



**Michelle Lujan Grisham**  
GOVERNOR

**Mark Roper**  
ACTING CABINET SECRETARY

## FY24 QUARTER #3 PERFORMANCE REPORT

### Economic Development Department



#### AGENCY PROGRAMS

|                                         |     |
|-----------------------------------------|-----|
| PROGRAM SUPPORT/OFFICE OF THE SECRETARY | 526 |
| ECONOMIC DEVELOPMENT DIVISION           | 512 |
| FILM OFFICE                             | 514 |
| OUTDOOR RECREATION DIVISION             | 708 |

## ECONOMIC DEVELOPMENT DEPARTMENT

**Agency Mission:** To improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

**Agency Goals/Objectives:** Facilitate wealth creation: earnings & investment; improve economic opportunities for New Mexicans; focus on rural communities; diversify the economy.

### Office of the Secretary

**Program Description, Purpose, and Objectives:** The Office of the Secretary (OFS) leads the agency by setting goals, objectives, and policies. The OFS works with the Executive and Legislature to identify and secure new resources and enhance existing programs. OFS also administers the contract with the New Mexico Economic Development Corporation, or Partnership. Programs within OFS include marketing and communications, the State Data Center, Economists, and General Counsel.

#### Program Budget (in thousands):

| FY24  | General Fund | Other State Funds | Federal Funds | Other Transfers | TOTAL       | FTE |
|-------|--------------|-------------------|---------------|-----------------|-------------|-----|
| 200   | \$ 2,418.00  |                   |               |                 | \$ 2,418.00 | 26  |
| 300   | \$ 1,023.3   |                   |               |                 | \$ 1,023.3  |     |
| 400   | \$ 682.0     |                   |               |                 | \$ 682.0    |     |
| TOTAL | \$ 4,123.3   |                   |               |                 | \$ 4,123.3  |     |

#### Program Performance Measures:

1. Number of jobs created due to economic development department efforts
2. Number of rural jobs created due to economic development department efforts
3. Average wage of jobs created due to economic development department efforts
4. Wages for jobs created in excess of prevailing local wages
5. Federal grant dollars awarded as a result of economic development department efforts
6. Number of jobs created through business relocations facilitated by the economic development partnership
7. Number of company visits for projects managed by the economic development Partnership
8. Number of potential recruitment opportunities submitted by the economic development partnership

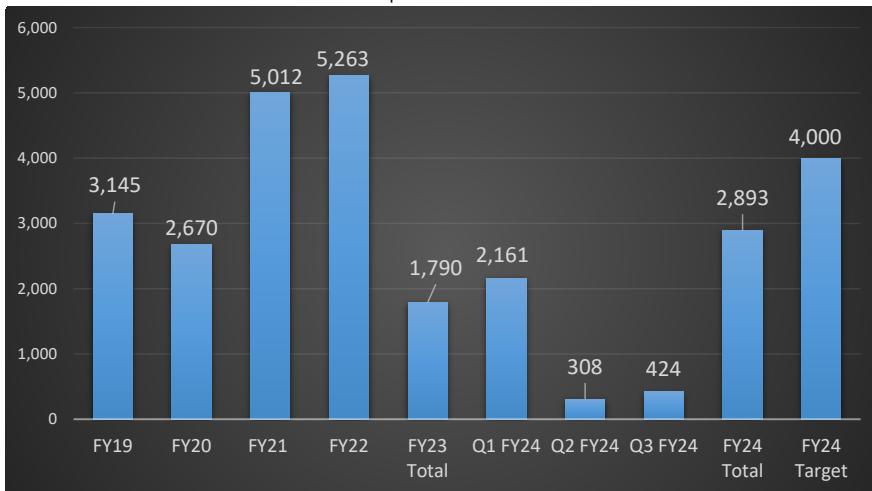
## PERFORMANCE MEASURE #1

*Number of jobs created due to economic development efforts*

### Results

| FY19  | FY20  | FY21  | FY22  | FY23  | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|-------|-------|-------|-------|-------|---------|---------|---------|------------|-------------|
| 3,145 | 2,670 | 5,012 | 5,263 | 1,790 | 2,161   | 308     | 424     | 2,893      | 4,000       |

Graph of Data Above



**MEASURE DESCRIPTION:** The total number of jobs created by the businesses assisted by a program of the Economic Development Department.

**DATA SOURCE/METHODOLOGY:** The businesses report the number of new jobs created through an agreement signed with the program(s) utilized. Examples include JTIP contracts and LEDA project participation agreements (PPAs). Jobs are *not* counted twice for companies that receive assistance from both JTIP and LEDA.

**STORY BEHIND THE DATA:** Seventeen companies were assisted in creating jobs during the third quarter: Calgon Carbon Corporation, Vana LLC, Turnkey Ventures, Inc., Cinelease, Sanchez Farms, Higher Cultures LLC, Knight Scientific Systems, LLC, Securin, Inc., Adelante Consulting Inc., BlueHalo LLC, Kairos Power LLC, Sceye, Inc., Serbin Machining, F5 Theming & Design 2, LLC, Advanced Manufactured Power Solutions, Franklin Mountain Packaging LLC, and Olive Tree Pharmacy, Co.

**IMPROVEMENT ACTION PLAN:** The decision time on many projects is longer than originally expected. EDD still anticipates meeting its target for total jobs.

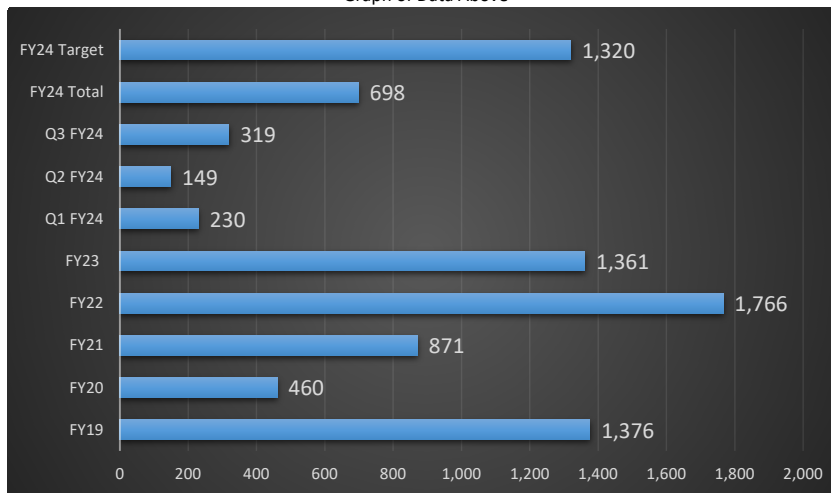
## PERFORMANCE MEASURE #2

*Number of rural jobs created due to economic development department efforts*

### Results

| FY19  | FY20 | FY21 | FY22  | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|-------|------|------|-------|------|---------|---------|---------|------------|-------------|
| 1,376 | 460  | 871  | 1,766 | 996  | 230     | 149     | 319     | 698        | 1,320       |

Graph of Data Above



**MEASURE DESCRIPTION:** Number of jobs created by companies assisted by an economic development department program located in a rural community.

**DATA SOURCE/METHODOLOGY:** The businesses report the number of new jobs created through an agreement signed with the program(s) utilized. Examples include JTIP contracts and LEDA project participation agreements (PPAs). Jobs are *not* counted twice for companies that receive assistance from both JTIP and LEDA.

**STORY BEHIND THE DATA:** Seven rural companies were assisted in creating 319 new jobs in the third quarter:

- Calgon Carbon Corporaion, Bloomfield, 16 jobs
- Vana LLC, Clovis, 12 jobs
- Turnkey Ventures, Inc., Roswell, 222 jobs
- Sanchez Farms, Estancia, 2 jobs
- Adelante Consulting Inc., Corrales, 1 job
- F5 Theming & Design 2, LLC, Animas, 5 jobs
- Franklin Mountain Packaging LLC, Santa Teresa, 61 jobs

**IMPROVEMENT ACTION PLAN:** Although EDD has identified and successfully assisted 23 rural businesses thus far in fiscal year 2024, the number of jobs per project is lower than usual.

## PERFORMANCE MEASURE #3

*Average wage of jobs created due to economic development department efforts*

### Results

| FY21     | FY22     | FY23     | Q1 FY24  | Q2 FY24  | Q3 FY24  | FY24 | FY24 Target |
|----------|----------|----------|----------|----------|----------|------|-------------|
| \$70,631 | \$61,347 | \$56,503 | \$54,056 | \$51,505 | \$58,200 |      | \$47,500    |

**MEASURE DESCRIPTION:** The average wage of jobs created due to the economic development department efforts associated with the LEDA and JTIP.

**DATA SOURCE/METHODOLOGY:** The data for this performance measure comes from two separate sources. The first, for JTIP, comes from the approved jobs for Q3 FY24. The second source, for LEDA, comes from the deals that have been finalized during the same period. To calculate the average wage of jobs created due to economic development department efforts, EDD takes a weighted average for all hires and the associated hourly wage.

**STORY BEHIND THE DATA:** The average wage for jobs created due to efforts by EDD does not include the wages or jobs associated with call centers.

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #4

*Wages of jobs created in excess of prevailing local wages*

### Results

| FY21     | FY22     | FY23     | Q1 FY24 | Q2 FY24 | Q3 FY24  | FY24 | FY24 Target |
|----------|----------|----------|---------|---------|----------|------|-------------|
| \$24,948 | \$18,179 | \$13,630 | \$1,441 | \$4,654 | \$13,000 |      | \$5,000     |

**MEASURE DESCRIPTION:** Measuring the wages created by EDD, against the average three-year wage for the counties where projects occurred.

**DATA SOURCE/METHODOLOGY:** The data for this performance measure comes from three separate sources. The first, for JTIP, comes from the approved jobs for Q3 FY24 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during Q3 FY24 and the shared wage information from the companies. The final data source is the average wage for counties in New Mexico. This information comes from the QCEW or quarterly census of employment and wages (published by DWS). To compare the wages for jobs EDD has created versus the current average prevailing wages of the county, EDD takes the number of hires, by county, as well as the associated hourly wage and multiplies those hires by the average prevailing county wage. Then we determine the difference between what the number of hires would have made, on average, versus what they will make. Then, by dividing the total number of hires by the sum of the difference we are able to see the contrast between the average prevailing county wage and the positions EDD helped create.

**STORY BEHIND THE DATA:** The wages for jobs created in excess of prevailing local wages does not include the wages or jobs associated with call centers.

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #5

*Federal grant dollars awarded as a result of economic development department efforts*

### Results

| FY21   | FY22   | FY23     | Q1 FY24 | Q2 FY24   | Q3 FY24 | FY 24 Total | FY24 Target |
|--------|--------|----------|---------|-----------|---------|-------------|-------------|
| \$2.4M | \$2.9M | \$22.29M | 0       | \$450,000 | 0       | \$450,000   | \$250,000   |

**MEASURE DESCRIPTION:** Federal grant dollars awarded to NM communities, organizations, and companies as a result of economic development efforts.

**DATA SOURCE/METHODOLOGY:** Results are reported by team members and tracked at the division level.

**STORY BEHIND THE DATA:** No federal grant dollars were received in the third quarter.

**IMPROVEMENT ACTION PLAN:** N/A

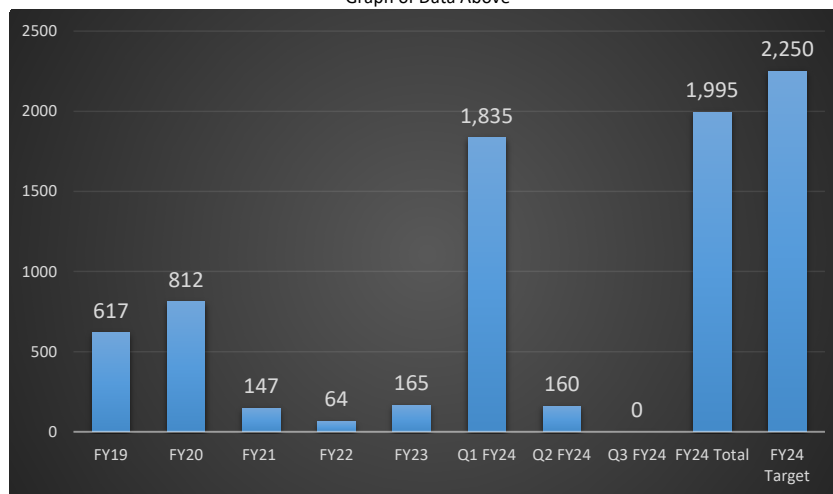
## PERFORMANCE MEASURE #6

*Number of jobs created through business relocations facilitated by the NMP*

### Results

| FY19 | FY20 | FY21 | FY22 | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|------|------|------|------|------|---------|---------|---------|------------|-------------|
| 617  | 812  | 147  | 64   | 165  | 1,835   | 160     | 0       | 1,995      | 2,250       |

Graph of Data Above



**MEASURE DESCRIPTION:** The creation of economic base jobs in New Mexico from successful out of state recruitments or competitive expansions where New Mexico has competed with other geographies for the retention of the company and its expanded jobs.

**DATA SOURCE/METHODOLOGY:** Total number of jobs expected to be created by the new company within 3 to 5 years of operations in New Mexico or the immediate number of new jobs created by a competitive expansion of a local company.

**STORY BEHIND THE DATA:** There were 3 projects that we had anticipated announcing during this quarter – Project Vancouver (100 jobs in Hobbs); Project EDCLC – CL (50-100 jobs in Lea County) and Project Gallup-CL (150 jobs in Gallup). These projects were delayed for internal staffing issues (Vancouver); shifting project timelines (EDCLC-CL); and question about raising local funding (Gallup-CL). For the most part these issues have been resolved and we anticipate that we should be able to include them in the next quarter's numbers.

**IMPROVEMENT ACTION PLAN:** We are also currently finalists on several other projects that we are trying to get to the announcement stage and have expectations that they could announce in the final quarter of the year including: New Continent (1,200 jobs in Albuquerque); Apollo (900 jobs in Albuquerque); Benton (0-5 jobs, \$500M Cap ex in Eddy and Lea County); EJE (10-20 jobs in Santa Fe); Parts (10 jobs in Santa Teresa); and Hunger (15 in Santa Teresa). We continue to work on the other 220+ project in our active project pipeline and are continuously adding additional new leads and projects.

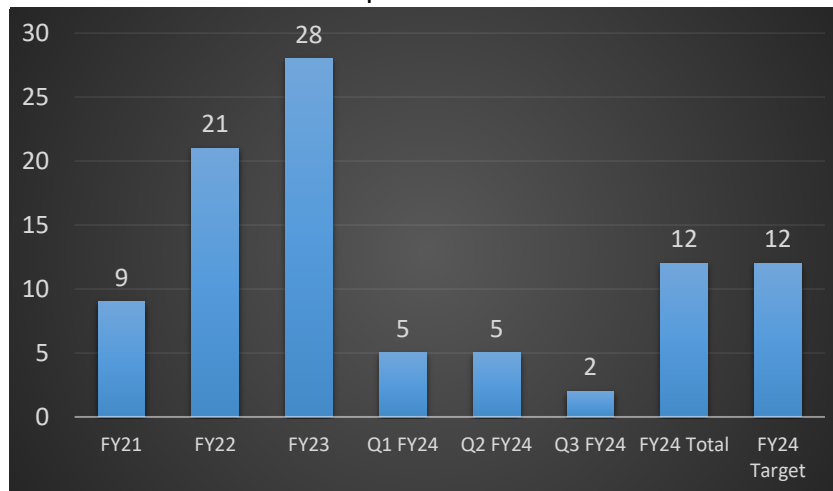
## PERFORMANCE MEASURE #7

*Number of company visits to New Mexico for projects managed by the NMP*

### Results

| FY21 | FY22 | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|------|------|------|---------|---------|---------|------------|-------------|
| 9    | 21   | 28   | 5       | 5       | 2       | 12         | 12          |

Graph of Data Above



**MEASURE DESCRIPTION:** A site visit is a physical visit from the prospective company to the community(ies) of interest. Sites visits are typically conducted prior to a company selecting New Mexico.

**DATA SOURCE/METHODOLOGY:** Directly measured as companies physically come to New Mexico to investigate specific sites. Only the first site visit is recorded, all other subsequent site visits from the same company are not included in these totals.

**STORY BEHIND THE DATA:** There were 2 site visits this quarter. 1) Project Benton visited Hobbs in February (and has a second visit planned for Eddy County in April). 2) Project Apollo visited Albuquerque in March (and did a virtual site visit with Hobbs, which is not included in the counts). Both site visits resulted in NM becoming a finalist. For Project Benton, they are close to starting IRB applications with the two counties and for Apollo, NM is one of three finalists. We have had multiple virtual meetings and visits with this team since the original site visit (about 1 per week) none of which are included in our totals. In-person site visits have been a bit slower this quarter.

**IMPROVEMENT ACTION PLAN:** Since companies have revamped how they are doing the site selection process (qualifying utilities on a site first, then full project information, followed by additional virtual meetings and follow up before they do a site visit), we are seeing a longer time between project start date and in-person site visits. To increase the number of site visit, we are have to increase the number of leads and projects. We are entering into our heavy travel/outreach months, so we anticipate that this will increase the overall number of projects that could lead to more site visits. We also are very closely monitoring the effects of the national election on new projects. There are some that are rushing to try to "get in" prior to the election and others that are slowing down or will hold off to see what happens.



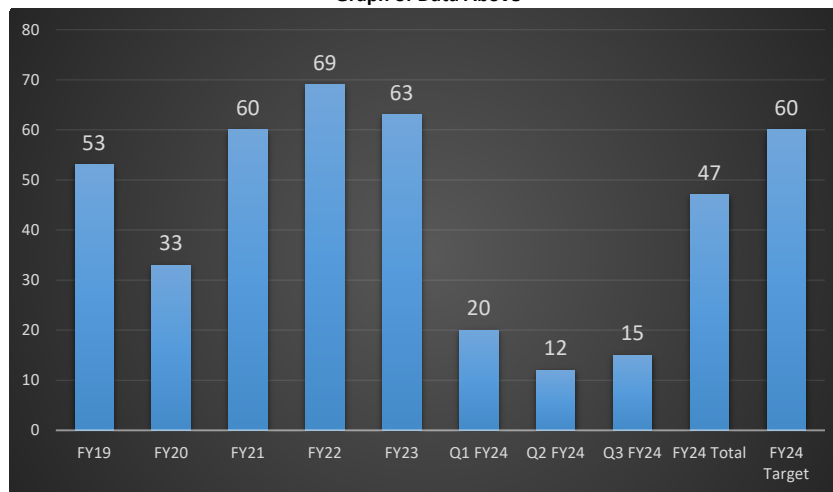
## PERFORMANCE MEASURE #8

*Number of potential recruitment opportunities (PROs) submitted by the Partnership*

### Results

| FY19 | FY20 | FY21 | FY22 | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY23 Target |
|------|------|------|------|------|---------|---------|---------|------------|-------------|
| 53   | 33   | 60   | 69   | 63   | 20      | 12      | 15      | 47         | 60          |

Graph of Data Above



**MEASURE DESCRIPTION:** A “prospective company” is a business that has identified specific real estate (if applicable) and labor requirements, has expressed specific interest in a potential New Mexico site, and expects to conclude their site selection process within twenty-four months.

**DATA SOURCE/METHODOLOGY:** Directly measured as companies or their advisors engage with the Partnership.

**STORY BEHIND THE DATA:** There were 15 PROs during the quarter. Jan (6): Chesnut, Morph, EJE, Apollo, Floronic, and Benton (community specific). Feb (4): Test Track, Hyperscale, Lemon Tree, Buttons. March (5): CEBio, Slim, M Site Search, Argon (community specific), and Nara. These came from a variety of sources including site selectors, trade events, sales mission, referrals from NMEDD, and direct contacts to NMP.

**IMPROVEMENT ACTION PLAN:** We are working on a better conversion of turning our leads into projects. In the past quarter we had 21 leads that we are still cultivating and anticipate about 1/3 of them will turn in PROs. These leads have to be carefully vetted and the project plan fully formed before we send them through the PRO process. This can sometimes take longer than planned as they evaluate the scope of the project, how early they connect with us in the process, and how responsive they are to questions. It typically takes anywhere from 1 – 6 months for leads to become projects. This quarter saw 523 contacts that turned into the 21 leads. The last quarter tends to be heavier on lead generation due to our event schedule, and this will lead to more PROs. We have also revamped our social media presence on LinkedIn, which has started generating some leads and inquiries. We will continue to evaluate these methods to determine best opportunities for lead generation.

## Economic Development Division (EDD)

**Program Description, Purpose and Objectives:** The Economic Development Division (EDD) assists New Mexico businesses and communities through its six key programs and professional staff. EDD's programs include the New Mexico MainStreet program, which includes the Arts & Cultural Districts (ACD) program, the Frontier & Native American Communities Initiative and the Historic Theatres Initiative; the Community, Business and Rural Development Team (CBRDT), which administers the Local Economic Development Act (LEDA) closing fund, the Local Economic Assistance Development & Support (LEADS) grants, the Business Retention & Expansion (BRE) program, the Certified Economic Development Organization (EDO) program, and FUNDIT, in addition to being home to the Tribal Liaison; the Job Training Incentive Program (JTIP), which includes Step-Up and NM 9000 Certification Training; the Office of Strategy, Science & Technology, which administers the Small Business Startup Grant and the SBIR/STTR Matching Grant and oversees the Technology Research Collaborative (TRC); and the Office of International Trade, which includes Foreign Direct Investment.

### OBJECTIVES:

- Enhance business retention and expansion efforts within each region by identifying each economic base company and developing relationships with each.
- Provide education and training to local economic development organizations and leadership within each region.
- Create thriving places in New Mexico by increasing economic vitality through revitalization and Creative Placemaking and supporting property redevelopment initiatives.
- Enhance awareness of the Job Training Incentive Program (JTIP) among prospective companies to increase participation in rural areas and the number of first-time program participants.
- Increase the level of Foreign Direct Investment into New Mexico by conducting outreach activities in identified target countries.
- Deploy LEDA funding to attract capital investment and job creation in communities.
- Provide education and outreach to ensure that New Mexico technology-based companies are well equipped to pursue new sources of capital and reach their potential.

### Program Budget (in thousands):

| FY24  | General Fund | Other State Funds | Federal Funds | Other Transfers | TOTAL       | FTE |
|-------|--------------|-------------------|---------------|-----------------|-------------|-----|
| 200   | \$2,656.70   | \$                | \$            |                 | \$2,656.70  | 29  |
| 300   | \$1,709.00   | \$                | \$            |                 | \$1,709.00  |     |
| 400   | \$8,502.70   | \$                | \$            |                 | \$8,502.70  |     |
| TOTAL | \$12,868.40  | \$                | \$            |                 | \$12,868.40 |     |

### Program Performance Measures:

1. Number of private sector dollars leveraged by each dollar through LEDA
2. Number of jobs created through the use of LEDA funds
3. Average wages in excess of cost per job for projects funded through the Local Economic Development Act (LEDA)
4. Dollars of private sector investment in MainStreet districts, in millions
5. Number of building rehabilitations assisted by the MainStreet program
6. Number of workers trained by JTIP
7. Average hourly wage of jobs funded by JTIP
8. Average wages in excess of cost per job for projects funded through the Job Training Incentive Program (JTIP)
9. Dollars of follow-on investment in technology-based companies as a result of Office of Science & Technology programs
10. Foreign Direct Investment in New Mexico as a result of Office of International Trade efforts, in millions
11. Federal grants dollars awarded as a result of economic development efforts

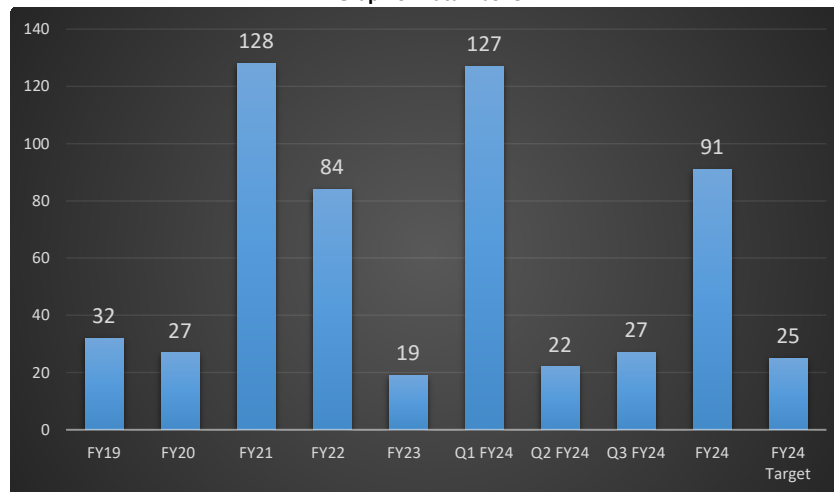
## PERFORMANCE MEASURE #1

*Number of private sector dollars leveraged by each dollar through LEDA*

### Results

| FY19 | FY20 | FY21 | FY22 | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 | FY24 Target |
|------|------|------|------|------|---------|---------|---------|------|-------------|
| 32   | 27   | 128  | 84   | 19   | 127     | 22      | 27      | 91   | 25          |

Graph of Data Above



**MEASURE DESCRIPTION:** The ratio of private sector dollars invested in a LEDA project to the level of LEDA dollars invested.

**DATA SOURCE/METHODOLOGY:** Investment amounts are detailed in the project participation agreement, which is signed and affirmed by the company.

### STORY BEHIND THE DATA:

| Company                                    | Jobs | Private Investment | LEDA Commitment |
|--------------------------------------------|------|--------------------|-----------------|
| Calgon Carbon Corporation                  | 16   | \$94,000,000       | \$150,000       |
| Vana LLC                                   | 12   | \$2,600,000        | \$90,000        |
| Turnkey Ventures, Inc./Biltwise Structures | 222  | \$11,868.785       | \$400,000       |
| Cinelease Studios                          | 12   | \$95,000,000       | \$6,700,000     |
| Sanchez Farms                              | 2    | \$900,000          | \$150,000       |

Private investment of \$204,368785/LED A investment of \$7,490,000=27

**IMPROVEMENT ACTION PLAN:** n/a

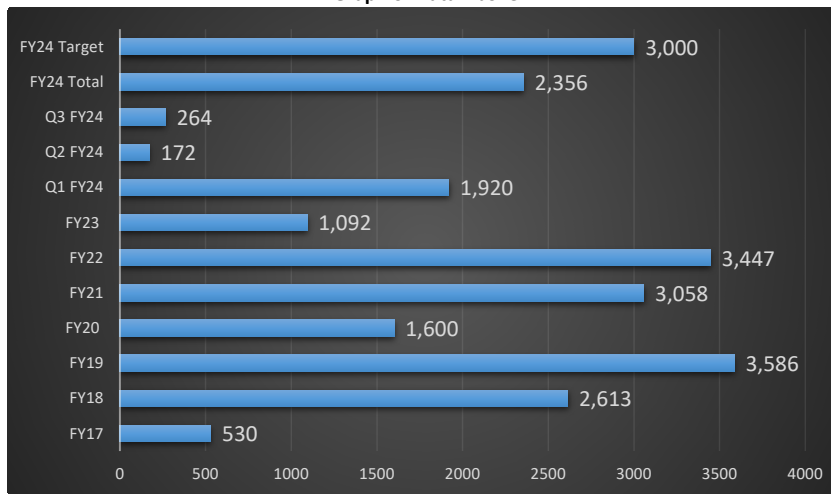
## PERFORMANCE MEASURE #2

*Number of jobs created through the use of LEDA funds*

### Results

| FY19  | FY20  | FY21  | FY22  | FY23  | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|-------|-------|-------|-------|-------|---------|---------|---------|------------|-------------|
| 3,586 | 1,600 | 3,058 | 3,447 | 1,092 | 1,920   | 172     | 264     | 2,356      | 3,000       |

Graph of Data Above



**MEASURE DESCRIPTION:** The total number of jobs created by all the LEDA projects completed during the quarter.

**DATA SOURCE/METHODOLOGY:** The number of jobs a project will create are captured in the project participation agreement (PPA).

**STORY BEHIND THE DATA:** There were five LEDA projects announced in Q3:

**Calgon Carbon Corporation**, 16 new jobs. Headquartered in Pennsylvania with a parent company in Tokyo, the world's largest manufacturer of granular activated carbon has purchased two existing businesses in Bloomfield to expand its operations into New Mexico. The company will retain 42 current employees and create 16 new jobs over the next several years. Their carbon is used in purifying drinking water, treating industrial wastewater, reducing emissions from power plants, and improving the quality of pharmaceutical products. The company is investing \$94M in land and building infrastructure and has been approved for \$150,000 in LEDA support.

**Vana LLC**, 12 new jobs. Women and family-owned manufacturer and processor of cannabis products in Clovis. The company will invest \$2.6M and has been approved for \$90,000 in LEDA support.

**Turnkey Ventures, Inc/Biltwise Structures**, 222 new jobs. Austin-based manufacturer of modular homes is in the process of purchasing a 45-acre property at the Roswell Air Center. The company is investing nearly \$12M in land and building infrastructure to renovate the former Millenium Transit Services manufacturing facility, which has been vacant for more than 10 years, and has been approved for \$400,000 in LEDA support.

**Cinelease Studios**, 12 new jobs. Innovative film production company expanding to add five sound stages, and two buildings at an existing property in Albuquerque. The company plans to invest \$95M in this expansion and has been approved for \$6.7M in LEDA support.

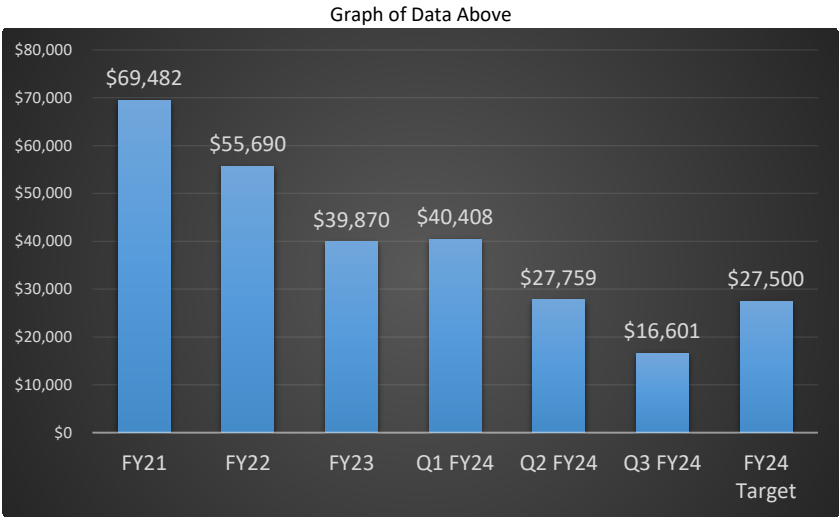
**Sánchez Farms**, 2 new jobs. Family-owned farm in Torrance County operating farm and ranch, and hardware supply retail businesses in Estancia with further expansion planned for Mountainair. The company is investing \$900,000 in the Estancia store, with the possibility of further expansion in Mountainair and nearby communities and has been approved for \$150,000 in LEDA support.

**IMPROVEMENT ACTION PLAN:** Although five projects were closed during the quarter, only one promised more than 20 jobs. EDD staff seek large business expansions but give equal attention to small businesses.

### PERFORMANCE MEASURE #3

*Average wages in excess of cost per job for projects funded through LEDA*

| Results  |          |          |          |          |          |      |             |
|----------|----------|----------|----------|----------|----------|------|-------------|
| FY21     | FY22     | FY23     | Q1 FY24  | Q2 FY24  | Q3 FY24  | FY24 | FY24 Target |
| \$69,482 | \$55,690 | \$39,870 | \$40,408 | \$27,759 | \$16,601 |      | \$27,500    |



**MEASURE DESCRIPTION:** Measuring the average LEDA wage against the cost per job associated with the number of hires by the companies receiving a LEDA award.

**DATA SOURCE/METHODOLOGY:** The source comes from the deals that have been finalized FY24. EDD takes the amount of hires as well as the amount of total LEDA awards associated with the projects to calculate a cost per job. EDD then takes the average wage associated with the companies and subtracts the cost per job to determine the performance result.

**STORY BEHIND THE DATA:** The projects reported an estimated average wage of \$44,973 while the cost per job for the projects is \$28,371.

**IMPROVEMENT ACTION PLAN:** N/A

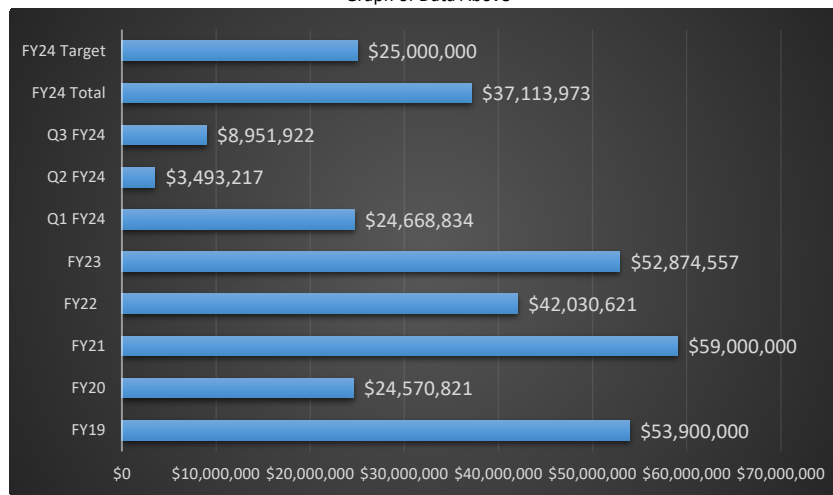
## PERFORMANCE MEASURE #4

*Dollars of private sector investment in MainStreet districts, in millions*

### Results

| FY19   | FY20    | FY21 | FY22 | FY23   | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|--------|---------|------|------|--------|---------|---------|---------|------------|-------------|
| \$30.7 | \$24.57 | \$59 | \$42 | \$52.9 | \$24.7  | \$3.5   | \$9     | \$37.1     | \$25        |

Graph of Data Above



**MEASURE DESCRIPTION:** The sum of all private investment in NM MainStreet districts. This includes development and redevelopment projects, and private sector donations and grants.

**DATA SOURCE/METHODOLOGY:** Data is provided through the combined quarterly reports submitted to the state MainStreet coordinating program from 30 local MainStreet communities, including data on private investment in building improvements, new development projects, and private sector donations and grants for community projects. Local programs gather data from local businesses and property owners, donations, and grants to the local MainStreet program, and recent construction/building permits.

### STORY BEHIND THE DATA:

**Total Private Sector Reinvestment in Q3: \$8,951,922.** In the third quarter of FY24 there were investments in real estate in MainStreet districts around the state. The following includes highlights of activity in Q3:

- In Carlsbad, there were several large investments into buildings in the corridor. A total of \$640,000 was from businesses making improvements to their buildings, including a significant \$380,000 remodel to the Dunagan Associates building. There was an expansion project to a Salon adding 10 spa rooms, complete with paint and new plumbing, with an investment of \$150,000, which also added 5 jobs to the district.
- The total amount of private investment also benefitted from \$1.9 million from the other 37 different private building rehabilitations within MainStreet districts around the state.

**IMPROVEMENT ACTION PLAN:** n/a

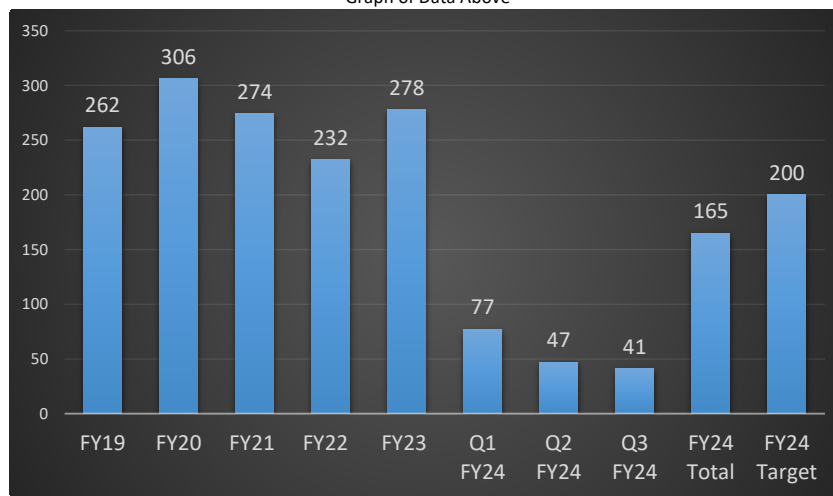
## PERFORMANCE MEASURE #5

*Number of building rehabilitations assisted by the MainStreet program*

### Results

| FY19 | FY20 | FY21 | FY22 | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY23 Target |
|------|------|------|------|------|---------|---------|---------|------------|-------------|
| 262  | 306  | 274  | 232  | 278  | 77      | 47      | 41      | 165        | 200         |

Graph of Data Above



**MEASURE DESCRIPTION:** Total number of building rehabilitation projects, including repairs, renovations, modifications, or reconstruction.

**DATA SOURCE/METHODOLOGY:** Data is provided through the combined quarterly report submitted to the state MainStreet coordinating program from 30 local MainStreet communities. Rehabilitation projects are recorded after each project is completed.

**STORY BEHIND THE DATA:** There were 41 private building renovations. The following includes highlights of activity in Q3:

- Corrales is getting a new \$4,000,000 gymnasium built in their community.
- Corrales is also adding 6 new jobs to their community with the opening of the Mulas restaurant, currently under construction for a \$350,000 remodel.
- A total of 7 new businesses were opened in Downtown ABQ MainStreet, bringing in a total of 21 new jobs to the area and a mix of new food businesses an art gallery and 2 new coffee shops.
- Nob Hill gained 15 jobs with the addition of a new restaurant/specialty cocktail lounge.

**IMPROVEMENT ACTION PLAN:** n/a

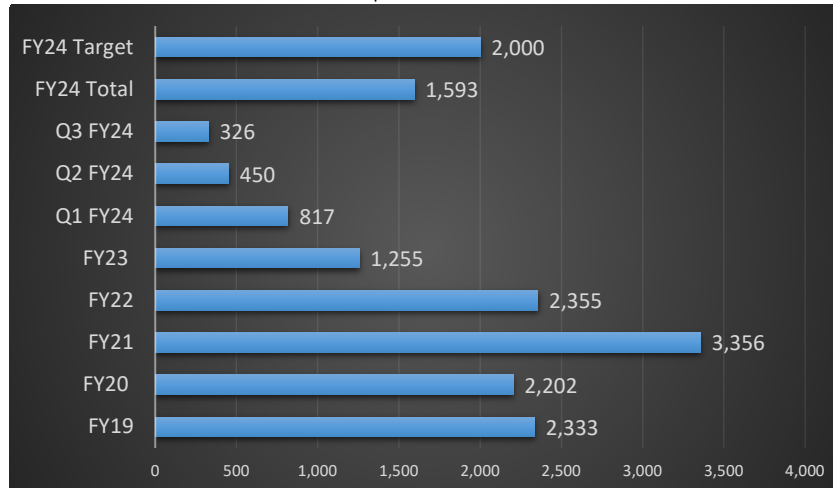
## PERFORMANCE MEASURE #6

*Number of workers trained by JTIP*

### Results

| FY19  | FY20  | FY21  | FY22  | FY23  | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|-------|-------|-------|-------|-------|---------|---------|---------|------------|-------------|
| 2,333 | 2,202 | 3,356 | 2,355 | 1,255 | 817     | 450     | 326     | 1,593      | 2,000       |

Graph of Data Above



**MEASURE DESCRIPTION:** Number of workers trained includes JTIP trainees in newly created positions and internships, Step Up trainees receiving upskills training, and JTIP for Film & Multimedia trainees in the Film Crew Advancement Program (FCAP) and Pre-Employment Training Program (PETP).

**DATA SOURCE/METHODOLOGY:** The number of workers trained comes from the training projects approved by the JTIP board.

**STORY BEHIND THE DATA:** The number of workers trained comes from the training projects approved by the JTIP board.

- STORY BEHIND THE DATA:** In the third quarter of FY24, 18 companies and a total of 326 trainees were approved by the JTIP board. 85 are high-wage positions, of which 77 are urban, with annual salaries greater than \$60,000, and 8 are rural, with annual salaries greater than \$40,000. Three internships were approved, and 98 incumbent workers will receive upskills training through JTIP's enhanced skills training program, Step-Up. 92 of the total trainees approved are in rural areas including Animas, Moriarty, Santa Teresa, and Taos.
- The Film Crew Advancement Program (FCAP), one of the two JTIP for Film and Multimedia programs, approved 11 production companies to train 63 crew members.

**IMPROVEMENT ACTION PLAN:** n/a



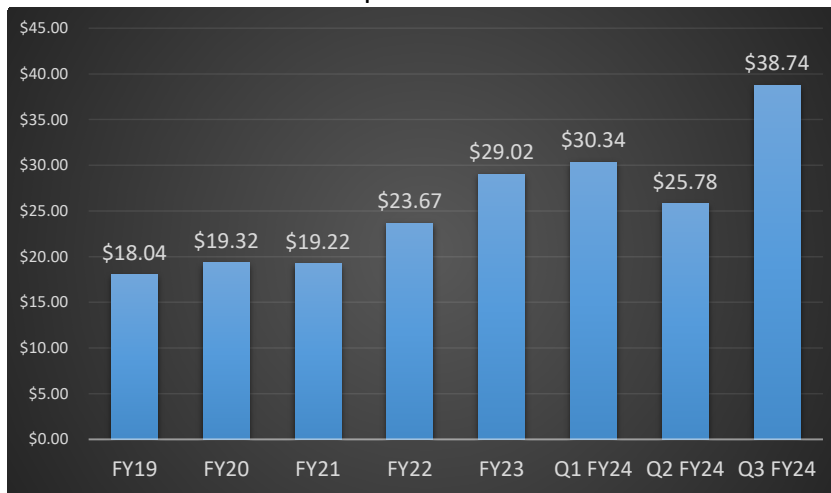
## PERFORMANCE MEASURE #7

*Average hourly wage of jobs funded by JTIP*

### Results

| FY19    | FY20    | FY21    | FY22    | FY23    | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24    | FY24 Target |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------|
| \$18.04 | \$19.32 | \$19.22 | \$23.67 | \$29.02 | \$30.34 | \$25.78 | \$39.92 | \$29.47 | Explanatory |

Graph of Data Above



**MEASURE DESCRIPTION:** Average hourly wage of jobs funded by JTIP.

**DATA SOURCE/METHODOLOGY:** The average hourly wage of jobs funded by JTIP comes from the applications approved by the JTIP board for net new jobs. The average hourly wage for jobs approved under the JTIP for Film & Multimedia Film Crew Advancement Program (FCAP) comes from the applications approved by the NM Film Office and is calculated separately.

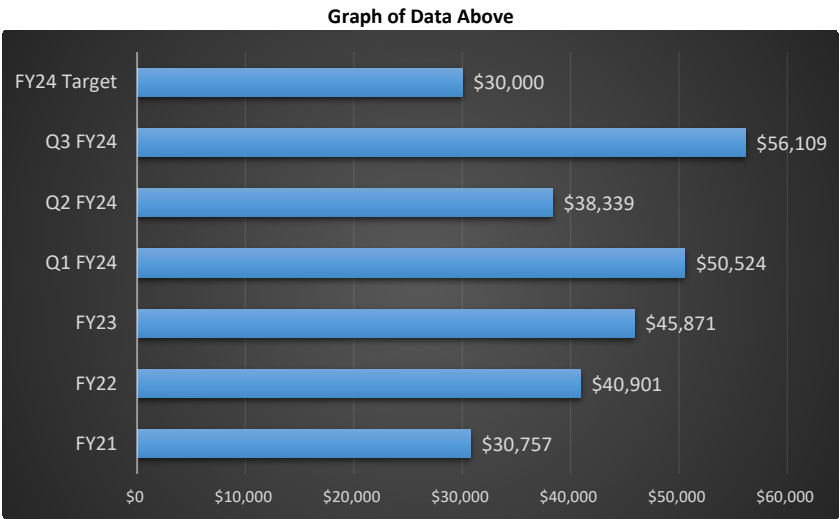
### STORY BEHIND THE DATA:

- FY24 Q3 JTIP jobs approved:
  - 162 trainees: Average wage = \$39.92
    - Urban: 93, average wage = \$54.27
    - Rural: 69, average wage = \$20.57
  - 3 interns:
    - Urban: Average wage = \$32.42
- FY24 Q3 JTIP Film Crew jobs approved:
  - 63 trainees, average wage = \$24.64

PERFORMANCE MEASURE #8

Average wages in excess of cost per job for projects funded through JTIP

| Results  |          |          |          |          |          |      |             |
|----------|----------|----------|----------|----------|----------|------|-------------|
| FY21     | FY22     | FY23     | Q1 FY24  | Q2 FY24  | Q3 FY24  | FY24 | FY24 Target |
| \$30,757 | \$40,901 | \$45,871 | \$50,524 | \$38,339 | \$56,109 |      | \$30,000    |



**MEASURE DESCRIPTION:** Measuring the average JTIP wage against the cost per job associated with the number of hires by the companies receiving a JTIP award.

**DATA SOURCE/METHODOLOGY:** The data source is the approved jobs for Q2 FY24 and the approved wages for those positions.

**STORY BEHIND THE DATA:** The estimated reimbursement amount (award) for JTIP jobs is based on the complexity of the skills required to do the job and the wage rate the company is paying. The higher the skill set and wage rate, the more training hours are approved and therefore a higher award amount. The average annual wage associated with the jobs approved in Q4 FY24 is \$80,585. The cost per job for these JTIP jobs was \$24,395.

**IMPROVEMENT ACTION PLAN:** N/A

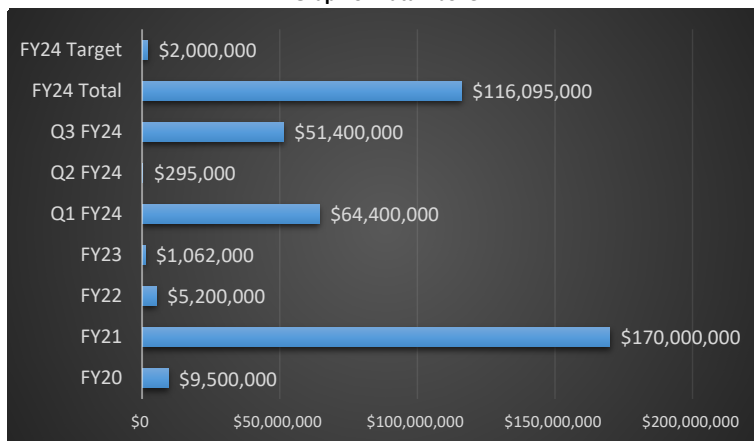
## PERFORMANCE MEASURE #9

*Dollars of follow-on investment in technology-based companies as a result of OSST programs*

### Results

| FY20   | FY21   | FY22   | FY23        | Q1 FY24 | Q2 FY24   | Q3 FY24 | FY24 Total | FY24 Target |
|--------|--------|--------|-------------|---------|-----------|---------|------------|-------------|
| \$9.5M | \$170M | \$5.2M | \$1,062,000 | \$64.4M | \$295,000 | \$51.4M | \$116.1M   | \$2,000,000 |

Graph of Data Above



**MEASURE DESCRIPTION:** New investment in a tech company assisted by the Office of Strategy, Science & Technology (OSST) from non-state sources. This may include follow-on funding a company receives after receiving a grant from OSST or a company that successfully identifies funding after receiving technical assistance from OSST.

**DATA SOURCE/METHODOLOGY:** The company reports the new funding to OSST or OSST is made aware of the new funding in a report or the media.

**STORY BEHIND THE DATA:** Seven companies reported receiving follow-on funding in the third quarter:

- Pajarito Powder received \$20 million in grant funding from the Department of Energy (DOE). The company received an OSST Small Business Innovation Research (SBIR) Matching Grant in FY18 in the amount of \$50,000 and an OSST Small Business Startup Grant in FY21 in the amount of \$25,000.
- Circular Genomics closed an \$8.3 million Series A round. The company received an OSST Small Business Startup Grant in FY23 in the amount of \$25,000.
- X-Bow Systems Inc. received an \$18 million three-year contract award from the Air Force Research Laboratory. The company received an OSST SBIR Matching Grant in FY20 in the amount of \$100,000.
- Southwest Sciences received a \$1.15 million Phase II SBIR grant from the DOE. The company is a current FY24 OSST SBIR Matching Grant awardee in the amount of \$50,000.
- TS-Nano received a \$1.15 million Phase II SBIR grant from the DOE. The company is a current FY24 OSST SBIR Matching Grant awardee in the amount of \$25,000.
- Mesa Photonics received a \$1.65 million Phase II SBIR grant from the DOE. The company received an OSST SBIR Matching Grant in FY21 in the amount of \$100,000.
- Osazda Energy received a \$1.15 million Phase II SBIR grant from the DOE. The company received an OSST Small Business Startup Grant in FY21 in the amount of \$25,000 and an OSST SBIR Matching Grant in FY19 in the amount of \$50,000.

**IMPROVEMENT ACTION PLAN:** n/a

## PERFORMANCE MEASURE #10

*Foreign direct investment in New Mexico as a result of Office of International Trade efforts*

### Results

| FY21 | FY22 | FY23  | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|------|------|-------|---------|---------|---------|------------|-------------|
| \$2M | \$2M | \$72M | \$2.48B | \$0     | \$94M   | \$2.57B    | \$5,000,000 |

**MEASURE DESCRIPTION:** Foreign companies that choose to invest in New Mexico and create new economic base jobs.

**DATA SOURCE/METHODOLOGY:** Documentation related to EDD programs the company participates in, such as JTIP or LEDA.

**STORY BEHIND THE DATA:** Headquartered in Pennsylvania with a parent company in Tokyo, Calgon Carbon Corporation is the world's largest manufacturer of granular activated carbon. The company has purchased two existing businesses in Bloomfield to expand its operations into New Mexico. The company will retain 42 current employees and create 16 new jobs over the next several years. Their carbon is used in purifying drinking water, treating industrial wastewater, reducing emissions from power plants, and improving the quality of pharmaceutical products. The company is investing \$94M in land and building infrastructure.

**IMPROVEMENT ACTION PLAN:** n/a

## Outdoor Recreation Division

**Division Mission:** The Outdoor Recreation Division works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.

**Division Goals/Objectives:** Increase outdoor recreation's contribution to state GDP; Increase outdoor recreation jobs in New Mexico; Provide safe, healthy opportunities for outdoor recreation, especially for youth; Increase awareness of New Mexico as a world-class outdoor recreation destination for businesses and tourists.

**Program Description, Purpose and Objectives:** The Outdoor Recreation Division (ORD) works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation. To do that, the two-person ORD team focuses on a few key impact areas: economic development; promotion of outdoor-recreation assets; conservation; and education and public health programs. The ORD connects both in- and out-of-state outdoor-recreation companies to EDD programs such as LEDA and the Job Training Incentive Program (JTIP), with the goal of relocating and/or expanding such businesses in New Mexico. The ORD develops outdoor recreation infrastructure (ex: trails, enhanced campgrounds, public shooting ranges) via the Special Projects and Infrastructure Fund. The office partners with federal and state land management agencies to make public lands and waters—and the outdoor-recreation opportunities they promise—healthier and more accessible. It also partners with key stakeholders on developing state and federal policy to protect and enhance New Mexico's natural resources. The ORD works to make access to the outdoors more equitable for New Mexican youth, and to that end, the office oversees the Outdoor Equity Fund (OEF). Finally, ORD serves as a public-facing champion of New Mexico's great outdoors, with the ultimate goal of making the state an internationally-recognized outdoor destination for visitors, residents, and companies.

### Program Budget (in thousands):

| FY24  | General Fund | Other State Funds | Federal Funds | Other Transfers | TOTAL      | FTE |
|-------|--------------|-------------------|---------------|-----------------|------------|-----|
| 200   | \$358.10     |                   |               |                 | \$358.10   | 4   |
| 300   | \$125.00     |                   |               |                 | \$125.00   |     |
| 400   | \$692.00     |                   |               |                 | \$692.00   |     |
| TOTAL | \$1,175.10   |                   |               |                 | \$1,175.10 |     |

### Program Performance Measures:

1. Number of new outdoor recreation jobs created by ORD;
2. Number of outdoor recreation conservation and access projects funded and/or led by ORD, including via the Special Projects and Infrastructure Fund grant;
3. Number of youth to benefit from outdoor education programs, including Outdoor Equity Fund grants;
4. The value of earned and owned media impressions for the ORD and/or New Mexico outdoor recreation.

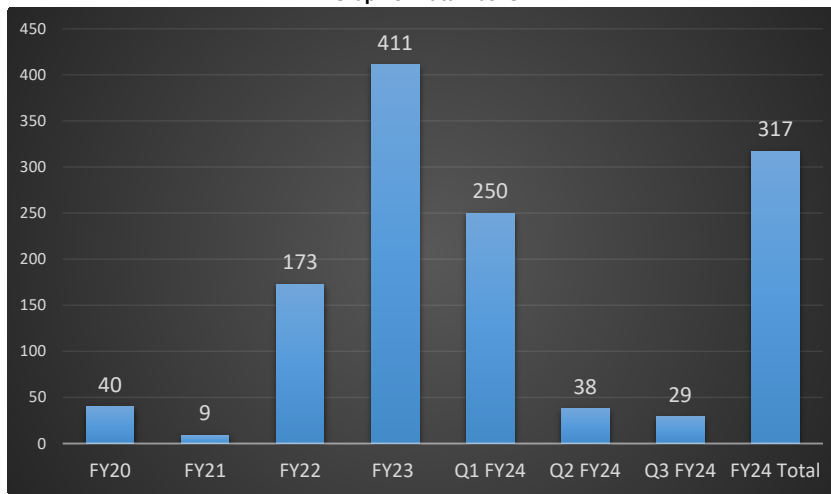
## PERFORMANCE MEASURE #1

*Number of new outdoor recreation jobs created by ORD*

### Results

| FY20 | FY21 | FY22 | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|------|------|------|------|---------|---------|---------|------------|-------------|
| 40   | 9    | 173  | 411  | 250     | 38      | 29      | 317        | Explanatory |

Graph of Data Above



### MEASURE DESCRIPTION:

The number of outdoor-recreation-related jobs created by ORD.

**DATA SOURCE/METHODOLOGY:** Official reports submitted by private companies to EDD through JTIP and LEDA programs, as well as through official outdoor recreation incubator and Outdoor Recreation Trails+ grant applications and reports.

**STORY BEHIND THE DATA:** In March 2024, ORD announced 12 additional recipients of the Trails+ grant in round 3 of the program, totaling \$1,611,743 in awards. According to grant reports, these projects will create 29 seasonal, part-time, and full-time jobs over the next 24 months. Additionally, the Trails+ funding helped to leverage \$1.6M in private and regional matching funds to support jobs and infrastructure investments.

So far in fiscal year 2024, a total of 44 projects are being funded by the Trails+ grant, totaling \$5,718,342 in awards. This funding also helped to leverage an additional \$6M in matching funds and helped create 317 jobs.

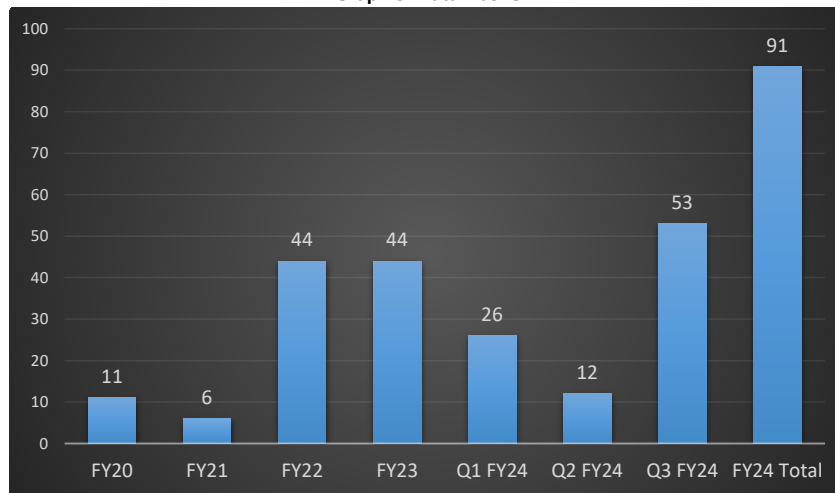
## PERFORMANCE MEASURE #2

*Number of outdoor recreation projects funded and/or led by ORD*

### Results

| FY20 | FY21 | FY22 | FY23 | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|------|------|------|------|---------|---------|---------|------------|-------------|
| 11   | 6    | 44   | 44   | 26      | 12      | 53      | 91         | Explanatory |

Graph of Data Above



#### MEASURE DESCRIPTION:

The number of outdoor recreation projects funded and or led by ORD. Currently, the primary funding source is the Special Projects and Infrastructure Fund, which is now the *Outdoor Recreation Trails+* grant fund.

#### DATA SOURCE/METHODOLOGY:

This data comes from ORD's Special Projects and Infrastructure Fund (Outdoor Recreation Trails+ Grant) as well as ORD's inventory of current projects.

#### STORY BEHIND THE DATA:

On July 1, 2023, the Outdoor Recreation Division (ORD) started accepting applications for the Trails+ outdoor infrastructure grant. The grant has \$10 million in funding and will remain open on a rolling basis throughout 2024.

In September 2023, the first round of grants was announced, awarding \$2.3 million to 20 projects across the state. In December 2023, the second round of grants was announced, awarding \$1,746,310 to 12 projects. Nearly 70% of the projects in this second round are based in rural and tribal areas located in 12 counties throughout the state. In March 2024, the third round of grants was announced, awarding \$1,611,743 to 12 projects. A total of \$5,718,342 has been awarded leveraging over \$6M in matching funds.

Information on all the grantees can be found on the [Economic Development Department \(EDD\) website](#). The applications for FY24 will close June 30, 2024.

ORD is collaborating with the communities of Madrid in Santa Fe County, Pecos in San Miguel County, and the Town of Silver City to promote tourism and outdoor recreation through a special projects involving trails and outdoor events.

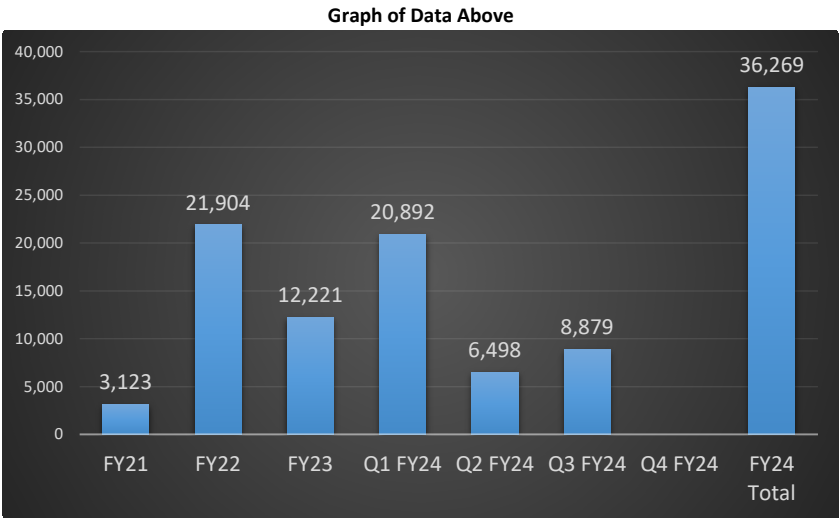
In March 2024, ORD awarded \$874,000 through the state's first Outdoor Marketing Grant program to 41 recipients in 17 counties to magnify marketing initiatives that increase outdoor participation, stewardship, and access. The one-time funding source was part of

the US Economic Development Administration’s implementation of the American Rescue Plan Act in partnership with the New Mexico Tourism Department.  
ORD is also continuing efforts on the Rio Grande Trails initiative, a cross-state recreational trail along the Rio Grande.

PERFORMANCE MEASURE #3

Number of youth to participate in ORD outdoor education programs, including the OEF

| Results |        |        |         |         |         |            |             |
|---------|--------|--------|---------|---------|---------|------------|-------------|
| FY21    | FY22   | FY23   | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
| 3,123   | 21,904 | 12,221 | 20,892  | 6,498   | 8,879   | 36,269     | Explanatory |



**MEASURE DESCRIPTION:**  
The number of 18 and younger youth to participate in an ORD outdoor education program, including the Outdoor Equity Fund.

**DATA SOURCE/METHODOLOGY:**  
ORD’s official OEF student enrollment report via Submittable grant software and attendance reports from education partners.

**STORY BEHIND THE DATA:**  
In March 2024, ORD announced the third and [final round of Outdoor Equity Fund awards](#) for fiscal year 2024. The funding awarded in round three was \$975,142 to 33 organizations serving 8,879 youth, with grants ranging from \$5000 to \$40,000 each. These 33 programs actively introduce young New Mexicans to the outdoors through day hikes, hunting and tanning, bike rides, ecosystem monitoring, adaptive equine camps, fly fishing, acequia cultural preservation and more.

The Outdoor Equity Fund application process opened in May 2023. By the end of March 2024, ORD had awarded 115 organizations \$3,730,528 in Outdoor Equity Funds generating \$2.8 million in matching funds and supported outdoor education programs for 36,269 youth.



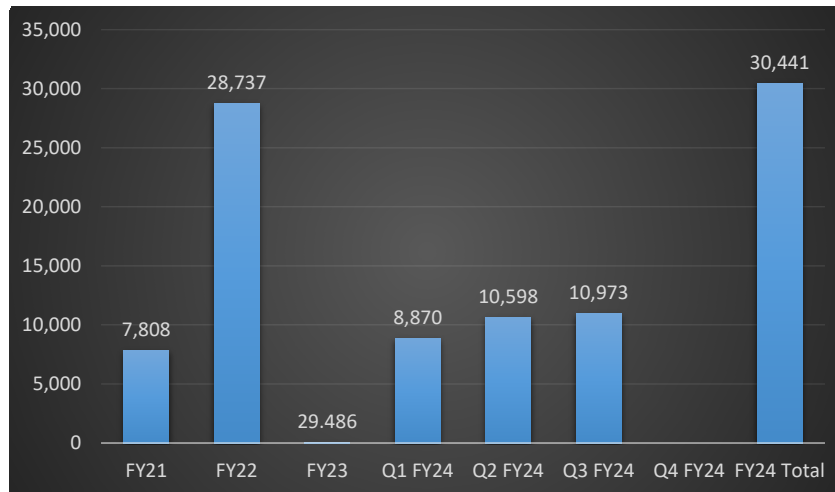
## PERFORMANCE MEASURE #4

*The value of earned and owned media for ORD and/or New Mexico outdoor recreation*

### Results

| FY21  | FY22   | FY23   | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY22 Target |
|-------|--------|--------|---------|---------|---------|------------|-------------|
| 7,808 | 28,737 | 29,486 | 8,870   | 10,598  | 10,973  | 30,441     | Explanatory |

Graph of Data Above



### MEASURE DESCRIPTION:

The total number of media stories to cover the ORD and/or outdoor recreation in New Mexico due to ORD efforts. We'll further rank the stories based on their quality, which is a mixture of the size of the publication and whether the message conveyed in the story accurately reflects the mission of the ORD. We'll also measure the amount of owned media for the ORD: the number of readers/unique visits to the website and newsletter, plus social media followers.

### DATA SOURCE/METHODOLOGY:

### STORY BEHIND THE DATA:

In Q2 FY24, ORD had 2,664 newsletter subscribers, 4,106 unique visits to the website, 1,710 Instagram followers, 295 Thread followers, 741 Facebook followers, 853 Twitter followers, and 577 LinkedIn followers.

Facebook followers showed the largest quarterly increase this fiscal year with 153 new followers (Q1: 96, Q2:64). LinkedIn followers grew by 85% over the prior quarter, with organic impressions increasing 138% over the same period.

ORD's average newsletter open rate climbed a pinch higher this quarter, reaching 45.2%. Newsletters typically average less than half that open rate.

1. [New disc golf courses could soon be coming to Albuquerque | KRQE News | Website – March 30, 2024](#)
2. [Nonprofit works to help Grant County kids know the 'neighborhood' | Silver City Daily Press | Newspaper – March 29, 2024](#)

3. [Albuquerque, Las Cruces, Socorro getting recreation upgrades | KRQE News | Website – March 28, 2024](#)
4. [Bernalillo County's latest initiatives: 'Beauty of BernCo' | KRQE Albuquerque | Website – March 27, 2024](#)
5. [New Mexico Outdoor Recreation Division's FY24 Outdoor Equity Funding Reaches \\$3.7 Million | Los Alamos Daily Post | Newspaper – March 25, 2024](#)
6. [Town of Red River Receives \\$30,000 Outdoor Marketing Grant From The New Mexico Outdoor Recreation Division | Los Alamos Daily Post | Newspaper – March 24, 2024](#)
7. [Santa Fe Nonprofits Receive Outdoor Rec Funding | Santa Fe Reporter | Newspaper – March 21, 2024](#)
8. [NM Outdoors Equity Funding Reaches \\$3.7M in FY24 | KSFR 101.1 FM | A Public Service of Santa Fe Community College – March 20, 2024](#)
9. [\\$30,000 Grant Award Supports Authentic Storytelling | Tour of the Gila | Website Blog – March 18, 2024](#)
10. [City of Albuquerque Finance & Government Operations Committee met March 11 | Approve Filing of a ORD Trails+ Grant for Expanding And Improving Disc Golf Facilities | New Mexico Sun | Newspaper – March 16, 2024](#)
11. [Popular outdoor events share state marketing grants | Albuquerque Journal, Newspaper – March 16, 2024](#)
12. [Economic Development Department Awards First-Ever Outdoor Marketing Grant; Sandoval Co. Gets \\$13K | Rio Rancho Observer, Newspaper – March 15, 2024](#)
13. [BernCo Receives \\$10,000 Outdoor Marketing Grant - Community Services | Bernalillo County | Website – March 13, 2024](#)
14. [Four Santa Fe groups get state Outdoor Marketing Grants | Santa Fe New Mexican, Santa Fe, NM, Newspaper – March 12, 2024](#)
15. [San Juan County gets \\$30k grant from state to produce gravel biking guide | Farming Daily Times | Newspaper – March 8, 2024](#)
16. [NM Outdoor Recreation Division Awards \\$873,872 Outdoor Marketing Grants | The Grant County Beat, Grants, NM, Newspaper - March 5, 2024](#)
17. [Destination Accessibility: New program provides wheelchairs, scooters to visitors | KOB4 | TV – February 26, 2024](#)
18. [OEF award to fund impactful outdoor experiences for local youth | Valencia County News-Bulletin | Bulletin – February 22, 2024](#)
19. [New Mexico startups picked for 2024 Ski Lift Pitch competition | The Business Journals | Newspaper – February 1, 2024](#)
20. [CNM Ingenuity Hosts Ninth-Annual Ski Lift Pitch on Feb 6 | CNM Central New Mexico Community College News | website – January 24, 2024](#)
21. [Work on San Juan College bike park expected to begin in spring, be complete by mid-summer | Farmington Daily Times | Newspaper – January 15, 2024](#)
22. [South Valley wildlife refuge receives \\$250,000 | New Mexico Daily Lobo | Newspaper – January 15, 2024](#)
23. [Farmington bicycling advocacy group receives \\$40,000 grant from State | Farmington Daily Times | Newspaper – January 9, 2024](#)
24. [State awards \\$1 mil in outdoor equity funds | Santa Fe Reporter | Newspaper | January 5, 2024](#)
25. [Outdoor Equity Fund grants support for Youth Programs | The Las Cruces Bulletin | Newspaper – January 4, 2024](#)
26. [Children's Museum, Girls Inc. get outdoor equity grants | Santa Fe New Mexican | Newspaper – January 2, 2024](#)
- [Outdoor Recreation Division announces \\$1M for outdoor equity | Albuquerque Journal | Newspaper – January 1, 2024](#)

## Film Office

**Program Description, Purpose and Objectives:** The New Mexico State Film Office is a division of the New Mexico Economic Development Department that serves the film and television industry locally, nationally, and internationally. The New Mexico Film Office markets the state to the film industry, services productions, promotes jobs for New Mexicans, works to maintain and optimize the film production tax credit and oversees registrations and processes for the registration of the film incentive. The Film Office consults with productions regarding the financial and aesthetic aspects of their projects, assisting them throughout the incentive process, such as the Film Production Tax Credit and the Job Training Incentive Program for Film & Multimedia. The division provides information to production executives, producers, directors, crew, filmmakers, and the local community, markets filming locations and manages resources promoting local crew, talent, vendors, and film liaisons. The Film Division continues to focus on five main objectives:

- (1) Promote and advocate for the Film Production Refundable Tax Credit program locally, nationally, globally.
- (2) Recruit television series, films, commercials, digital media, animation, post-production, AR/VR, and other eligible projects and productions, thereby creating jobs for New Mexicans.
- (3) Administer and create various workforce development programs and industry education, thereby creating more opportunities for New Mexicans.
- (4) Execute marketing, outreach and community engagement efforts and campaigns, regarding the film incentive, film industry and its economic impact on New Mexico.
- (5) Maintain and evolve our data collection to be able to objectively assess the effectiveness of the credits provided by the Film Production Tax Credit Act.

### Program Budget (in thousands):

| FY24  | General Fund | Other State Funds | Federal Funds | Other Transfers | TOTAL       | FTE |
|-------|--------------|-------------------|---------------|-----------------|-------------|-----|
| 200   | \$ 876.20    |                   |               |                 | \$ 876.20   | 8   |
| 300   | \$ 753.40    |                   |               |                 | \$ 753.40   |     |
| 400   | \$ 78.90     |                   |               |                 | \$ 78.90    |     |
| TOTAL | \$ 1,708.50  |                   |               |                 | \$ 1,708.50 |     |

### Program Performance Measures:

1. Number of film and media worker days
2. Estimated direct spending by film industry productions, in millions
3. Total wages paid by film industry productions to New Mexico residents, in millions
4. Median wages paid by film industry productions to New Mexico residents
5. Total gross receipts taxes paid by film industry productions, in millions

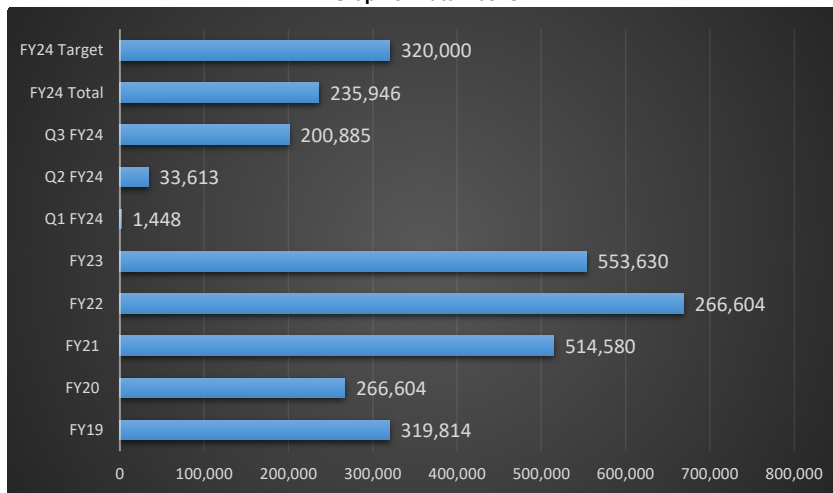
## PERFORMANCE MEASURE #1

*Estimated number of film and media worker days*

### Results

| FY19    | FY20    | FY21    | FY22    | FY23    | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|---------|---------|---------|---------|---------|---------|---------|---------|------------|-------------|
| 319,814 | 266,604 | 514,580 | 668,707 | 533,630 | 1,448   | 33,613  | 200,885 | 235,946    | 320,000     |

Graph of Data Above



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** Reflects the estimated NM resident crew size multiplied by the estimated number of days employed.

#### DATA SOURCE/METHODOLOGY:

The data is based on information in the registration forms submitted to the Film Division by production companies. and is calculated by multiplying the estimated NM resident crew with their estimated number of days employed\*\* (Both of which are reported by productions during registration).

**STORY BEHIND THE DATA:** In FY24 Q3 over 200,000 worker days were recorded. This increase was due to the recovery in production post WGA and SAG-AFTRA strikes, which halted productions nationwide. With the resolution of these strikes, New Mexico has seen a dramatic increase in production.

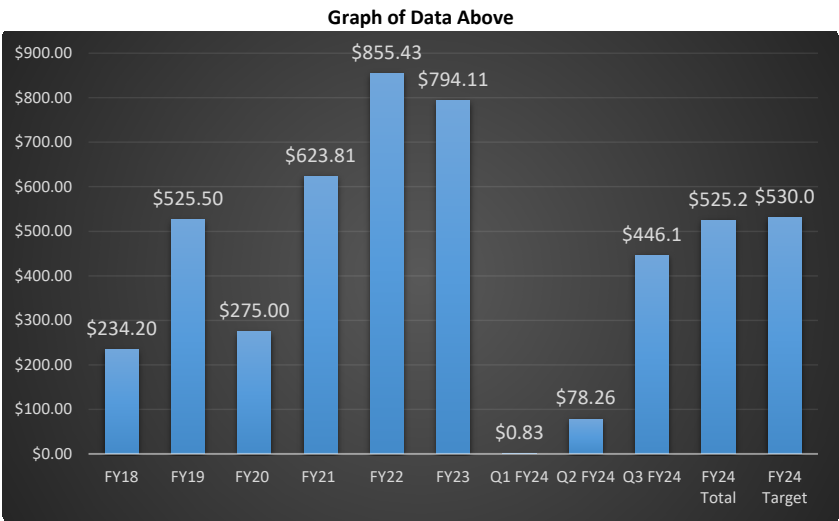
**IMPROVEMENT ACTION PLAN:** With the strike resolution, we expect this rebound in business to continue.

## PERFORMANCE MEASURE #2

*Estimated direct spending by film industry productions, in millions*

### Results

| FY18    | FY19    | FY20    | FY21    | FY22     | FY23     | Q1 FY24 | Q2 FY24 | Q3 FY24  | FY24 Total | FY24 Target |
|---------|---------|---------|---------|----------|----------|---------|---------|----------|------------|-------------|
| \$234.2 | \$525.5 | \$257.3 | \$626.5 | \$855.43 | \$794.11 | \$0.83  | \$78.26 | \$446.08 | \$525.17   | \$530       |



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** Total New Mexico estimated direct production expenditures.

**DATA SOURCE/METHODOLOGY:** The data is based on information in the registration forms submitted to the Film Division by production companies.

**STORY BEHIND THE DATA:** In FY24 Q3 over \$446 million in direct spend in New Mexico occurred. This is the largest reported amount of estimated direct production spend, in one fiscal quarter, ever. This increase was due to the recovery in production post WGA and SAG-AFTRA strikes, which halted productions nationwide. With the resolution of these strikes, New Mexico has seen a dramatic increase in production.

**IMPROVEMENT ACTION PLAN:** With the strike resolution, we expect this rebound in business to continue.

Commented [DALE1]: @Shariff, Shane, EDD @Wells, Carrie A, EDD

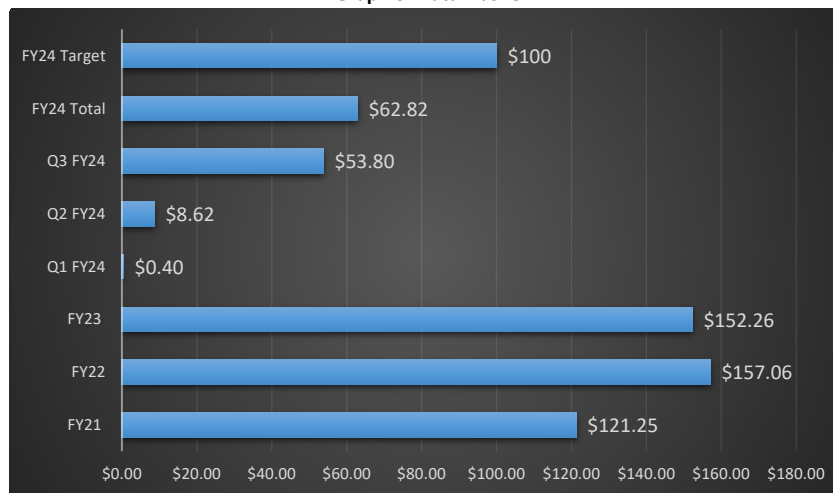
## PERFORMANCE MEASURE #3

*Total wages paid by film industry productions to NM residents, in millions*

### Results

| FY21     | FY22     | FY23     | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|----------|----------|----------|---------|---------|---------|------------|-------------|
| \$121.25 | \$157.06 | \$152.26 | \$0.40  | \$8.62  | \$53.80 | \$62.82    | \$100       |

Graph of Data Above



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** Estimated total wages paid by film industry productions to New Mexico residents, in millions. This data does not include wages paid to New Mexico actors, New Mexico background actors, nor wages paid to New Mexicans providing post-production services.

#### DATA SOURCE/METHODOLOGY:

The data is based on information in the registration forms submitted to the Film Division by production companies. Wages are calculated using worker days in Performance Measure #1, and median wages (Performance Measure #4).

**STORY BEHIND THE DATA:** \$53.80 million was estimated to be spent on production wages in Q3 FY24. This is a significant increase from both Q1 FY24 and Q2 FY24 which were both heavily impacted by the WGA and SAG-AFTRA strikes.

**IMPROVEMENT ACTION PLAN:** With the strike resolution, we expect this rebound in business to continue.

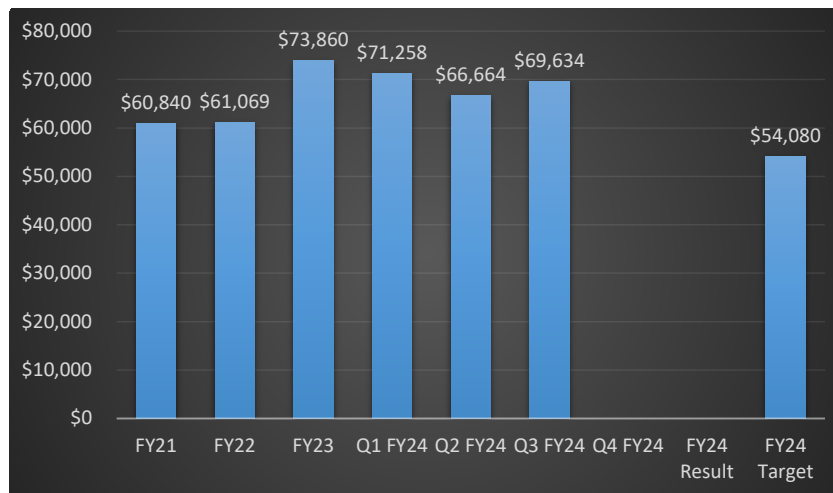
## PERFORMANCE MEASURE #4

*Median wages paid by film industry productions to NM residents*

### Results

| FY21     | FY22     | FY23     | Q1 FY24  | Q2 FY24  | Q3 FY24  | FY24     | FY24 Target |
|----------|----------|----------|----------|----------|----------|----------|-------------|
| \$60,840 | \$61,069 | \$73,860 | \$71,258 | \$66,664 | \$69,634 | \$67,974 | \$54,080    |

Graph of Data Above



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** Estimated average median wages paid by film industry productions to New Mexico residents. Wage data is presented in wages per year.

**DATA SOURCE/METHODOLOGY:** This data is based on information in registrations submitted to the Film Division by production companies. Each registration includes the respective production's median crew wage. The median crew wages were multiplied by an assumed 2,080 hours per year to calculate an annual wage. 2,080 hours is the standard generally used to define full time annual employment based on a 52-week year with 40 hours per week of labor.

**STORY BEHIND THE DATA:** Median wages paid by film industry productions remain high at \$69,634 in FY24 Q3. This industry continues to provide high paying jobs without the requirement of a college degree.

**IMPROVEMENT ACTION PLAN:** With the strike resolution, we expect this rebound in business to continue.

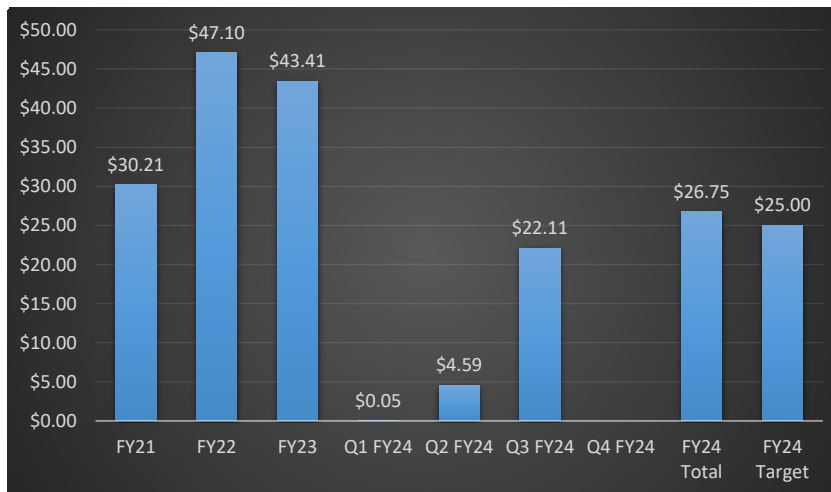
## PERFORMANCE MEASURE #5

*Total gross receipts taxes paid by film industry productions, in millions*

### Results

| FY21    | FY22    | FY23    | Q1 FY24 | Q2 FY24 | Q3 FY24 | FY24 Total | FY24 Target |
|---------|---------|---------|---------|---------|---------|------------|-------------|
| \$30.21 | \$47.10 | \$43.41 | \$0.05  | \$4.59  | \$22.11 | \$26.75    | \$25        |

Graph of Data Above



*\*Information reported are estimates based on registrations submitted to the Film Division by productions and can fluctuate based on variables including, but not limited to, changes to schedule and budget as well as operational and other unforeseen circumstances such as COVID-19. Data for recent fiscal quarters is retroactively updated.*

**MEASURE DESCRIPTION:** This data is an estimate of the New Mexico total gross receipts taxes paid by film industry productions, in millions.

**DATA SOURCE/METHODOLOGY:** This data is based on information in registrations submitted to the Film Division by productions. Each registration includes the respective production's estimated qualified direct spend. Using historical data, we estimate the GRT paid at 6.47%, and then multiply the estimated qualified spend by 6.47% to get the average GRT paid in dollars.

**STORY BEHIND THE DATA:** \$22.11 million was estimated to be collected in gross receipts taxes for FY24 Q3. This is a significant increase from both Q1 FY24 and Q2 FY24 which were both heavily impacted by the WGA and SAG-AFTRA strikes.

**IMPROVEMENT ACTION PLAN:** With the strike resolution, we expect this rebound in business to continue.