

EDD

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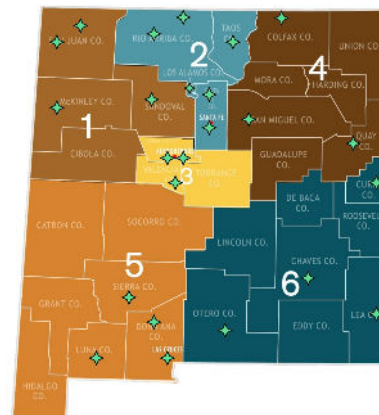
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Economic Development's JEDI Office publishes outcomes report *New report highlights EDD's commitment to empowering historically underserved entrepreneurs*

SANTA FE, N.M. — The New Mexico Economic Development Department (EDD) has published the first outcomes report from its Justice, Equity, Diversity and Inclusion (JEDI) Office.

Established in April 2021, under the previous leadership of Shani Harvie, the JEDI Office has worked toward its vision to create a space where all New Mexican business owners, regardless of background and affiliation, can comfortably access EDD resources and services to help their businesses thrive.

This report reflects the meaningful impact JEDI initiatives are making by bridging gaps in access to resources for the entrepreneurs who need them. Through tailored programs, direct assistance, and strategic partnerships, the office has not only connected historically underserved communities to funding, technical assistance, and business support but also built new opportunities designed to meet their unique needs. These efforts empower diverse communities and ensure all New Mexicans have access to the tools and opportunities needed for success.



JEDI Office Impact

“Our commitment to JEDI work is rooted in the belief that diversity is a strength, and inclusion is fundamental to building an economy that works for everyone,” **EDD Cabinet Secretary-Designate Rob Black** said. “By investing in equity and empowering historically underserved entrepreneurs, we not only transform individual lives but create a more vibrant and resilient economic ecosystem in New Mexico.”

“This report highlights the 50+ partnerships the JEDI Office has created to provide services and direct assistance to small and historically underserved businesses,” **JEDI Office Coordinator Rita Carina Veleta** said. “These include capacity building, federal opportunities, technical assistance programs, community-focused business summit events, and more. We look forward to continuing this outreach in the coming year.”

Key program highlights include:

- **Statewide Business Resource Directory** — A comprehensive, searchable directory connecting business owners to critical resources.
- **State Small Business Credit Initiative Technical Assistance (SSBCI TA) Program** —

- Delivered 48 workshops in English and Spanish in FY25 through service provider partnerships.
- **Cultural Business Summits** – Hosted New Mexico’s first-ever Black Business Summit and Hispanic Business Summit to connect entrepreneurs with funding, training, and networking opportunities.
- **Inaugural JEDI Grant Program** – Awarded \$50,000 to five community organizations supporting historically underserved businesses.
- **New Mexico Business Incubator Certification Program** – Administered the program with \$3M in special appropriations to strengthen local business support systems.

In addition to the work the JEDI Office has done in communities across New Mexico, their internal work was equally important. Through agency-wide training and culture-building initiatives, they equipped EDD staff with knowledge and tools to recognize and address inequities.

To learn more about the work of the JEDI Office or sign up for updates, you can visit them on the EDD website at [EDD.newmexico.gov/JEDI](https://edd.newmexico.gov/JEDI).

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2023 Hispanic Business Summit Entrepreneur Panel - Rita Carina Veleta, Guillermina Osoria, Diana Cano, Cindy Campos.

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
[EDD.NewMexico.gov](https://edd.newmexico.gov)



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