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FY25 QUARTER #4 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
CREATIVE INDUSTRIES DIVISION	709

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

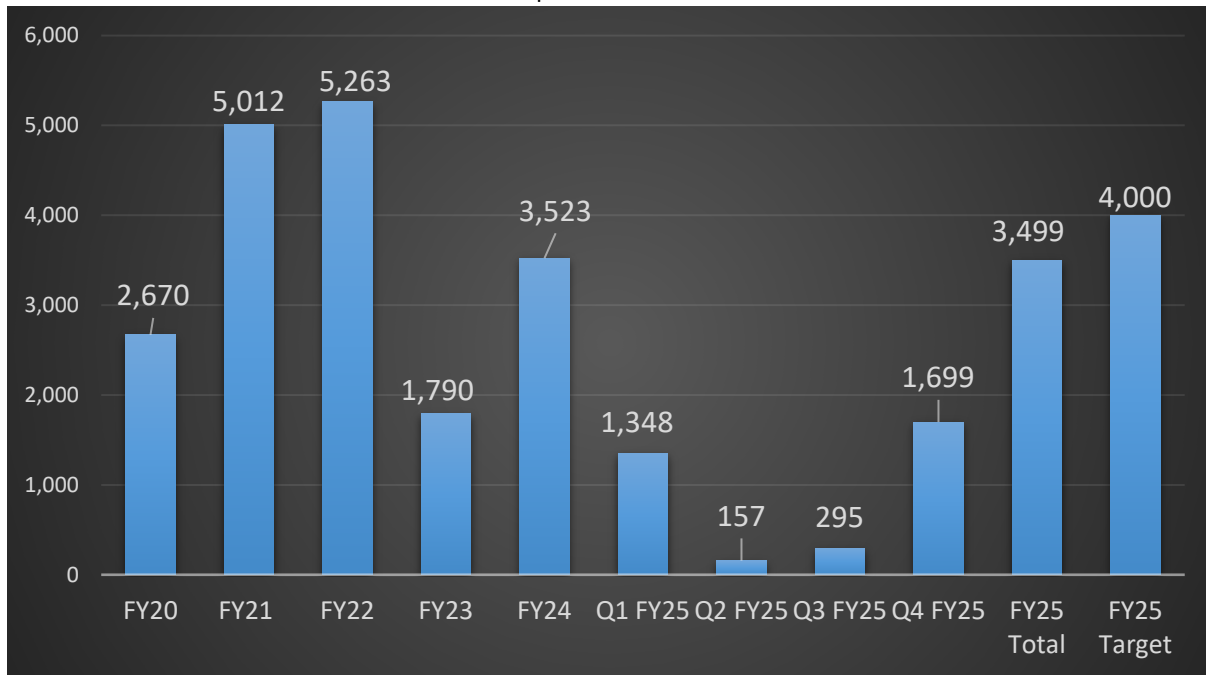
PERFORMANCE MEASURE #1

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	157	295	1,699	3,499	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: Fifteen companies were assisted in creating jobs during the fourth quarter: NMexus, Indica Labs, Inc., Rolling Still Distillery, Stampede Culinary Partners, Humble Brands, Securin Inc., Vitality Works, Inc., BlackVe, Inc., Little Toad Creek, LLC, Nuckolls Brewing Company, UbiQD, AAA Cooper Transportation, Flow Aluminum, Inc., ABB Installation Products, Arcosa Wind Towers, KiloNewton, LLC, Navitas Global LLC, and GoLightly Cashmere.

IMPROVEMENT ACTION PLAN:

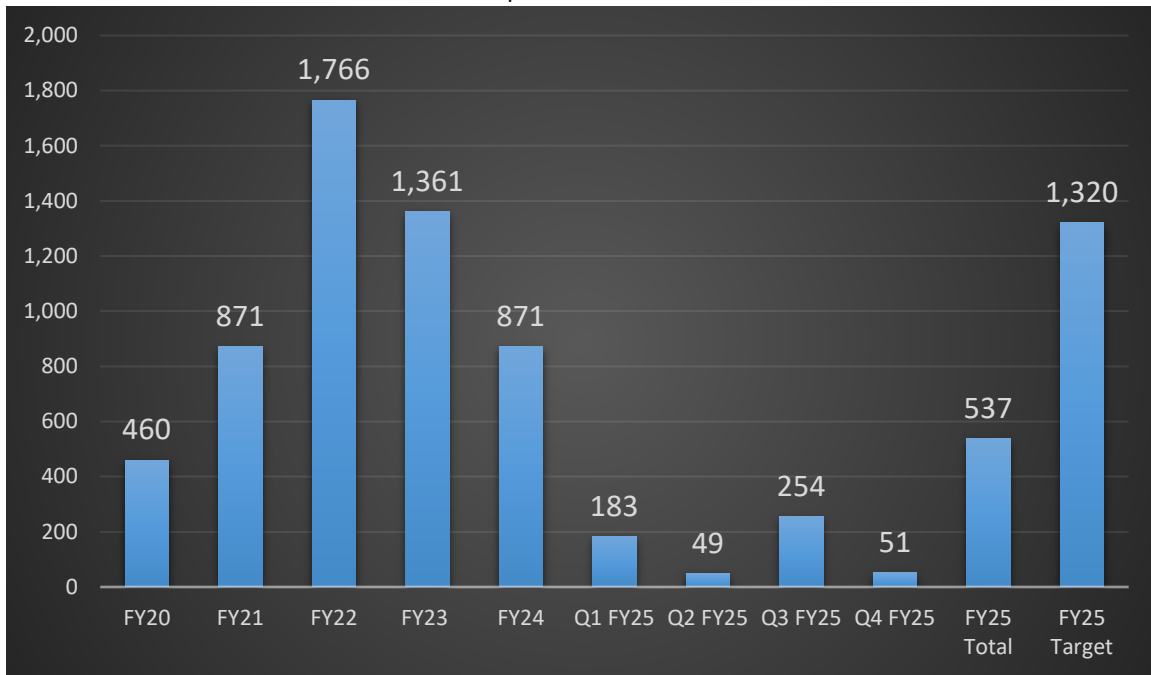
PERFORMANCE MEASURE #2

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	49	254	51	537	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: X rural companies were assisted in creating 20 new jobs in the fourth quarter:

- Rolling Still Distillery, Taos, 5 jobs
- Humble Brands, Taos, 6 jobs
- Nuckolls Brewing Company, Angel Fire, 6 jobs
- Navitas Global LLC, Portales, 34 jobs

IMPROVEMENT ACTION PLAN:

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	\$59,780	\$48,666	\$111,941	\$87,838	\$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 Q4 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	\$7,036	\$2,502	\$52,773	\$31,522	\$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 Q4 FY25 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during Q4 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 sum of the difference by the total number of hires 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	\$64.4M	\$0	\$0	\$0	\$64.4M	\$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 awarded in the third quarter pertaining to economic development efforts.

IMPROVEMENT ACTION PLAN: N/A

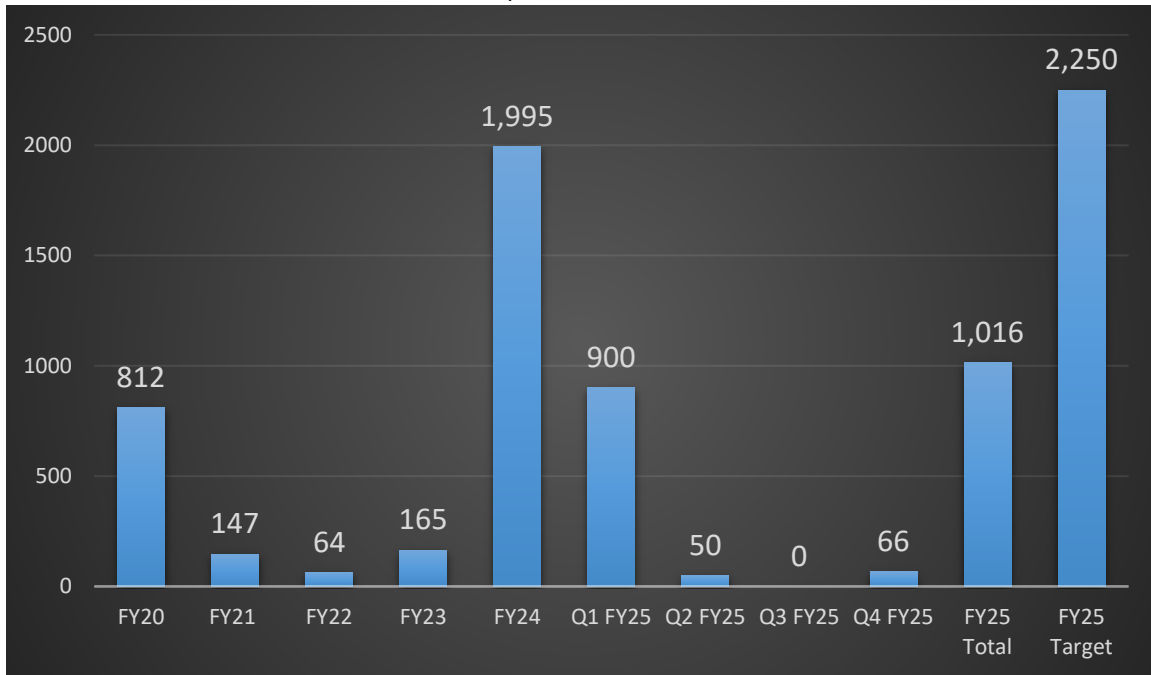
PERFORMANCE MEASURE #6

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	50	0	66	1,016	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: 66 Jobs were counted for this quarter for the following project:

Project 40: 42 jobs over 5 years

40-Pym-25: Zonap Engineering: 4 jobs for year 1

Alligator-CL: 4 jobs for year 1

40-Klingler-25: Supreme Technology: 4 jobs for year 1

40-Puff-25: DCirrus: 4 jobs for year 1

40-Miltank-25: American Grain: 4 jobs for year 1

40-Vinter-25: Oliver Merino LLC: 4 jobs for year 1

40-Tuner-25: ARDIC: 4 jobs for year 1

IMPROVEMENT ACTION PLAN: In order to close more projects during the year, we need a larger funnel of leads and PROs. NMP has planned an increased number of trade and site selector events for the next year which should increase the number of opportunities, we are also implementing some AI automation to some of our activities so staff can spend less time on simple tasks like data entry, and more time on project development. We are also engaging with a new lead generation contractors and partners to increase the

number of our qualified leads and projects. We are also adding interns to the staff to help with the higher volume of work that this will create. These efforts coupled with the progress that NMEDD is making with the qualified sites program should attract a higher level of interest and ultimately result in more job creation in the long term.

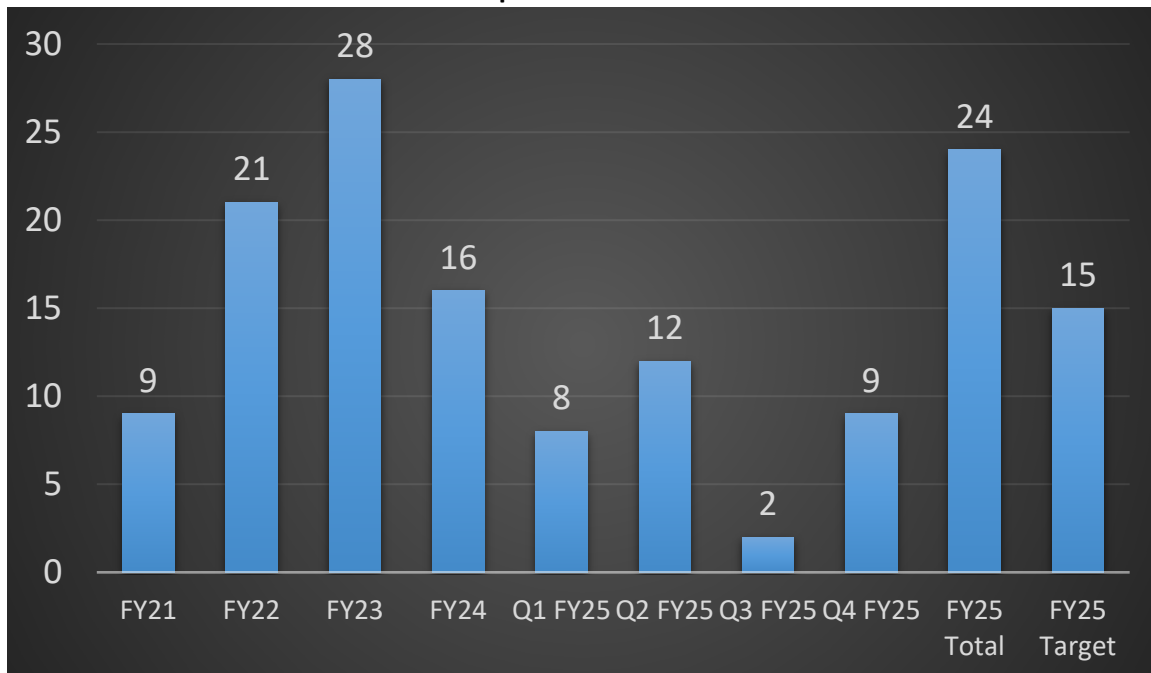
PERFORMANCE MEASURE #7

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	5	2	9	24	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: There were 9 Site Visits this quarter. April (3): Ironman to Las Cruces, 40 to Albuquerque, Las Cruces, and Santa Teresa, and Green Power to Santa Teresa. May (3): India Delegation – several companies (to various locations), VB to Albuquerque, Measure to Santa Teresa. June (3): IITK to Albuquerque and Expo, IIT Innovation to Albuquerque, Las Cruces, and Santa Teresa. There was also a second site visit for Project Ajex, which does not count towards our total as only the first site visit is counted.

IMPROVEMENT ACTION PLAN: N/A

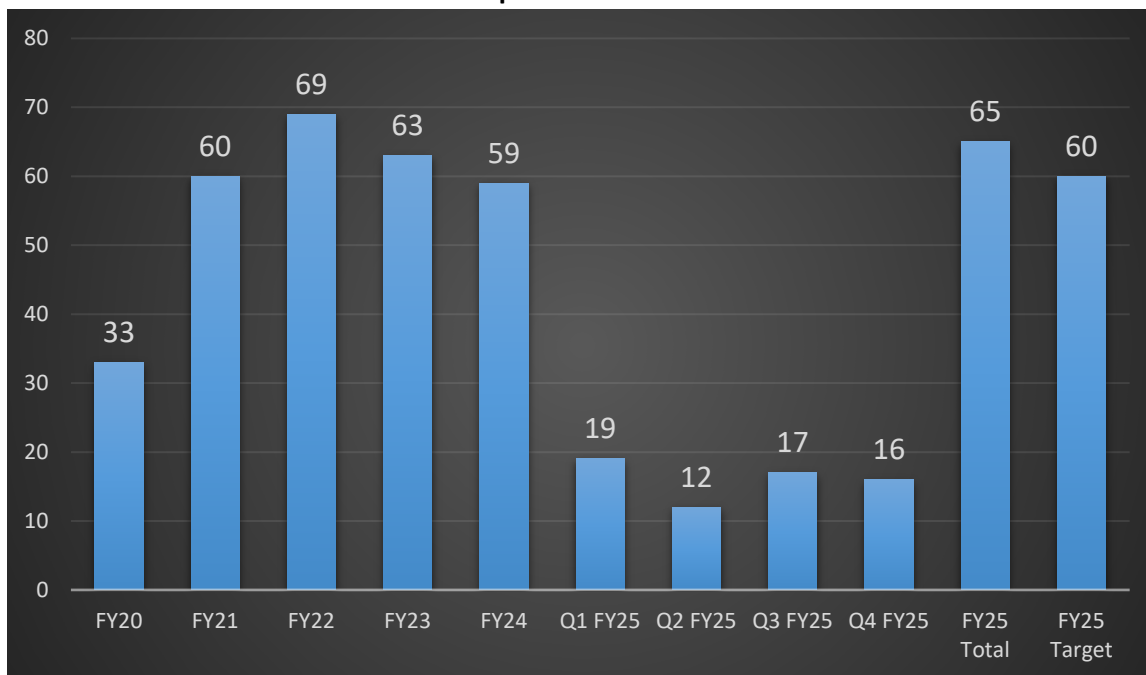
PERFORMANCE MEASURE #8

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	12	17	16	65	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. January (7): Behind the Meter, Quail Ranch – CL, Eels, Ave, Ironman, 40-CL, Silver. February (3): Willer, Frost, Superpower. March (7): Techtonix, Panda, Factory 2 Works, High Power, Measure, Poly, Amp.

STORY BEHIND THE DATA: There were 16 PROs for the quarter – April (4): Argus, Noble, VB, MA; May (6): Elevate-Max, Telluride, Idaho, Frontier-Y, Goldblum, Launch; and June (6): HardTent, SpaceBuild, Anode, AMPPPP, Expo, HighJump.

IMPROVEMENT ACTION PLAN: N/A

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

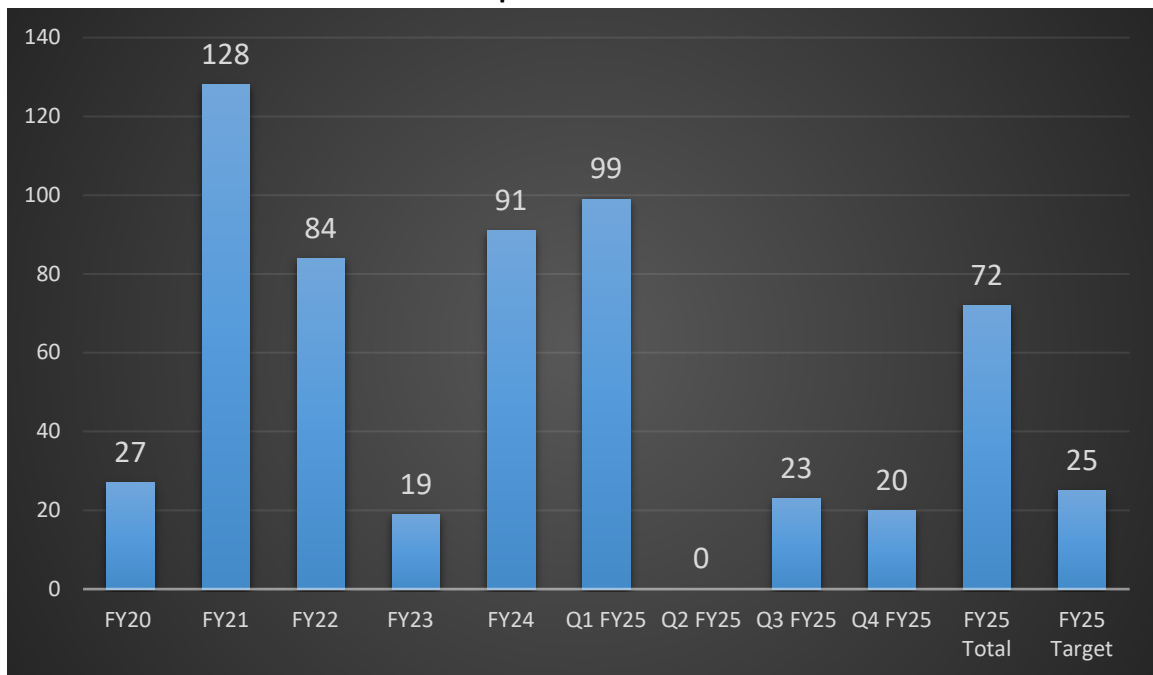
PERFORMANCE MEASURE #1

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	0	23	20	72	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: There was one LEDA project announced in Q4.

Company	Jobs	Private Investment	LEDA Commitment
NMexus	1,500	\$100 million	\$5,000,000

Private investment of \$100,000,000/LEDA investment of \$5,000,000 =20

IMPROVEMENT ACTION PLAN: N/A

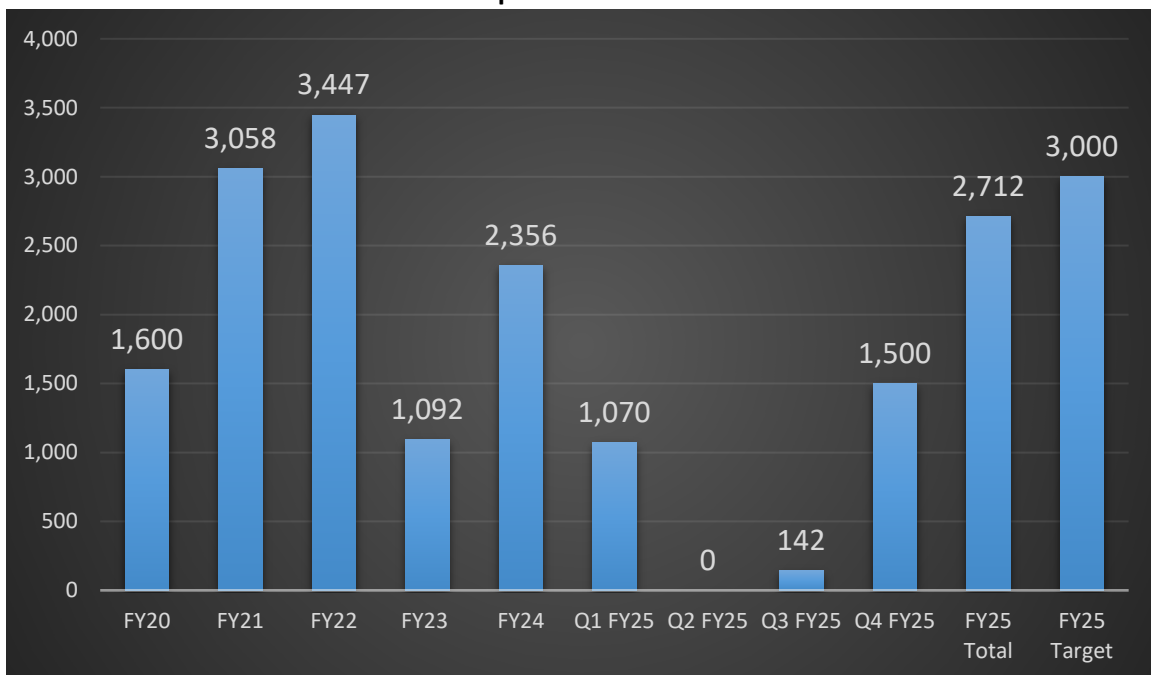
PERFORMANCE MEASURE #2

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	0	142	1,500	2,712	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 was one LEDA project announced in Q4.

NMexus: Located in Albuquerque's Mesa del Sol innovation district, the accelerator is a first-of-its-kind commercialization center for companies from India, the Middle East, Europe, and Asia, equipping them with the tools necessary to successfully expand operations in New Mexico and succeed in the U.S. market. The NMexus Center is equipped to serve up to 40 companies each year. It is expected to generate nearly 100 jobs in its first year and as many as 1,500 jobs within five years. The combined economic impact of the center over five years is estimated at over \$400 million with an initial private capital investment of \$100 million, and approval of \$5 million LEDA investment.

IMPROVEMENT ACTION PLAN:

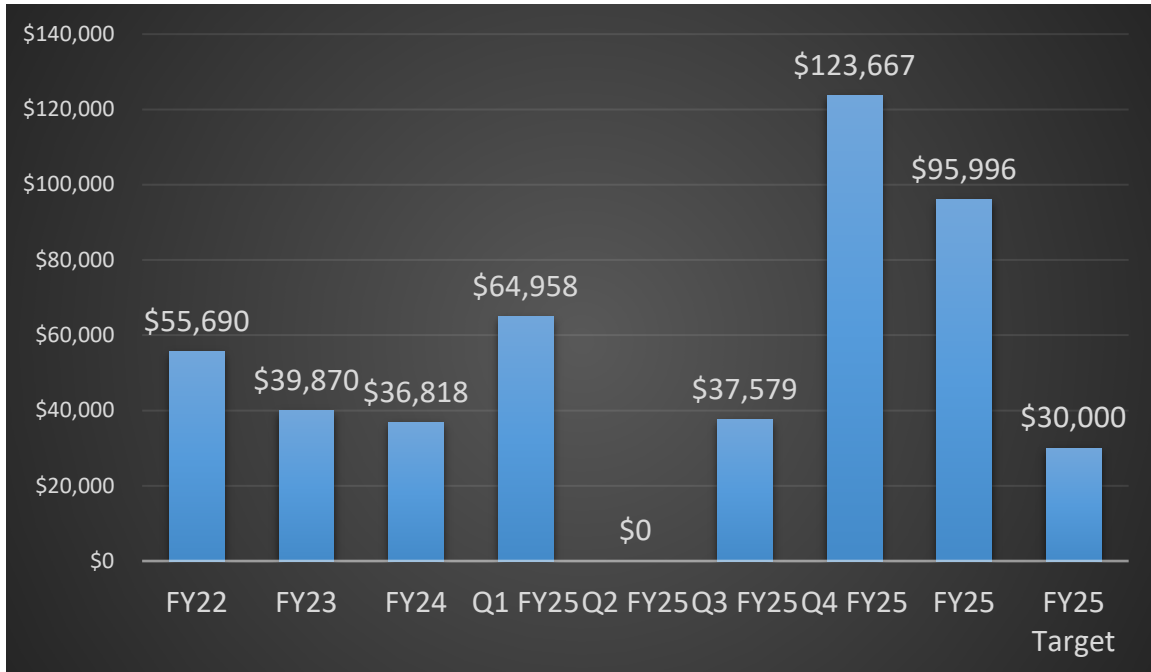
PERFORMANCE MEASURE #3

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	0	\$37,579	\$123,667	\$95,996	\$30,000

Graph of Data Above



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 Q4 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 \$127,000 while the cost per job for the projects is \$3,333.

IMPROVEMENT ACTION PLAN: N/A

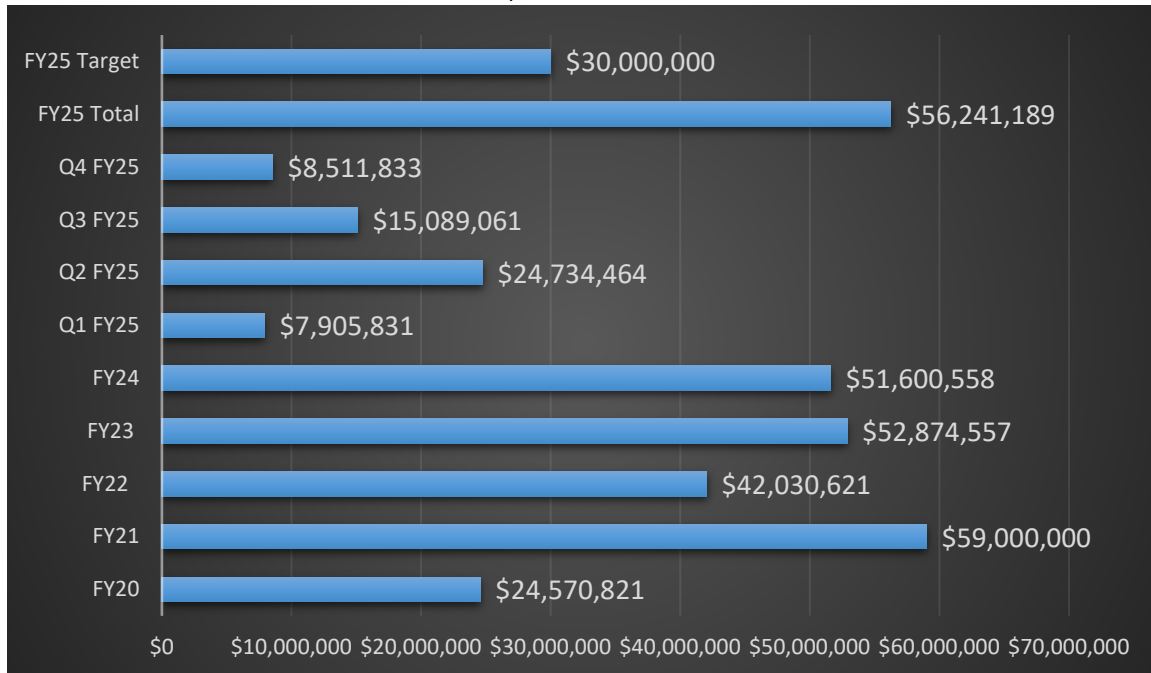
PERFORMANCE MEASURE #4

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	\$24.7M	\$15.1M	\$8.5M	\$56.2M	\$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: In the fourth quarter of FY25 there were investments in real estate in MainStreet districts throughout the state. The following includes highlights of activity in Q4:

- In Albuquerque, there was a major investment into an historic building, The Gizmo, a four-story historically significant building in downtown Albuquerque. The building was purchased for \$1.6 million, with plans to renovate and finally reactivate the building.

IMPROVEMENT ACTION PLAN: N/A

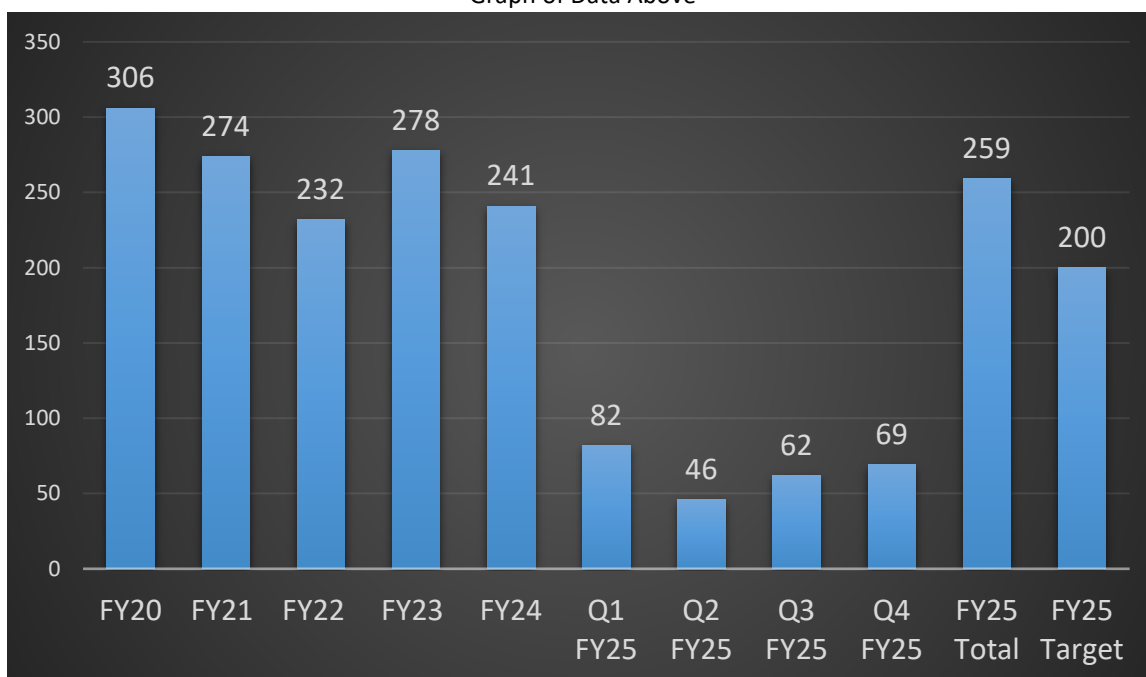
PERFORMANCE MEASURE #5

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	46	62	69	259	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: \$1,745,685 million dollars of the overall private sector investment within MainStreet districts statewide in Q4 was directed towards 69 different private building rehabilitation projects.

The following includes highlights of activity in Q4:

- Clovis MainStreet had 10 private building rehabilitation projects in the district totaling over \$332,000 in private investment. The BNSF GOB Building invested \$100,000 into the roof, The Micky's Uniform building is being renovated to accommodate a Salon and Med Spa with \$65,000 being spent on the build out and HVAC system.
- In Las Vegas, three properties along Douglas Avenue received upgrades and renovations to windows, general building maintenance, and other cosmetic improvements amounting to more than \$200,000. Along Bridge Street three other buildings were completing renovations with more than \$95,000 being spent on aesthetic improvements to the buildings.
- In Alamogordo, there were two local LEDA projects with investment of more than \$2 million. One for the RAD Retrocade in the Downtown and the other was for the Sands Theater project.
- In Farmington, the U-ToE-Pia Salon, invested \$250,000 in interior buildout, HVAC systems, plumbing and signage.

IMPROVEMENT ACTION PLAN: N/A

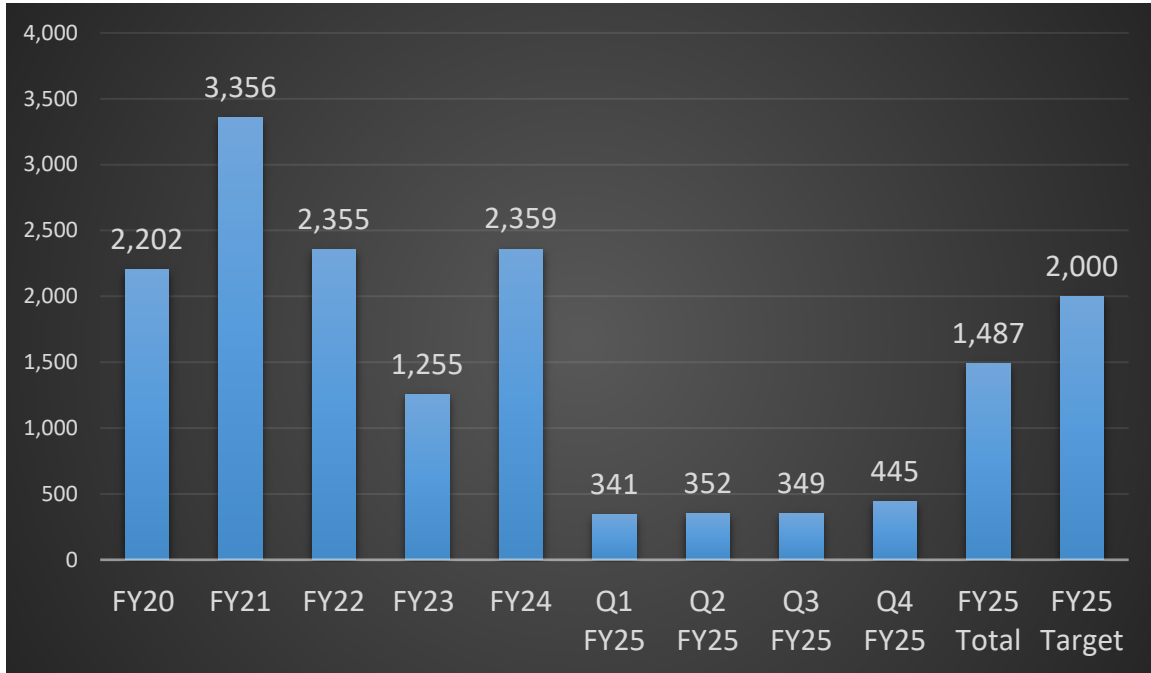
PERFORMANCE MEASURE #6

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	352	349	445	1,487	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: In the fourth quarter of FY25, 19 companies and 414 trainees were approved by the JTIP board. 166 are high-wage positions, of which 35 are urban, with annual salaries greater than \$60,000, and 131 are rural, with annual salaries greater than \$40,000. Seven urban internships were approved, and 45 incumbent workers will receive upskills training through JTIP's enhanced skills training program, Step-Up. 202 of the total trainees approved are in rural areas including: Sunland Park, Taos, Deming, Angel Fire, Portales and Belen.

The Film Crew Advancement Program (FCAP) under the JTIP for Film and Multimedia programs, approved four production companies to train 31 crew members.

IMPROVEMENT ACTION PLAN: JTIP has a short-term project pipeline through September of 225 new trainees, and a long-term pipeline through FY26 and beyond amounting to nearly 4,300 jobs. There are currently 10 companies in the application process targeting the monthly FY26 Q1 board meetings.

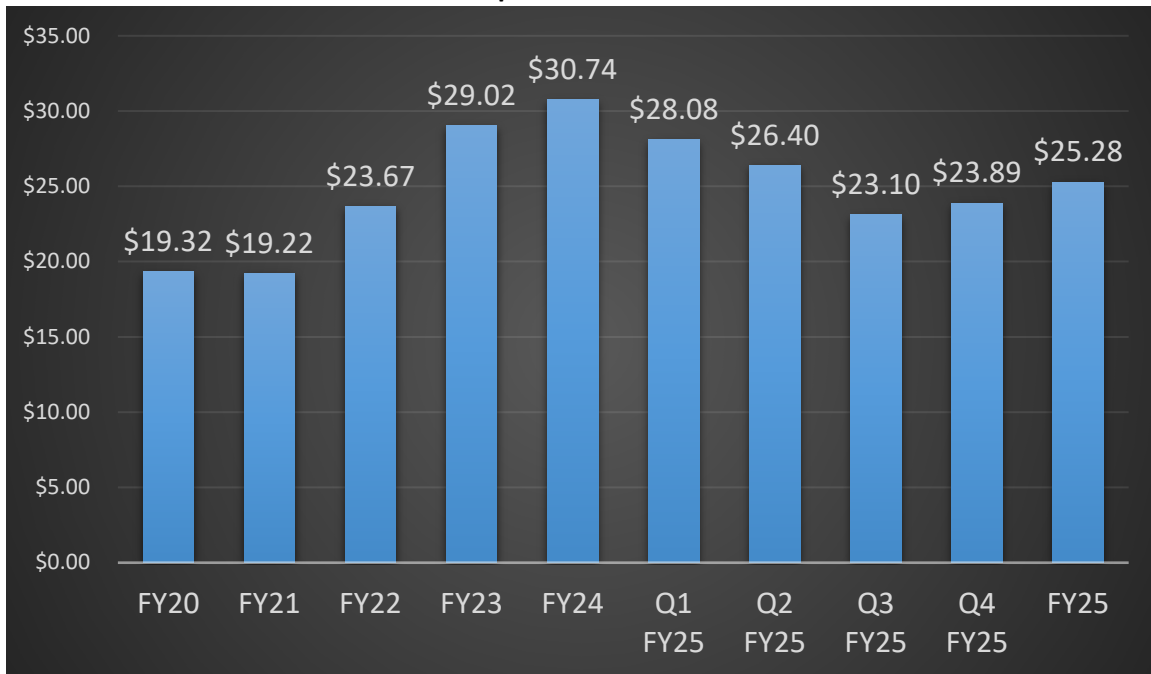
PERFORMANCE MEASURE #7

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	\$26.40	\$23.10	\$23.89	\$25.28	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 Q4 JTIP jobs approved:

- 362 trainees: average wage - \$23.89
 - Urban: 160, average wage - \$25.56
 - Rural: 202, average wage - \$21.65
- 7 interns:
 - Urban: 7, average wage - \$27.50
- FY25 Q4 JTIP Film Crew jobs approved:
 - 31 trainees, average wage - \$23.16

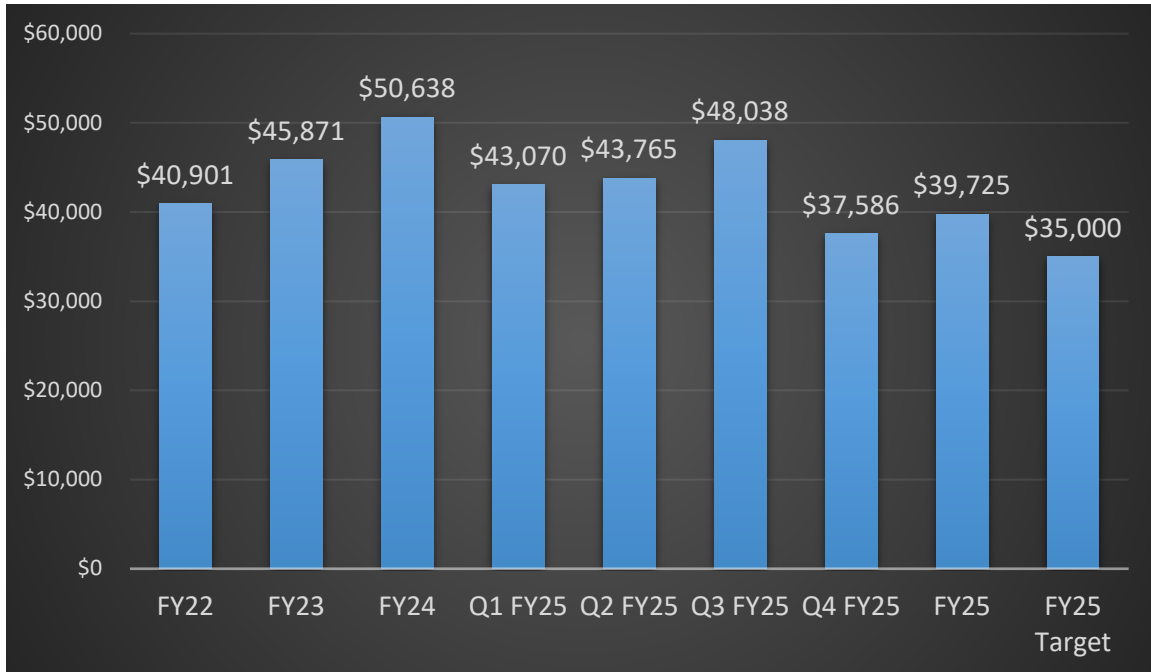
PERFORMANCE MEASURE #8

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	\$43,765	\$48,038	\$37,586	\$39,725	\$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 Q4 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 Q4 FY25 is \$49,544. The cost per job for these JTIP jobs was \$11,958.

IMPROVEMENT ACTION PLAN: N/A

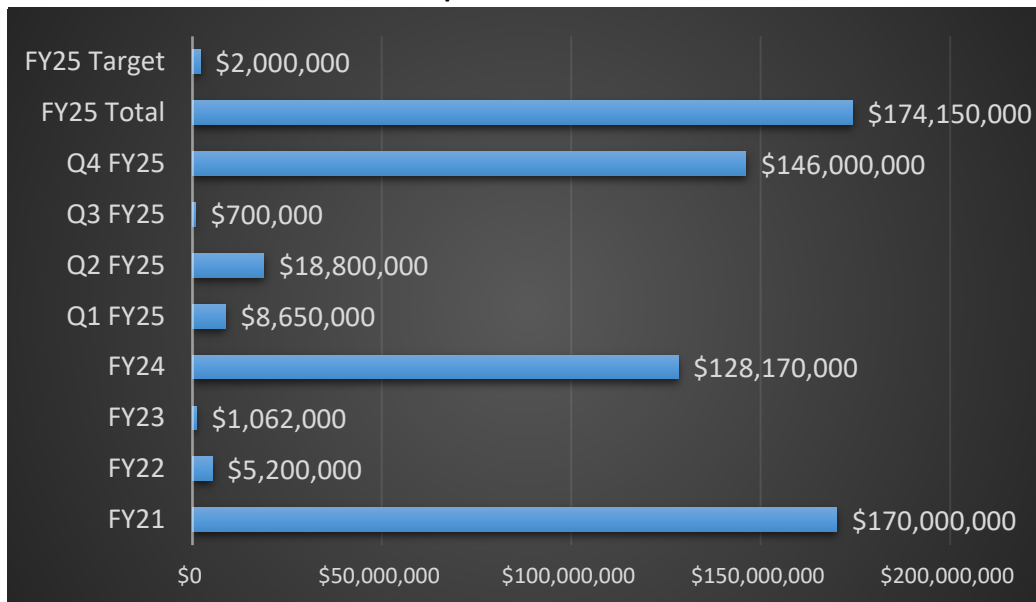
PERFORMANCE MEASURE #9

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	\$1.062M	\$128.17M	\$8.65M	\$18.8M	\$700,000	\$146M	\$174.15 M	\$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 fourth quarter:

- UbiQD, a Los Alamos-based company that manufactures quantum dot technology, closed a \$20 million Series B funding round. The company has received several grants from the Economic Development Department, including an Advanced Energy Award of \$615,000 in FY24, as well as previous Small Business Innovation Research (SBIR) Matching Grants in FY19 and FY21.
- mPower Technology, a spin-off from Sandia National Laboratories based in Albuquerque that makes solar power solutions for space, closed a \$21 million Series B funding round. The company received an SBIR Matching Grant in FY19 in the amount of \$25,000.
- X-Bow Systems, an Albuquerque-based company that produces advanced solid rocket motors for defense and space applications, closed a \$105 million Series B funding round and entered into a strategic agreement with Lockheed Martin. The company received an SBIR Matching Grant in FY20 in the amount of \$100,000.

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	\$0	\$0	\$100M	\$1.024B	\$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: NMexus: Located in Albuquerque's Mesa del Sol innovation district, the accelerator is a first-of-its-kind commercialization center for companies from India, the Middle East, Europe, and Asia, equipping them with the tools necessary to successfully expand operations in New Mexico and succeed in the U.S. market. The NMexus Center is equipped to serve up to 40 companies each year. It is expected to generate nearly 100 jobs in its first year and as many as 1,500 jobs within five years. The combined economic impact of the center over five years is estimated at over \$400 million with an initial private capital investment of \$100 million, and approval of \$5 million LEDA investment.

IMPROVEMENT ACTION PLAN: N/A

Outdoor Recreation Division

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

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.

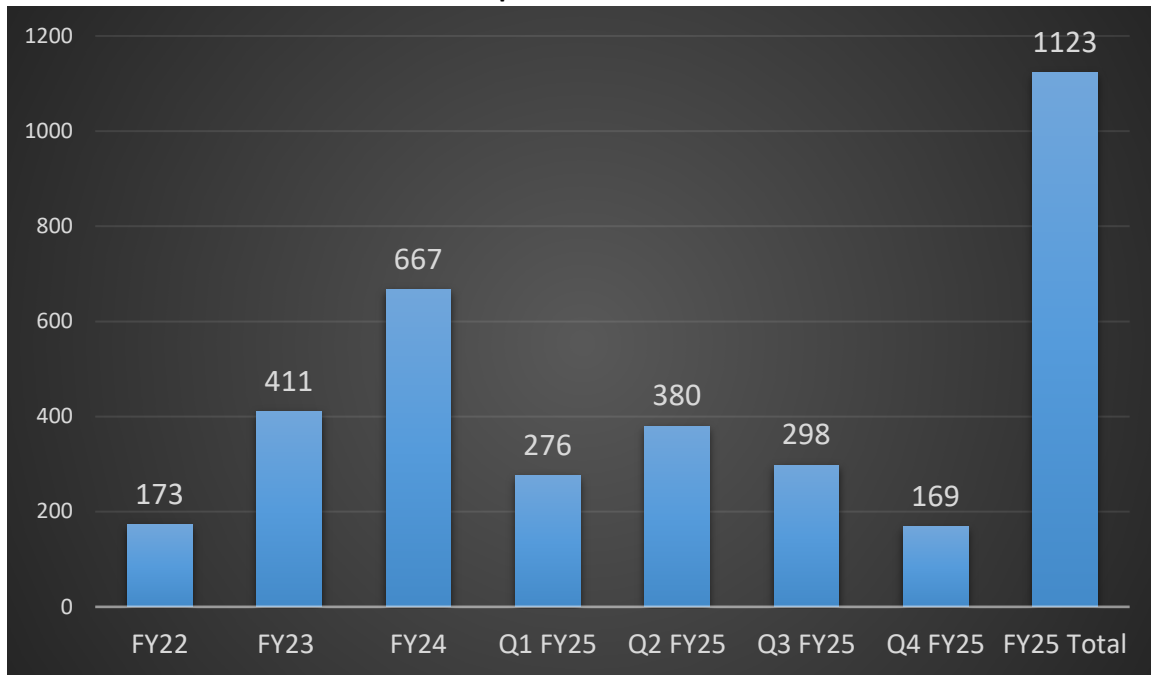
PERFORMANCE MEASURE #1

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	276	380	298	169	1,123	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 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:

ORD continues to demonstrate its impact on job creation and support across the state through its initiatives. In May 2025, ORD awarded \$2.3 million to 15 recipients of the Outdoor Recreation Trails+ Grant across 13 counties and one Tribal community. According to grant reports, these projects are projected to create 169 seasonal, part-time, and full-time jobs over the next 24 months. Additionally, the program has secured \$1,846,703.43 in private and regional matching funds to further support jobs and infrastructure investments.

The \$2.3 million awarded in Q4 of FY25 supported a wide range of infrastructure and access improvements across New Mexico. Funded projects include the City of Aztec's development of a new pedestrian bridge and trail connecting key recreation areas; Ojo Sarco Community Center's creation of a shaded gathering space for youth and seniors; and the City of Socorro's riverwalk enhancements with native landscaping and benches for public enjoyment. In northern New Mexico, the Village of Questa is developing a new trail to connect the community to the Rio Grande del Norte National Monument, while the Mora Creative Council

will implement a cultural trail and fire-recovery-focused art installation. The Pueblo of Acoma will construct shade structures and restrooms at the Acoma Recreational Complex to support community use and outdoor events. Together, these projects highlight the Trails+ program's role in expanding equitable access to the outdoors while fostering local job creation and community resilience.

Since its inception in 2020, the Trails+ program has awarded \$28.7 million to 221 outdoor infrastructure projects across 30 counties and 11 tribal communities, creating approximately 2,301 jobs. For fiscal year 2025, the program received a one-time \$10 million special appropriation and \$1.4 million in recurring funds from the Land of Enchantment Legacy Fund, ensuring continued support for outdoor infrastructure and job creation.

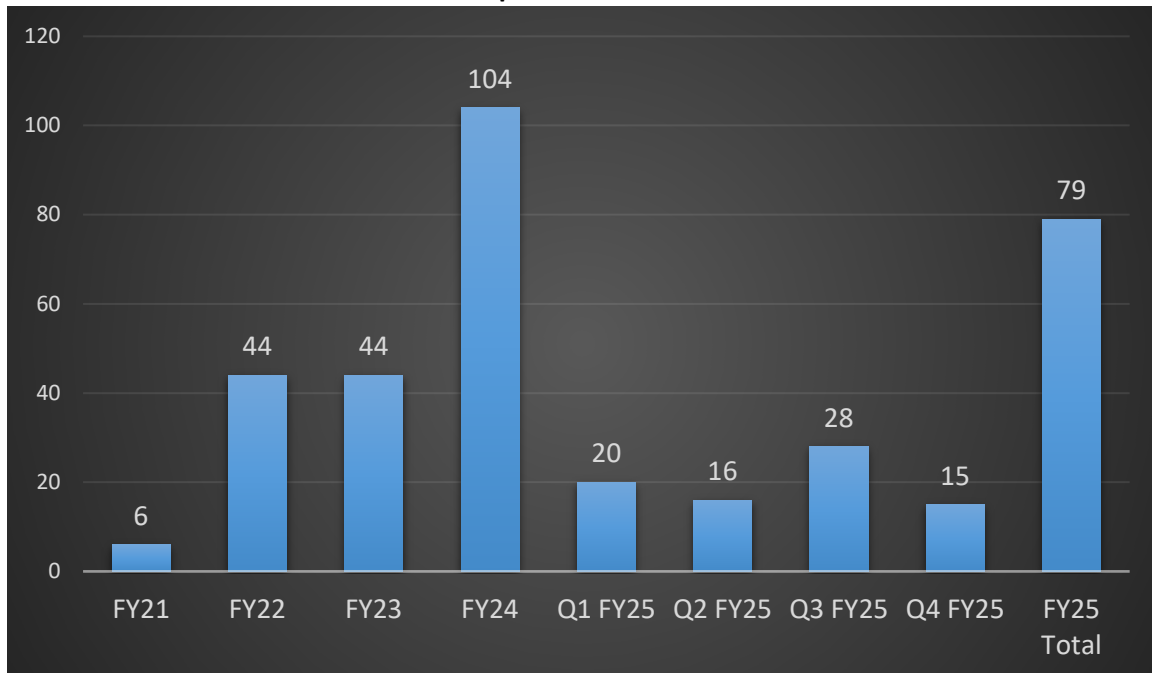
PERFORMANCE MEASURE #2

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	16	28	15	79	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.

DATA SOURCE/METHODOLOGY:

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

STORY BEHIND THE DATA:

Outdoor Recreation Trails+ Grant: In May 2025, the Outdoor Recreation Division (ORD) announced the fourth round of funding for its Outdoor Recreation Trails+ Grant, awarding \$2.3 million to 15 recipients. These projects span trail design, construction, and maintenance, as well as the development of outdoor infrastructure to enhance access and support community recreation. For fiscal year 2025, the program leveraged two new funding sources: (1) a \$10 million special appropriation approved during the 2024 legislative session, and (2) \$1.4 million from the inaugural distribution of the Land of Enchantment Legacy Fund. Together, these funds were distributed across four grant cycles throughout the fiscal year.

A full list of FY25 Trails+ Grant recipients is available at [NMOoutside.com](https://nmooutside.com).

Rio Grande Trail: ORD continues to advance the Rio Grande Trail initiative, a cross-state recreational trail along the Rio Grande River, emphasizing sustainable outdoor infrastructure development. In June 2025, ORD participated in the second Rio Grande Trail Commission meeting in Santa Fe, where two new trail segments were officially designated and approved by the Commission.

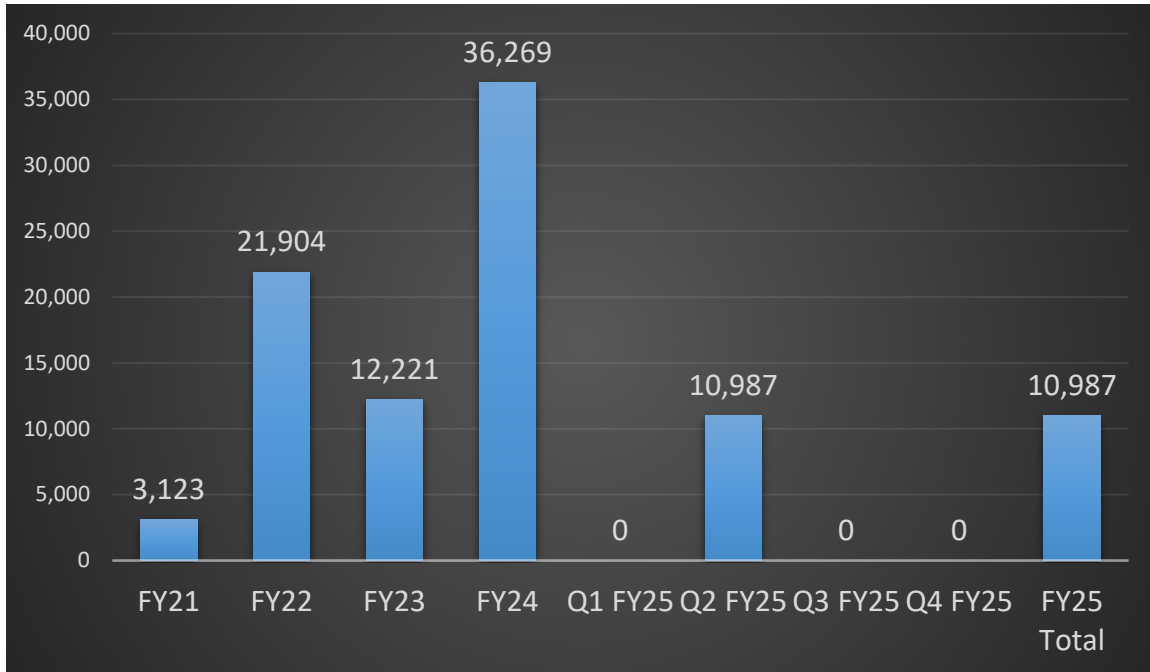
PERFORMANCE MEASURE #3

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	10,987	0	0	10,987	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 November 2024, ORD completed the sole round of Outdoor Equity Fund awards for fiscal year 2025. A total of \$851,400 was allocated to 43 organizations, collectively benefiting 10,987 youth. Grants ranging from \$5,000 to \$40,000 supported programs that introduced young New Mexicans to outdoor activities such as day hikes, hunting, biking, fly fishing, acequia cultural preservation, workforce training, and skiing. Funded programs spanned 15 counties and seven Tribal communities across the state.

FY25 OEF awards were supported by \$468,800 from the Land of Enchantment Legacy Fund and \$382,600 from the state's equity fund. The application period closed on August 31, 2024, with ORD and volunteer reviewers evaluating 96 applications requesting over \$3 million in funding. Grant awards were announced in November 2024, and a list of recipients is available at [NMOutside.com](https://nmoutside.com).

Programs funded in FY25 reflect the diversity of New Mexico's landscapes and communities, as well as the Outdoor Equity Fund's mission to expand youth access to nature and cultural heritage. For example, the Pueblo of Jemez's Walatowa Head Start program is using its grant to connect preschoolers with traditional lands through nature walks and seasonal outdoor lessons. Friends of the

Organ Mountains–Desert Peaks is leading hikes and stewardship activities for underserved youth in Doña Ana County. In Taos, Twirl, A Play and Discovery Place is providing outdoor maker activities and nature exploration for local elementary students. Meanwhile, Indigenous Lifeways is offering a land-based wellness and cultural education program in the Ramah Navajo community. These projects exemplify the fund’s impact in creating meaningful outdoor experiences that are rooted in place, culture, and community wellness.

There was no activity in Q4 of FY25 for the Outdoor Equity Fund, as all funds for the fiscal year were awarded during Q2. ORD staff are now preparing for the FY26 grant cycle, with the application opening on June 1, 2025. The FY26 Outdoor Equity Fund is supported by a \$3 million special appropriation passed during the 2025 legislative session, along with \$565,200 from the Land of Enchantment Legacy Fund. With this significant increase in funding, ORD anticipates supporting a broader range of programs across the state, furthering its commitment to equitable outdoor access for New Mexico’s youth.

ORD and Future Focused Education (FFE) Partnership: Since Fall 2021, ORD has partnered with Future Focused Education (FFE) to place 67 high school students in paid internships with 14 outdoor recreation employers in Taos, Santa Fe, Albuquerque, and Las Cruces. This marks significant growth from the program’s initial cohort of just three interns in September 2021.

As of June 2025, FFE had placed 15 students with nine outdoor recreation-related employers during FY25 alone.

ORD has invested \$65,000 in the program over the past four years to expand work-based learning opportunities for New Mexico’s youth. Interns have gained hands-on experience in areas such as outdoor education, grassroots agriculture, land management and conservation, and watershed health. For FY25, ORD increased its annual allocation to \$20,000, up from \$15,000 in previous years.

Recent Developments

- Five new employers joined the program since summer 2024, including the Pajarito Environmental Education Center, City of Santa Fe River and Watershed Division, Talking Talons, Semilla Project, and Center for Southwest Culture: StoryRiders.
- Two longstanding partners—the Santa Fe Children’s Museum and the New Mexico Archaeology Center—now full funded paid internships independently, eliminating the need for ORD subsidies.

With the increased funding allocation, ORD anticipates:

- Adding four more interns than in the previous year
- Onboarding four new employer partners, including San Ildefonso Pueblo (already confirmed)
- Sustained support through the Public Education Department’s Summer Employment Enrichment Program (SEIP)
- Transitioning one to two currently subsidized employers to fully self-funded positions

This paid internship program was born out of the [2021 Cradle-to-Career Outdoor Industry Strategy](#), developed with support from the National Park Service Rivers, Trails, and Conservation Assistance Program. The strategy emphasizes building clear pathways from pre-K through higher education for students interested in careers in outdoor recreation and stewardship.

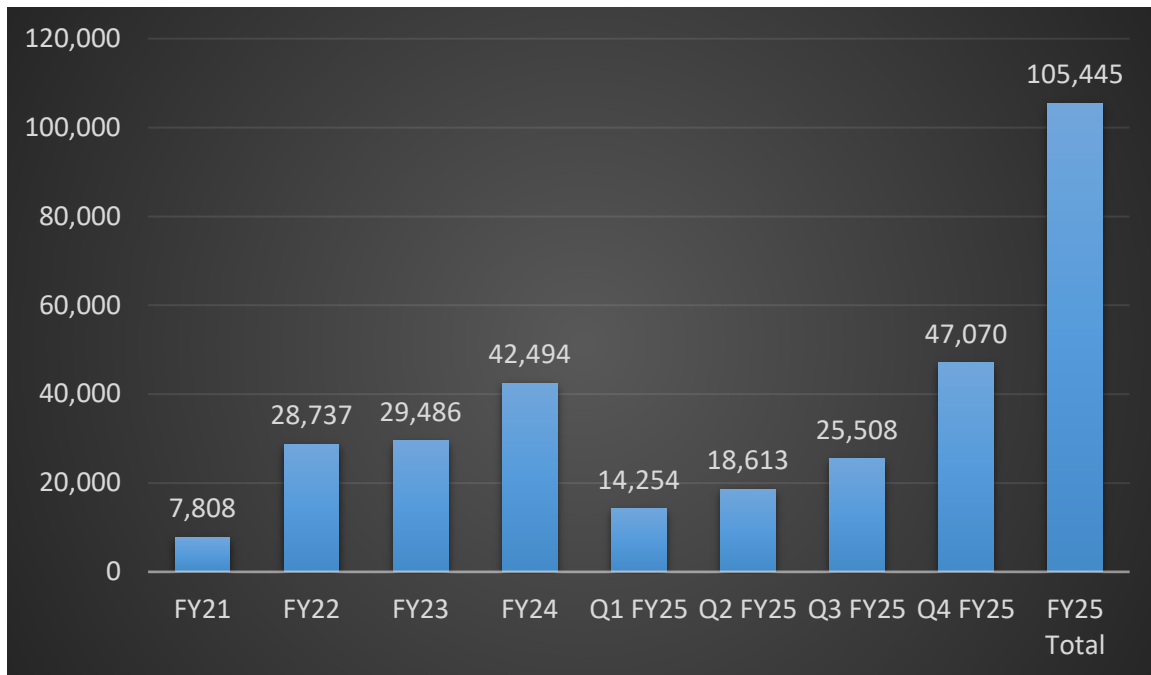
PERFORMANCE MEASURE #4

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	18,613	25,508	47,070	105,445	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 Q4 of FY25, ORD continued to expand its owned and earned media presence across multiple channels. Key performance metrics included:

- 3,599 newsletter subscribers
- 10,906 unique website users

- 25,070 website page views
- 2,831 Instagram followers
- 454 Threads followers
- 1,329 Facebook followers
- 840 Twitter followers
- 642 BlueSky followers
- 1,244 LinkedIn followers
- 109 Linktree views
- 46 earned media placements

During this quarter, ORD launched a two-month marketing campaign to raise awareness about its grant programs. The campaign included paid digital, print, and radio advertisements across New Mexico, including targeted outreach in rural communities. As a result, website visits increased by 150% and page views rose by 130% compared to the previous quarter.

The paid social media ad campaign performed well, reaching over 153,000 people and generating 570,780 impressions with a strong click-through rate of 1.29%. It resulted in 7,382 clicks and 382 high-value conversions, such as newsletter sign-ups and grant interest. These results indicate effective targeting and strong engagement for a public-sector awareness campaign.

ORD also participated in the Outside Festival & Summit in Denver, CO, which attracted over 23,000 attendees. This engagement contributed to a 14% growth in newsletter subscribers and a 15% increase in both Instagram and Facebook followers. LinkedIn growth has remained steady, and ORD plans to increase interaction with content and followers in FY26 to accelerate momentum on that platform.

Additionally, ORD partnered with a public relations firm for a four-month media outreach campaign to promote outdoor businesses across the state and elevate brand awareness of ORD. This initiative resulted in:

- 3 podcast appearances
- 9 secured media articles
- 1 press trip in collaboration with the New Mexico Tourism Department
- Over 4.1 million unique monthly views (UMVs) from earned media coverage

Additional Q4 Highlights:

- Instagram engagement increased by 60%
- Facebook fans increased by 380%
- Linktree click-through rate decreased by 30%, highlighting the need for better organization of links

Earned Media:

<https://www.wilderness.org/articles/press-release/new-mexico-leads-way-historic-investments-improve-access-nature-0#>

https://www.gpkmedia.com/news/rio-grande-trail-development-moving-forward/article_7f964b9d-3de4-488a-93e0-3cce4ca99dfe.html https://www.taosnews.com/news/environment/park-cleanups-featured-this-earth-day/article_9252be06-4bf5-5c49-8e7b-66763f9bab68.html <https://www.krqe.com/news/new-mexico/latest-investments-in-new-mexicos-outdoor-recreation/>

<https://www.yahoo.com/news/latest-investments-mexico-outdoor-recreation-040503198.html>

<https://www.youtube.com/watch?v=ZZjTMXNTJa0> https://www.santafenewmexican.com/news/local_news/applications-sought-for-15-6-million-in-grants-from-states-outdoor-recreation-division/article_ba255b8f-2d1b-4477-a7a3-008513e314d3.html

https://www.yahoo.com/news/applications-sought-15-6-million-035900803.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce_referrer_sig=AQAAACsJ-Z1wmA8Mey8GwbjBUKAmE1VVkyod8YZpcHJJa1KigS3ompQ5lrguW05QMAB_dUKpMY9pmDMFmncvoX-0wD8iYijeZc9vPYAjiOVknLAKdlqbHP9BSD5rr-f7GFJB3CxuKZOICKuNfY-pcwwL9V1YPIp7CQ0exp29P4hfXwCL

<https://open.spotify.com/episode/29CK58bDR3M1dlqp3kK4py?si=B49SgHTNR-WL1Yvy3ZjcwW>

<https://www.youtube.com/watch?v=bzgmavZ-qU> https://www.santafenewmexican.com/news/local_news/pecos-youth-test-stream-water-help-with-watershed-work/article_4bbf2821-8245-43cb-b165-ccfa580fc79a.html <https://www.krwg.org/show/krwg-newscasts/2025-05-01/krwg-news-for-thursday-may-1-at-6-45-a-m> <https://sourcennm.com/briefs/state-grants-2-3-million-for-new-mexico-recreation-conservation-projects/> <https://ladailypost.com/edd-awards-2-3-million-to-improve-outdoor-access-nm/>
<https://shop-eat-surf-outdoor.com/press-releases/outside-summit-adds-to-speaker-lineup-announces-programming-schedule/607286/> <https://www.yahoo.com/news/state-grants-2-3-million-182159778.html>
<https://www.easternnewmexiconews.com/story/2025/05/14/news/clovis-receives-trails-grant/230844.html>
<https://www.newschannel10.com/2025/05/09/clovis-receives-trails-grant-ned-houk-park-projects/> <https://www.kunm.org/kunm-news-update/2025-05-09/fri-albuquerque-public-schools-board-passes-largest-budget-to-date-despite-enrollment-decline-more>
<https://www.myhighplains.com/news/new-mexico/clovis-awarded-500k-trails-grant-for-ned-houk-park-improvements/>
<https://krtnradio.com/2025/05/11/philmont-scout-ranch-awarded-99999-grant-to-revitalize-historic-trail/>
<https://yournewsnm.com/local-news/clovis-receives-grant-for-ned-houk-park-projects/> <https://krtnradio.com/2025/05/11/>
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https://www.santafenewmexican.com/news/business/santa-fe-botanical-garden-gets-trails-grant-from-state-agency/article_0038244d-50cb-4812-a08c-c9fa5f84c56d.html <https://www.cnm.edu/news/activatenm-and-new-mexico-outdoor-recreation-division-hosting-activator-2025-a-free-bootcamp-for-outdoor-recreation-businesses>
<https://worldjournalnewspaper.com/philmont-scout-ranch-awarded-99999-grant-to-revitalize-historic-trail/>
<https://open.spotify.com/episode/29CK58bDR3M1dlqp3kK4py?si=KhFLpCEUQ-Oa9-XmkDJ72A&nd=1&dlsi=d6400d9202064191>
<https://www.koat.com/article/cycle-kids-launches-new-bike-program-at-elementary-schools/64841821>
https://www.taosnews.com/news/environment/enchanted-circle-wins-380k-in-trail-grants/article_ce52a50f-2f1f-5ac5-a9bc-48f9e645bb73.html https://www.taosnews.com/sports/outdoors/outdoor-academy-gets-future-fishers-hooked/article_da22a282-4e78-4d8a-8fde-f35d9473f4ae.html <https://www.tricityrecordnm.com/articles/3m-available-for-enriching-outdoor-youth-programs/> <https://www.ruidosonews.com/funding-available-for-outdoor-youth-programs/>
https://www.abqjournal.com/lifestyle/article_78ea948a-a727-482e-a801-f5bf2d742661.html#tncms-source=login
<https://ladailypost.com/new-mexico-game-fish-free-fishing-weekend-june-7-8/> <https://coloradosun.com/2025/06/05/outsider-20250605/> https://www.santafenewmexican.com/news/local_news/pecos-celebrates-trout-tradition-at-childrens-fishing-derby/article_4680d019-441d-41b5-b0b0-092133e6941c.html?utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F%3F123%26-dc%3D1749380415&utm_medium=email&utm_content=headline
https://www.santafenewmexican.com/news/business/new-mexico-outdoor-recreation-division-seeking-grant-applications/article_4c63e04a-c36a-4ddc-aa47-5175b3baa179.html?utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fbusiness-beat%2F&utm_medium=email&utm_content=headline <https://www.pressreader.com/usa/albuquerque-journal/20250609/281625311253876> <https://www.pressreader.com/usa/albuquerque-journal/20250613/281767045183597>
<https://www.backpacker.com/trips/trips-by-state/new-mexico-trails/rio-grande-trail-500-mile-thru-hike-new-mexico/>
<https://www.nativenewsonline.net/currents/zuni-youth-enrichment-project-kicks-off-year-two-of-trail-crew-program>
<https://www.ruidosonews.com/bill-to-rename-new-mexico-game-and-fish-department-snags-approval-2/>
<https://www.youtube.com/watch?v=HvzKoTWh3rk> <https://www.scdailypress.com/2025/06/21/bayard-council-declares-stage-2-fire-restrictions/> <https://www.kob.com/new-mexico/new-animas-river-surf-wave-opens-in-farmington/>

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):

FY25	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

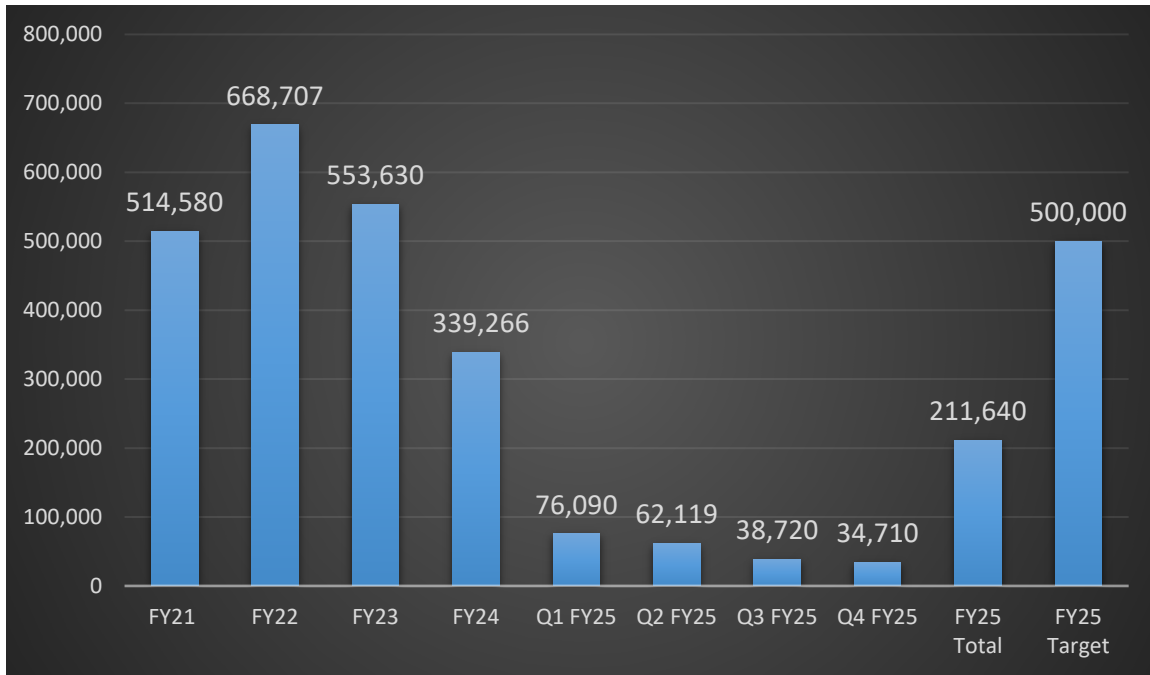
PERFORMANCE MEASURE #1

Estimated number of film and media worker days

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
514,580	668,707	533,630	339,266	76,090	62,119	38,720	34,710	211,640	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: 211,640 worker days were observed in FY25. This is a significant downturn from previous years when production spend was much higher. The industry continues to rebound from the recent strikes, however production is still significantly below recent historic levels. Additionally, the film industry is experiencing a contraction worldwide. The US market is also continuing to lose ground to international production.

IMPROVEMENT ACTION PLAN: There was a sharp recovery in the immediate aftermath of the WGA and SAG –AFTRA strikes, but a slowdown since. Our efforts are to increase our market share of the production that is happening and to attract and create new productions. New Mexico's ability to maintain a competitive edge, attract investment, and support its workforce showcases the long-term viability of the state's film industry. With strong partnerships and a commitment to growth, New Mexico remains a leader in film production, even in uncertain times.

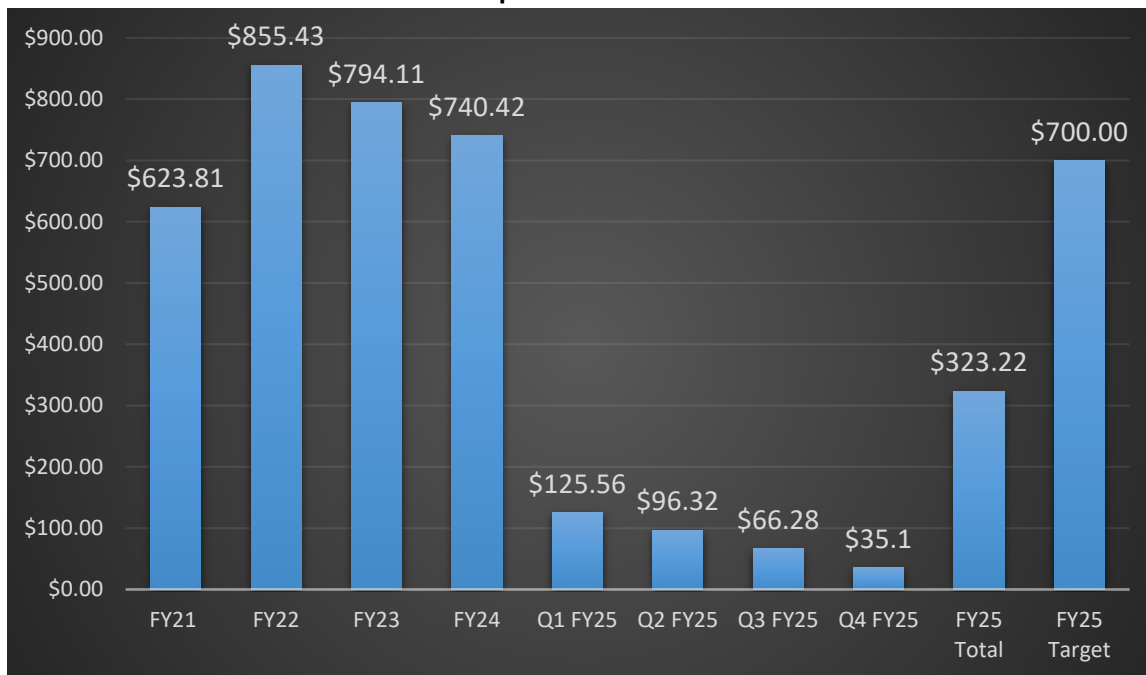
PERFORMANCE MEASURE #2

Estimated direct spending by film industry productions, in millions

Results

FY21	FY22	FY23	FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
\$626.5	\$855.43	\$794.11	\$740.42	\$125.56	\$96.32	\$66.28	\$35.06	\$323.22	\$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: Estimated direct spend reached \$323 million for FY25. The industry continues to rebound from the recent strikes, however production is still significantly below recent historic levels. The US market is also continuing to lose ground to international production. There is optimism for a recovery in FY26.

IMPROVEMENT ACTION PLAN: There was a sharp recovery in the immediate aftermath of the WGA and SAG –AFTRA strikes, but a slowdown since. Our efforts are to increase our market share of the production that is happening and to attract and create new productions. New Mexico's ability to maintain a competitive edge, attract investment, and support its workforce showcases the long-term viability of the state's film industry. With strong partnerships and a commitment to growth, New Mexico remains a leader in film production, even in uncertain times.

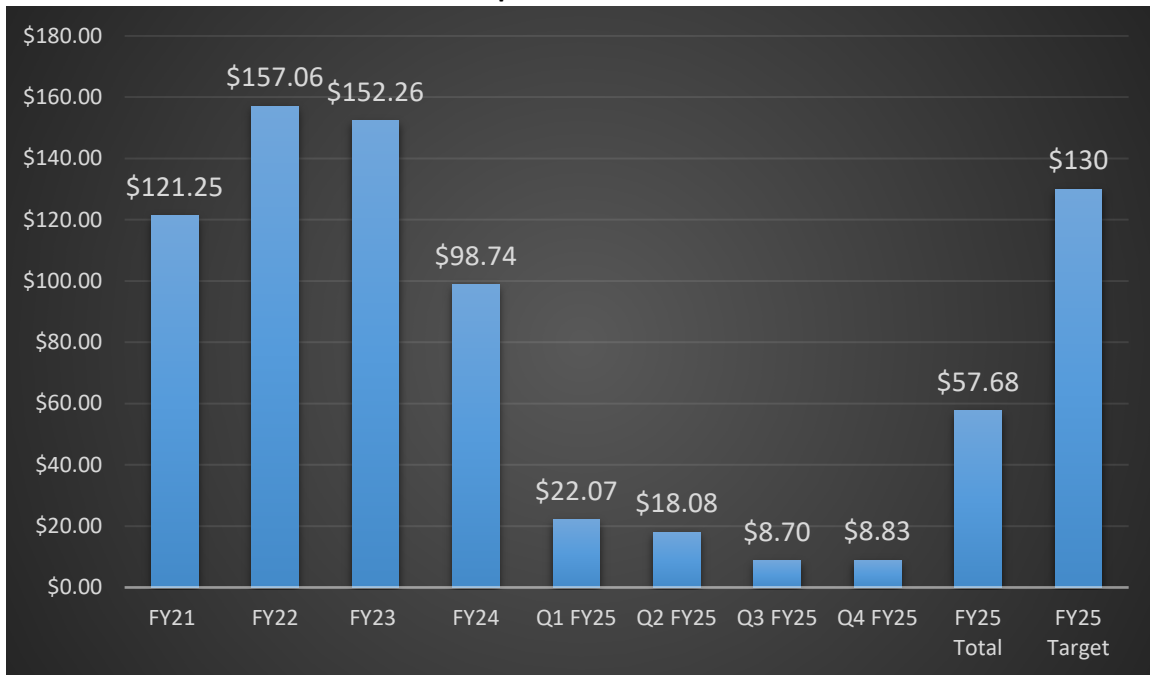
PERFORMANCE MEASURE #3

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	\$22.07	\$18.08	\$8.70	\$8.83	\$57.68	\$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: The industry continues to rebound from the recent strikes, however production is still significantly below recent historic levels. The US market is also continuing to lose ground to international production.

IMPROVEMENT ACTION PLAN: There was a sharp recovery in the immediate aftermath of the WGA and SAG –AFTRA strikes, but a slowdown since. Our efforts are to increase our market share of the production that is happening and to attract and create new productions. New Mexico's ability to maintain a competitive edge, attract investment, and support its workforce showcases the long-term viability of the state's film industry. With strong partnerships and a commitment to growth, New Mexico remains a leader in film production, even in uncertain times.

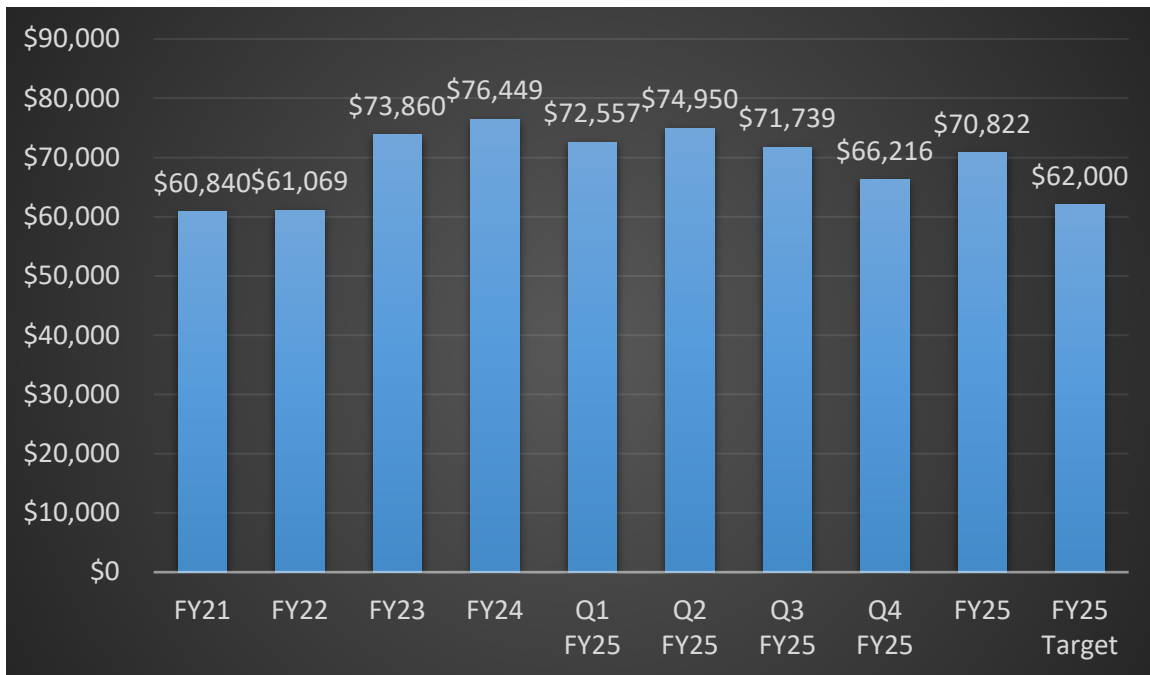
PERFORMANCE MEASURE #4

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	\$72,557	\$74,950	\$71,739	\$66,216	\$70,822	\$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: Median wages paid to NM residents have equaled \$70,822 through FY25. This continues to be well above the median wages for the state as a whole. Film continues to produce high paying jobs to New Mexicans, despite the reduction in total production this year. This ensures continued economic benefits for local workers and reinforces New Mexico's reputation for skilled labor in the film industry.

IMPROVEMENT ACTION PLAN: There was a sharp recovery in the immediate aftermath of the WGA and SAG –AFTRA strikes, but a slowdown since. Our efforts are to increase our market share of the production that is happening and to attract and create new productions. New Mexico's ability to maintain a competitive edge, attract investment, and support its workforce showcases the long-term viability of the state's film industry. With strong partnerships and a commitment to growth, New Mexico remains a leader in film production, even in uncertain times.

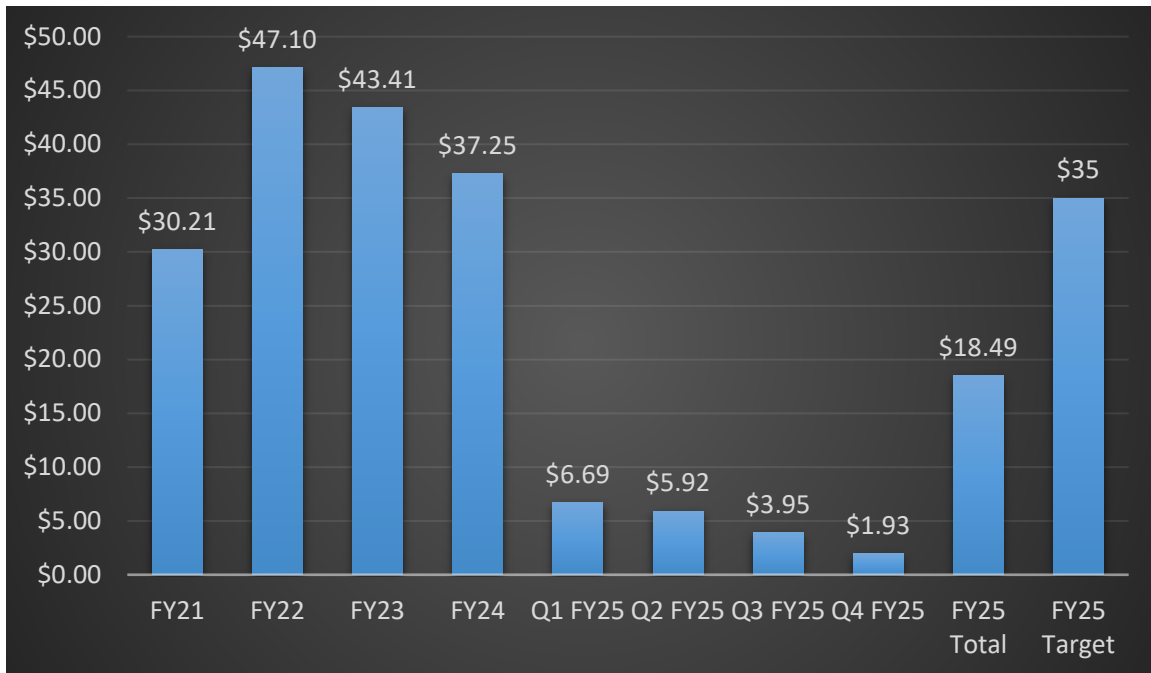
PERFORMANCE MEASURE #5

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	\$6.69	\$5.92	\$3.95	\$1.93	\$18.49	\$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: An estimated \$18.49 million has been paid in gross receipts taxes in FY25. The industry continues to rebound from the recent strikes, however production is still below recent historic levels. The US market is also continuing to lose ground to international production.

IMPROVEMENT ACTION PLAN: There was a sharp recovery in the immediate aftermath of the WGA and SAG –AFTRA strikes, but a slowdown since. Our efforts are to increase our market share of the production that is happening and to attract and create new productions. New Mexico's ability to maintain a competitive edge, attract investment, and support its workforce showcases the long-term viability of the state's film industry. With strong partnerships and a commitment to growth, New Mexico remains a leader in film production, even in uncertain times.

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	7	17	3	32	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 successfully executed 3 additional partnerships/expansions of partnership in Q4 of FY25, with the capacity of only two full-time staff.

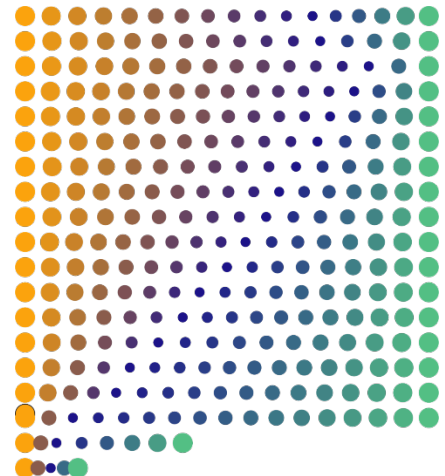
Partnerships included:

- Expansion to Scope of Partnership with NM Public Education Department: CID worked with the College and Career Division of PED to review **over 950** state College and Technical Education (CTE) courses from the upcoming year to color code corresponding courses to CID's 20+ Creative Industries Sectors.
- In Partnership with Creative Startups the division created a brand identity, brand kit, and logo for the division.



The Creative Industries division brand reflects the dynamic, interconnected, and forward-thinking nature of New Mexico's creative economy. The identity is rooted in place, fueled by culture, and designed to grow with the evolving needs of the sector.

Built around a dotted abstraction of New Mexico's silhouette, each dot represents a person, idea, craft, or creative discipline. Together, they form a constellation—symbolizing connection, diversity, and collective momentum.



- The Division also partnered to provide two networking events reaching almost 200 stakeholders with Vault Studios including panels and immersive experiences for influencers and creators, and The Bridgerton Experience for creative community leaders at Red Horse BnB. [The Bridgerton Experience KRQE Feature](#)

PERFORMANCE MEASURE #2

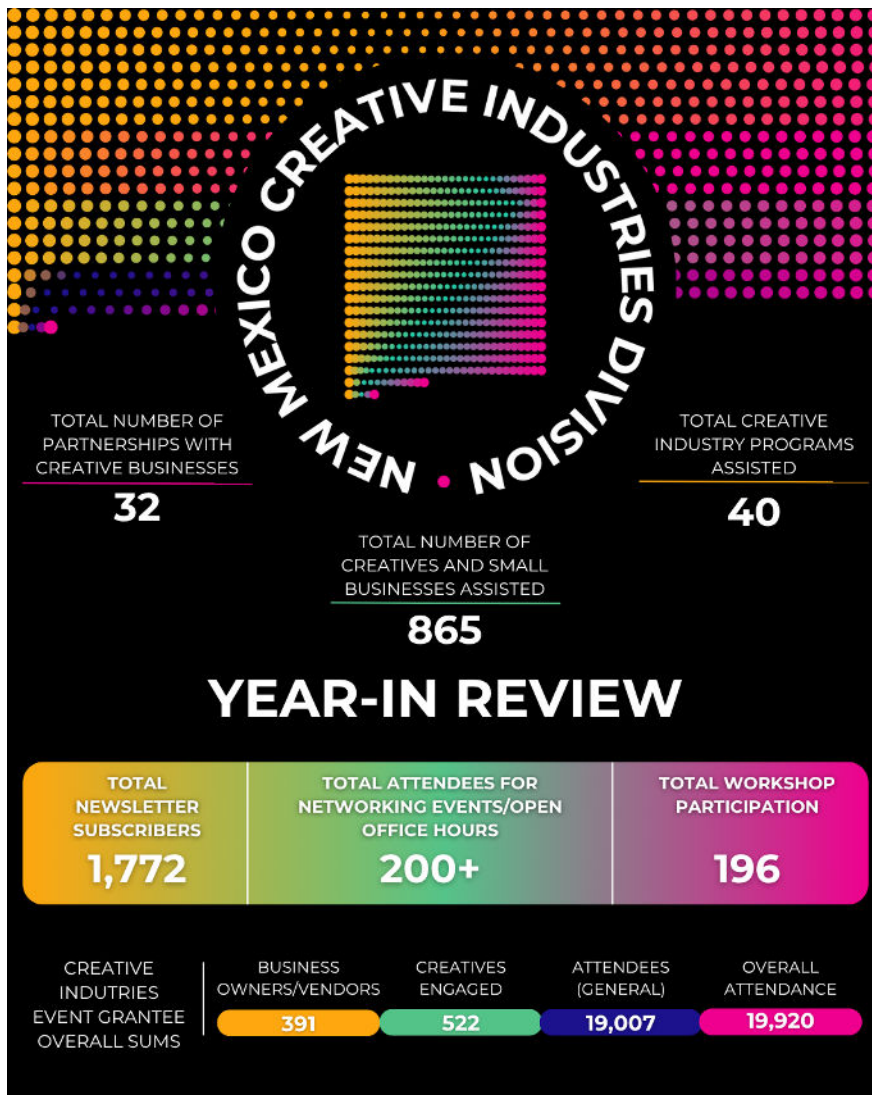
Number of entrepreneurs and small businesses assisted by the creative industries division

Results

Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	FY25 Total	FY25 Target
5	15	112	733	865	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:

In Q4 the division wrapped [Creative Industries Season 2025: Collaboration in Creativity](#) which took place from March 15 – June 15, 2025. The division successfully participated, presented at, and supported 7 statewide events showcasing NM's creative economy through the Creative Industries Season event sponsorship grant, for \$5,000.00 each for a total of \$35,000.00. Total attendance at the grantee's events combined was over **19,000**. During the season the division hosted workshops with local creative business owners Allyson Hayes, Shimoshi NM, and Arts Hub on creative business development and future casting NM's creative economy. The division also hosted 26 live discussions with creatives throughout the season engaging 90 local creatives, creative organizations, and creative industries stakeholders in conversations about their experiences in collaboration, and is providing free registration for 100 creative entrepreneurs to join "Intro to Mastering AI Visuals" by Janimation, a quick video course that teaches how to create stunning visuals with generative AI in just 30 minutes designed for creatives in advertising, content creation, animation, design, digital media, and more.

The total measure of 733 also includes creative entrepreneurs and businesses that we connected with through Open Office Hours during the season, businesses visit through site visits who were connected to programs and services relevant for their business goals, events attended by division staff where specific connections were made, as well as 9 out of 11 fully awarded Business Development & Expansion Grant recipients who were selected for \$10k grants across the state.

- **Taos Technology Incorporated (Arroyo Seco)** – Expanding their capacity building in digital media and photography.
 - “This grant will help Taos Technology create jobs, drive economic growth and innovation in Taos, and stay true to our hometown values.” -Abe, Founder Taos Technology
- **Friends of the New Mexico Mining Museum (Grants)** –Integrating augmented reality (AR) technology by VAEXR into the New Mexico Mining Museums exhibits, including virtual tours, interactive holograms, and other actives to offer visitors an unparalleled immersive experience. **(Awarded in FY26 due to processing time)**
 - “This grant will allow the museum to create a more interactive environment while updating the experience with state-of-the-art technology. The New Mexico Mining Museum recognizes its past and present local miners and is seeking to enhance the overall experience of our visitors while visiting the one-of-a-kind New Mexico Mining Museum in Grants, NM” – New Mexico Mining Museum Grants
- **Harwood Museum Alliance (Taos)** – Reimagining the Harwood Museum of Art’s Museum store to integrate POS infrastructure and develop their marketing reach through online and in-person engagement.
- **Katharsis Media INC (Albuquerque)** – Expanding its studio infrastructure through a project that will transform their main studio into seven modular, professionally designed sets, available for public use and supporting a wide range of programming—from cooking and talk shows to children’s content and community news.
 - “Receiving this grant empowers us to bring the Hot Sets initiative to life, transforming our studio into a versatile production space that serves both established creators and emerging talent. By offering ready-to-use themed sets, we’re not only elevating our in-house productions but also providing affordable, professional-grade resources for local filmmakers, photographers, and content creators. This initiative will drive economic growth by attracting more projects to our space, creating jobs for local artists, and fostering a thriving creative ecosystem in our community.” - Candice Neu - Katharsis Media
- **Keshet Dance Company and Center for the Arts (Albuquerque)** –Growing Movement for Mercy (MfM), a project historically focused on choreographic processes with incarcerated and non-incarcerated artists, committed to fostering public dialogue, audience engagement, and workforce development for formerly incarcerated artists.
 - “The Keshet team is thrilled and honored to work with the Creative Industries Division through this Business Development and Expansion Grant! We appreciate the work of New Mexico’s Economic Development Department and the awareness and prioritization of supporting creative businesses, which in turn supports economic development in our wonderful state propelled by multiple arts disciplines in our varied and dynamic creative industries!” - Shira Greenberg, Keshet Founder and Artistic Director
- **KMRD (Madrid)** – Strengthening programming, providing skill-building opportunities, and facilitating creative expression through their volunteer-run, listener-supported low power FM station, to their community of artists, youth, veterans, storytellers, historians, old-timers, and music fans, volunteers and DJs.
 - “KMRD is honored and excited to receive a Creative Industries Business Development and Expansion Grant! As we celebrate 10 years of broadcasting as Madrid Community Radio - live on the airwaves at 96.9FM and streaming at kmr.d.fm - we're grateful to have support in growing the ways that we develop skill-building and creative connective communication in our community.” - Stella Byrne - KMRD
- **Luna and Luz LLC (Albuquerque)** – Elevating Albuquerque as a cultural destination, expanding business offerings to develop a hub where locals and tourists gather to experience the rich traditions of New Mexico through artist-led workshops, music, culinary experiences, and creating new opportunities for local artists and cultural practitioners.
 - “I am incredibly honored to receive this support from the Creative Industries Division! This grant will help me grow Sense of Place, the arts and culture programming at my store, Luna and Luz that highlights the rich creative talent of New Mexico. By hosting artist-led workshops, culinary events, and cultural gatherings, I’m creating a space where community and creativity meet—celebrating the spirit of the Southwest and expanding opportunities for local makers and storytellers.” – Tess Coats, Luna and Luz
- **Paseo Pottery (Santa Fe)** – Building capacity for hosting large groups, a growing and underserved market in Santa Fe’s cultural tourism ecosystem through the acquisition of additional equipment and improving existing ceramics programming.
 - “We are absolutely thrilled to be selected for the Creative Industries Business Development Grant! This support from New Mexico Creative Industries will be pivotal in helping Paseo Pottery expand our group programs, launch a mobile pottery experience for hotels, conferences, and pop-up demonstrations, deepen our mission of creativity

and community giving. For over three decades, Paseo Pottery has been a place where art, education, and community meet — with this funding, we'll be able to serve even more people in Santa Fe and beyond. We are honored to be part of New Mexico's vibrant creative economy and grateful for this investment in our future."

— Angela Smith Kirkman, Owner of Paseo Pottery

- **STEMarts Lab (El Prado)** – To design two immersive sci-art installations, supporting job creation for artists, creative technologists, and youth, boosting tourism and digital reach, and increasing access to education, STEM careers, ultimately positioning STEMarts Lab for sustainable growth within the creative and educational economies of New Mexico.
 - "This grant is a catalytic investment in expanding our creative and economic impact as a mission-driven nonprofit. It will strengthen our touring infrastructure, expand visibility through professional video storytelling and outreach, support travel to key rural events, and build capacity to operate sustainably as a key contributor to New Mexico's rural innovation and creative industries ecosystem. We're especially excited to use a portion of the funds to pay 20+ youth interns through our Apprenticeship and Ambassador programs. By training a growing network of youth in AR/VR, digital media, and sci-art communication, we build a robust talent pipeline that strengthens our capacity to deliver complex tech-based projects." -Agnes Chavez, Founder/Director
- **The Enchanted Circle News LLC (Red River)** – Developing digital presence, increasing capacity of business through equipment purchases and workforce support. **(Awarded in FY26 due to processing time)**
- **Turquoise Skies Inc. (Albuquerque)** – In Albuquerque to build a logistics and compliance platform as a participant in a prestigious makers program, connecting local Native artists with cultural heritage-based manufacturing opportunities, advancing cultural preservation, economic development, and authentic representation.
 - "We at T.Skies Jewelry are deeply grateful to the New Mexico Creative Industries Division for awarding us this grant, which directly supports the growth of our Authentic Makers Program. As a Southwest-based jewelry company rooted in tradition and innovation, we are proud to create opportunities for local artists to share their work with the world. This funding has already helped us launch our first major order with a national fashion brand—bringing in a tenfold return on investment—and proves the power of connecting New Mexico's makers with the global marketplace. This is just the beginning. With support like this, we are building a future where Indigenous and local voices are not only heard but celebrated on an international stage."
 - T.Skies Jewelry
 - Mathew James Shepardson

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	5	20	15	40	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 **seven** sponsored events grantees for creative industries season account for 7 of the ongoing programs that support creative industry development and opportunities for creative businesses. More reels and recap content will be hitting our [social media](#) soon!

- [Native Fashion Week Santa Fe](#)
- [Explora Maker in Residence Program](#)
- New Mexico Tech Performing Arts Series
- Taos Juneteenth Celebration
- [CURRENTS 2025 Art + Technology Festival: Art & Technology in a Culture of Speed](#)
- Taos Entrepreneurship Symposium
- [Los Alamos Itty Bitty Lit Fest: Pajarito Literary Festival](#)

The division also provided a letter of support for the MEDIA LAB at Vault Studios, a nonprofit program that focuses on providing creative professional opportunities and skill building. The Media Lab home to the SAFE Program - Streaming, Audio, Film, and Education - at Vault Studios ABQ is an innovative initiative designed to empower aspiring creatives with hands-on training in the latest industry techniques. Sponsored by industry giants like Dolby and Ableton, SAFE offers workshops, courses, and real-world learning experiences in audio production, film-making, and live streaming, including esports. The program bridges the gap between education and the entertainment industry, providing participants with the tools, mentorship, and resources they need to succeed in today's fast-paced digital landscape.

The Division also sponsored [Atomic66](#), a Nob Hill celebration of the convergence of space, art, tech, and culture through attendance, cross marketing and promotion, and support for planning and participation in a Future of Creatives session on June 12 which included Creative panels for the program in partnership with Space Valley Foundation.

Arts Hub contract supported **six** programs throughout the year including:

1. Fellowship Sessions for Creative Entrepreneurs

Adult Fellowship Testimonials

- The Fellowship helped me be more clear and responsible for my business. I feel like this is going to help me get to the next level that I want to reach.
- If you want to enhance the mastery of your ability to sell your craft/talent, at any capacity, and gain vital business skills, the Fellowship is the place to be.
- This Fellowship offers very practical information for artists lacking valuable knowledge on sustaining a creative practice/business. It is a crucial tool for networking and furthering literacy on entrepreneurship.
- The Fellowship a very good, no-nonsense way to better understand how art business works while also getting to connect with a diverse group of artists.

Young Creatives Fellowship Testimonials

- I feel that I am more confident and more informed on how to move forward with creating and running my own business in the art industry. It has opened my eyes to things that I should be doing to prepare myself as well as some things that I can drop or improve.
- The Fellowship built my confidence. My art IS important and its actually possible to keep it in my life forever. I have ambitions now!
- This has helped me understand the logistics of the creative world, letting me know that my career in art is possible and in NM specifically, we have a lot of opportunities and support for our art.
- I feel closer to being a professional artist with the knowledge about starting a business

2. Annual Networking Event for Creatives

3. Creative Business Support Workshops

For all workshops, we saw the following outcomes:

- 100% of participants reported they would take a similar workshop again.
- 100% of participants reported learning new skills that will support their work in the creative sector.
- 100% of participants reported feeling more confident in their skills as creative entrepreneurs and/or arts and culture workers.

4. 1:1 Support for Creative Businesses

Outcome Highlights or Client Feedback:

- 100% of clients reported increased grant writing capacity
- 80% reported increased program capacity- i.e., they were able to spend more time focusing on developing/selling/providing products and services due to the technical support offered
- Arts Hub conducted prospect research to identify new funding opportunities. Through this process, \$835,000 worth of new funding opportunities were identified across all businesses
- Arts Hub generated funding proposals for four of the entities and submitted requests totaling \$545,000 across all businesses. A majority of requests were for funding opportunities the businesses had not pursued previously. Additionally, a majority of funding requests were to out-of-state funding entities.
- While most funding proposals are still pending, \$55,000 worth of funding was awarded across all entities. Of that, \$45,000 was funding the businesses had not received previously.

5. Creative Nonprofit Incubation Support

Support Areas:

- Mission/Vision Clarity
- Program Development
- Strategic Planning
- Board Development
- Fundraising Support
- Other: Grant research and writing

6. Referrals to EDD's SSBCI Technical Assistance Programs

- Total Referrals Made to SSBCI TA Programs: 36
- Types of Services Referred For:
 - Legal
 - Accounting/Finance