



EDD

ECONOMIC
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DEPARTMENT

JUSTICE, EQUITY, DIVERSITY AND INCLUSION OFFICE

Contact: Bruce Krasnow
Bruce.Krasnow@edd.nm.gov
(505) 795-0119

Gov. Michelle Lujan Grisham
Cabinet Secretary-Designate Rob Black
Deputy Cabinet Secretary Isaac Romero

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Economic Development Dept announces awardees for inaugural round of equity grants *JEDI Office first-ever grant program awards funding to 5 organizations*

SANTA FE, N.M. — New Mexico Economic Development Department Cabinet Secretary-Designate Rob Black announced today that five organizations have received grants in the inaugural round of awards through the EDD's Justice, Equity, Diversity and Inclusion (JEDI) Office.

To tackle systemic inequities and barriers to accessing EDD programs, the JEDI Office launched its first-ever grant program aimed at community organizations, nonprofits, and for-profit businesses. These grants will help fund programs that support the growth of socially and economically disadvantaged business owners and entrepreneurs.

"I'm pleased to announce the first awardees for the JEDI Grant program," EDD Cabinet Secretary-Designate Rob Black said. "This initiative goes to the core of the state's strategic economic plan in furthering assistance to underrepresented and underserved businesses, delivering services to those most in need."

Though EDD received numerous applications, the five awardees displayed particular strength in partnering with entrepreneurs.

The awardees are:

The **Albuquerque Hispano Chamber of Commerce Foundation** is dedicated to fostering economic growth and opportunity by supporting Hispanic, immigrant, and underrepresented entrepreneurs in New Mexico. The \$15,000 JEDI award will support programs that provide bilingual training, mentorship, and resources to help business owners launch, grow, and thrive.

"Addressing systemic barriers and creating pathways for economic empowerment is not just our mission — it's our inspiration," Tashina Silversmith, Barelas Economic Opportunity Center (BEOC) manager at the Albuquerque Hispano Chamber of Commerce, said. "Together, we're building a future where every entrepreneur has the opportunity to thrive and contribute to a stronger, more inclusive economy."

The **Downtown ABQ MainStreet Initiative** manages the Downtown Growers' Market and the Downtown Arts and Cultural District. The JEDI grant of \$15,000 assists program efforts to bolster the economic and creative vitality of the greater downtown Albuquerque area. Since its inception, it has had a 14-year history of being women-run and supported by a passionate, hardworking board that represents the diversity of the community. The market supports over 200 small business owners and attracts over 75,000 visitors annually.

"Farmers are the backbone of both the Downtown Growers' Market and our community, so we are ecstatic to provide additional support to these growers!" Shawna Brown, Downtown ABQ MainStreet

executive director, said.

The **New Mexico Immigrant Law Center** (NMILC) Economic Justice workshops support immigrants at any stage of their business journey. Those seeking economic mobility through entrepreneurship can meet with a pro bono attorney, receive business development and operational management resources, and get direct referrals to community partners. The JEDI grant of \$2,500 will assist the center's work in helping immigrants become more economically secure.

The **New Mexico Startup Alliance** (NMSA) aims to foster an inclusive healthy startup ecosystem, empowering a generation of New Mexican founders to drive transformative economic and social impact. NMSA fosters a peer-driven environment where founders actively support one another. The JEDI grant of \$15,000 will enhance NMSA's *Guerrilla Marketing Bootcamp*, a hands-on program designed to equip founders with cost-effective marketing strategies.

"This grant from the JEDI Office is a major step in bridging gaps across the startup ecosystem, giving diverse founders greater access to resources shaped by their peers," Sandra Hirschberg, founder and executive director of NMSA, said. "We can uplift more entrepreneurs, expand into rural areas, and ensure that New Mexico's innovation economy reflects the diversity of our communities."

The **Santa Fe Farmers' Market Institute** (SFMI) has been dedicated to building a resilient and equitable local food system for Northern New Mexico for the past 20 years. SFFMI operates the Farmers Market Pavilion, which houses the market, is the top administrator of SNAP and DUFBI statewide, and provides training and resources to help agricultural producers create sustainable businesses. The \$2,500 JEDI grant will assist efforts by the institute to increase access to fresh, local food.

"The JEDI grant will support the institute's business development program that focuses on mitigating financial risk of small, family farms in Northern New Mexico," Santa Fe Farmers' Market Institute Director Manny Encinias said.

To learn more about the EDD JEDI office, visit them online at [EDD.newmexico.gov/JEDI](https://edd.newmexico.gov/JEDI)

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The Albuquerque Hispano Chamber of Commerce Foundation Emprendedores group photo 2024.



Downtown ABQ MainStreet Initiative informational booth.



Santa Fe Farmers' Market Initiative Executive Director Manny Encinias, PhD, at a vendor appreciation event.

EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by training our workforce, providing infrastructure that supports business growth, and helping every community create a thriving economy.

New Mexico Economic Development Department
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New Mexico Economic Development Department | 1100 South St. Francis Dr Joseph M.
Montoya Building | Santa Fe, NM 87505-4147 US

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