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## FY23 QUARTER #2 PERFORMANCE REPORT

### Economic Development Department



#### AGENCY PROGRAMS

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## ECONOMIC DEVELOPMENT DEPARTMENT

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

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

### Office of the Secretary

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

#### Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 2,164.9				\$ 2,164.9	26
300	\$ 1,223.3				\$ 1,223.3	
400	\$ 482.0				\$ 482.0	
TOTAL	\$ 3,870.2				\$ 3,870.2	

#### Program Performance Measures:

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

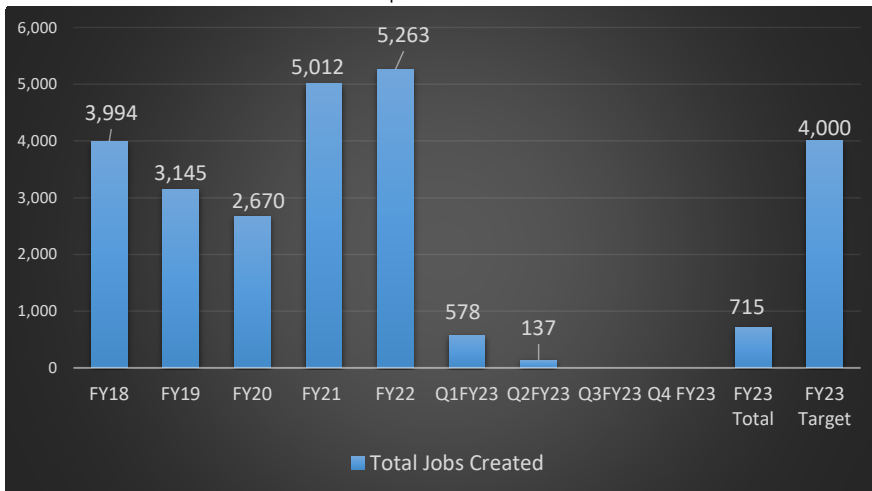
## PERFORMANCE MEASURE #1

*Number of jobs created due to economic development efforts*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
3,994	3,145	2,670	5,012	5,263	578	137			715	4,000

Graph of Data Above



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

**DATA SOURCE/METHODOLOGY:** The businesses report the number of new jobs created through an agreement signed with the program(s) utilized. Examples include JTIP contracts and LEDA project participation agreements (PPAs). Jobs are *not* counted twice for companies that receive assistance from both JTIP and LEDA.

**STORY BEHIND THE DATA:** EDD assisted 17 companies in creating new jobs in the second quarter of FY23, all through JTIP. There were no LEDA projects finalized in the quarter and no new jobs reported by the Partnership.

**IMPROVEMENT ACTION PLAN:** N/A

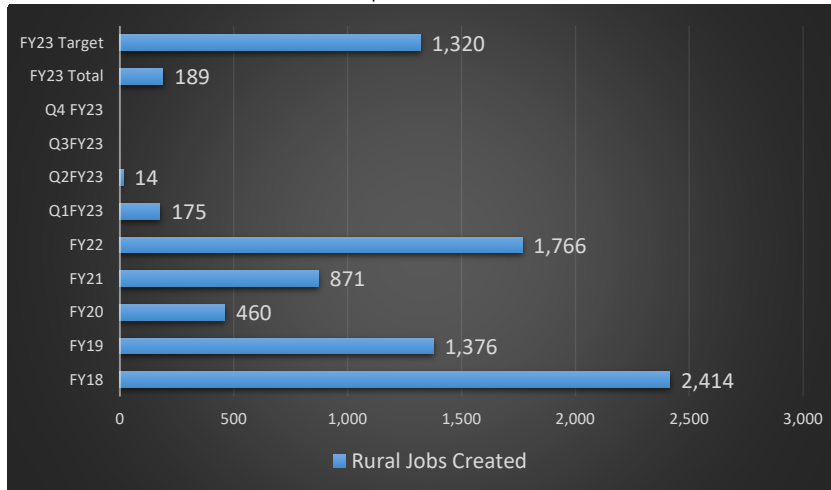
## PERFORMANCE MEASURE #2

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

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
2,414	1,376	460	871	1,766	175	14			189	1,320

Graph of Data Above



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

**DATA SOURCE/METHODOLOGY:** The businesses report the number of new jobs created through an agreement signed with the program(s) utilized. Examples include JTIP contracts and LEDA project participation agreements (PPAs). Jobs are *not* counted twice for companies that receive assistance from both JTIP and LEDA.

**STORY BEHIND THE DATA:** Four rural companies were assisted by JTIP:

- Bryan's Green Care, Hobbs
- NM Solar Group, Roswell
- Red River Brewing Company, Red River
- Terra Vera, Placitas

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #3

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$70,631	\$61,347	\$54,958	\$64,440				\$47,500

**MEASURE DESCRIPTION:** The average wage of jobs created due to the economic development department efforts associated with the LEDA and JTIP.

**DATA SOURCE/METHODOLOGY:** The data for this performance measure comes from two separate sources. The first, for JTIP, comes from the approved jobs for Q2 FY23. The second source, for LEDA, comes from the deals that have been finalized during the same period. To calculate the average wage of jobs created due to economic development department efforts, EDD takes a weighted average for all hires and the associated hourly wage.

**STORY BEHIND THE DATA:** The average wage for jobs created due to efforts by EDD does not include the wages or jobs associated with call centers. Those projects have been removed due to far more restrictive incentives on a different scale.

**IMPROVEMENT ACTION PLAN:**

## PERFORMANCE MEASURE #4

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$24,948	\$18,179	\$10,898	\$16,387				\$5,000

**MEASURE DESCRIPTION:** Measuring the wages created by EDD, against the average three-year wage for the counties where projects occurred.

**DATA SOURCE/METHODOLOGY:** The data for this performance measure comes from three separate sources. The first, for JTIP, comes from the approved jobs for Q2 FY23 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during Q2 FY23 and the shared wage information from the companies. The final data source is the average wage for counties in New Mexico. This information comes from the QCEW or quarterly census of employment and wages (published by DWS). To compare the wages for jobs EDD has created versus the current average prevailing wages of the county, EDD takes the number of hires, by county, as well as the associated hourly wage and multiplies those hires by the average prevailing county wage. Then we determine the difference between what the number of hires would have made, on average, versus what they will make. Then, by dividing the total number of hires by the sum of the difference we are able to see the contrast between the average prevailing county wage and the positions EDD helped create.

**STORY BEHIND THE DATA:** The wages for jobs created in excess of prevailing local wages does not include the wages or jobs associated with call centers. Those projects have been removed due to far more restrictive incentives on a different scale.

**IMPROVEMENT ACTION PLAN:** n/a

## PERFORMANCE MEASURE #5

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

Results							
FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY 23 Total	FY23 Target
\$2.4M	\$2.9M	\$22M	\$250K				\$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:** NM EDD received a grant in the amount of \$250,000 from the Small Business Administration (SBA) for the State Trade Expansion Program (STEP). The two-year grant funds the New Mexico STEP Grant program, which supports New Mexico companies that are either new to export, or expanding their international export markets by offsetting the cost of attendance at international trade shows and sales missions, foreign product registration, and website optimization for international ecommerce.

**IMPROVEMENT ACTION PLAN:** N/A

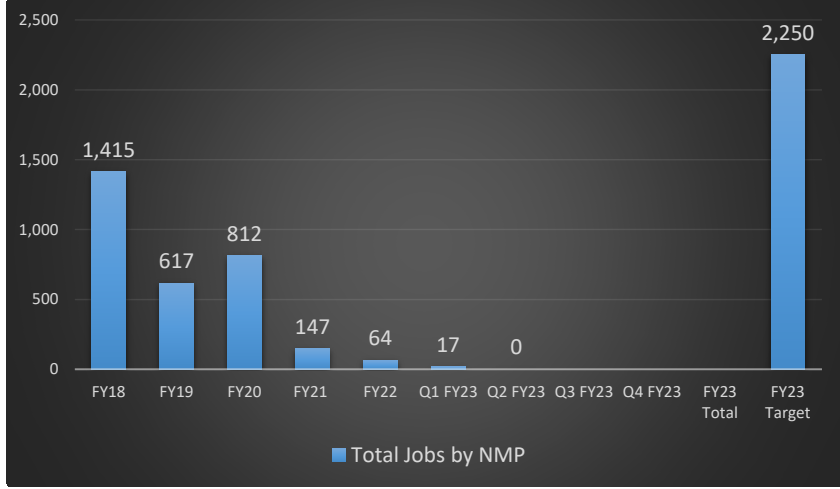
## PERFORMANCE MEASURE #6

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

Results										
FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
1,415	617	812	147	64	17	0				2,250

Graph of Data Above

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



**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:** No projects were reported this quarter, but NMP has three projects that are closed but cannot be announced yet.

**IMPROVEMENT ACTION PLAN:** We are at the lease negotiation phase for two projects totaling 380 jobs. New Mexico is on a short list for Project Pitch (290 jobs).

### PERFORMANCE MEASURE #7

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

### Results

**MEASURE DESCRIPTION:** A site visit is a physical visit from the prospective company to the community(ies) of interest. Sites visits are typically conducted prior to a company selecting New Mexico.

**DATA SOURCE/METHODOLOGY:** Directly measured as companies physically come to New Mexico to investigate specific sites. Only the first site visit is recorded, all other subsequent site visits from the same company are not included in these totals.

**STORY BEHIND THE DATA:** There were 4 total site visits in Q2 FY 23. October (2): Project Torre and Project Zoom Fiber. November (1): Project Rec. December (1): Project Jerome.

**IMPROVEMENT ACTION PLAN:** As is typical during the holiday season, site visits tend to trend downward as it becomes more difficult to schedule. We fully anticipate that the next quarter will see an uptick in site visits. (We have already had 8 companies visit in January as of 1.19.23).

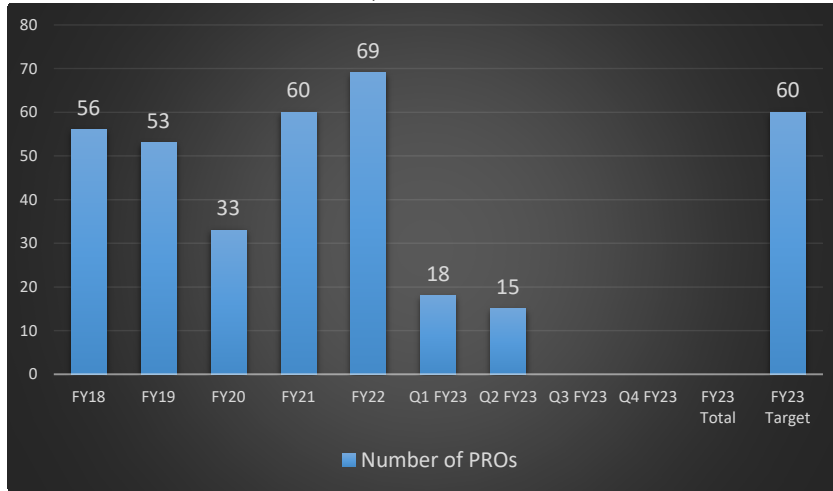
## PERFORMANCE MEASURE #8

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

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
56	53	33	60	69	18	15				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:** 15 total PROs were sent out this quarter. October (5) Tubular, Hal, Jellyfish, Zoom Fiber, Assembly. November (6): Industrial Search, Deloitte, Storm Plus, Rec, EDCLC FL-CL, Medina. December (4): Pitch, Raccoon, Charm, Hubzone.



**IMPROVEMENT ACTION PLAN:** NMP has seen a slight dip in the number of project requests this past quarter. We reached out to several site selectors to try to gauge what is happening with the overall project deal flow. They have shared that the rising cost of inflation (especially as it relates to construction costs) is generating caution and has delayed projects.

NMP is prepping for several industry events, which typically generate leads. NMP is currently working on 16 strong leads from the prior quarter to turn those into PRO level projects.

## Economic Development Division (EDD)

**Program Description, Purpose and Objectives:** The Economic Development Division (EDD) assists New Mexico businesses and communities through its six key programs and professional staff. EDD’s programs include the New Mexico MainStreet program, which includes the Arts & Cultural Districts (ACD) program, the Frontier & Native American Communities Initiative and the Historic Theatres Initiative; the Community, Business and Rural Development Team (CBRDT), which includes the Local Economic Assistance Development & Support (LEADS) grants, the Business Retention & Expansion (BRE) program, the Certified Economic Development Organization (EDO) program, and the Tribal Liaison; Finance Development, which administers the LEDA closing fund, FUNDIT, the Collateral Assistance Program (CAP), and the EB-5 program; the Job Training Incentive Program (JTIP), which includes Step-Up and NM 9000 Certification Training; the Office of Science & Technology, which includes the Technology Research Collaborative (TRC) and the SBIR Match and Business Start-Up grants; and the Office of International Trade, which includes Foreign Direct Investment.

### OBJECTIVES:

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

### Program Budget (in thousands):

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

### Program Performance Measures:

1. Number of private sector dollars leveraged by each dollar through LEDA
2. Number of jobs created through the use of LEDA funds
3. Average wages in excess of cost per job for projects funded through the Local Economic Development Act (LEDA)
4. Total annual taxable gross receipts for active projects funded through LEDA, in millions

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

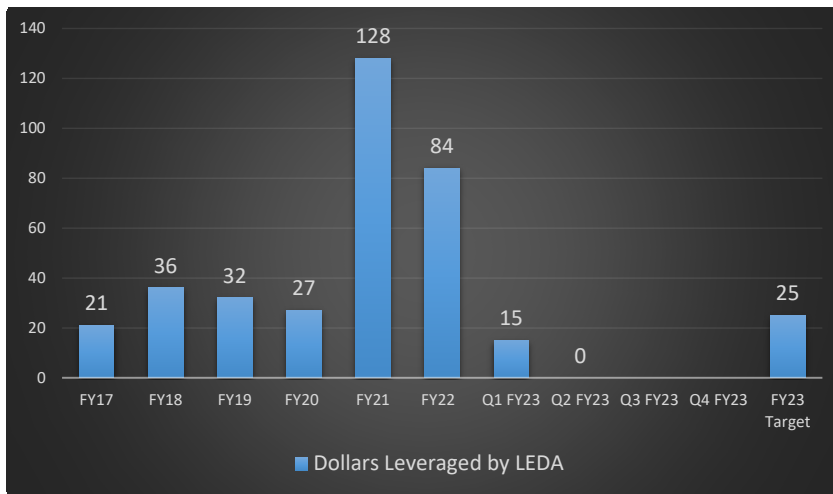
## PERFORMANCE MEASURE #1

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

### Results

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

Graph of Data Above



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

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

**STORY BEHIND THE DATA:** There were no LEDA projects announced in Q2.

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

- Central NM
  - Solar Manufacturing: 3,000 jobs
  - UAV Manufacturing: 75 jobs
- Southern NM

- Electronics Manufacturing: 75 jobs
- Southeast NM
  - Carbon Capture: 100 jobs
- Southwest NM
  - Beef Processing: 50 jobs
- Northwest NM
  - Hydrogen Production: 100 jobs

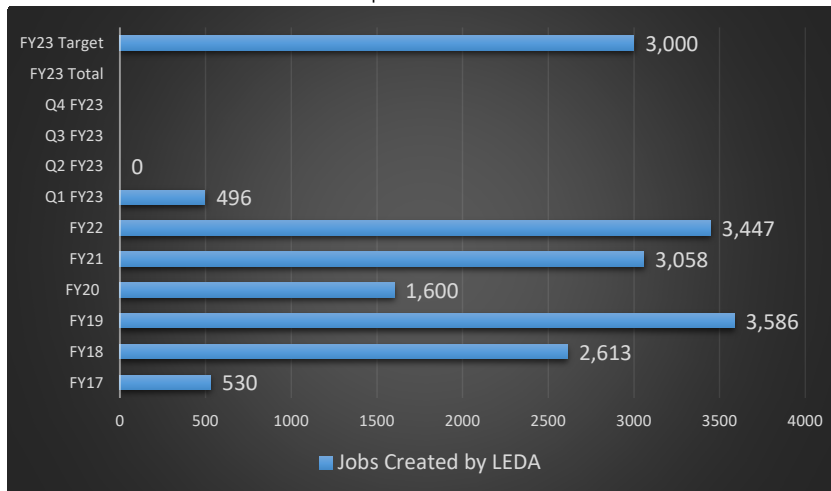
## PERFORMANCE MEASURE #2

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

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
2,613	3,586	1,600	3,058	3,447	496	0				3,000

Graph of Data Above



**MEASURE DESCRIPTION:** The total number of jobs created by all the LEDA projects completed during the quarter.

**DATA SOURCE/METHODOLOGY:** The number of jobs a project will create are captured in the project participation agreement (PPA).

**STORY BEHIND THE DATA:** There were no LEDA projects announced in Q2.

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

- Central NM
  - Solar Manufacturing: 3,000 jobs
  - UAV Manufacturing: 75 jobs
- Southern NM

- Electronics Manufacturing: 75 jobs
- Southeast NM
  - Carbon Capture: 100 jobs
- Southwest NM
  - Beef Processing: 50 jobs
- Northwest NM
  - Hydrogen Production: 100 jobs

### PERFORMANCE MEASURE #3

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

#### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$69,482	\$55,690	\$39,271	\$0.00				\$27,500

**MEASURE DESCRIPTION:** Measuring the average LEDA wage against the cost per job associated with the number of hires by the companies receiving a LEDA award.

**DATA SOURCE/METHODOLOGY:** The source comes from the deals that have been finalized during the second quarter of FY23. EDD takes the amount of hires as well as the amount of total LEDA awards associated with the projects to calculate a cost per job. EDD then takes the average wage associated with the companies and subtracts the cost per job to determine the performance result.

**STORY BEHIND THE DATA:** During the second quarter of FY23 there were no LEDA awards announced.

**IMPROVEMENT ACTION PLAN:** n/a

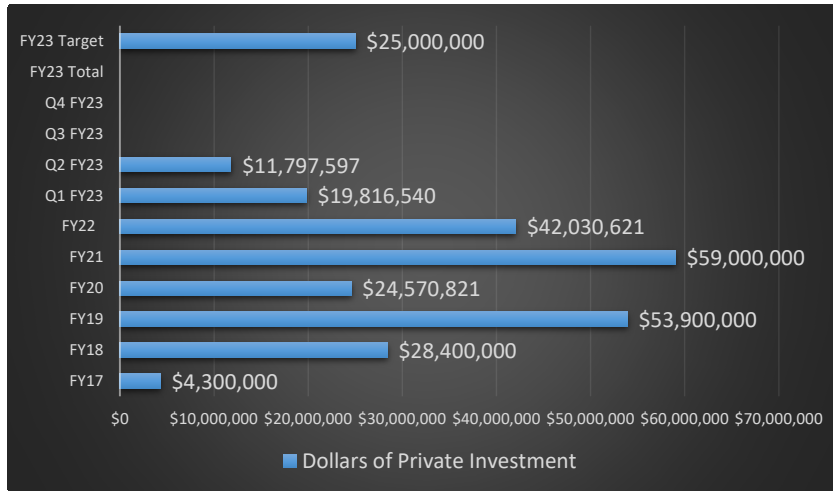
### PERFORMANCE MEASURE #5

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

#### Results

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

Graph of Data Above



**MEASURE DESCRIPTION:** The sum of all private investment in NM MainStreet districts. This includes development and redevelopment projects, and private sector donations and grants.

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

**STORY BEHIND THE DATA:**

**Data: Total Private Sector Reinvestment in Q2: \$11,797,597. The following includes highlights of activity in Q2:**

- In the second quarter of FY23 there were large investments into real estate properties in MainStreet districts around the state. Districts reported \$4 million in building purchases alone.
- The largest investment was in Las Cruces where an office park on Water St. was purchased for \$1 million. It is the office park that houses the local MainStreet program and 9 other offices. In Santa Rosa, the former Denny’s building was purchased for \$480,000 to be used for a new local business, and an old apartment building in Las Vegas was purchased for \$400,000 along with another \$150,000 to be spent on converting old apartments into new duplexes, bringing needed new housing accommodations to the downtown area.
- There was strong job growth in several different communities. Belen added 13 jobs with the addition of 3 new dispensaries and a new heating and plumbing business. There was a total of 57 new jobs added in Clovis, 15 in Corrales, and 28 in Albuquerque’s Nob Hill due to the addition of new businesses and expansion of existing businesses in their respective districts.

**IMPROVEMENT ACTION PLAN:** N/A

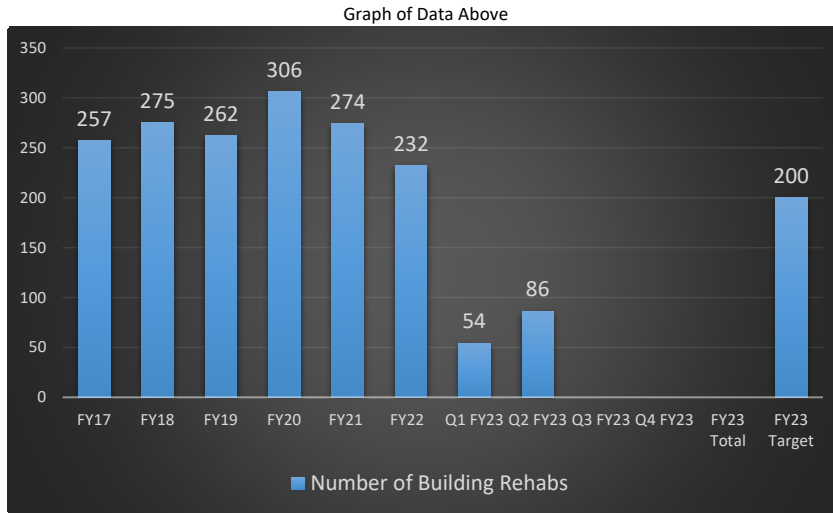
## PERFORMANCE MEASURE #6

*Number of building rehabilitations assisted by the MainStreet program*

**Results**

FY17	FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
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257	275	262	306	274	232	54	86				200
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**MEASURE DESCRIPTION:** Total number of building rehabilitation projects, including repairs, renovations, modifications, or reconstruction.

**DATA SOURCE/METHODOLOGY:** Data is provided through the combined quarterly report submitted to the state MainStreet coordinating program from 30 local MainStreet communities. Rehabilitation projects are recorded after each project is completed.

**STORY BEHIND THE DATA:**

**Data: Number of Private Building Renovations: 86. The following includes highlights of activity in Q1:**

- Las Cruces had 14 rehabilitation projects in this quarter totaling over \$1 million. The smaller projects featured updates to the interiors of 5 different buildings and façade improvements. The largest projects were upgrades to ventilation systems and an exterior update of new stucco and a new mural. The largest project is at 828 Studios with an investment of \$450,000 to turn a commercial space into offices and a studio.

**IMPROVEMENT ACTION PLAN:** N/A

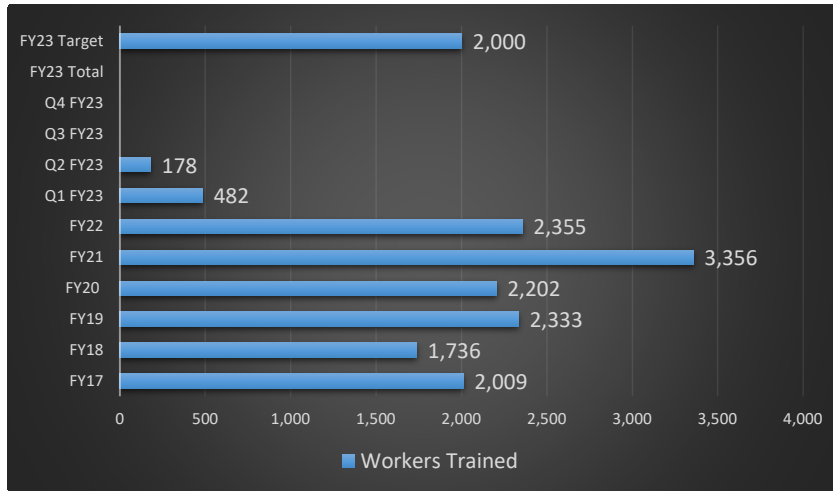
## PERFORMANCE MEASURE #7

*Number of workers trained by JTIP*

**Results**

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
1,736	2,333	2,202	3,356	2,355	482	178				2,000

Graph of Data Above



**MEASURE DESCRIPTION:** Number of workers trained includes JTIP trainees in newly created positions and internships, Step Up trainees receiving upskills training, and JTIP for Film & Multimedia trainees in the Film Crew Advancement Program (FCAP) and Pre-Employment Training Program (PETP).

**DATA SOURCE/METHODOLOGY:** The number of workers trained comes from the training projects approved by the JTIP board.

**STORY BEHIND THE DATA:**

- In the second quarter of FY23, 18 companies and a total of 178 trainees, were approved by the JTIP board. 47 are high-wage positions, with annual salaries greater than \$60,000. Two internships were approved. 32 of the total trainees approved are located rural areas including Deming, Hobbs, Moriarty, Placitas, Red River, Roswell, and Sunland Park.
- The Film Crew Advancement Program (FCAP), one of the two JTIP for Film and Multimedia programs, approved one production company to train 4 crew members.

**IMPROVEMENT ACTION PLAN:** N/A

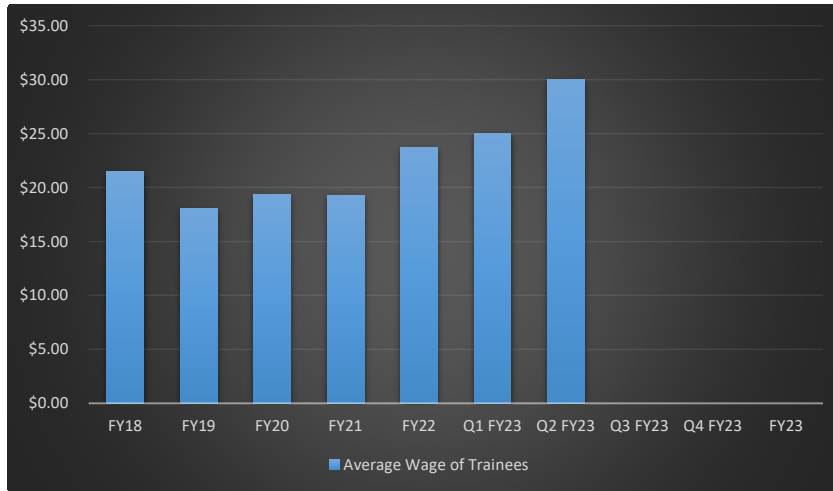
## PERFORMANCE MEASURE #8

*Average hourly wage of jobs funded by JTIP*

**Results**

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

**Graph of Above Data**



**MEASURE DESCRIPTION:** Average hourly wage of jobs funded by JTIP.

**DATA SOURCE/METHODOLOGY:** The average hourly wage of jobs funded by JTIP comes from the applications approved by the JTIP board for net new jobs. The average hourly wage for jobs approved under the JTIP for Film & Multimedia Film Crew Advancement Program (FCAP) comes from the applications approved by the NM Film Office and is calculated separately.

**STORY BEHIND THE DATA:**

- FY23 Q2 JTIP jobs approved:
  - 172 trainees: Average wage = \$29.99
    - Urban: 140, average wage = \$23.25
    - Rural: 32, average wage = \$24.22
  - 2 interns (urban): Average Wage = \$28.75
- FY23 Q2 JTIP Film Crew jobs approved:
  - 4 trainees, average wage = \$25.00

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #9

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

**Results**

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23	FY23 Target
\$30,757	\$40,901	\$41,865	\$48,721				\$30,000



**MEASURE DESCRIPTION:** Measuring the average JTIP wage against the cost per job associated with the number of hires by the companies receiving a JTIP award.

**DATA SOURCE/METHODOLOGY:** The data source is the approved jobs for Q2 FY23 and the approved wages for those positions.

**STORY BEHIND THE DATA:** The estimated reimbursement amount (award) for JTIP jobs is based on the complexity of the skills required to do the job and the wage rate the company is paying. The higher the skill set and wage rate, the more training hours are approved and therefore a higher award amount. The average annual wage associated with the jobs approved in Q2 FY23 is \$64,440. The cost per job for these JTIP jobs was \$15,719.

**IMPROVEMENT ACTION PLAN:**

## PERFORMANCE MEASURE #10

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

### Results

FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
\$9.5M	\$170M	\$5.2M	\$0	\$955K				\$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:** NeuroGeneces (Santa Fe) was a recipient of a \$25,000 NM Small Business Innovation and Research (SBIR) Matching Grant in FY22 to secure Intellectual Property protection for their technology. The company reported that it has since been successful in receiving two federal grants totaling \$955,000 and attributes the work done to secure the Intellectual Property protection as instrumental in their ability to qualify for and receive the federal grants.

**IMPROVEMENT ACTION PLAN:**

## PERFORMANCE MEASURE #11

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY22 Target
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\$2,000,000	\$2M	\$0	\$0				\$5,000,000
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**MEASURE DESCRIPTION:** Foreign companies that choose to invest in New Mexico and create new economic base jobs.

**DATA SOURCE/METHODOLOGY:** Documentation related to EDD programs the company participates in, such as JTIP or LEDA.

**STORY BEHIND THE DATA:** There were no Foreign Direct Investment projects in Q2.

**IMPROVEMENT ACTION PLAN:** In an ongoing effort to promote closer trade relations, ease global supply-chain pressures, boost job growth along New Mexico’s international border and foster long-term economic partnerships, the Economic Development Department continues to maintain its partnership and memorandum of understanding with the Ministry of Economic Affairs (Taiwan). This will provide even greater opportunities for New Mexico to attract Asian manufacturers.

The COVID-19 crisis continues to create significant shifts in worldwide supply chains, and this will create opportunities for companies to expand their global outreach. EDD maintains a trade office in Taiwan and continues to work with two contractors to actively recruit investment from countries including Taiwan, Mexico, Germany, Japan, the United Kingdom, and Canada.

EDD conducted a trade mission to Germany and Spain in October 2022 and looks forward to fostering relationships established with those companies seeking to locate and invest in New Mexico. One of the companies that EDD met with is already scheduled for a site visit in New Mexico in January 2023.

## Outdoor Recreation Division

**Division Mission:** The Outdoor Recreation Division works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.

**Division Goals/Objectives:** Increase outdoor recreation’s contribution to state GDP; Increase outdoor recreation jobs in New Mexico; Provide safe, healthy opportunities for outdoor recreation, especially for youth; Increase awareness of New Mexico as a world-class outdoor recreation destination for businesses and tourists.

**Program Description, Purpose and Objectives:** The Outdoor Recreation Division (ORD) works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation. To do that, the two-person ORD team focuses on a few key impact areas: economic development; promotion of outdoor-recreation assets; conservation; and education and public health programs. The ORD connects both in- and out-of-state outdoor-recreation companies to EDD programs such as LEDA and the Job Training Incentive Program (JTIP), with the goal of relocating and/or expanding such businesses in New Mexico. The ORD develops outdoor recreation infrastructure (ex: trails, enhanced campgrounds, public shooting ranges) via the Special Projects and Infrastructure Fund. The office partners with federal and state land management agencies to make public lands and waters—and the outdoor-recreation opportunities they promise—healthier and more accessible. It also partners with key stakeholders on developing state and federal policy to protect and enhance New Mexico’s natural resources. The ORD works to make access to the outdoors more equitable for New Mexican youth, and to that end, the office oversees the Outdoor Equity Fund (OEF). Finally, ORD serves as a public-facing champion of New Mexico’s great outdoors, with the ultimate goal of making the state an internationally-recognized outdoor destination for visitors, residents, and companies.

**Program Budget (in thousands):**

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

Program Performance Measures:

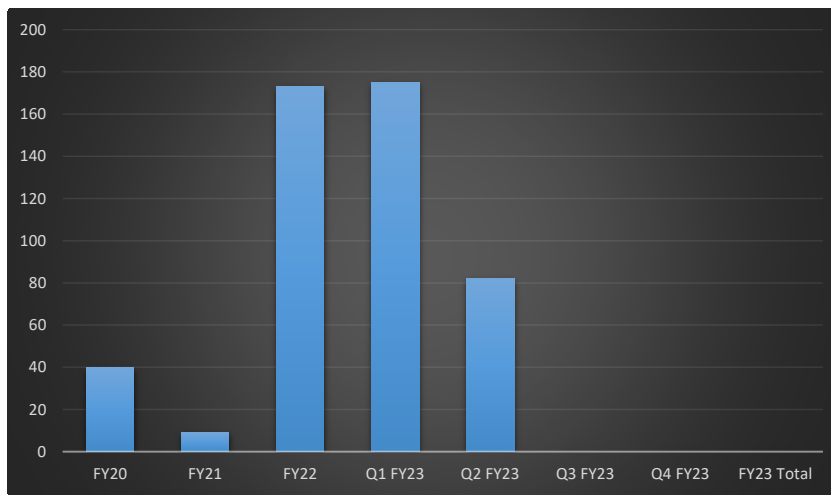
1. Number of new outdoor recreation jobs created by ORD;
2. Number of outdoor recreation conservation and access projects funded and/or led by ORD, including via the Special Projects and Infrastructure Fund grant;
3. Number of youth to benefit from outdoor education programs, including Outdoor Equity Fund grants;
4. The value of earned and owned media impressions for the ORD and/or New Mexico outdoor recreation.

## PERFORMANCE MEASURE #1

*Number of new outdoor recreation jobs created by ORD*

### Results

FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
40	9	173	175	82				Explanatory



**Commented [DEE1]:** We only count full time, year-round jobs

#### MEASURE DESCRIPTION:

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

**DATA SOURCE/METHODOLOGY:** Official reports submitted by private companies to EDD through JTIP and LEDA programs, as well as through official outdoor recreation incubator and Outdoor Recreation Trails+ grant applications and reports.

**STORY BEHIND THE DATA:** In December, ORD finalized the third round of Outdoor Recreation Trails+ recipients for the 2022 calendar year. The third round consisted of 19 recipients receiving a total of \$1,809,946 million in awards. The projects awarded this round will create over 200 jobs in 10 counties: Bernalillo, Lincoln, Mora, Otero, Rio Arriba, Santa Fe, San Juan, San Miguel, Sierra, and Taos. Nearly 70% of the Trails+ funding will benefit Tribal or rural communities. New jobs supported through the grant will include at least **82 full time**, 21 part time, 14 seasonal, 40 contractual, and 46 youth positions. Overall, 2022 Trails+ funding will generate over 500 new employment opportunities. This third round of awards brings the 2022 (calendar year) total in Trails+ funding to \$6,559,352 million for 54 projects.

## PERFORMANCE MEASURE #2

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

### Results

FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
11	6	44	20	19				Explanatory

#### MEASURE DESCRIPTION:

The number of outdoor recreation projects funded and or led by ORD. Currently, the primary funding source is the Special Projects and Infrastructure Fund, which is now the *Outdoor Recreation Trails+* grant fund.

#### DATA SOURCE/METHODOLOGY:

This data comes from ORD's Special Projects and Infrastructure Fund (Outdoor Recreation Trails+ Grant) as well as ORD's inventory of current projects

#### STORY BEHIND THE DATA:

ORD opened the 2022 Trails+ outdoor infrastructure grant to applicants on March 1 with \$7 million in funding. The grant was open on a rolling basis throughout 2022. The third round of grants, finalized in December, awarded \$1,809,946 million to 19 projects across the state with nearly 70% of those benefitting Tribal or rural communities. [Information on the third round of grantees can be found on the EDD website.](#)

## PERFORMANCE MEASURE #3

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
3,123	21,904	12,221	0			21,904	Explanatory

#### MEASURE DESCRIPTION:

The number of 18 and younger youth to participate in an ORD outdoor education program, including the Outdoor Equity Fund.

#### DATA SOURCE/METHODOLOGY:

ORD's official OEF student enrollment report via Submittable grant software and attendance reports from education partners.

#### STORY BEHIND THE DATA:

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

## PERFORMANCE MEASURE #4

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

### Results

FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY22 Target
7,808	28,737	6,709	7,183				Explanatory

#### MEASURE DESCRIPTION:

The total number of media stories to cover the ORD and/or outdoor recreation in New Mexico due to ORD efforts. We'll further rank the stories based on their quality, which is a mixture of the size of the publication and whether the message conveyed in the story accurately reflects the mission of the ORD. We'll also measure the amount of owned media for the ORD: the number of readers/unique visits to the website and newsletter, plus social media followers.

#### DATA SOURCE/METHODOLOGY:

Articles published on the ORD and/or outdoor recreation in New Mexico, tracked by our marketing team and Google Analytics; digital analytics tool for Squarespace; official social media counts.

**STORY BEHIND THE DATA:** In Q2 of FY23, ORD had 2,811 newsletter subscribers, 2,115 unique visits to the website, 685 Twitter followers, 582 Instagram followers, and 159 Facebook followers. There was a 35.5% increase in social media followers and in this quarter there were 444 posts, 100k impressions, 61k users, and a 9.6% average engagement rate overall. Overall, the total value of earned and owned media for the quarter was 7,183, which includes the above numbers combined with earned media.

## Film Office

**Program Description, Purpose and Objectives:** The New Mexico State Film Office is a division of the New Mexico Economic Development Department that serves the film and television industry locally, nationally, and internationally. The New Mexico Film Office markets the state to the film industry, services productions, promotes jobs for New Mexicans, works to maintain and optimize the film production tax credit and oversees registrations and processes for the registration of the film incentive. The Film Office consults with productions regarding the financial and aesthetic aspects of their projects, assisting them throughout the incentive process, such as the Film Production Tax Credit and the Job Training Incentive Program for Film & Multimedia. The division provides information to production executives, producers, directors, crew, filmmakers, and the local community, markets filming locations and manages resources promoting local crew, talent, vendors, and film liaisons. The Film Division continues to focus on five main objectives:

- (1) Promote and advocate for the Film Production Refundable Tax Credit program locally, nationally, globally.
- (2) Recruit television series, films, commercials, digital media, animation, post-production, AR/VR, and other eligible projects and productions, thereby creating jobs for New Mexicans.
- (3) Administer and create various workforce development programs and industry education, thereby creating more opportunities for New Mexicans.
- (4) Execute marketing, outreach and community engagement efforts and campaigns, regarding the film incentive, film industry and its economic impact on New Mexico.
- (5) Maintain and evolve our data collection to be able to objectively assess the effectiveness of the credits provided by the Film Production Tax Credit Act.

**Program Budget (in thousands):**

FY23	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 829.50				\$ 829.50	8 (with 1 employee now at Gov's office temporarily)
300	\$ 27.48				\$ 27.48	
400	\$ 104.82				\$ 104.82	
<b>TOTAL</b>	<b>\$ 961.80</b>				<b>\$ 961.80</b>	

**Program Performance Measures:**

1. Number of film and media worker days
2. Estimated direct spending by film industry productions, in millions
3. Total wages paid by film industry productions to New Mexico residents, in millions
4. Median wages paid by film industry productions to New Mexico residents
5. Total gross receipts taxes paid by film industry productions, in millions

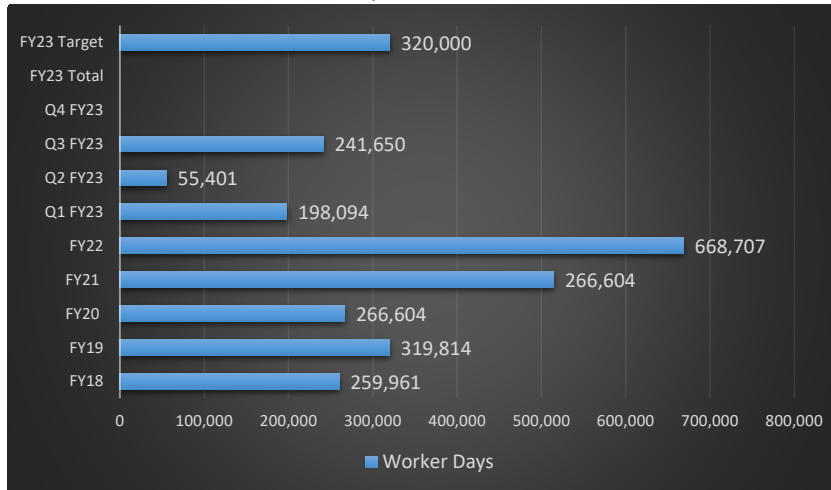
## PERFORMANCE MEASURE #1

*Estimated number of film and media worker days*

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
259,961	319,814	266,604	514,580	668,707	198,094	55,401	241,650			320,000

Graph of Data Above



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** Reflects the estimated NM resident crew size multiplied by the estimated number of days employed.

**DATA SOURCE/METHODOLOGY:**

The data is based on information in the registration forms submitted to the Film Division by production companies. and is calculated by multiplying the estimated NM resident crew with their estimated number of days employed\*\* (Both of which are reported by productions during registration).

**STORY BEHIND THE DATA:** FY23 has continued to follow the rapid growth pattern observed in FY22 with 495,145 worker days through the first three quarters.

**IMPROVEMENT ACTION PLAN:** Continue to aggressively promote New Mexico and its assets to decision-makers, thereby attracting productions that employ New Mexicans.

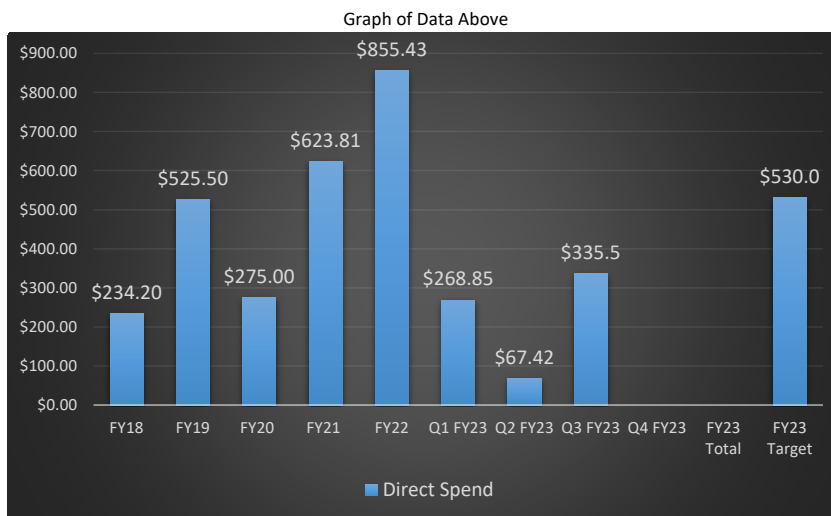


## PERFORMANCE MEASURE #2

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

### Results

FY18	FY19	FY20	FY21	FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23 Total	FY23 Target
\$234.2	\$525.5	\$257.3	\$626.5	\$855.43	\$268.85	\$67.42	\$335.53			\$530



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

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

**DATA SOURCE/METHODOLOGY:** The data is based on information in the registration forms submitted to the Film Division by production companies.

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

**IMPROVEMENT ACTION PLAN:** Continue to aggressively promote New Mexico and its assets to decision-makers, thereby attracting productions that employ New Mexicans. Keep New Mexico at the forefront as a premier production hub, as the global marketplace becomes more competitive. Continue to advocate for the film incentive, and ensure it remains stable and competitive.

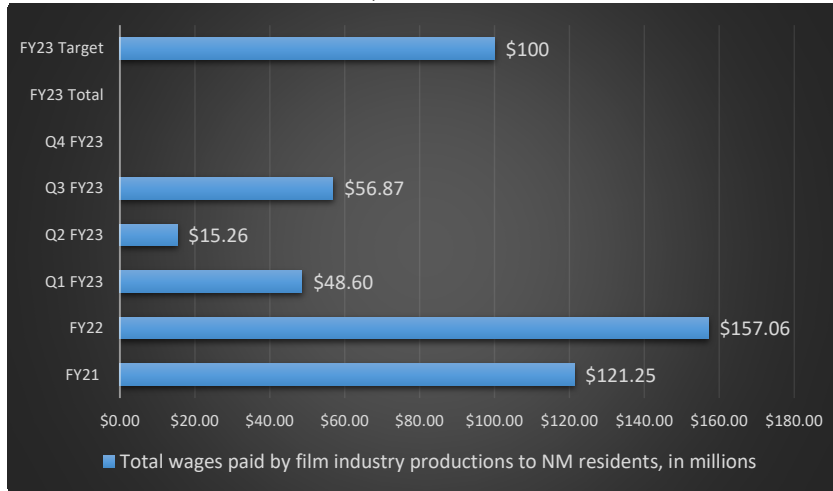
## PERFORMANCE MEASURE #3

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

### Results

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

Graph of Data Above



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** Estimated total wages paid by film industry productions to New Mexico residents, in millions. This data does not include wages paid to New Mexico actors, New Mexico background actors, nor wages paid to New Mexicans providing post-production services.

**DATA SOURCE/METHODOLOGY:**

The data is based on information in the registration forms submitted to the Film Division by production companies. Wages are calculated using worker days in Performance Measure #1, and median wages (Performance Measure #4).

**STORY BEHIND THE DATA:** With \$120.73 million in wages paid by the film industry the first three quarters of FY23, this industry continues to provide an increase in quality high paying jobs to New Mexicans

**IMPROVEMENT ACTION PLAN:** Continue to aggressively promote New Mexico and its assets to decision-makers, thereby attracting productions that employ New Mexicans at a very competitive wage.

## PERFORMANCE MEASURE #4

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

### Results

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

*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** Estimated average median wages paid by film industry productions to New Mexico residents. Wage data is presented in wages per year.

**DATA SOURCE/METHODOLOGY:** This data is based on information in registrations submitted to the Film Division by production companies. Each registration includes the respective production's median crew wage. The median crew wages were multiplied by an assumed 2,080 hours per year to calculate an annual wage. 2,080 hours is the standard generally used to define full time annual employment based on a 52-week year with 40 hours per week of labor.

**STORY BEHIND THE DATA:** FY21 proved to be a record-breaking year, with an estimated median wage of \$60,840 for New Mexico residents working in the industry. Productions in FY22 surpassed this previous record and FY22 annual target, with an estimated wage of \$61,069 per year. FY23 has continued to provide high paying wages to NM residents with a 3 quarter average of \$62,025 YTD for FY23

**IMPROVEMENT ACTION PLAN:** Continue to aggressively promote New Mexico and its assets to decision-makers, thereby attracting productions that employ New Mexicans at a very competitive wage. Continue to advocate for the film incentive and educate the NM community about its immense economic impact to help ensure it remains stable and competitive.

## PERFORMANCE MEASURE #5

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

### Results

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

*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** This data is an estimate of the New Mexico total gross receipts taxes paid by film industry productions, in millions.

**DATA SOURCE/METHODOLOGY:** This data is based on information in registrations submitted to the Film Division by productions. Each registration includes the respective production's estimated qualified direct spend. Using historical data, we estimate the GRT paid at 6.47%, and then multiply the estimated qualified spend by 6.47% to get the average GRT paid in dollars.

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

**IMPROVEMENT ACTION PLAN:** Continue to aggressively promote New Mexico, the film incentive, and our state's assets to decision-makers, thereby attracting productions utilize New Mexican businesses, thereby positively impacting GRT.