



# EDD

ECONOMIC DEVELOPMENT DEPARTMENT

## Sustainable & Inclusive Economic Development: Moving Our State Toward Prosperity for ALL

Presented to the

### Native American Economic Summit

November 29, 2023



Jon Clark, Acting Cabinet Secretary

[EDD.NewMexico.gov](http://EDD.NewMexico.gov)



# Keegan Mackenzie-Chavez

## *Your Tribal Liaison*

Keegan has been in New Mexico for 31 years, originally from Northern California.

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- ❖ She has a bachelor's degree in business & accounting from the University of San Francisco, and a master's degree in architecture.
- ❖ She is a Peace Corps Fellow and taught in Gallup-McKinley Schools for 23 years.
- ❖ Keegan operated a small design-build firm in Gallup for 8 years.
- ❖ She is a commissioner on the Gallup Planning and Zoning Board.
- ❖ Keegan is quite at-home in Northwest New Mexico and is excited to work for you as a Regional Representative and statewide Tribal Liaison.
- ❖ Her office is in Gallup.
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A two-story adobe building with a covered porch. The building features a mix of light and dark adobe walls, several windows with dark frames, and a decorative tile pattern on the porch. The sky is clear and blue.

## OUR MISSION:

Improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

## OUR PHILOSOPHY

- Invest in disruptive research and innovative companies
- Train New Mexicans for 21<sup>st</sup> Century jobs
- Plan for the next 20 years: targeted growth and economic diversity
- **Devote special attention to underserved areas**

# JEDI: Justice, Equity, Diversity & Inclusion



The JEDI Office staff works to directly address systemic inequities and barriers to entry for New Mexican entrepreneurs and creates and supports programming and business tools to aid the growth of socially and economically disadvantaged businesses.

- Connect minority-owned businesses and community organizations to economic development programs, resources, and opportunities.
- Advocate for historically underrepresented businesses (i.e. Minority, BIPOC, Rural, underserved)
- Help business owners navigate working with the department, state agencies, and more
- Promote accessibility and awareness across department services and divisions
- Support industry growth and exploration for businesses interested in or part of Film, Outdoor Recreation, and Science and Technology sectors
- Business incubator/accelerator certification and expansion (program started in 2005)

[EDD.NewMexico.gov/business-development/jedi/](https://edd.newmexico.gov/business-development/jedi/)

# The EDD Toolbox



- LEDA
- Finance Development
- Job Training Incentive Program
  - Step Up
  - Internships
- New Mexico MainStreet™
- Office of Science & Technology
- International Trade
  - Taipei Office

## Film Division

- Film Partners
- FCAP
- Media Arts Collective

## Outdoor Recreation Division

- Trails+ Grants
- Outdoor Equity Fund

## Creative Industries Division

- 18 projects funded this year

# What is LEDA?

More than 40 states have some type of deal closing fund.



- LEDA is the **Investment** of public monies into a private company to offset costs associated with land, building and infrastructure
- LEDA is an exception to Article 9 Section 14 of the New Mexico Constitution allowing such investments for the **purpose of economic development** and job creation
- LEDA requires that there is sufficient economic impact (**return on investment**, or ROI) to offset the public investment
- LEDA **requires security** (collateral) equal to the amount of the grant award for the purpose of securing clawbacks

# Taos Pueblo Economic Development Center

Second LEDA Investment on Tribal Land

- 
- Heritage Center & Gateway to the Pueblo
  - LEDA infrastructure investment of **\$2.5M**
  - Private investment of **\$5.7M**
    - Marriott Hotel(s)
  - **100** new jobs



# Finance Development



## STATE SMALL BUSINESS CREDIT INITIATIVE

- ~\$74.5 million ARPA funding to help small business with debt and/or capital
  - \$64.5 million venture capital
  - \$9 million to fund Collateral Assistance Program (CAP)
    - CAP pledges a certificate of deposit as additional collateral to incentivize lenders to extend credit to small businesses.
- \$1.6 million Technical Assistance allocation (2024) to fund assistance to businesses for:
  - Legal
  - Accounting
  - Financial Advisory Services

## OPPORTUNITY ENTERPRISE REVOLVING FUND

Created by the New Mexico Legislature in 2022, the Opportunity Fund provides financing for spec building or renovation projects to increase the inventory of commercial space that will:

- Attract businesses to New Mexico
- Allow existing businesses to expand their operations
- Achieve economic benefits for the state



# JTIP (Job Training Incentive Program)



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## JTIP Overview

JTIP reimburses qualified companies for a portion of expenses associated with training new employees in newly created positions.

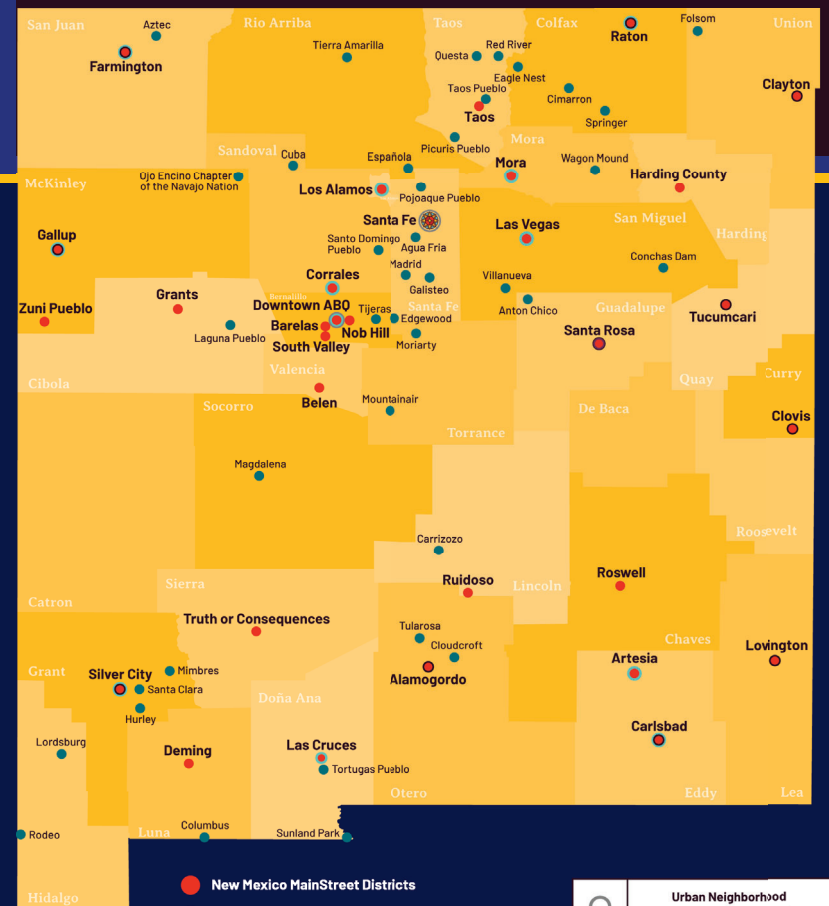
- Wage reimbursement for the first 2-6 months on the job at base reimbursement rates depending on location:
  - Urban 50%; **Rural 65%**; **Frontier 75%**; with possibility of up to additional 15% reimbursement
- Up to \$6,000 per trainee for customized training at NM Higher Education Institutions
- JTIP eligibility opens up eligibility for the High Wage and Rural Job tax credits.

New Mexico MainStreet acts as an umbrella organization, administering and providing professional technical assistance, services and resources to all its local affiliates.

- **89** New Mexico Communities Served over past 39 years
- **30** MainStreet Programs (Active)
- **12** Arts & Cultural Districts (Active)
- Project-Based Initiatives (Active)
  - **9** Active Frontier & **5** Active Native American Communities
  - **4** Active Urban Neighborhood Commercial Corridors
- **11** New Mexico Historic Theater Restorations



## New Mexico MainStreet Network Map



<span style="color: red;">●</span>	New Mexico MainStreet Districts
<span style="color: blue;">○</span>	New Mexico Arts & Cultural Districts
<span style="color: brown;">○</span>	Historic Theaters
<span style="color: grey;">○</span>	Urban Neighborhood Commercial Corridors Projects
<span style="color: green;">●</span>	Frontier and Native American Community Projects
<span style="color: purple;">●</span>	New Mexico MainStreet Headquarters

<span style="color: grey;">○</span>	Urban Neighborhood Commercial Corridors Projects
	Santa Fe Airport Road Corridor
	Santa Fe Siler Rufina Nexus
	Albuquerque International District
	Albuquerque San Pedro Main Street Corridor / Mile Hi District

# Recently Completed Projects



**Gallup Coal Avenue Commons: Phase II**  
Total Project Cost: **\$4,259,068**



**Deming MainStreet – Zia Sun Art-Scape Street Intersection Project**  
Total Project Cost: **\$387,706**

**Lovington MainStreet – Love Lovington: Going Green Wayfinding Project Phase III**  
Total Project Cost: **\$175,000**



**Cavern Theater Renovation: Digital Projection & Sound**  
Total Project Cost: **\$5.2 million**

# New Mexico MainStreet™ Frontier & Native American Communities Initiative

- ❖ Tortugas Pueblo
- ❖ Santo Domingo Pueblo
- ❖ Ojo Encino Chapter of the Navajo Nation
- ❖ Laguna Pueblo
- ❖ Picuris Pueblo
- ❖ Pojoaque Pueblo
- ❖ Taos Pueblo





## Office of Strategy, Science, & Technology (OSST)

Expanded OSST office with additional staff to increase support capacity for industry & entrepreneurs

C-PACE Program materials now available to counties for opting-in

- ❖ The Commercial Property Assessed Clean Energy (C-PACE) Program provides eligible property owners with access to long-term fixed-rate financing for a range of energy efficiency, renewable energy, water efficiency, and resiliency improvements
- ❖ Counties must pass enabling ordinance – program materials, including sample ordinance language, now available on EDD website
- ❖ EDD RFP currently open for third-party program administrator

New Mexico is a finalist for two major federal funding awards:

- ❖ National Science Foundation Regional Innovation Engine: Space Valley Coalition
- ❖ Department of Energy Regional Clean Hydrogen Hubs: Western Interstate Hydrogen Hub (WISHH)

**Advanced Energy Award** pilot program will provide grants (\$250,000 to \$1 million) to NM companies with proposals in advanced energy science and technology.

**R1 University Team Pitch** pilot program will award grants (\$100,000 to \$200,000) and entrepreneurship assistance to science and technology commercialization projects from faculty/student teams at New Mexico's three research universities.

# International Trade

## SBA STEP Grant Program

- Grants up to \$7,500
- Participation in a foreign trade show or foreign trade mission
- Global website optimization
- International business matchmaking
- International market research
- Foreign product registration

*Sec. Clark led a trade mission to Bucharest in September with four New Mexico companies.*



**FDI:** 3 Taiwanese companies have located at the Borderplex

**Taipei Office:** 5 leads & 2 active projects in final site selection phase

# Outdoor Recreation Division

[www.nmoutside.com](http://www.nmoutside.com)

## IMPACT

- New Mexico's outdoor economy contributed **2.1% (\$2.3 billion)** to the state's GDP.
- It **employed 28,475** New Mexicans (3.4% of total employment), with **\$1.2 billion in income**.
- State jobs in outdoor recreation have grown by **18.2%** since 2020 (**5<sup>th</sup> in the nation in job growth**).
- Statewide, **outdoor recreation income has grown 17.3%** since 2020, compared to a 16.2% increase for the U.S.

*(2021 data from the US Bureau of Economic Analysis)*

- **Outdoor Equity Fund:** \$2M in grants to 129 organizations since April 2019
- Outdoor Rec **Accelerator Grants:** 3 grants awarded – 70 businesses trained to-date; new round in 2023
- Outdoor Recreation **Trails+ Grants:** \$7M to 90 projects since it began; 500 new employment opportunities created
- Invested \$297,000 in **Rio Grande Trail Projects**



# Creative Industries Division

## What is a Creative Industry?

- Performing arts
- Visual arts
- Literary arts
- Entertainment
- Media
- Applied arts and design, including architecture
- Crafts and artisan professions (metal, wood, glass, ceramics, paper, printing, textile, and culinary arts)
- Landscape architecture
- Museum and gallery professions
- Promotion
- Marketing
- Graphics and industrial design
- Technology and computer system design
- Software design
- Coding and digital media





## Supporting the state's creative industries by:

- Increasing and advancing creative industry based economic development
- Supporting entrepreneurs and small businesses in creative industries
- Assisting organizations that support creative industry companies and workers
- Supporting educational and workforce training initiatives that facilitate creative industry growth and success
- Helping to establish public infrastructure to support creative industries
- Serving as an information clearinghouse by providing resources and opportunities to creative industry stakeholders
- Acting as a liaison between creative industries-related businesses and organizations

# 18 Projects Funded in First Year



3 Tribal initiatives received \$100K each:

- ❖ **Diné College, Navajo Nation, Shiprock**, will establish a fellowship program that will support the development of allying emerging and established creative entrepreneurs with technical and professional services, and expertise.
- ❖ **Poeh Cultural Center, Pueblo of Pojoaque**, will lead a project to engage more artists and entrepreneurs to sell and/or consign their work with local year-round and seasonal sales venues, while providing training to enhance business skills.
- ❖ **Pueblo of Santa Ana's Department of Education** will provide career interest workshops and training to high school students through CNM, IAIA, Silver Bullet Productions, and other organizations that specialize in creative industries.

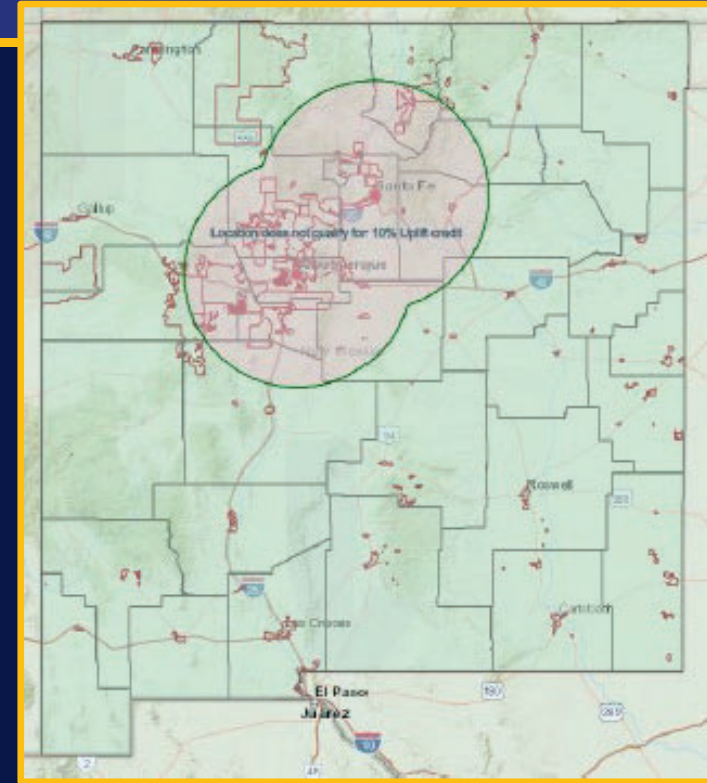
# Film Office

## FY23 Metrics:

- 82 productions
- Average NM production budget = \$9.6M
- Direct spend = \$794.1M
- Estimated 8,000 jobs
- Total wages paid to New Mexicans = \$152.2M
- Median wage = \$73,860



County	Notable Productions
Chaves	Baron and Toluca, Lonesome Soldier
Colfax	Peace River
Dona Aña	Knight, The Locksmith, Wanted Man
Eddy	Wild West
Grant	Talwag NM Tourism
Lincoln	Best Man, 13 Fanboy
Los Alamos	The Brave Season 1
Luna	Creed 2
McKinley	Dark Winds, Silt, Belly Encounter
Otero	Chalk Hill, Infraction
Quay	Next Exit
Rio Arriba	Sojourn
San Juan	Canyon del Muerto
San Miguel	Land of Dreams
Sandoval	Carousel
Sierra	The Warm Season, Cop/Killer
Socorro	The Explosion Show
Taos	Successful Outlaw
Torrance	Messiah
Valencia	Day at the Armory



Productions have spent more than \$100M in the **Uplift Zone** over the last 5 years.



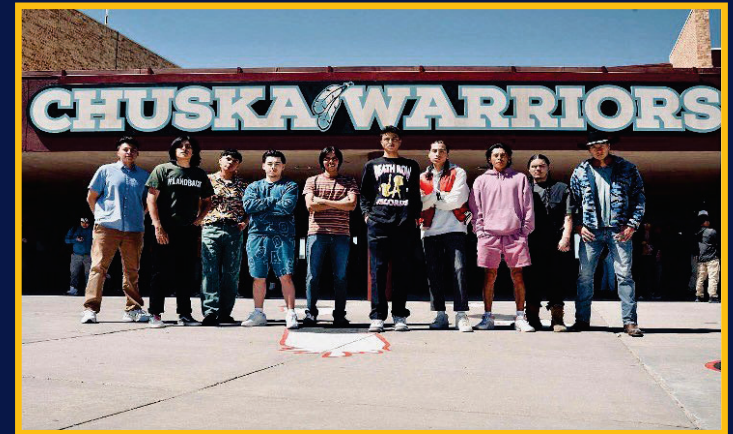
# Production Locations on Tribal Lands



- Zia Pueblo
- Ohkay Owingeh
- Santa Clara Pueblo
- Taos Pueblo
- San Felipe Pueblo
- Nambe Pueblo
- Kewa Pueblo
- Mescalero Apache Reservation
- Tesuque Pueblo
- Tohajiilee
- Sandia Pueblo



“Dark Winds,” AMC, is based at Camel Rock Studios on Tesuque Pueblo.



“Rez Ball,” from Netflix, written and directed by Sydney Freeland who grew up on the Navajo Nation in New Mexico, shot in New Mexico.

# How Your Community Can Be Involved

## NMFilm.com

- Connect with local film liaisons
- NM Businesses & Residents list in Industry Directory
- List locations, properties in Location Database
- Become a Film Vendor
- Information about the incentive & economic impact of the film industry
- Press, Bulletin Board, Resources

## Social Media

- [Instagram.com/Nmfilloffice](https://www.instagram.com/Nmfilloffice)
- [Twitter.com/Nmfilloffice](https://twitter.com/Nmfilloffice)
- [Facebook.com/Nmfilloffice](https://www.facebook.com/Nmfilloffice)

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