



**Michelle Lujan Grisham**  
GOVERNOR

**Alicia J. Keyes**  
CABINET SECRETARY

# FY21 QUARTER #2 PERFORMANCE REPORT

Economic Development Department



## AGENCY PROGRAMS

PROGRAM SUPPORT/OFFICE OF THE SECRETARY	526
ECONOMIC DEVELOPMENT DIVISION	512
FILM OFFICE	514
OUTDOOR RECREATION DIVISION	708

## ECONOMIC DEVELOPMENT DEPARTMENT

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

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

### Office of the Secretary

**Program Description, Purpose and Objectives:** The Office of the Secretary (OFS) leads the agency by setting goals, objectives and policies. The OFS works with the Executive and Legislature to identify and secure new resources and enhance existing programs. OFS also administers the contract with the New Mexico Economic Development Corporation, or Partnership. Programs within OFS include marketing and communications, the State Data Center, Economists, and General Counsel.

#### Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,746.0				\$ 1,746.0	18
300	\$ 1,142.7				\$ 1,142.7	
400	\$ 172.0				\$ 172.0	
TOTAL	\$ 3,060.7				\$ 3,060.7	

#### Program Performance Measures:

1. Number of new jobs created due to economic development department efforts
2. Number of rural jobs created due to economic development department efforts
3. Average wage of jobs created due to economic development efforts
4. Wages for jobs created in excess of prevailing local wages
5. Number of jobs created through business relocations facilitated by the Partnership
6. Number of potential recruitment opportunities submitted by the Partnership
7. Number of company visits to New Mexico for projects managed by the New Mexico Partnership (NMP)

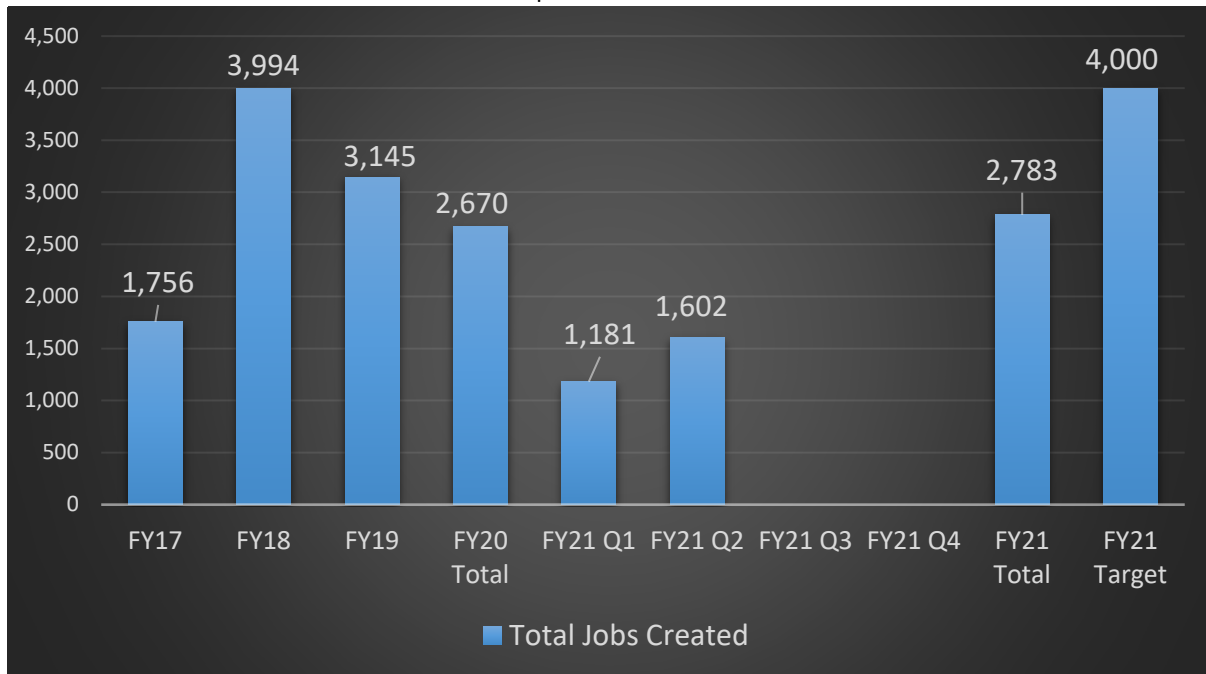
## PERFORMANCE MEASURE #1

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21Q2	FY21 Q3	FY21 Q4	FY21 Target
1,756	3,994	3,145	2,670	1,181	1,602		2,783	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).

**STORY BEHIND THE DATA:** Roses Paper declined to follow through with LEDA and 38 jobs were subtracted from the first quarter total. In the second quarter 1,602 jobs were assisted by LEDA and JTIP.

**IMPROVEMENT ACTION PLAN:** This number exceeds the quarterly target of 1,000 new jobs.

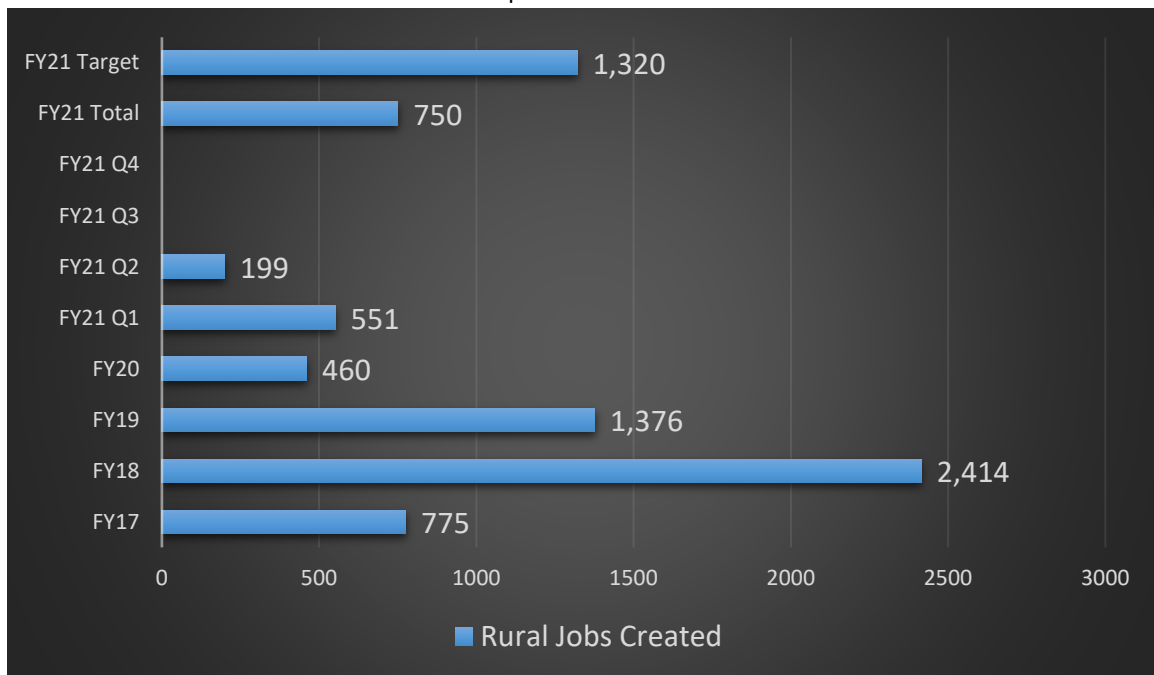
## PERFORMANCE MEASURE #2

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
775	2,414	1,376	460	551	199			750	1,320

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:** EDD programs supported the creation of 199 new jobs in rural communities.

**IMPROVEMENT ACTION PLAN:** EDD is on track to achieve the target of 1,320 rural jobs.

## PERFORMANCE MEASURE #3

---

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

---

### Results

FY21 Q1	FY21 Q2	FY21 Q3	FY20 Q4	FY21 Total	FY21 Target
\$47,395	\$62,219				\$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:** Data for the performance measure comes from two separate sources. The first, for JTIP, comes from the approved jobs for fiscal year 21, quarter 2. The second source, for LEDA, comes from the deals that have been finalized during the second quarter of fiscal year 21. 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 amounts have been removed due to far more restrictive incentives on a different scale.

**IMPROVEMENT ACTION PLAN:**

## PERFORMANCE MEASURE #4

---

*Wages of jobs created in excess of prevailing local wages*

---

### Results

FY21 Q1	FY21 Q2	FY21 Q3	FY20 Q4	FY21 Total	FY21 Target
\$9,396.60	\$18,407.13				\$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:** Data for this performance measure comes from three separate sources. The first, for JTIP, comes from the approved jobs for FY21, quarter 2, and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during the second quarter of FY21 and the shared wage information from the companies. The final data source is the average wage for counties located in New Mexico. This information comes from the QCEW or quarterly census of employment and wages (published by DWS). To compare the wages that 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. We then find 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 amounts have been removed due far to more restrictive incentives on a different scale.

**IMPROVEMENT ACTION PLAN:**

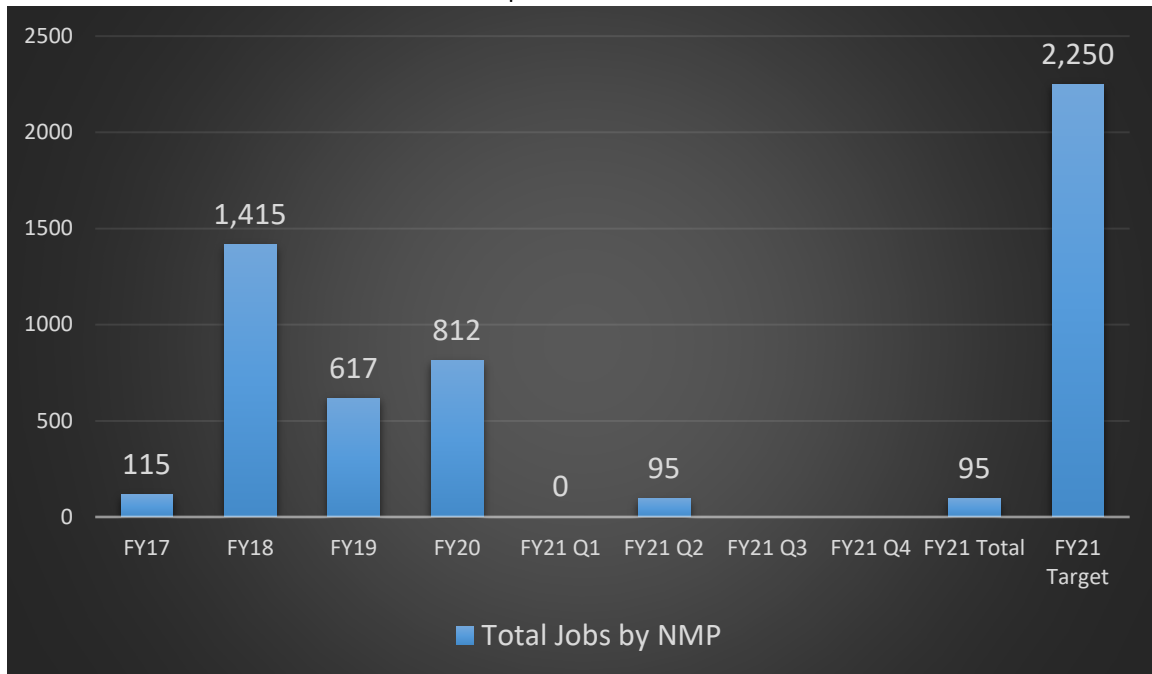
## PERFORMANCE MEASURE #5

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
115	1,415	617	812	0	95				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:** Prent selected Santa Teresa for their medical packaging manufacturing facility and will hire 85 employees and invest \$2.192M. Cymmetrik selected Santa Teresa for their Taiwan-owned label manufacturing operation and will hire 10 employees and invest \$2M.

**IMPROVEMENT ACTION PLAN:** COVID-19 continues to impact economic development around the US. We did have some success this quarter as Cymmetrik was already in the pipeline prior to COVID. Some industries and companies, like Prent, have been impacted in a different way. They needed to increase their production levels and accelerate their time lines. We will be targeting these types of projects and industries for the next several months as they have the highest likelihood of selecting a location during the pandemic.

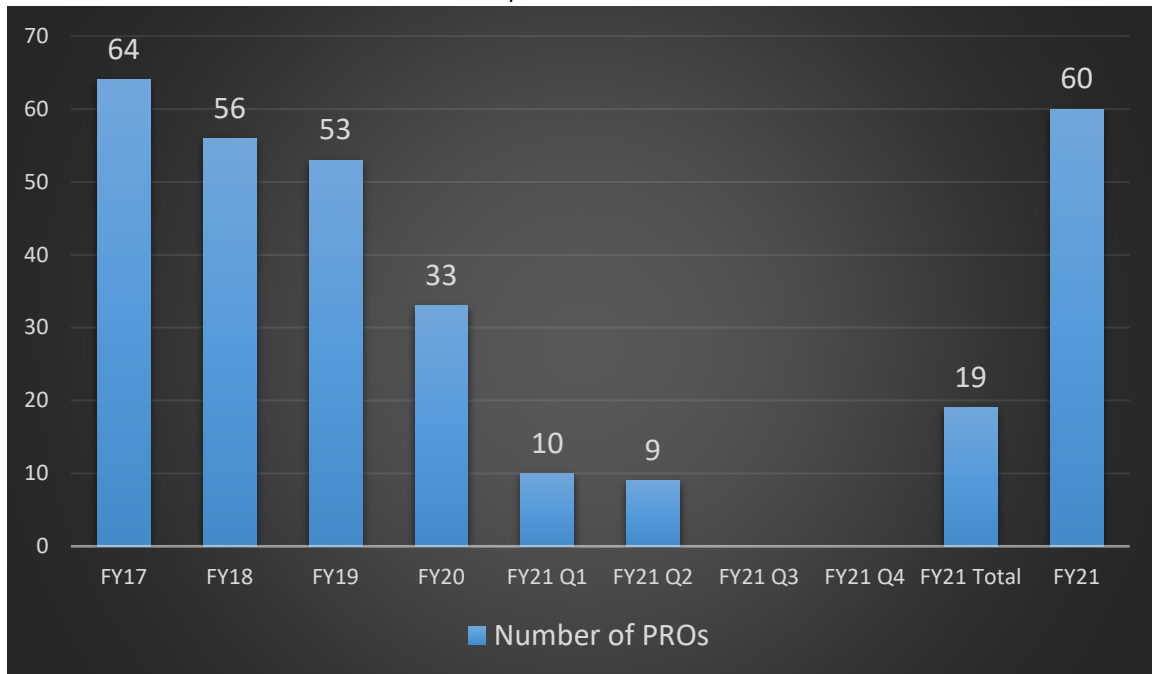
## PERFORMANCE MEASURE #6

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
64	56	53	33	10	9			19	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:** Nine PROs were generated in the second quarter, which is higher than the same quarter last year. These opportunities came from a variety of sources including direct calls to the NMP, the site selection consultants we work with, foreign consulates, and our contractor, Jerry Pacheco.

**IMPROVEMENT ACTION PLAN:** Since all in-person events and travel have been cancelled, we are actively pursuing other virtual options. During this quarter, we participated in 13 virtual trade shows and several other virtual webinars, meetings, and networking opportunities. These efforts have resulted in over 486 new contacts. We continue to look for additional methods of making new contacts and generating new leads and have new virtual events planned for the next quarter.



## PERFORMANCE MEASURE #7

---

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

---

### Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
2	2			4	12

**MEASURE DESCRIPTION:** A site visit is a physical visit from the prospective company to the community(ies) of interest. Often meetings with industries and local leaders occur. Sites visits are 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 sites visits from the same company are not included in these totals.

**STORY BEHIND THE DATA:** Project Com came for a site visit on 12.09.20 and Project Aussie came for a visit on 12.9.20.

**IMPROVEMENT ACTION PLAN:** The global pandemic and travel bans continue to affect our numbers. We are hearing that some site selectors are just now starting to travel again, but only to limited markets and on a case-by-case basis. Some have shifted to conducting virtual tours before they will come in person. With shifting travel restrictions across the US, we are unsure when site visits will go back to “normal”. We are making arrangements and have contingency plans in place to conduct virtual site tours when necessary.

## 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 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 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):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,766.6				\$ 1,766.6	20
300	\$ 1,282.0		\$ 30.0		\$ 1,310.0	
400	\$ 6,403.6	\$	\$ 741.0		\$ 7,144.6	
TOTAL	\$ 9,452.2	\$	\$ 771.0		\$ 10,221.2	

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

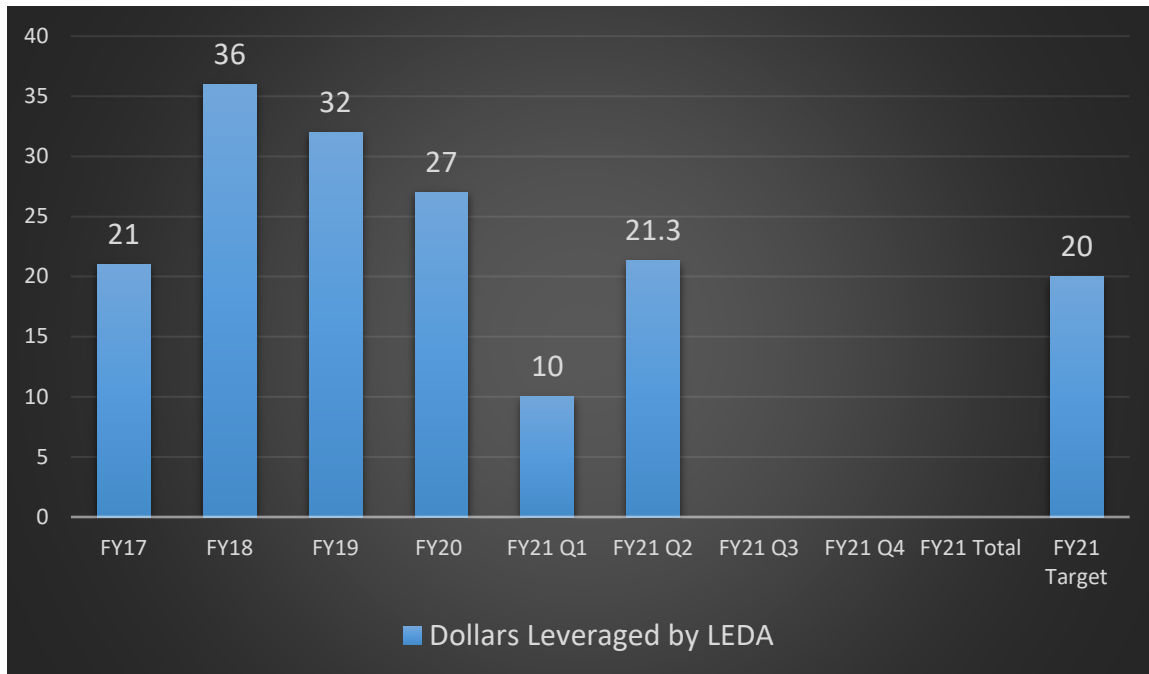
## PERFORMANCE MEASURE #1

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
21	36	32	27	10	21.3				20

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
NTxBio, LLC	116	\$26,900,000	\$5,000,000
Netflix 2 (expansion)	994	\$500,000,000	\$17,000,000
Prent Thermoforming	85	\$2,192,000	\$500,000
New Mexico Fresh Foods, LLC	74	\$9,344,644	\$750,000
Cymmetrik	10	\$1,000,000	\$160,000
SpinLaunch	59	\$45,450,000	\$4,000,000
<b>Totals</b>	<b>1,338</b>	<b>\$584,886,644</b>	<b>\$27,410,000</b>

- Private investment of \$584,886,644/LEDA investment of \$27,410,000 = 21.3

**IMPROVEMENT ACTION PLAN:** Projects vary over time. We expect to achieve the target by the end of the fiscal year.

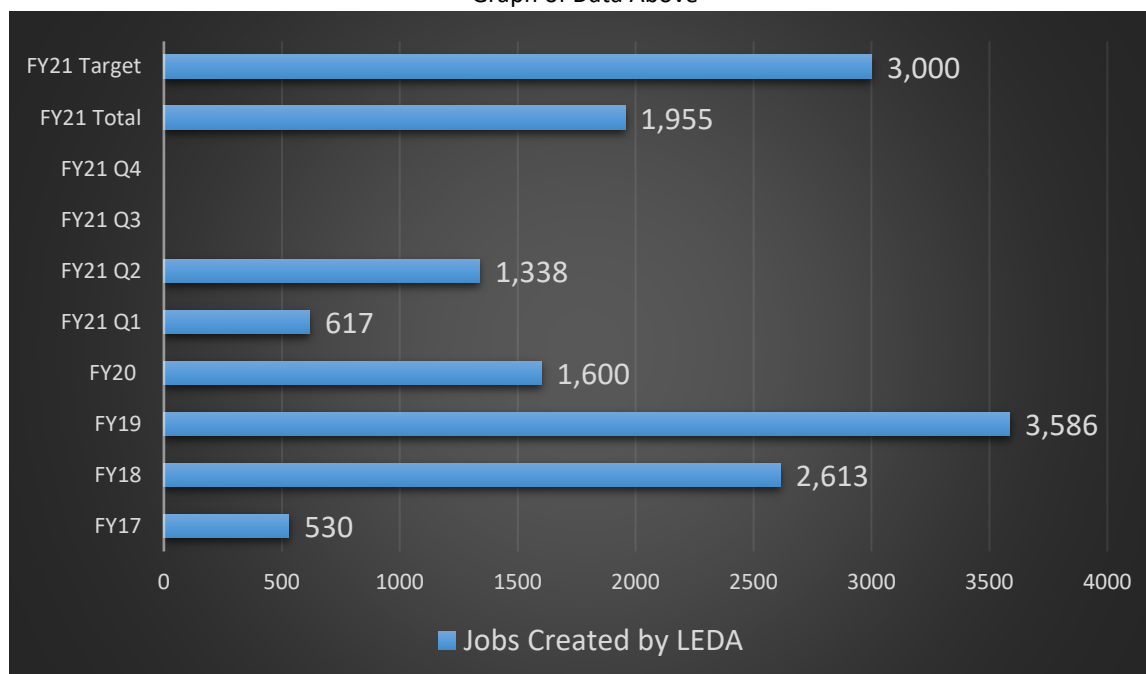
## PERFORMANCE MEASURE #2

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
530	2,613	3,586	1,600	617	1,338			1,955	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:** Six companies will receive LEDA investments in Q2

- NTxBio, LLC is a homegrown biosciences company that could make NM a leader in the development of life-saving medicines. The company was approved for \$5,000,000 in LEDA support for 116 jobs over the next ten years at its new facility in Rio Rancho.
- Netflix will expand its footprint at ABQ Studios, with an additional investment of \$500M, a commitment of an additional \$1 billion in production spending, 994 new jobs, and \$47.7M in new payroll.
- Prent Thermoforming is the world's leading designer and manufacturer of custom plastic, rigid thermoform packaging for the medical, electronics and consumer industries. The company has elected to locate a new manufacturing facility in Santa Teresa. Prent has been approved for \$500,000 in LEDA support for 85 jobs.
- New Mexico Fresh Foods is opening a high-pressure processing (HPP) food manufacturing plant in Albuquerque. HPP technology increases the shelf-life of fresh and ready-to-eat foods without the need for pasteurization or chemical preservatives. The company has been approved for \$750,000 in LEDA support for 74 manufacturing jobs.
- Cymmetrik is the third Taiwanese company to locate operations in New Mexico. The company is a world leader in applied printing, processing and manufacturing. Cymmetrik has been approved for \$160,000 in LEDA support for 10 jobs.
- SpinLaunch is growing at Spaceport America with 59 additional jobs, a \$10.2M payroll and \$46M in private investment.

**IMPROVEMENT ACTION PLAN:** On track to make target

## PERFORMANCE MEASURE #3

---

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

---

Results					
FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$41,839	\$38,768				\$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 FY21. EDD takes the amount of hires as well as the amount of a LEDA award associated with the projects to come up with a cost per job. EDD then takes the average wage associated with the companies and subtracts the cost per job to come up with the performance measurement.

**STORY BEHIND THE DATA:** Five projects are reported and the average wage associated ranges between \$18-\$44 per hour. The cost per job for all jobs and LEDA awards is \$22,375.

**IMPROVEMENT ACTION PLAN:**

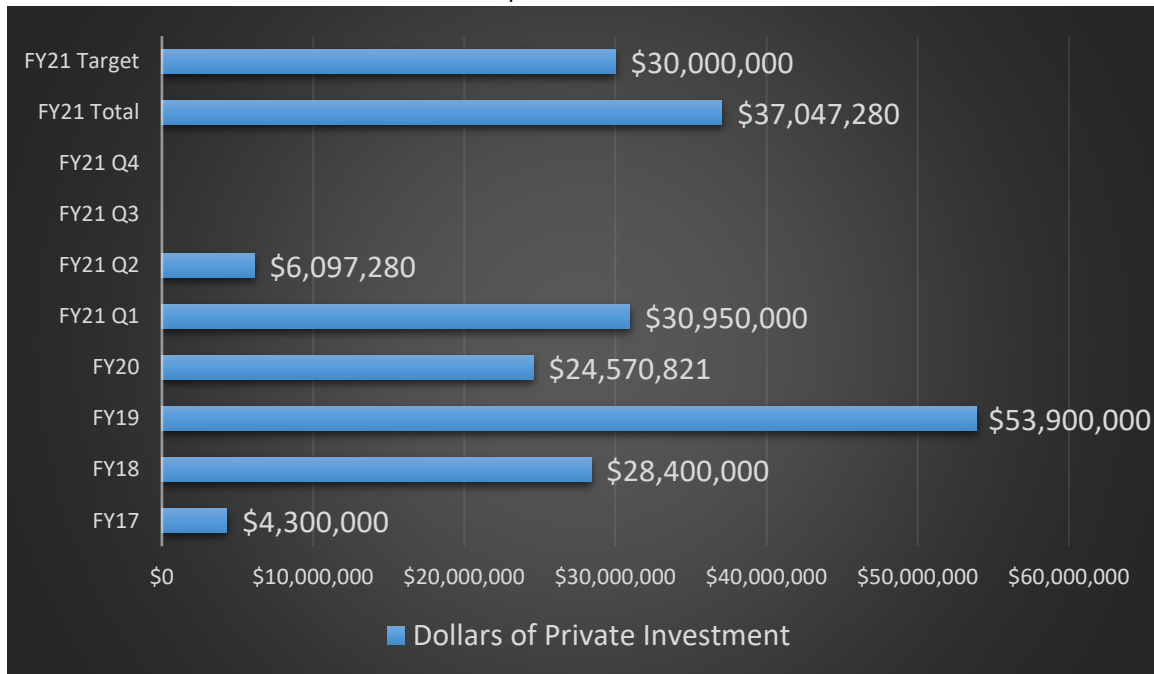
## PERFORMANCE MEASURE #4

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$28.4	\$53.9	\$30.7	\$24.57	\$30.95	\$6.1			\$37.0	\$30

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:

- Los Alamos MainStreet received a new grocery store, Natural Grocers, which has completed construction on a brand new building valued at \$1,950,000. Los Alamos MainStreet additionally added 17 new jobs to their district from 4 new businesses that opened, 12 of which were due to the new grocery store opening, and 3 businesses began rehabilitations, including Boese Bro's Brew Pub, a \$40,000 investment.
- Many communities continue to show encouraging signs with businesses deciding to invest in improvements. Belen MainStreet had two cafés remodel old restaurant spaces to fit their needs representing \$60,000 in improvements and adding 10 new jobs.
- Belen MainStreet also added a brand new apartment building featuring 10 units and representing a \$500,000 investment in the district.
- Albuquerque Downtown MainStreet also continues to benefit from investment in its private buildings with \$1,181,446.94 in alterations and repairs in the district.

- Artesia MainStreet similarly saw \$173,345.24 in private investment for remodeling, and improvements to buildings there.

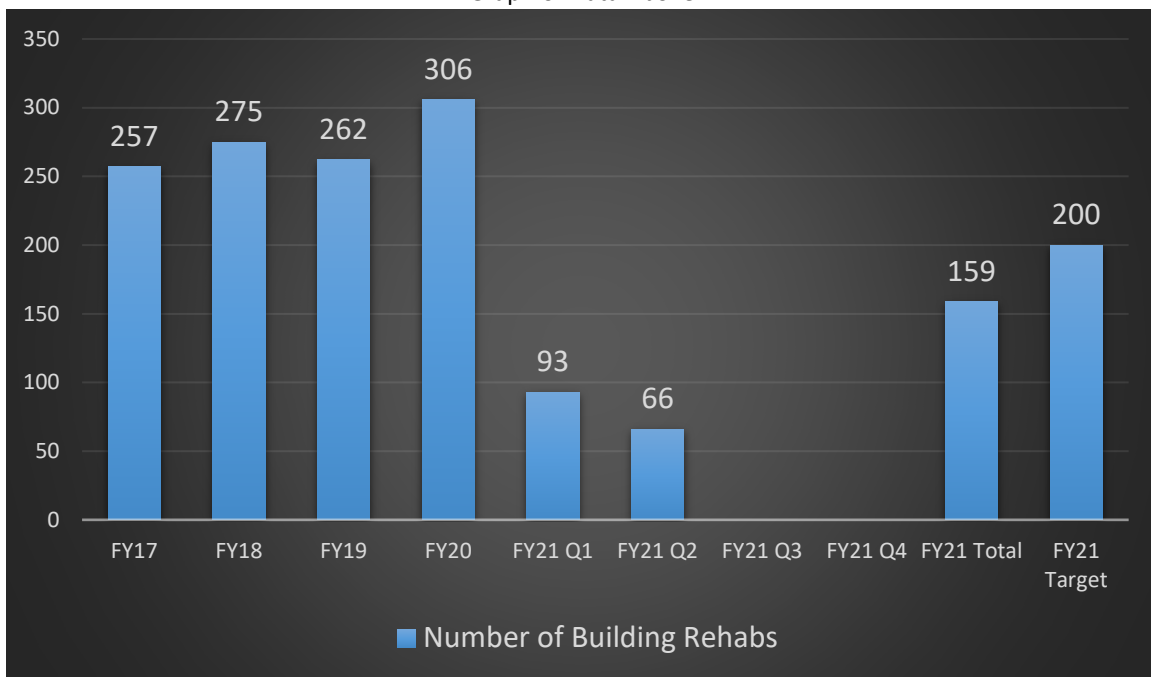
## PERFORMANCE MEASURE #5

*Number of building rehabilitations assisted by the MainStreet program*

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
257	275	262	306	93	66			159	200

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:

- Three businesses in the Los Alamos MainStreet district began rehabilitations.
- MainStreet De Las Vegas had an additional \$430,000 in renovations and upgrades, and 4 businesses open creating 10 new jobs for the district.
- Clovis MainStreet is also benefiting from this trend in private building reinvestment seeing over \$200,000 in building updates and renovations.

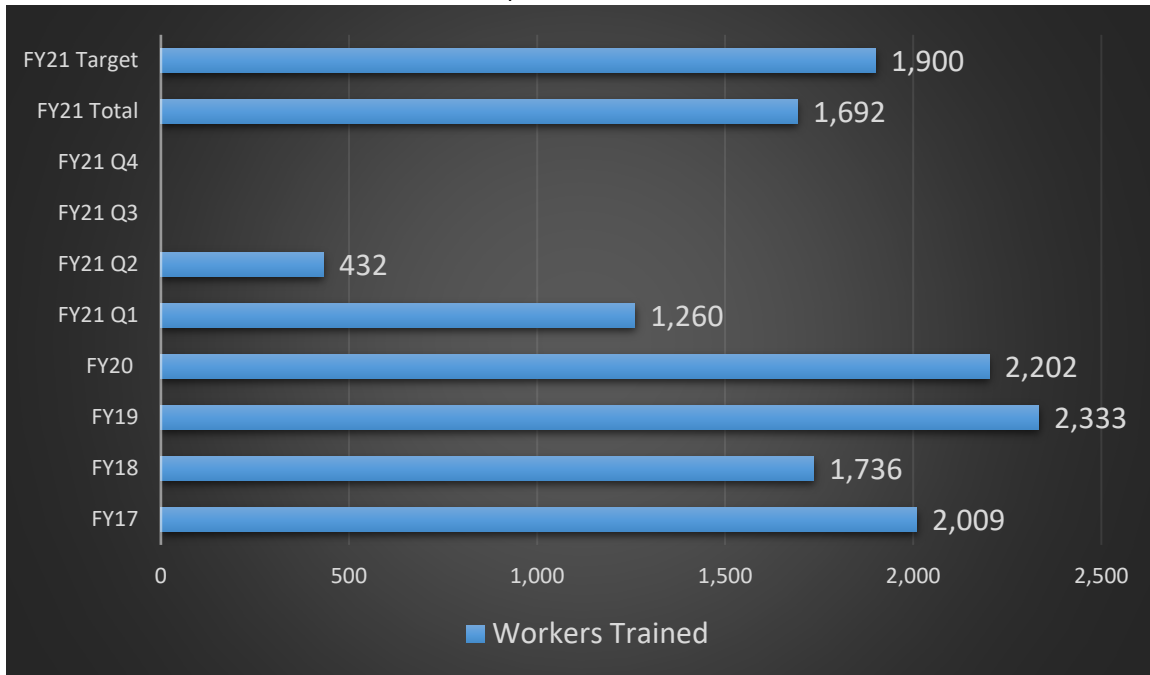
## PERFORMANCE MEASURE #6

### *Number of workers trained by JTIP*

#### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
2,009	1,736	2,333	2,202	1,260	432			1,692	1,900

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:** 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.

Twenty-nine companies were approved by the JTIP board in the second quarter, eight of which were new to the JTIP. 365 new jobs were approved at an average wage of \$29.69 per hour. 195 of the new jobs were high-wage, of which 125 were located in urban areas with at least a \$60,000 annual salary, and 20 located in rural areas with at least a \$40,000 annual salary. Nineteen internships were approved at an average wage of \$19.98 per hour. Thirty of the approved jobs were in rural communities such as Deming, Las Vegas, Moriarty, and Roswell. One company in Taos was approved for Step-Up funds to provide upskills training to 15 existing employees. The average wage for jobs approved in rural areas was \$16.70. Five productions were approved for FCAP in Q2, to train 33 crew members at an average wage of \$29.44 per hour.



## PERFORMANCE MEASURE #7

---

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

---

### Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$25,774	\$47,701				\$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 comes from the approved jobs for FY21, quarter 2 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 Q2 is \$63,119. The cost per job for these JTIP jobs is \$15,418. This measurement includes businesses that are considered call centers (1 position).

**IMPROVEMENT ACTION PLAN:** The cost per job calculation will vary from quarter to quarter, depending on the types of jobs that are approved. While this performance measure can be tracked throughout the FY, the final outcome will not be truly measureable until Q4.

## PERFORMANCE MEASURE #8

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

Results						
FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$9.5M	0	\$170M			\$170M	\$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:** UbiQD is a past 2018 NM SBIR Phase I grant awardee and recently raised \$7 million in follow-on funding for their technology. BennuBio is a past Catalyst Fund recipient that recently raised \$5 million investment and a \$1 million grant to further develop their analytical instruments. Bayotech is a past Catalyst fund recipient that recently raised \$157M in follow-on funding for product and project development as well as infrastructure expansion.

**IMPROVEMENT ACTION PLAN:** Continue to support small businesses by bolstering statewide efforts to assist companies with their SBIR federal grant applications.

OST received a \$681,308 federal grant from the Office of Economic Adjustment to help businesses comply with new cybersecurity requirements. The OST is partnering with NM Tech, Manufacturing Extension Partnership and the Procurement Technical Assistance Program to deploy the funds over the course of three two years. This grant will help to prepare NM companies by building their cybersecurity capacity in order to meet federal regulations and qualify for federal contracts.

The OST manages two grant programs for small businesses: The NM SBIR and the Science and Technology Business Start-Up Grants :

- Small Business Innovation Research (SBIR) grants are competitive federal grants that support small businesses engaged in research and development (R&D) with a potential for commercialization. SBIR grants cover costs associated with R&D, but do not cover expenses related to business development. Ineligible costs include marketing and salaries for employees related to business operations. The New Mexico SBIR Grant provides recipients additional resources to commercialize the technology developed with federal SBIR funding. This program leverages the fact that SBIR recipients have technologies vetted by national experts and provide funding that covers proof- of concept and R&D funding. State level matching programs nationwide are found to lead to follow-on funding, stimulate business growth and expansion, generate wealth, increase tax revenue and commercial viability of the receiving firms.
  - NM SBIR matching grant applications were solicited in Q1. Three companies (UbiQD, BennuBio, and Mesa Photonics) with active Phase II SBIR grants were each awarded \$100,000 via the NM SBIR Grant (aka SBIR Matching Grant) in Q2.
- Science and Technology Business Start-Up grants support small businesses in the science and technology field that have fewer than 50 employees and a high potential for growth. Eligible companies demonstrate a scalable product and business model with high potential to create jobs and/or private investment.
  - OST will issue a solicitation for Business Startup Grants in Q3 and issue grants in Q3 and Q4. Three to four grants, up to \$25,000 each, are anticipated to be awarded.

## PERFORMANCE MEASURE #9

---

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

---

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

**MEASURE DESCRIPTION:** Foreign companies that choose to invest in New Mexico, when they 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:** Cymmetrik is a Taiwanese company that has chosen to locate operations in New Mexico. The company is a world leader in applied printing, processing and manufacturing, and will invest \$2M in the location project.

**IMPROVEMENT ACTION PLAN:** The COVID-19 crisis is creating significant shifts in worldwide supply chains, and this will create opportunities for companies to expand their global outreach. EDD is in the process of positioning itself to actively recruit investment from major investor countries including Taiwan, Mexico, Germany, Japan, the United Kingdom, and Canada.

## PERFORMANCE MEASURE #10

---

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

---

Results					
FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$861,933	\$1.5M			\$2.4M	\$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:**

- EDD was awarded a \$1.5M Economic Development Administration CARES Act grant to develop and implement strategies to help New Mexico move more quickly toward economic recovery and emerge from the COVID-19-induced economic downturn with a strong and enduring economic strategy for the future. The grant will fund a 20-year statewide strategic plan to address short and long-term strategies for recovery and economic diversification, as well as three full-time positions to implement the grant.

## 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):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 576.4				\$ 576.4	7
300	\$ 182.8				\$ 182.8	
400	\$ 78.9				\$ 78.9	
TOTAL	\$ 838.1				\$ 838.1	

### Program Performance Measures:

1. Number of film and media worker days
2. Direct spending by film industry productions, in millions
3. Direct spending by film industry productions eligible for the additional 5 percent credit in rural areas, in millions
4. Total wages paid by film industry productions to New Mexico residents, in millions
5. Median wages paid by film industry productions to New Mexico residents
6. Total gross receipts taxes paid by film industry productions, in millions

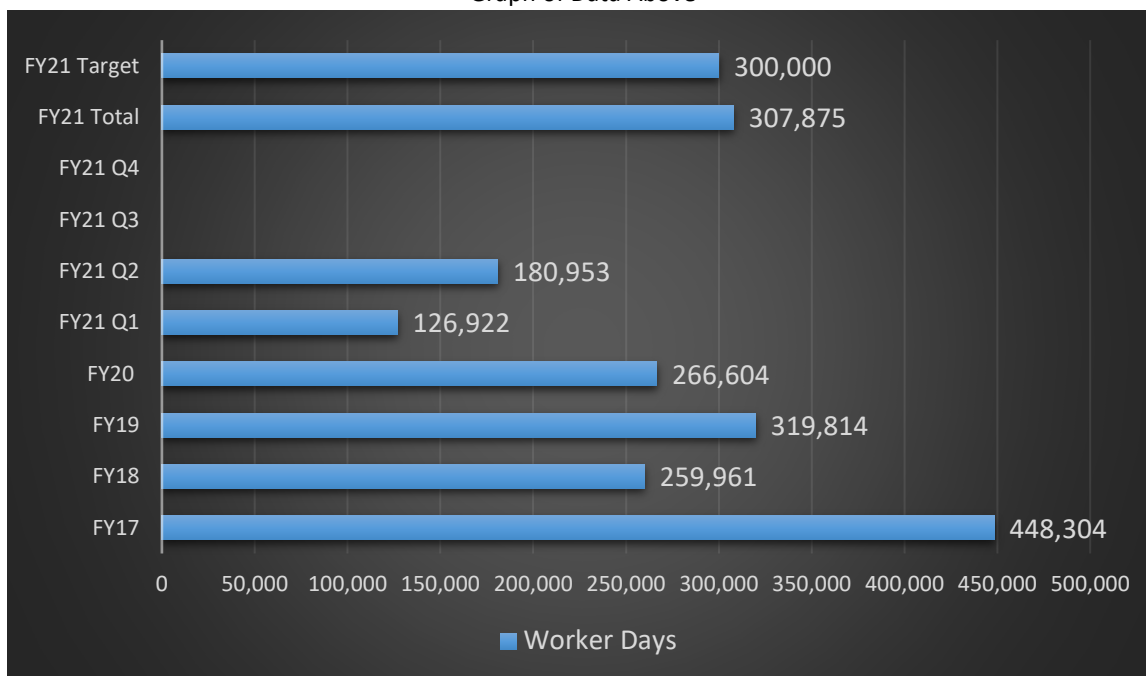
## PERFORMANCE MEASURE #1

*Estimated number of film and media worker days*

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
448,304	259,961	319,814	266,604	126,922	180,953			307,875	300,000

Graph of Data Above



**MEASURE DESCRIPTION:** Estimated 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 based on information from the NMFO registration forms provided by productions and reflects the estimated crew size multiplied by the days employed based on a 12-hour work day.

**STORY BEHIND THE DATA:** The COVID-19 pandemic brought global film/TV production to a standstill in March 2020 and re-opened in New Mexico in September 2020. Productions have since been working at a steady pace, thus the increase and significant amount of worker days shown above. Q1 and Q2 worker days now total 307,875, surpassing the annual target of 300,000 by 7,875 worker days. Despite the pandemic, the film industry has bounced back swiftly and safely, and we expect to see strong numbers throughout the rest of FY21.

**IMPROVEMENT ACTION PLAN:** Should the film industry remain open throughout Q3 and Q4, as we expect it will, we aim to continue to focus on the health and safety of New Mexicans, first and foremost, by helping to ensure productions' strict adherence to COVID safe practices and all other protocols and orders. Secondly, we will continue to ramp up our recruitment efforts to continue to bring increased production work to New Mexico, and continue to support and provide training programs to scale up and grow our NM resident workforce.

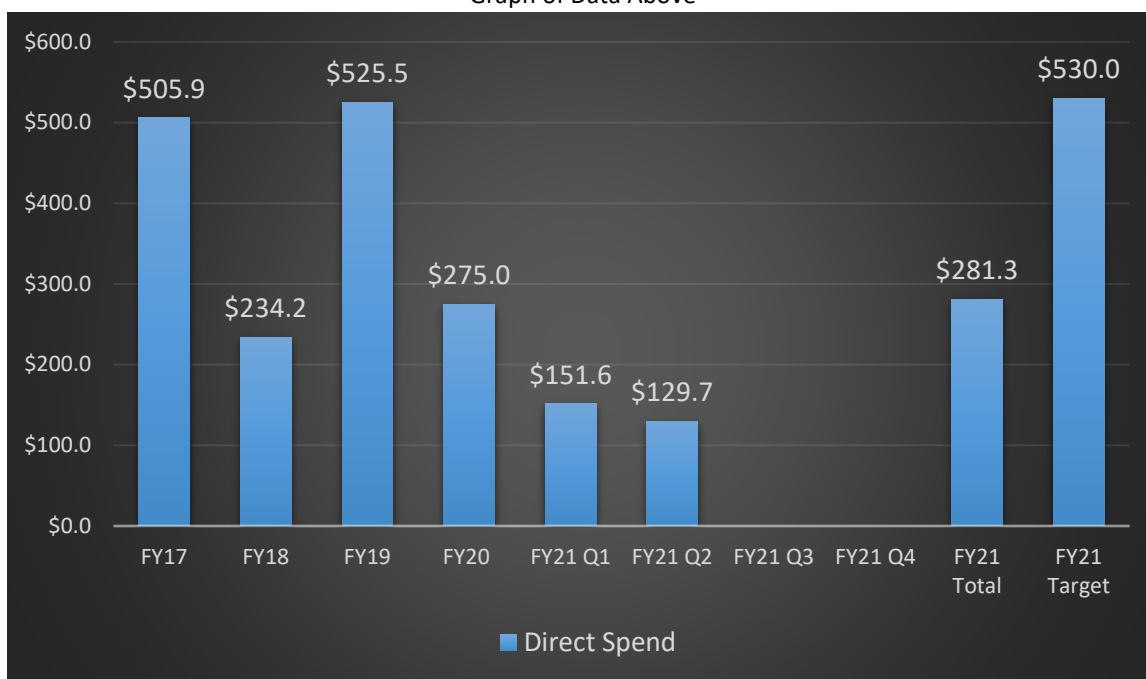
## PERFORMANCE MEASURE #2

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

### Results

FY17	FY18	FY19	FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$505.9	\$234.2	\$525.5	\$257.3	\$151.6	\$129.7			\$281.3	\$530

Graph of Data Above



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

**DATA SOURCE/METHODOLOGY:** This data is based on information from registration forms provided by productions to the Film Division/NMFO.

**STORY BEHIND THE DATA:** The COVID-19 pandemic brought global film/TV production to a standstill in March 2020. The industry re-opened in New Mexico in September 2020 and productions have since been working at a steady pace, thus evidenced by the graph above. Q1 and Q2 estimated direct spend for FY21 totals \$281.3M, a little more than half way to our target of \$530M for the year. We expect to continue to see strong numbers through Q3 and Q4, and to meet our annual target.

**IMPROVEMENT ACTION PLAN:** The New Mexico Film Office works diligently to recruit productions to the state and keep the pipeline full. Further, with the introduction and implementation of State and industry guidelines and best practices for health safety during the COVID-19 pandemic, and productions' strict adherence to them, we expect continual growth in the amount of direct production spend over the course of FY21, despite the pandemic, that is, unless there is a state-wide outbreak or other unpredictable COVID-related circumstances that could potentially pause production again.

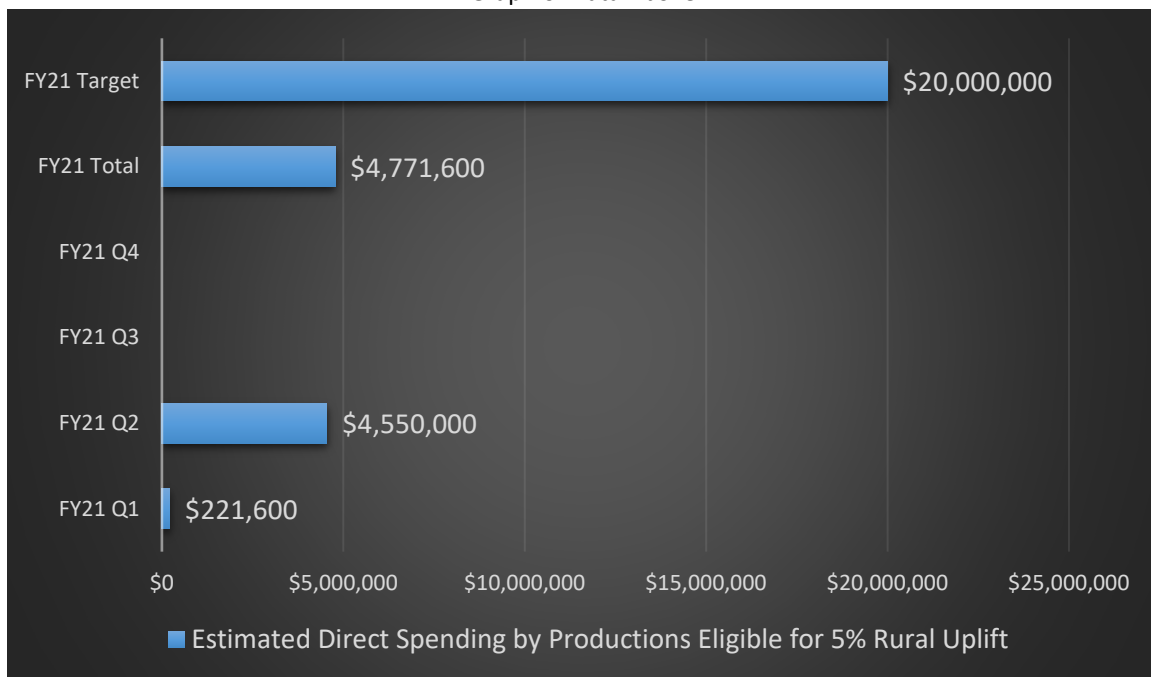
## PERFORMANCE MEASURE #3

*Estimated Direct spending by film industry productions eligible for the additional 5 percent credit in rural areas.*

### Results

FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
\$0.2	\$4.55			\$4.77	\$20

Graph of Data Above



**MEASURE DESCRIPTION:** Estimated direct spend by productions that are eligible for the 5% rural uplift.

**DATA SOURCE/METHODOLOGY:** This data is based on information from registrations forms provided by productions to the Film Division/NMFO that indicate a plan to film in rural areas. It is calculated using their total NM budget, multiplied by the percentage of their shoot that will be in the designated rural zone.

**STORY BEHIND THE DATA:** The COVID-19 pandemic brought global film/TV production to a standstill in March 2020. The industry re-opened in New Mexico in September 2020. In Q2, we see a significant increase in rural spend due to a WB feature film.

**IMPROVEMENT ACTION PLAN:** We will continue to promote areas in the 5% uplift ("rural") zone to decision-makers in order to increase and expand production spend statewide. Further we will continue to leverage our multitude of marketing vehicles (social media, conferences, virtual town-halls, newsletters, website, etc.) to spotlight different areas around the state and the locations and assets available.



## 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):**

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 201.4				\$ 201.4	2
300	\$ 30.0				\$ 30.0	
400	\$ 120.0	\$ 100.0			\$ 220.0	
TOTAL	\$ 351.4	\$ 100.0			\$ 451.4	

**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

FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
40	0	9			9	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:

During FY21 Q2, the outdoor recreation incubator developed by Creative Startups and funded in part by ORD began its fall/winter online curriculum for outdoor recreation business entrepreneurs. ORD worked with the nonprofit on new marketing materials and helped re-open this program to entrepreneurs in late October. This new cohort generated nine new outdoor recreation startups in FY21 Q2. The program will continue virtually throughout the winter and spring.

ORD is also partnering with the Department of Workforce Solutions on the state's first-ever Sector Strategy convening for the outdoor industry. This two-month process will result in a detailed analysis and data about the workforce needs of outdoor recreation employers in the state, which in turn will help ORD and state educators create workforce training and apprenticeship programs within this sector of the economy. The convening will take place in January 2021.

ORD continues with weekly outreach to New Mexican outdoor recreation companies to assist with their expansion efforts. There are a number of existing leads, but ORD has found most companies it works with have put all hiring plans on hold during the pandemic. Efforts have pivoted to helping businesses stay afloat during this public health crisis, so they can recover and build back better when the economy improves.

## PERFORMANCE MEASURE #2

---

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

---

Results						
FY20	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY20 Target
11	0	6			6	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:

ORD successfully launched the pilot Special Projects and Outdoor Infrastructure grant in summer 2020. The grant saw 50 eligible applications with a total funding request of ~\$750,000. ORD awarded just over \$77,000 to six projects in the fall of 2020. For the full list of projects and the scope of the work, [read the EDD press release](#).

ORD is also partnering with NMDOT on a \$10,000 education curriculum and signage project to promote the message of responsible recreation throughout the state. This work will begin in earnest in FY21 Q3/Q4, with locally-made signs going up throughout the state.

## PERFORMANCE MEASURE #3

---

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

---

Results					
FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
2,695	428			3,123	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:

Throughout fall 2020, the Silver Stallion Mobile Ride Center, a mobile bike shop funded by the Outdoor Equity Fund, visited seven communities around Gallup and throughout Navajo Nation to repair 428 bikes. ([Full report here.](#)) The \$10,000 OEF grant leveraged over \$40,000 in out-of-state funding to get the mobile bike shop started as part of broader Covid emergency response efforts.

In August 2020, ORD announced the 25 recipients of the Outdoor Equity Fund grants. In this inaugural cycle, OEF invested in programs to get approximately 2,695 New Mexicans under 18 outside. More than half of these youth come from low-income communities. Almost 500 identify as Indigenous youth. ORD expects this number to continue to grow in late FY21 and FY22, as demand was high. Eight-four eligible organizations applied to the fund, with a total request of over \$1 million. If ORD were able to fully fund this, it would have gotten 36,000 young New Mexicans outside.

ORD also continues to work on its National Park Service-funded Cradle to Career Outdoor Strategy. It will publish this implementation and strategy report in FY21 Q4 with the two-fold goals of getting more New Mexican students access to the outdoors through education systems and increasing the number of youth in outdoor industry apprenticeship and mentorship programs.

## PERFORMANCE MEASURE #4

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

Results					
FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY21 Total	FY21 Target
5,023 owned media followers	4,025				Explanatory
39 earned media articles	29				

### 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 FY21 Q2, ORD earned impressions on 29 earned media articles, including in four national outlets. It also grew the total amount of owned media (social platforms, website and newsletter) to 4,025, with 384 Twitter followers, 1,900 website uniques, and 1,741 newsletter subscribers.

A particular highlight is the headliner coverage in *Bicycling* magazine, a national outdoor recreation industry publication, on the Silver Stallion Mobile Ride Center, which was funded by the Outdoor Equity Fund.

The full list of Q2 FY21 earned media articles:

1. <https://vimeo.com/463693442>
2. <https://www.daily-times.com/story/news/local/2020/10/03/covid-19-focal-point-during-outdoor-economics-conference/3592929001/>
3. <https://www.krwg.org/post/state-outdoor-economics-forum-highlights-ways-cities-can-grow>
4. <http://www.mountainonline.com/fat-tire-stimulus/>
5. <https://indiancountrytoday.com/the-press-pool/special-projects-and-outdoor-infrastructure-fund-awards-first-ever-grants-VR-twuyIPkeai5EGFeHOLg>
6. <https://www.abqjournal.com/1513290/fund-helps-build-outdoor-infrastructure.html>
7. <https://ladailypost.com/nmedd-outdoor-infrastructure-fund-awards-grants/>
8. <https://www.nature.org/en-us/about-us/where-we-work/united-states/new-mexico/stories-in-new-mexico/equitable-conservation-recreation/>
9. <https://www.abqjournal.com/1515554/all-aboard-the-chili-line-trail-ex-funding-will-help-complete-new-pedestrianbicycle-trail.html>

10. [https://www.santafenewmexican.com/ap/report-new-mexico-s-outdoor-economy-growing-faster-than-u-s/article\\_a68874d4-257b-5bd2-803b-65a9c81f3667.html#utm\\_source=santafenewmexican.com&utm\\_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F%3F123%26-dc%3D1605182412&utm\\_medium=email&utm\\_content=headline](https://www.santafenewmexican.com/ap/report-new-mexico-s-outdoor-economy-growing-faster-than-u-s/article_a68874d4-257b-5bd2-803b-65a9c81f3667.html#utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F%3F123%26-dc%3D1605182412&utm_medium=email&utm_content=headline)
11. <https://www.sfchronicle.com/news/article/Report-New-Mexico-s-outdoor-economy-growing-15720122.php>
12. <https://apnews.com/article/virus-outbreak-new-mexico-economy-0e31f95df45a93bd5a298afe5614c2d5>
13. <https://www.rdrnews.com/2020/11/11/federal-agency-shows-growing-nm-outdoor-industry/>
14. <https://www.krqe.com/news/new-mexico/report-new-mexicos-outdoor-economy-growing-faster-than-us/>
15. <https://www.abqjournal.com/1517402/report-new-mexicos-outdoor-economy-growing-faster-than-us.html>
16. <https://www.currentargus.com/story/news/local/2020/11/14/new-mexico-leaders-seek-covid-19-relief-funds-outdoor-industry/6263801002/>
17. <https://bitterrootmag.com/2020/11/19/new-mexico-california-lead-the-way-on-outdoor-equity/>
18. <https://www.krwc.org/post/new-study-finds-wild-gila-and-san-francisco-rivers-greatly-contribute-local-economy>
19. <https://www.marketplace.org/2020/11/13/2019-was-good-year-for-outdoor-economy-what-about-2020/>
20. <https://www.sfreporter.com/news/2020/11/20/the-trail-to-recovery/>
21. <https://www.publicnewsservice.org/2020-11-20/environment/report-making-nm-rivers-wild-and-scenic-would-boost-economy/a72185-1>
22. <https://ladailypost.com/commissioned-study-finds-new-mexicos-wild-gila-and-san-francisco-rivers-contribute-substantially-to-local-economy/>
23. <https://santafe.com/podcast/richard-eeds-show-november-23-2020-2/>
24. [Industry leaders: New Mexico outdoor economy thrived in 2019 but COVID restrictions present challenges in 2020](#)
25. [OIA at Outdoor Retailer - Outdoor Industry Association](#)
26. [Silver Stallion Bike Shop - This Shop is Building a Cycling Community in Navajo Nation \(bicycling.com\)](#)
27. <https://ladailypost.com/conservation-outdoor-groups-call-on-new-mexico-legislature-to-grant-outdoor-recreation-division-budget-request/>
28. <https://www.sfchronicle.com/news/article/New-Mexico-leans-on-outdoor-recreation-for-15832031.php>
29. <https://www.currentargus.com/story/news/local/2020/12/28/key-new-mexico-covid-recovery-could-be-outdoor-recreation/3943807001/>