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# FY20 QUARTER #4 PERFORMANCE REPORT

Economic Development Department



## AGENCY PROGRAMS

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## ECONOMIC DEVELOPMENT DEPARTMENT

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

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

In the second half of FY20, the COVID-19 pandemic and resulting economic crisis temporarily halted momentum to recruit companies from out of state, and the Economic Development Department shifted its efforts to saving existing New Mexico businesses and providing them with direct access to information on an array of topics related to COVID-19. This unprecedented economic upheaval resulted in some overall FY20 performance results that did not meet the targets set before the pandemic began.

The performance of the Economic Development Department for FY20 should be viewed in light of the circumstances and include the significant new programs and outreach from the department to businesses. EDD acted swiftly to help companies across the state, including guiding companies to state and federal financing, and responding to over 100 business inquiries each day (sometimes hundreds each day). Shortly thereafter, the department retooled an existing collateral assistance program and allocated federal funding into a COVID-19 business loan guarantee program. This quickly became popular with dozens of applications, and to date, EDD has guaranteed \$2.2 million through this loan guarantee program with a total loan value of \$1.7 million. This opened up capital for businesses that otherwise would have struggled to receive financing. EDD was able to review and respond to applications within about 24 hours after receipt from the lender, so this program was able to get funding out to businesses that needed it before the federal loan programs took effect.

EDD also re-tasked the LEDA program to temporarily operate as a 0-percent interest loan program. The company must be a qualified entity (a manufacturer or non-retail service business with more than 50 percent of revenue generated out of state), and loans are limited to expenditures for land, building and infrastructure, but they can be used for lease abatement or mortgage assistance. The loan period is up to two years, and all loans are required to provide security. To date, EDD has \$1.7 million of LEDA loans in process.

EDD also created a “Buy for Tomorrow Today” website to provide a platform for local businesses to reach customers. The Outdoor Recreation Division director led this effort, and the response has been tremendous. This website is an easy and unique way for people to support New Mexico businesses during the emergency closures, and it is sorted by region of the state. The site offers direct access to individual websites where purchases can be finalized for products or services now, by delivery or take-out, or when the business reopens. To date, more than 700 businesses have registered with the site.

Finally, EDD continues to host a series of webinars related to its funding programs, other state and federal programs, the “Buy for Tomorrow Today” website, and other general business webinars for responding to the COVID-19 crisis. EDD often hosts two or three webinars per week, typically with hundreds of attendees for each. All of these are saved and accessible on the agency’s website. During the 4<sup>th</sup> quarter, EDD also began creating and distributing a weekly newsletter with updated information on resources for economic recovery.

## 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

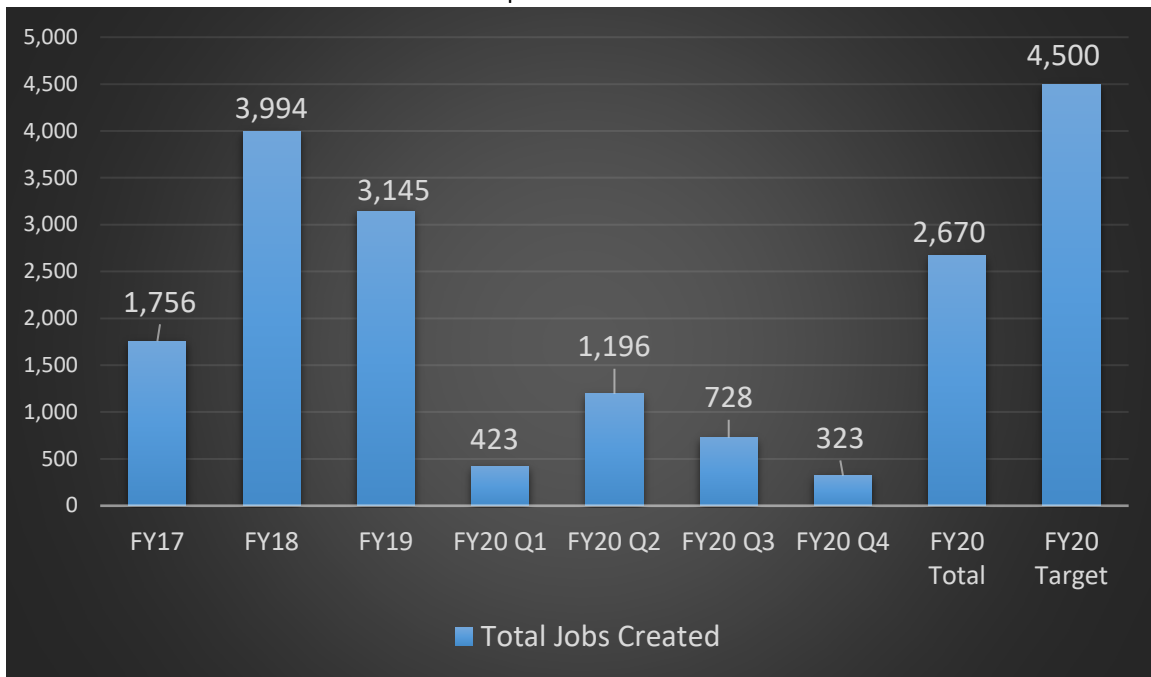
*Number of new jobs created due to economic development efforts*

## 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	728*	323	2,670	1,125 Quarter/ 4,500 Annual

\*Q3 total jobs were decreased due to Medlin Ramps (12 jobs) declining to participate in LEDA.

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:** COVID-19 business closures were in effect for most of the quarter. Despite the circumstances, EDD was able to assist 21 companies creating new jobs, including four new company locations supported by LEDA.

**IMPROVEMENT ACTION PLAN:** EDD is supporting the statewide business community with information and access to financial and other resources to get them through these unprecedented times. While this target was not reached in FY20, the state's business recruitment momentum has returned, and FY21 results should be much stronger.

## PERFORMANCE MEASURE #2

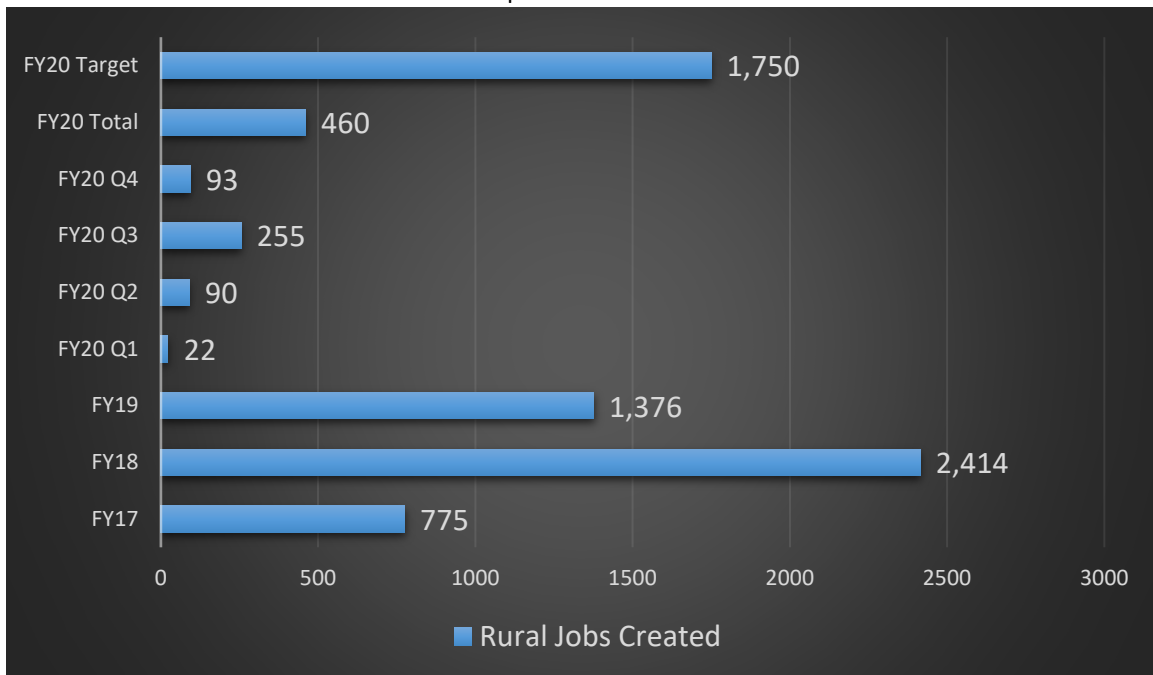
*Number of rural jobs created due to economic development department efforts*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
775	2,414	1,376	22	90	255*	93	460	437 Quarter/ 1,750 Annual

\*Q3 rural jobs were decreased due to Medlin Ramps (12 jobs) declining to participate in LEDA.

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:**

**IMPROVEMENT ACTION PLAN:** EDD is supporting the statewide business community with information and access to financial and other resources to get them through these unprecedented times. While this target was not reached in FY20, the state’s business recruitment momentum has returned, and FY21 results should be much stronger.

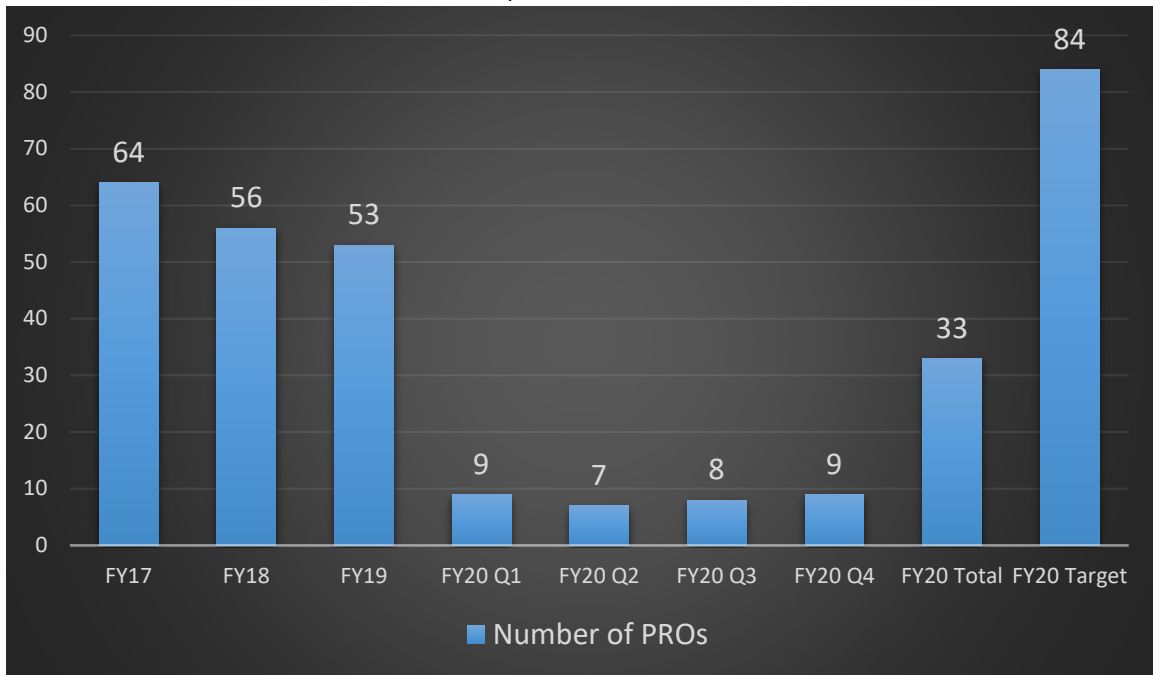
## PERFORMANCE MEASURE #3

*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	8	9	33	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:**

A total of nine new PROs were generated this quarter. Additionally, thirteen leads were also generated with companies. Follow-up with these companies is underway to convert these leads into active PROs.

While the number of PROs is up again slightly from last quarter, we are really starting to see the impact of the Covid-19 pandemic. 10 major trade show/sales mission events to be attended in quarter four were either canceled or rescheduled to later in the year; those events would have contributed in all likelihood to a significantly higher Q4 number. Additional cancellations/postponements of events beyond this fiscal year have already happened, additional are likely, and this is expected to continue to negatively impact the volume of PROs in the future.

**IMPROVEMENT ACTION PLAN:** The Partnership’s CEO resigned, and the interim CEO is working more closely with EDD than ever before on marketing and recruitment efforts.

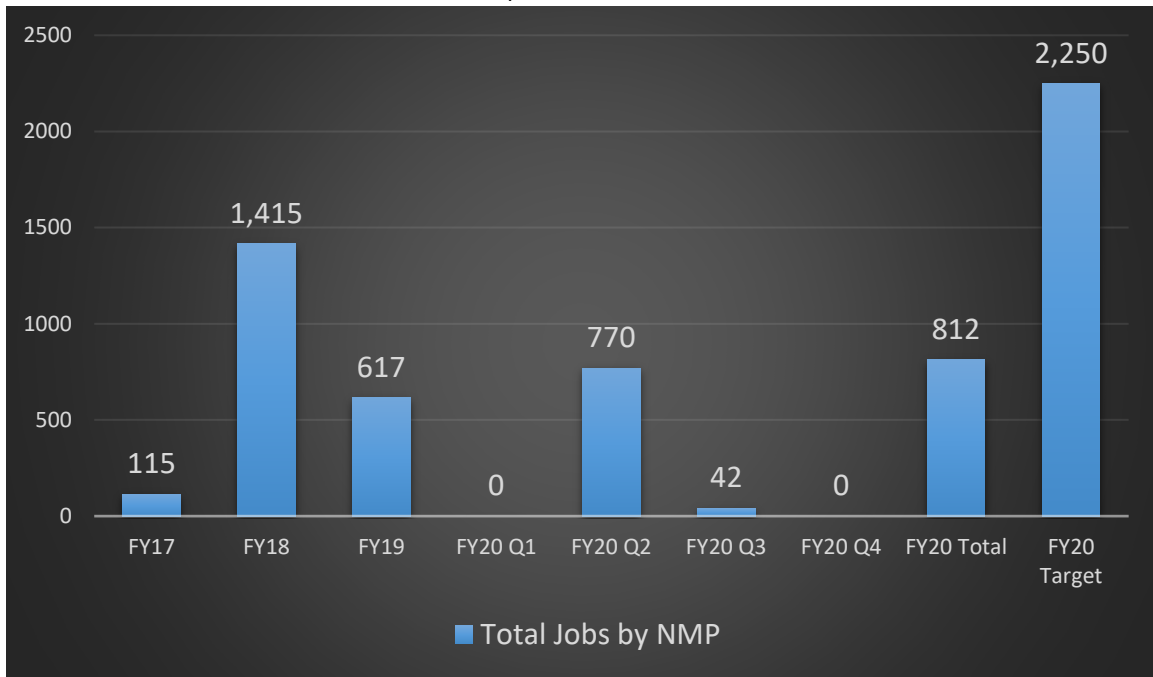
## PERFORMANCE MEASURE #4

*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	42	0	812	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:** Although no jobs were reported in this quarter, the NMP has three projects set to close in the next few months.

**IMPROVEMENT ACTION PLAN:** The Partnership’s CEO resigned, and the interim CEO is working more closely with EDD than ever before on marketing and recruitment efforts.

## 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



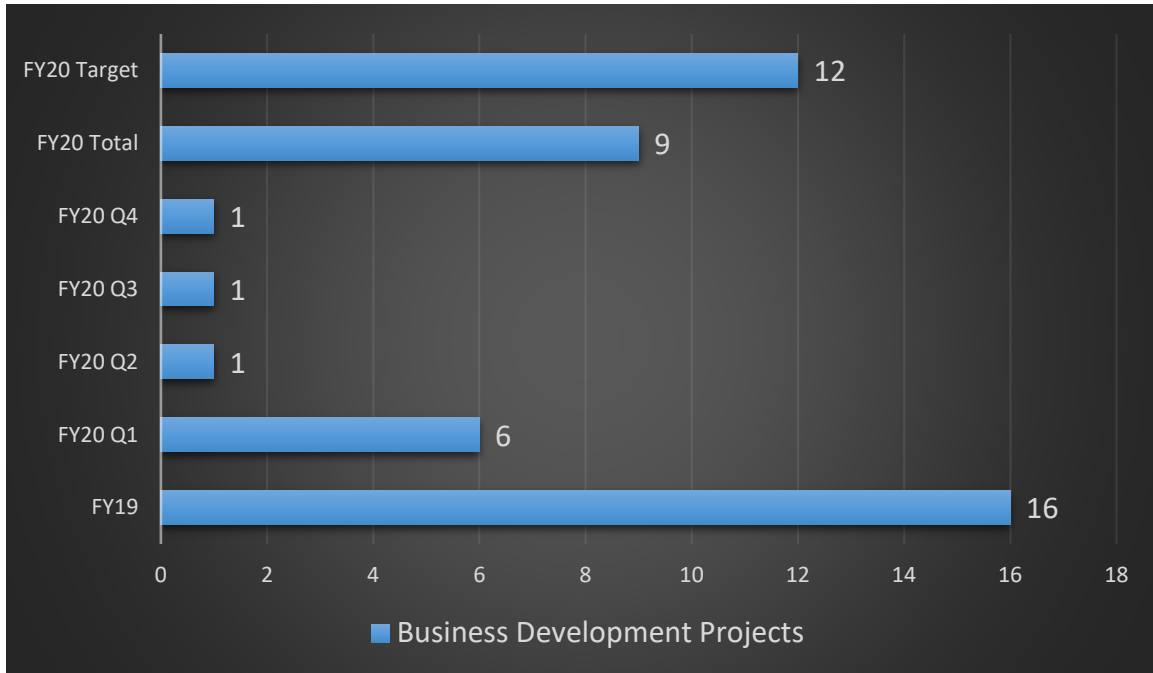
# PERFORMANCE MEASURE #1

*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	1	1	9	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:

Through the Collateral Assistance Program EDD participated in one project with First Savings Bank and Hazen Enterprises. The total loan was \$850,000 and EDD provided \$150,000 in collateral. The firm is located in Ruidoso and is woman owned. 9 jobs are retained and two will be hired within 2 years.

**IMPROVEMENT ACTION PLAN:** EDD is supporting the statewide business community with information and access to financial and other resources to get them through these unprecedented times. While this target was not reached in FY20, the state's business recruitment momentum has returned, and FY21 results should be much stronger.

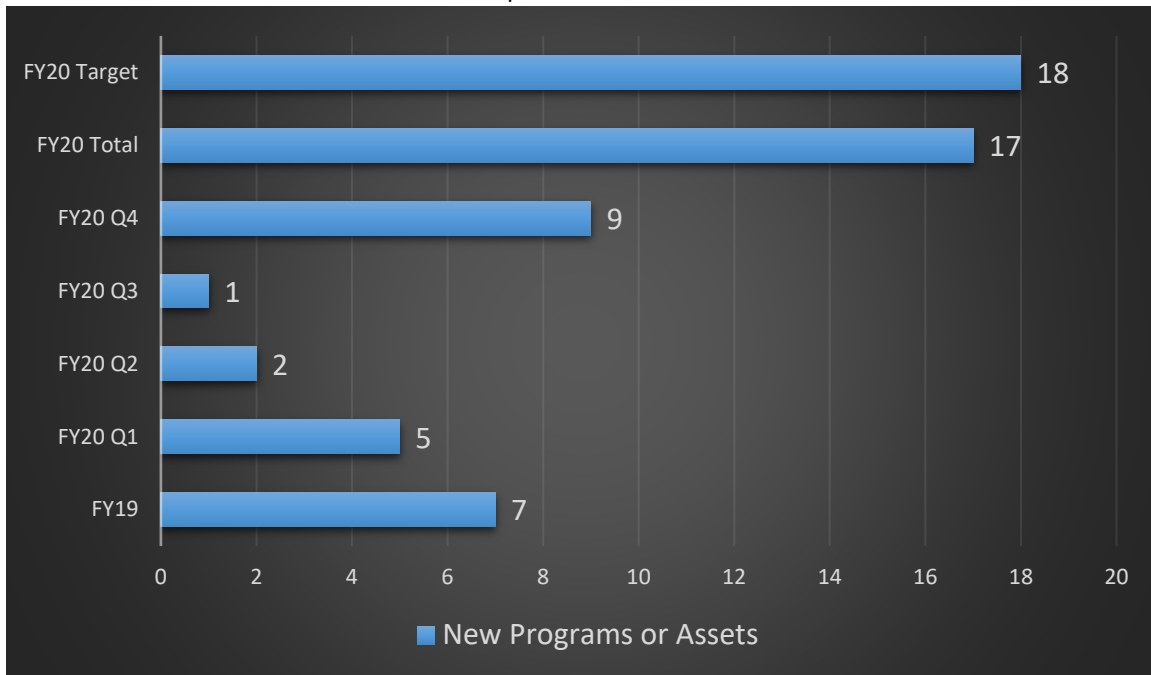
## PERFORMANCE MEASURE #2

*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	1	9	17	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:**

The Community, Business & Rural Development team facilitates the Local Economic Assistance & Development Support (LEADS) program. The funding through LEADS is intended to create wealth in New Mexico through job creation, development of the tax base, and to provide incentives for business development. The program emphasizes the importance of recruitment, as well as retention/expansion and start-up activities. The initiative recognizes that the character and needs of each community will determine how these activities might be used to create new jobs. Often times the LEADS funding augments the community’s capacity to do Economic Development by supporting their efforts in the activities listed above. The LEADS projects outlined below represent the projects that resulted in measurable outcomes in FY20:

- Region 1-San Juan, McKinley, Cibola and Sandoval Counties:
  - Sandoval Economic Alliance received \$15,000 for business retention and attraction activities, which resulted in the location of Clear Sky Health in Rio Rancho in May 2020. The company will create 100 new jobs in Rio Rancho.

- The San Juan College Enterprise Center received \$20,000 to establish an accelerator program for new and emerging businesses in San Juan County. Thirteen businesses participated in the entrepreneurial training and 6 new jobs were created.
- The City of Farmington received \$20,000, which it used for business retention and expansion and real estate development activities. Funds used to offset the cost of renovating a City-owned warehouse in the Downtown Animas district resulted in the location of two outdoor recreation related businesses and 5 new jobs in Farmington.
- Region 2-Rio Arriba, Los Alamos, Taos and Santa Fe Counties:
  - The Santa Fe Business Incubator was awarded \$25,000 for entrepreneurship training and support, qualified under the SoloWorker program. The result was the cultivation of 5 new Solopreneurs with businesses in Software Development, Marketing, Copywriting, Editorial Consulting, and manufacturing / distribution in Santa Fe.
- Region 3-Bernalillo, Valencia and Torrance Counties
  - WESST received \$25,000 to provide a series of workshops to help rural entrepreneurs in Taos, Mora, San Miguel and Rio Arriba counties learn how to build their capacity and sustain their businesses. During the project period a total of \$312,600 was accessed by 28 businesses in Northern New Mexico.
  - The Rio Grande Community Development Corporation received \$25,000 for activities that qualified under the SoloWorker program, which resulted in 10 Solopreneur jobs created in the food production industry.
- Region 5-Catron, Socorro, Grant, Sierra, Hidalgo, Luna and Doña Ana Counties:
  - The Mesilla Valley Economic Development Alliance received \$25,000 for a targeted industry attraction strategy, which resulted in 9 completed projects that created 422 new jobs, generated \$14.9M in annual payroll and \$52M in private capital investment.
- Region 6-De Baca, Roosevelt, Curry, Lincoln, Chaves, Otero, Eddy and Lea Counties:
  - Lovington EDC received \$10,000 which offset the cost of their business retention and expansion efforts. Those efforts yielded the location of Big Dog Industries in Lovington. The company manufactures hemp products and will create 125 jobs.

Other activity:

- The Tribal liaison assisted the Pueblo of Acoma with an application to the USDA Reconnect Program, resulting in an award in the amount of \$942,955 that will be used to establish an Entrepreneurial Center and wireless broadband capacity for 771 households.

**IMPROVEMENT ACTION PLAN:** EDD is supporting the statewide business community with information and access to financial and other resources to get them through these unprecedented times. While this target was not reached in FY20, the state's business recruitment momentum has returned, and FY21 results should be much stronger.

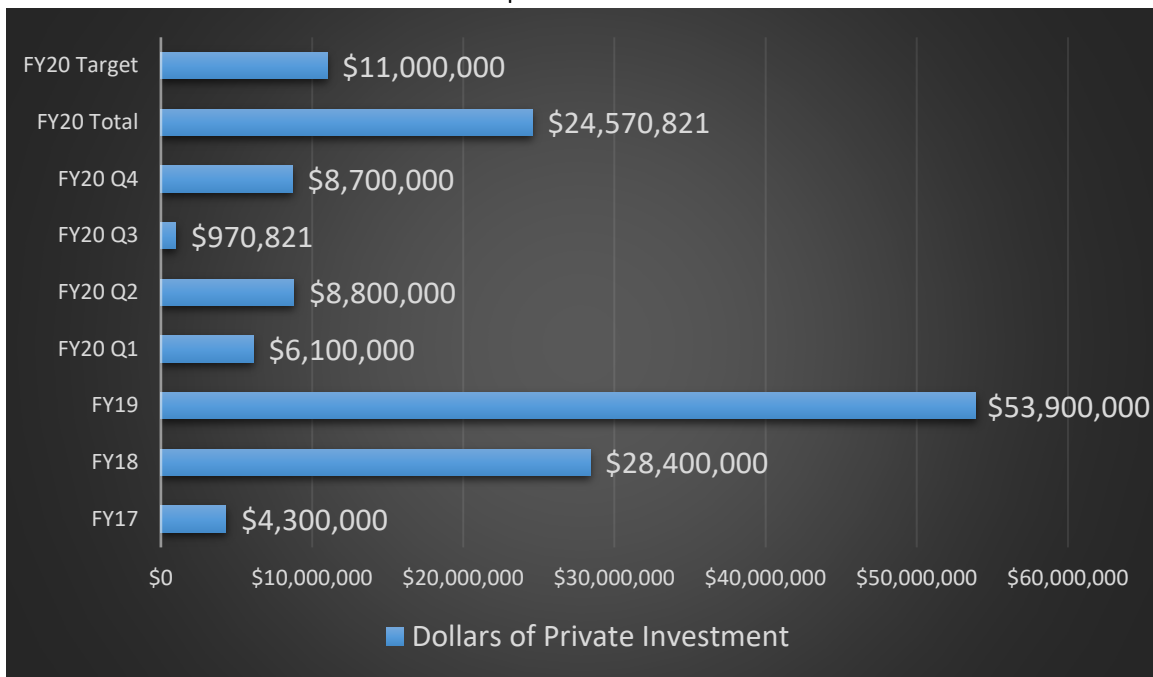
## PERFORMANCE MEASURE #3

*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	\$970,821	\$8.7	\$24.57	\$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:**

- Roswell MainStreet reported 7 building rehabilitations that included a total investment of \$791,548, as well as 7 new business openings (Roswell Spaceport, Moon Man Printing, Eclectic Treasures, Hekate's Cave, Alien Protein Bar, White Mattress Sleep Gallery, and Farmhouse on Second), creating a total of 17 new jobs.
- Fourteen local MainStreet programs, Alamogordo, ABQ Downtown, Farmington, Gallup, Los Alamos, Lovington, Las Vegas, Raton, Silver City, South Valley, Truth of Consequences, Santa Rosa, Taos, and Zuni, brought in a total of \$200,475 in private sector grants to their communities.
- Downtown Albuquerque reported 18 building renovations with a total private sector reinvestment of \$1,436,222.

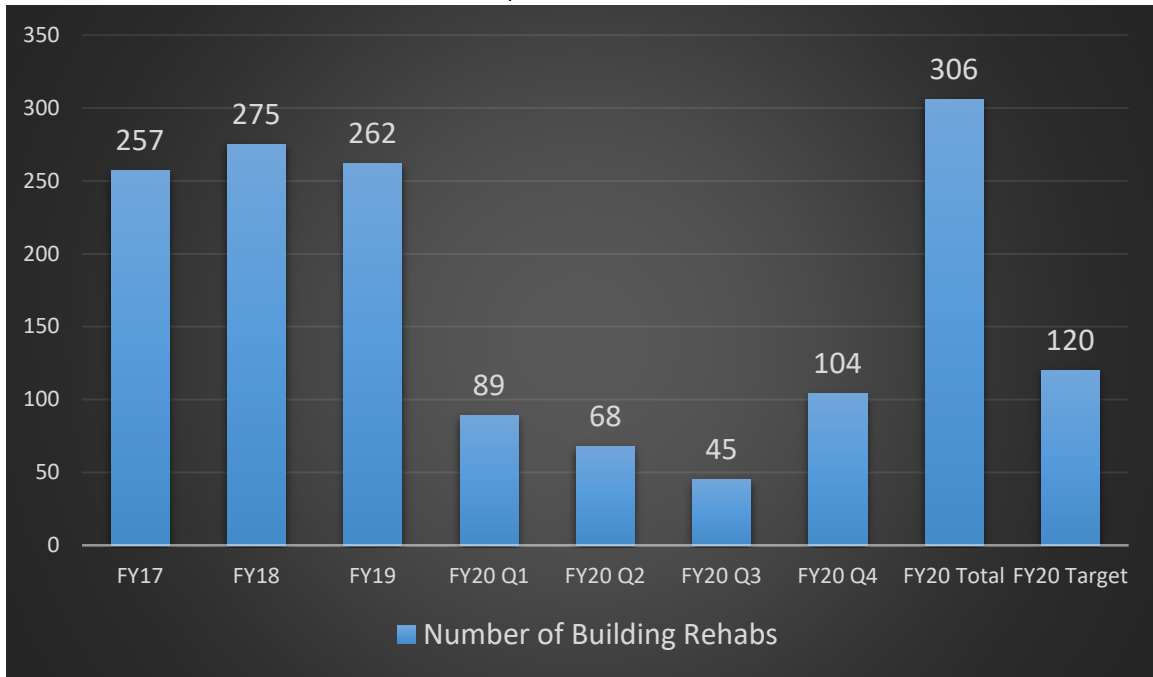
## PERFORMANCE MEASURE #4

*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	45	104	306	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:**

- Las Cruces reported 12 building rehabilitations for a total of \$2.1 million in private sector investment. Three of these renovations coincided with the opening of three new business (Sassy B, Morrow Day Spa, Boneyard) and the creation of 9 new jobs.
- MainStreet de Las Vegas reported \$933,500 in private reinvestment in 5 private building rehabilitations that included 3 new business openings (Cute & Sassy and Frankie's Antiques) and the addition of 10 new jobs.
- Portales MainStreet reported 11 modest building improvements for a total of \$39,125.

## PERFORMANCE MEASURE #5

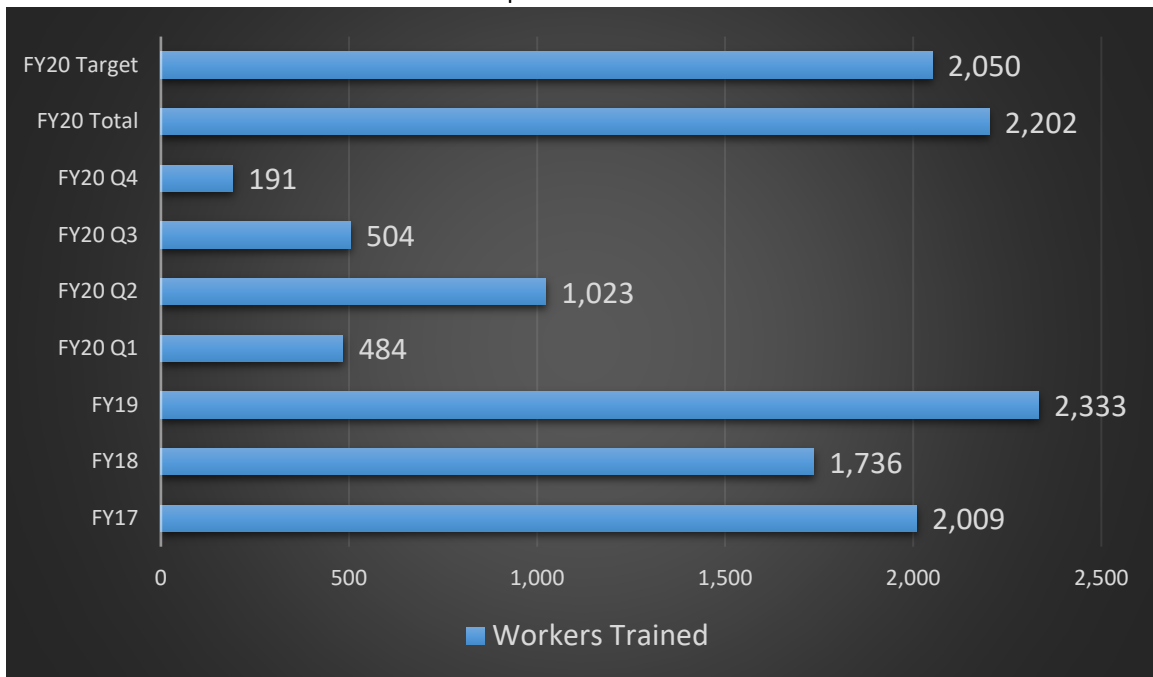
*Number of workers trained by JTIP*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
2,009	1,736	2,333	484*	1,023	504	191	2,202	512 Quarter/ 2,050 Annual

\*Revised. Film trainees were incorrectly reported in the first quarter.

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:** Despite the cancellation of the April board meeting, twenty-two companies were approved by the JTIP board in the fourth quarter, ten of which were new to JTIP. 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. 165 new jobs were approved at an average wage of \$34.89 per hour. Twenty-six internships were approved at an average wage of \$19.94 per hour. Forty-three of the approved jobs were in rural areas, including Santa Rosa, Moriarty and Roswell. The average wage of jobs approved in rural areas was \$23.33 and 4 of the 43 rural jobs were high-wage, at least a \$40,000 annual salary. There were no FCAP projects approved in Q4.

## 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	0	0	5	7.5 Quarter/ 30 Annual

**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:** Travel restrictions have curtailed foreign travel to meet and recruit potential FDI prospects in key countries of Germany, Japan, UK, Ireland, and Canada. Therefore, OIT is looking at new FDI recruitment strategies such as webinars with Office of Foreign International Investment, OFII.

**IMPROVEMENT ACTION PLAN:** COVID-19 crisis is creating significant shifts in worldwide supply chains, and this will create opportunities for companies to expand their global outreach. As such we need to position ourselves and actively recruit investment from major investor countries. EDD management is planning for significant upcoming changes to the current international trade strategy to address past shortcomings and the new international opportunities.

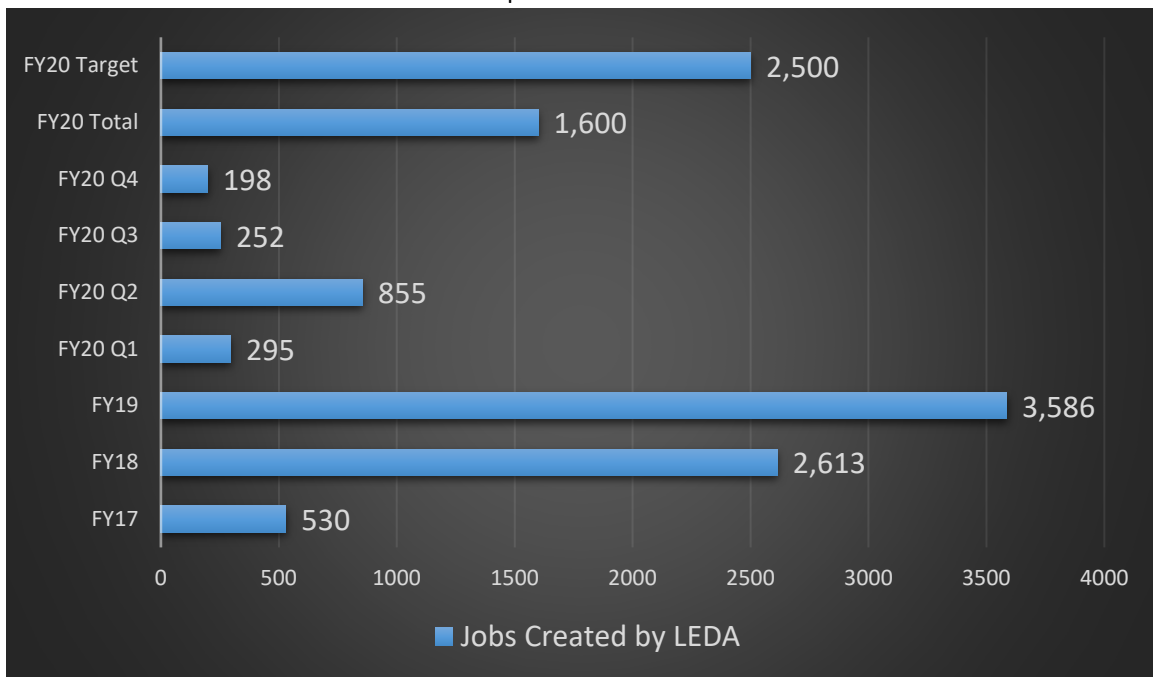
# PERFORMANCE MEASURE #7

*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	252	198	1,600	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 fourth quarter:

- AeroVironment (HAPSMobile) is a global telecommunications company that located at Spaceport America and is developing an unmanned, solar-powered High Altitude Platform Station. The company received \$500,000 in LEDA support for 30 new jobs.
- EAGL Technology is developing and manufacturing an integrated gunshot detection system and is located in Albuquerque. The company received \$200,000 in LEDA support for an expansion which will create 20 new jobs.
- High Plains Processing is a Colorado meat processing company that is expanding to Las Vegas. The company received \$100,000 in LEDA support for 20 new jobs.
- SavantX is a quantum computing company from Wyoming that is expanding its operations and locating its corporate headquarters to Santa Fe. The company received \$450,000 in LEDA support for 128 new jobs.

**IMPROVEMENT ACTION PLAN:** EDD is supporting the statewide business community with information and access to financial and other resources to get them through these unprecedented times. While this target was not reached in FY20, the state’s business recruitment momentum has returned, and FY21 results should be much stronger.



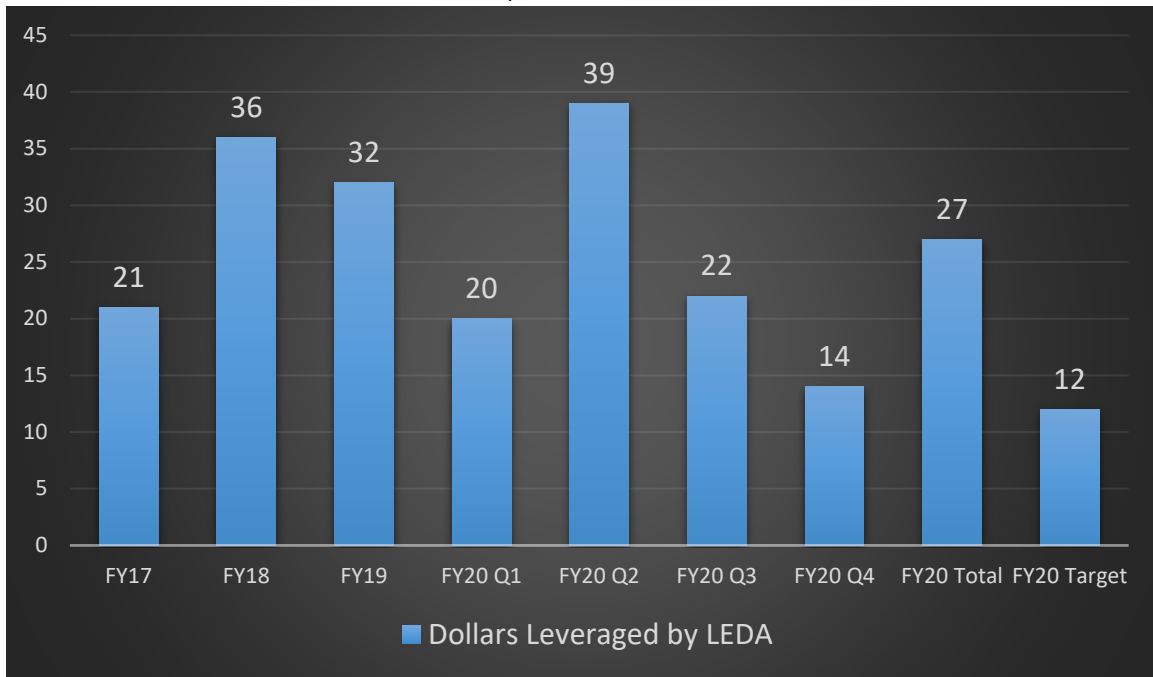
## PERFORMANCE MEASURE #8

*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	22	14	27	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
AeroVironment	30	\$2,500,000	\$500,000
EAGL Technology LLC	20	\$11,000,000	\$200,000
High Plains Processing LLC	20	\$1,563,512	\$100,000
SavantX	128	\$2,500,000	\$450,000
Totals	198	\$17,563,512	\$1,250,000

**Private investment of \$17,563,512/LEDA investment of \$1,250,000 = 14**

## 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	\$5	0	\$9.55	\$1.25 Quarter/ \$5 Annual

**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:** No companies received follow-on funding during the quarter.

## 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 the productions, promotes jobs for New Mexicans, and works to maintain the film production tax credit (in addition to facilitating production registrations and other applicable workflow). The division offers resources to producers, crew, local filmmakers and the community, 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 expand and strengthen relationships with studios/production companies to: keep ongoing series, attract future projects of all kinds including, but not limited to feature films, series, commercials and other media entertainment, and cultivate relationships with digital media and entertainment companies and post-production companies to bring business to 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.
- Increase recruitment, outreach and education efforts to grow our workforce.

**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

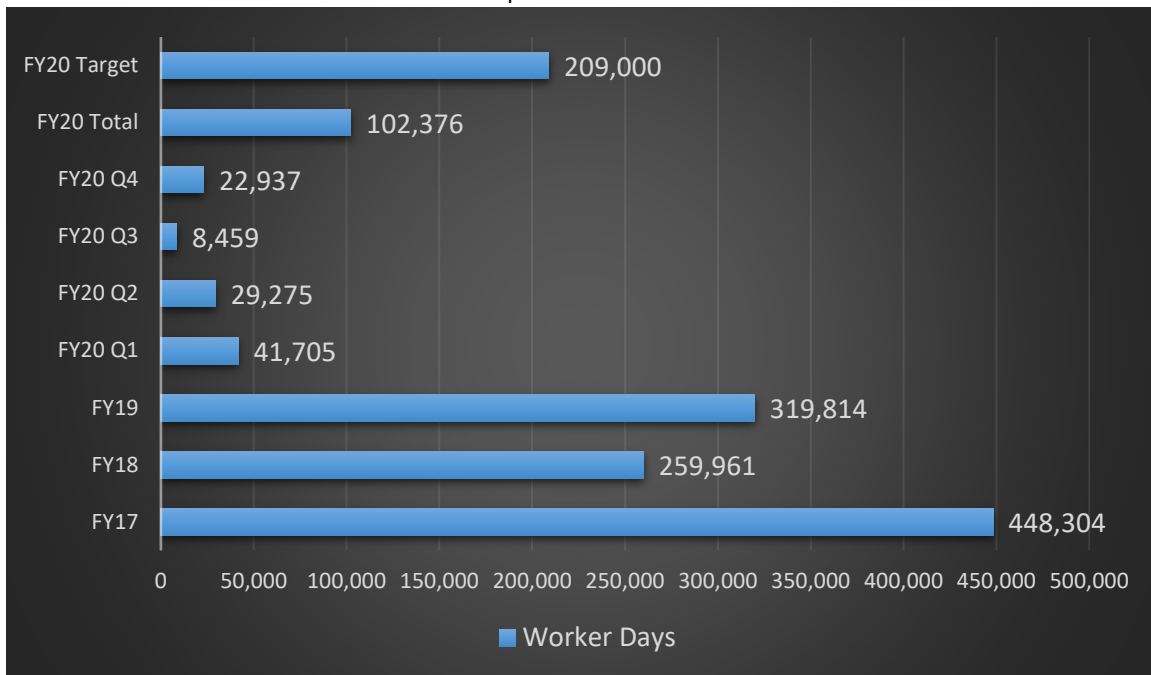
# PERFORMANCE MEASURE #1

*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	8,459	22,937	102,376	52,250 Quarter/ 209,000 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** Crew size X days employed (plus additional calculations to account for an average of a 12-hour work days for film/tv/media productions).

**DATA SOURCE/METHODOLOGY:** The data is collected from the NMFO stats form and reflects the crew size multiplied by the days employed. The data is based on productions that started production in Q4.

**STORY BEHIND THE DATA:** Q4: The immense global health and economic impact of the COVID-19 pandemic, bringing global production to a halt in March 2020 and continuing through the end of FY20, June 30, accounts for drastically decreased overall numbers for Q4, and a much lower-than-expected overall number for FY20. Film/TV production remain halted, except for purely digital production. The worker days reflected for Q4 are from Ideum, which is purely digital media production.

**IMPROVEMENT ACTION PLAN:** We are in active conversations with productions and production support businesses that, once it's safe to do so, will either re-start production, will be scouting and prepping for new productions here in New Mexico, and/or will be visiting New Mexico to look into bringing business here. We are in conversations with a third studio partner as well. In response to the COVID-19 global pandemic, the New Mexico Film Office has collaborated on the creation of a set of recommendations for the industry regarding general health/wellness/communicable disease prevention in the workplace. Furthermore, NMFO is in the process of moving to a digital platform for the tax credit workflow, increasing efficiency for the NMFO as well as the end-user, the production company.

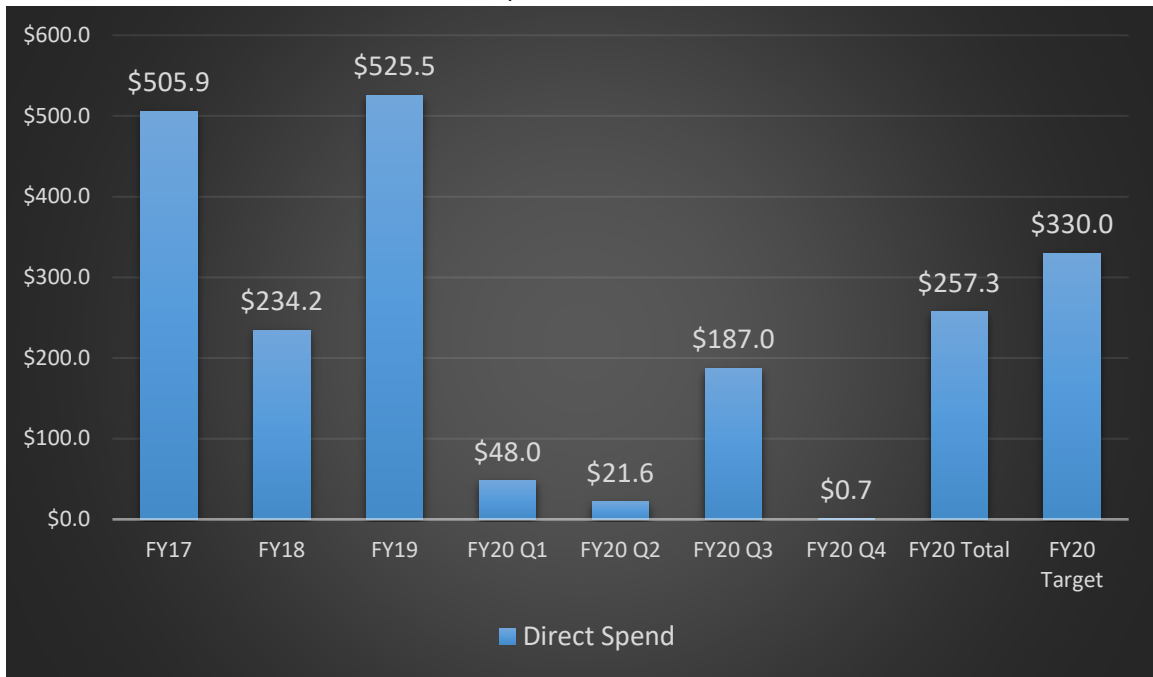
## PERFORMANCE MEASURE #2

*Estimated 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	\$187	\$650,000	\$257.3	\$82.5 Quarter/ \$330 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** Total New Mexico qualifying estimated 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:** Q4: The immense global health and economic impact of the COVID-19 pandemic, bringing global production to a halt in March 2020 and continuing through the end of FY20, June 30, accounts for drastically decreased overall numbers for Q4, and a much lower-than-expected overall number for FY20. Film/TV production remains halted, except for purely digital production. The estimated spend for Q4 reflects spend from Ideum, which is purely digital media production.

**IMPROVEMENT ACTION PLAN:** We are in active conversations with productions and production support businesses that, once it's safe to do so, will either re-start production, will be scouting and prepping for new productions here in New Mexico, and/or will be visiting New Mexico to look into bringing business here. We are in conversations with a third studio partner as well. In response to the COVID-19 global pandemic, the New Mexico Film Office has collaborated on the creation of a set of recommendations for the industry regarding general health/wellness/communicable disease prevention in the workplace. Furthermore, NMFO is in the process of moving to a digital platform for the tax credit workflow, increasing efficiency for the NMFO as well as the end-user, the production company.

# 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 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 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):**

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 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 grant;
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

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
					3	37	40	Explanatory

### MEASURE DESCRIPTION:

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

### DATA SOURCE/METHODOLOGY:

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

### STORY BEHIND THE DATA:

The ORD awarded \$100,000 to two outdoor-rec incubators with the express goal of job creation. In June 2020, both awardees (CreativeStartups and San Juan College) presented their reports for FY20 Q4. San Juan College reported that its incubator program has created four new outdoor recreation businesses, with 12 new employees total and a payroll estimate of \$260,000 since the start of 2020. (Report attached.) CreativeStartups reports that it had 25 New Mexican entrepreneurs participate in its online business training curriculum. Due to Covid-19, these efforts paused for much of the spring, so these numbers represent just the start of business creation through the incubator grant. Work is anticipated to resume in fall 2020.

The ORD also expects to see its initial outreach to companies pay off in mid- and late 2020 as it helps in-state companies expand with JTIP and LEDA funding. Much of this work was delayed due to the Covid-19 pandemic.

## PERFORMANCE MEASURE #2

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

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
0	0	0	0	10	0	1	11	Explanatory

#### MEASURE DESCRIPTION:

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

#### DATA SOURCE/METHODOLOGY:

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

#### STORY BEHIND THE DATA:

In Q2, ORD measured the current number of soft-surface trail projects that were to fall under ORD's purview, per the Recreation Trails Program. Now that RTP is to remain under NMDOT's control due to administrative hurdles, ORD will start measuring this as the number of projects funded by the SPIF, which opens to applications in July 2020. We now have a program guide and application portal developed for the SPIF and will make between five to 15 awards of \$5,000 - \$25,000 to non-profits and local governments to improve their outdoor recreation infrastructure.

The outdoor recreation project ORD started that is listed here is a petition to nominate three rivers in New Mexico as Outstanding National Resource Waters. If successful, this petition will recognize dozens of new miles of waterways as outstanding recreation resources. The deadline to complete this project is December 2020.



## PERFORMANCE MEASURE #3

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

### 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 participate in an ORD outdoor education program, including the Outdoor Equity Fund

**DATA SOURCE/METHODOLOGY:**

ORD’s official OEF student enrollment report via AmpliFund grant software

**STORY BEHIND THE DATA:**

In 2020, state lawmakers passed HB304, which transferred authority over the Outdoor Equity Fund from YCC to ORD. Because of that, ORD is now the sole administrator of the fund. After a two-month delay caused by the COVID-19 health crisis, ORD opened the OEF to applications in May 2020. The cycle closes on August 1 and grants will be awarded by this fall. After that, ORD will start measuring how many students get outside and experience transformative outdoor recreation because of this program. In the meantime, in FY20 Q4, ORD raised \$42,500 for the OEF.

ORD also awarded a Gallup nonprofit, Silver Stallion, a \$10,000 grant to create a Mobile Ride Center, which will travel the northwest corner of the state fixing youth’s bikes for transportation and recreation purposes. This grant leveraged an additional \$43,000 from out-of-state donations to enable a sharp increase in youth bike programming on the Navajo Nation. This project will start in July 2020 and is expected to support at least 100 kids in FY21 Q1.

Finally, ORD was awarded an RTCA grant from the National Park Service to develop a statewide strategy on outdoor education. This support will go toward convening a steering committee regularly over the next eight months to create the report with a list of policy and program recommendations for the state. This will be published alongside the SCORP in spring ’21 and will lead to concrete ways to measure and increase the number of youth who participate in outdoor education programming every year.

## PERFORMANCE MEASURE #4

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

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### 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 FY20 Q4, a total of 28 stories were published on the ORD and/or outdoor recreation in New Mexico due to the ORD's efforts. The list is:

1. <https://www.sfreporter.com/news/2020/04/10/nm-covid-19-cases-1091/>
2. <https://ladailypost.com/new-mexico-state-provides-outdoor-recreation-guidelines/>
3. <https://www.krwg.org/post/outdoor-recreation-key-new-mexicos-economic-recovery-post-covid>
4. [https://mcusercontent.com/d2d5a00bad2a56535c040425e/files/c321bc53-f3fa-40d8-9604-8c822b25b0cd/CSPs\\_Tour\\_Operators.pdf](https://mcusercontent.com/d2d5a00bad2a56535c040425e/files/c321bc53-f3fa-40d8-9604-8c822b25b0cd/CSPs_Tour_Operators.pdf)
5. [https://www.santafenewmexican.com/opinion/my\\_view/tapping-the-power-of-land-and-water-conservation-fund/article\\_c80cd484-955a-11ea-9ad5-6757697b19d8.html](https://www.santafenewmexican.com/opinion/my_view/tapping-the-power-of-land-and-water-conservation-fund/article_c80cd484-955a-11ea-9ad5-6757697b19d8.html)
6. <https://www.outsideonline.com/2408648/yeso-new-mexico-ghost-town-resident>
7. <https://ladailypost.com/edd-applications-open-for-outdoor-equity-fund/>
8. <http://www.artesianews.com/1860124/new-mexico-news-digest.html>
9. <https://www.abqjournal.com/1457021/new-mexico-offers-grants-to-boost-youth-outdoor-access.html>
10. <http://krtnradio.com/2020/05/19/outdoor-recreation-division-announces-new-outdoor-equity-fund-applications-now-open/>
11. <https://www.mensjournal.com/adventure/trail-etiquette-avoiding-outdoor-confrontations-during-the-pandemic/>
12. <https://www.kob.com/albuquerque-news/new-mexico-offers-grants-to-boost-youth-outdoor-access/5733727/>
13. <https://www.grantcountybeat.com/news/non-local-news-releases/58010-be-safe-respectful-while-enjoying-the-outdoors>
14. [https://www.santafenewmexican.com/news/briefs/new-mexico-economic-development-department-fund-to-help-get-low-income-kids-outdoors/article\\_d82cfe3c-9935-11ea-8b0c-efb334cdc103.html#utm\\_source=santafenewmexican.com&utm\\_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F%3F123%26-dc%3D1590058805&utm\\_medium=email&utm\\_content=headline](https://www.santafenewmexican.com/news/briefs/new-mexico-economic-development-department-fund-to-help-get-low-income-kids-outdoors/article_d82cfe3c-9935-11ea-8b0c-efb334cdc103.html#utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F%3F123%26-dc%3D1590058805&utm_medium=email&utm_content=headline)
15. <https://www.sfreporter.com/news/morningword/2020/05/19/city-of-santa-fe-faces-100-million-deficit/>
16. <https://losalamosreporter.com/2020/05/21/economic-development-departments-outdoor-recreation-division-issues-guidlines-for-covid-19/>
17. [https://www.santafenewmexican.com/opinion/editorials/memorial-day-weekend-a-nightmare-outdoors/article\\_fee6176c-9b91-11ea-bb5e-5344dee93449.html](https://www.santafenewmexican.com/opinion/editorials/memorial-day-weekend-a-nightmare-outdoors/article_fee6176c-9b91-11ea-bb5e-5344dee93449.html)
18. <https://www.abqjournal.com/1458455/we-can-all-respect-nms-health-and-landscapes.html>
19. <https://vimeo.com/378404478>

20. [https://www.kob.com/new-mexico-news/farmington-bicycle-businesses-see-surge-in-business/5750304/?cat=518&fbclid=IwAR3g0Bb\\_U\\_xdx0kL-EE5xo7MJCa3EOJZx-dwfn8LMckxZgJAh5L4ITCHLU](https://www.kob.com/new-mexico-news/farmington-bicycle-businesses-see-surge-in-business/5750304/?cat=518&fbclid=IwAR3g0Bb_U_xdx0kL-EE5xo7MJCa3EOJZx-dwfn8LMckxZgJAh5L4ITCHLU)
21. [https://www.santafenewmexican.com/news/local\\_news/bandelier-could-gain-from-proposed-work-program/article\\_5ec4926c-a5f1-11ea-9f1a-9333632ff9ff.html](https://www.santafenewmexican.com/news/local_news/bandelier-could-gain-from-proposed-work-program/article_5ec4926c-a5f1-11ea-9f1a-9333632ff9ff.html)
22. <https://www.abqjournal.com/1462999/trash-talk-new-mexico-outdoor-spaces-are-being-inundated-with-visitors-and-the-refuse-being-left-behind.html>
23. <http://scdailypress.com/site/2020/06/15/outdoor-recs-popularity-strains-forest/>
24. <https://santafe.com/podcasts/axie-navas-director-of-the-outdoor-recreation-division-on-the-outdoor-equity-fund>
25. <https://www.nmwild.org/2020/06/18/new-mexico-senators-applaud-2-8b-conservation-bill/>
26. <https://www.abqjournal.com/1470546/bill-will-preserve-spaces-for-the-public-and-be-accessible.html>
27. <https://www.grantcountybeat.com/news/non-local-news-releases/58692-outdoor-equity-find-receives-12-500-rei-grant>
28. [https://www.santafenewmexican.com/news/business/rei-gives-12-500-to-state-outdoor-equity-fund/article\\_dd35c762-b7e2-11ea-9a92-db24f30fac25.html](https://www.santafenewmexican.com/news/business/rei-gives-12-500-to-state-outdoor-equity-fund/article_dd35c762-b7e2-11ea-9a92-db24f30fac25.html)

Two of those stories were published in national outlets (Outside Online and Men’s Journal), greatly increasing their reach. Two of the other stories ORD would classify as high-value because of their accurate, on-brand amplification of the office’s message and mission.

Unique traffic to the website totaled over 3,128 new unique visitors – a 45% increase over last quarter. The newsletter program hasn’t started yet. Social followers grew to 260 on Twitter and Instagram.

There’s huge potential to grow all these numbers. Low-hanging fruit includes: Weekly promotion of the ORD website; creation of an ORD Facebook page; increased posting on all platforms. ORD will also develop a clear media/PR plan to regularly pitch publications on the ORD and outdoor recreation in New Mexico as a whole. This plan will be implemented as soon as ORD has the new Program Coordinator in place.

In addition, ORD’s Headwaters Economics report on the New Mexican outdoor recreation economy was widely distributed and it generated much of the coverage linked to above. [Find the full report here.](#)