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# FY25 QUARTER #3 PERFORMANCE REPORT

## Economic Development Department



### 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

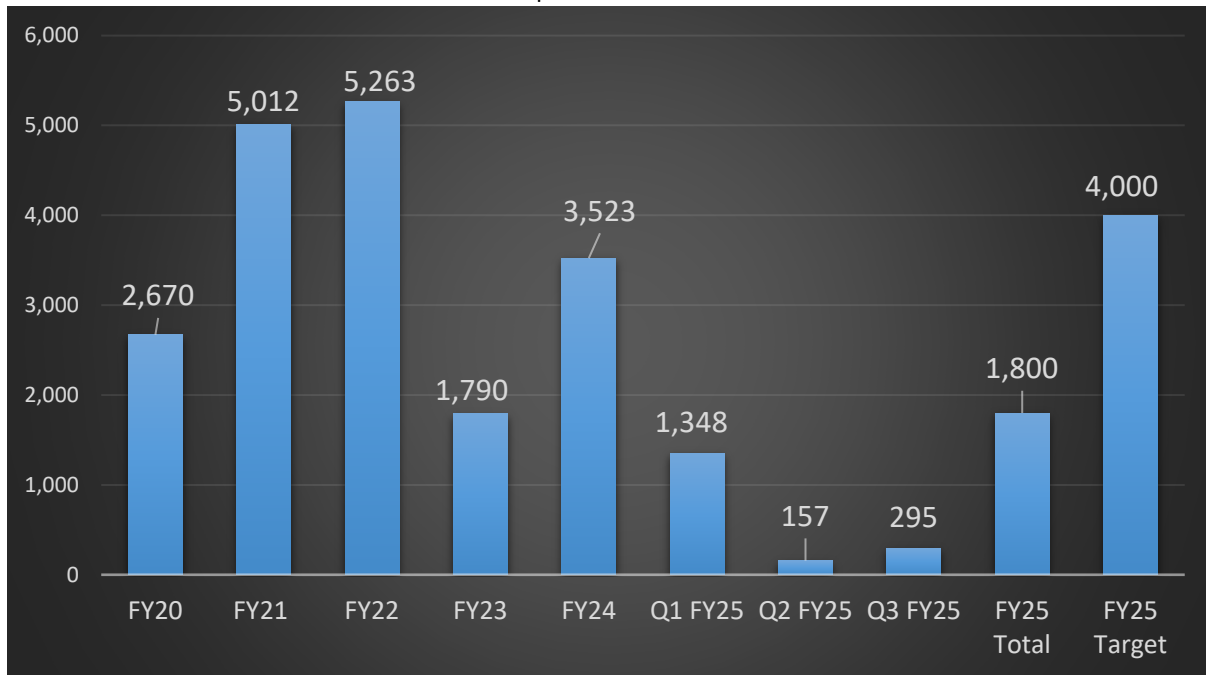
## PERFORMANCE MEASURE #1

*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	157	295		1,800	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:** Nineteen companies were assisted in creating jobs during the third quarter: NewBridge, Vitality Works, Thyssenkrupp Materials NA, Admiral Cable, GridWorks, Paradise Power Company, Reflective Jewelry, Higher Cultures, Junction Commodities New Mexico, Knight Scientific, Biltwise Structures of New Mexico, DesignStein, Franklin Mountain Packaging, General Airframe Support, GridFlow, Indica Labs, Pajarito Powder, Sceye, and Securin.

**IMPROVEMENT ACTION PLAN:**

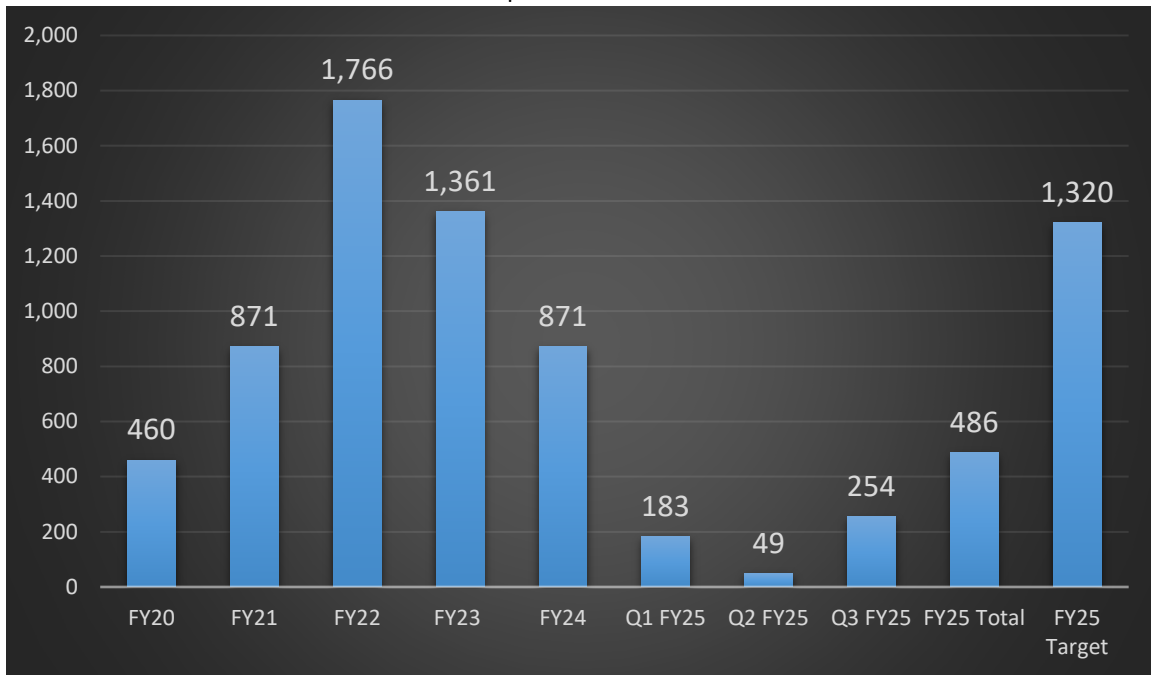
## PERFORMANCE MEASURE #2

*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		486	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:** Eight rural companies were assisted in creating 254 new jobs in the third quarter:

- NewBridge, Estancia, 34 jobs
- Thyssenkrupp Materials NA, Santa Teresa, 90 jobs
- Admiral Cable, Santa Teresa, 9 jobs
- Paradise Power Company, Taos, 4 jobs
- Junction Commodities New Mexico, Milan, 18 jobs
- DesignStein, Artesia, 4 jobs
- Franklin Mountain Packaging, Santa Teresa, 63 jobs
- General Airframe Support, Roswell, 32 jobs

**IMPROVEMENT ACTION PLAN:**

## PERFORMANCE MEASURE #3

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

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### 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			\$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 Q3 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			\$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 Q3 FY25 and the approved wages for those positions. The second source, for LEDA, comes from the deals that have been finalized during Q3 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	\$0	\$0		\$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:** No federal grant dollars were awarded in the third quarter pertaining to economic development efforts.

**IMPROVEMENT ACTION PLAN:** N/A

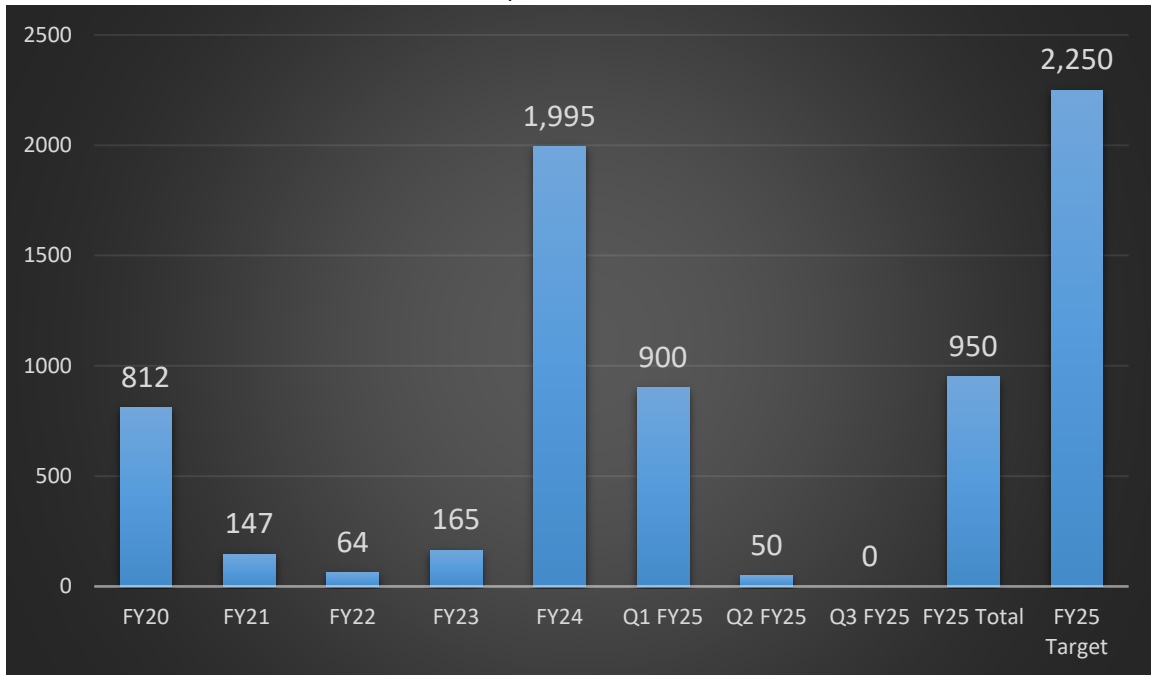
## PERFORMANCE MEASURE #6

*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		950	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:** No announcements were made this quarter.

**IMPROVEMENT ACTION PLAN:** The Partnership is working towards several announcements in the next quarter – the Partnership will be announcing at least 10 small to medium-sized companies in the fourth quarter.



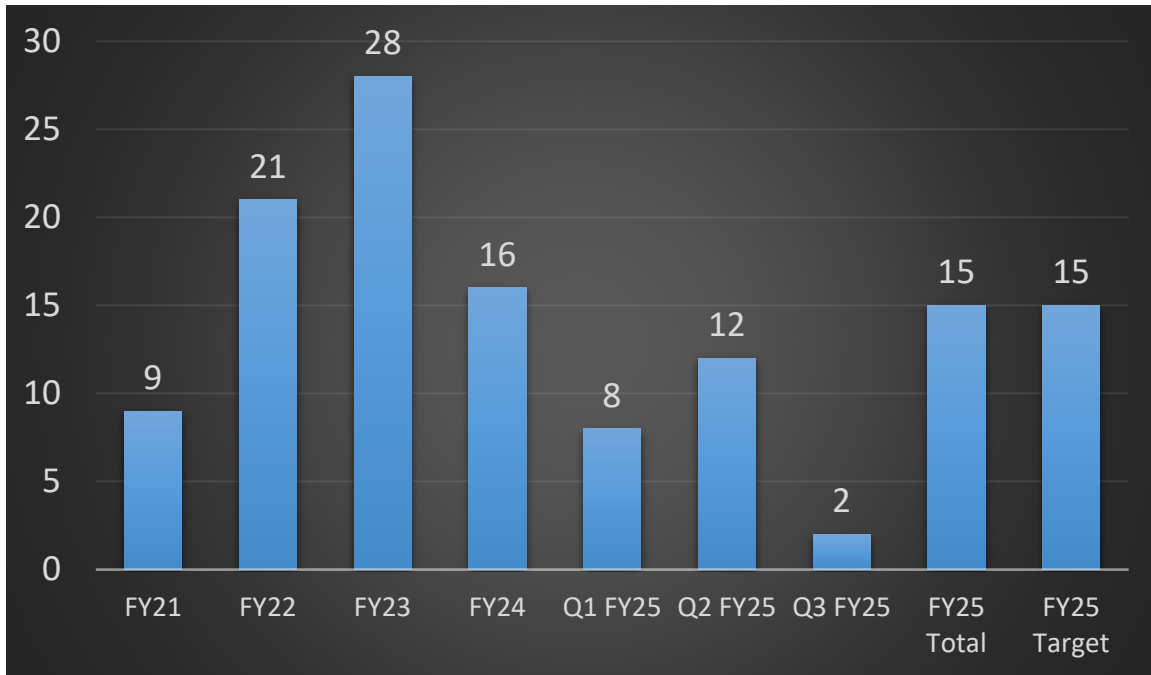
## PERFORMANCE MEASURE #7

*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		15	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:** Two site visits were held in the third quarter. January (1): Project Green Power. February (1): Project Quantum AWS.

**IMPROVEMENT ACTION PLAN:** N/A

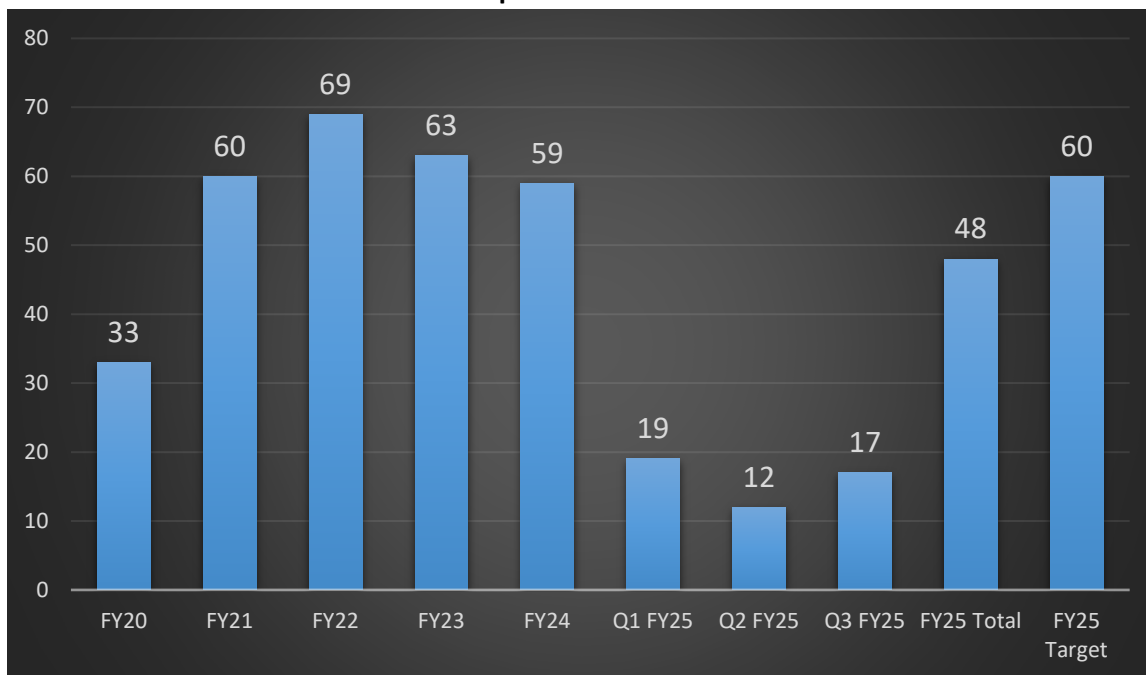
## PERFORMANCE MEASURE #8

*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		48	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: STORY BEHIND THE DATA:** There were 17 PROs in the third quarter:

**IMPROVEMENT ACTION PLAN:** The Partnership is currently at 48 PROs for the fiscal year, having experienced the slowdown that occurs every federal election year. The Partnership reports that the uncertainty of the political climate has also caused concern, with many inquiries being made without pulling the trigger on moving forward with a project. However, there has been an uptick in activity, and the Partnership is currently working to progress 35 leads into PROs. Additionally, the fourth quarter will include two of the biggest events of the year that typically result in the highest number of PROs per event. Ultimately, the Partnership anticipates that they will come close to meeting the annual target measure.

## 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

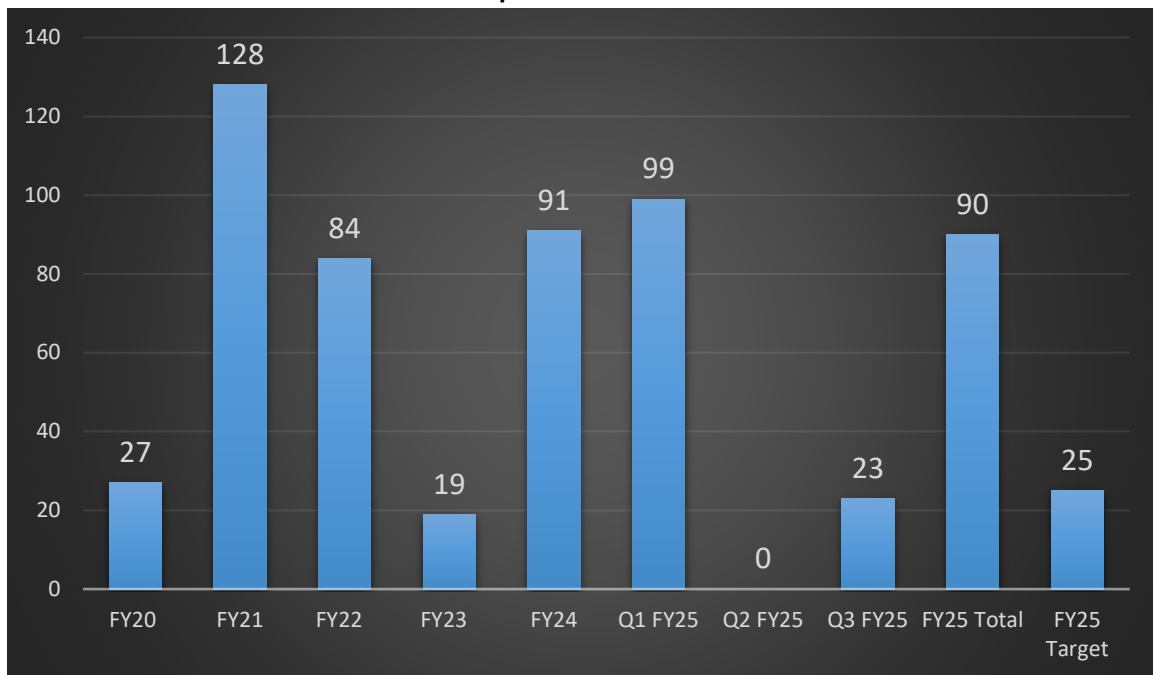
## PERFORMANCE MEASURE #1

*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		90	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 were three LEDA projects announced in Q3:

Company	Jobs	Private Investment	LEDA Commitment
New Bridge Global Ventures	34	\$20,000,000	\$750,000
Vitality Works	18	\$5,650,000	\$500,000
Thyssenkrupp Materials NA	90	\$15,100,000	\$500,000

Private investment of \$40,750,000/LEDA investment of \$1,750,000=23

**IMPROVEMENT ACTION PLAN:** N/A

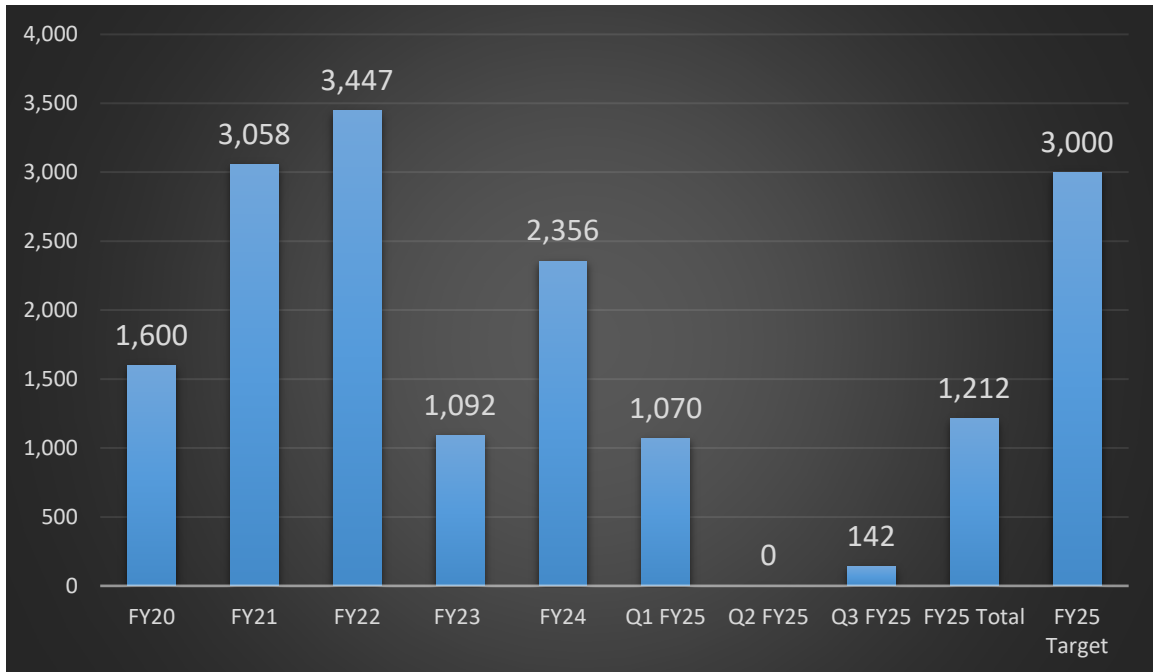
## PERFORMANCE MEASURE #2

*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		1,212	3,000

Graph of Data Above



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

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

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

**NewBridge Global Ventures (NewBridge), 34 new jobs.** NewBridge, an Ag Tech company, is set to significantly expand its operations to the Estancia Valley. The expansion will focus on developing and integrating its farming, processing, manufacturing, and distribution operations centered around industrial-scale hemp and CBD and includes the construction of a canning facility. The company will invest \$20,000,000.00 in its New Mexico operations and will create 34 new jobs. NewBridge has been approved for an investment of \$750,000.00 in LEDA funds for this project.

**Vitality Works, 18 new jobs.** Established in 1982, Vitality Works produces and labels wellness and health supplements. Offering over 2,500 ingredients, the company specializes in custom herbal and nutraceutical products for private-label distribution. The company is investing \$5,650,000.00 in the construction of a 35,000 square-foot warehouse for expanded production on its 22-acre property in Albuquerque, and will create 18 new jobs. Vitality Works has been approved for an investment of \$500,000.00 in LEDA funds for this project.

**thyssenkrupp Materials NA (thyssenkrupp), 90 new jobs.** thyssenkrupp, a materials distribution and manufacturing solutions provider, is expanding its operations to Santa Teresa, N.M. This strategic investment enhances the company's capacity to serve power distribution customers throughout North America and Mexico, while also optimizing the supply chain network. The company is leasing

an 86,000 square-foot facility where the focus will be manufacturing solutions tailored to customer-specific needs. thyssenkrupp is investing \$15,100,000.00 in the expansion, and will create 90 new jobs. The company has been approved for in investment of \$500,000 in LEDA funds for this project.

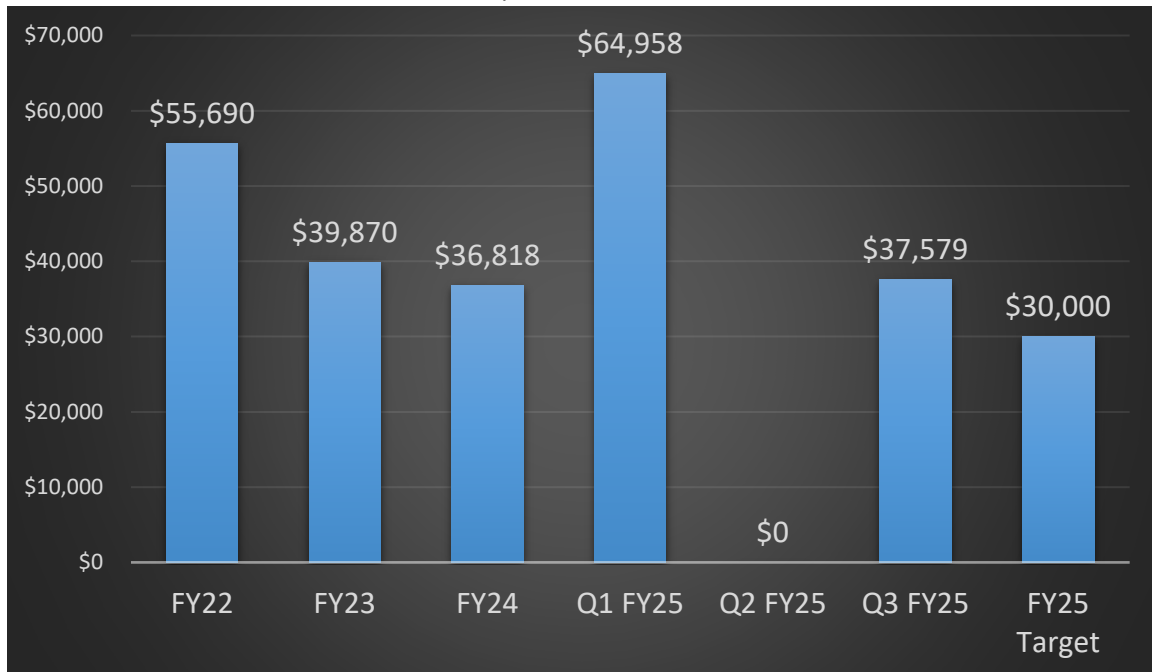
**IMPROVEMENT ACTION PLAN:** There are several LEDA projects in the pipeline for Q4 and EDD is confident it will meet its LEDA job creation target by the end of the fiscal year.

## 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			\$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 Q3 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 \$49,903 while the cost per job for the projects is \$12,324.

**IMPROVEMENT ACTION PLAN:** N/A

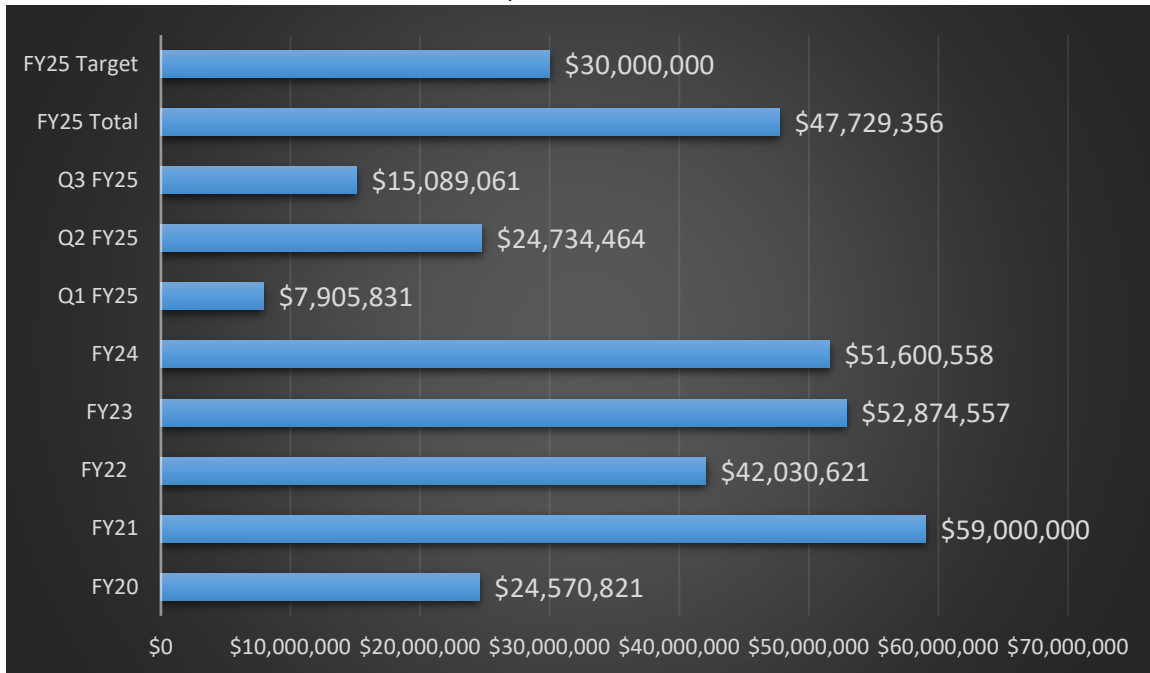
## PERFORMANCE MEASURE #4

*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		\$47.7M	\$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 third quarter of FY25 there were investments in real estate in MainStreet districts throughout the state. The following includes highlights of activity in Q3:

- In Los Alamos, the Smith's renovation project completed \$1.5 million in improvements to the store, including a new sushi bar and wine tasting room.
- Barelás MainStreet benefitted from a \$7.9 million project being completed by the Street Food Institute. They added a kitchen incubation facility to their building along with a retail and café space. The project also resulted in the creation of 6 new jobs in the community.

**IMPROVEMENT ACTION PLAN:** N/A

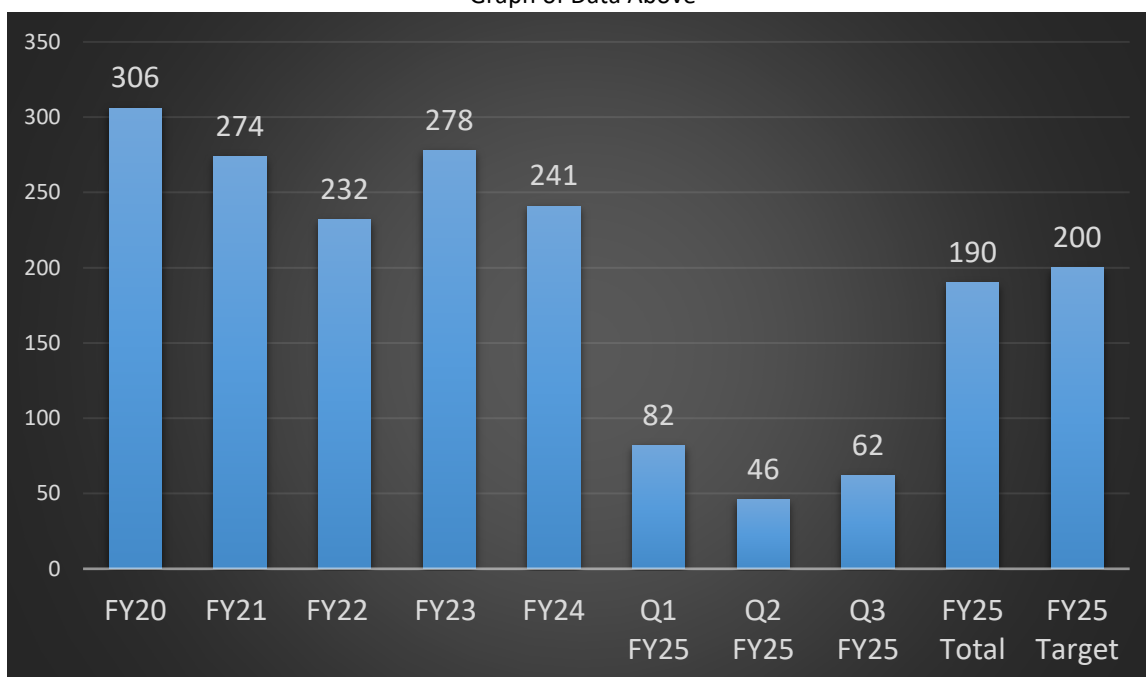
## PERFORMANCE MEASURE #5

*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		190	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:** \$3.9 million dollars of the overall private sector investment within MainStreet districts statewide in Q3 was directed towards 62 different private building rehabilitation projects.

The following includes highlights of activity in Q3:

- Las Vegas MainStreet had 5 private building rehabilitation projects in the district totaling more than \$575,000 in private investment. 112 Bridge Street invested \$300,000 into structural, roof and façade improvements, and the Rawlins Building received \$80,000 in improvements that improved the restaurants' amenities, plumbing, as well as refreshing the paint inside the restaurant.
- In Downtown Albuquerque, the Groove Artspace invested \$80,000 to refinish their store front and two other buildings had rehabilitation projects that amounted to more than \$388,000 in private investment between the two projects. Also in Downtown Albuquerque, the Arrive hotel rehabilitation project was completed, resulting in the creation of 75 new jobs in the community.
- Las Cruces had a private rehabilitation project for a total of \$250,000 at the Former EL Paso Electric Building with both interior and exterior updates.

**IMPROVEMENT ACTION PLAN:** N/A



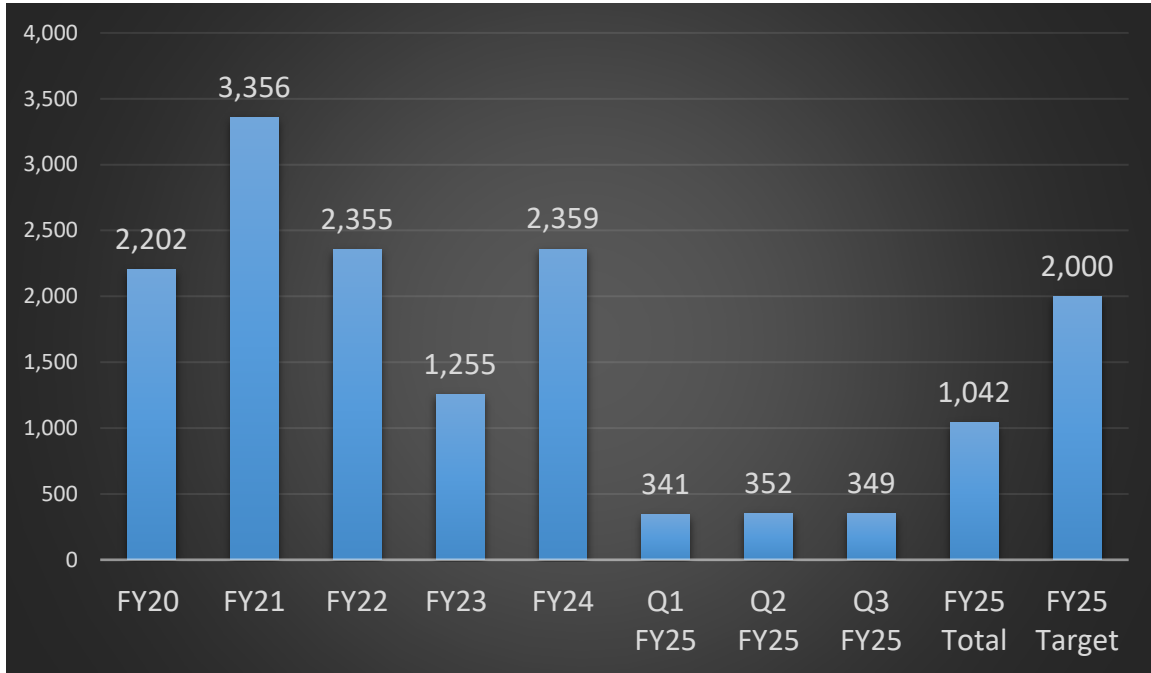
## PERFORMANCE MEASURE #6

*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		1,042	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 third quarter of FY25, 21 companies and 349 trainees were approved by the JTIP board. 244 are high-wage positions, of which 12 are urban, with annual salaries greater than \$60,000, and 232 are rural, with annual salaries greater than \$40,000. Five urban internships were approved, and 33 incumbent workers will receive upskills training through JTIP's enhanced skills training program, Step-Up. 255 of the total trainees approved are in rural areas including: Deming, Roswell, Sunland Park, Farmington, White Rock, Cuyamungue, Belen, Corrales, Hobbs, Taos, Moriarty, and Artesia.

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

**IMPROVEMENT ACTION PLAN:** JTIP has a short-term project pipeline through June of 387 new trainees, and a long-term pipeline through FY25 and beyond amounting to nearly 4,300 jobs. There are currently 21 companies in the application process targeting the monthly FY25 Q4 board meetings. The FCAP program's busiest season is in Spring going into the summer, so an increase in those projects through the end of FY25 is expected.

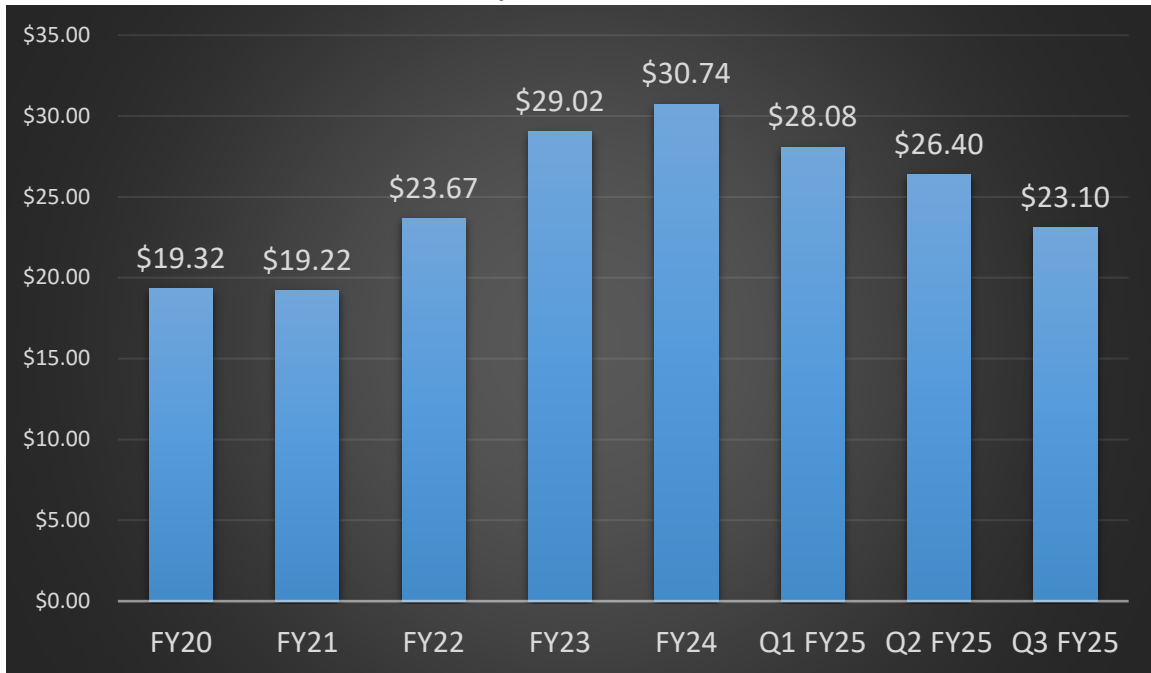
## PERFORMANCE MEASURE #7

*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		\$25.00	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 Q3 JTIP jobs approved:

- 280 trainees: average wage - \$23.10
  - Urban: 21, average wage - \$50.41
  - Rural: 259, average wage - \$20.88
- 5 interns:
  - Urban: 5, average wage - \$24.70
- FY25 Q3 JTIP Film Crew jobs approved:
  - 31 trainees, average wage - \$26.71

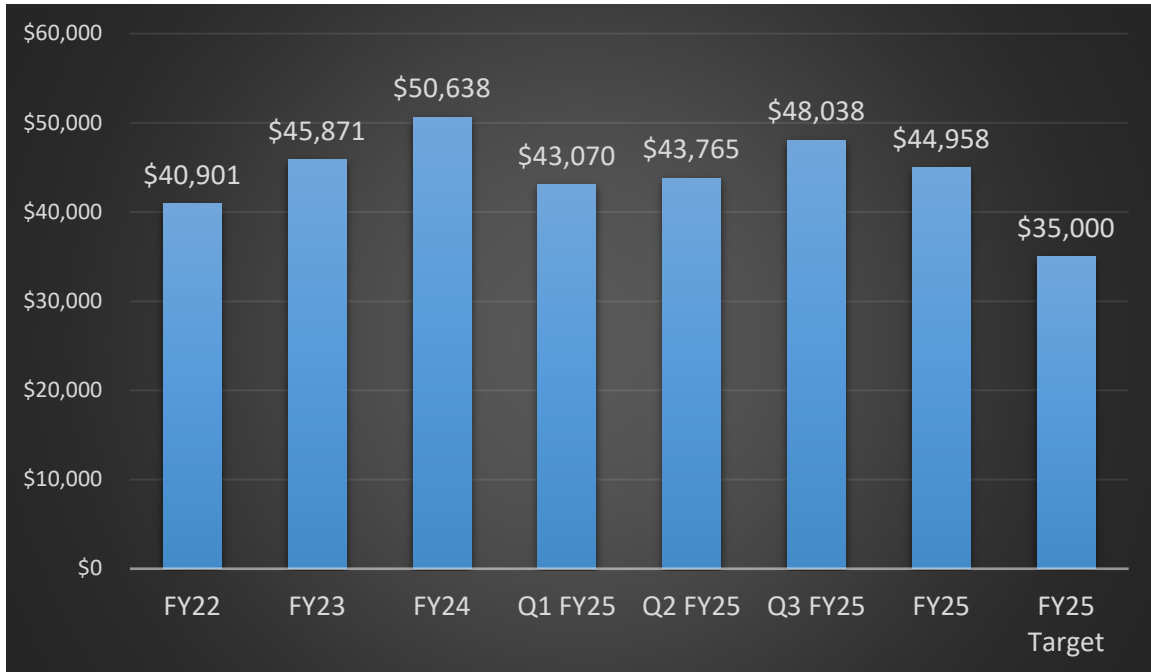
## PERFORMANCE MEASURE #8

*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		\$44,957.67	\$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 Q3 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 Q3 FY25 is \$48,038. The cost per job for these JTIP jobs was \$13,052.

**IMPROVEMENT ACTION PLAN:** N/A

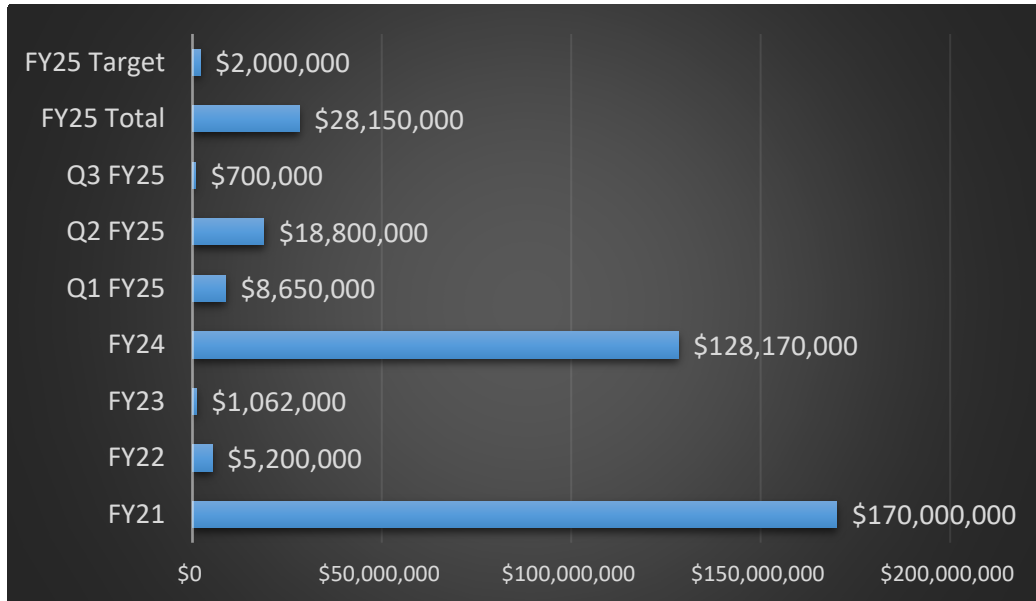
## PERFORMANCE MEASURE #9

*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	\$18.8M	\$700,000		\$28.15M	\$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:** Two companies reported receiving follow-on funding in the third quarter:

- Pajarito Powder, an Albuquerque-based company that manufactures critical components for the hydrogen energy industry, closed its B-3 round of fundraising, including investment from Hyundai Motor Company and Kia Corporation – their investment amount was not publicly disclosed. 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.
- TS-Nano, an Albuquerque-based company developing and manufacturing nano-modified polymer sealants to address methane leakage from oil and gas wells, received a \$700,000 grant from Emission Reduction Alberta for field trials sealing oil and gas wells against methane emissions in Alberta. The company has received several grant from EDD, most recently an Advanced Energy Award Pilot Program grant in FY24 in the amount of \$713,000.

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #10

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

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### 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		\$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:** There were no new foreign direct investment projects in Q3.

**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 three-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	3
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.

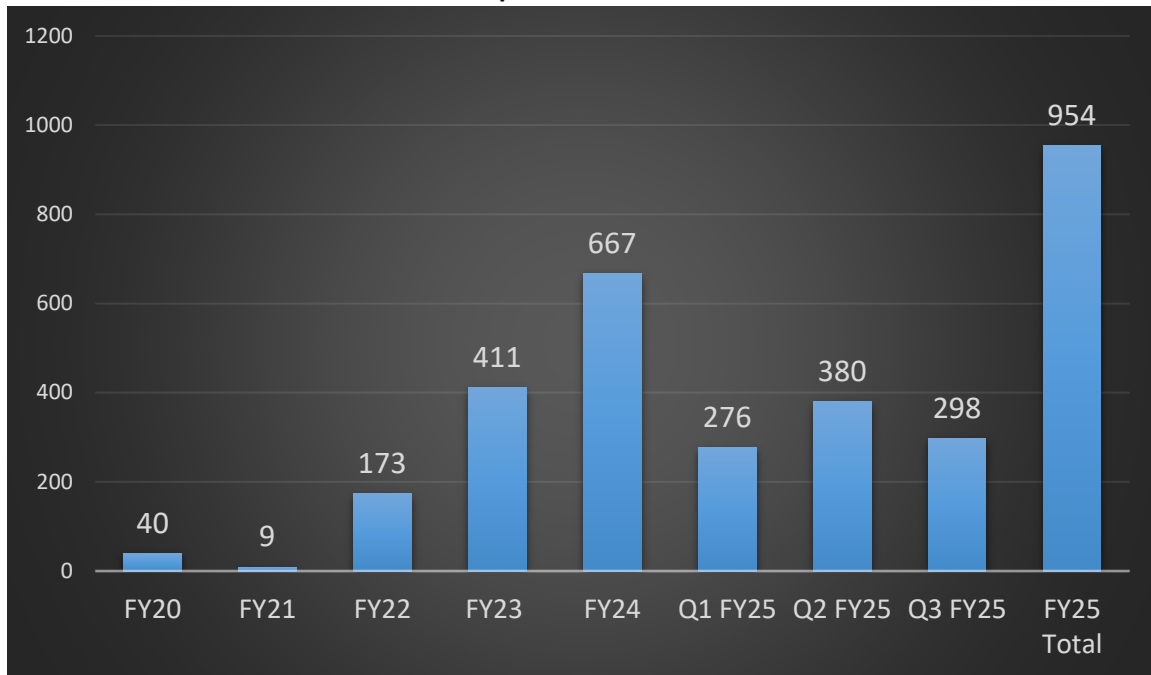
## PERFORMANCE MEASURE #1

*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		954	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 January 2025, ORD awarded \$4 million to 28 recipients of the Outdoor Recreation Trails+ Grant across 13 counties. According to grant reports, these projects are projected to create 298 seasonal, part-time, and full-time jobs over the next 24 months. Additionally, the program has secured \$3,328,626 in private and regional matching funds to further support jobs and infrastructure investments.

The Trails+ Grant program is funding various roles, including trail restoration in wildfire-affected areas, infrastructure upgrades, and youth conservation projects. For example, the Rocky Mountain Youth Corps will engage over 60 young adults in paid service work to restore more than 300 miles of fire-damaged trails, providing both employment and training in conservation. Similarly, the City of Carlsbad is employing construction and maintenance teams to renovate the Lower Tansill Recreation Area along the Pecos River, improving accessibility and safety.

Since its inception in 2020, the Trails+ program has awarded \$26.44 million to 206 outdoor infrastructure projects across 30 counties and 11 tribal communities, creating approximately 2,132 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.

In addition, in the 2<sup>nd</sup> Quarter of FY25, EDD's Job Training Incentive Program supported job growth in outdoor recreation businesses. Sasquatch Campers Inc. in Farmington received JTIP funding for five trainees at an average wage of \$22 per hour, with a total award of \$66,815. This funding enables the company to scale its production of lightweight, premium trailers, further contributing to local economic development.



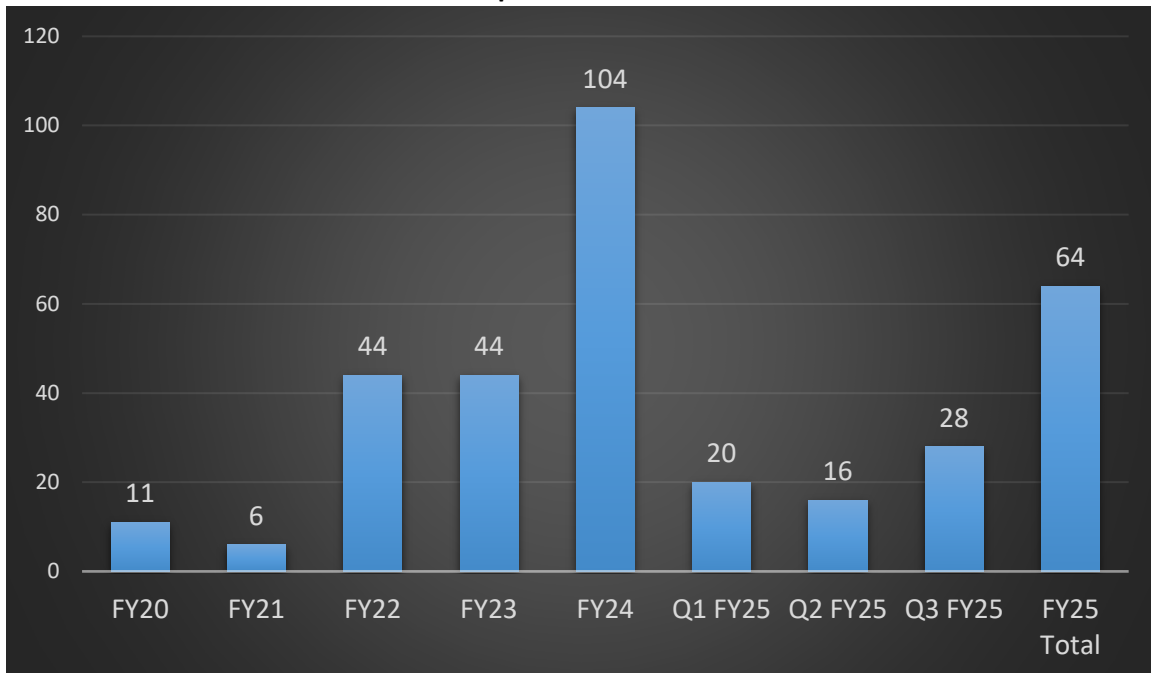
## PERFORMANCE MEASURE #2

*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		64	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.

### STORY BEHIND THE DATA:

Outdoor Recreation Trails+ Grant: In January 2025, ORD announced 28 recipients for the Outdoor Recreation Trails+ Grant third round. These 28 recipients will advance outdoor recreation projects from design, construction, and maintenance of trails and outdoor infrastructure projects. 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 four grant cycles or until fully allocated during fiscal year 2025.

Information about all grantees for FY25 is available on the [NMOoutside.com](https://nmooutside.com).

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. In March 2025, ORD team met with the new Rio Grande Trail Commissioner to schedule and review the agenda for the first Rio Grande Trail Commission meeting in almost three years.

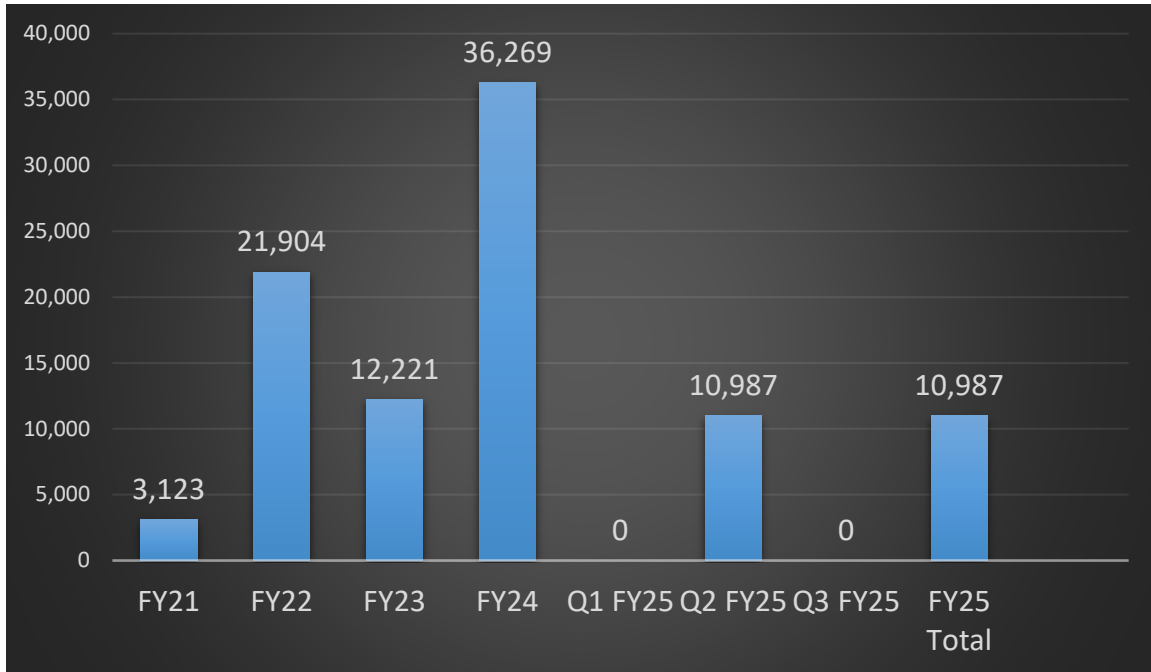
## PERFORMANCE MEASURE #3

*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		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 only round of Outdoor Equity Fund awards for fiscal year 2025. A total of \$851,400 was allocated to 43 organizations, benefiting 10,987 youth. Grants, ranging from \$5,000 to \$40,000, supported programs introducing young New Mexicans to activities such as day hikes, hunting, biking, fly fishing, acequia cultural preservation, workforce training, and skiing. These programs span 15 counties and seven Tribal communities across the state.

The fiscal year 2025 OEF was funded by \$468,800 from the Land of Enchantment Legacy Fund and \$382,600 from the state budget's equity fund. The application process 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 [here](#).

There was no activity in Q3 of FY25 for the Outdoor Equity Fund, since all of the grant money was expended for FY25 during Q2.

ORD and Future Focused Education (FFE) Partnership: Since Fall 2021, our partnership with FFE has facilitated the placement of 67 high school students in paid internships with 14 outdoor recreation employers in Taos, Santa Fe, Albuquerque, and Las Cruces. This represents significant growth from the initial cohort of three interns in September 2021.

ORD has invested \$45,000 over the past three years, which has catalyzed an additional \$177,000 in funding for youth internships through contributions from participating employers and the Public Education Department's Summer Internship Program. This program designed 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.

To support continued growth, ORD has obligated \$20,000 for FY25, increasing from \$15,000 annually in prior years.

#### Recent Developments

- Five new employers have joined the program since Summer 2024, including 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 NM Archaeology Center*, now independently fund paid internships, eliminating the need for ORD subsidies.

With the increased funding allocation, we anticipate:

- Adding four new interns over last year's total.
- Onboarding four new employer partners, with San Ildefonso Pueblo already confirmed.
- Sustained support through the Public Education Department's Summer Employment Enrichment Program (SEIP).
- Transitioning 1–2 currently subsidized employers to fully self-funded positions.

This paid internship program grew out of the [2021 Cradle-to-Career Outdoor Industry Strategy](#), supported by the National Park Service Rivers, Trails, and Conservation Assistance program. The strategy emphasizes creating pathways from pre-K through higher education for students interested in working in and for the outdoors.

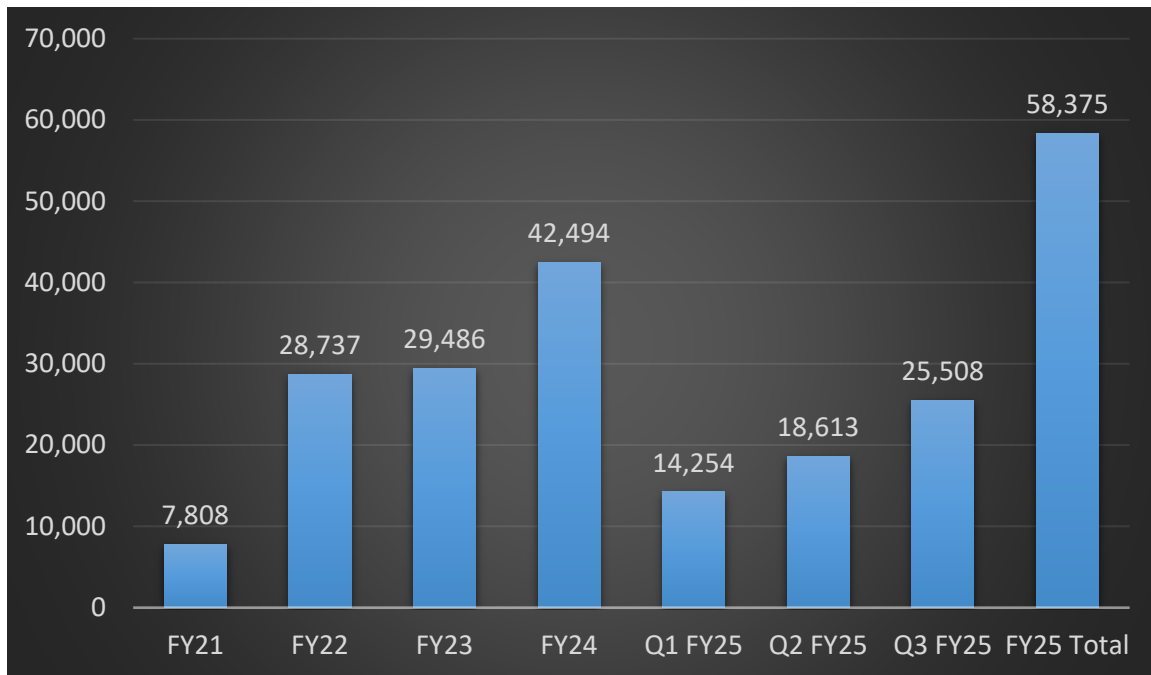
## PERFORMANCE MEASURE #4

*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		58,375	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 Q3 FY25, ORD reported the following metrics:

- 3,145 newsletter subscribers
- 4,351 unique website users
- 10,922 page views on website

- 2,469 Instagram followers
- 438 Threads followers
- 1,157 Facebook followers
- 835 X (Twitter) followers
- 619 BlueSky followers
- 1,188 LinkedIn followers
- 332 Linktree views
- 52 Earned media pieces

Planning Outdoor Recreation Day at the Roundhouse, creating new promotional materials, and sharing ORD job openings were primary focuses this quarter. ORD tabled at Tourism Day at the Roundhouse, ENGAGE Santa Fe Outdoor Recreation Businesses Meet Up, and Outdoor Recreation Day at the Roundhouse. Exposure at these events increased newsletter signups by nearly 5% and the overall newsletter open rate increased 4%. Website user and page view data was unavailable for January due to a technical issue so the numbers look unusually low, this issue was resolved. BlueSky followers increased 55%, however we are not actively posting to this platform because Hootsuite (social media management software) does not interface with this platform for scheduling.

**Additional highlights include:**

- 11.8% increase in Instagram followers
- Facebook followers grew by 3.7%, but overall reach dropped 29% with March having the lowest reach, likely due to less frequent, more rushed posting
- LinkedIn followers grew by 12.3% and impressions increased by 30%

**Earned Media:**

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<https://losalamosreporter.com/2024/10/09/kinnikinnik-park-closed-for-ada-trail-construction/>

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<https://www.youtube.com/watch?v=5y3jNGN3uYw>

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<https://www.newsbreak.com/alamogordo-conservative-daily-1600566/3679666097293-new-mexico-invests-4-3-million-in-outdoor-recreation-and-trail-restoration>

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<https://www.cnm.edu/news/applications-now-open-for-tenth-annual-ski-lift-pitch>

<https://siteselection.com/november-26-2024-go-play-outside/>

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## 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



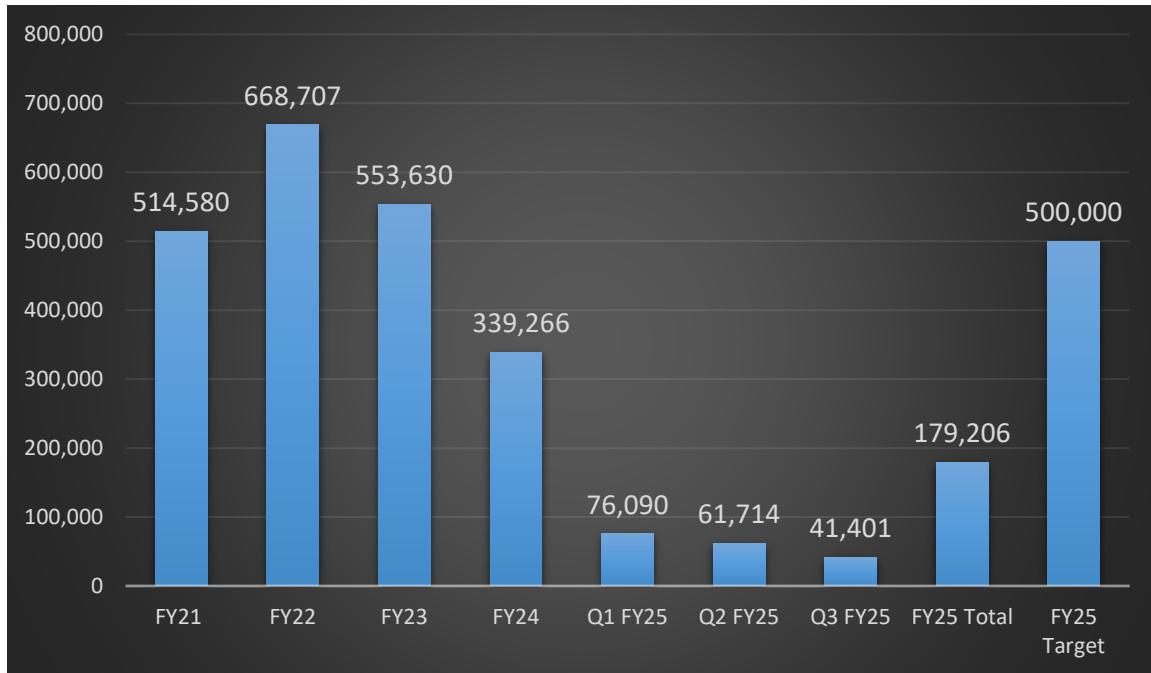
## PERFORMANCE MEASURE #1

*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	61,714	41,401		179,206	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:** Nearly 180 thousand worker days have been observed in the first 3 quarters of FY25. 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.

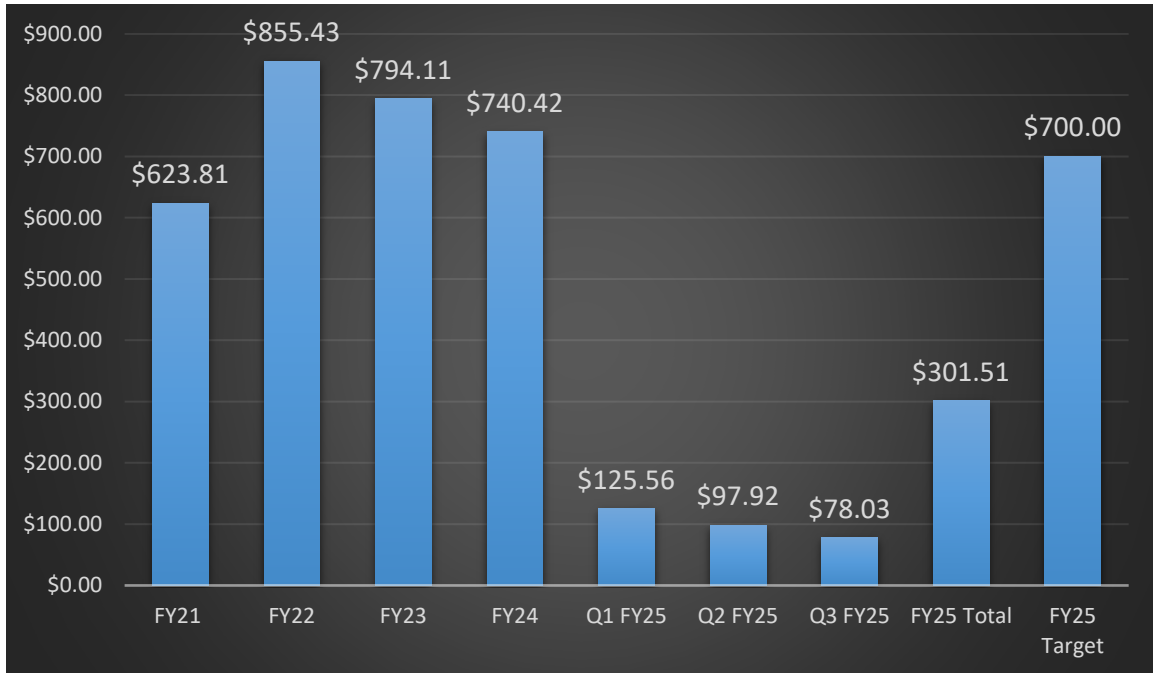
## PERFORMANCE MEASURE #2

*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	\$97.92	\$78.03		\$301.51	\$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 spending has reached over 301 million through the first 3 quarters of 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. The 2<sup>nd</sup> quarter of FY25 was also revised up with several pending productions confirmed after last quarter's report was submitted.

**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		\$48.85	\$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:** Total wages paid have reached just under 49 million. 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.

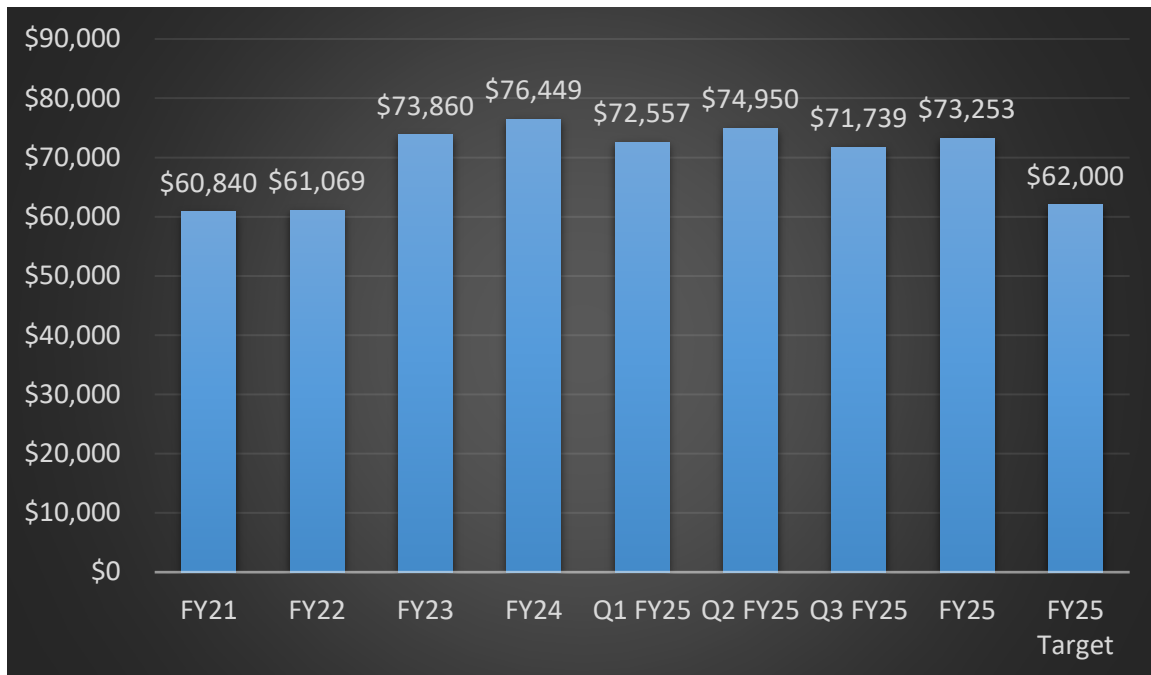
## PERFORMANCE MEASURE #4

*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		\$73,253	\$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 \$73,253 through the first 3 quarters of 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.

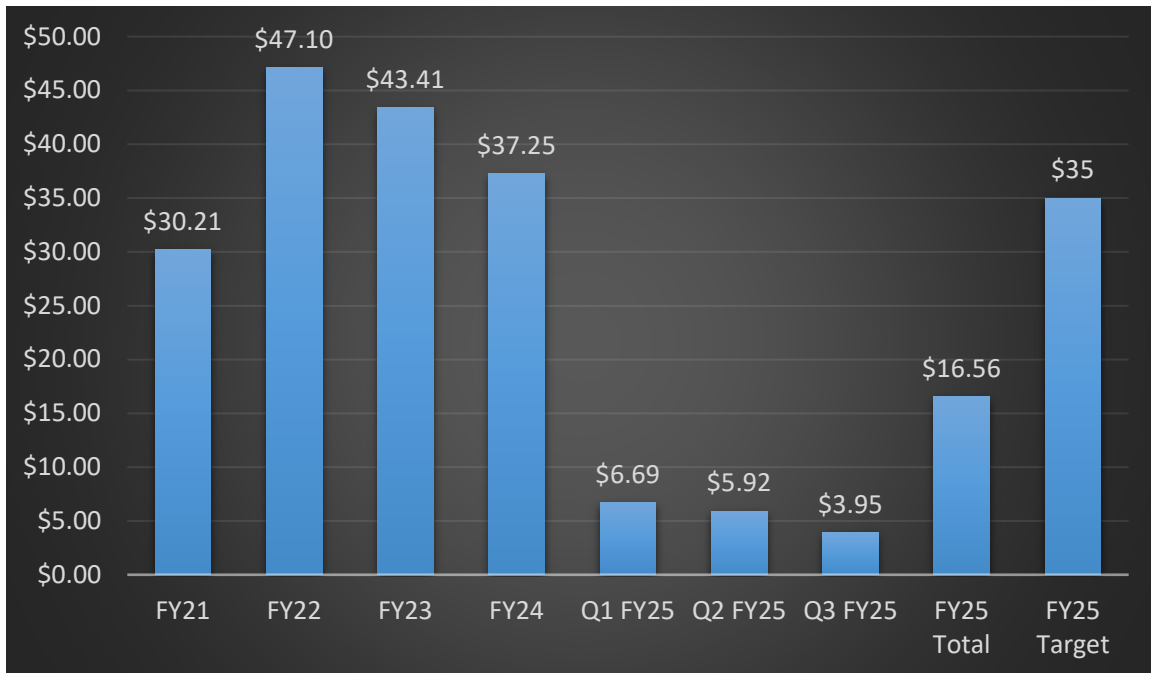
## PERFORMANCE MEASURE #5

*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		\$16.56	\$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 \$16.56 million has been paid in gross receipts taxes so far 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		29	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 established and continued to support seventeen partnerships with other agencies, educational institutions, industry associations and community organizations in the third quarter of FY25:

- Arts Hub: Ongoing partnership to provide technical assistance to creative nonprofits, creative entrepreneurs, and more including youth and regular creative fellowships, writer's circles, and workshops. Final impact numbers, attendance, and anecdotes available with final reporting in the fourth quarter.
- Precious Elements Designs: Karen Allyson Hayes, contracted to offer creative entrepreneurship and creative business workshop series with four classes. Hosted online and in-person at Truth or Consequences (T or C) Mainstreet.
- Shimoshi NM: Contracted to offer workshops on futuring, a methodology used to strategize and plan for future scenarios, centered on creative industries, arts cooperatives, and more.
- Department of Workforce Solutions: Ongoing relationship to connect to DWS programs, add additional employers to ETPL programs, direct creative entrepreneurs to workforce funding and support options, etc.
- NM Public Education Department: Ongoing collaboration to visualize and collect data on fine arts education in relation to graduation and attendance rates, show where arts access gaps might exist, and connect to opportunities through NM Arts and similar to address gaps.
- NM Black Chamber – CABQ: Collaboration and partnership on the executions and planning of ABQ Juneteenth, and the 2025 New Mexico Black Business Summit including sponsorship, panelist referral, volunteering, and participation in the events.
- New Mexico Arts: Ongoing partnership to promote Artist INC programming, referrals for creatives, promoting cross collaboration and NM Arts programming, etc.
- Breaking Bad Habits Campaign, Tourism Department: Participated in Breaking Bad Habits task force meetings and clean and Beautiful Breaking Bad Habits at legislature in community with constituents, and providing information and resources.
- New Mexico Mainstreet: Ongoing partnership, provided presentation and overview for Creative Industries to Mainstreet conference to NM Mainstreet districts, and willingness to partner with districts to enhance reach and support for creative economy.
- Creative New Mexico: Formalized partnership to refer creative economy stakeholders to advocacy organization, share information and cross collaborate on creative industries support and education.
- Grants Mainstreet: Provided an overview presentation to Grants Mainstreet, Cibola Arts Council, etc. to build ongoing relationship and offer support to project developments.
- New Mexico Arts – Art in Public Places Program (AIPP): Met with AIPP program lead to discuss referrals and support of program and program overview for AIPP and Creative Industries, to establish ongoing relationship and shared programming.
- Sandia National Labs – Small Business Supplier Fair: Partnered and participated in tabling etc. to provide resources, connections, and more with EDDs Justice Equity Diversity and Inclusion Office and Sandia National Labs.
- CV Suites – Creative Vitality Suites: Partnership to collect data on NM creative economy, 2023- 2024 data on NAICS, SOC codes, and nonprofit presence, and creative occupation data.

## 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		132	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:** Through individual meetings, field travel, partnerships with contractors, and networking events, the Director and Coordinator were able to respond to concerns and needs of creatives throughout the state. This was fulfilled through numerous meetings, conference participation, in-person trips to Artesia, Roswell, Carlsbad, Grants, Santa Fe, Cuyamungue, as well as several phone calls, emails, and virtual meetings where resources, referrals, connections, and other creative industries support was provided.

## 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		25	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:** Various creative industry-based programs and projects were supported by division staff throughout Q3. This included making presentations regarding the division, relevant connections to other programs, participating in creative industries related programming on behalf of the division, convening participation with creative economy leaders and supporting creative economy events. Some of the programs supported include supporting Atomic 66 in Nob Hill as a demonstration of Creative Economy collaboration and activity, supporting the Placitas Chamber, Janimation Intro to AI Video Program support, City of Santa Fe Economic Development strategic planning for creative industries, Broken Arrow Glass Recycling Sustainability Program, Minority Business Development Agency, The 2025 New Mexico Black Business Summit, Art in Public Spaces Mini Conference, Artist INC, and more. These numbers reflect referrals, and support or participation by the division in creative industry and economic based programs, that are offered by local governments, organizations, small businesses, and similar.