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FY22 QUARTER #3 PERFORMANCE REPORT

Economic Development Department



AGENCY PROGRAMS

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ECONOMIC DEVELOPMENT DEPARTMENT

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

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

Office of the Secretary

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

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,719.6				\$ 1,719.6	19
300	\$ 1,123.3				\$ 1,123.3	
400	\$ 172.0				\$ 172.0	
TOTAL	\$ 2,990.8				\$ 2,990.8	

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)

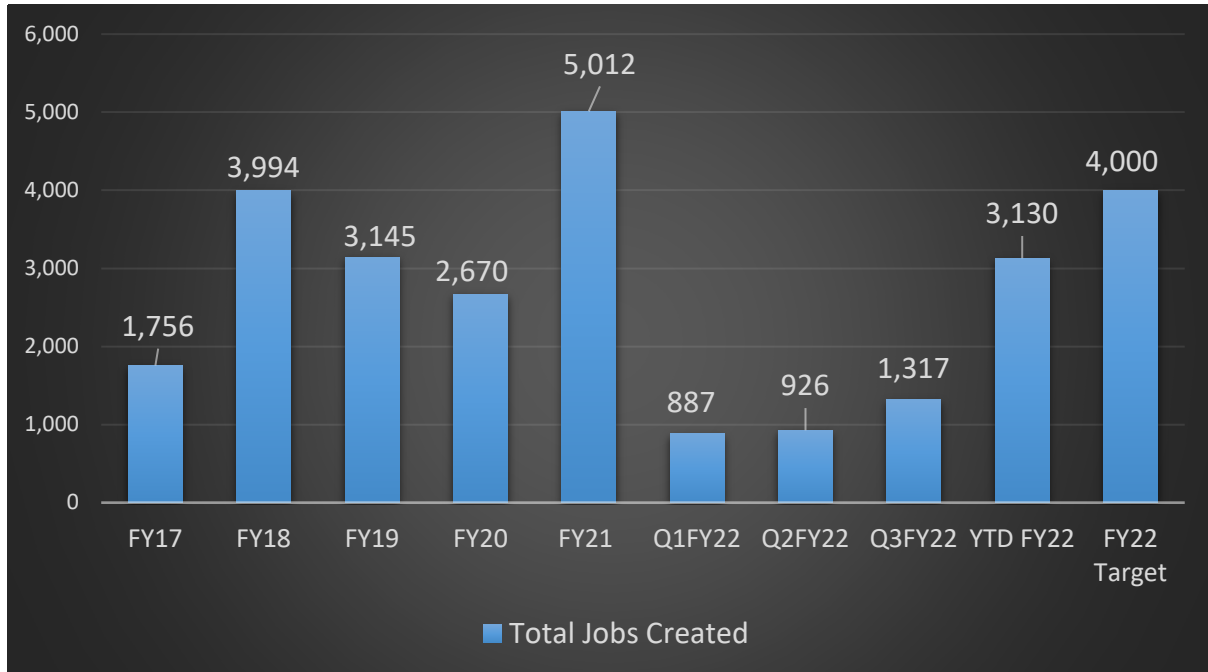
PERFORMANCE MEASURE #1

Number of new jobs created due to economic development efforts

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
1,756	3,994	3,145	2,670	5,012	887	926	1,317	3,130	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 29 companies that created new jobs in the second quarter of FY22. Seven companies received LEDA support and the remaining 22 participated in JTIP.

IMPROVEMENT ACTION PLAN: n/a

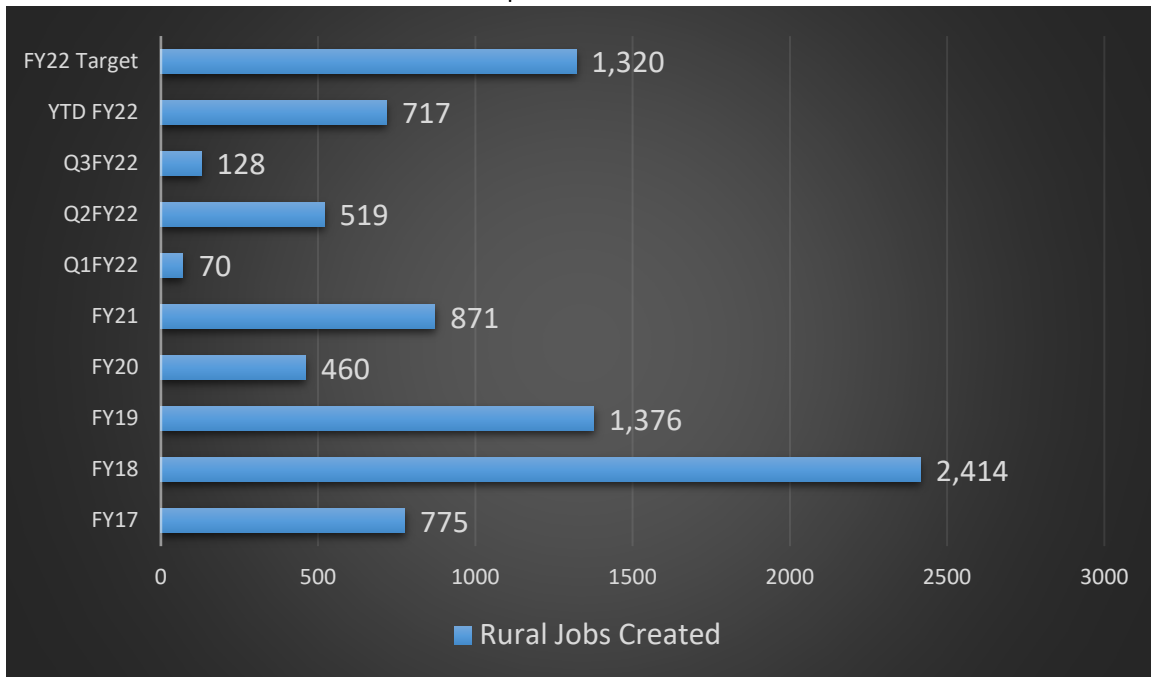
PERFORMANCE MEASURE #2

Number of rural jobs created due to economic development department efforts

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
775	2,414	1,376	460	871	70	519	128	717	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: Six companies assisted by EDD this quarter are located in rural communities: G-Boyz Beef Jerky (Bayard); Franklin Mountain Packaging (Santa Teresa); Bryan’s Green Care (Hobbs); PPC Solar (Taos); NM Wineries (Deming); and Syzygy Tile (Silver City).

IMPROVEMENT ACTION PLAN: Two rural LEDA projects that may close in the 4th quarter will add to the rural job count. With five additional members of the Community, Business & Rural Development team next year, EDD expects more rural projects in FY23.

PERFORMANCE MEASURE #3

Average wage of jobs created due to economic development department efforts

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	FY22 Target
\$70,631	\$88,774	\$43,265	\$59,864	\$47,500

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

DATA SOURCE/METHODOLOGY: The data for this performance measure comes from two separate sources. The first, for JTIP, comes from the approved jobs for Q3 FY22. 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. There were no call center projects in Q3 FY22.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #4

Wages of jobs created in excess of prevailing local wages

Results

FY21 Total	Q1 FY22	Q2 FY22	Q3 FY22	FY21 Target
\$24,948	\$41,857	\$22	\$10,907	\$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 FY22 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during FY22 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. There were no call center projects in Q3 FY22.

IMPROVEMENT ACTION PLAN: n/a

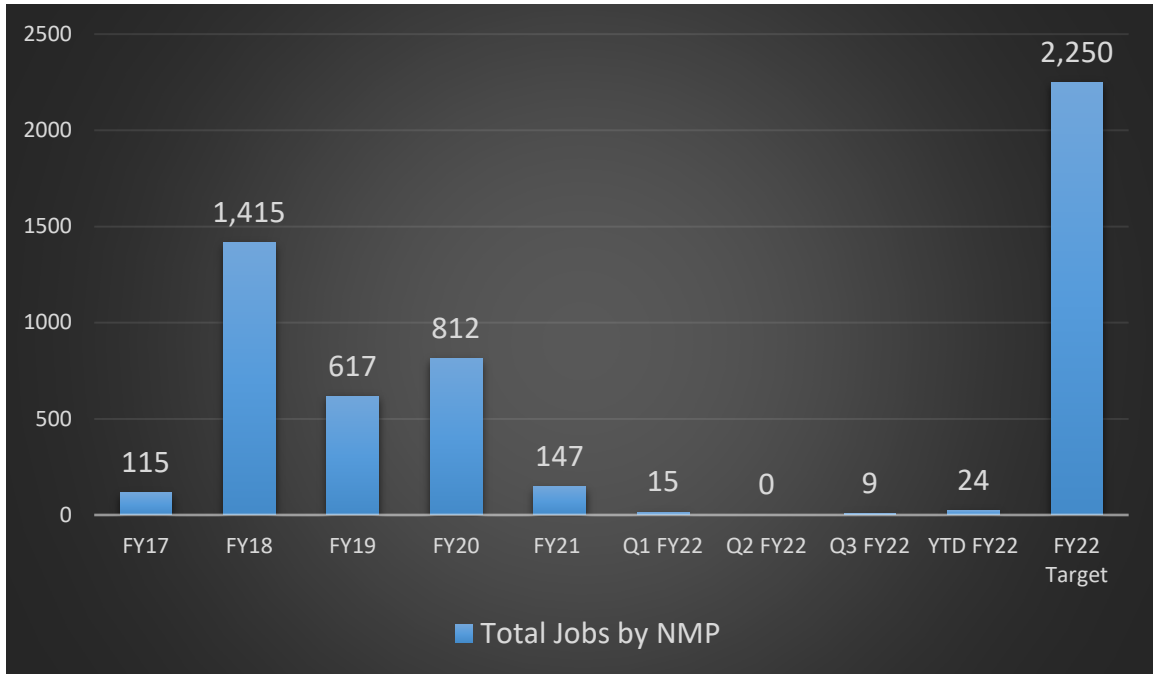
PERFORMANCE MEASURE #5

Number of jobs created through business relocations facilitated by the NMP

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
115	1,415	617	812	147	15	0	9	24	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: Two companies announced in the 3rd quarter: AgShift and Neutron Star Systems, which will bring a total of 9 jobs, some of which have already been filled. AgShift has located in the BioScience Center. Neutron Star Systems, a Colorado Springs company, has been selected to participate in the Air Force Research Lab’s Hyperspace Challenge.

IMPROVEMENT ACTION PLAN: Partnership staff are continually adding new prospects to the pipeline. There have been a record number of new PROs, adding new projects to the pipeline. In addition, we have started traveling and meeting in person with site selectors and attending other industry events. We are currently finalists on 6 other projects which, if announced, could create more than 1,300 jobs. We anticipate several of these making a final decision within the next 60-90 days. Also, an increased number of virtual and in-person events have been planned for the next quarter. We have increased the number of leads generated and are working on converting 10+ new leads into actionable projects and PROs.

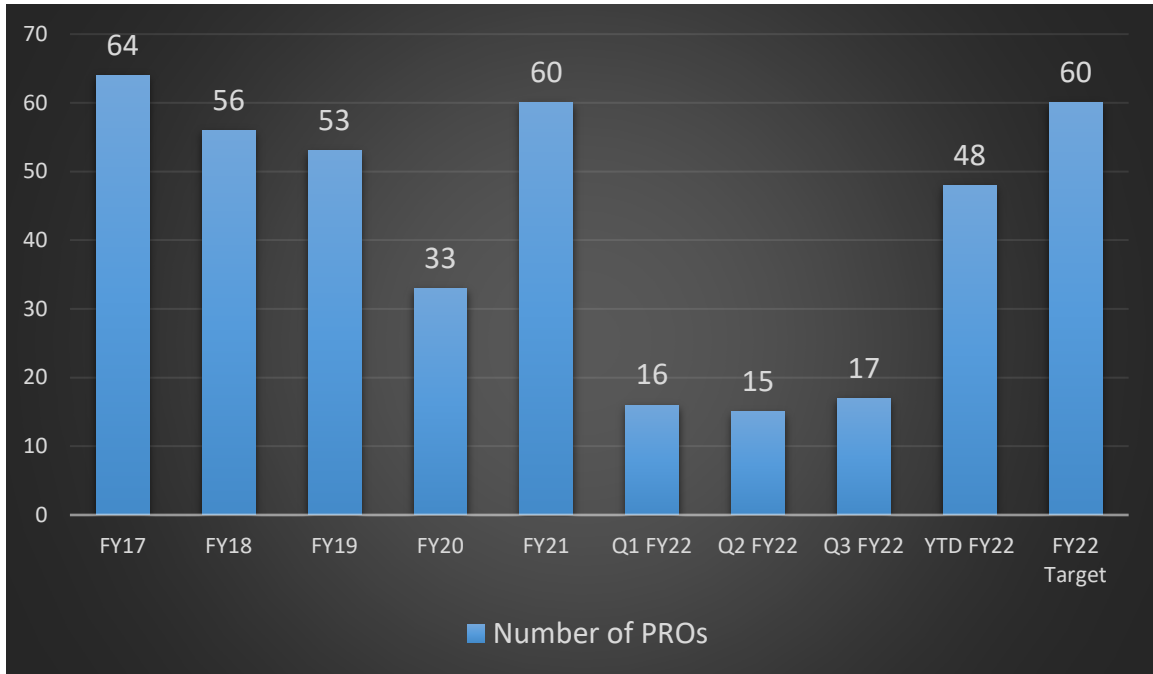
PERFORMANCE MEASURE #6

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

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
64	56	53	33	60	16	15	17	48	60

Graph of Data Above



MEASURE DESCRIPTION: A “prospective company” is a business that has identified specific real estate (if applicable) and labor requirements, has expressed specific interest in a potential New Mexico site, and expects to conclude their site selection process within twenty-four months.

DATA SOURCE/METHODOLOGY: Directly measured as companies or their advisors engage with the Partnership.

STORY BEHIND THE DATA: 17 total. January (3): Truck, Money, Squeeze. February (4): Hazard, VIP, Alps, Summer. March (10): Hog, Metal Fab, Compliance, Aid, Farm, Skan, J Foods, Rapid Coltrane, Epsilon, Rail Manufacturing. These opportunities come from a variety of sources, including the state, site selection consultants, and contractor Jerry Pacheco.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #7

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
9	8	5	1	14	12

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: February (1): Project Summer. We have done a number of virtual meetings with companies that are not included in these numbers.

IMPROVEMENT ACTION PLAN: n/a

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 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):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 1,817.4	\$	\$		\$ 1,817.4	20
300	\$ 1,540.0	\$	\$		\$ 1,540.0	
400	\$ 6,947.7	\$	\$		\$ 6,947.7	
TOTAL	\$ 9,305.1	\$	\$		\$ 9,305.1	

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

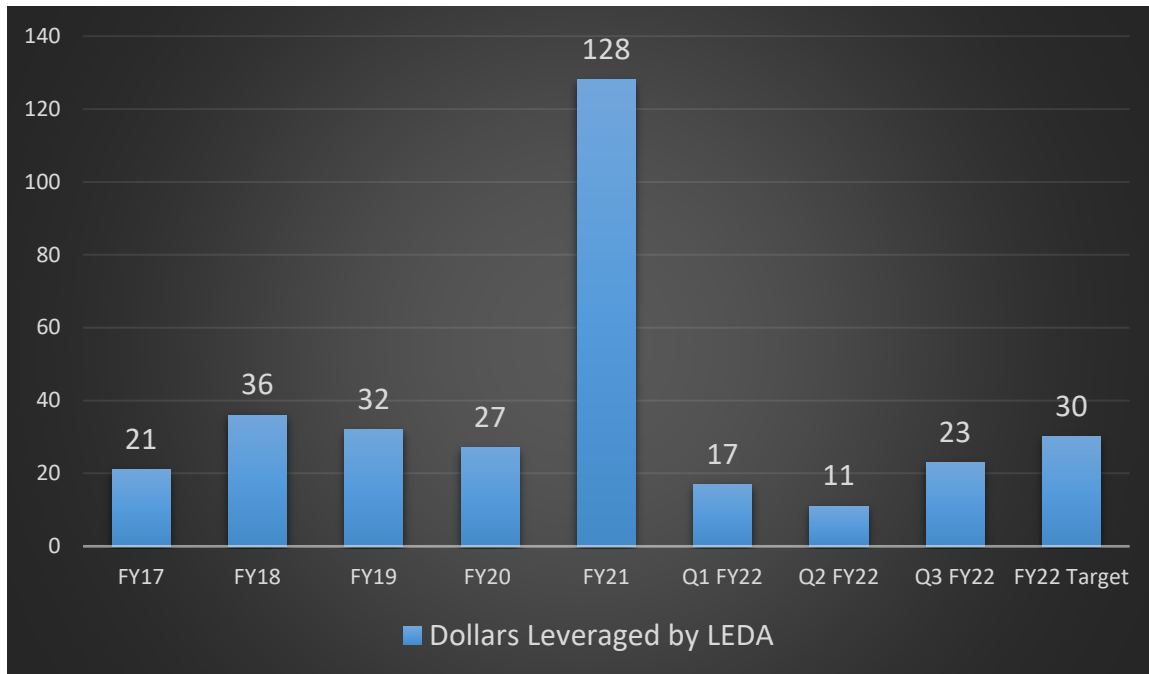
PERFORMANCE MEASURE #1

Number of private sector dollars leveraged by each dollar through LEDA

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	FY22 Target
21	36	32	27	128	17	11	23	30

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: Seven companies expanded in the third quarter with the support of LEDA. Additionally, one LEDA infrastructure deal for an industrial park in San Juan County was approved.

Company	Jobs	Private Investment	LEDA Commitment
Artico Cold Management	60	\$30,000,000	\$600,000
Aspen & Autumn LLC	71	\$9,638,000	\$750,000
Pajarito Powder LLC	50	\$500,000	\$250,000
Universal Hydrogen Co.	500	\$254,000,000	\$10,000,000
Curia	274	\$103,274,075	\$5,000,000
Heritage Driven LLC	30	\$2,500,000	\$250,000
Four and Five LLC dba G Boyz Beef Jerky	9	\$319,692	\$50,000
Totals	994	\$400,231,767	\$16,900,000

Private investment of \$400,231,767/LEDA investment of \$16,900,000=23.68

IMPROVEMENT ACTION PLAN: The target for this measure has continually increased, but strictly abiding by this current target for every project would have prevented valuable projects from moving forward. In particular, many local expansion projects, especially in rural areas, require a smaller leverage ratio. EDD always conducts an impact analysis for each LEDA project.

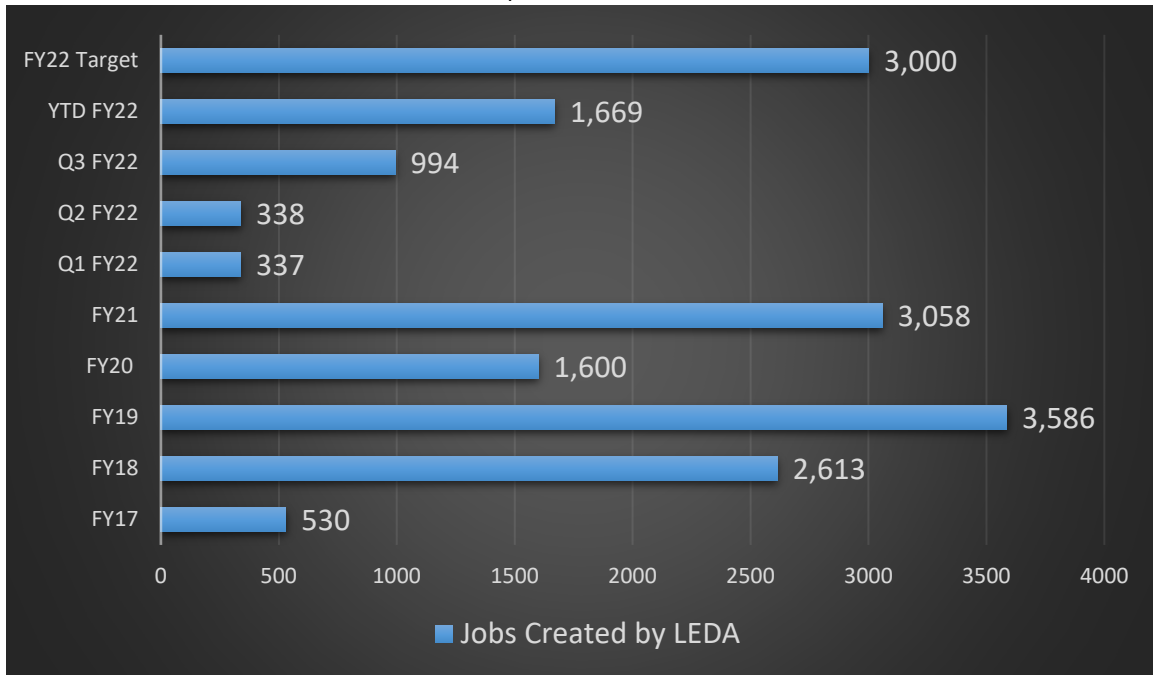
PERFORMANCE MEASURE #2

Number of jobs created through the use of LEDA funds

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
530	2,613	3,586	1,600	3,058	337	338	994	1,669	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:

- Artico Cold Management specializes in the management of temperature-controlled warehouses to help agricultural producers, food manufacturers, distributors and retailers fortify the supply chain. The company has selected New Mexico as one of its first locations for a chain of specialized refrigerated warehouses. Artico Cold New Mexico LLC has been approved for \$600,000 in LEDA support. The company is investing \$30 million in a 120,000 square foot facility at the Las Cruces Innovation and Industrial Park The company will create 60 new jobs.
- Aspen & Autumn LLC is a family-owned food and beverage distribution enterprise. The company is building an 82,000 square-foot facility in Albuquerque that will serve as a distribution hub for food, beverages, and other products throughout the Western US. The company is making a capital investment of \$9.6 million and has been approved for \$750,000 in LEDA support for 71 jobs over the next three years.
- Pajarito Powder is a homegrown Albuquerque manufacturer of fuel catalysts used in the production of green hydrogen and hydrogen-powered fuel cells, being developed primarily for the automotive and transportation industries. The company is expanding into a larger building and is investing \$500,000. Pajarito Powder has been approved for \$250,000 in LEDA support and will create 50 new jobs.
- Universal Hydrogen Co. manufactures hydrogen storage modules for the aviation industry. The company will construct a facility in Albuquerque to manufacture and distribute its products, perform after-market and maintenance services.

Universal Hydrogen Co. will invest \$254 million in the manufacturing facility and has been approved for \$10 million in LEDA support for 500 jobs.

- Curia, formerly AMRI, is a leading bioscience contract research, development, and manufacturing organization in Albuquerque that is expanding its operational facilities. The company is investing \$103.3 million in the 65,000 square-foot expansion and will create 274 new jobs.
- Heritage Driven LLC is one of a handful of highly specialized companies in the US focused on the import, restoration, and modification of classic Land Rover Defender vehicles. The work involves custom fabrication, engineering, custom part-design and manufacturing, and automotive assembly. The company is constructing a fabrication, light manufacturing and restoration facility in Albuquerque and is investing \$2,500,000. Heritage Driven has been approved for \$250,000 in LEDA support and will create 30 new jobs.
- Four and Five LLC dba G Boyz Beef Jerky is a family-owned beef jerky processing facility in Bayard, NM. The company is expanding into a larger building and will be investing nearly \$320,000 in the expansion. G Boyz has been approved for \$50,000 in LEDA support and will create 9 jobs.
- EDD awarded a rural infrastructure grant in the amount of \$1.82 million to San Juan County for key improvements at the publicly-owned San Juan Industrial Park. The grant will support the extension of a natural gas pipeline to the industrial park. The natural gas pipeline extension is part of a major redevelopment effort by San Juan County to improve the commercial property so it can be leased to New Mexico businesses.

IMPROVEMENT ACTION PLAN: EDD has a significant pipeline of LEDA projects and still has the potential to reach its FY22 jobs target.

PERFORMANCE MEASURE #3

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

Results				
FY21	Q1 FY22	Q2 FY22	Q3 FY22	FY22 Target
\$69,482	\$115,528	\$32,208	\$41,461	\$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 first quarter of FY22. EDD takes the amount of hires as well as the amount of total LEDA awards associated with the projects to calculate a cost per job. EDD then takes the average wage associated with the companies and subtracts the cost per job to determine the performance result.

STORY BEHIND THE DATA:

The projects reported an estimated average wage of \$58,463 while the cost per job for the projects is \$17,002.

IMPROVEMENT ACTION PLAN: n/a

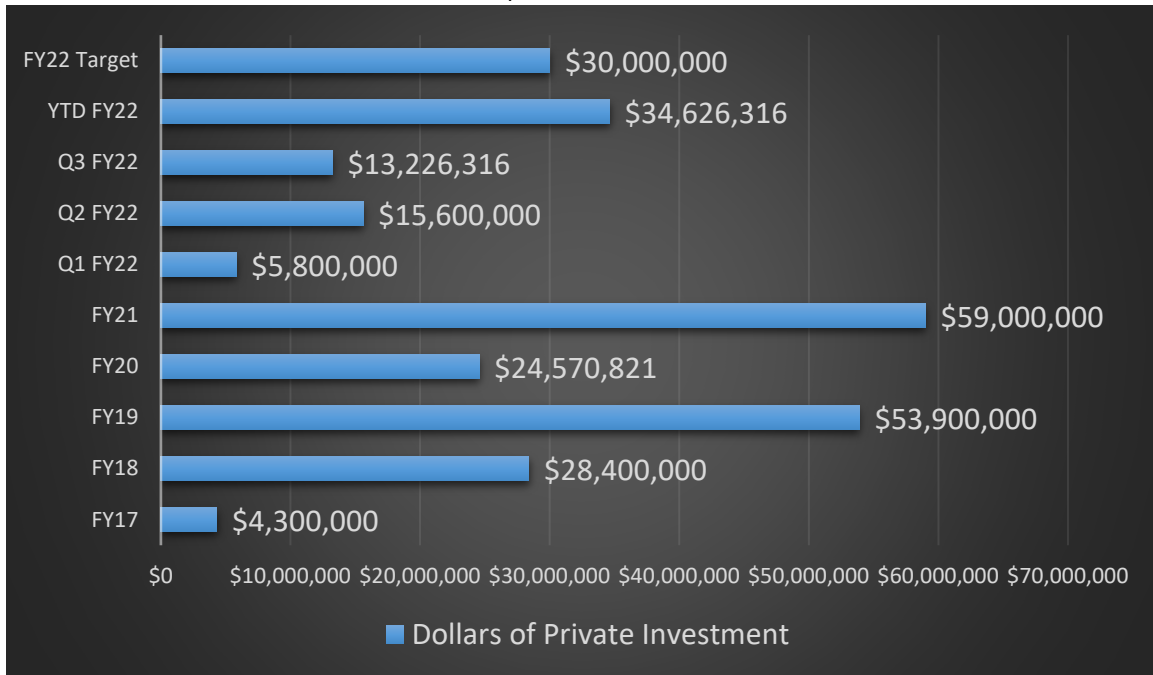
PERFORMANCE MEASURE #4

Dollars of private sector investment in MainStreet districts, in millions

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
\$28.4	\$53.9	\$30.7	\$24.57	\$59	\$5.8	\$15.6	\$13.2	\$34.6	\$30

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: Total Private Sector Reinvestment in Q3: \$13,226,316

- There were two public/private projects representing a \$3 million investment this quarter and a large number of private rehabilitation work contributing to the total private reinvestment for the 3rd quarter of FY 22. Over \$4.2 million came from private rehabilitation projects to properties within these districts, of which there were 66 properties continuing to be improved during this quarter. Another \$2.8 Million in direct investment came from purchases of buildings in local MainStreet downtowns.
- This quarter there were two projects, one in Barelmas, and the other in Las Cruces, that accounted for \$6 million of investment into their respective communities. The project in Barelmas is a partnership between Homewise, Inc. and the Street Food Institute which includes renovating a building, and adding a commissary kitchen that will be used for training food entrepreneurs. The Amador Building is also receiving \$3 million in updates and repairs in Las Cruces.
- A total of 147 net new jobs were created as a result of the activity in Q3.

IMPROVEMENT ACTION PLAN: n/a

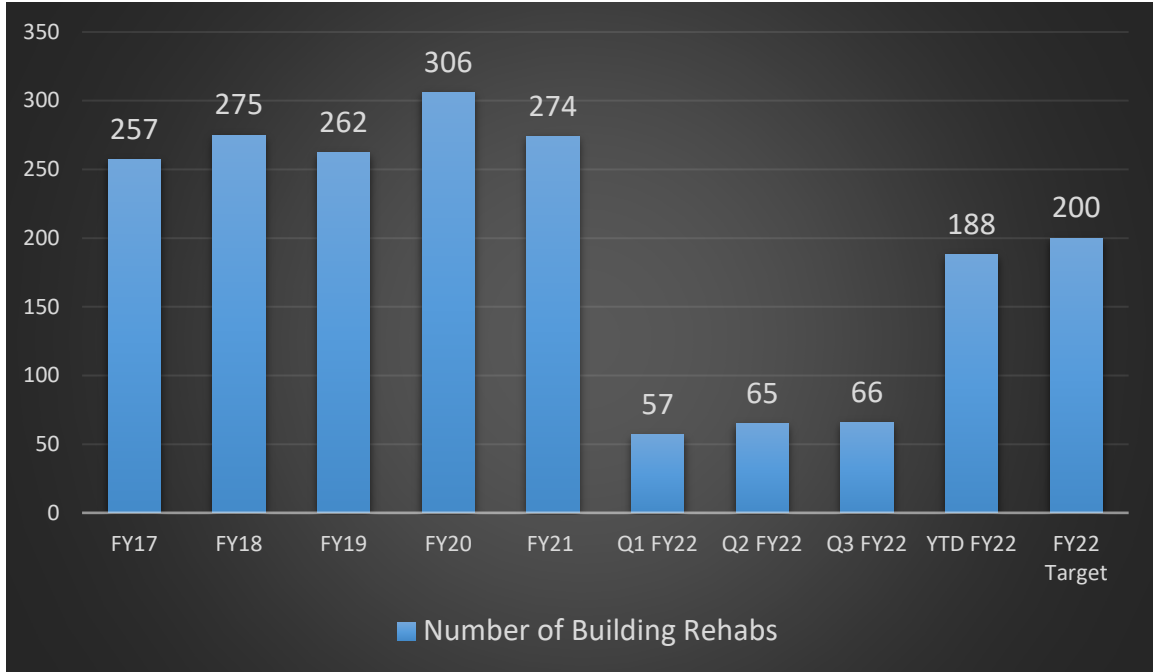
PERFORMANCE MEASURE #5

Number of building rehabilitations assisted by the MainStreet program

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
257	275	262	306	274	57	65	66	188	200

Graph of Data Above



MEASURE DESCRIPTION: Total number of building rehabilitation projects, including repairs, renovations, modifications, or reconstruction.

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

STORY BEHIND THE DATA:

- **Number of private building renovations: 66**
- The Maloof Building in Las Vegas is undergoing major renovations, which include the addition of a new restaurant and bar, and a space for events totaling \$500,000.
- There was also a lot of façade and rehabilitation work throughout many other rural communities. The Carper building in Artesia received a downstairs re-model worth \$75,000 and the Renewed Wellness building received a \$90,000 addition. In Belen, two buildings got new façades worth over \$50,000.
- In Las Cruces, American Linen completed \$100,000 in stucco and painting for the entire building.
- There were encouraging signs that Albuquerque’s Nob Hill and Downtown neighborhoods are coming back. Downtown Albuquerque had over \$1.3 million in tenant improvements and alterations to office suites. In Nob Hill, Hotel Zazz is renovating all of its rooms (a \$200,000 investment) and M’Tucci’s Bar Roma is being completely remodeled, a \$500,000 investment. During this period, 55 new jobs were added in Nob Hill due to new businesses moving into the district.

IMPROVEMENT ACTION PLAN: n/a

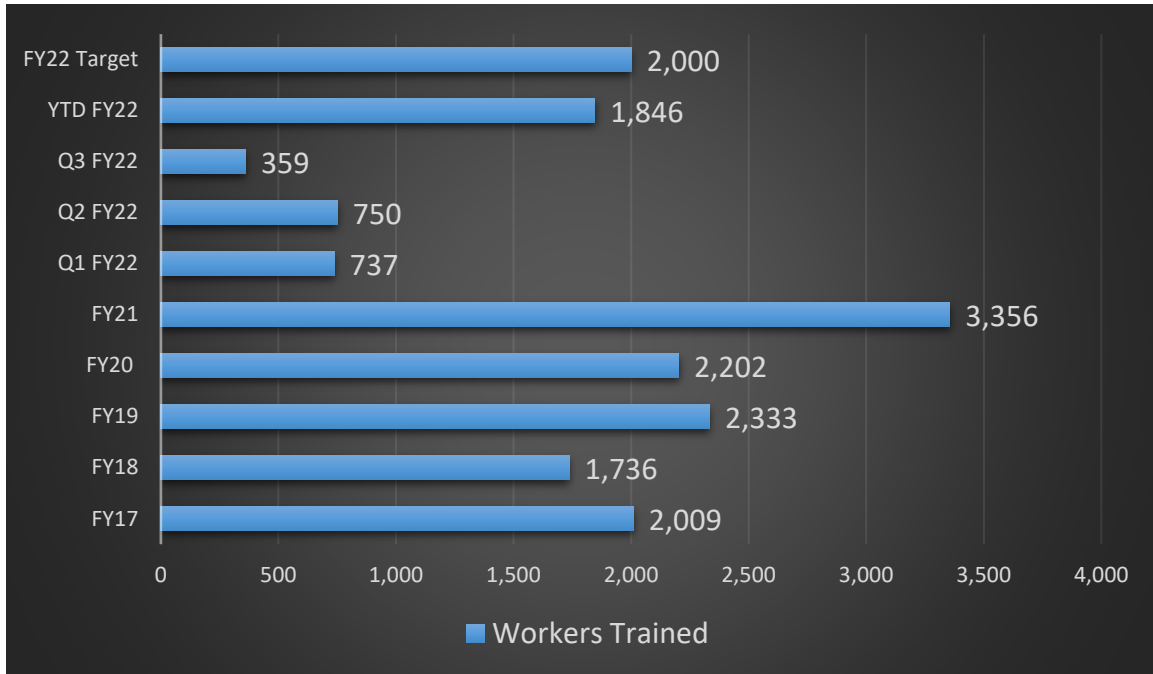
PERFORMANCE MEASURE #6

Number of workers trained by JTIP

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
2,009	1,736	2,333	2,202	3,356	737	750	359	1,846	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 contracts approved by the JTIP board.

STORY BEHIND THE DATA: In the third quarter of FY22 thirty companies and a total of 359 trainees were approved by the JTIP board. 162 are high-wage positions, of which 156 are urban, with annual salaries in excess of \$60,000, and 6 are rural, with annual salaries in excess of \$40,000. Five internships, all urban, were approved in at an average wage of \$20.10. Ninety of the total trainees approved are located in rural areas including Deming, Hobbs, Moriarty, Santa Teresa, Silver City, and Taos. Fourteen of the rural trainees are incumbent workers who will receive upskills training through the Step Up program. In addition, the Film Crew Advancement Program (FCAP), one of the two JTIP for Film and Multimedia programs, approved eight companies to train 43 crew members at an average wage of \$41.24.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #7

Average hourly wage of jobs funded by JTIP

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	FY22 Target
\$17.92	\$21.48	\$18.04	\$19.32	\$19.22	\$23.76	\$22.20	\$31.00	Explanatory

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:

- FY22 Q3 JTIP jobs approved:
 - 340 trainees: Average wage = \$31.00
 - Urban: 254, average wage = \$34.44
 - Rural: 86, average wage = \$19.86
 - 5 interns (urban): Average Wage = \$20.10
- FY22 Q3 JTIP Film Crew jobs approved:
 - 43 trainees, average wage = \$41.24

PERFORMANCE MEASURE #8

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	FY22 Target
\$30,757	\$38,693	\$35,333	\$47,858	\$30,000

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

DATA SOURCE/METHODOLOGY: The data source is the approved jobs for Q3 FY22 and the approved wages for those positions.

STORY BEHIND THE DATA: The estimated reimbursement amount (award) for JTIP jobs is based on the complexity of the skills required to do the job and the wage rate the company is paying. The higher the skill set and wage rate, the more training hours are approved and therefore a higher award amount. The average annual wage associated with the jobs approved in Q3 FY22 is \$63,958. The cost per job is \$16,100.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #9

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

Results						
FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
\$9.5M	\$170M	\$2M	0	0	\$2,000,000	\$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: No report this quarter.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #10

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

Results				
FY21	Q1 FY22	Q2 FY22	Q3 FY22	FY22 Target
\$2,000,000	0	0	0	\$5,000,000

MEASURE DESCRIPTION: Foreign companies that choose to invest in New Mexico and create new economic base jobs.

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

STORY BEHIND THE DATA: There were no Foreign Direct Investment projects in Q3.

Other International Trade Notes:

In an 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 entered into a memorandum of understanding with the Ministry of Economic Affairs (Taiwan). This will provide even greater opportunities for New Mexico to attract Asian manufacturers.

IMPROVEMENT ACTION PLAN: 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 has established a trade office in Taiwan and is working with two contractors to actively recruit investment from countries including Taiwan, Mexico, Germany, Japan, the United Kingdom, and Canada.

PERFORMANCE MEASURE #11

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	FY22 Target
\$2.4M	0	\$2.9M	0	\$250,000

MEASURE DESCRIPTION: Federal grant dollars awarded to NM communities, organizations, and companies as a result of economic development efforts.

DATA SOURCE/METHODOLOGY: Results are reported by team members and tracked at the division level.

STORY BEHIND THE DATA: No grants awarded in the third quarter.

IMPROVEMENT ACTION PLAN: n/a

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 the film production tax credit and oversees registrations and processes for the registration of the film incentive. The division offers information, guidance, and resources to production executives, producers, directors, crew, local filmmakers, and the community, and works diligently to assist with the marketing of potential filming locations and locating local crew, resources, talent, vendors, and film liaisons. 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 Film Division continues to focus on four 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.
- (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.

Program Budget (in thousands):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 690.5				\$ 690.5	7
300	\$ 53.4				\$ 53.4	
400	\$ 78.9				\$ 78.9	
TOTAL	\$ 822.8				\$ 822.8	

Program Performance Measures:

1. Number of film and media worker days
2. 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

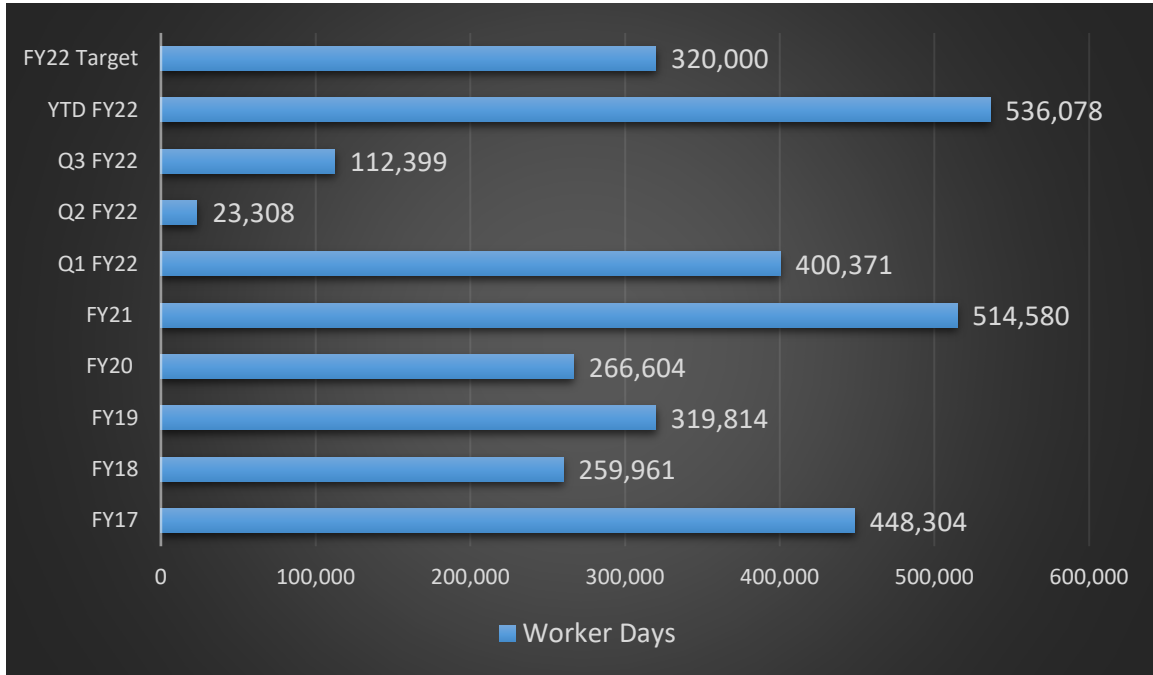
PERFORMANCE MEASURE #1

Estimated number of film and media worker days

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
448,304	259,961	319,814	266,604	514,580	400,371	23,308	112,399	536,078	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 provided in the registration forms submitted to the Film Division by productions and reflects the estimated NM resident crew size multiplied by the estimated number of days employed. Note: an average workday in film/TV production is 12 hours, and data is calculated above as such.

STORY BEHIND THE DATA: Despite the COVID-19 pandemic, FY21 proved to be a record-breaking year for worker days, 514,580. FY22 continued this trend and worker days have now surpassed FY21 in just the first 3 quarters with a total of 536,078. In Q2, there were more small-scale projects, reflecting fewer worker days. Also, it is typical to see a decline in production activity during the holidays. Activity rebounded in Q3 with 112,399 worker days.

IMPROVEMENT ACTION PLAN: n/a

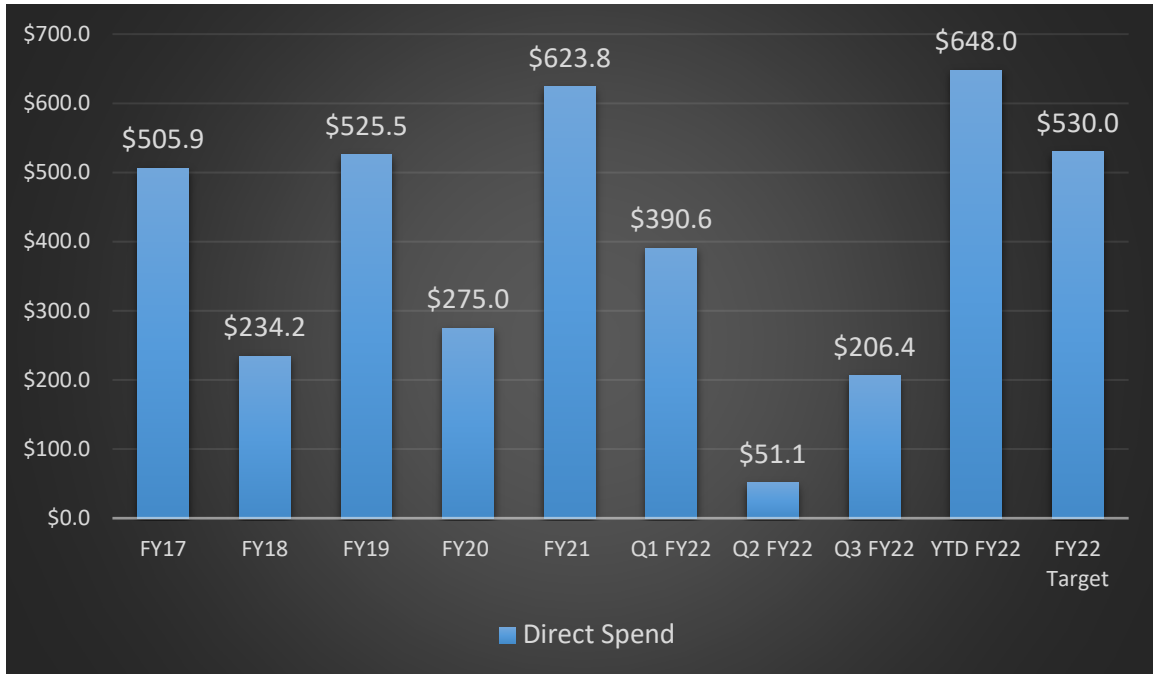
PERFORMANCE MEASURE #2

Estimated Direct spending by film industry productions, in millions

Results

FY17	FY18	FY19	FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
\$505.9	\$234.2	\$525.5	\$257.3	\$626.5	\$390.62	\$51.05	\$206.41	\$648.08	\$530

Graph of Data Above



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

MEASURE DESCRIPTION: Total New Mexico estimated direct production expenditures.

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

STORY BEHIND THE DATA: Despite the COVID-19 pandemic and industry shutdown, FY21 was a record-breaking year for direct spend by production companies, reaching \$626.5 million. In just the first 3 quarters of FY22 NMFO has seen a new record of \$648.08 million in direct spending in New Mexico, already surpassing both the FY22 target of \$530 million and the FY21 previous record of \$626.5 million.

IMPROVEMENT ACTION PLAN: n/a

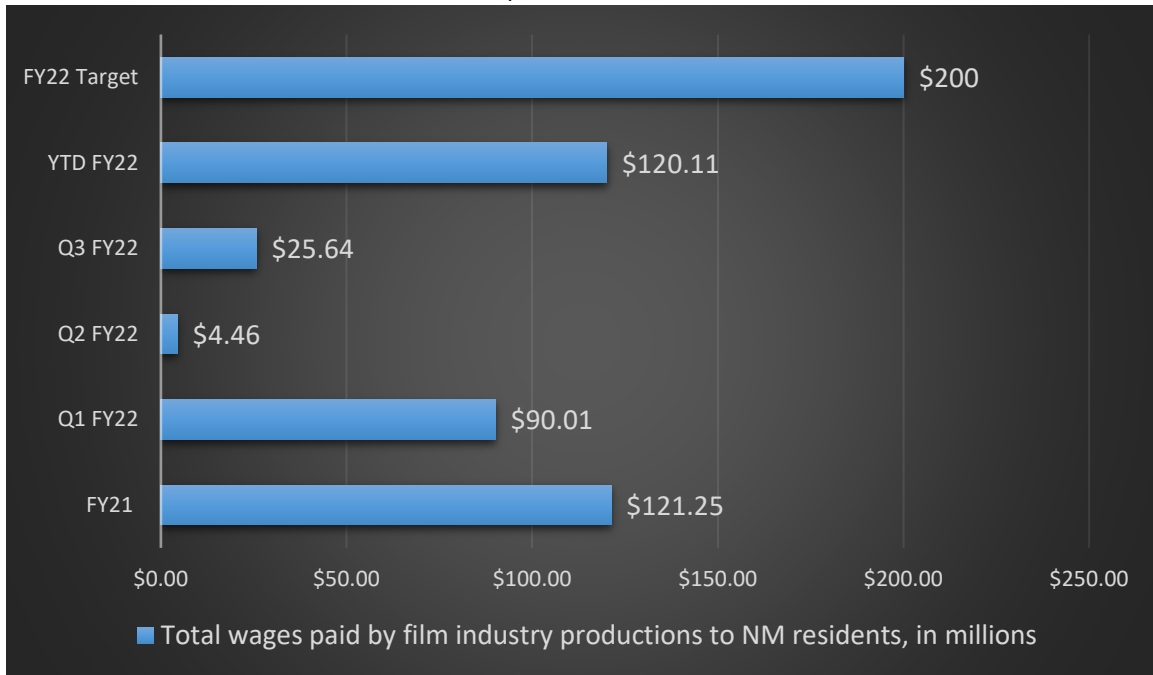
PERFORMANCE MEASURE #3

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY21 Target
\$121.25	\$90.01	\$4.46	\$25.64	\$120.11	\$200

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, or wages paid to New Mexicans providing post-production services.

DATA SOURCE/METHODOLOGY: The data is based on information provided in the registration forms which are 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: Despite the COVID-19 delays and disruptions, New Mexico’s film industry continues to thrive. Through 3 quarters of FY22, YTD wages paid by film industry productions have reached \$120.11 million, just shy of the FY21 figure for the entire year. This industry is continuing to provide high paying quality jobs to New Mexico residents.

IMPROVEMENT ACTION PLAN: It seems the FY22 target of \$200 million in total wages is disproportionately aligned with the worker days target. Specifically, we would need to reach approximately 877 thousand worker days in FY22 in order to reach \$200 million in wages. As indicated in performance measure #1, we’ve not been close to 877 thousand worker days, and in fact the target for FY22 is 320 thousand worker days, barely over a third of that 877 thousand worker days. We would suggest this target be reevaluated and our current total wages paid for FY22 YTD of \$120.11 million be considered a success.

PERFORMANCE MEASURE #4

Median wages paid by film industry productions to NM residents

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
\$60,840	\$63,086	\$49,753	\$59,321	\$58,489	\$50,000

**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 are 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. While this standard was used here, it is worth noting this industry typically does not conform to a conventional working schedule.

STORY BEHIND THE DATA: Despite the COVID-19 pandemic, 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 Q1 surpass this previous record and the FY22 annual target, with an estimated wage of \$63,086 per year. FY22 Q2 had an estimated median wage of \$49,753, the decrease is due to more smaller scale productions than the previous quarter, with Q3 returning to a median closer to prior reporting at \$59,321.

IMPROVEMENT ACTION PLAN: n/a

PERFORMANCE MEASURE #5

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

Results

FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
\$30.21	\$21.98	\$2.89	\$10.59	\$35.46	\$20

**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: In Q1 FY22, the Film Division recorded an estimated \$21.98 million to be paid in gross receipts taxes by film productions, surpassing the FY22 overall target. In Q2 FY22 the Film Division recorded an estimated \$2.89 million in gross receipts taxes paid by productions. With the addition of Q3, \$10.59 million, the estimated gross receipts taxes paid by this industry have reached a YTD total of \$35.46 million, surpassing both FY21's estimate of \$30.21 million and the FY22 target of \$20 million.

IMPROVEMENT ACTION PLAN: n/a

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):

FY21	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$ 247.8				\$ 482.2	2
300	\$ 25.0				\$ 25.0	
400	\$ 209.4	\$			\$ 209.4	
TOTAL	\$ 482.2	\$			\$ 482.2	

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	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
40	9	6	27	0	33	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:

In January, UNM opened its outdoor recreation certificate program, which was funded by ORD. Nine entrepreneurs graduated the five-week ideation program. All of them received official Anderson School of Management's digital certificates. They also gave prizes to the top two pitches in the form of marketing consultancies. UNM anticipates using the entire grant by June 30 and will report final job numbers then.

Accelerator programs are ongoing in Sandoval County. On Saturday, April 2nd, 203 Sandoval County outdoor businesses were contracted to participate in a marketing program funded by ORD. The additional progress report will be included in the FY22 Q4 performance report. The three accelerators combined are projected to work with over 70 outdoor recreation businesses in New Mexico in 2022.

PERFORMANCE MEASURE #2

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

Results

FY20	FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
11	6	0	29	0	29	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 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 is open on a rolling basis throughout 2022. Announcements about the first round of awards will be made in June and those updates will be included in the FY22 Q4 report.

Finally, ORD has completed the Outstanding National Resource Waters draft petition to protect the water quality of 125 miles of New Mexico rivers. This petition will be presented to the Water Quality Control Commission for consideration in June 2022.

PERFORMANCE MEASURE #3

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

Results					
FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
3,123	21,900	4	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:

In August 2021, ORD announced [Outdoor Equity Fund awards to 57 organizations that will reach 21,896](#) youth by February 2023. This reach is eight times greater than the grant's reach in FY21, with \$898,337 in funding versus \$261,863.78. This increase in funding better enables the Outdoor Equity Fund to meet the demand ORD saw from applicants.

The 2022 Outdoor Equity Fund will open May 2022 with \$3 million in funding. Awards will be announced in the fall.

PERFORMANCE MEASURE #4

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

Results					
FY21	Q1 FY22	Q2 FY22	Q3 FY22	YTD FY22	FY22 Target
7,808	6,197	5,575	6,164	17,936	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:

Through Q3 FY22, ORD had 2,742 newsletter subscribers, 2,800 unique visits to the website (a 27% increase YoY), and 610 Twitter followers.

For earned media, there were 12 articles (linked below) about ORD and/or New Mexico outdoor recreation in Q3. Of note is a story in the *Albuquerque Journal* about the relocation of a Colorado outdoor company to Alcalde, New Mexico, which ORD helped facilitate. *Outside* magazine covered Earth Traveler, which was awarded a \$100,000 state LEDA investment last quarter.

The ORD was awarded a \$1.95-million grant from the Economic Development Administration to support the recovery of the outdoor recreation economy in New Mexico. Part of this funding will go toward a new marketing coordinator for the office who will run the owned media platforms and create Facebook, Instagram and TikTok accounts. The marketing coordinator has been hired and will start in April.

1. <https://www.outsideonline.com/video/300lb-teardrop-sleeps-4-pop-up-roof-camping-road-trip-review/>
2. https://www.abqjournal.com/2465844/from-higher-ed-to-a-higher-calling.html?utm_medium=Social&utm_source=Facebook#Echobox=1643640863
3. <https://www.scsun-news.com/story/opinion/2022/02/06/connecting-land-connecting-culture/6675768001/>
4. <https://www.outsideonline.com/outdoor-adventure/environment/rural-outdoor-investment-act-schumer-bennet/>
5. https://www.santafenewmexican.com/opinion/my_view/connecting-with-land-is-connecting-with-indigenous-culture/article_438ac3f0-8857-11ec-bfaa-cf0cbbbad336.html
6. <https://www.scdailypress.com/2022/02/11/historic-waterworks-redevelopment-gains-steam/>
7. [Former CO food company launches in northern NM - Albuquerque Journal \(abqjournal.com\)](https://www.abqjournal.com/2465844/former-co-food-company-launches-in-northern-nm/)
8. <https://santafe.com/podcast/richard-eeds-show-march-10-2022-2/>
9. <https://news.yahoo.com/mexico-agencies-defining-conservation-key-031100014.html>
10. https://www.taosnews.com/news/environment/taos-to-host-outdoor-economics-conference-this-year/article_7d1be686-b508-587b-84e8-cf8f44fea53e.html
11. <https://ladailypost.com/taos-to-host-2022-outdoor-economics-conference-oct-5-7/>
12. <https://www.demingheadlight.com/story/news/2022/03/31/new-mexico-publishes-plan-outdoor-recreation-state-parks/7219609001/>