

**JUSTICE, EQUITY, DIVERSITY &
INCLUSION OFFICE**

OUTCOMES REPORT 2024

Published

**JANUARY
2025**

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Prepared for

**Economic
Development
Leadership &
The Public**



EDD ECONOMIC
DEVELOPMENT
DEPARTMENT
JUSTICE, EQUITY, DIVERSITY AND INCLUSION OFFICE

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LETTER FROM THE JEDI TEAM



SHANI HARVIE & RITA C. VELETA
JEDI Office Staff

Since its inception in April 2021, the Justice, Equity, Diversity & Inclusion Office has worked towards its vision to create a space where all New Mexican business owners, regardless of background and affiliation, can comfortably access the resources and services they need to create thriving businesses and economic mobility.

Over the last two years, the JEDI Office has celebrated significant milestones, including the establishment of numerous partnerships through MOUs, intergovernmental agreements, and contracts. These collaborations have enabled us to provide services and direct assistance to small and historically underserved businesses through capacity building, federal opportunities, pilot technical assistance programs, community-focused business summit events, and more. None of this work would be possible without the unwavering dedication of our partners and our team at EDD. Together, we look forward to building on this foundation and continuing to serve the diverse communities across New Mexico.

THE JEDI TIMELINE





2023 Hispanic Business Summit Panel

VISION

We envision a space where all New Mexican business owners, regardless of background and affiliation, can comfortably access the resources and services they need to create thriving businesses and economic mobility.

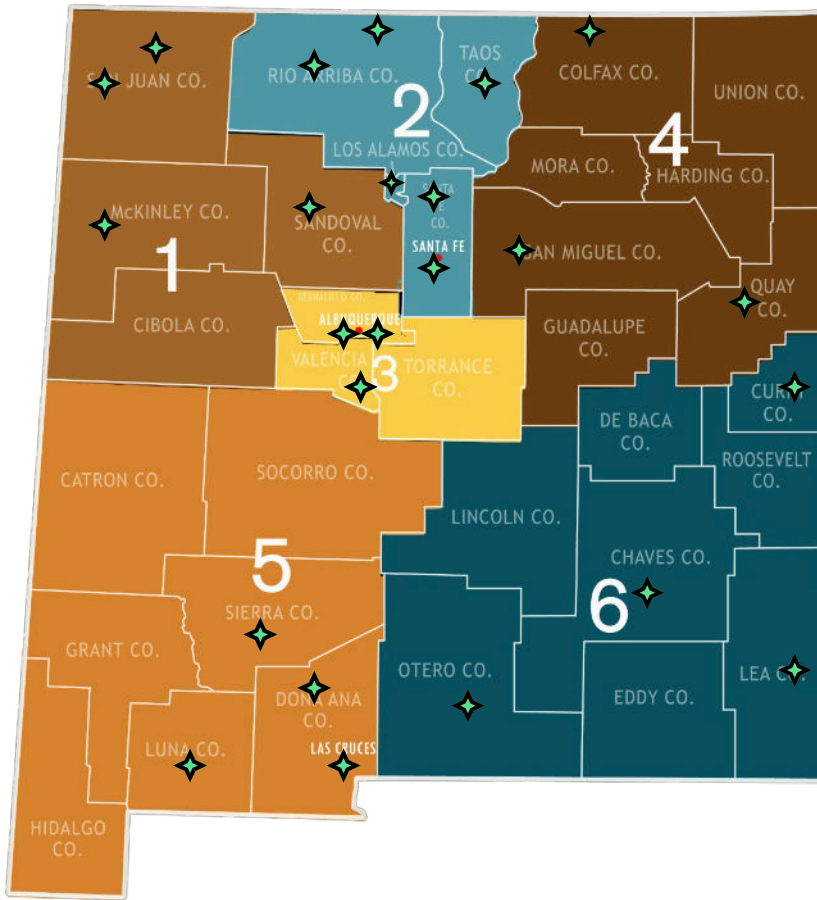
MISSION

The JEDI Office works to directly address systemic inequities and barriers to entry for New Mexican business owners and entrepreneurs whom engage with EDD by supporting and creating programs and business tools to aid the growth of socially and economically disadvantaged businesses.

The JEDI Office is committed to:

- help businesses connect to services, resources, and financing options
- assist business owners as they navigate working with state government
- support and advocate for businesses that generally fall through the cracks
- promote growth for businesses interested in film, outdoor recreation, and science and technology

IMPACT



50+

Partnerships

\$1.7M

Federal Funding Secured

57%

Percentage of Counties Engaged

- Since its initial launch the JEDI office has formed **over 50 partnerships** across the state through events, MOUs, IGAs, contracts, sponsorships and more.
- Following the office's initial Technical Assistance Pilot Project where 3 contracts were established with community partners to provide tailored support in English and Spanish, the office was selected to manage **\$1.7 million in federal funding** from US Treasury to support very small, and socially-economically disadvantaged businesses.

- Between federal funding, business summits, pilot programs, incubator support, and partner programming, the JEDI Office has engaged **57% of New Mexico counties** in 100% of all Economic Development regions.

PROGRAM HIGHLIGHTS

■ **RESOURCE MAPPING AND DIRECTORY**



500+ Resources listed across the state

32 English workshops available in FY25

16 Spanish workshops available in FY25



■ **FREE TECHNICAL ASSISTANCE PROGRAM (SSBCI)**

■ **COMMUNITY CENTERED BUSINESS SUMMITS**



400+ Combined attendees

106 Applications

\$50K In total funding available for 5 community organizations



■ **JEDI GRANT PROGRAM**

■ **CERTIFIED INCUBATORS**



\$3M Special appropriation to maintain the program

PROGRAM HIGHLIGHTS

Resource Mapping and Directory Launch

Our Resource Map was launched to help the entrepreneurship community **navigate New Mexico's diverse landscape of business support services** and provide them with the tools they need to succeed.

The map features over **500 business resources** across the state, including a state-wide **community calendar highlighting events, grants, and funding opportunities.**

The next phase includes potential to embed the map on community partner websites with filtered resources tailored to their communities of interest.

Free Technical Assistance Program (State Small Business Credit Initiative)

The JEDI Office is overseeing the SSBCI technical assistance program, a federal grant from US Treasury for very small and socially economically disadvantaged businesses to access **accounting, legal, financial, venture capital, and fund management services.** This program will serve businesses across the state through **workshops in English and Spanish**, including additional **1:1 direct support with lawyers, CPAs, and financial advisors** to eligible businesses.



2023 Black Business Summit Panel

Community Centered Business Summits

The JEDI Office is responsible for initiating the two **first-ever New Mexico Black & Hispanic Business Summits** for Black History Month, and Hispanic Heritage Month in 2023 and 2024. The need for community-centered and community-driven access to business programming and resources is critical for communities.

The annual events brought **150+ attendees and 15+ resource partners** to each summit, and provided panelist participation opportunities to **more than 35 minority businesses owners** to share their entrepreneurial stories and experiences with their communities. The summits provided dedicated space and time for engaging in economic gardening and strengthening New Mexico's business ecosystem.

COMMUNITY CENTERED BUSINESS SUMMITS

SPOTLIGHT



2023 Hispanic Business Summit Audience

The JEDI Office is proud to have launched the two first-ever New Mexico Black Business and Hispanic Business Summits in 2023, timed to honor Black History Month and Hispanic Heritage Month. **These summits were created to bring resource providers into spaces that have historically excluded marginalized communities, ensuring that entrepreneurs have access to the tools and networks they need to thrive.** Recognizing the importance of community-centered and community-driven approaches, these events have provided access to business programming and resources in **culturally relevant settings. In 2023 and 2024, we gathered hundreds of entrepreneurs at each summit, creating spaces where connections, learning, and collaboration could flourish.**

The Hispanic Business Summit made history as the first event in the Economic Development Department's history to feature programming offered entirely in Spanish during the second half of the day, without the use of translation. This intentional approach removed language barriers and allowed attendees to engage fully and authentically. Both summits reflect our ongoing commitment to equity and inclusion, and we are excited to continue hosting these impactful events in 2025, further expanding opportunities for entrepreneurs across New Mexico.

ENTREPRENEUR & SMALL BUSINESS SUPPORT

Beyond the tools and programming mentioned previously, the JEDI Office has provided numerous opportunities to small businesses across the state to engage in **procurement** and **contract opportunities** directly with the department, as well as **professional development** and **speaking engagements** through our annual Business Summits.



2024 Hispanic Business Summit Panel

We know in practice that small businesses, and those from rural, and socially-economically disadvantaged backgrounds, face difficulties accessing contract and procurement opportunities. By working 1:1 with small service providers, we have **opened doors to government contracting** for small firms, including those in facilities management and videography production, who have expanded their services and capacity since navigating the contracting process with the support of JEDI Office staff.

Professional networking and businesses development that is community centered is also a powerful opportunity for entrepreneurs to feel heard and seen by their communities. By providing deliberate space for business communities to gather in places where their culture, language, and identity are celebrated, the JEDI Office has been able to elevate the voices of over **35 entrepreneurs** to share their stories and make more connections. By enabling ecosystem connection and growth, the office continues to serve New Mexican businesses in meaningful ways.

All JEDI Office initiatives work to **expand access** to resources for entrepreneurs from disadvantaged backgrounds, **build capacity**, connect them to **industry knowledge and resources**, and work to create an **entrepreneur-friendly environment**. Initiatives like the **SSBCI Technical Assistance program** represents a significant step in **removing barriers to financial resources**, creating equitable access to capital, and empowering diverse entrepreneurs to grow and sustain their businesses across New Mexico.

JEDI GRANT PROGRAM

The first JEDI Grant Program was launched in September 2024. It was created to empower organizations that directly support businesses owned by socially and economically disadvantaged individuals (SEDI) by offering upfront funding and breaking down the barriers that often exclude smaller, community-based organizations. Unlike contracts, which require reimbursement, **grants offer immediate resources**, allowing recipients to **focus on delivering programs and services** without the burden of covering costs upfront. By removing these administrative and financial hurdles, the JEDI Grant Program ensures that resources go directly to those best positioned to drive meaningful and sustainable change.

With over 100 applications, the overwhelming response to this program, highlights the great need for such support. Many of these organizations have already built deep trust and strong connections within their communities, making them uniquely effective in addressing systemic inequities and fostering economic empowerment. By investing in these trusted grassroots efforts, the JEDI Grant Program amplifies their impact.

This initiative highlights the critical importance of funding organizations that understand and address the challenges faced by underserved communities. These organizations play a vital role in **building an inclusive entrepreneurial ecosystem** where every individual, regardless of their background, has access to the resources, tools, and support they need to succeed. By prioritizing grassroots-led solutions, the JEDI Grant Program is not just funding projects—it is **investing in long-term, transformative change**.

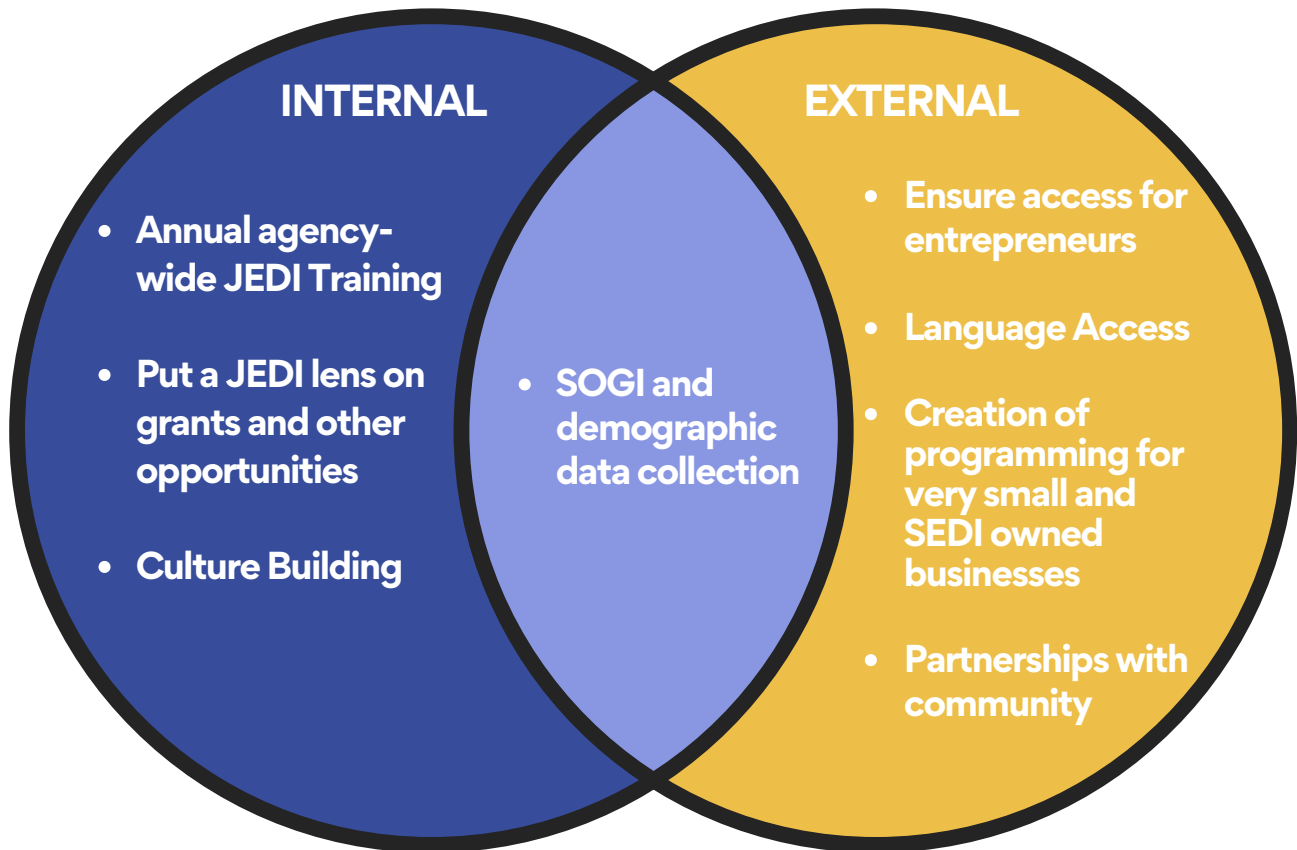
“

I was happy to see the needs identified by our discovery efforts from NMTEEP being considered and turned into something tangible that our Native American, rural, and tribal businesses can utilize. The services such as accounting guidance, financial topics, and legal help have consistently been expressed as needs by our Native American entrepreneurs and it was good to see our voice being heard and our work with NMTEEP and NM EDD JEDI bearing meaningful fruit.

– Cecilia Becenti, Program Manager, Tribal Entrepreneurship Enhancement Program at UNM RI

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INTERNAL & EXTERNAL APPROACH



The Importance of an Inside-Outside Approach

The JEDI Office’s commitment to targeted-universalism emerged from our community visits and the programming and partnerships we have initiated. These efforts revealed that an **external-only strategy could not address the deep, systemic challenges faced by underserved communities.**

While external work is our main focus, and critical for expanding access and opportunity, it became clear that without internal alignment, our initiatives would fall short of their potential impact. This is why JEDI training has become essential for agency growth — it equips our entire department with the knowledge and tools to recognize and address inequities, and **prioritizes time to ensure that all agency programs are intentionally reviewed and designed to make considerations for those who have historically been excluded or overlooked, in addition to the business owners our agency serves through its flagship programs.** By fostering this internal awareness, we can better align our values with our actions, creating programs that truly meet the needs of all New Mexicans.

INTERNAL & EXTERNAL APPROACH

1

**Executive Order 2021-048
Sexual Orientation and
Gender Identity (SOGI)
Data Collection**

2

**Limited English Access to
State Programs
(Language Access)
HB 22 2022**

3

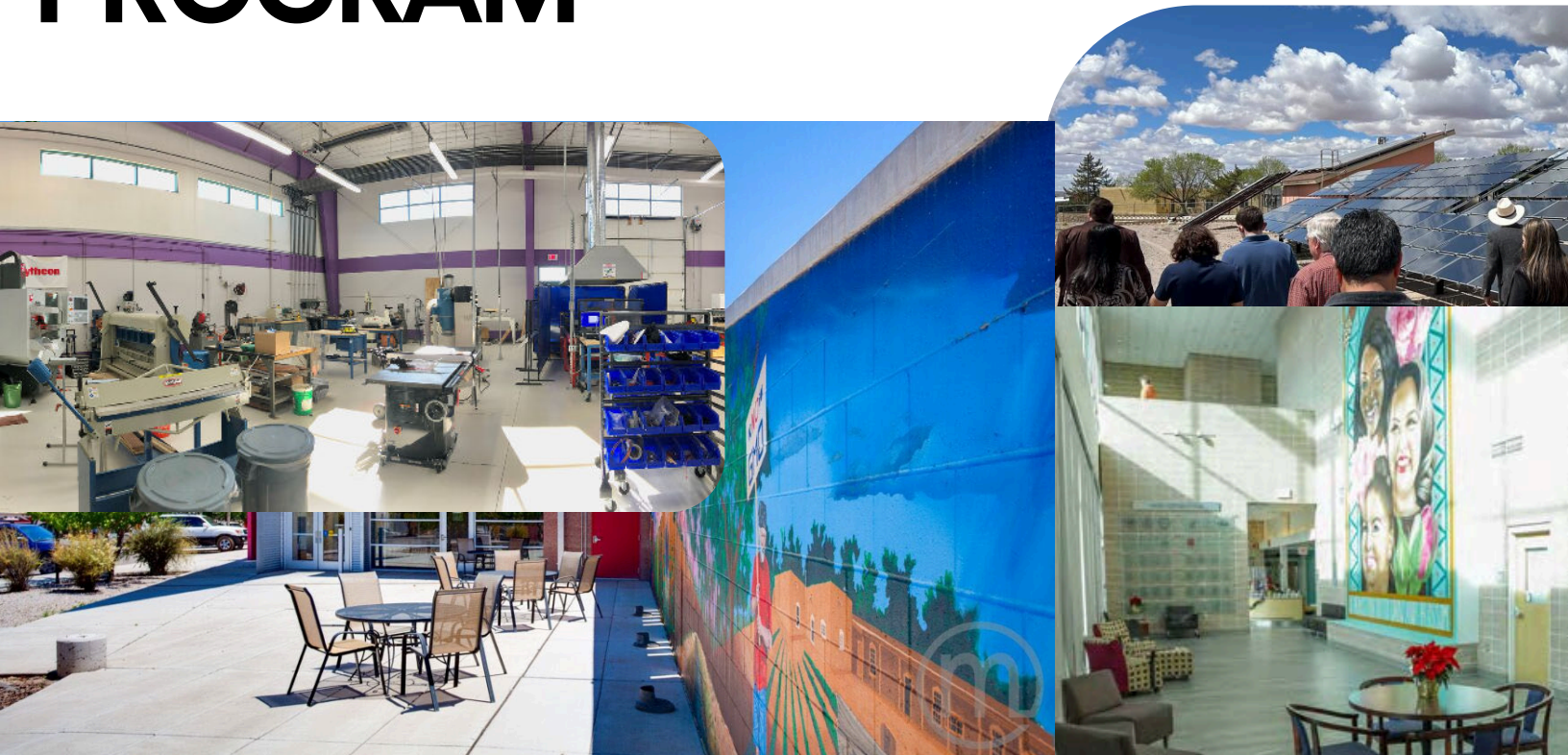
Annual JEDI Training

The Importance of an Inside-Outside Approach Continued

The current policy environment reveals that agencies and government entities across the state and the country will need to internally address how they work with their constituencies. The JEDI office has been proactively working to implement programs, and trainings that reflect these incoming requirements. For example, at the national level, the Americans with Disabilities Act (ADA) will soon require accessibility considerations for websites be implemented nationwide. Governor Michelle Lujan-Grisham signed an executive order in 2021 **mandating that all New Mexico state agencies to begin collecting voluntary information on sexual-orientation and gender identity.** The New Mexico Legislature passed the Limited English Access to State Programs bill in 2022, **requiring all state agencies to provide meaningful access to their programs for individuals with limited English proficiency.**

These policy considerations reflect a shifting approach across state government, ensuring that all New Mexicans are accounted for in agency operations, including constituent services, websites, ongoing programs and more. The **Economic Development Department is years ahead of these changes by instituting annual JEDI training as a core requirement for all staff,** ensuring that the entire agency is actively listening to its external constituency and reviewing its impact internally to adjust policies that focus on the consideration of all people.

CERTIFIED INCUBATOR PROGRAM



Certified Incubator Photos

The Certified Incubator Program exemplifies the JEDI Office's internal and external approach to advancing equity and inclusion in New Mexico's business landscape. The original program instituted in 2005, was largely underutilized and underfunded until it came under the purview of the JEDI Office in 2022. The program currently has **8 certified facilities**.

Through a **\$3 million special appropriation**, the office has awarded grants to our certified facilities in FY23, FY24, and FY25 ranging from \$50,000 to \$100,000, supporting operational needs, peer mentorship, and programming for tenants and the wider community. Funding support based on proven milestones was created for facilities that needed to come back into compliance with the existing legislation. These grants, projected to continue through FY26, were strategically designed to address the critical challenges identified during visits and conversations with incubator staff.

Incubators play a **vital role in nurturing the smallest businesses**, providing the resources and support they need to grow and eventually "hatch" into stable, long-term operations. By focusing funding on operational support and mentorship, the program **not only strengthens existing incubators but also extends their impact to underserved counties in need of business resources**. This dual approach ensures that while we improve internal systems to support incubators statewide, we also directly engage with communities to deliver tangible resources and opportunities.

FUTURE OUTLOOK

Given the changing environment, **executive orders**, and **legislation** addressing language accessibility and more, the JEDI Office is looking to continue its mission to make sure all New Mexicans have access to business resources and services.

In order to support businesses who have never worked with a state agency, the JEDI Office is committed to working in partnership with respective programs and divisions throughout EDD to streamline support and data collection, with privacy, transparency, and respect in mind.

The JEDI Office recognizes that there are still significant **opportunities for growth**, particularly in developing an ADA-compliant website and other inclusive programs that address the needs of individuals with disabilities. While we have not yet focused extensively on this area, we remain committed to expanding our efforts to ensure accessibility for all. In the meantime, we have worked diligently to spread our resources and make a meaningful impact across New Mexico's underestimated communities, laying the groundwork for a more inclusive future.

To meet these evolving needs, the JEDI Office envisions growing its capacity by hiring additional full-time staff. This expansion will allow for the creation of dedicated teams to focus on key priorities: ensuring compliance with language access requirements internally and continuing to work for and in the community to build strong partnerships externally.

Bringing BALANCE to the Force



ACKNOWLEDGEMENTS

We sincerely thank our community partners, contractors, and EDD team for their support and dedication to make JEDI work more impactful for the communities we serve. Your efforts and collaboration have been instrumental in driving our initiatives forward and making a meaningful impact across New Mexico. It is through your commitment and shared vision that we continue to bridge gaps and create opportunities for all.

Albuquerque Hispano Chamber of Commerce
Arrowhead Innovation Center*
Asian Business Collaborative
Black Chamber of Commerce of New Mexico
Bromberg LLC
CABQ Office of Black Community Engagement
CABQ Office of Equity and Inclusion
CABQ Office of Immigrant and Refugee Affairs
City of Santa Fe Economic Development
City of Santa Fe Office of Equity and Inclusion
City Treats DBA La Fonda Del Bosque
Clovis Enterprise Business Center*
Consulado de Mexico en Albuquerque
DowntownABQ MainStreet and Arts & Cultural District
DreamSpring
Earthcare
Economic Impact Catalyst
Enterprise Center at San Juan College*
Equality New Mexico
Exhib-It!
Family Friendly New Mexico
Former EDD Cabinet Secretary Alicia J. Keyes
Former EDD Deputy Cabinet Secretary Jon Clark
General Services Department - State Procurement
GovBizTech
Growing Up New Mexico
HatchForm LLC
Horizons of New Mexico
International Trade Administration
Jem J Productions
Linked Hearts Consulting
Main Bank
Marathon Janitorial LLC
Mariachi Amigos de Albuquerque
Mariachi Buenaventura

Minority Business Development Center
Navajo Tech Innovation Center*
New Mexico APEX Accelerator
New Mexico Dream Team
New Mexico Immigrant Law Center
New Mexico Martin Luther King, Jr. State Commission
New Mexico Partnership
New Mexico Startup Alliance
New Mexico Trade Alliance
Paint Up!
Public Education Department Black Education Act
Revby LLC
Sandia National Labs Supplier Diversity
Santa Fe Business Incubator*
Santa Fe Chamber of Commerce
Santa Fe Farmers' Market Institute
Santa Fe Hispanic Chamber of Commerce
SBA Office of Advocacy
Siarza
Small Business Development Centers
Social Innovation Strategies Group LLC
South Valley Care Center
South Valley Economic Development Center*
Southwest Native Assets Coalition
Studio 519
Sunward - formerly Sandia Laboratory Federal CU
Taos County Economic Development Center*
Taqueria Mi Lagunita Catering
Tim Green IV
UNM Anderson School of Management
UNM Rain Forest Innovations - Tribal
Entrepreneurship Enhancement Program
UNM Taos HIVE
Veterans Business Outreach Center
WESST Enterprise Center*

**Denotes a certified incubator*

THANK YOU!



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