	
TOTAL	\$ 686.0				\$ 686.0	

FY20	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 524.3				\$ 524.3	8
300	\$ 182.8				\$ 182.8	
400	\$ 78.9				\$ 78.9	
TOTAL	\$ 786.0				\$ 786.0	

**Program Performance Measures:**

1. Number of film and media worker days
2. Direct spending by film industry productions, in millions

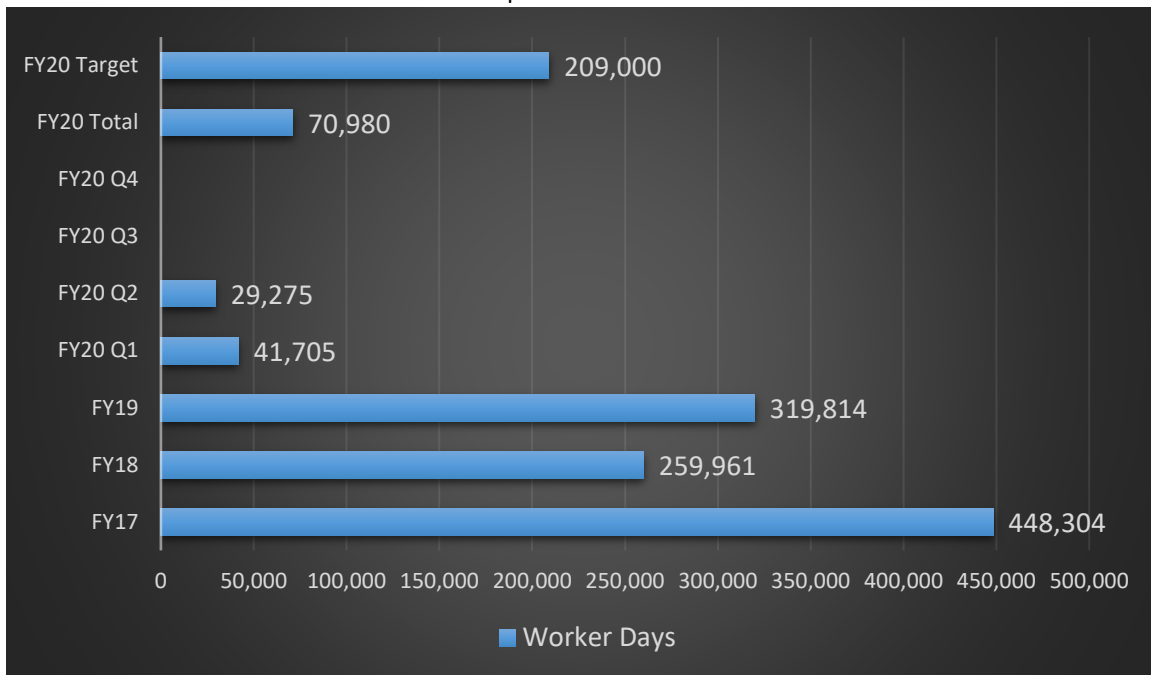
# PERFORMANCE MEASURE #1

*Number of film and media worker days*

## Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
448,304	259,961	319,814	41,705	29,275			70,980	52,250 Quarter/ 209,000 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** Crew size X days employed

**DATA SOURCE/METHODOLOGY:** The data is collected from the NMFO stats form and reflects the crew size multiplied by the days employed.

**STORY BEHIND THE DATA: Q2:** The lower number is attributed to the traditional decline of production during the holiday seasons. Production usually tries to wrap up before the Christmas holiday or start a new project after the first of the year. In addition, productions go on hiatus for approximately 2 weeks during the same holiday season.

**IMPROVEMENT ACTION PLAN:** With the new year we have already seen an uptick in the number of productions planning to film in NM so will likely see an improvement in the numbers because of that.

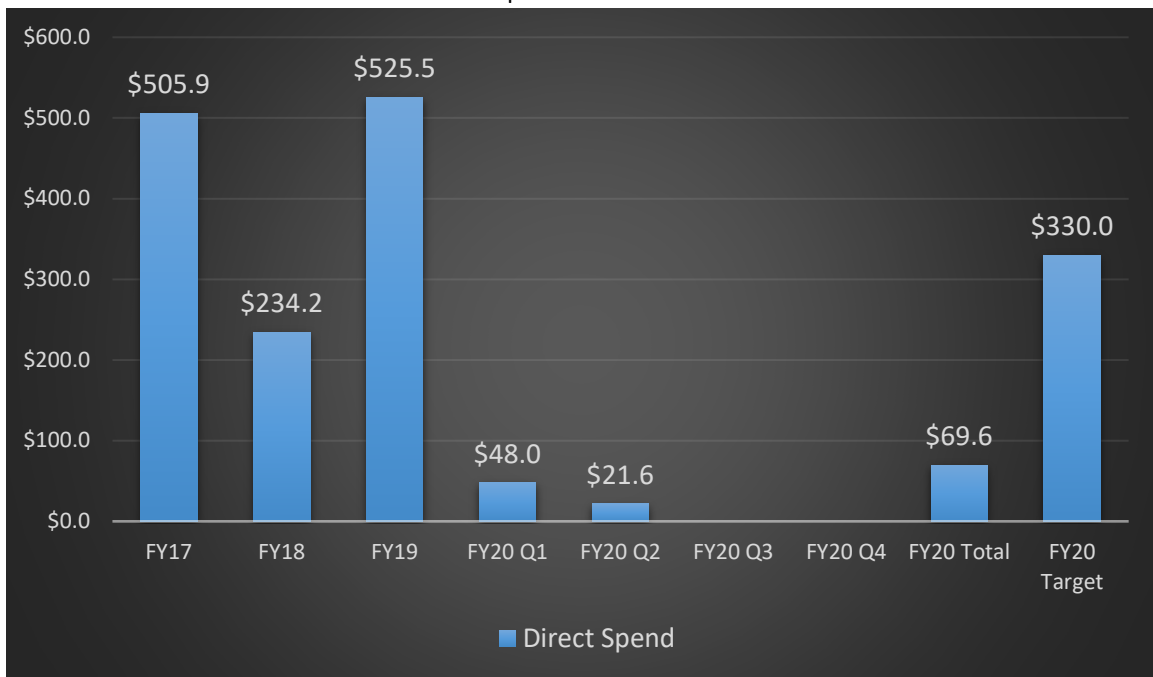
## PERFORMANCE MEASURE #2

*Direct spending by film industry productions, in millions*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
\$505.9	\$234.2	\$525.5	\$48	\$21.6			\$69.6	\$82.5 Quarter/ \$330 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** Total New Mexico qualifying direct production expenditures.

**DATA SOURCE/METHODOLOGY:** The Film Division collects this data from productions and the data is submitted to the Taxation & Revenue Department to verify that the expenditures are purchased from New Mexico vendors and that NM GRT was paid. For a list of qualifying expenditures visit: <http://www.tax.newmexico.gov/Tax-Professionals/film-production-tax-credit.aspx>.

**STORY BEHIND THE DATA: Q2:** The lower number is attributed to the traditional decline of production during the holiday seasons. Production usually try to wrap up before the Christmas holiday or start a new project after the first of the year. In addition, productions go on hiatus for approximately 2 weeks during the same holiday season.

**IMPROVEMENT ACTION PLAN:** With the new year we have already seen an uptick in the number of productions planning to film in NM so will likely see an improvement in the numbers because of that.

## Outdoor Recreation Division

**Program Description, Purpose and Objectives:** The goal of the new Outdoor Recreation Division (ORD) is to expand the outdoor economy to every corner of the state, bringing jobs and prosperity to all state residents. To do that, the two-person ORD team focuses on a few key impact areas: economic development; promotion of outdoor-rec assets; conservation; and education programs. The ORD connects both in- and out-of-state outdoor-recreation companies to EDD programs such as the \$75-million closing fund LEDA and the jobs 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 its two funds, the federal Recreational Trails Program and 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--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 and markets the Outdoor Equity Fund (OEF), in partnership with the Youth Conservation Corps. Finally, the 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):**

FY20	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 22,374.9	\$ 3,189.8	\$ 25,107.10	\$ 3,144.00	\$ 53,815.80	2
300	\$ 15,367.1	\$ 4,950.5	\$ 10,760.00	\$ 12,086.70	\$ 43,164.30	
400	\$ 12,259.1	\$ 33,401.2	\$ 34,888.80	\$ 305.90	\$ 80,855.00	
TOTAL	\$ 50,001.1	\$ 41,541.5	\$ 70,755.90	\$ 15,536.60	\$ 177,835.10	

**Program Performance Measures:**

1. Number of new jobs created by ORD;
2. Number of trail and other outdoor recreation projects funded through ORD programs;
3. Number of youth to participate in OEF programs;
4. The value of earned and owned media impressions for the ORD and New Mexico outdoor recreation.

# PERFORMANCE MEASURE #1

*Number of new outdoor recreation jobs created by ORD*

## Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
								Explanatory

### MEASURE DESCRIPTION:

The number of outdoor-recreation-related jobs created through the efforts of the ORD

### DATA SOURCE/METHODOLOGY:

Official reports submitted by the private companies to EDD through JTIP and LEDA programs.

### STORY BEHIND THE DATA:

During this first quarter of the ORD's existence, the team's energies were spent reaching out to companies in- and out-of-state to educate them on New Mexico's EDD programs and get them moving through these systems. While this work hasn't yet paid off in jobs, we have three companies presenting to the JTIP board in January and February. In total, these companies will add between 4-7 jobs next quarter with state support. For example, ABQ-based Tactical Application Vehicles, one of the leading overlanding companies in the country, is presenting to the JTIP board on January 10 with a request for the state to help fund two jobs with \$25,000.

### IMPROVEMENT ACTION PLAN:

The ORD has awarded \$100,000 to two outdoor-rec incubators with the express goal of job creation; we expect to start seeing results by the end of FY20. The ORD also expects to see its initial outreach to companies pay off in early 2020 as it helps in-state companies expand with JTIP and LEDA funding.

## PERFORMANCE MEASURE #2

*Number of trail projects funded through ORD programs*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
0	0	0	0	10			10	Explanatory

#### MEASURE DESCRIPTION:

The number of outdoor recreation projects funded via ORD programs. Current, the primary funding source is the federal Recreation Trails Program.

#### DATA SOURCE/METHODOLOGY:

This data comes from NMDOT's Recreational Trails Programming team and the STIP

#### STORY BEHIND THE DATA:

We're measuring the current number of soft-surface trail projects that now fall under ORD's purview. Starting in FY21, the ORD will take on full ownership of the ~\$1.3 million Recreation Trails Program, to be administered by an ORD program coordinator. The 10 projects listed here equate to about \$2.9 million of RTP funds.

#### IMPROVEMENT ACTION PLAN:

By early Q3, we plan to have the RTP fully transferred to ORD so the office can begin to rethink the scope and ambition of the Recreation Trails Program and distribute new award money to worthy projects. We'll hire a program coordinator using RTP funds in order to come out swinging with the program by Q1 of FY21. We also intended to raise funds for the Special Projects and Infrastructure program.

## PERFORMANCE MEASURE #3

*Number of youth to participate in OEF programs*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
								Explanatory

#### MEASURE DESCRIPTION:

The number of 18 and younger youth to enroll in an Outdoor Equity Fund program

#### DATA SOURCE/METHODOLOGY:

Youth Conservation Corp's official OEF student enrollment report

#### STORY BEHIND THE DATA:

The ORD has spent Q2 raising money for the OEF. To date, we've helped raise ~\$85,000 for the fund. This money will be distributed in Q4 FY20, after which time we'll have an accurate count of the number of participants in OEF programs.

#### IMPROVEMENT ACTION PLAN:

The OEF will go to RFP in early 2020. The ORD will work to ensure this is a smooth, well-marketed effort, while also continuing to raise more funds for the grant program. We'll have our first student counts beginning in Q4 of FY20.



## PERFORMANCE MEASURE #4

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

### Results

FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
	14 articles; 776 web/newsletter readers; 122 social followers			12; 776; 122	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/uniques of 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. We also used professional PR earned media tracking firm CoverageBook to tally up the total estimated online readership, coverage views, and social shares of the 14 articles, for added context.

In FY20 Q2, a total of 14 stories were published on the ORD and/or outdoor recreation in New Mexico due to the ORD's efforts. The list is:

1. [New Mexico hired its first director for the Office of Outdoor Recreation](#)
2. [Roy, New Mexico – The Cleanest Line](#)
3. [The Climber's Guide to Bouldering in Roy, New Mexico](#)
4. [Outdoor Recreation Offices Are Popping Up Everywhere](#)
5. [20 who will make news in 2020 | Local News](#)
6. [5 States Sign Confluence Accords](#)
7. [New Mexico's outdoor recreation industry has major potential](#)
8. [Moving Mountains | Cover Stories](#)
9. ['Sleeping giant': New Mexico poised to be outdoor go-to spot](#)
10. [Exploring Farmington and Aztec, New Mexico](#)
11. [Creative Startups will train rec entrepreneurs at 8 rural libraries](#)
12. [The great outdoors just became more accessible | Editorials](#)
13. [Grants Awarded for Outdoor Rec Incubators](#)
14. [The ORD Director Interview](#)

Four of those stories were published in national outlets, greatly increasing their reach. Four of the other stories we'd classify as high-value (including the *Santa Fe Reporter* cover story on the ORD) because of their accurate, on-brand amplification of the office's message and mission.

According to CoverageBook, these stories totaled:

- **Publications' total online readership:** 35.5 million
- **Estimated coverage views:** 100,000
- **Social shares:** 5,290

Unique traffic to the new website totaled 776. The newsletter program hasn't started yet. Social followers grew to 122 on Twitter and Instagram.

**IMPROVEMENT ACTION PLAN:**

There's huge potential to grow all these numbers. Low-hanging fruit includes: Weekly promotion of the ORD website; creation of a ORD Facebook page; increased posting on all platforms. We'll also develop a clear media/PR plan to regularly pitch publications on the ORD and outdoor recreation in New Mexico as a whole.