



ECONOMIC AND RURAL DEVELOPMENT AND POLICY COMMITTEE

State Agency Updates: Current and Future Initiatives Impacting Businesses

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 Acting Cabinet Secretary

*Farmington, NM
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NMEDD's MISSION & VISION

Mission:
 The mission of the New Mexico Economic Development Department is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

Vision:
 New Mexico will have a diverse and robust economy that engages local talent, cultivates innovation, and delivers prosperity for all New Mexicans.



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NMEDD DIVISIONS/PROGRAMS

- Creative Industries
- Border Authority
- Collateral Assistance Program (CAP)
- Community, Business & Rural Development Team (Regional Representatives)
- Film & TV
- FUNDIT
- Food, Hunger & Agriculture
- International Trade
- Job Training Incentive Program (JTIP)
- Justice, Equity, Diversity & Inclusion (JEDI)
- LEADS
- Local Economic Development Act (LEDA)
- MainStreet
- Outdoor Recreation
- Rural Efficient Business Program
- Strategy, Science & Technology
- Spaceport Authority
- State Small Business Credit Initiative



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FILM TAX CREDIT FY24 STATS

- \$740M Production Spend in New Mexico**
 - FY24 was poised for record spending, but interruptions impacted momentum
 - July 14, 2023 – November 09, 2024 - productions paused nationally due to WGA and SAG-AFTRA strikes
 - April 2024: Productions paused due to potential Teamster and IATSE negotiations
 - As of August 2024: Contracts ratified, and filming is resuming
- \$37 - NM Resident Film Crew Median Hourly Wage**
- 83% - Average Number of Film Crew who are NM Residents**



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EXPANSION OF FILM INFRASTRUCTURE

- Netflix expands production studio complex in Albuquerque**
 - Grows from 28 acres to **108 acres**
 - Adds more soundstages, production offices, mills, backlot space, and stage support buildings
 - Is referred to by Netflix as their West Coast production hub
 - Netflix co-CEO Ted Sarandos express that the expansion further solidifies Netflix's commitment to nurturing and growing the thriving production ecosystem in New Mexico
- Announcement of Mesa Film Studios**
 - To be built in Albuquerque
 - Expected to have six soundstages, production office space, backlot, mill space and a permanent blue screen.
 - Construction of stages expected to begin in **2026**



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OUTDOOR RECREATION

Outdoor Equity Fund
First-of-its-kind grant to help underserved youth access outdoor experiences

- Impact since 2021: \$5.7M** awarded, **250** programs supported, **72,000** youth introduced to the outdoors
- FY 2024: \$3.7M** awarded, **113** programs supported, **36,269** youth introduced to the outdoors
- FY 2025: \$382,600** (General Fund) + **\$468,800** (Legacy Fund) = **\$851,400** available. Application Deadline: **Aug. 30, 2024**

Outdoor Recreation Trails+ Grant
Supports projects that enhance outdoor rec opportunities in communities

- Impact since 2020: \$18 M** awarded, supporting **164** projects, impacting **30** counties and **11** Tribal communities, estimated **1600** jobs created
- FY 2024: \$10M** awarded, **74** programs supported
- FY 2025: \$10M** (Specials) + **\$1.4M** (Legacy Fund) = **\$11.4M** Application Deadline: Round 1 **Sept. 30**; Round 2 **Dec. 31**; Round 3 **Feb. 28**



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OUTDOOR RECREATION




ActivatOR Outdoor Recreation Business Accelerator Program

ORD has partnered with CNM Ingenuity's ActivateNM to launch a free, 14-week business accelerator for established outdoor recreation businesses and startups in or expanding to New Mexico. Offered for three consecutive years, the program's first year saw **36** applicants competing for **18** slots. It is funded through a one-time EDA/ARPA in partnership with NM Tourism Department.

Outdoor Marketing Grant

Supports marketing efforts for outdoor recreation events and programs

- Total Awarded: **\$873,872**
- Organizations Funded: **41** (10 outdoor events, 31 outdoor recreation programs)
- Rural Impact: **63%** of funds awarded to rural areas across **17** counties
- Funding Source: One-time EDA/ARPA grant in partnership with the NM Tourism Department



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NEW MEXICO MAINSTREET (NMMS)




Mission
Engage people, rebuild places, and revitalize economies to revitalize downtowns

NMMS Welcomed Two MainStreet Districts (32)

- Lordsburg MainStreet
- Revitalize San Pedro Partnership (ABQ)

NM Arts & Cultural Districts (13)

- Carlsbad was authorized by the state after 5 years
- Corrales state authorization is pending
- Belen joined as a start-up community

New MainStreet Project-Based Initiatives (15 Active Projects; 35 Completed)

- Agua Fria, Cuba, Espanola, Old Town Albuquerque, Mimbres Valley, Red River, and Tortuga Pueblo




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NEW MEXICO MAINSTREET HIGHLIGHTS




Capital Outlay

- Legislature allocated **\$10M** for NMMS public infrastructure projects in 2024. NMMS is in the process of awarding funding to construction-ready projects

Resiliency Alliance Grants

- Secured **\$42,800** through nonprofit funding partner (NM Resiliency Alliance) for projects that enhance local economic vitality and improve residents' quality of life

District FY 2024 Impact

- Private Sector Reinvestment: **\$51.5M**, Private Building Rehabs: **241**, New Businesses/Expansions: **125**, Net New Jobs: **244**, Volunteer Hours: **33,411**



Farmington:

- Farmington has an accredited MainStreet District since **1997** and a start-up Arts & Cultural District since **2018**
- Farmington received **\$50,000** capital outlay in 2023 to develop construction documents for the renovation of Orchard Park, and **\$40,000** capital outlay in 2022 to develop an ACD plan for state authorization



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JUSTICE, EQUITY, DIVERSITY & INCLUSION (JEDI) OFFICE

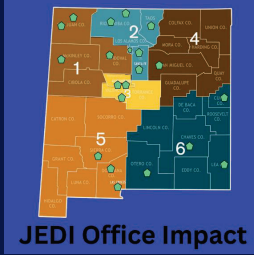



SSBCI TA Program

- Contracted with 3 partners to provide accounting, financial, and legal assistance in rural & Tribal communities
- Offered in Taos, Dulce, Jemez, & Gallup
- Catalyzed additional impact led by local **communities**

Resource Map Launch

- 500+ statewide business resources
- Statewide community calendar
- Next phase: embed feature for partner websites, more specific resource filters



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JEDI OFFICE




Launched 1st NM Hispanic Business & Black Business Summits

- Targeted marginalized communities
- 150+** entrepreneurs attended each event; **15+** business resource partners; **20+** minority business owners on panel discussions
- Hispanic Business Summit in English and Spanish without the need for translators

Certified Incubator Grants - \$3M in special appropriation

- 6 grants between \$77,000 and \$100,000 each awarded
- Grants projected for similar amounts through FY26



Internal JEDI Initiatives

- Worked with staff toward equitable access to EDD programs
- Provided training on identity, privilege, equity, and more
- Language Access & Racial Equity Action Plans implemented throughout EDD programming



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CREATIVE INDUSTRIES DIVISION (CID)


Completed a \$200,000 Study

“One in four residents earn a livelihood from a sector of the creative industries in McKinley County.”

“Establishing the Mora Market on Mainstreet has been a crucial step in rebuilding and reconnecting the community, after the challenges posed by recent fires and population outmigration.”

METHODOLOGY

180+ Communities Engaged	: Interviews completed; artists, creative entrepreneurs, nonprofit & tribal leaders	: tribal leaders consulted
6 NM EDD Regions visited in person	22 State agencies involved	33 Counties engaged
7 Federal data sets utilized	195 Reports, articles, data sets reviewed	



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CID AWARDS




Awarded \$1.8M for 18 Creative Economy Projects

- 3 of the awarded projects were at Diné College, Gallup, and Mora
- **Diné Artisans + Authors Capacity Building Institute (DAACBI) Fellowship program** - Navajo-based program to create equity in the cultural arts and literary publishing. 16-week program (Shiprock).
- **City of Gallup** - UNM Gallup's 'Business of Art Bootcamp' provided professional training for working creatives, local artists, and students. **120** registered participants. Renovate and create a dedicated space for Octavia Fellin Public Libraries (OFPL) MakerSpace, create a digital teaching lab, and a fine arts studio.
- **Mora County** - Mora Mainstreet Arts & Cultural Compound with Mora County bolstered the Mora Market on Mainstreet initiative. Comprehensive community-led planning and development process w/ local artisans, a weekly outdoor craft market with over 300 attendees, WESST workshops, essential market resources, portable all-terrain stage and audience seating, and more. The market boosted the local economy by an estimated **\$2,000+** in vendor sales.



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ENERGY TRANSITION ACT (ETA)




SB 489 allocated \$5.9M for shovel-ready projects in communities affected by the San Juan and Escalante plant closures. Project completion by June 2025.

4 projects selected via RFP in FY24

- Northern NM Indigenous Farmers - **\$3.6M**
- C&E Concrete - **\$9.8M**
- Purple Adobe Lavender - **\$1.9M**
- City of Farmington - **\$1M**



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JUST TRANSITION & THE STATE PLAN




Just Transition Objective:
Make New Mexico's economy more diversified and sustainable. This year, EDD is undertaking the first in-house authorship of the Statewide Strategic Plan.

The next iteration of the plan will:

- Chart pathways for increasing federal funds, especially for clean energy, infrastructure, and climate resilience
- Introduce new quantitative analyses
- Emphasize community engagement by launching Tribal ED focus groups and engaging displaced coal workers
- Identify opportunities for environmental remediation and reclamation
- Devote special attention to communities most impacted by energy transition



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JUST TRANSITION & THE STATE PLAN




EDD engaged with **several state agencies** in our Just Transition and Statewide Strategic Plan efforts:

- EMNRD
- GSD
- HED
- HSD
- DOH
- DWS
- IAD
- NMDA
- NMBA
- DoIT
- SLO
- NMTD
- PED
- EDED
- TRD
- MFA
- SIC
- DFA
- EDD
- COGs
- Office of the Governor



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THANK YOU!!!


NEW MEXICO LEGISLATURE


Because of *Your Support*, look at the Return on your Investment

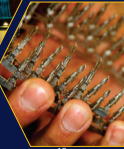
60 Active LEDA Projects
Average Length of project: 4 years

<u>Return on Investment Against All Incentives Awarded</u>	<u>Return on Investment Against LEDA Awarded</u>
• State of New Mexico – 101%	• State of New Mexico – 339%
• All Public Entities – 347%	• All Public Entities – 1392%
<u>Return on Investment Against All Incentives Accessed</u>	<u>Return on Investment Against LEDA Accessed</u>
• State of New Mexico – 231%	• State of New Mexico – 696%
• All Public Entities – 633%	• All Public Entities – 1568%

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THANK YOU!

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