



**Michelle Lujan Grisham**  
GOVERNOR

**Rob Black**  
CABINET SECRETARY

# FY26 QUARTER #2 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):

FY26	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$2,772.0				\$2,772.0	27
300	\$1,025.5				\$1,025.5	
400	\$ 727.3				\$ 727.3	
TOTAL	\$4,524.8				\$4,524.8	

### 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

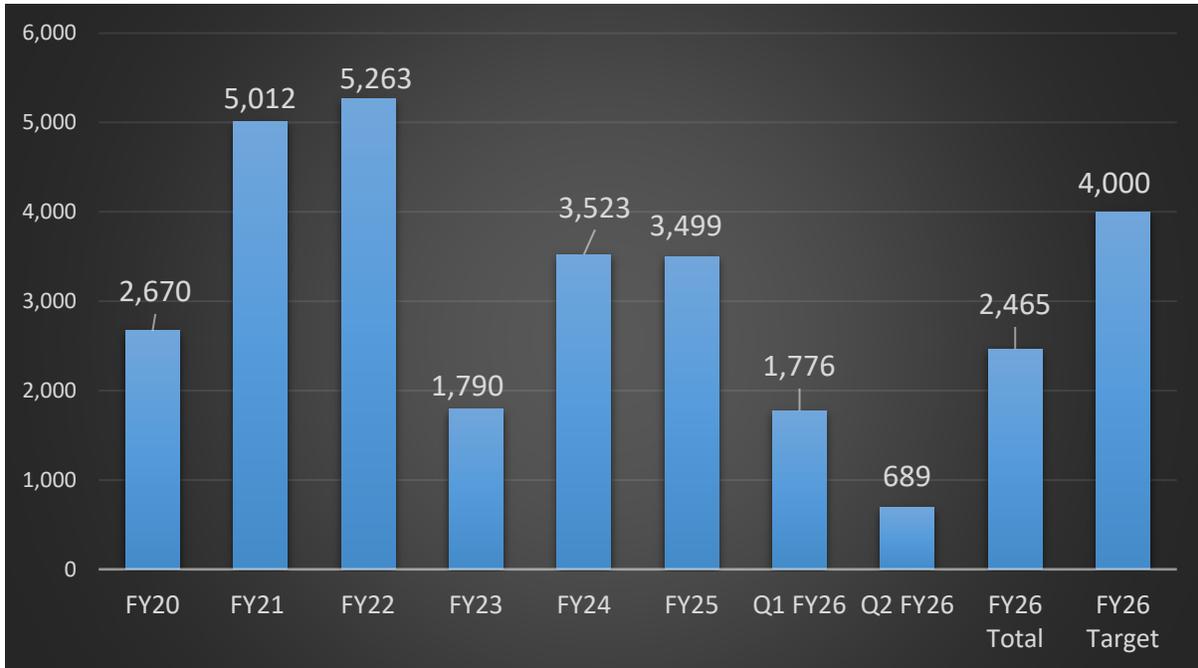
# PERFORMANCE MEASURE #1

*Number of jobs created due to economic development efforts*

## Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
5,012	5,263	1,790	3,523	3,499	1,776	689			2,465	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:** Twenty-five companies were assisted in creating jobs during the second quarter of FY26: Gridflow, Deadeye Creative, Vitality Works, MINDSET Integrated, Sage Botanical, Passages International, Thyssenkrupp Material, NA, Stampede Culinary Partners, Humble Brands, Pacific Fusion, The Boeing Company, BPublic Prefab, PBC, General Airframe Support, Jaguar Precision Corporation, HarvestIQ, Reflective Images Design, Knight Scientific, Apaluma, UbiQD, BlackVe, 3D Glass Solutions, Redwire Space, Mantas Space, Gnomad and Quantinum.

**IMPROVEMENT ACTION PLAN:** N/A

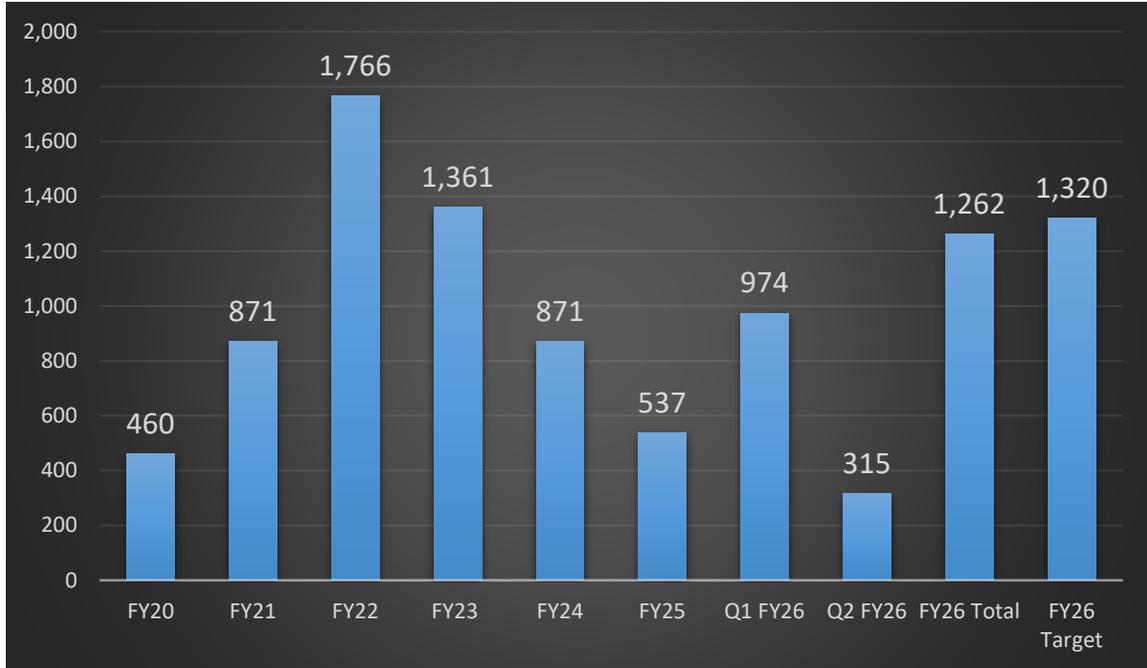
## PERFORMANCE MEASURE #2

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
871	1,766	996	871	537	974	315			1,262	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:** Three companies were assisted in creating rural jobs during the second quarter of FY26: Humble Brands Inc., General Airframe Support, and Gnomad LLC.

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #3

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

### Results

FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26	FY26 Target
\$61,347	\$56,503	\$56,684	\$87,838	\$97,705	\$109,105			\$102,106	\$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 Q2 FY26. 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

FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26	FY26 Target
\$18,179	\$13,630	\$6,001	\$31,522	\$48,738	\$54,256			\$50,868	\$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 Q2 FY26 and the approved wages for those positions. The second source, for LEDA, comes from the deals that were finalized during Q2 FY26 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 can 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 do 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	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY 26 Total	FY26 Target
\$2.9M	\$22.29M	\$450,000	\$64.4M	\$0	\$0			\$0	\$250,000

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

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

**STORY BEHIND THE DATA:** No relevant federal grant dollars were awarded in the first quarter of FY26.

**IMPROVEMENT ACTION PLAN:**

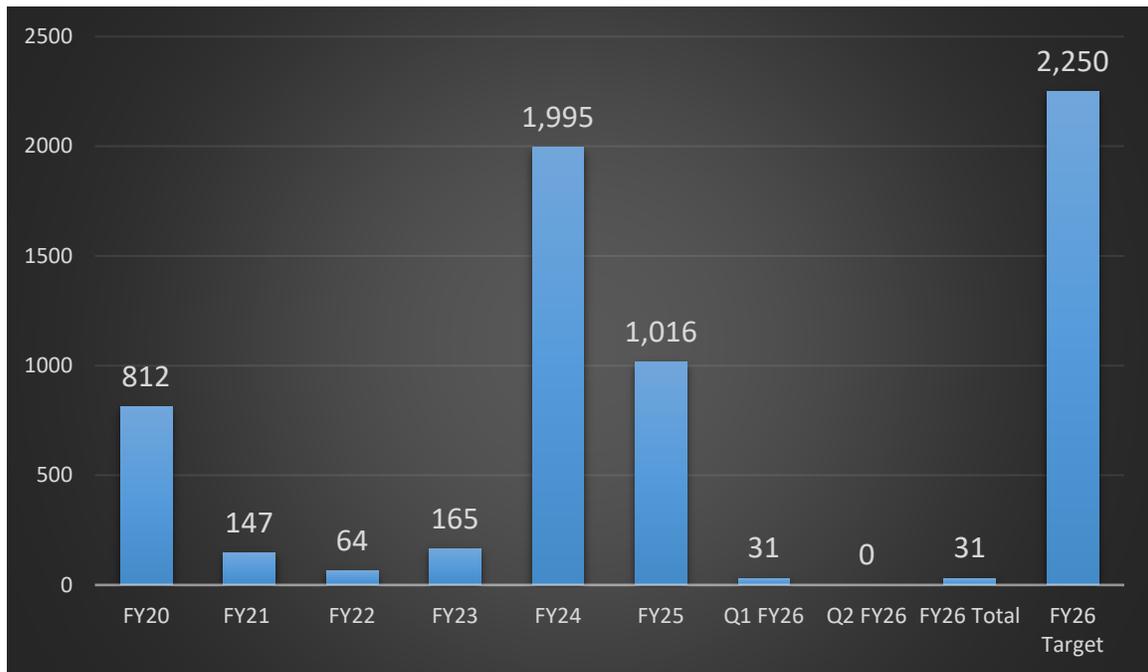
## PERFORMANCE MEASURE #6

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
147	64	165	1,995	1,016	31	0			31	2,250

Graph of Data Above



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

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

**STORY BEHIND THE DATA:** There were no jobs created through business relocations facilitated by the NMP.

**IMPROVEMENT ACTION PLAN:** We had to wait to count a few projects in the next quarter, including Green Power, which will create 340 jobs (announced in January), and Project ABC, which will create 342 jobs (hoping to announce in Feb/Mar). We also have 8 or 10 very high-quality projects that have come through NM's Venture Capital groups that are moving fast and hope to announce by the end of the fiscal year.

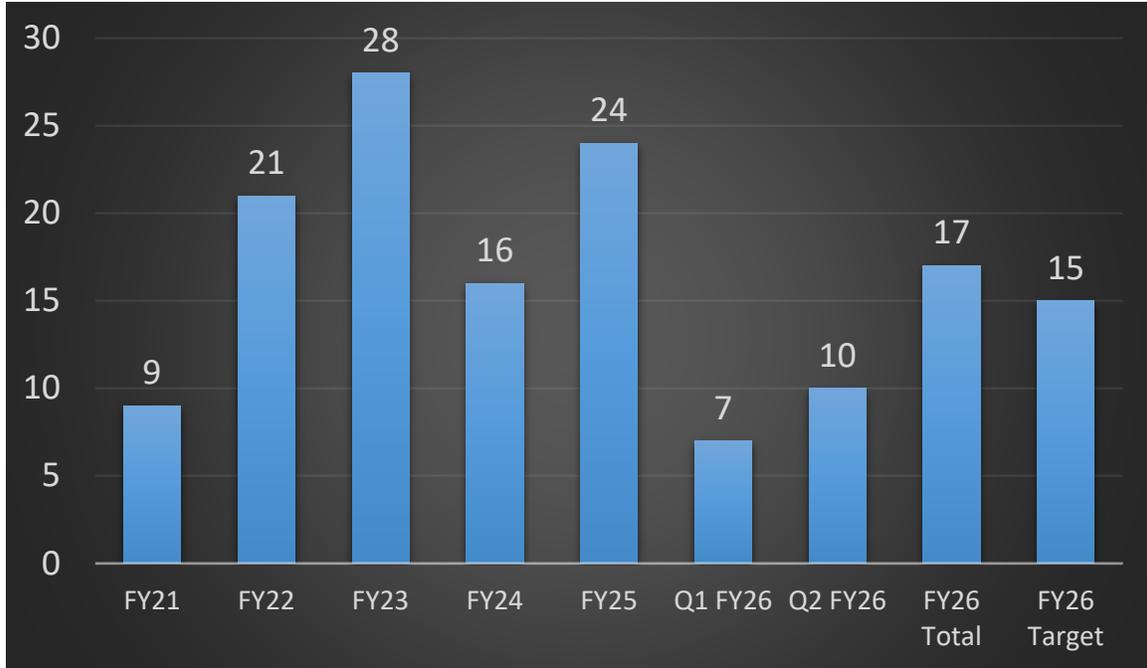
## PERFORMANCE MEASURE #7

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
9	21	28	16	24	7	10			17	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:** During Q2 FY26, the department conducted 10 primary site visits, some of which included multiple companies. In October, Project Turok and IIT Kanpur brought approximately 15 representatives and businesses to New Mexico. In November, Projects Niles, Icicle, and Astro, along with the India+ delegation, brought more than 20 companies to explore opportunities in the state. In December, Project High Jump, Fetera, ABC, and Pix also completed site visits. In addition to these primary visits, two follow-up visits (second and third visits for existing projects) occurred during the quarter but are not included in the total count.

**IMPROVEMENT ACTION PLAN:** None are needed currently. We have already exceeded the annual goal. However, we will still be pushing to continue to add to that number and have regular site visits over the rest of the fiscal year.

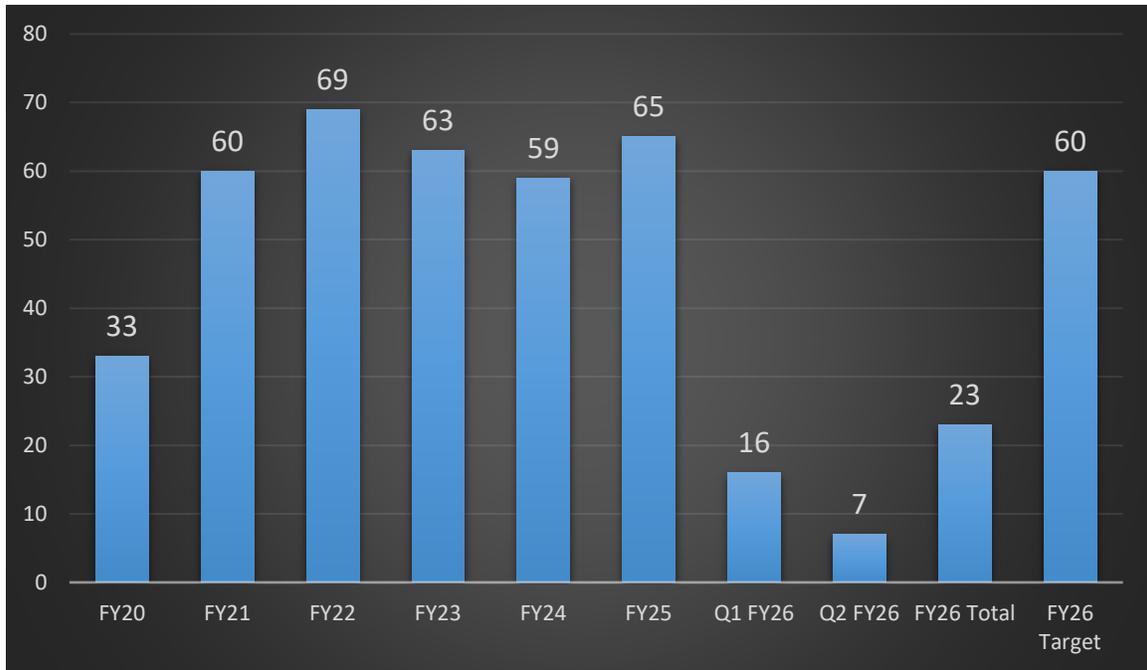
## PERFORMANCE MEASURE #8

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY65	FY26 Total	FY26 Target
60	69	63	59	65	16	7			23	60

**Graph of Data Above**



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

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

**STORY BEHIND THE DATA:** During Q2 FY26, a total of seven primary site visits were conducted. In October, Minimouse and EP visited. In November, Compost and Transit completed site visits. In December, Eagle, Aurora, and Fabric also visited the state.

**IMPROVEMENT ACTION PLAN:** There were fewer PROs in this quarter. However, we had 21 high quality leads all with virtual meetings. We believe that at least 10-15 of them will be qualified and ready to PRO in the next 30-60 days. Due to the high volume of new projects coming in, it is taking us a little longer to get them to the PRO stage. Other complicating factors this quarter included a higher-than-normal site visit schedule this quarter with three very large delegation events which took significant staff time and effort. Including the Japanese Ambassador event with the Governor, the IIT Kanpur and Cybersecurity team delegation weeklong visit, and the India (Germany, Dubai, Brazil) weeklong delegation visit (with 20+ companies). We resume additional sales missions and industry events in January and expect the number of PROs to increase significantly over the previous quarter. We have also made changes internally to better streamline our workflow and shift duties to make sure we have sufficient coverage to ensure timely distribution

of PROs. We are at 23 PROs for the first half of the year, which is only 7 short of the 50% we should be at by now, I do believe we will catch up in the next two quarters.

## 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):**

FY26	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$3,535.8		\$530.7		\$4,066.5	29
300	\$1,711.0		\$1,313.2		\$3,024.2	
400	\$8,803.2		\$400.0		\$9,203.2	
TOTAL	\$14,050.0		\$2,243.9		\$16,293.9	

**Program Performance Measures:**

1. Number of private sector dollars leveraged by each dollar through LEDA
2. Number of jobs created by 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. Foreign Direct Investment in New Mexico as a result of Office of International Trade efforts, in millions

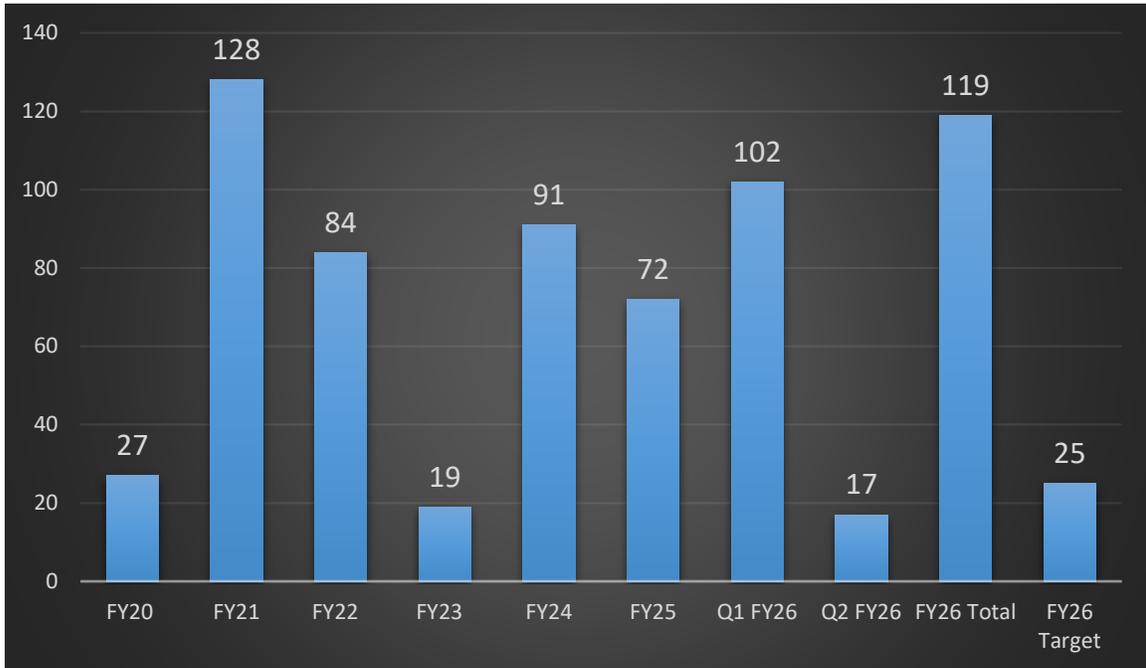
# PERFORMANCE MEASURE #1

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

## Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26	FY26 Target
128	84	19	91	72	102	17			119	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 two LEDA projects announced in Q2.

Company	Jobs	Private Investment	LEDA Commitment
Mantis Space	200	\$24,926,195	\$2,500,000
Castelion	300	<u>\$100,000,000</u>	<u>\$5,000,000</u>
		\$124,926,195	\$7,500,000

**Private investment of \$124,926,195 /LEDA investment of \$7,500,000 =17**

**IMPROVEMENT ACTION PLAN:** N/A

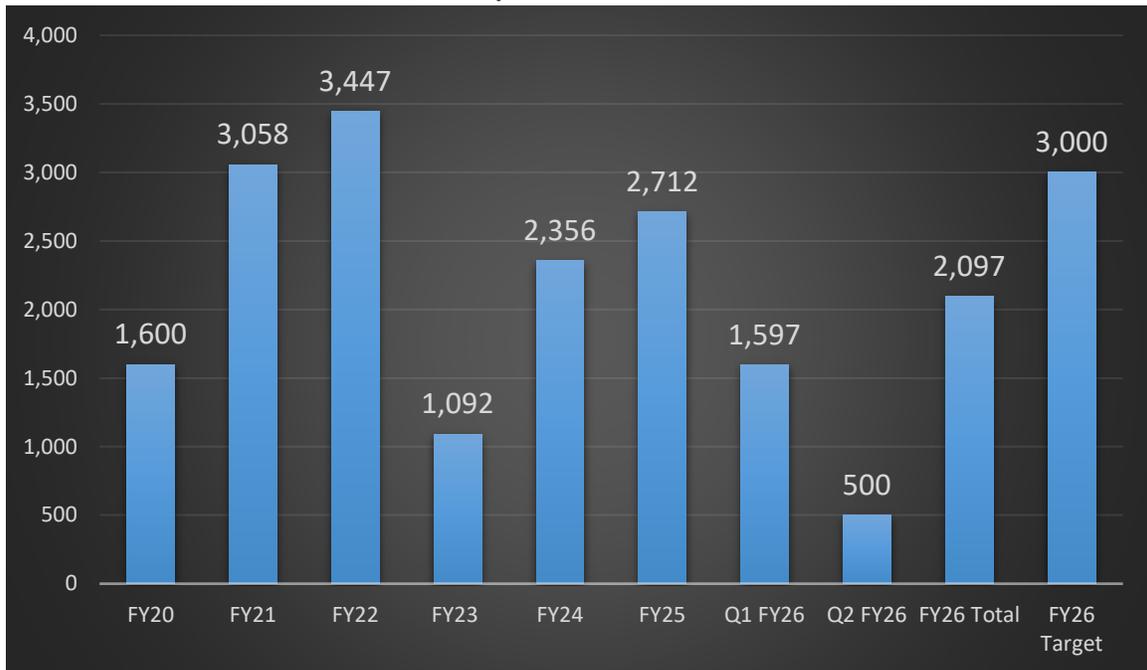
## PERFORMANCE MEASURE #2

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
3,058	3,447	1,092	2,356	2,712	1,597	500			2,097	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 two LEDA projects announced in Q2.

**Mantis Space:** The company is a space and advanced energy startup developing the first power grid in space, announced its selection of Albuquerque, New Mexico, for its headquarters and advanced R&D manufacturing facilities. Mantis Space’s planned facilities, projects, and staff are estimated to generate over \$480 million in economic impact for the City of Albuquerque and the State of New Mexico over the next decade. The company plans to create more than 200 local high-tech, high-wage jobs, averaging over \$180,000 per year. The company has been approved for \$2.5 million in LEDA investment from the state and \$500,000 from the city.

**Castelion:** The company is a defense technology company, selected Sandoval County, New Mexico, as the site for Project Ranger, a 1,000-acre solid rocket motor manufacturing campus. The campus is projected to create more than 300 high-paying jobs and generate more than \$650 million in economic output over the next decade. The company plans to invest more than \$100 million over the first four years of Project Ranger’s development. The manufacturing campus will produce solid rocket motors, conduct static tests and assemble components to produce finished rounds. The company expects to break ground in early 2026. Headquartered in Torrance, California, Castelion was founded with a mission to restore the U.S. industrial base for defense, producing next-generation hypersonic systems at scale to help the U.S. and its allies deter global threats and prevent conflict. The company has been approved for \$5 million in LEDA investment for this location project.

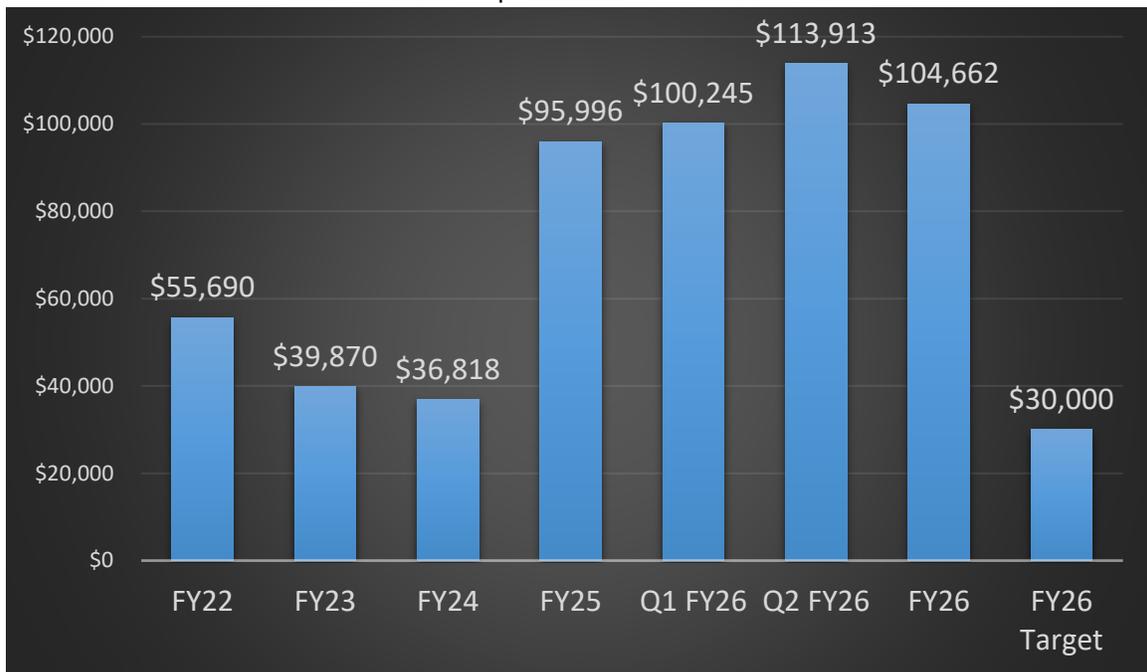
## PERFORMANCE MEASURE #3

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

### Results

FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26	FY26 Target
\$55,690	\$39,870	\$36,818	\$95,996	\$100,245	\$113,913			\$104,662	\$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 Q2 FY26. EDD takes the amount of hires as well as the amount of total LEDA awards associated with the projects to calculate the 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 \$128,319 while the cost per job for the projects is \$15,000.

IMPROVEMENT ACTION PLAN: N/A

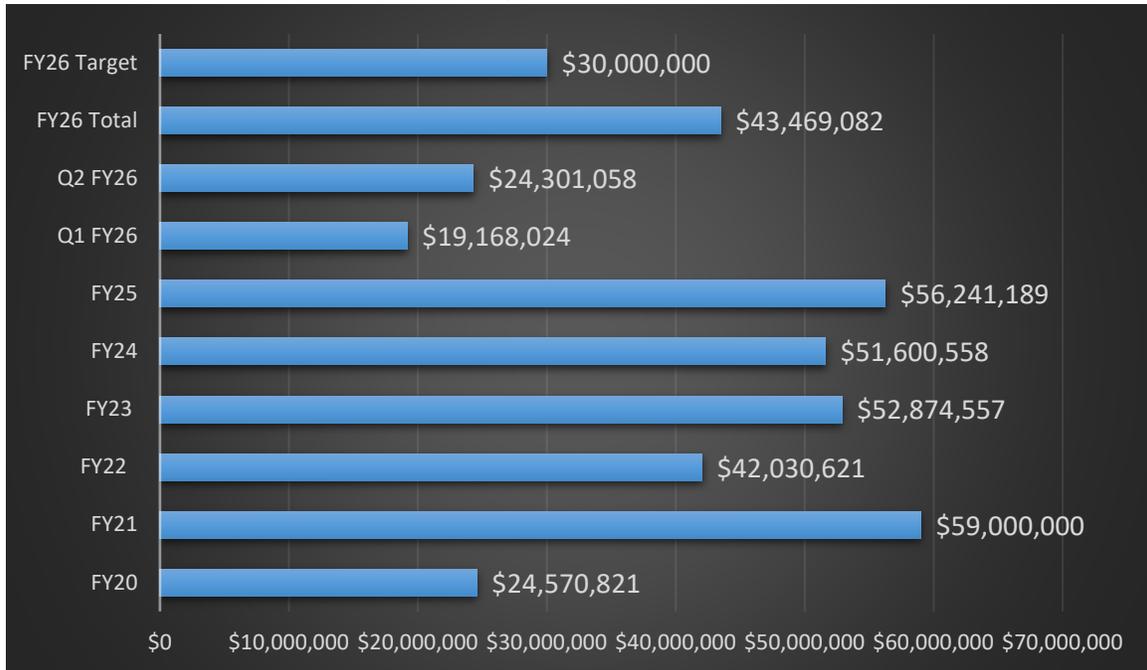
## PERFORMANCE MEASURE #4

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
\$59	\$42	\$52.9	\$51.6	\$56.2M	\$19.2M	\$24.3M			\$43.5M	\$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 second quarter of FY26 there were investments of \$24,301,058 in real estate in MainStreet districts throughout the state. The following includes highlights of activity in Q2:

- Los Alamos MainStreet had another strong quarter. The new Century Bank building will be a 5-story steel-framed office building representing a \$13.7 Million private investment in the property. Additionally, there were 4 other rehabilitation projects that included some re-roofing projects, and some interior remodels amounting to more than \$120,000. They also added 2 new businesses and 3 new jobs to the district.

**IMPROVEMENT ACTION PLAN:** N/A

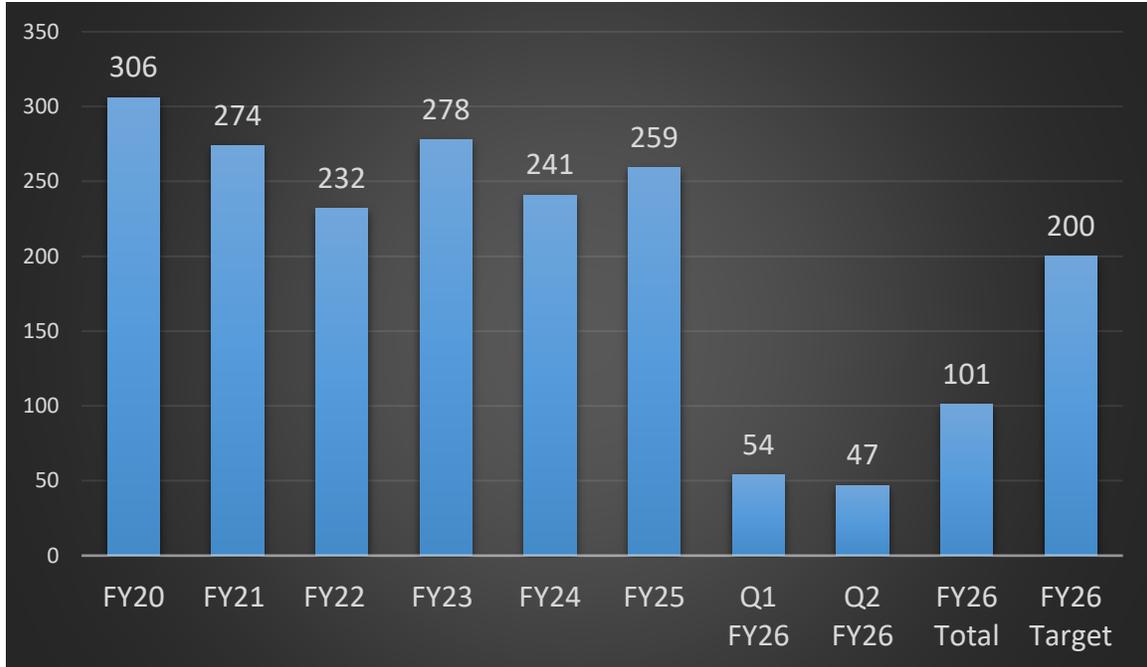
## PERFORMANCE MEASURE #5

*Number of building rehabilitations assisted by the MainStreet program*

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
274	232	278	241	259	54	47			101	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:** In Q2 \$6,959,154 of the overall \$24,301,058 private sector investment within MainStreet districts statewide was directed towards 47 different private building rehabilitation projects. The following includes highlights of activity in Q2:

- Ruidoso MainStreet had 4 building renovations for a total of \$2,589,000. Two buildings are being completely rehabilitated to accommodate new commercial uses, both totaling over \$1M. Downshift brewery is also rehabilitating their tap room and restaurant with over \$50,000 in improvements being made, and the Hall of Flame is extending their dining room area with a \$39,000 investment. Ruidoso also added 9 new jobs and 3 new businesses to the district.
- In the Barelas neighborhood of Albuquerque there was significant investment into three buildings along 4<sup>th</sup> ST totaling \$125,000 for façade improvements, sign restoration and improvements made to a new coffee shop. They also have 5 new businesses in the community, bringing in 36 new jobs.
- In Grants, there were 4 private building rehabilitation projects with over \$450,000 in improvements to the façade of 2 buildings, an interior remodel with the paving of the parking lot of the La Ventana building, and the addition of an Airbnb unit.

- In the San Pedro district of Albuquerque, the Fair Plaza Smiths is undergoing a \$2 Million Interior Remodel.

IMPROVEMENT ACTION PLAN: N/A

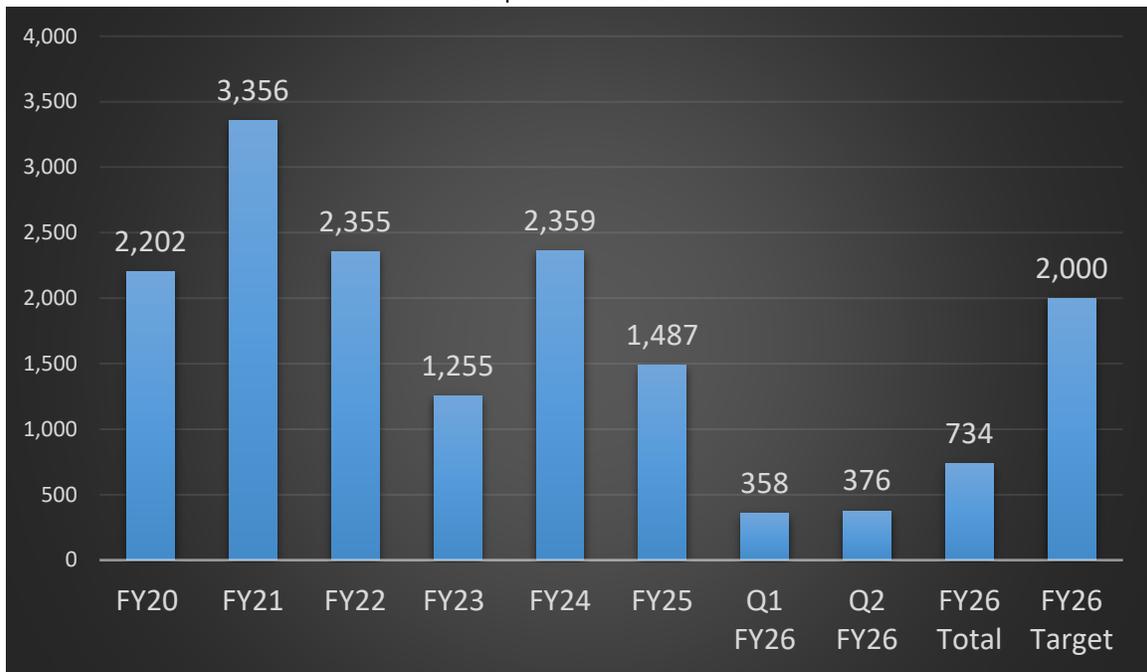
## PERFORMANCE MEASURE #6

*Number of workers trained by JTIP*

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY25 Target
3,356	2,355	1,255	2,359	1,487	358	376			734	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 second quarter of FY26, 25 companies and 369 trainees were approved by the JTIP board. 226 are high-wage positions, of which 194 are urban, with annual salaries greater than \$60,000, and 32 are rural, with annual salaries greater than \$40,000. One urban internship was approved, and 11 incumbent workers will receive upskills training through JTIP's enhanced skills training program, Step-Up. 125 of the total trainees approved are in rural areas including: Santa Teresa, Sunland Park, Taos and Roswell.

The Film Crew Advancement Program (FCAP) under the JTIP for Film and Multimedia programs, approved 2 production companies to train 7 crew members.

**IMPROVEMENT ACTION PLAN:**

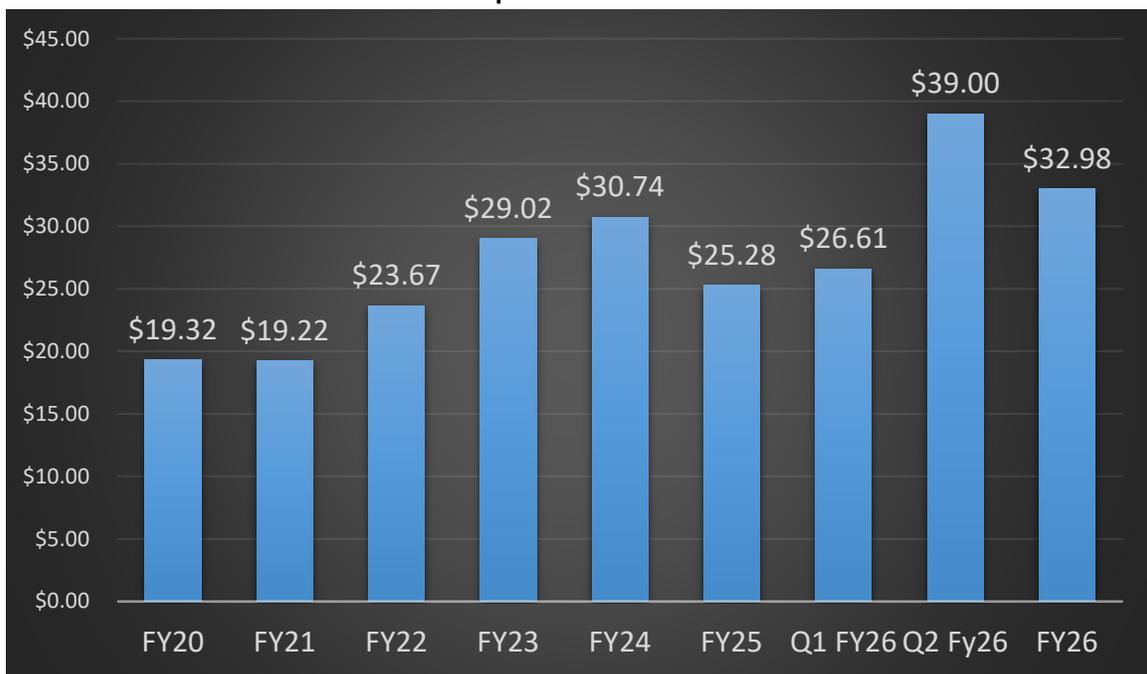
## PERFORMANCE MEASURE #7

*Average hourly wage of jobs funded by JTIP*

**Results**

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26	FY26 Target
\$19.22	\$23.67	\$29.02	\$30.74	\$25.28	\$26.61	\$39.00			\$32.98	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:**

FY26 Q2 JTIP jobs approved:

- 354 trainees: average wage - \$39.00
  - o Urban: 229, average wage - \$50.10
  - o Rural: 125, average wage - \$18.68

- 1 intern:
  - o Urban: 1, average wage - \$37.50
- FY26 Q2 JTIP Film Crew jobs approved:
  - o 7 trainees, average wage - \$29.50

## PERFORMANCE MEASURE #8

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

### Results

FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26	FY26 Target
\$40,901	\$45,871	\$50,638	\$39,725	\$41,907	\$60,358			\$51,745	\$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 Q2 FY26 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 Q2 FY26 is \$81,128. The cost per job for these JTIP jobs was \$20,770.

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #9

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
\$2M	\$2M	\$72M	\$2.57B	\$1.024 B	\$0	\$0			\$0	\$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 foreign direct investment projects announced in Q2. It appears that the current situation at the Federal level with tariffs continues to impact the speed in which foreign companies are making decisions about expansion into the US.

**IMPROVEMENT ACTION PLAN:** EDD will continue its efforts in the Taiwan and newly opened Mexico City trade offices to identify potential foreign direct investment to New Mexico in target industries, while also assisting NM exporters with their efforts to export into those markets, as well as to identify suppliers. We remain confident that this target can be met by the end of the fiscal year.

## Outdoor Recreation Division

**Program Description, Purpose and Objectives:** 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. The division advances economic development by supporting outdoor recreation businesses through EDD programs such as LEDA and JTIP and by investing in infrastructure like trails, campgrounds, and public access points through the Outdoor Recreation Trails+ Grant. ORD also promotes workforce and youth development through the Outdoor Equity Fund and partnerships that connect young people to outdoor education and career pathways. In collaboration with state, federal, Tribal, and local partners, ORD strengthens stewardship of public lands and waters while positioning New Mexico as a world-class outdoor recreation destination for residents, businesses, and visitors alike.

Outdoor recreation is a key driver of New Mexico’s economy, contributing \$3.2 billion annually to the state’s GDP and supporting nearly 29,000 jobs, according to the U.S. Bureau of Economic Analysis. ORD’s grant programs continue to expand equitable access and local economic benefits—funding trail and infrastructure projects in more than 40 counties and Tribal communities, as well as outdoor programs serving over 10,000 youth statewide in FY25.

**Objectives:**

- Expand outdoor recreation’s contribution to New Mexico’s GDP and statewide job creation.
- Grow and support outdoor recreation businesses through EDD programs such as LEDA and JTIP.
- Develop and enhance outdoor recreation infrastructure through strategic investments such as the Outdoor Recreation Trails+ Grant.
- Provide safe, healthy, and educational outdoor opportunities for youth through the Outdoor Equity Fund.
- Strengthen workforce and career pathways in outdoor recreation and conservation sectors.
- Foster partnerships with state, federal, Tribal, and local land management agencies to enhance conservation and public access.

**Program Budget (in thousands):**

FY26	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$397.5				\$397.5	4
300	\$125.00				\$125.0	
400	\$725.7			\$2,260.7	\$2,986.4	
<b>TOTAL</b>	<b>\$1,248.2</b>			<b>\$2,260.7</b>	<b>\$3,508.9</b>	

**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.

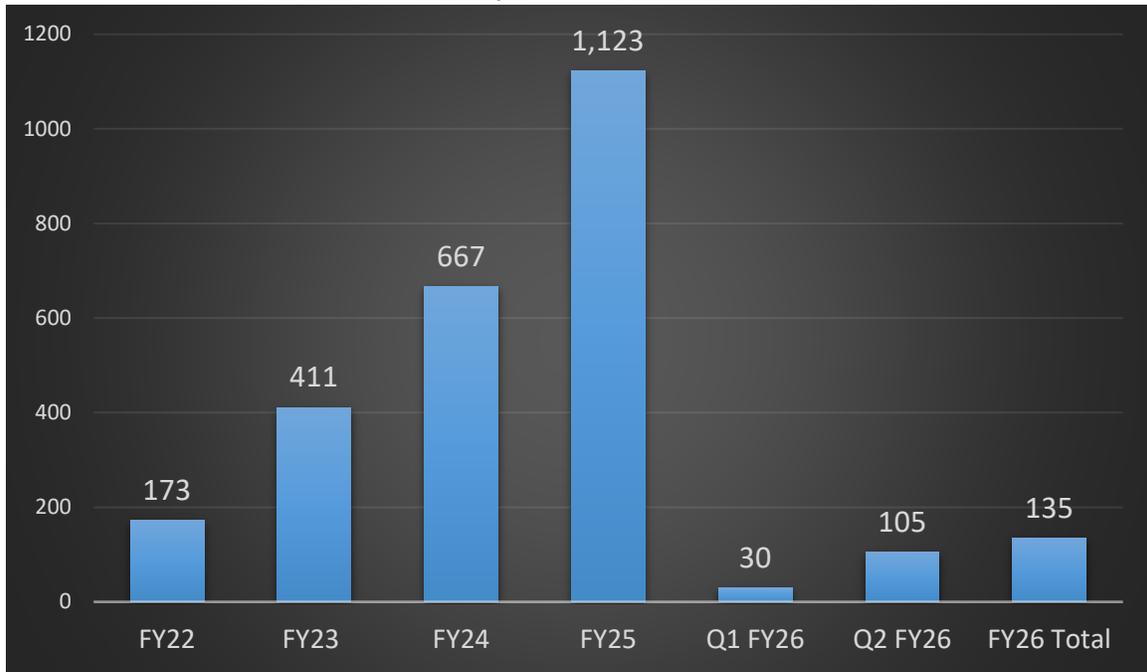
# PERFORMANCE MEASURE #1

*Number of new outdoor recreation jobs created by ORD*

## Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
9	173	411	667	1,123	30	105			135	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:

**Outdoor Recreation Trails+ Grant:** ORD continues to demonstrate measurable impact on job creation through investments in outdoor infrastructure and community-based recreation projects statewide. In Q2 FY26, Trails+ Grant recipients reported the creation of 105 new seasonal, part-time, and full-time jobs, reflecting the transition of recently awarded projects from planning into active implementation. These projects will improve or develop more than 700 miles of trails in communities across New Mexico.

Combined with jobs reported from projects awarded in Q1 FY26, Trails+ Grant projects have generated an estimated 135 jobs to date in FY26. These positions span construction, planning, stewardship, program delivery, and ongoing maintenance, supporting both near-term employment and longer-term workforce development in rural, urban, and Tribal communities.

Since its inception in 2020, the Trails+ Grant program has awarded \$33.9 million to 244 outdoor infrastructure projects across 30 counties and 11 Tribal communities, supporting the creation of approximately 2,367 jobs statewide. For FY26, the program is

supported by a one-time \$10 million legislative appropriation to be distributed over two years and \$2,023,100 in recurring funding from the Land of Enchantment Legacy Fund, ensuring continued investment in outdoor infrastructure, job creation, and community resilience across New Mexico.

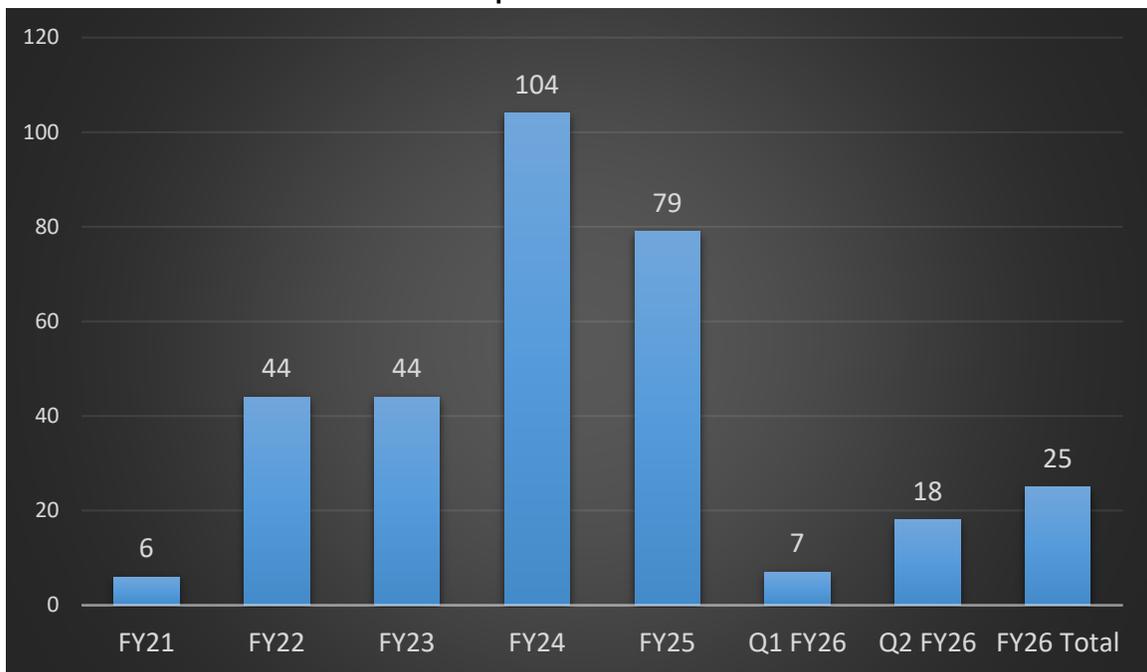
## PERFORMANCE MEASURE #2

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

### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
6	44	44	104	79	7	18			25	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:** During Q2 FY26, ORD announced 18 additional Outdoor Recreation Trails+ Grant awards, committing \$3,239,106 in state funds and leveraging \$2,028,571 in matching contributions from local, Tribal, nonprofit, and federal partners. These projects support trail development, restoration, and outdoor infrastructure improvements that enhance access, safety, and recreation opportunities across New Mexico.

Combined with the seven Trails+ projects awarded in Q1 FY26 totaling \$1,992,019, ORD has funded 25 Trails+ projects to date in FY26, with \$5,231,125 awarded and more than \$4.8 million in match leveraged. Together, these investments demonstrate strong local partnership, maximize the impact of state dollars, and advance equitable outdoor access and outdoor-driven economic development statewide.

FY26 Trails+ awards are supported through two primary funding sources: a \$10 million special legislative appropriation authorized for a two-year disbursement period, and just over \$2 million from the Land of Enchantment Legacy Fund’s second-year distribution. Funds are being deployed across two grant cycles to ensure timely project delivery, geographic balance, and readiness across communities. A full list of FY26 Trails+ Grant recipients is available at [NMOutside.com](http://NMOutside.com).

**Rio Grande Trail:** ORD continues to advance the [Rio Grande Trail](#) initiative, a statewide recreational corridor emphasizing sustainable infrastructure, stewardship, and community connectivity. In partnership with EMNRD, ORD is working with contractor PLAND Collaborative to prioritize community input as trail segments are reviewed for designation by the Rio Grande Trail Commission, which meets quarterly. This work supports thoughtful corridor development that reflects local needs while advancing long-term connectivity goals.

**Adventure Pitch Fest:** During Q2 FY26, ORD supported the successful delivery of [Adventure Pitch Fest](#), a statewide event highlighting New Mexico’s outdoor entrepreneurship ecosystem. The event drew strong participation from founders, partners, and the public, showcasing innovative outdoor businesses and awarding cash prizes to support business growth. Adventure Pitch Fest strengthened connections between outdoor entrepreneurs and economic development resources, reinforced New Mexico’s leadership in outdoor business innovation, and contributed to ORD’s broader goal of growing the outdoor economy through talent, ideas, and place-based opportunity.

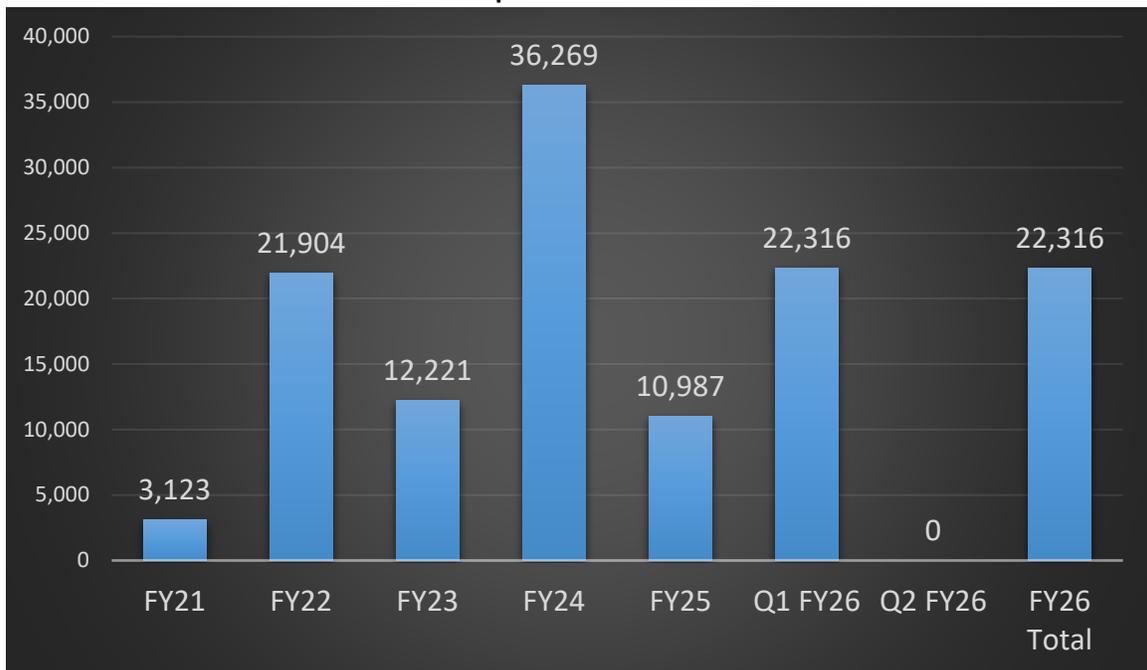
### PERFORMANCE MEASURE #3

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

#### Results

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
3,123	21,904	12,221	36,269	10,987	22,316	0			22,316	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.

**DATA SOURCE/METHODOLOGY:**

Data is collected from ORD’s official Outdoor Equity Fund student enrollment reports accessed through the Submittable grant administration software and from attendance reports provided by education partners.

**STORY**

During Q2 FY26, ORD continued onboarding grantees and disbursing funds to organizations awarded in Q1, while also following up on reporting requirements for grantees funded in FY25.

To strengthen transparency, customer service, and program quality, ORD held 34 optional one-on-one feedback meetings with applicants from the most recent Outdoor Equity Fund cycle. These sessions provided guidance on application competitiveness, clarified program expectations, and strengthened relationships between applicants and ORD staff. The feedback process has been well received and supports stronger future applications and continuous improvement of both the Division and the fund.

ORD also prepared for the second FY26 Outdoor Equity Fund cycle, which opens January 1 and closes January 31, 2026, ensuring continuity of funding, timely award announcements, and sustained momentum in expanding equitable outdoor education opportunities for youth across New Mexico.

**BEHIND**

**THE**

**DATA:**

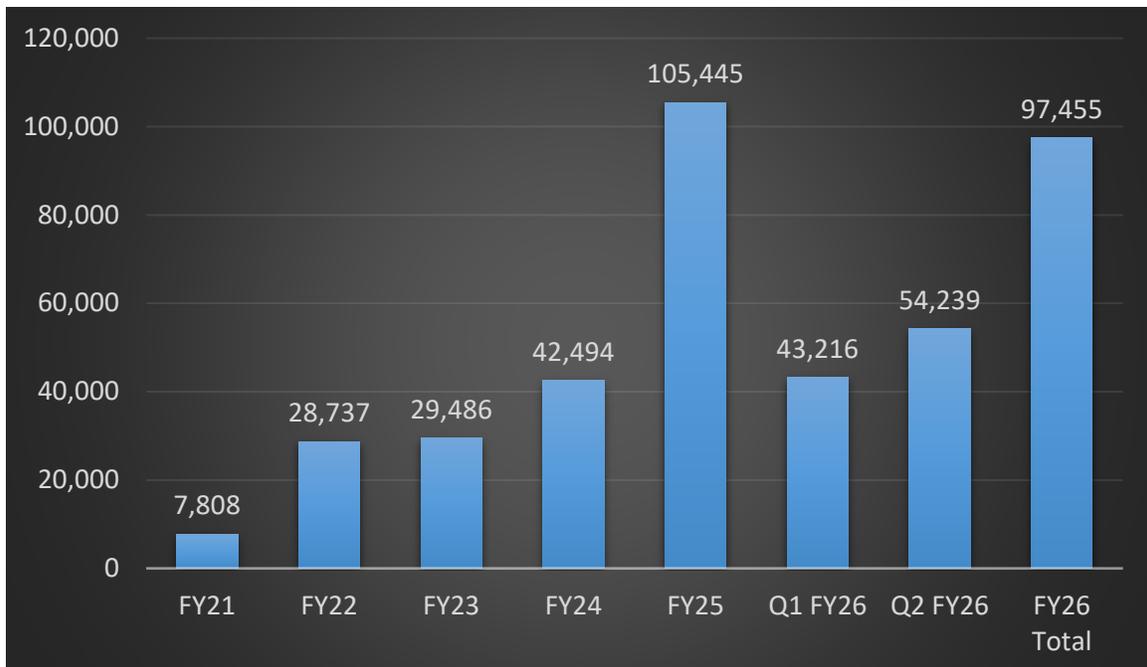
## PERFORMANCE MEASURE #4

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

**Results**

FY21	FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
7,808	28,737	29,486	42,494	105,445	43,216	54,239			97,455	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 Q2 FY26, ORD reported the following metrics:

- 3,876 newsletter subscribers
- 14,875 unique website users
- 27,050 page views on website
- 3,332 Instagram followers
- 492 Threads followers
- 1,506 Facebook followers
- 852 Twitter followers
- 669 BlueSky followers
- 1,446 LinkedIn followers
- 88 Linktree views
- 53 Earned media pieces

In Q2, ORD expanded its reach and strengthened engagement across its core audiences, particularly New Mexico's outdoor recreation business community. The division's outdoor business contact list—measured through newsletter subscribers—nearly tripled following a targeted outreach effort with CNM Ingenuity. A similar partner-led effort is planned for Q3 with the New Mexico Outdoor Business Alliance to sustain this growth.

Engagement remained strong across owned channels. Newsletter and press release open rates held steady at 37% and 38%, while the ORD website experienced a 46% increase in total users and a 61% increase in direct user acquisition, indicating improved visibility, brand recognition, and repeat visitation.

Social media performance showed continued momentum. Organic LinkedIn impressions increased by 60% due to more consistent interaction with partner and industry content. Facebook post interactions nearly doubled, and Instagram interactions increased by 28%, driven in part by the joint Adventure Pitch Fest campaign with ActivateNM.

**Earned Media:**

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<https://www.tricityrecordnm.com/articles/state-awards-2-2m-to-connect-22000-youth-with-outdoor-programs/>

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<https://www.thechronicle-news.com/raton-recreation-department-receives-portion-of-states-2-2-million-for-youth-outdoor-equity-funds/>

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<https://krtnradio.com/wp/2025/10/07/meeting-two-shows-proposed-new-trail-in-the-climax-canyon-complex/>  
<https://citylifestyle.com/articles/new-mexico-trails>  
<https://citylifestyle.com/articles/cycle-kids>  
<https://www.cabq.gov/parksandrecreation/news/city-of-albuquerque-celebrates-2m-west-mesa-trail-improvements-and-ruth-eisenberg-legacy>  
[https://www.santafenewmexican.com/news/business/new-mexico-outdoor-companies-to-compete-for-15-000-at-adventure-pitch-fest/article\\_d9de7f2a-b8a4-4fec-b84e-fc6cf2d3b1e2.html?utm\\_source=santafenewmexican.com&utm\\_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F&utm\\_medium=email&utm\\_content=image](https://www.santafenewmexican.com/news/business/new-mexico-outdoor-companies-to-compete-for-15-000-at-adventure-pitch-fest/article_d9de7f2a-b8a4-4fec-b84e-fc6cf2d3b1e2.html?utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fyour-morning-headlines%2F&utm_medium=email&utm_content=image)  
[https://www.santafenewmexican.com/news/business\\_beat/adventure-pitch-fest-highlights-new-\[...\]dustry/article\\_90ce60b5-1a22-4592-9abb-37e228ab7f25.html](https://www.santafenewmexican.com/news/business_beat/adventure-pitch-fest-highlights-new-[...]dustry/article_90ce60b5-1a22-4592-9abb-37e228ab7f25.html)  
[https://www.yahoo.com/news/articles/mexico-outdoor-companies-compete-15-035900544.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xLmNvbS8&guce\\_referrer\\_sig=AQAAACsJ-Z1wmA8Mey8GwbjBUKAmE1VVkyod8YzpcHJJa1KigS3ompQ5IrguW05QMAb\\_dUKpMY9pmDMFmncvoX-0wD8iYijeZc9vPYAJiOVknLAKdlqbHP9BSD5rr-f7GFJB3CxuKZOICKuNfY-pcwwL9V1YPIp7CQ0exp29P4hfXwCL](https://www.yahoo.com/news/articles/mexico-outdoor-companies-compete-15-035900544.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xLmNvbS8&guce_referrer_sig=AQAAACsJ-Z1wmA8Mey8GwbjBUKAmE1VVkyod8YzpcHJJa1KigS3ompQ5IrguW05QMAb_dUKpMY9pmDMFmncvoX-0wD8iYijeZc9vPYAJiOVknLAKdlqbHP9BSD5rr-f7GFJB3CxuKZOICKuNfY-pcwwL9V1YPIp7CQ0exp29P4hfXwCL)  
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<https://krtnradio.com/wp/2025/11/12/raton-city-commissioners-met-wednesday-november-12-2025-for-their-first-meeting-of-the-month/>  
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<https://sourcennm.com/briefs/new-mexico-economic-development-department-announces-3-2m-in-outdoor-recreation-grants/>  
<https://worldjournalnewspaper.com/raton-commissioners-talk-money-in-and-out/>  
[https://www.abqjournal.com/opinion/article\\_2c8e828f-73b5-4855-b2f0-0604de300041.html](https://www.abqjournal.com/opinion/article_2c8e828f-73b5-4855-b2f0-0604de300041.html)  
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<https://adailypost.com/1-9m-available-for-youth-outdoor-programs-through-outdoor-equity-fund/>  
<https://www.youtube.com/watch?v=pALmK3QDkFs>  
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<https://dccc.org/new-mexicans-understand-whats-at-stake-as-vasquez-continues-fight-for-public-lands/>  
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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):**

FY26	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$1,087.0				\$1,087.0	10
300	\$753.4				\$753.4	
400	\$84.6				\$84.6	
<b>TOTAL</b>	<b>\$1,925.0</b>				<b>\$1,925.0</b>	

**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	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
514,580	668,707	533,630	339,266	211,640	123,473	22,215			145,688	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:** 145,688 worker days were observed in the first half of FY26. The overall industry contraction and the shift to global markets has impacted the film industry here in New Mexico, however FY26 is on track to surpass FY25 in most measures, indicating the beginning of a recovery.

**IMPROVEMENT ACTION PLAN:** 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	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
\$626.5	\$855.43	\$794.11	\$740.42	\$323.22	\$168.92	\$58.76			\$227.67	\$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:** Direct spending of \$227.67 million has been observed in the first half of FY26. The overall industry contraction and the shift to global markets has impacted the film industry here in New Mexico, however FY26 is on track to surpass FY25 in most measures, indicating a recovery.

**IMPROVEMENT ACTION PLAN:** 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	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
\$121.25	\$157.06	\$152.26	\$98.74	\$57.68	\$29.61	\$5.8			\$35.41	\$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:** \$35.41 million in estimated wages were paid out in the first half of FY26. The overall industry contraction and the shift to global markets has impacted the film industry here in New Mexico, however FY26 is on track to surpass FY25 in most measures, indicating a recovery.

**IMPROVEMENT ACTION PLAN:** 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

FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26	FY26 Target
\$61,069	\$73,860	\$76,449	\$70,822	\$62,428	\$67,840			\$63,481	\$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, however it should be noted that because of the unique nature of the film industry, in many cases crew members can work upwards of 70 hours per week.

**STORY BEHIND THE DATA:** Median wages remain above the target. 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. This ensures continued economic benefits for local workers and reinforces New Mexico’s reputation for skilled labor in the film industry.

**IMPROVEMENT ACTION PLAN:** 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	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
\$30.21	\$47.10	\$43.41	\$37.25	\$18.49	\$9.53	\$3.31			\$12.85	\$35

**Graph of Data Above**



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

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

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

**STORY BEHIND THE DATA:** The overall industry contraction and the shift to global markets has impacted the film industry here in New Mexico, however FY26 is on track to surpass FY25 in most measures, indicating a recovery.

**IMPROVEMENT ACTION PLAN:** 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):**

FY26	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$280.0				\$280.0	2
300	\$0.0				\$0.0	
400	\$200.0				\$200.0	
TOTAL	\$480.8				\$480.8	

**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**

FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
32	7	4			11	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. Including memoranda of understanding, collaborative initiatives, co-produced events, interagency coordination, and measurable outputs resulting from partnership activity.

**STORY BEHIND THE DATA:** The following partnerships were initiated or expanded by the Creative Industries Division and are poised to support shared initiatives throughout the remainder of FY26 that will support creative industry development.

In Q2 FY26, the division continued to strengthen and expand partnerships that support creative workforce development, entrepreneurship, and ecosystem infrastructure. Despite limited staffing, CID prioritized partnerships that leverage existing institutional capacity, align creative industries with broader economic development objectives, and reduce duplication of services.

Key highlights of partnership activity during the quarter included:

Connecting with the Small Business Development Center Director and representatives in Albuquerque to provide programming information and brochures to representatives that meet with startup creative businesses and similar stakeholders. Shared knowledge about the division focus, programs, and resources to help support SBDC representatives at the Albuquerque CNM Workforce center position themselves to understand the barriers creatives are facing when it comes to accessing traditional business support services, and have additional organizations and programs to refer clients to, that help creative industries businesses.

The division also initiated a sponsor partner relationship with the Regional Development Corporation (RDC) of Northern New Mexico, and Triad National Security, LLC the operator for Los Alamos National Labs (LANL). This partnership is to build awareness for creative industry and creative economy ecosystem resources with NM CreativeCon in the spring, and share ongoing initiatives and programs offered by both organizations that are a fit for creative industries. The RDC offers micro grants to small businesses including creative industries and tracks the economic impact of their awarded regional small businesses. This allows for a broader network of programs and services to refer stakeholders to and promote opportunities for businesses in the division network. Additionally, LANL offers other business support programs that can be a fit for select creative industry companies who may be facing technical challenges and may need lab assistance or engineers for solving a challenge in the creative manufacturing process or similar, as well as community technical assistance programs. Working together with these partners to promote their programs to the state's creative ecosystem is a powerful demonstration of traditional industry and economic development efforts seamlessly connecting to opportunities that extend to creative industries.

In expansion and continuation of the partnership with the state's Department of Workforce Solutions, the division completed a presentation at a Southwest Development Board Meeting to provide an overview, labor data insights, and more on creative industries activity in NM. Discussion included annual economic activity, the abstract difficulties of capturing sole proprietors, gig work, and creative-economy work effectively due to outdated federal data tools, and the need for specialized partnership and research to find solutions to tracking creative economic data. Such challenges include the unreliability of using the North American Industry Classification System (NAICS) codes, and gross receipts tax reporting to effectively capture creative economy economic impact, because the classifications can't clearly define or account for creative mixed-use businesses, and much of the quantitative data is lost from the lack of registration of formal entities. Because creative industry businesses often fall into more than one industry area or NAICS and do not fit neatly into categories, the need for planning, zoning, and workforce initiatives to account for these nuances is critical with the number of non-traditional enterprises and creative businesses increasing. Such entities are typically subject to unpredictable sporadic financial cycles, that don't match standard expectations or measurements of W-2 employees with full-time or part-time employment status. A large portion of creative economy work can be contributed to independent contractors who are not easily captured by existing data tools and additionally, are not further defined by their industry areas. Because of this, even if creative industry professionals make a livable annual wage tied to several independently contracted projects, it is not reflected as traditional full-time employment in the current available data. This ongoing partnership allows for workforce and economic development to continue making inroads to figuring out these complex challenges.

These partnerships contributed to improved coordination across state agencies, expanded access to resources for creative businesses, and increased visibility of creative industries as an economic development driver.

## PERFORMANCE MEASURE #2

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

### Results

FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
865	90	460			550	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:** During Q2 FY26, the Creative Industries Division supported creative entrepreneurs and small businesses through a wide range of direct and indirect assistance activities focused on business development, program readiness, and access to capital and resources. Assistance emphasized connecting creatives to appropriate funding pathways, technical assistance programs, and statewide, local, and national resources aligned with their business goals.

**Key areas of assistance during the quarter included:**

**Funding Referrals and Resource Navigation**

CID provided referrals to grant opportunities and funding resources within and outside of the division, including use of the Creative Industries Resource Map, direct funding resource lists, and tailored referrals based on business stage and sector. This included referrals to film production funding and media-related opportunities, even when those programs fell outside CID’s direct grantmaking authority, ensuring creative businesses were connected to the appropriate agencies and partners.

**Grant Program Education and Technical Assistance**

The division hosted live grant overview webinars and Q&A sessions for the Creative Support Organization Grant and the Business Development & Expansion Grant, providing applicants with clarity on eligibility, allowable uses, evaluation criteria, and reporting expectations. CID also provided feedback to unawarded grant applicants through follow-up communication and referral to an existing EDD grant tips webinar spearheaded by the Justice Equity Diversity and Inclusion Office in the department. This support outlined common reasons applications did not score competitively, frequent eligibility misalignments, and referrals to alternative funding opportunities and technical assistance programs provided in the business resource center, newsletter, and social media channels.

This process increased transparency and helped stakeholders better understand the division’s role as an economic development entity focused on infrastructure, business growth, and workforce development, rather than direct funding for artistic production. Applicants reported that this clarification was useful in refining future funding strategies.

Across the Creative Support Organization Grant Program, and Cycle 1 of the Business Development and Expansion Grant, total funding requested was \$7.59M (\$7,595,297) across 201 applications. The breakdown is \$5.2M and 102 applications for the Creative Support Organization Grant program, and \$2.3M with 99 applications for cycle 1 of the Business Development and Expansion Grant.

**Direct Business Engagement**

Division staff conducted 1:1 meetings with creative business owners, participated in stakeholder events where targeted connections were made, and facilitated introductions to other EDD programs, partner agencies, legislators, and external organizations. CID also fulfilled data requests and follow-up inquiries from businesses seeking market information, and alignment with other opportunities across state government.

**AI and Technology Capacity Building**

As part of its support for modernization and competitiveness, CID continued to provide access to an AI-focused video course for creative entrepreneurs, expanding awareness and practical use of emerging tools in design, media, content creation, and digital business operations.

**Ongoing Communication and Outreach**

Assistance also included direct email communications sharing relevant programs, funding opportunities, webinars, and events; follow-up with businesses seeking additional pathways for growth; and referrals to workforce, and technical assistance resources across the state.

**Communications, Reach, and Engagement - Contextual Impact**

In addition to direct assistance, the division expanded its reach and visibility through increased digital engagement during Q2 FY26. CID utilized social media and digital communications to share funding opportunities, events, educational content, department updates, and resources for creative businesses statewide.

Q2 FY26 Social Media & Communications Metrics:

Facebook: 74 new followers, 27.7k views, 8k viewers, 1.1k content interactions.

Instagram: 420 new followers, 60.3k views, 7.7k reach, 2.2k content interactions

This increased reach supported broader awareness of available resources and reinforced the division’s role as a centralized information hub for New Mexico’s creative economy.

## PERFORMANCE MEASURE #3

*Number of creative industry programs assisted by the division*

Results						
FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
40	8	21			29	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:** During Q2 FY26, the Creative Industries Division supported a diverse portfolio of creative industry programs that advance workforce development, creative infrastructure, business technical assistance, legal assistance, and ecosystem growth across New Mexico. Highlights from the programs supported throughout the quarter include:

**Arts & Cultural District (ACD) Pilot Grant Program**

During Q2 FY26, the Creative Industries Division awarded \$875,000 through the Arts & Cultural District (ACD) Pilot Grant Program to support place-based creative economy development across designated Arts and Cultural Districts in New Mexico. The program was created in partnership with New Mexico Arts and New Mexico Mainstreet as a collaborative initiative.

Funded projects included programs focused on strengthening creative infrastructure, advancing district-level economic development, and increasing the capacity of local ACD districts to support creative businesses, cultural tourism, and community activation. Allowable uses included infrastructure and façade improvement work, activating vacant spaces for creative economy work, district branding and marketing improvements, professional services, technical assistance, and programmatic coordination that supports long-term ACD sustainability.

The ACD Pilot Grant Program represents a strategic investment in creative placemaking and local capacity-building, enabling communities to leverage arts and culture as drivers of economic development while laying the groundwork for future private investment, tourism growth, and creative business expansion. The one-time initiative aims to demonstrate the impact of directly funding state-authorized ACDs, through the Department of Cultural Affairs' statutorily created ACD fund, outside of the Economic Development Department.

Projects that received funding within the quarter were:

- Downtown Albuquerque Arts & Cultural District
- Artesia Arts & Cultural District
- Carlsbad Arts & Cultural District
- Downtown Las Cruces Partnership Arts & Cultural District
- Los Alamos Arts & Cultural District
- Mora Arts & Cultural District
- Raton Arts & Cultural District
- Silver City Arts & Cultural District
- Las Vegas Arts & Cultural District

<https://edd.newmexico.gov/pr/creative-industries-announces-first-round-awardees-of-acd-pilot-grant-program/>

### **Creative Support Organization Grant Program**

In Q2 FY26, the division closed out the application period for the Creative Support Organization grant program which sought to support organizations with a strong track record of delivering support programming to creative industry companies and workers. The grant was focused on programmatic funding support for organizations offering technical assistance, workforce development, business incubation, workshops and similar creative ecosystem development.

Demand for this first-time program was unprecedented, receiving 102 fully completed applications, it is the largest response for any creative industries division grant program to date. Total funding requested across applications was approximately \$5.2M, larger than the FY26 special appropriation of \$4M that is being divided across 4 total projected programs for FY26. This high demand underscores both the prominence of New Mexico's creative economy and the critical need for sustained investment in division, so it may continue to build internal capacity, to better support infrastructure and capacity-building programs statewide.

Media Feature: KRQE – State EDD awards nine creative industry organizations grant funding to grow

<https://www.krqe.com/video/state-edd-awards-nine-creative-industry-organizations-grant-funding-to-grow/11418230/>

<https://edd.newmexico.gov/pr/state-invests-463000-to-support-creative-ecosystem-across-new-mexico/>

### **Program Development and Institutional Support**

Beyond grantmaking, the division provided direct program-level support through meetings, coordination, and strategic guidance. This included engagement with Midtown Arts & Design Alliance in Santa Fe to support planning and visioning efforts to rehabilitate and activate their campus as a creative economy hub, contributing to long-term infrastructure and placemaking objectives.

### **Statewide and Cross-Sector Collaboration**

CID participated in and supported programming aligned with broader economic development initiatives, including engagement at the UNM Rainforest Business Economic Summit, Raton Economic Development Summit, Mainstreet Conference in Alamogordo, and Artist Community Alliance Conference. Division staff presented at events, made direct connections with attendees, discussed opportunities for future collaborative programming, and provided division documentation and resources to businesses and partners. This presence strengthened cross-sector relationships and positioned creative industries within Mainstreet, innovation and entrepreneurship conversations.

### **CreativeCon Strategy and Program Build Out**

The division met with Congresswoman Teresa Leger Fernández’s field representatives, business owners, community organizations, Main Street Directors, state agencies, and other potential partners and sponsors to discuss Creative Industries Division programming and to recruit support for NM CreativeCon 2026, the division’s large statewide initiative and a core component of the second annual Creative Industries Season.

These discussions supported the development of a coordinated program of events and activities planned for spring 2026, designed to advance creative industry businesses and strengthen creative economy development across New Mexico.

### **Cultural Infrastructure and Feasibility Planning**

CID also supported creative economy planning efforts through referrals and interagency coordination. This included participation in a Department of Cultural Affairs (DCA) cultural planning meeting related to the feasibility study for a New Mexico Lowrider Museum, including broader cultural infrastructure discussions. This work aligns creative heritage, cultural tourism, and economic development goals across agencies and supports long-term planning for sustainable creative infrastructure statewide.

# Technology and Innovation Office

**Program Description, Purpose and Objectives:**

The Technology and Innovation Office (TIO), a division of the New Mexico Economic Development Department, was created in state statute and launched in 2025 to connect New Mexico’s innovation infrastructure to the commercial market and encourage and enable the startup, growth, and relocation of science-based and technology-based industries in and to New Mexico to contribute to the state’s economic development. The Office focuses on identified target economic sectors that include advanced computing, advanced energy, aerospace and defense systems, and bioscience. TIO supports the advancement of New Mexico businesses in science and technology and the commercialization of New Mexico innovation by administering numerous grant programs. TIO connects both in-state and out-of-state innovation companies to EDD programs such as LEDA and JTIP and works with EDD colleagues to support business attraction and relocation relevant to the state’s science and technology priority sectors. The Office partners with key stakeholders across the state’s technology and innovation ecosystem to further supportive and enabling policy, secure relevant federal funding, and support infrastructure that benefits and furthers innovation entrepreneurship and commercialization statewide. TIO works to maintain a nationwide presence to collaborate with relevant ecosystems and represent New Mexico’s technology and innovation economic activity on a national scale. TIO also coordinates the Technology and Innovation Network Advisory Board and administers the Research, Development & Deployment Fund.

**Program Budget (in thousands):**

FY26	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	\$1,289.0				\$1,289.0	9
300	\$0.0				\$0.0	
400	\$5,000.0				\$5,000.0	
TOTAL	\$6,289.0				\$6,289.0	

**Program Performance Measures:**

1. Number of grants awarded by the Technology and Innovation Office
2. Dollars of follow-on investment in technology-based companies as a result of TIO programs
3. Federal grant dollars awarded as a result of Technology and Innovation Office efforts

## PERFORMANCE MEASURE #1

*Number of grants awarded by the Technology and Innovation Office*

**Results**

Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
6	19			25	Explanatory

**MEASURE DESCRIPTION:** The number of individual grants awarded by the Technology and Innovation Office to businesses or ecosystem organizations.

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

**STORY BEHIND THE DATA:** The Technology and Innovation Office awarded nineteen total grants in the second quarter totaling \$925,000 – all nineteen were awarded to New Mexico startups in the FY26 Science and Technology Business Startup Grant, which awards funds for business development expenses to early-stage companies engaged in research and development.

Advanced computing:

- Aperi CMC (Peralta) - \$50,000
- CAMMINO (Santa Fe) - \$50,000
- Dash2 Labs (Albuquerque) - \$50,000
- Hoonify Technologies (Albuquerque) - \$50,000

Advanced energy:

- GridFlow (Albuquerque) - \$50,000
- Halo Materials (Albuquerque) - \$50,000
- Telemetry Insight (Albuquerque) - \$50,000
- TS-Nano (Albuquerque) - \$50,000
- Zenthos Energy (Albuquerque) - \$50,000

Aerospace:

- BGS Engineering (Albuquerque) - \$50,000
- DFA Systems (Sandia Park) - \$50,000
- ExtraTerrestrial Technologies Corporation (Bernalillo) - \$45,000
- Rarefied Technologies (Albuquerque) - \$50,000

Bioscience:

- Reprotox Biotech (Albuquerque) - \$50,000
- Sandia Medical Technologies (Albuquerque) - \$50,000
- Shearit (Albuquerque) - \$30,000
- Ursa Science (Santa Fe) - \$50,000
- ViBo Health (Los Alamos) - \$50,000
- YEEO Eco-Safe (Albuquerque) - \$50,000

**IMPROVEMENT ACTION PLAN:** N/A

## PERFORMANCE MEASURE #2

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

### Results

FY22	FY23	FY24	FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
\$5.2M	\$1.062M	\$128.17M	\$174.15M	\$1.12M	0			\$1.12M	\$2M

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

Note: Data above from years prior to FY26 are the fiscal year totals for the same performance measure as applied to the Office of Strategy, Science & Technology, which was previously within the Economic Development Division before being included in the Technology and Innovation Office when it was established as a division and launched in FY26.

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

**STORY BEHIND THE DATA:** No follow-on investment was reported in the second quarter.

**IMPROVEMENT ACTION PLAN:** Additional follow-on investment is expected to be reported in the third and fourth quarters.

## PERFORMANCE MEASURE #3

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*Federal grant dollars awarded as a result of Technology and Innovation Office efforts*

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Results					
Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY26 Total	FY26 Target
0	0			0	Explanatory

**MEASURE DESCRIPTION:** The amount of federal grant dollars awarded to New Mexico universities, businesses, communities, or organizations as a result of Technology and Innovation office efforts and/or provided funds.

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

**STORY BEHIND THE DATA:** No applicable federal grant dollars were awarded in the first quarter.

**IMPROVEMENT ACTION PLAN:** TIO continues to work with the ecosystem to support funding proposals.