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FY25 QUARTER #1 PERFORMANCE REPORT

Economic Development Department

ECONOMIC DEVELOPMENT DEPTARTMENT

AGENCY PROGRAMS

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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):

FY25	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	$2,601.20				$2,601.20	26
300	$1,025.5				$1,025.5	
400	$684.5				$684.5	
TOTAL	$4,311.2				$4,311.2	

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

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY24 Target
2,670	5,012	5,263	1,790	3,523	1,348				1,348	4,000

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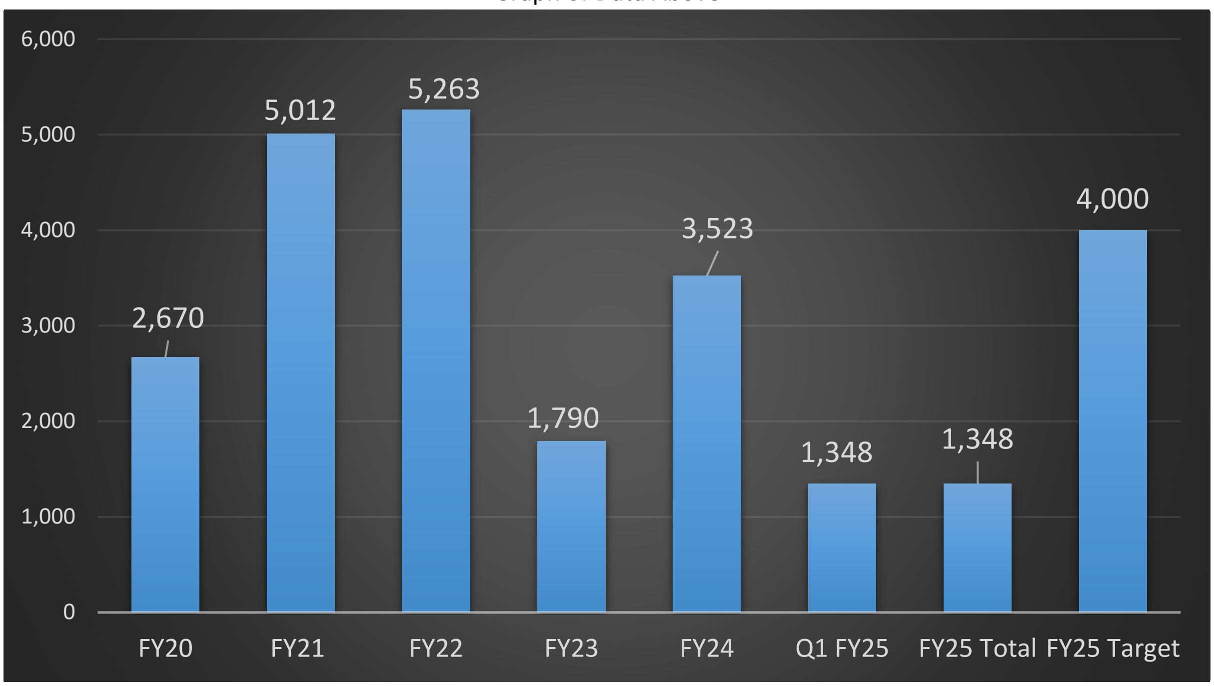

MEASURE DESCRIPTION: The total number of jobs created by the businesses assisted by a program of the Economic Development Department.

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: Twenty-nine companies were assisted in creating jobs during the first quarter of FY25: Rocket Lab USA, Ebon Solar, Kairos Power, Century Sign Builders, ErgoTech Systems, Higher Cultures, Little Toad Creek, Molten Salt Solutions, New Mexico Consortium, Pajarito Powder, Pecos Valley Production, Securin, The Grow NM, UbiQD, BlackVe, Emerging Technology Ventures, Gridworks, La Primera Tortilla Factory, SasquatchXC, Sceye, Franklin Mountain Packaging, Geobrugg North America, Gonzo Family Farms, Mega Corp, Paseo Pottery, Robocasting Enterprises, Sage Botanicals, STEM Boomerang, and Tumbleroot Brewing.

IMPROVEMENT ACTION PLAN: N/A

PERFORMANCE MEASURE #2

Number of rural jobs created due to economic development department efforts

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
460	871	1,766	996	871	183					1,320

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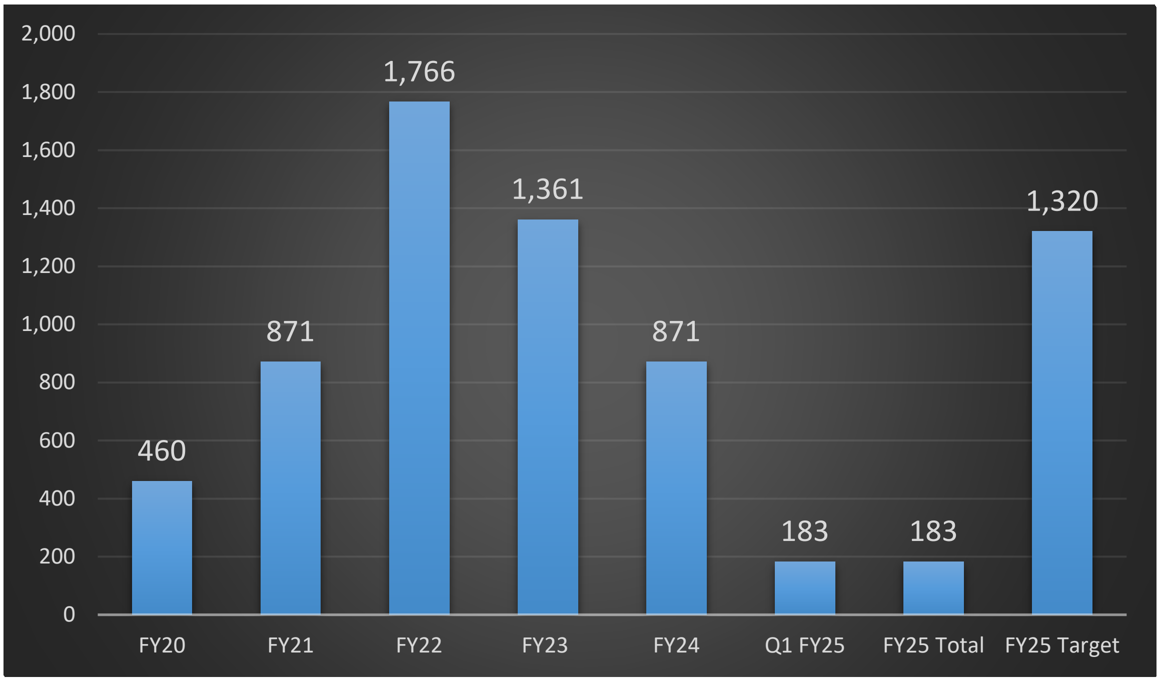

MEASURE DESCRIPTION: Number of jobs created by companies assisted by an economic development department program located in a rural community.

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 183 new jobs in the first quarter of FY25:

- Little Toad Creek, LLC, Deming, 9 jobs
- Pecos Valley Production, Inc., Roswell, 55 jobs
- The Grow NM Inc., Placitas, 5 jobs
- La Primera Tortilla Factory Inc., Sunland Park, 21 jobs
- SasquatchXC, Farmington, 5 jobs
- Franklin Mountain Packaging, LLC, Santa Teresa, 63 jobs
- Geobrugg North America, Algodones, 25 jobs

IMPROVEMENT ACTION PLAN: N/A

PERFORMANCE MEASURE #3

Average wage of jobs created due to economic development department efforts

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25	FY25 Target
$70,631	$61,347	$56,503	$56,684	$73,356					$50,000

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 Q1 FY25. 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	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25	FY25 Target
$24,948	$18,179	$13,630	$6,001	$16,979					$7,500

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 Q1 FY25 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during Q1 FY25 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 the US BLS). 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

FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY 25 Total	FY25 Target
$2.9M	$22.29M	$450,000	$40.5M				$40.5M	$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: In July 2024, the U.S. Department of Commerce Economic Development Administration announced a Tech Hub Phase 2 Implementation award of $40.5 million in initial funding to the Elevate Quantum Tech Hub Consortium, of which the state of New Mexico is a partner with the state of Colorado. The Elevate Quantum Tech Hub Consortium is advancing the quantum industry in the Mountain West, and with the federal funding and matching state funds, aims to create over 10,000 quantum jobs, establish world-class open-access quantum facilities, activate over $2 billion in private capital for quantum, and develop a first-class quantum workforce. Sandia National Laboratories, Los Alamos National Laboratory, the University of New Mexico, and Central New Mexico Community College are partners in this tech hub.

IMPROVEMENT ACTION PLAN: N/A

PERFORMANCE MEASURE #6

Number of jobs created through business relocations facilitated by the NMP

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
812	147	64	165	1,995	900				900	2,250

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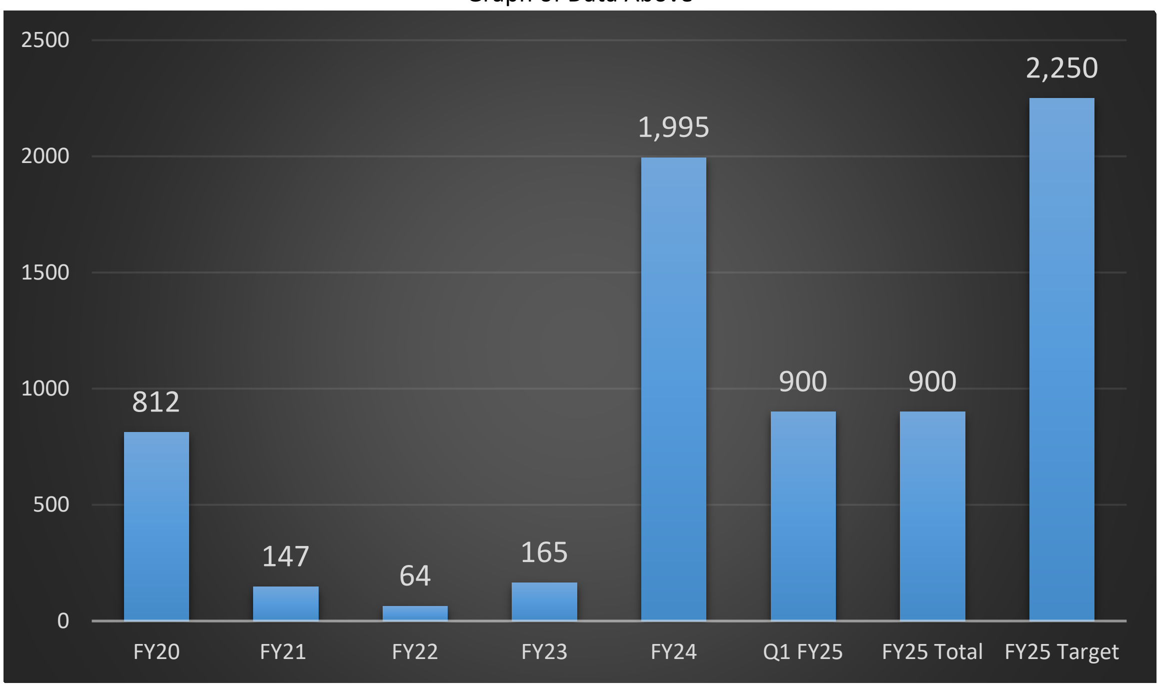


MEASURE DESCRIPTION: The creation of economic base jobs in New Mexico from successful out of state recruitments or competitive expansions where New Mexico has competed with other geographies for the retention of the company and its expanded jobs.

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: Ebon Solar announced in August that they would be building a solar manufacturing facility at Mesa Del Sol in Albuquerque, creating 900 jobs.

IMPROVEMENT ACTION PLAN: The New Mexico Partnership is currently working with two companies that are close to making their final decision. Project Ajax did select New Mexico (Albuquerque) as their final location – we are waiting on confirmation of the final location before we can announce the project. We have also been shortlisted for Project Helix, which could result in an additional 100 jobs. We anticipate these two projects to close/announce in the next 3-6 months. There are several other FDI projects that are close to making a decision about locating in New Mexico. We will continue to work these projects and the others in the pipeline to bring them to the announcement stage.

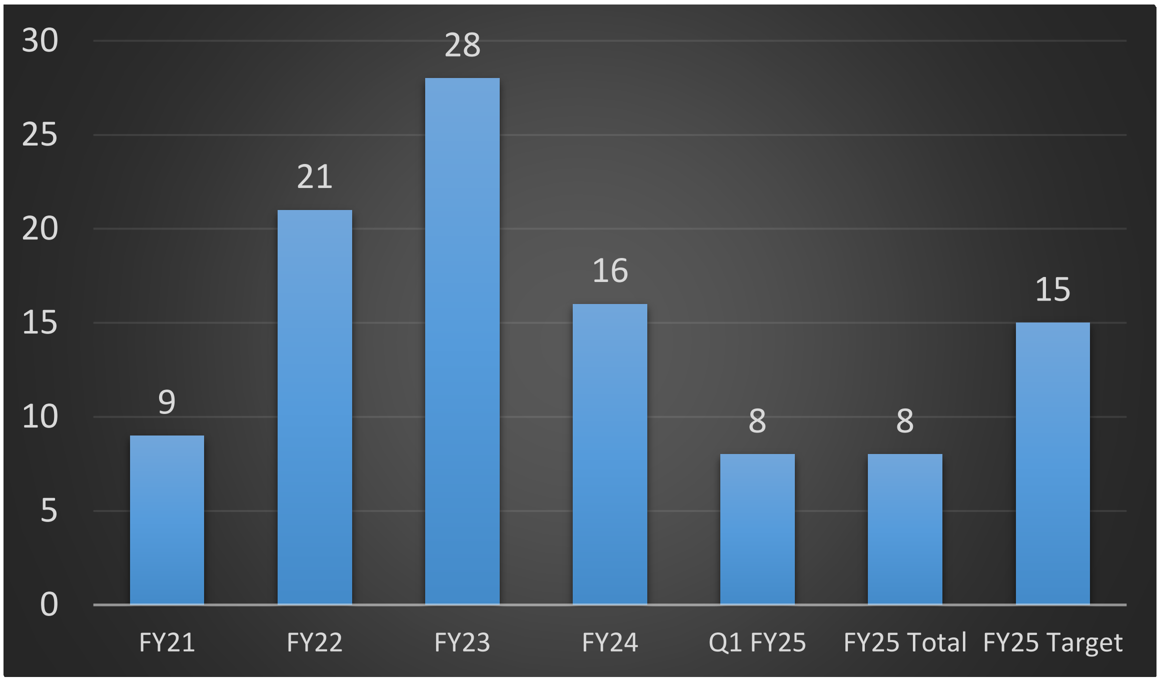
PERFORMANCE MEASURE #7

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

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
9	21	28	16	8				8	15

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: Eight total site visits in Q1. July (1): Project Green-CL. August (5): Projects GP, East, EST, Thor, and Strider. September (2): Projects Ajax, S Machine.

IMPROVEMENT ACTION PLAN: In Q1 alone, we have already had 50% of the total number of site visits that we had in FY24 as a whole. We have several scheduled for the next quarter and currently have multiple projects confirming dates for site visits over the next four months. The total number of projects is slightly down over the past 6-8 months due to the election. This has resulted in a slight slow down in site visits this quarter, however we were within 1 visit of our targeted goal this quarter.

PERFORMANCE MEASURE #8

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

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
33	60	69	63	59	19				19	60

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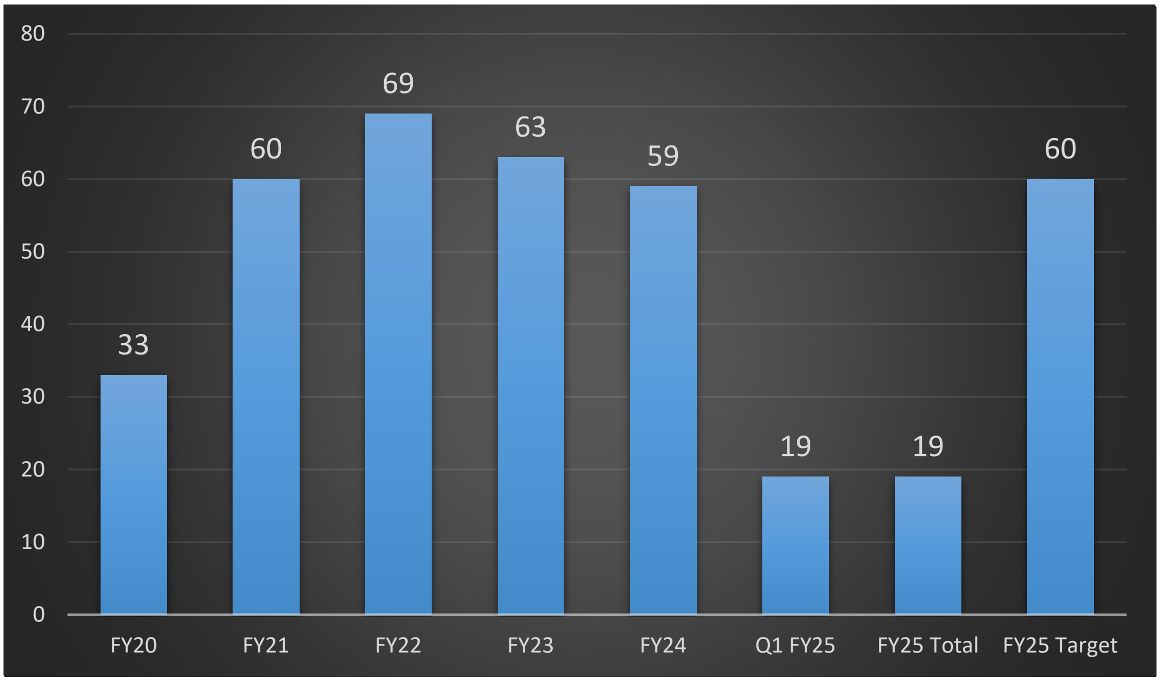

MEASURE DESCRIPTION: A "prospective company" is a business that has identified specific real estate (if applicable) and labor requirements, has expressed specific interest in a potential New Mexico site, and expects to conclude their site selection process within twenty-four months.

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

STORY BEHIND THE DATA: STORY BEHIND THE DATA: 19 total PROs. July (4): PRO Horizon, Neighborhood, Seguro, Shred. August (8): PRO Baster, Pescado, Helix, Falcon, Meat (community specific), EST (community specific), Agile (community specific), Strider (community specific). September (7): PRO Ajax, Frontier, Serbin (community specific), Infinity (community specific), Glow (NW NM only), Prometheus, Oribi (community specific).

IMPROVEMENT ACTION PLAN: The federal election and interest rates have significantly impacted the deal flow coming into this quarter, especially projects that we typically see through site selectors. There has been significant increase in very targeted asks by companies (see the increased number of community specific projects). We are also still working with the leads from SelectUSA (over 100), from the International Manufacturing Technology Show (about 50), from the India Sales Mission (about 40), and other sources (6-10) that we are working with to get to the PRO stage. We anticipate a bit of a slowdown going into the holiday season from domestic interest, however the level of FDI projects will tend to stay the same, pending the election results (they may go up or down).

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):

FY25	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	$3,256.10		$686.60		$3,942.70	31
300	$1,709.00		$1,765.40		$3,474.40	
400	$13,502.70		$507.50		$14,010.20	
TOTAL	$18,467.80		$2,959.50		$21,427.30	

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

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25	FY25 Target
27	128	84	19	91	99				99	25

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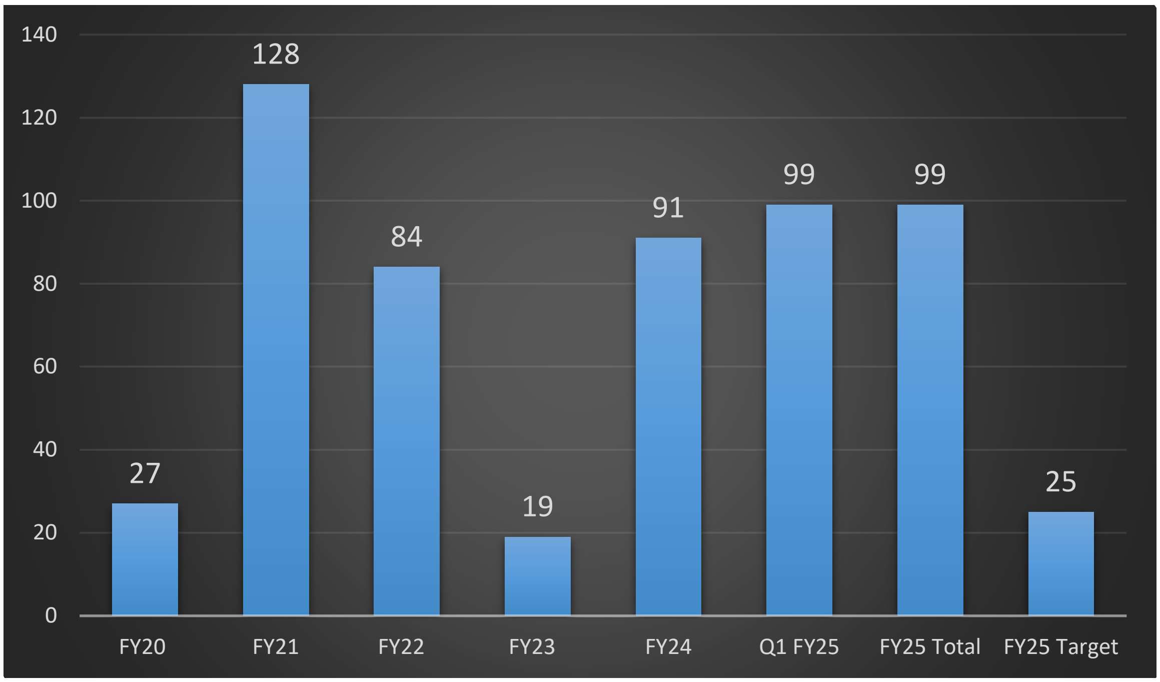

MEASURE DESCRIPTION: The ratio of private sector dollars invested in a LEDA project to the level of LEDA dollars invested.

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

STORY BEHIND THE DATA: There were three LEDA projects announced in Q1.

Company	Jobs	Private Investment	LEDA Commitment
Rocket Lab USA, Inc.	70	$93,555,000	$250,000
Ebon Solar	900	$942,400,000	$10,000,000
Kairos Power	100	$269,753,025	$3,000,000

Private investment of $1,305,708,025/LEDA investment of $13,250,000=99

IMPROVEMENT ACTION PLAN: N/A

PERFORMANCE MEASURE #2

Number of jobs created through the use of LEDA funds

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
1,600	3,058	3,447	1,092	2,356	1,070				1,070	3,000

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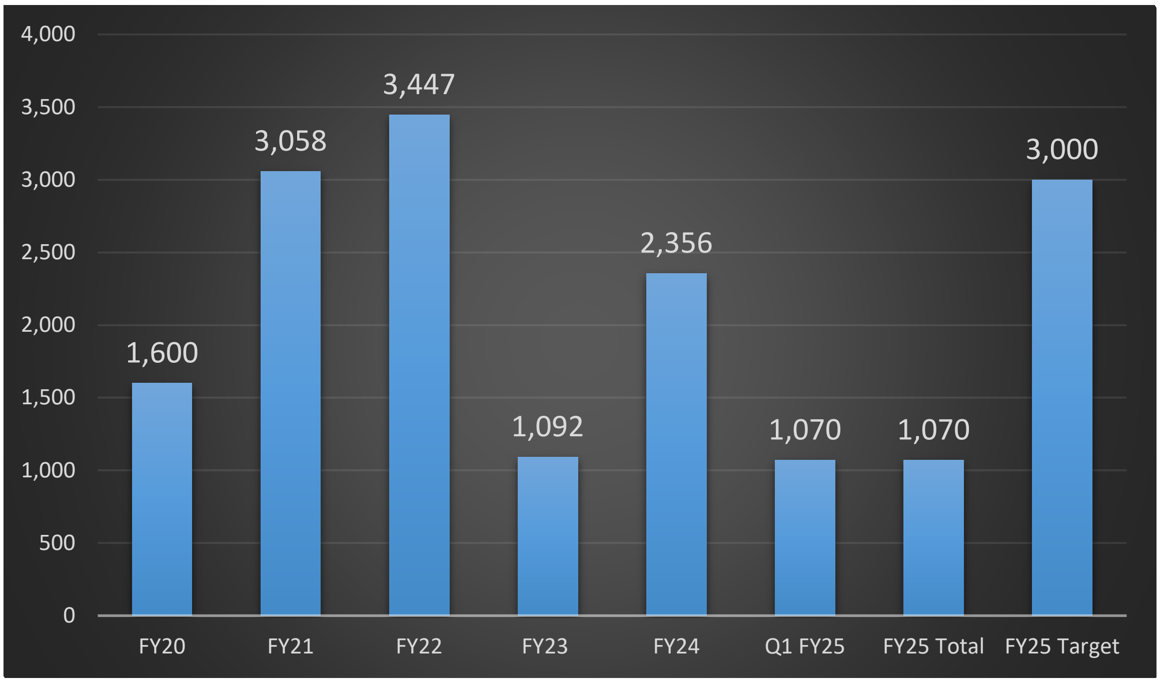

MEASURE DESCRIPTION: The total number of jobs created by all the LEDA projects completed during the quarter.
DATA SOURCE/METHODOLOGY: The number of jobs a project will create are captured in the project participation agreement (PPA).

STORY BEHIND THE DATA: There were three LEDA projects announced in Q1:

Rocket Lab, USA Inc., 70 new jobs. Rocket Lab is a global leader in launch services and space systems and has been operating its solar cell facility in Albuquerque for 25 years with 370 employees. With the help of U.S. CHIPS and Science Act funding, the company will be investing $93,555,000.00 million to expand and modernize its facility, and to create 70 new high-wage semiconductor manufacturing jobs. Rocket Lab has been approved for an investment of $250,000.00 in LEDA funds for this project.

Ebon Solar, LLC, 900 new jobs. Ebon Solar is a Delaware-based U.S. solar cell manufacturing company. The company announced its plans to invest $942,400,000.00 million to construct an estimated 834,000 square-foot solar cell manufacturing facility in Albuquerque's Mesa Del Sol industrial development area, and to create 900 new high-wage jobs. Ebon Solar has been approved for an investment of $10 million in LEDA funds for this project.

Kairos Power, 100 new jobs. Kairos Power, a clean energy engineering company, has been operating its research and development engineering center in the Mesa Del Sol industrial development area since 2019. The company has announced its plans to expand its operations in Albuquerque with an investment of $269,753,025.00 million to construct a salt production facility for high-purity molten salt coolant for advanced reactors, and to create 100 new high-wage jobs. Kairos Power has been approved for an investment of $3 million in LEDA funds for this project.

IMPROVEMENT ACTION PLAN: N/A

PERFORMANCE MEASURE #3

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

Results

FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25	FY25 Target
$55,690	$39,870	$36,818	$64,958				$64,958	$30,000

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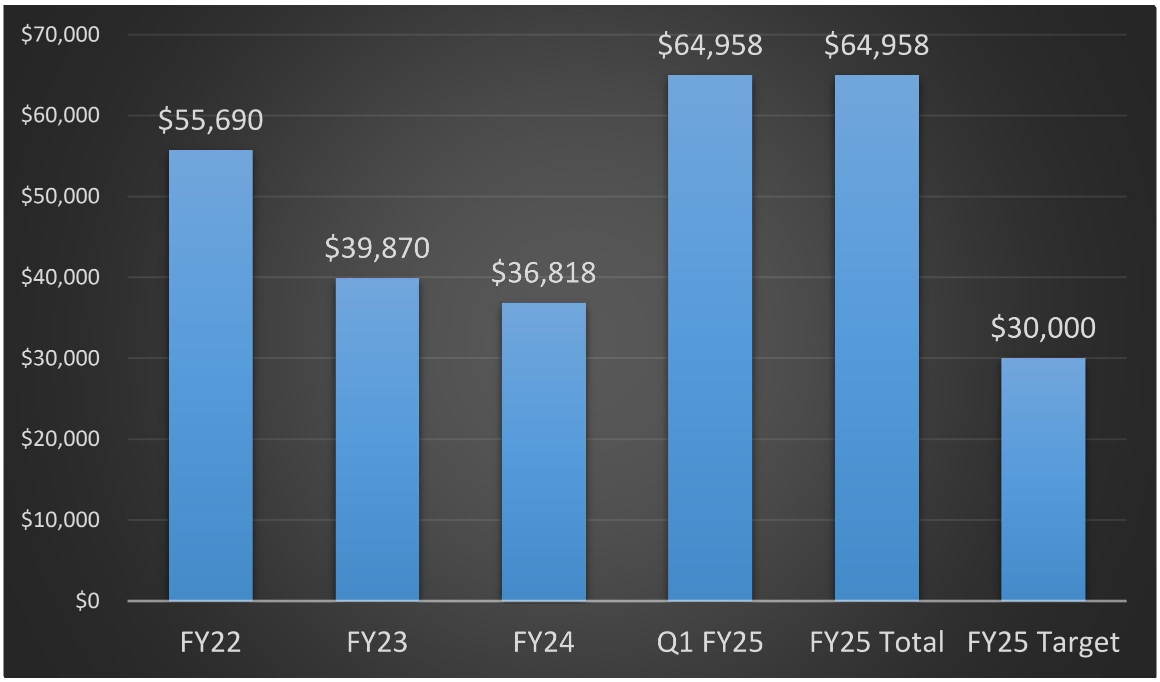


MEASURE DESCRIPTION: Measuring the average LEDA wage against the cost per job associated with the number of hires by the companies receiving a LEDA award.

DATA SOURCE/METHODOLOGY: The source comes from the deals that have been finalized in Q1 FY25. 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 $77,341 while the cost per job for the projects is $12,383.

IMPROVEMENT ACTION PLAN: N/A

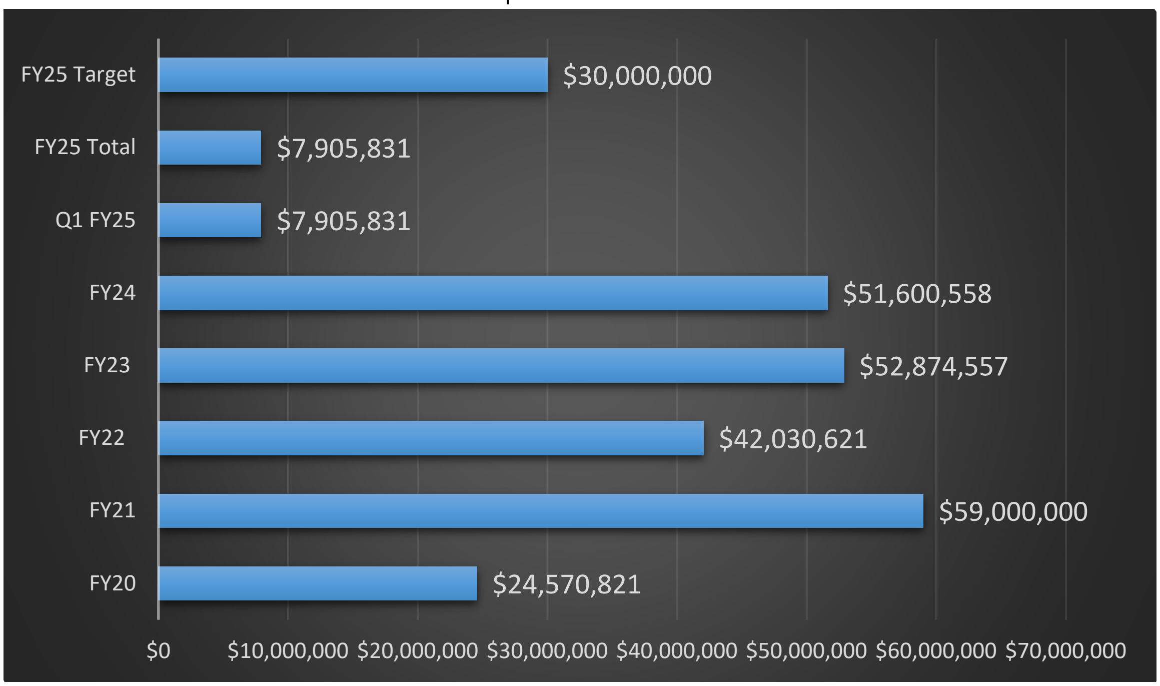
PERFORMANCE MEASURE #4

Dollars of private sector investment in MainStreet districts, in millions

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
$24.57	$59	$42	$52.9	$51.6	$7.9M				$7.9M	$30M

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 32 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 Q1: $7,905,831.00
In the first quarter of FY25 there were investments in real estate in MainStreet districts throughout the state. The following includes highlights of activity in Q1:

- In Corrales, businesses made a total of $3,060,000.00 in investments in building improvements, including a complete $3,000,000.00 renovation of the Sandia Bar, which will result in the addition of 13 new jobs. There were two other building renovations to spaces being converted from office to retail space.
- The total amount of private investment also included $2,600,000.00 from 79 other private building rehabilitation projects within MainStreet districts around the state.

IMPROVEMENT ACTION PLAN: N/A

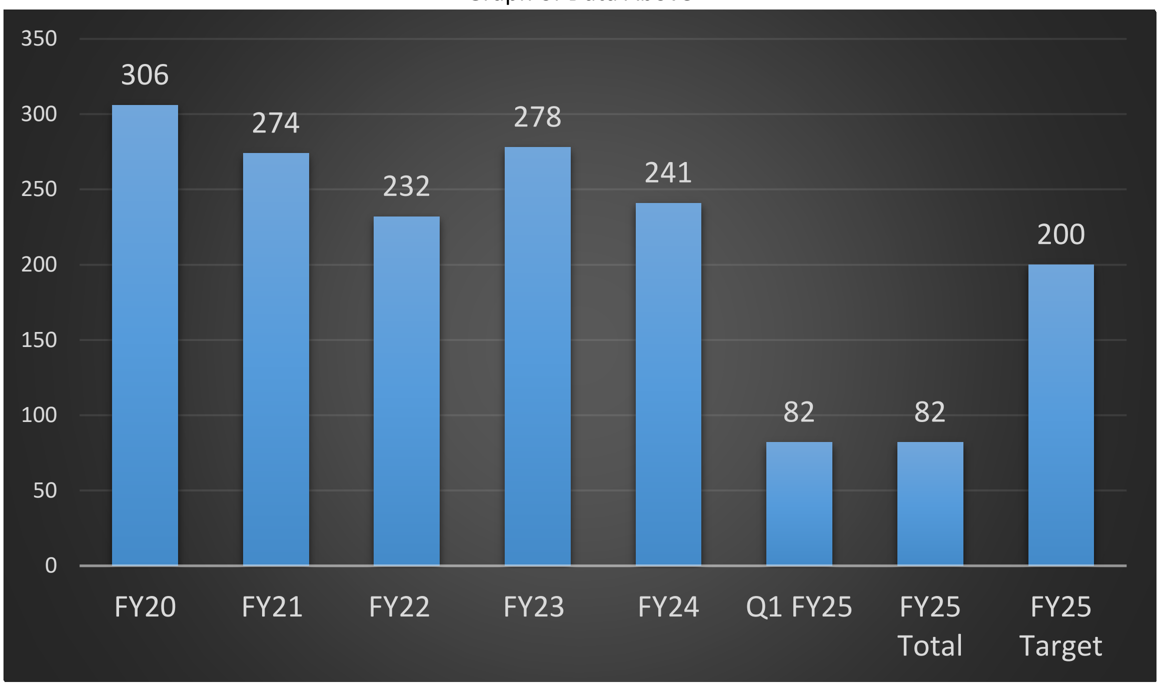
PERFORMANCE MEASURE #5

Number of building rehabilitations assisted by the MainStreet program

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
306	274	232	278	241	82				82	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 32 local MainStreet communities. Rehabilitation projects are recorded after each project is completed.

STORY BEHIND THE DATA: There were 82 private building renovations in MainStreet districts in Q1. The following includes highlights of activity in Q1:

- Alamogordo MainStreet had a total of 6 building rehabilitations totaling more than $400,000.00 in private investment, including new roofs, a façade upgrade, and AC/plumbing work in those buildings. Five new businesses added six new jobs. The new businesses range from a dessert shop to specialty shops offering hats, a clothing store, and a country store.
- Las Cruces is gaining 18 new jobs with the opening of seven new businesses including a golf training business, a couple of salons, two restaurants, and a coffee shop.
- Clovis had 16 private rehabilitation projects for a total over $800,000 with many of the businesses making improvements to their roofs.

IMPROVEMENT ACTION PLAN: N/A

PERFORMANCE MEASURE #6

Number of workers trained by JTIP

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
2,202	3,356	2,355	1,255	2,359	341				341	2,000

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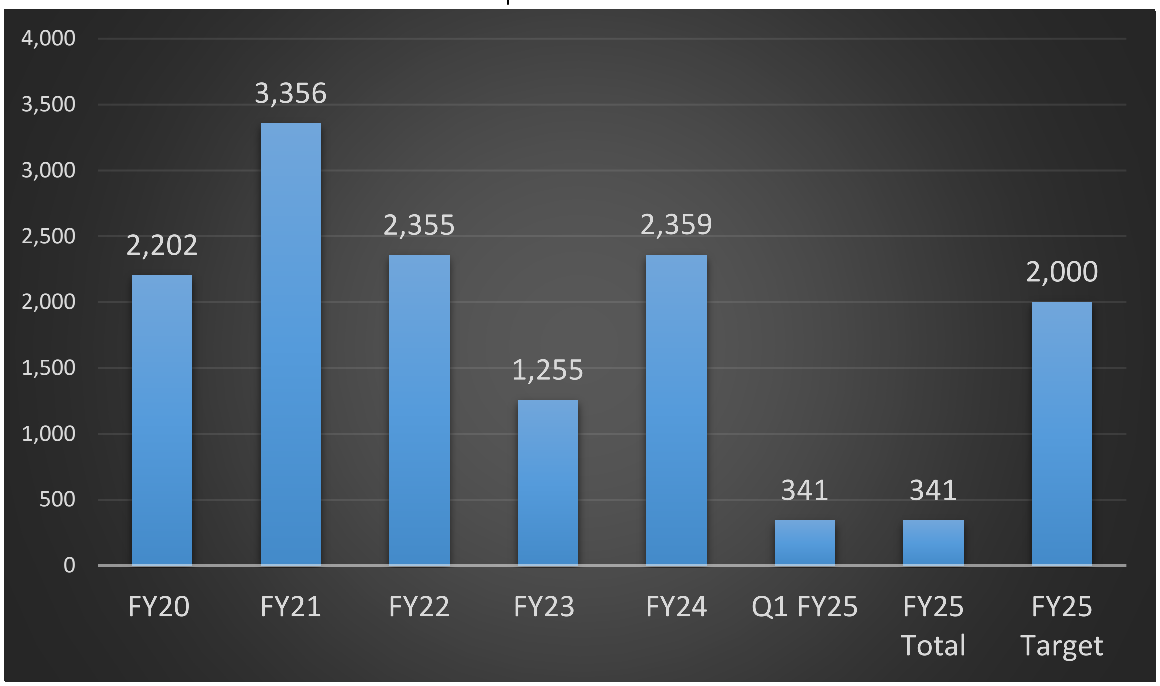


MEASURE DESCRIPTION: Number of workers trained includes JTIP trainees in newly created positions and internships, Step Up trainees receiving upskills training, and JTIP for Film & Multimedia trainees in the Film Crew Advancement Program (FCAP) and Pre-Employment Training Program (PETP).

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

STORY BEHIND THE DATA: In the first quarter of FY25, 27 companies and a total of 341 trainees were approved by the JTIP board. 134 are high-wage positions, of which 86 are urban, with annual salaries greater than $60,000, and 48 are rural, with annual salaries greater than $40,000. Five internships were approved, and 25 incumbent workers will receive upskills training through JTIP's enhanced skills training program, Step-Up. 186 of the total trainees approved are in rural areas including Algodones, the Town of Bernalillo, Deming, Farmington, Moriarty, Roswell and Santa Teresa.

The Film Crew Advancement Program (FCAP) under the JTIP for Film and Multimedia programs, approved four production companies to train 26 crew members.

IMPROVEMENT ACTION PLAN: N/A

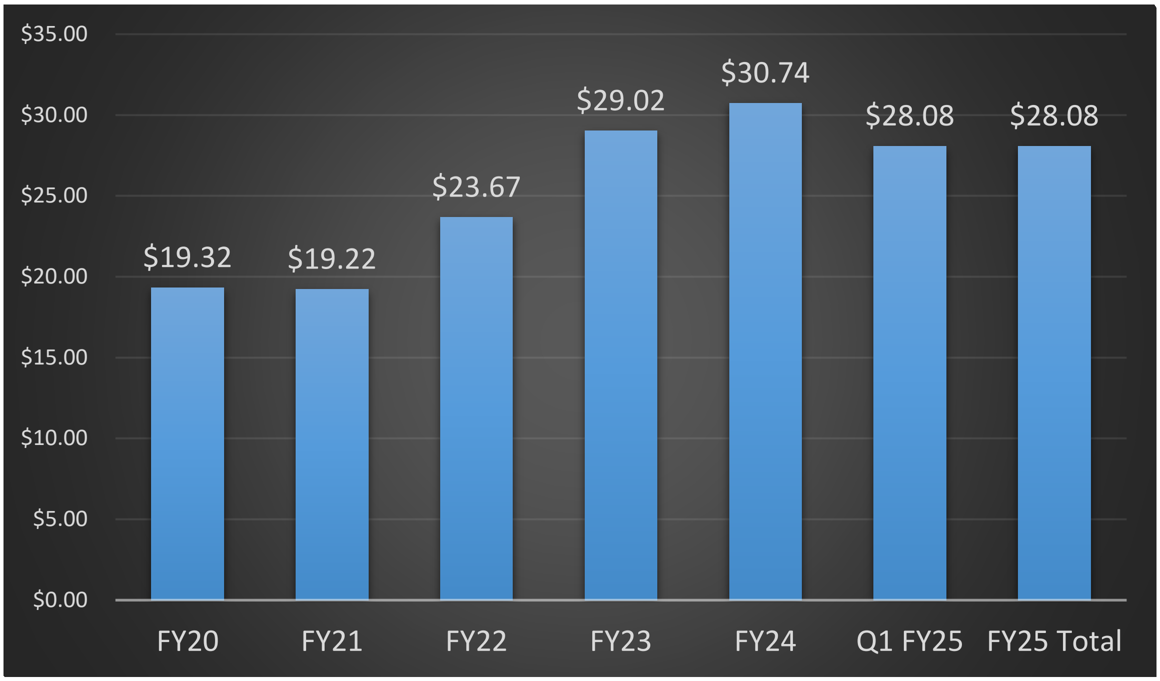
PERFORMANCE MEASURE #7

Average hourly wage of jobs funded by JTIP

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25	FY25 Target
$19.32	$19.22	$23.67	$29.02	$30.74	$28.08					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:

- FY25 Q1 JTIP jobs approved:
  - 285 trainees: Average wage = $28.08
    - Urban: 99, average wage = $40.19
    - Rural: 186, average wage = $21.63
  - 5 interns:
    - Urban: Average wage = $23.30
- FY25 Q1 JTIP Film Crew jobs approved:
  - 26 trainees, average wage = $35.28

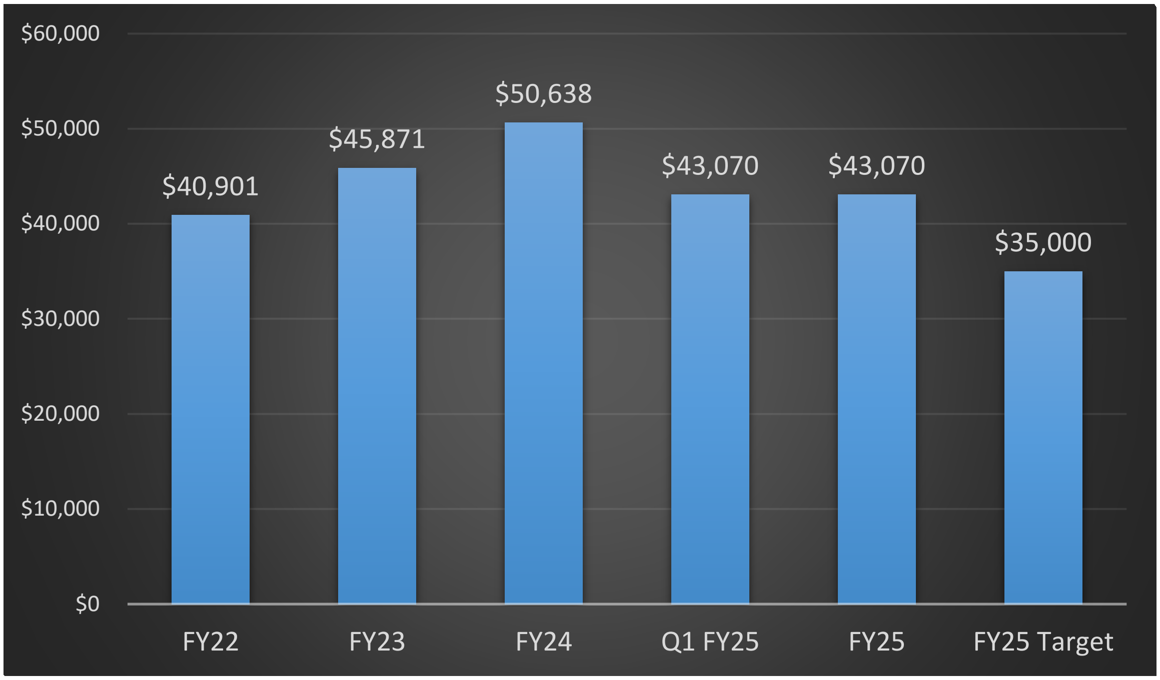
PERFORMANCE MEASURE #8

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

Results

FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25	FY25 Target
$40,901	$45,871	$50,638	$43,070					$35,000

Graph of Data Above



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 Q1 FY25 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 Q1 FY25 is $58,397. The cost per job for these JTIP jobs was $15,327.

IMPROVEMENT ACTION PLAN: N/A

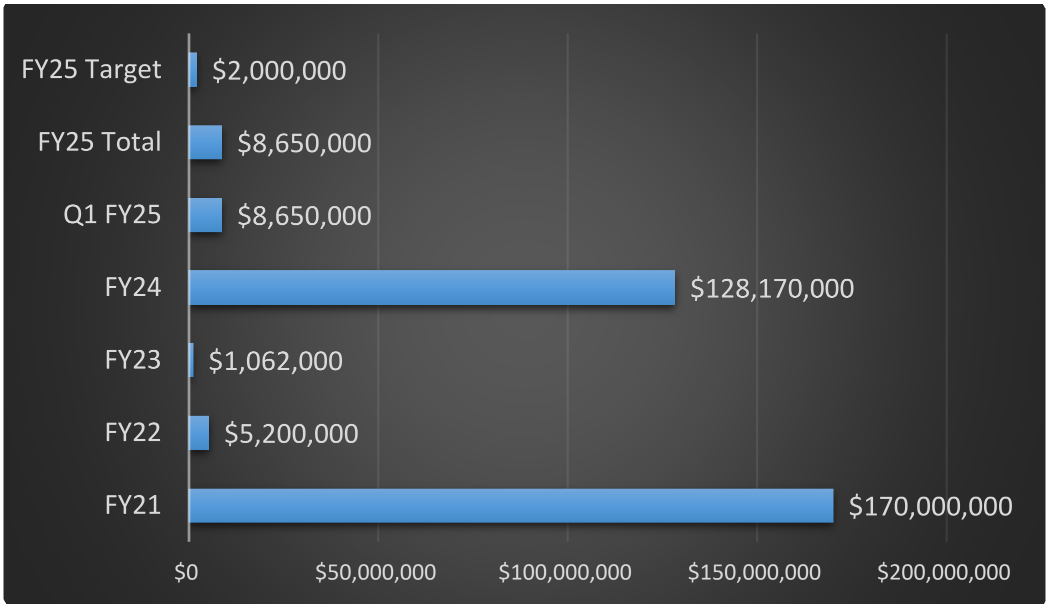
PERFORMANCE MEASURE #9

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

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
$170M	$5.2M	$1,062,000	$128.17M	$8.65M					$2M

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: Three companies received follow-on funding in the first quarter of FY25:

- Pajarito Powder, an Albuquerque-based company that manufactures critical components for the hydrogen energy industry, received a $4.5 million equity investment in July. The company has received several grants from EDD, most recently an Advanced Energy Award Pilot Program grant in FY24 in the amount of $766,000. The company is also in the process of hiring approximately 18 new positions, for which they are utilizing JTIP.
- Nob Hill Therapeutics, an Albuquerque-based company developing biotechnology devices with technology licensed from the University of New Mexico, closed a $3 million Series A raise in August. The company received an OSST Science and Technology Small Business Startup Grant in FY22 in the amount of $25,000.
- Palladias, a Los Alamos-based company developing resins to assist in the separation of nuclear waste for disposal, received a $1.15 million Small Business Innovation Research grant from the Department of Energy. The company received an OSST Science and Technology Small Business Startup Grant in FY24 in the amount of $25,000.

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	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
$2M	$2M	$72M	$2.57B	$942.4M				$942.4M	$10M

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: Ebon Solar, LLC, is a U.S. formed company whose parent company is Ebang International Holdings Inc., a NASDAQ-listed public company with headquarters in Singapore and multiple offices in countries including Australia, Hong Kong, China, Malaysia, and the United States. The company announced its plans to invest $942,400,000.00 million to construct an estimated 834,000 square-foot solar cell manufacturing facility in Albuquerque’s Mesa Del Sol industrial development area, and to create 900 new high-wage jobs.

IMPROVEMENT ACTION PLAN: N/A

Outdoor Recreation Division

Division Mission: The Outdoor Recreation Division works to increase equitable access to the outdoors for all New Mexicans, ensuring healthy outcomes, environmental stewardship, and economic prosperity.

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, residents, and visitors.

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 now four-person ORD team focuses on a few key impact areas: economic development; promotion of outdoor-recreation assets; conservation and stewardship; education and workforce; and health and well-being 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. ORD develops outdoor recreation infrastructure (ex: trails, enhanced campgrounds, public shooting ranges) via the Outdoor Recreation Trails+ Grant program. 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. 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 goal of making the state an internationally recognized outdoor destination for visitors, residents, and companies.

Program Budget (in thousands):

FY25	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	$369.60				$369.60	4
300	$125.00				$125.00	
400	$692.00			$1,875.00	$2,567.00	
TOTAL	$1,186.60			$1,875.00	$3,061.60	

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 Outdoor Recreation Trails+ Grant;
3. Number of youth to benefit from outdoor education programs, including through the Outdoor Equity Fund;
4. The value of earned and owned media impressions for ORD and/or New Mexico outdoor recreation.

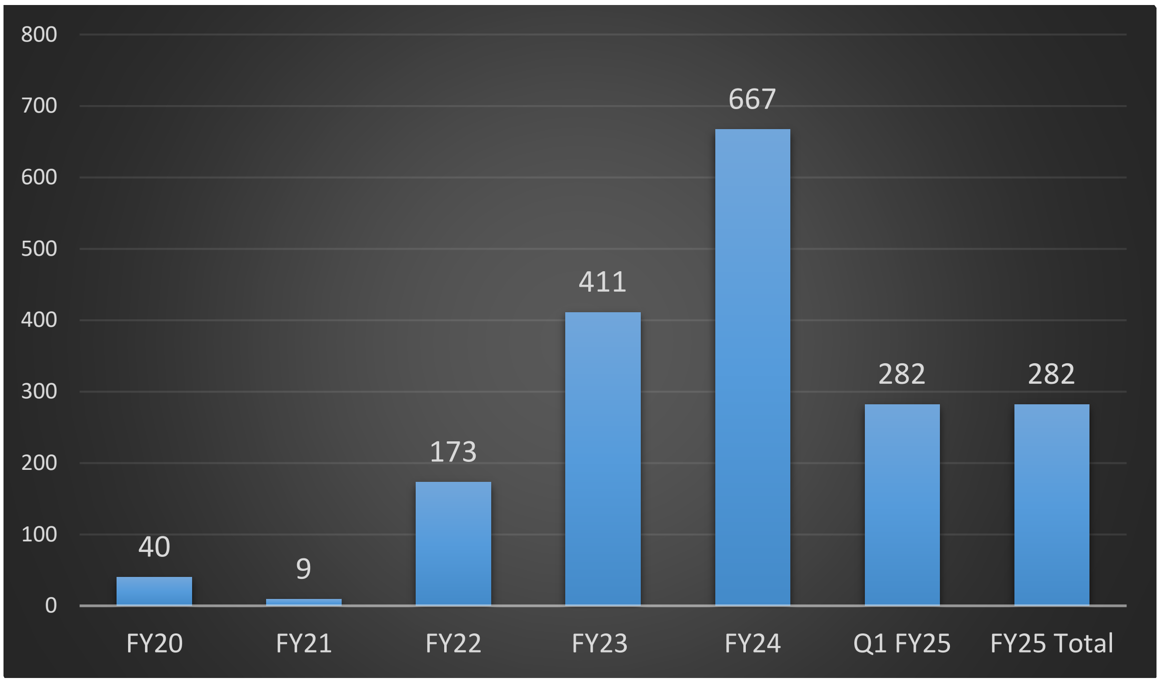
PERFORMANCE MEASURE #1

Number of new outdoor recreation jobs created by ORD

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
9	173	411	667	282				282	Explanatory

Graph of Data Above



MEASURE DESCRIPTION:
The number of outdoor recreation-related jobs created through ORD programs, including the Outdoor Recreation Trails+ Grant program and other Economic Development Department (EDD) initiatives.

DATA SOURCE/METHODOLOGY:
Data is collected from official reports submitted by private companies to EDD through the Job Training Incentive Program (JTIP) and Local Economic Development Act (LEDA) programs. Additional data comes from outdoor recreation incubators and reports from Outdoor Recreation Trails+ Grant recipients.

STORY BEHIND THE DATA:
In August 2024, ORD announced 17 recipients of the Outdoor Recreation Trails+ Grant, distributing $3,203,489 across 14 counties and one tribal community. According to the grant reports, these projects are projected to create 282 seasonal, part-time, and full-time jobs over the next 24 months.

The Outdoor Recreation Trails+ Grant program also helped secure $2,616,300 in private and regional matching funds to support jobs and infrastructure investments.

Since the program's launch in 2020, 164 outdoor infrastructure projects have been awarded a total of $18,391,911 across 30 counties and 11 tribal communities, contributing to the creation of approximately 1,600 jobs.

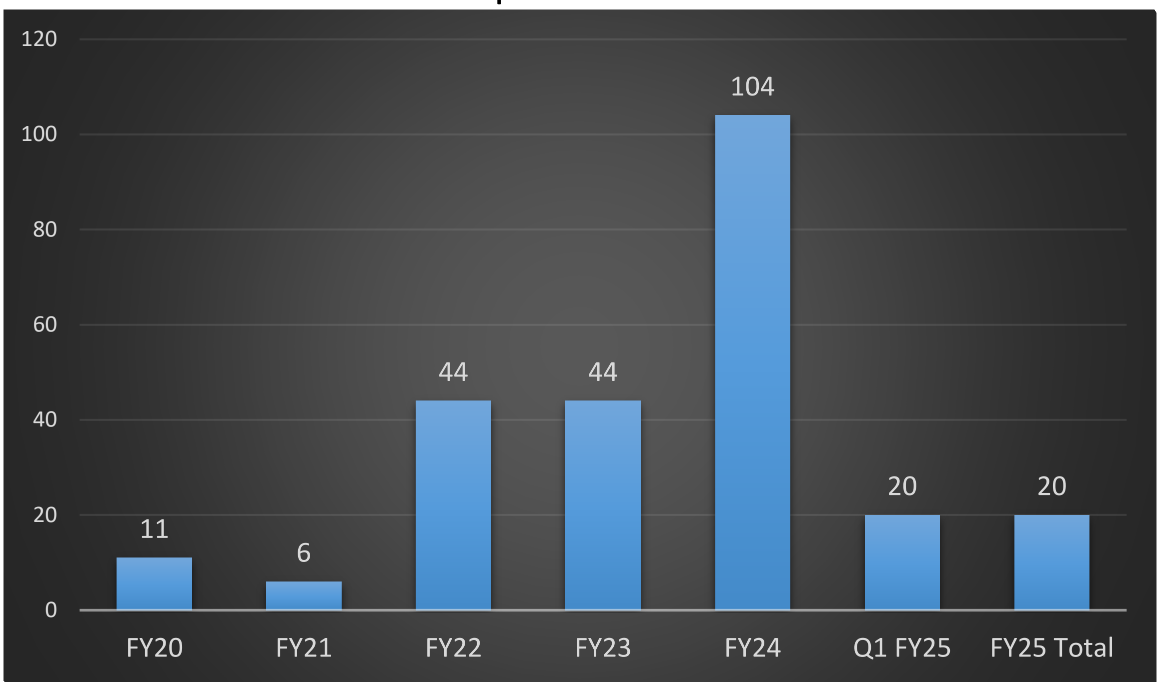
PERFORMANCE MEASURE #2

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

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
6	44	44	104	20				20	Explanatory

Graph of Data Above



MEASURE DESCRIPTION:
The number of outdoor recreation projects funded or led by the Outdoor Recreation Division, including the Outdoor Recreation Trails+ Grant program and the Outdoor Marketing Grant program.

DATA SOURCE/METHODOLOGY:
Data is derived from ORD's Outdoor Recreation Trails+ Grant program and ORD's internal inventory of active projects.

STOY BEHIND THE DATA:
Outdoor Recreation Trails+ Grant: In August 2024, ORD announced 17 recipients for the Outdoor Recreation Trails+ Grant, utilizing the remaining balance of $10 million in ARPA funding dedicated to supporting the outdoor recreation economy. ORD continues accepting applications for the Trails+ Grant, leveraging two new funding sources for fiscal year 2025: 1) $10 million from special appropriations passed in the 2024 legislative session, and 2) $1.4 million from the first distribution of the Land of Enchantment Legacy Fund. These funds will be distributed in three grant cycles or until fully allocated during fiscal year 2025.

Information about all grantees is available on the Economic Development Department (EDD) website.

Outdoor Marketing Grant: In March 2024, ORD awarded $874,000 through the inaugural Outdoor Marketing Grant program to 41 recipients across 17 counties. This initiative supports marketing efforts to promote outdoor participation, stewardship, and access. The grant was part of the U.S. Economic Development Administration's implementation of the American Rescue Plan Act in collaboration with the New Mexico Tourism Department. Recipients have 18 months to complete their projects, after which final reports will provide insights into the economic impact on their communities.

Rio Grande Trail: ORD is also advancing the Rio Grande Trails initiative, a cross-state recreational trail along the Rio Grande River, emphasizing sustainable outdoor infrastructure development.

ActivatOR Outdoor Recreation Growth Accelerator: In partnership with CNM Ingenuity, ORD launched the Outdoor Business Accelerator program, supporting 18 outdoor recreation businesses through a 14-week "ActivatOR" accelerator. This program provided participants with:

- Online sessions with flexible timing.
- Paid access to the Outdoor Economics Conference.
- Diverse topics and expert guest instructors.
- Peer-to-peer breakout sessions, which participants rated highly for fostering collaboration, idea-sharing, and problem-solving.

Testimonials highlight that the program equipped participants with practical tools to identify and engage customers, refine value propositions, and address challenges specific to outdoor recreation marketing and communication.
Looking ahead, future accelerator cohorts have expressed interest in: Virtual kick-off sessions; More in-person networking opportunities; Additional peer-to-peer interaction; An alumni network; Expanded sessions focusing on business fundamentals and funding strategies.

These reflections underscore the program's impact and the desire for expanded support in future iterations. ORD remains committed to growing this initiative over the next three years in partnership with CNM Ingenuity.

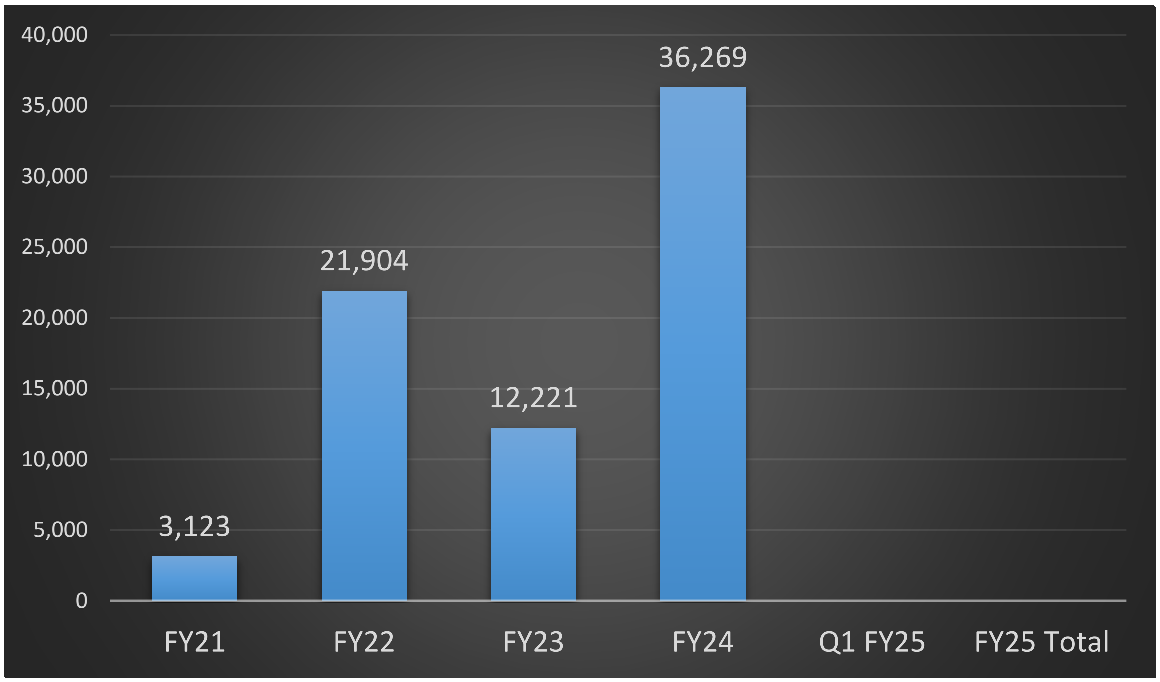
PERFORMANCE MEASURE #3

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

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
3,123	21,904	12,221	36,269	0				0	Explanatory

Graph of Data Above



MEASURE DESCRIPTION:
The number of youth aged 18 and younger who participate in an Outdoor Recreation Division outdoor education program, including those funded by the Outdoor Equity Fund (OEF) and the Future Focused Education paid outdoor industry internship program.

DATA SOURCE/METHODOLOGY:
Data is collected from ORD's official OEF student enrollment reports accessed through the Submittable grant administration software and from attendance reports provided by education partners.

STORY BEHIND THE DATA:
Outdoor Equity Fund: In March 2024, ORD completed the final round of Outdoor Equity Fund awards for fiscal year 2024. This round allocated $975,142 to 33 organizations, serving 8,879 youth. Grants ranged from $5,000 to $40,000 and funded programs introducing young New Mexicans to outdoor activities such as day hikes, hunting, bike rides, fly fishing acequia cultural preservation, workforce training. By the end of March 2024, ORD had exhausted all federal OEF funding for the fiscal year.

For fiscal year 2025, ORD opened one round of OEF applications, funded by $468,800 from the Land of Enchantment Legacy Fund and $382,600 from the general fund. The application process closed on August 31, 2025, with ORD and volunteer reviewers evaluating over 90 applications requesting nearly $4 million in total funding. Grantee announcements are expected before the end of November 2025.

Future Focused Education: ORD partnered with Future Focused Education (FFE), an Albuquerque-based nonprofit, to provide paid internships for high school students in the outdoor recreation industry. In fiscal year 2024, ORD announced the third cohort of high school students to complete New Mexico's first paid outdoor industry internship program. Since its launch in fall 2021, the program has placed 67 students with 14 outdoor recreation employers across Taos, Santa Fe, Albuquerque, and Las Cruces. This represents significant growth from the first cohort, which included just three interns in September 2021.

ORD's $45,000 investment over the past three years has catalyzed over $177,000 in additional funding for youth internships. Interns have contributed hundreds of hours to employers, gaining hands-on experience in areas such as outdoor education, grassroots agriculture, land management and conservation, and watershed health.

Looking ahead, ORD is working with FFE to expand and improve the youth internship program for fiscal year 2025, with a focus on reaching more students in more areas around New Mexico and enhancing learning opportunities.

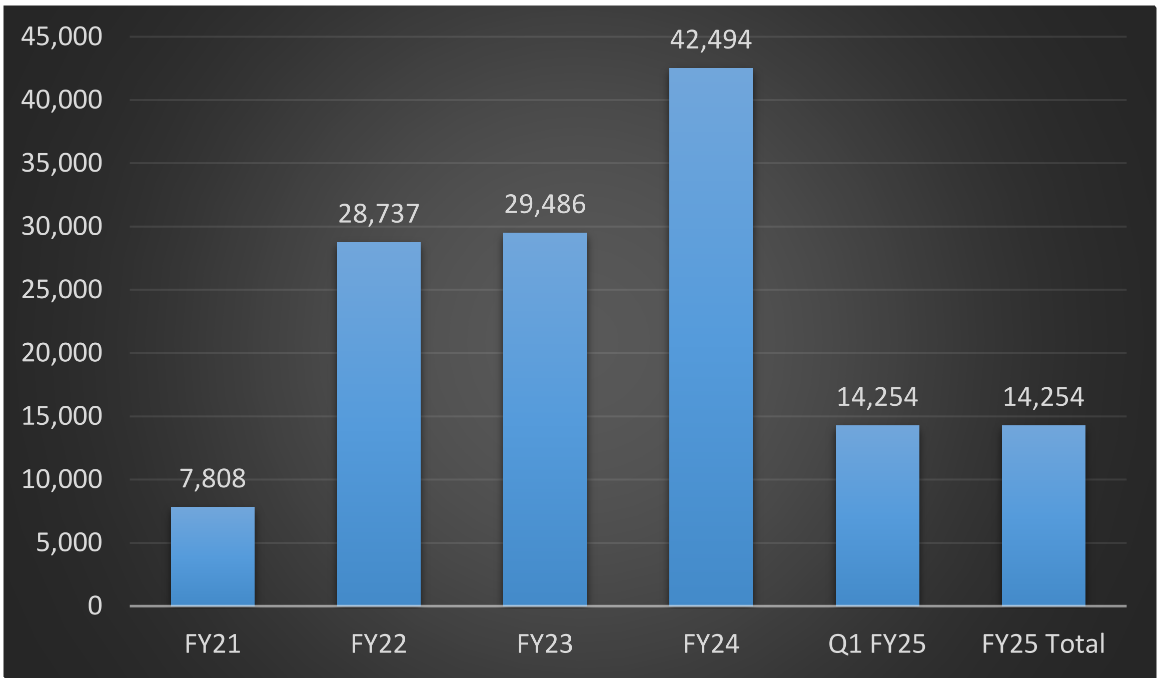
PERFORMANCE MEASURE #4

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

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
7,808	28,737	29,486	42,494	14,254				14,254	Explanatory

Graph of Data Above



MEASURE DESCRIPTION:
The total number of media stories covering the Outdoor Recreation Division or outdoor recreation in New Mexico, directly resulting from ORD's efforts. Stories are ranked by their quality, considering the publication's size and the accuracy with which ORD's mission is represented. This measure also includes ORD's owned media performance, such as the number of readers, unique website visits, newsletter subscribers, and social media followers across various platforms. This comprehensive approach offers insights into ORD's media impact and outreach effectiveness.

DATA SOURCE/METHODOLOGY:
Data is collected using a combination of analytics tools:

- Website and platform analytics track user interactions and engagement.
- Google Alerts monitor media coverage, sending real-time updates to ORD's email.
- Hootsuite analytics gather additional metrics to ensure comprehensive monitoring across all digital channels.

STORY BEHIND THE DATA:
In Q1 FY25, ORD reported the following media metrics:

- 2,950 newsletter subscribers
- 5,879 unique website visits
- 2,081 Instagram followers (up 8.2%)

- 387 Threads followers (up 12.5%)
- 1,028 Facebook followers (up 14%)
- 890 Twitter followers
- 992 LinkedIn followers
- 47 Linktree views

ORD hired a new Marketing Coordinator in late July. Although Google Analytics was implemented for the new website launched in June, some metrics were not tracked during the first few weeks. Despite these challenges, ORD reported a 32% increase in pageviews compared to the previous quarter. Newsletter subscribers also continued to grow steadily.

Earned media coverage increased by 17.5%.

Additional highlights include:

- Facebook's follower count grew by 14%, with account reach also increasing by 14.5%.
- LinkedIn engagement declined slightly.
- Twitter no longer provides analytics for free accounts.

These metrics reflect ORD's growing media presence and outreach effectiveness across multiple platforms.

Earned Media:

https://www.sfreporter.com/news/morningword/2024/08/02/neighbors-oppose-opera-housing-plan/

https://www.santafenewmexican.com/opinion/my_view/celebrate-protect-our-public-lands/article_0f7f1f3a-504f-11ef-9b0d-8738c997d3ab.html

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https://www.cnm.edu/news/new-mexico-outdoor-recreation-division-and-activatenm-now-accepting-applications-for-adventure-pitch-2024

https://www.santafenewmexican.com/news/business/survey-new-mexico-outdoor-recreation-businesses-expect-growth/article_a26affb2-5379-11ef-b7d3-3fa134d5d691.html?utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F%3F123%26-dc%3D1723546811&utm_medium=email&utm_content=headline

https://finance.yahoo.com/news/survey-mexico-outdoor-recreation-businesses-233300864.html

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https://www.republic-online.com/readitfee/news/new-mexico-provides-nearly-100-000-for-economic-development-labyrinth/article_48187cd5-ef31-537a-a996-c22fbb41d942.html

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https://www.youtube.com/watch?v=y0y8scbVf5M

https://www.taosnews.com/news/business/nm-outdoor-recreation-businesses-expect-growth/article_7f4784f4-eff3-5ad7-9578-a2d344781d3c.html

https://www.rrobserver.com/news/new_mexico_news/outdoor-recreation-division-awards-3-2m-to-17-projects/article_fd57ccfa-5993-11ef-8c46-afdde4c4b29b.html

https://ladailypost.com/new-mexico-outdoor-recreation-division-announces-3-2-million-awarded-to-17-projects-around-the-state/

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https://www.msn.com/en-us/travel/news/applications-open-for-new-mexico-outdoor-recreational-funding-program/ar-AA1oOJb0

https://www.krqe.com/news/new-mexico/tourism-to-new-mexico-state-parks-on-the-rise/

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https://www.krqe.com/news/new-mexico/alamogordo-non-profit-works-to-build-largest-permanent-labyrinth-in-the-united-states/

https://citydesk.org/2024/second-phase-of-albuquerque-rail-trail-begins/

https://www.wilderness.org/articles/blog/championing-disability-advocacy-albuquerque

https://www.yahoo.com/news/business-owners-states-outdoor-recreation-033300907.html

https://www.nps.gov/whsa/learn/news/nr09032024.ht

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https://www.santafenewmexican.com/news/local_news/business-owners-say-new-mexicos-outdoor-recreation-industry-is-building-momentum/article_e4ddd60a-63b7-11ef-8b75-838dc33ecbc6.html

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https://finance.yahoo.com/news/state-survey-outdoor-recreation-businesses-030100667.html

https://tourofthegila.com/2024/09/lael-wilcox-to-join-gila-monster-gran-fondo/

https://newmexicosun.com/stories/664583114-new-mexico-roadrunners-complete-annual-enchanted-circle-tour

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	$1,007.30				$1,007.30	10
300	$753.40				$753.40	
400	$79.60				$79.60	
TOTAL	$1,840.30				$1,840.30	

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

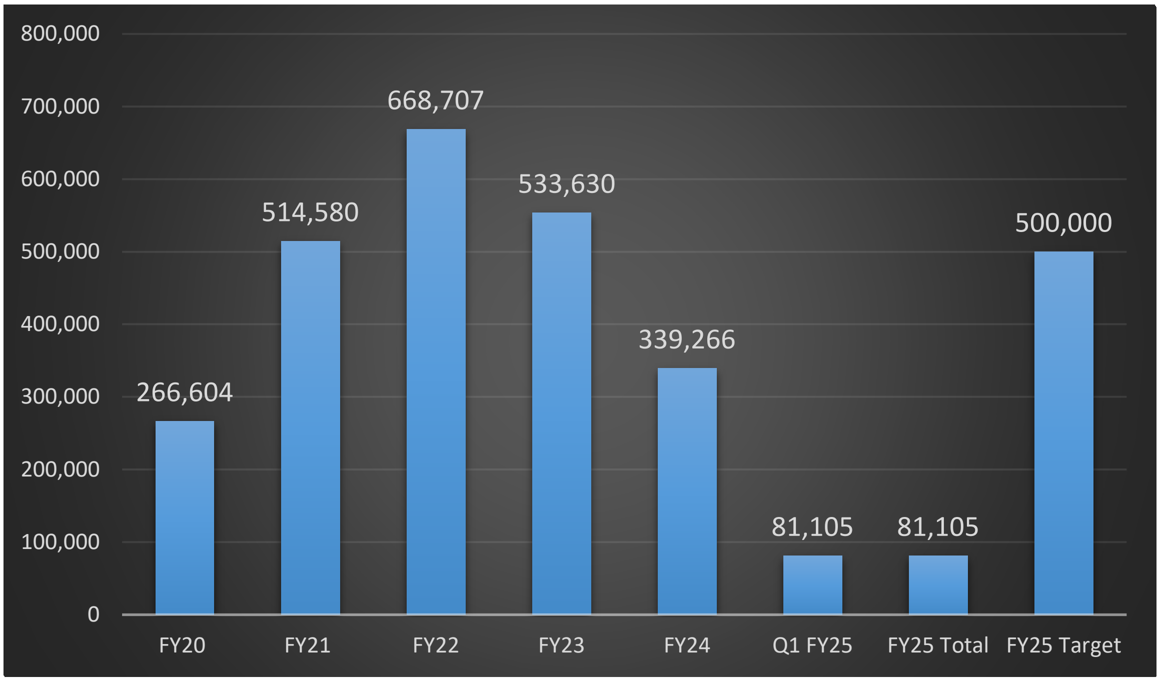
PERFORMANCE MEASURE #1

Estimated number of film and media worker days

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
266,604	514,580	668,707	533,630	339,266	81,105				81,105	500,000

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 FY25 Q1 over 81,000 worker days were observed. The industry has begun to recover from the strikes which impacted FY24.

IMPROVEMENT ACTION PLAN: With the strike resolution, we expect this rebound in film production throughout the state to continue.

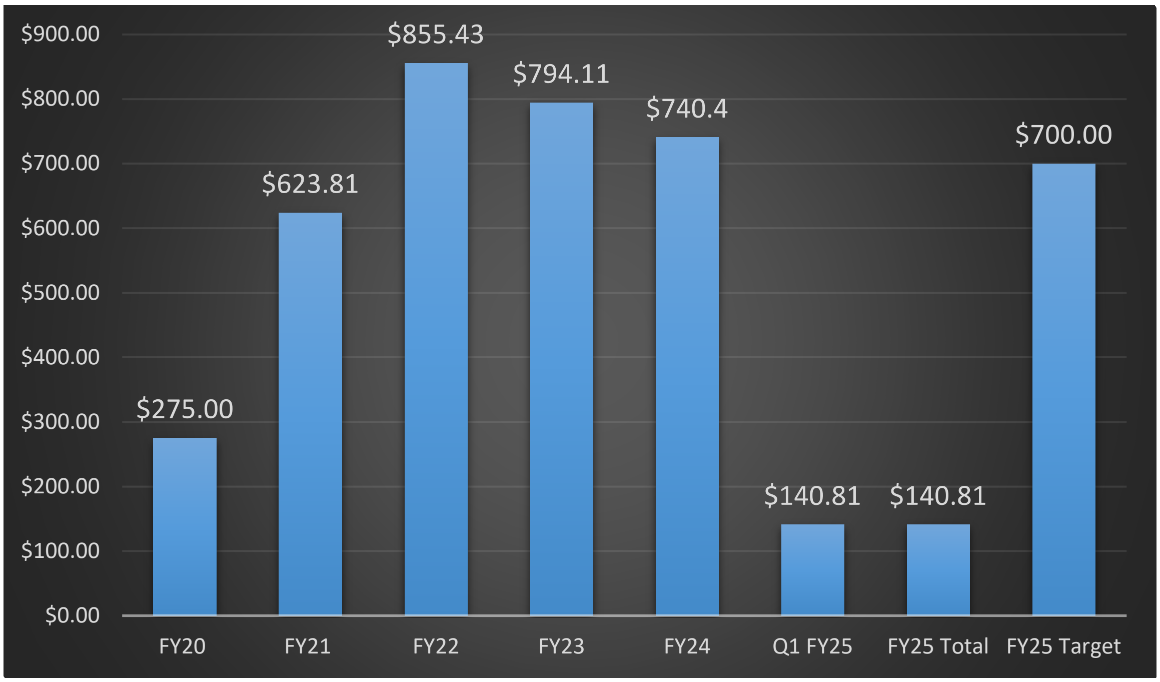
PERFORMANCE MEASURE #2

Estimated direct spending by film industry productions, in millions

Results

FY20	FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
$257.3	$626.5	$855.43	$794.11	$740.42	$140.81				$140.81	$700

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: 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: FY25 Q1 saw total NM production spending of $140.8 million. The recovery in production post WGA and SAG-AFTRA strikes, which halted production nationally is continuing.

IMPROVEMENT ACTION PLAN: With the strike resolution, we expect this rebound in film production throughout the state to continue.

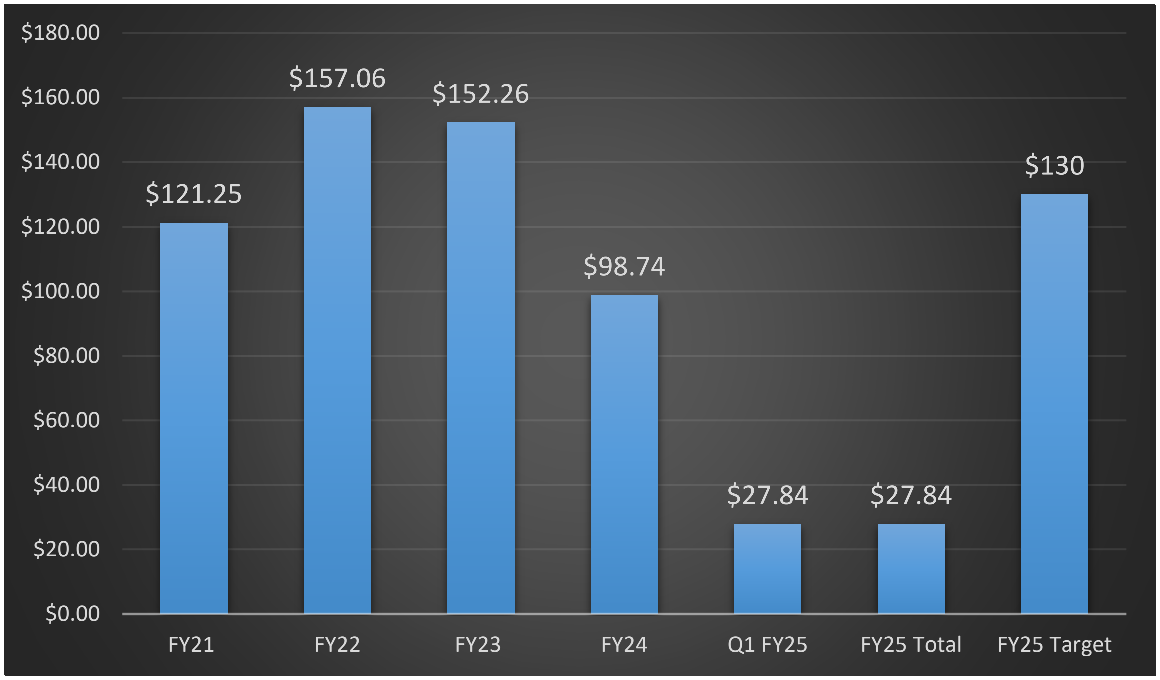
PERFORMANCE MEASURE #3

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

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
$121.25	$157.06	$152.26	$98.74	$27.84				$27.84	$130

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: FY25 Q1 has seen nearly $28 million in wages paid out to New Mexicans. The recovery in production post WGA and SAG-AFTRA strikes, which halted production nationally is continuing.

IMPROVEMENT ACTION PLAN: With the strike resolution, we expect this rebound in film production throughout the state to continue.

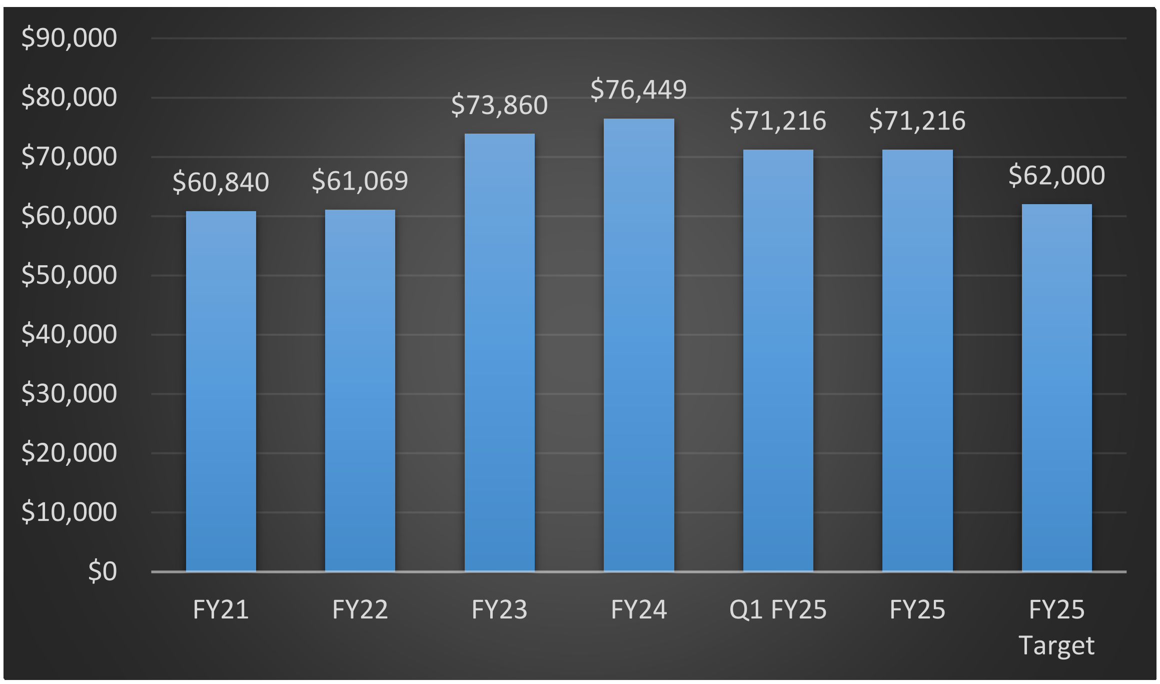
PERFORMANCE MEASURE #4

Median wages paid by film industry productions to NM residents

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25	FY25 Target
$60,840	$61,069	$73,860	$76,449	$71,216				$71,216	$62,000

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: 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: The median wage paid to new Mexico crew members continues to be well above the median wages for the state as a whole, with FY25 q1 seeing $71,216.

IMPROVEMENT ACTION PLAN: With the strike resolution, we expect this rebound in film production throughout the state to continue.

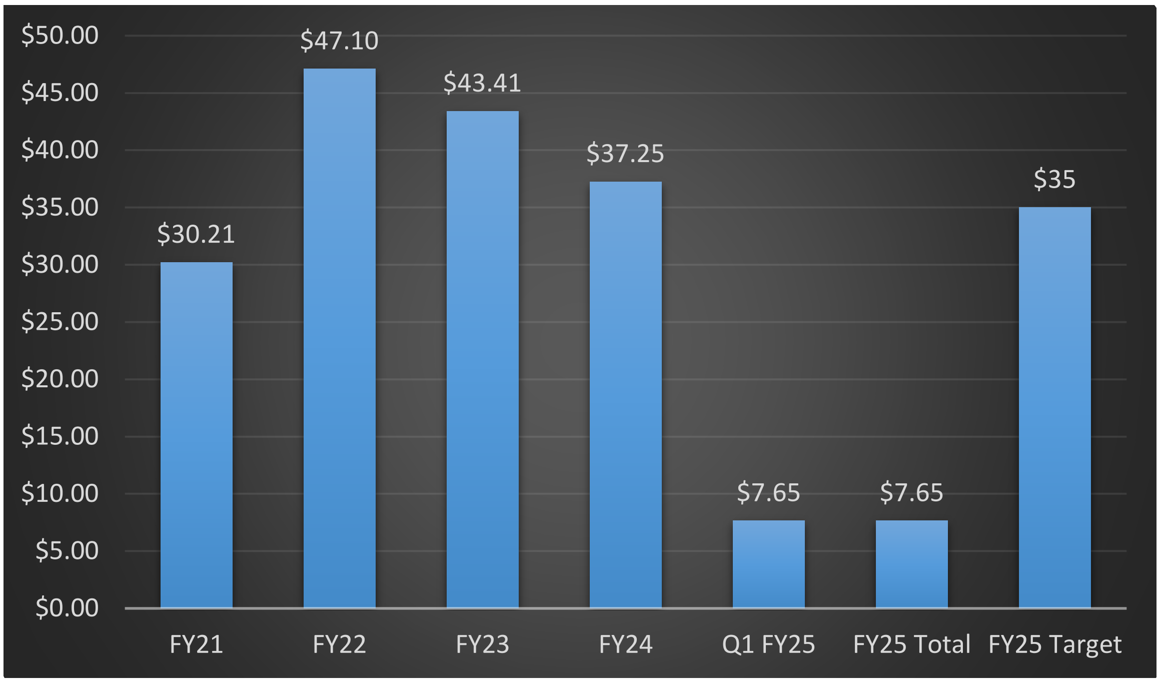
PERFORMANCE MEASURE #5

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

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
$30.21	$47.10	$43.41	$37.25	$7.65				$7.65	$35

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: The recovery in production post WGA and SAG-AFTRA strikes, which halted production nationally is continuing. $7.65 million in estimated gross receipts taxes has been paid in FY25 Q1.

IMPROVEMENT ACTION PLAN: With the strike resolution, we expect this rebound in film production throughout the state to continue.

Creative Industries Division

Program Description, Purpose and Objectives:

The Creative Industries Division was created during the 2023 Legislative Session through House Bill 8 to support the state's creative industries, defined as a business or person "engaged in creative enterprises, including performing, visual and literary arts, entertainment, media, information and broadcasting, applied arts and design, including architecture, landscape architecture, museum and gallery professions, promotion, marketing, graphics and industrial design, technology and computer system design, software design, coding and digital media, and crafts and artisan professions, including metal, wood, glass, ceramics, paper, printing, textile and culinary arts.

The division is charged with increasing and promoting creative-industry-based economic development and tourism; supporting educational and workforce training initiatives to facilitate creative industry growth; supporting entrepreneurs and small businesses in creative industries; identifying and helping establish public infrastructure to support creative industries; serving as an information clearinghouse by providing resources and opportunities to creative industry stakeholders; and acting as a liaison between creative-industries-related businesses and organizations.

Program Budget (in thousands):

FY24	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	$276.10				$276.10	2
300	$0.00				$0.00	
400	$200.00				$200.00	
TOTAL	$476.10				$476.10	

Program Performance Measures:

1. Number of partnerships with other agencies, educational institutions, industry associations and community organizations
2. Number of entrepreneurs and small businesses assisted by the creative industries division
3. Number of creative industry programs assisted by the division

PERFORMANCE MEASURE #1

Number of partnerships with other agencies, educational institutions, industry associations and community organizations

Results

Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
5				5	Explanatory

MEASURE DESCRIPTION: The number of partnerships engaged in and created by the division.

DATA SOURCE/METHODOLOGY: Data is derived from CID's internal inventory of partnerships, initiatives, and deliverable or measurable activities or projects that are actualized by the division.

STORY BEHIND THE DATA: The division had five partnerships with other agencies, educational institutions, industry associations and community organizations in the first quarter of FY25:

- Partnership with the Public Education Department on relevant industry data
- Partnership with the Department of Cultural Affairs on relevant industry data
- Partnership with the Higher Education Department on relevant industry data
- Partnership with the Tourism Department on relevant industry data
- Partnership with the New Mexico Museum Association involving a presentation to association members on the division, museum outcomes, and a commitment to support museums through the division moving forward

The division's inaugural director was appointed midway through the first quarter of FY25, and an additional staff member is projected to start in the second quarter of FY25. Partnerships are expected to grow as the staff comes on board and the division continues establishing its presence.

PERFORMANCE MEASURE #2

Number of entrepreneurs and small businesses assisted by the creative industries division

Results

Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
5				5	Explanatory

MEASURE DESCRIPTION: The number of entrepreneurs and small businesses assisted by the division directly, including provision of information or guidance, introductions to relevant contacts, and referrals to particular programs or services both within the department and externally.

DATA SOURCE/METHODOLOGY: Data is derived from CID's internal inventory of assistance, including calendars, email exchanges, phone calls, and referrals or connections made via those tools to a resource, service, or office offering additional support. While the division staff may receive more contacts from businesses and entrepreneurs than the number reflected here, the data reflects the total number of referrals to assistance that led to an actionable next step, such as applying for funding, matching to a program within the wider department, connecting to another agency or organization that can assist with the objective or challenge, or a finalized outcome of funding or services successfully sought.

STORY BEHIND THE DATA: The division's inaugural director was appointed midway through the first quarter of FY25, and an additional staff member is projected to start in the second quarter of FY25. The number of entrepreneurs and small businesses assisted is expected to grow as the staff comes on board and the division continues establishing its presence.

PERFORMANCE MEASURE #3

Number of creative industry programs assisted by the division

Results

Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
0				0	Explanatory

MEASURE DESCRIPTION: The number of creative economy programs within the division, agency, greater state government, or external creative industry programs that were assisted by the division.

DATA SOURCE/METHODOLOGY: Data is derived from CID's internal inventory of programs assisted.

STORY BEHIND THE DATA: The division's inaugural director was appointed midway through the first quarter of FY25, and an additional staff member is projected to start in the second quarter of FY25. As the division continues to staff up and develop its work and presence throughout the state, direct programs assisted is expected to grow.