



# EDD

ECONOMIC DEVELOPMENT DEPARTMENT

## LEADS

# Local Economic Assistance and Development Support

[Local Economic Assistance & Development Support  
Program \(LEADS\) - New Mexico EDD](#)

# Agenda



- Overview of NM Economic Development Department
- LEADS Program
  - Recording and slides will be posted on website
  - May run out of time for questions but will reach out after the webinar
- Presentations from previous LEADS awardees
  - Mesilla Valley Economic Development Alliance (MVEDA)
  - City of Farmington
  - Sandoval Economic Alliance (SEA)
- Division Director will be giving a Site Readiness Update!

# LEADERSHIP



**Rob Black**  
Cabinet Secretary



**Isaac Romero**  
Deputy Cabinet Secretary



**Mark Roper**  
Division Director



**Sara Gutierrez**  
Deputy Division Director

# EDD DIVISIONS AND PROGRAMS



## **Office of the Secretary**

- Human Resources
- Economists
- Public Information Officer & Marketing
- Justice, Equity, Diversity & Inclusion
- SSBCI Technical Assistance Program
- Collateral Assistance Program
- Administratively attached:
  - NM Border Authority
  - NM Spaceport Authority
  - NM Office of Military Base Planning

## **Economic Division**

- Office of Strategy, Science & Technology
- Community, Business & Rural Development
- Job Training Incentive Program
- New Mexico MainStreet
- Food, Hunger, and Agriculture Program
- Office of International Trade

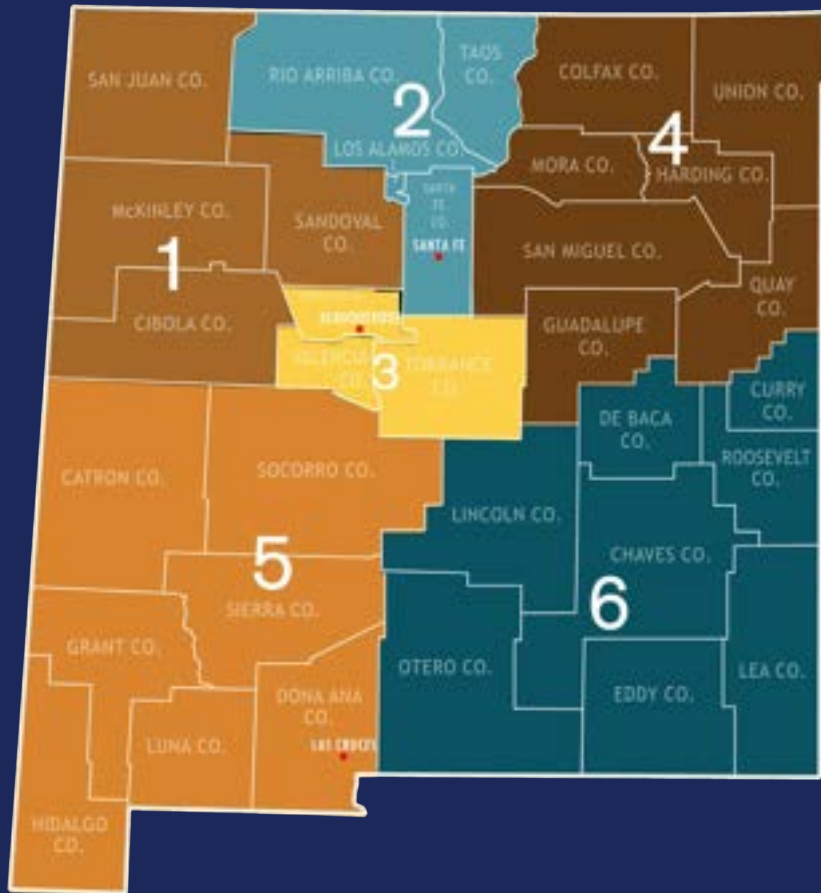
## **Outdoor Recreation Division**

## **New Mexico Film Office**

## **Creative Industries Division**

## **Administrative Services Division**

# Community, Business, and Rural Development



## Regional Representatives

### **Region 1: Northwest**

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### **Region 2: North Central**

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### **Region 3: Central**

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### **Region 4: Northeast**

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### **Region 5: Southwest**

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### **Region 6: Southeast**

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Kevin Wilson  
575-416-7709

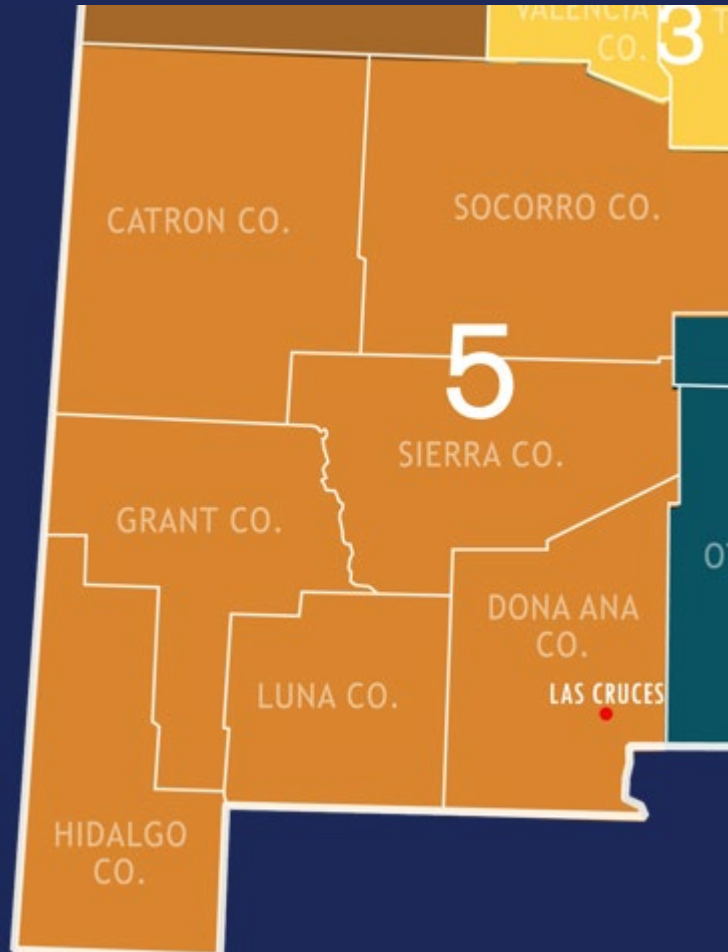
[Kevin.Wilson@edd.nm.gov](mailto:Kevin.Wilson@edd.nm.gov)

### **CBRD Team Leader:**

Jennifer Myers  
505-660-5371

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# New Region 5 Representative



**David White**

**505-795-3520**

[David.White@edd.nm.gov](mailto:David.White@edd.nm.gov)



# Local Economic Assistance & Development Support LEADS



The grants provided through LEADS are intended to create wealth in New Mexico

- Grants range from \$5,000 to \$25,000.

Program Objectives:

- Recruitment, retention and expansion, or creation of jobs
- Development of tax base
- Business Development



# LEADS Eligibility Requirements

## Entities that may apply\*:

- Economic development effort that includes both public and private participation
- Have an up-to-date community economic development plan and a marketing plan
- Located within Communities that adopted the Local Economic Development Act (LEDA), and, ideally, a Local Option Gross Receipts Tax (LOGRT)

\*Must be determined eligible by leadership and local reps



# LEADS Eligibility Requirements

## Organizational Status of applicant:

- Incorporated municipalities and counties, to include Native American tribal entities
- Must have physical presence, operates, and is incorporated under the New Mexico not-for-profit corporation law,
  - (i.e., Economic Development Organization, Chamber of Commerce, workforce organization, or business association.)
- All applicants must be auditable and eligible to receive state funding.

# LEADS Eligibility Requirements



## Eligible Projects:

- Support job creation, expansion of tax base, and/or business development.
- Are consistent economic development plan.
- Have a clear beginning and end.
- Have an appropriate budget and timeline.
- Must address at least one of the following core economic development areas:
  - Business Retention/Expansion
  - Real Estate
  - Technology and Entrepreneurial Development
  - Workforce Development
  - **NEW Regional Strategic Planning Efforts**

# Examples of Eligible Projects



- **Business Retention & Expansion**
  - Outreach to existing businesses to identify and support growth opportunities
  - Assist with expansions (e.g. new products, increased capacity) to retain jobs and grow the tax base
- **Real Estate Development**
  - Develop or improve industrial parks to attract new businesses
  - Renovate publicly owned or non-profit-owned buildings for commercial use
- **Technology & Entrepreneurial Development**
  - Create or expand business incubators and accelerators
  - Support tech start-ups and innovation-driven companies
  - Establish shared/co-working spaces for small businesses and freelancers

# Examples of Eligible Projects



- Workforce Development
  - Launch or support job training and skill enhancement programs
  - Help businesses upskill their workforce
  - Develop apprenticeship programs in high-demand industries
- Regional Economic Development
  - Support regional strategic planning to improve competitiveness
  - Promote collaboration among cities, counties, and EDOs to align economic development efforts

# Ineligible Costs



- Printed collateral materials
- Website development or maintenance
- Professional development
- Advertising
- Tradeshows
- Sales missions and related expenses

# LEADS Application Process

- **Schedule a pre-application consultation**
  - Connect with your **Regional Representative** to review project ideas and confirm eligibility.
- **Confirm eligibility**
  - Once eligibility of both the **organization** and **project** is determined, your Regional Rep will provide **detailed instructions** for submitting your application.
- **Submit your online application**
  - Complete and submit the application through the LEADS portal by **5:00 PM (MT) on Friday, May 5, 2025**.
- **Submit presentation materials**
  - Send your **PowerPoint presentation** (for the virtual project pitch) to your Regional Rep by **May 19, 2025**.

# LEADS Application Process cont.



- Presentation Dates:
  - Attend a virtual presentation on May 20–21, 2025
  - Present your proposed project and grant request to the review committee
- Presentation Format: 30-minute total session
  - Up to 10 minutes for PowerPoint presentation
  - Remaining time for Q&A with the committee
- Recommended Presentation Components:
  - Organization Background
  - Overall Project Budget
  - LEADS Grant Budget
  - Scope of Work (key activities, timeline, and expected outcomes)



# LEADS Application and Awards

- Competitive Application Process
  - Applications are reviewed by NM Economic Development Department (EDD) staff and the Small Business Development Center (SBDC)
- Final award decisions are made by the NM EDD Office of the Secretary
- Funding is provided through a cost reimbursement grant agreement
- The grant period begins July 1, 2025, or on the date the grant agreement is signed, and ends June 30, 2026
- All approved project activities must be completed by June 30, 2026
- Final invoices and project reports must be submitted to NM EDD by the end of the grant period

# LEADS Awards



- The number of projects that may receive LEADS funding will vary based on the availability of funds
- Funding recommendations will be submitted to the Office of the Secretary
- June 2025 notices of award or denial and grant agreements will be sent out via the Regional Reps

# LEADS FY25 Awardees



- Awarded projects must be completed – **final invoices and end of year reports due by JUNE 2025**
- End of year reports will be submitted via the portal.
  - Reps will be sending out instructions
- Make sure to reach out to reps regarding FY25 LEADS
  - Ensure stay in good standing with NM EDD

# LOCAL ECONOMIC ASSISTANCE & DEVELOPMENT SUPPORT (LEADS)



## **FY25 LEADS Awardees:**

- Clovis Economic Development (CED) \$25,000
- City of Farmington \$25,000
- Four Corners Economic Development (4CED) \$25,000
- Greater Gallup Economic Development Corporation (GGEDC) \$25,000
- Mesilla Valley Economic Development Alliance (MVEDA) \$25,000
- Middle Rio Grande Economic Development Association (MRGEDA) \$14,720
- Questa Economic Development Fund (QEDF) \$23,000
- Roswell-Chaves County Economic Development Corporation (RCCEDC) \$25,000
- Sandoval Economic Alliance (SEA) \$25,000
- Taos County \$21,800
- Town of Taos \$25,000



EDD

ECONOMIC DEVELOPMENT DEPARTMENT

# Past LEADS Projects

# NM BORDERPLEX

LAS CRUCES • DOÑA ANA COUNTY



## Our Mission

“ Grow the **wealth** of **Doña Ana County** through the creation of **economic-based job opportunities** for its **residents**. ”

MVEDA is a

## FULL-SERVICE

501-c-3 economic development organization

### VALUE PROPOSITION:

- Diverse Board Leadership
- Staff has 50+ years of experience
- Accountability through metrics
- Operating Budget: \$1,165,000
- Leveraged funding



# LEADS GRANT PROGRESSION

**2022-'23**

## Adv. Mfg. Skillset Study

Identify Skillset Needs  
 Quantify Size of Workforce w/Skillsets  
 Recommendations to Grow Skillsets



**2023-'24**

## “AutomateUP” Pilot

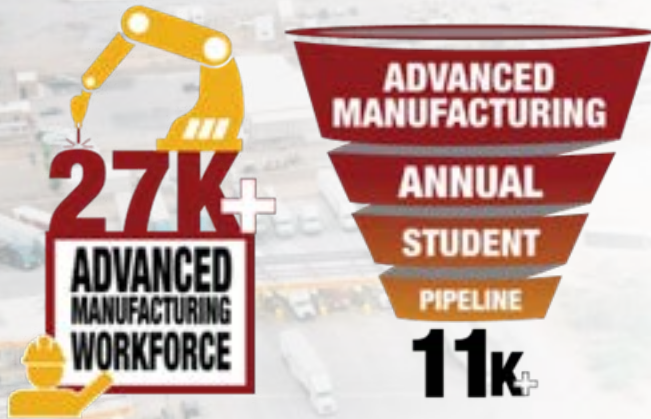
Develop Programming & Partners  
 (Adv. Mfg Target)  
 Equipment Certification  
 Program Outreach  
 Deploy Certifications



**2024-'25**

## “AutomateUP+”

Expand Industry Sectors  
 Expand Reach & Impact  
 Sustain Program Funding



## STUDY OBJECTIVES

- Analyze emerging advanced manufacturing roles of future
- Quantify existing advanced manufacturing workforce
- Quantify existing educational pathways & pipeline supporting advanced manufacturing



## STUDY FINDINGS

- **Existing Skill Set:** 569k industrial workforce, 27k Advanced Manufacturing Workforce, 11k Advanced Manufacturing Student Pipeline
- **In Demand Roles:** Advanced Machine Operator, Automation Technician, Logistician, Manufacturing Process Technician
- **Core Skill Sets:** Operations, Communication, Problem Solving, Computer Basics, Teamwork & Collaboration
- **Recommendation:** Promote existing industry certifications as one strategy to grow advanced manufacturing talent pool within the Borderplex region.

“Promote existing industry certifications as one strategy to grow advanced manufacturing talent pool within the Borderplex region.”



## PLANNING AND PATHWAY

- Identify Companies currently advancing manufacturing skill sets (and signals for advancement)
- Match identified “in-demand” industry certifications and Advanced Manufacturing Industry Certifications and administrators.
- Identify roadblocks and methods to meet employers needs lead to focusing on micro-certifications.
- Exhauste LEADS \$25k funding by May of 2024

## Program Expansion

With additional funding program growth included expansion to new industries, and workforce pipeline.



## NEXT STEPS

- **Expand Industry Sectors:** Computer Technology, Value Added-Ag, Aerospace, Digital Media, Bioscience & Medicine, New Mexico Economic Development Department LEADS Grant
- **Expand Reach and Impact:** Existing Workforce, Student Pipeline, Individuals
- **Sustain Program Funding:** LEADS Grant \$25k, City of Las Cruces ARPA \$50K, EPE Charitable Grant \$25k



# NM BORDERPLEX

LAS CRUCES • DOÑA ANA COUNTY

# 2023-'25 SUCCESS

## PARTNERS



# NM BORDERPLEX

LAS CRUCES • DOÑA ANA COUNTY

## Questions



[NMBorderplex.com](http://NMBorderplex.com)

[MVEDA.com](http://MVEDA.com)



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MVEDA Office:  
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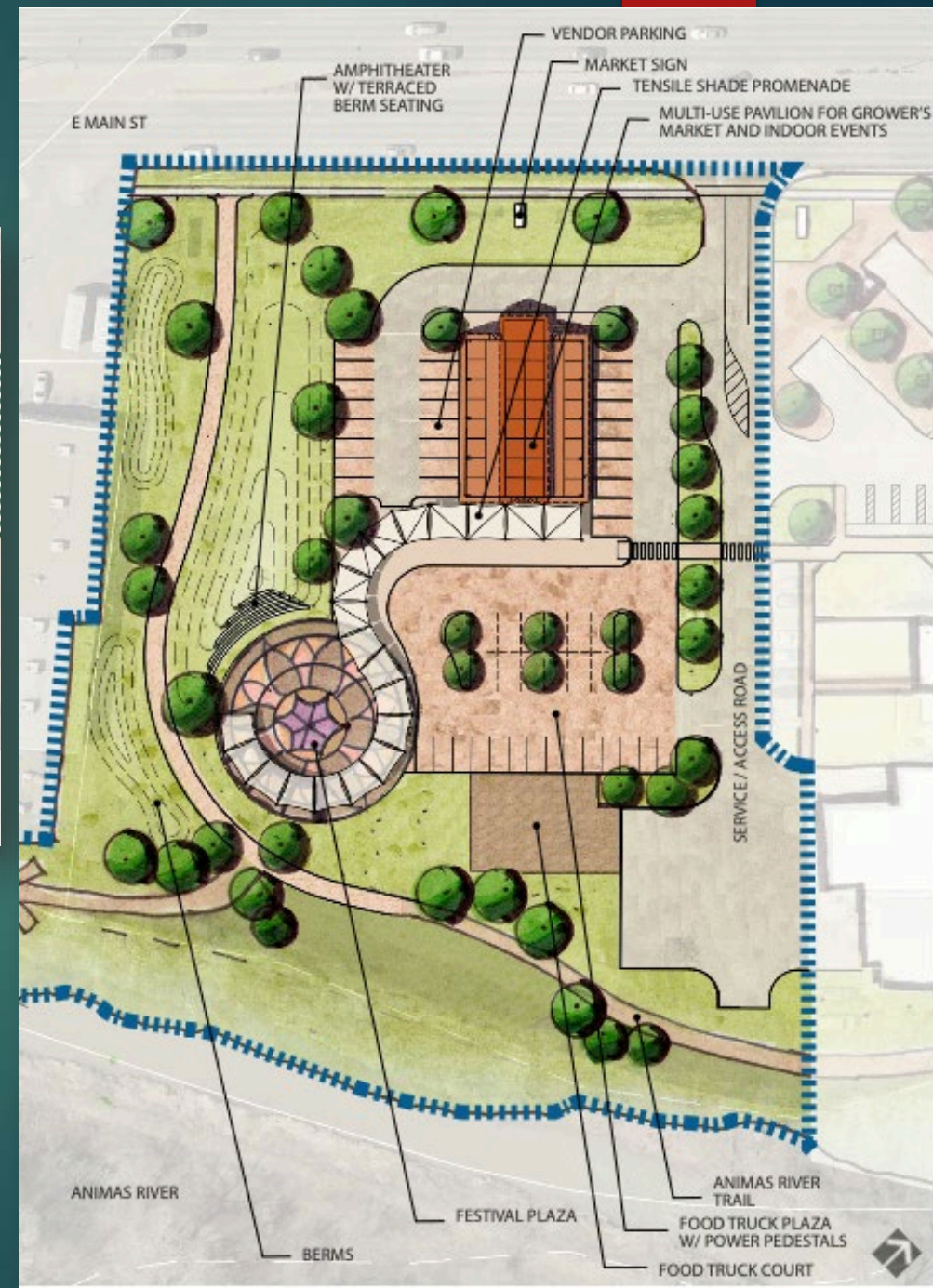
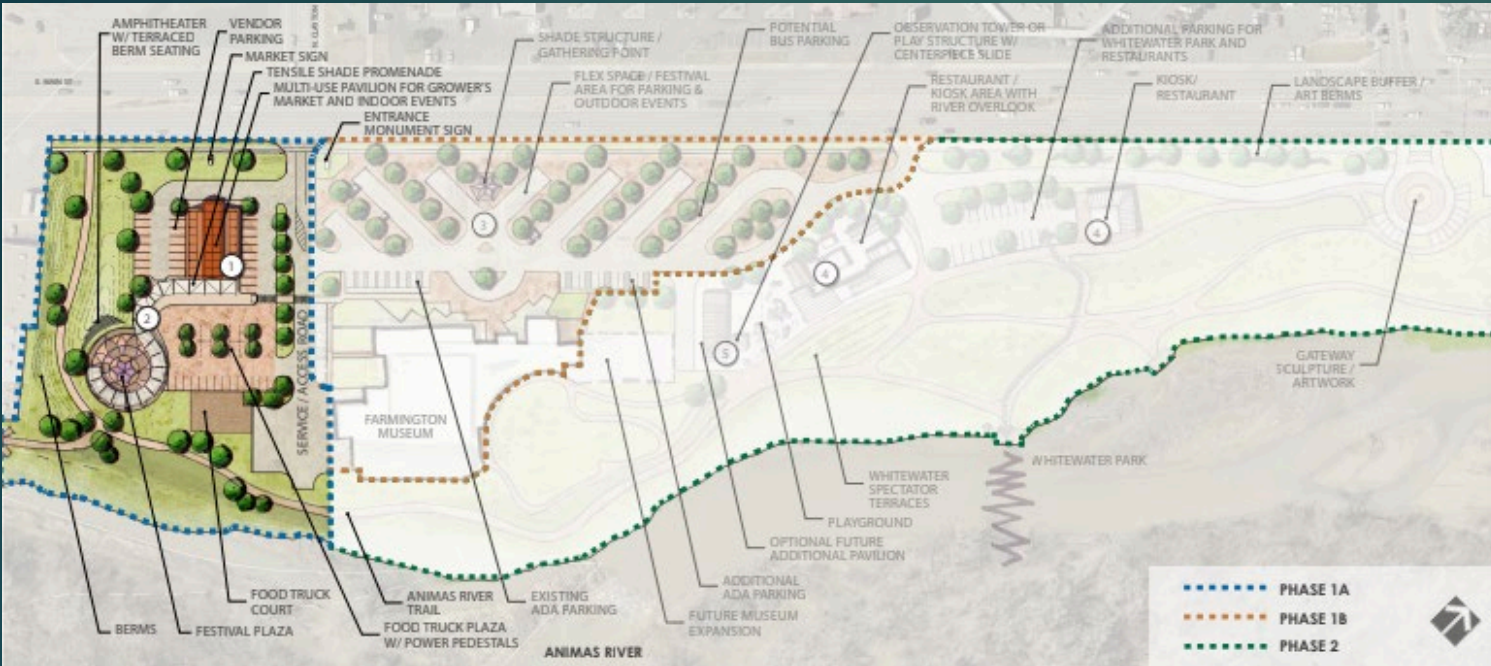
# **Community Transformation and Economic Diversification**



*MARKET PAVILION LEADS  
PROJECTS IN FARMINGTON, NM*



# Gateway Park



## Gateway Park Phase 1 Budget

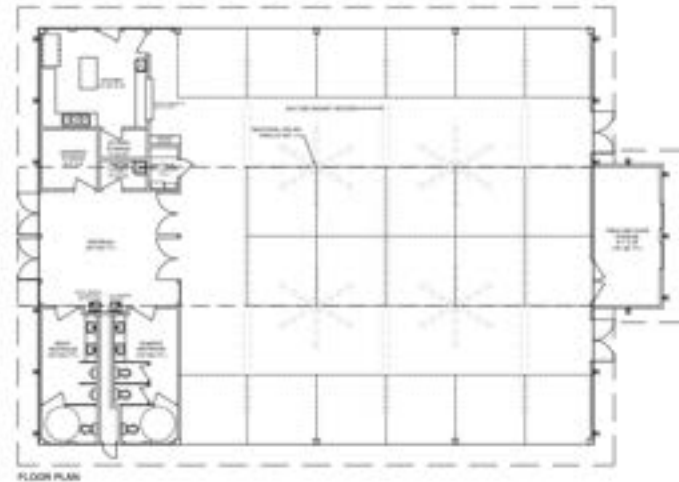
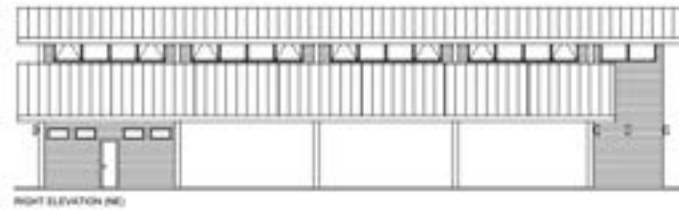
**\$1-\$1.2 million:** Phase 1 - utilities, pavilion, landscape and parking area.

**\$300k grant:** ONRT Gold King Mine Settlement Fund.

**\$700-900k:** Community Transformation and Economic Diversification (CTED) fund.

**\$12,000 LEADS Grant:** for the internet system will be in addition to the total project cost.

# Timeline Issues



- Delays in approval of final designs, building placement and construction documents
- As my internet project was dependent on the construction of the building, project was not going to finish in time for FY 2023
- A keynote event being held on the site of construction also delayed the start date
- Eventually, supply chain issues and ongoing rising costs delayed it till the 2025 summer season
- Currently on track to complete the construction and installation of the internet service by the end of the 24-25 FY.



# Farmers Market Pavilion





## Warren Unsicker, CECD

Director of Economic Development &  
Outdoor Recreation Industry Initiative

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# Site Readiness Update



Mark Roper  
Division Director



# SITE READINESS FY26



**SB 169: *Strategic Economic Development Site Readiness Act***  
Provides funding and framework for identifying strategic economic development sites.

Sponsors: Sens. Padilla (D), Brandt (R), Reps. Dixon (D), Hernandez (R) and Garratt (D)



# Study Participation Criteria & Benefits



- Base Criteria for Participation:
  - Must provide contact information, site name, and site coordinates (Lat/Long)
  - Site must include a minimum of 50 developable acres
  - Intended for industrial use (zoned preferred but not required)
  - Willingness to participate in site visits, information sharing, and collaboration with contractors and partners
  - Must confirm if a letter of landowner support can be provided
- Benefits of Participation:
  - Participants receive full site evaluation documentation
  - Private property owners will be assessed a \$1,000 fee per site



# Study Scope & Evaluation Process



- Study Overview:
  - Locations selected by the Economic Development Department (EDD)
  - Evaluations conducted by a site readiness contractor
- Contractor Responsibilities:
  - Site Attribute Analysis:
    - Suitability for development
    - Best use determination based on zoning, transportation, utilities, and drainage plans
  - Infrastructure Assessment:
    - Evaluate water, wastewater, gas, electric, stormwater, and logistics
  - Identify Challenges:
    - Infrastructure gaps and needs
  - Deliverables:
    - Cost and development timeline estimates
    - Recommendations for highest and best use
    - Competitive analysis vs. neighboring states and similar sites

Thank you



Jennifer Myers

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