

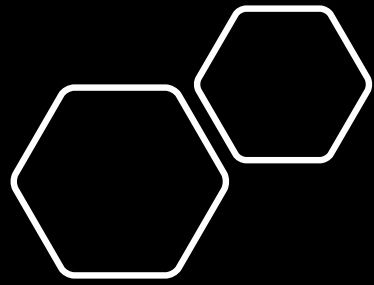


EDD Recovery Team

An Overview of Recovery and Planning Efforts

Economic Development and Policy Committee
11-10-21





EDD Overview

Improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

Cabinet Secretary Alicia J. Keyes,
Deputy Cabinet Secretary Jon Clark

Divisions include:

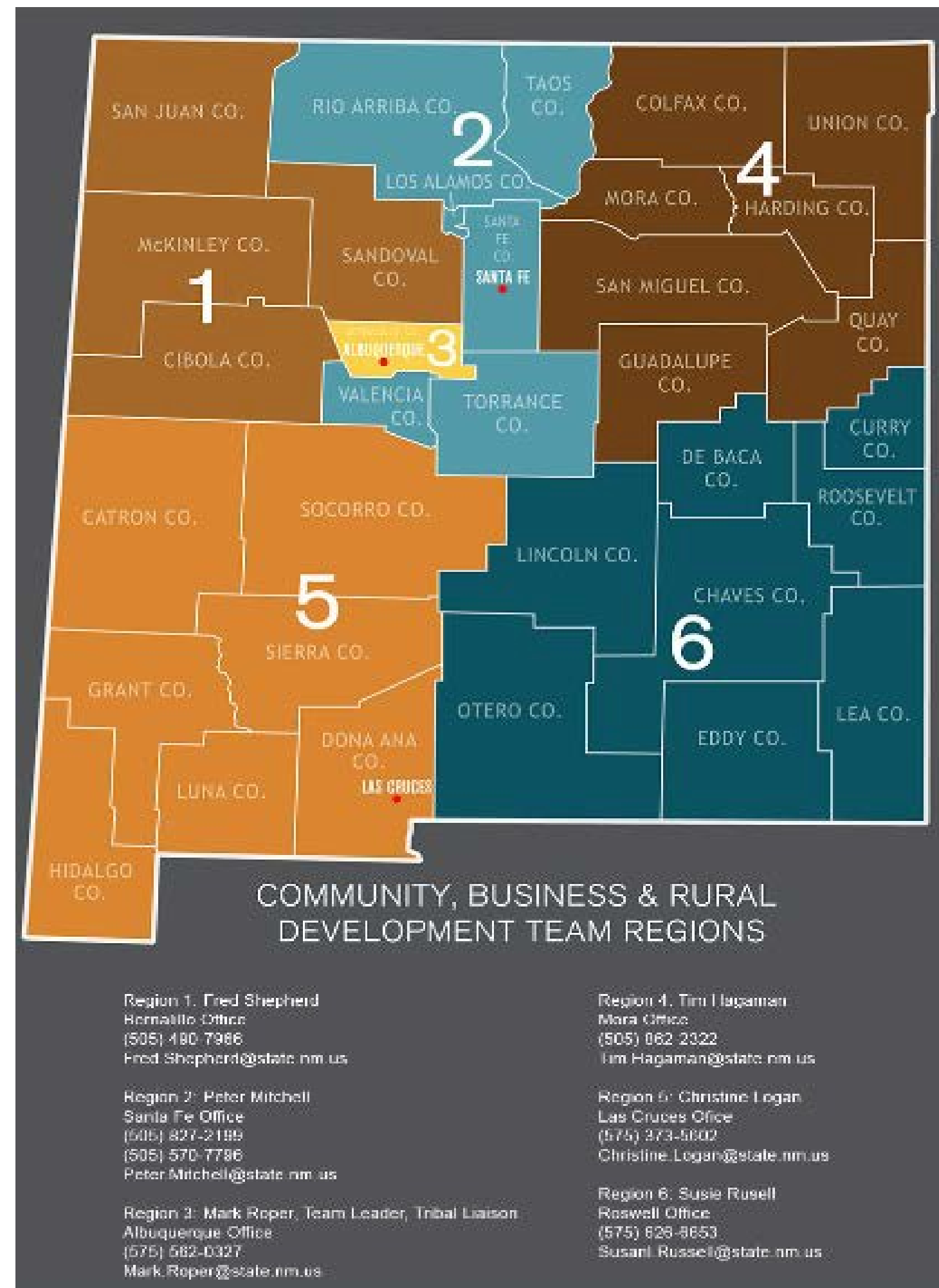
- Economic Development Division
- Office of Science and Technology
- Film
- Outdoor Rec
- NM Border Authority
- Office of Military Base Planning
- Spaceport Authority
- MainStreet



EDD Regional Reps

NMEDD Regional Reps

Tribal Liaison



Throughout the
pandemic, public and
private trends

Access to Resources

- Capital
- Technical Assistance

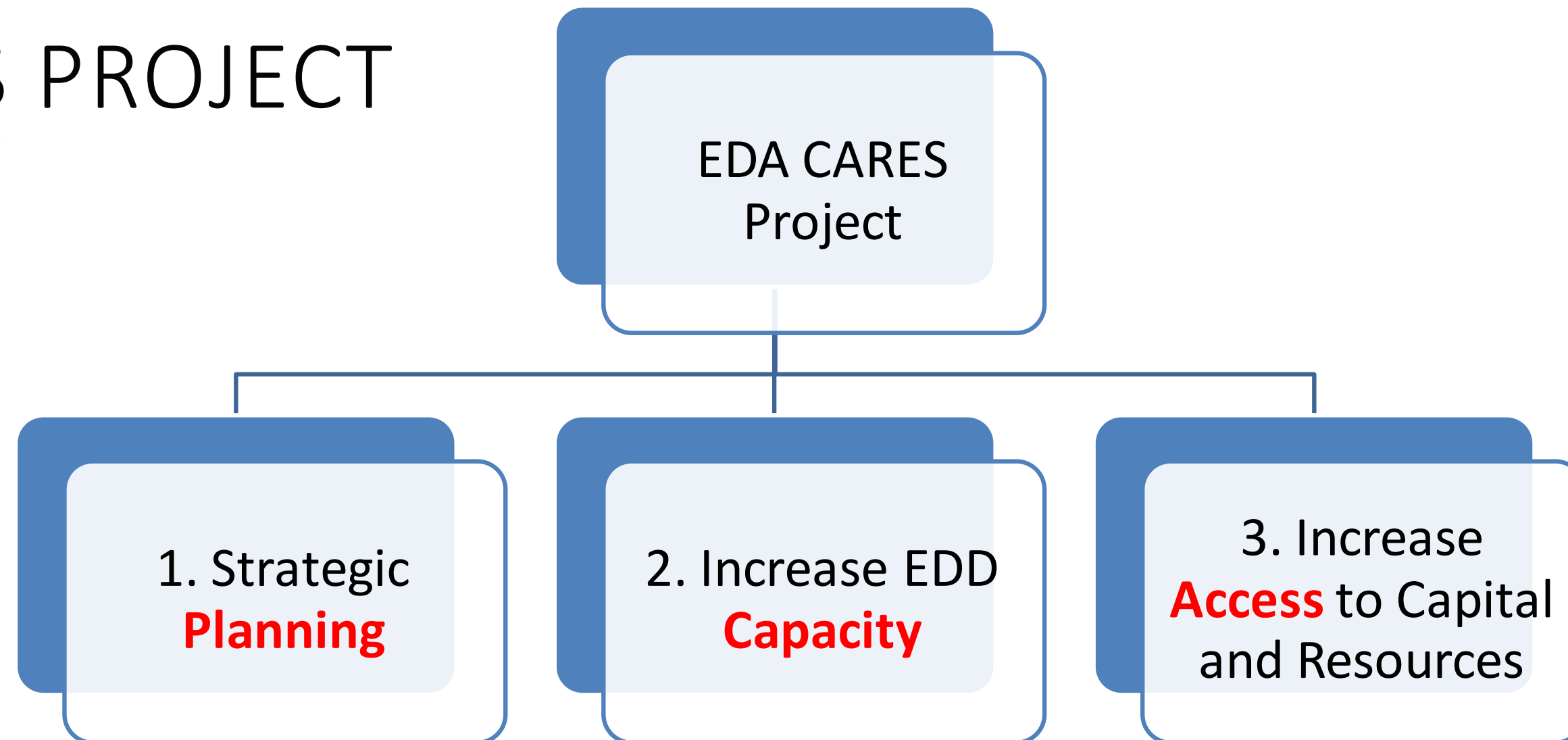
Access to Information

- Create awareness around opportunities

Coordination

- Leverage funding sources
- Coordination efforts + project pipeline

EDA CARES PROJECT OVERVIEW





1. Strategic **Planning**

Empower and Collaborate: NM's Economic Path Forward

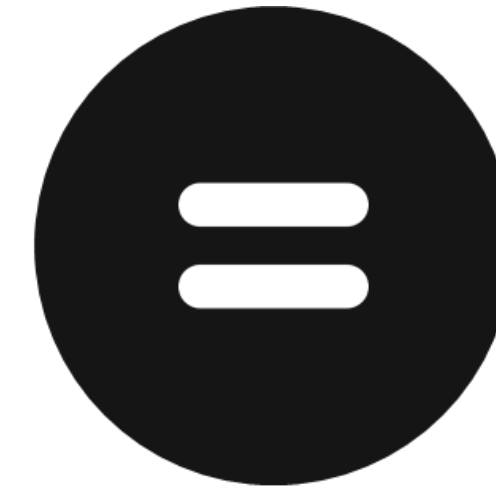
Vision

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



Collaborative New Mexico

Modernize New Mexico's Economic Development Apparatus



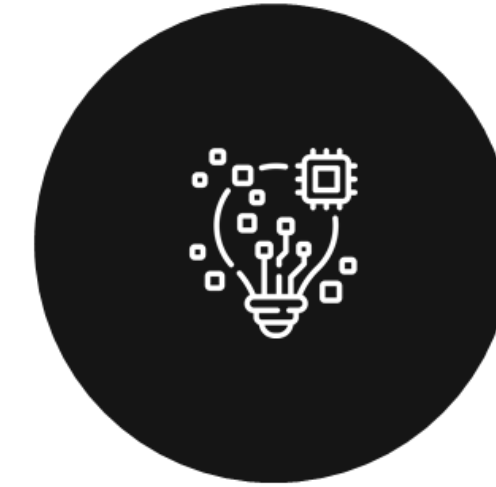
Inclusive New Mexico

Promote Equity through Economic Justice



Dynamic New Mexico

Strengthen New Mexico's Communities



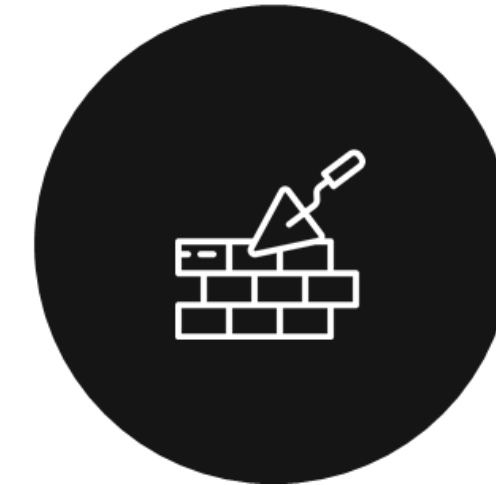
Innovative New Mexico

Fuel High Quality Homegrown Innovation



Skilled New Mexico

Reimagine Education, Training, & Workforce Development



Resilient New Mexico

Diversify New Mexico's Economy by Growing Target Industries

Overview for **Legislators**: Nov. 19 @ 10am

[Register here](#)

Overview for General **Public**: Nov. 22 @ 9:30am

[Register here](#)

-
- eddstateplan@state.nm.us
 - [Statewide Strategic Plan - New Mexico Economic Development Department](#)

2. Increase EDD **Capacity**

&

3. Increase **Access** to Capital + Resources

The Recovery Team



EDD RECOVERY TEAM 11-10-21

Team Vision and Mission

Vision: New Mexico's economic recovery is **equitable and sustainable**. Communities are poised for **comprehensive** economic growth that is **respectful** of culture and natural resource conservation.

Mission: Expand EDD's **capacity** to assist businesses and communities, especially in underserved areas, by **connecting** and guiding them to economic **resources they need to grow and be successful**.



Jennifer Myers

STATE DISASTER
RECOVERY COORDINATOR

Facilitating local business growth and economic recovery in local communities through direct outreach and coordination.



Felicia DePaula

PROGRAM DEVELOPMENT
SPECIALIST

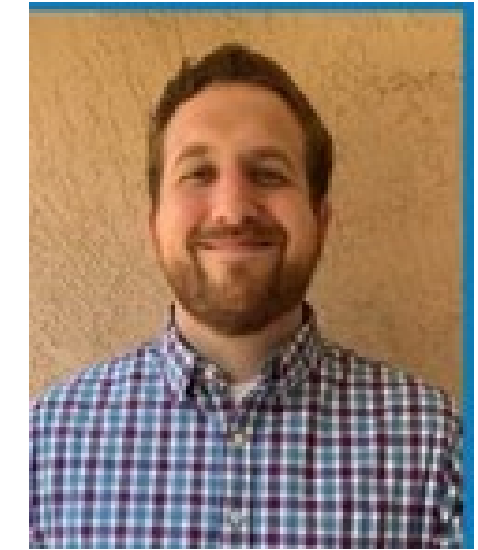
Helping to manage the 20-year statewide plan and connect business to renewable energy and energy efficient resources through the Rural Efficient Business Program (REBP)



Alex Greenberg

FINANCIAL PROGRAMS
SPECIALIST

Shepherding projects from EDD's FUNDIT program and boosting investment and activity in Opportunity Zones.



John Winscott

ENERGY AND
ECONOMIC DIVERSIFICATION
COORDINATOR
@EMNRD

Supporting renewable energy companies in NM through recruitment, educational, training and facilitating degree and apprenticeship programs.

Recovery Team

Johanna Nelson, Team Lead

Statewide Disaster **Recovery** Coordinator



Jennifer Myers

COORDINATE



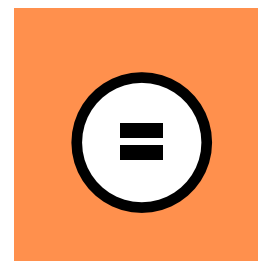
- Disaster Recovery Coordination

CAPACITY

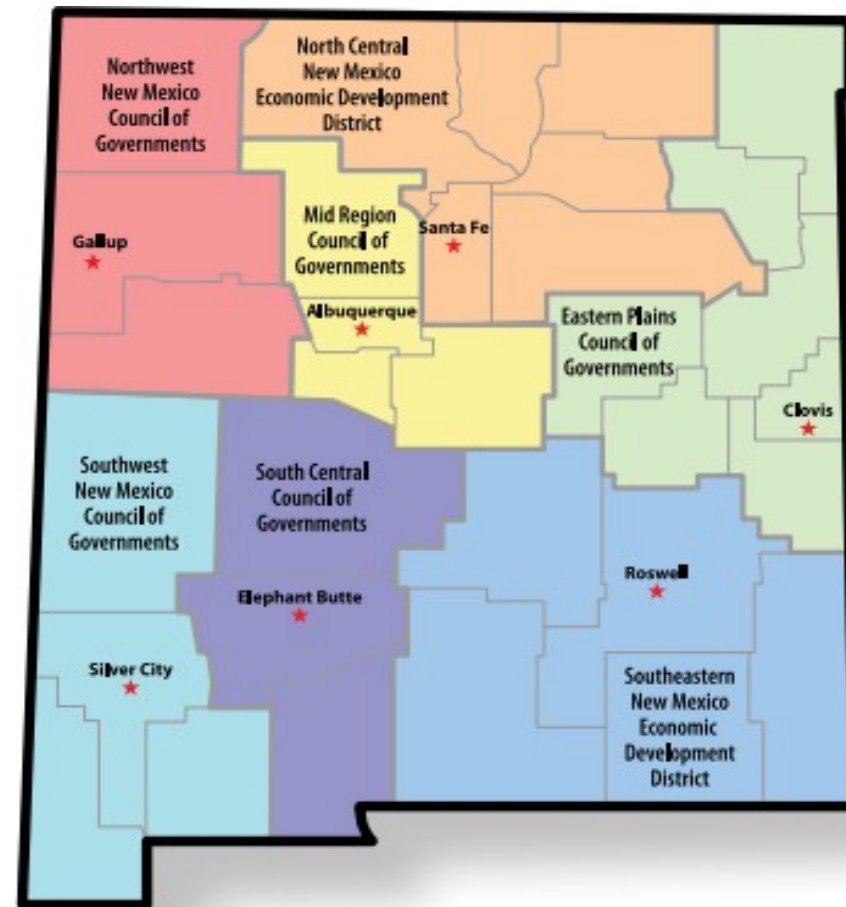


- Public Outreach
- Technical Assistance

ACCESS



- Connections to capital and resources



Coordinate Regional Recovery Efforts

- Southeast: Debbi Lee, dleerecovery@gmail.com
- South Central: Joe McClintock, jmcclintock@sccog-nm.com
- Eastern Plains: Jason Espinoza, Jespinoza.kw@gmail.com
- North Central: Felicity Fonseca, felicityf@ncedd.newmexico.gov
- Northwest: Eric Ghahate, ericghahate@gmail.com
- Central: Payton Showalter, Pshowalter@mrcog-nm.gov
- Southwest: Kitty Clemens, kcclemens@swnmcog.org

Statewide Disaster Recovery **Coordination**



Technical Assistance and Outreach

- Enedina Films: *“I wanted to thank YOU for being so responsive, connecting me to additional resources, and helping instill more of a trust in the how the city of Albuquerque system works. You are outstanding.”*
- Assisted Rimrock Express, LLC in Solano to obtain a NMFA loan in the amount of \$117K to retain 2 jobs and create 2 jobs
- Assisted MC Plumbing in Carlsbad to obtain \$64K in loans to purchase a backhoe and trailer





NM Monthly Recovery Webinar Series

Previous sessions

- DWS Business Resources
- NM TRD Important Tax Changes
- Meet Your Recovery Coordinators
- USDA Disaster Assistance and Loans Overview
- Health Insurance Options for Small Businesses- BeWellnm
- NM TRD Update #2
- SBA Updates and Q&A

Upcoming

NMFA: Business Recovery Grant Program 11/17/21 @ 10am



Business Finance Finder and Regional **Finance Fairs**

- Connect with finance **opportunities:**

Online

In-person or virtual

- Bring business owners and aspiring entrepreneurs **together** with lenders and other business resources

Nmfinancefinder.com



Weekly Wrap-Up

EDD Webinars & Events

[NM Recovery Series: Small Business Recovery Grant Program](#)

November 17 at 10 am

NMFA will be giving an overview of the Business Recovery Grant Program: eligibility requirements, grant amount calculations, and eligible uses for funds. Application deadline is December 7.

[Empower and Collaborate: NM's Economic Path Forward](#)

November 22 at 10 am

Join us for an overview of the Statewide Strategic Plan as we continue the discussion of recovery and resilience.

Application deadline for FUNDIT is November 29. FUNDIT matches your public project with funding opportunities, resources, and feedback from finance and operations experts. [Apply now.](#)

View the [New Mexico MainStreet event listings](#)

Scroll to the bottom for more webinars and events.

ARTICLES/LINKS

[Businesses have until Dec. 7 to apply for grants through the New Mexico Finance Authority](#)

[New Mexico announces kids ages 5 to 11 now can now receive COVID-19 vaccine](#)

COVID-19 Recovery

NEW! \$1,500 Incentive Payments for Childcare Workers

New Mexico Early Childhood Education and Care Department will issue one-time incentive payments of \$1,500 to childcare professionals – including teachers, administrative staff, cooks, and bus drivers. This grant recognizes the unique challenges that these essential workers face during the pandemic, while caring for and nurturing children. **Deadline: December 1.**

NEW! Children Ages 5-11 Eligible for the COVID-19 Vaccine

Children ages 5 to 11 are now eligible to receive the Pfizer COVID-19 vaccine. A dose of Pfizer for children 5-11 contains one-third the amount of active ingredient compared to the adult dose. Children would receive a second dose 21 days or more after their first. New Mexicans are encouraged to schedule their shots with their primary care physicians. They can also do so through the statewide vaccine COVID-19 vaccine registration system [vaccineNM.org](#). Parents can visit [vaccinenm.org/kids](#) to add dependents to their existing vaccine scheduling profile. New Mexicans without access to the internet can call 1-855-600-3453 for scheduling assistance.

REMINDER: Activate Your \$100 Incentive Cards

The Department of Health reminds New Mexicans to activate their \$100 COVID-19 vaccine incentives if they have not already done so. The incentive will expire six months from the date individuals received the card (either by email, text, or a physical card). After six months, the incentive can no longer be claimed. New Mexicans with questions can email covid.vaccines@state.nm.us. **Technical support will end on November 12.**

REMINDERS: USDA Seeks Applications to Support Regional Economic and Community Development Planning to Help Rural People

USDA is seeking applications for projects supported by regional economic and community development planning.

This funding is available under the following programs:

- [Community Facilities Direct Loan and Grant Program](#)
- [Community Facilities Loan Guarantee Program](#)
- [Water and Waste Disposal Direct Loan and Grant Program](#)
- [Water and Waste Disposal Loan Guarantees](#)
- [Rural Business Development Grants](#)
- [Community Connect Grants](#)

L.B. Research and Education Foundation

The foundation provides grants ranging from \$10,000 to \$75,000 to nonprofit organizations that boost engagement and achievement for populations that face education opportunity gaps tied to poverty, gender, race/ethnicity, trauma, etc., and for health issues that are prevalent among vulnerable populations who face barriers to accessing adequate care. To apply: email a 400 word or less description of your funding idea.

Creative Forces Community Engagement Grant

Matching grants, ranging from \$10,000 to \$50,000, will be awarded for arts-based community projects that engage targeted military-connected communities. **Deadline: December 15.**

The Sustaining Cultural Heritage Collections Program

This program helps cultural institutions meet the complex challenge of preserving large and diverse holdings of humanities materials for future generations. It supports sustainable conservation measures that mitigate deterioration, prolong the useful life of collections, and support institutional resilience. **Deadline: January 13, 2022.**

USDA Farm to School Grant

Grants for activities such as training; supporting operations; planning; purchasing equipment; developing school gardens; developing partnerships; and implementing farm to school programs. **Deadline: January 10, 2022.**

Rural Residency Planning and Development Program

The purpose of this grant program is to improve health care in rural areas by supporting the development of new, accredited, and sustainable rural residency programs in family medicine, internal medicine, preventive medicine, psychiatry, general surgery, and obstetrics and gynecology, to address the physician workforce shortages and challenges faced by rural communities. **Deadline: December 20.**

Program **Development** Specialist



Felicia DePaula

COORDINATE



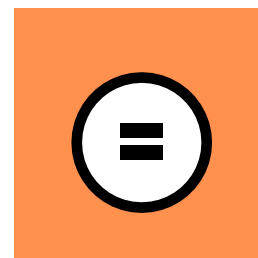
- SB112 Sustainable Economy Task Force

CAPACITY



- Manage REBP: Connections to capital and resources (renewable energy + energy efficiency)

ACCESS



RURAL EFFICIENT BUSINESS PROGRAM

Interview series along with NMSU + MEP to discuss energy efficiency and renewable energy in rural businesses.

Site Assessments

- On-site assessments for businesses through the NMSU Engineering New Mexico Resource Network
- Contact: Jalal Rastegary, rastegar@nmsu.edu

Program Information

- Contact: Felicia DePaula, felicia.depaula@state.nm.us



Talk *with*
Reunity
Resources
02.26.21

Reunity Resources - Agua Fria Village

LIVE AT 12:30 · NMRURALBIZ.COM

NM
RURAL
EFFICIENT
BUSINESS PROGRAM
SMALL CHANGES, BIG IMPACT TALKS

Hosted *by* NMEDD
in Partnership with
MEP & NMSU



Monthly Interview Series

Recent:

- The Middle-Aged Spread and Red Willow Center- Taos, NM
- Jack's Plastic Welding- Aztec, NM
- Behempful- McIntosh, NM
- Northern New Mexico College- El Rito, NM

Upcoming:

- RMS Foods Inc. - Hobbs, NM Mini Falls Farm – Chimayo, NM
- **Southwest COG ft. Priscilla Lucero- Silver City, NM**



NM
RURAL
EFFICIENT
BUSINESS PROGRAM
SMALL CHANGES, BIG IMPACT TALKS

Creating **Impact**

Over 200 businesses have reached out for assistance through the program



Naturally New Mexico Foods, El Rito

Connected Donald Martinez to with NMSU for an Energy Assessment to address high energy bill + NMSBA to develop machinery that will lower his energy costs.



San Miguel Inn, Socorro

Referred Dhavel Patel to NMSU for an Energy Assessment, successfully conducted within 1 month of connection.

Financial Programs Specialist



Alex Greenberg

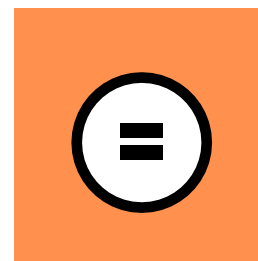
COORDINATE



CAPACITY



ACCESS



- FUNDIT
- Collateral Assistance Program
- Connections to \$
- Opportunity Zones



1 Overview

- 20+ agencies
- Quarterly meetings
- Project pitch @FUNDIT CoLab

2 Improvements

- Formalizing alliance
- Website development
- Additional organizations engaged

3 Progress

- 3 quarterly meetings
- Forum to navigate resources
- Priming alliance for engagement



NEW MEXICO FUNDIT

50 Applications

14 Presenters

8 Non-presenters receiving TA



Q1: Opportunity Zones 05/04

Program Highlight: Prestamos CDFI

Unfinished projects to get millions in federal aid

BY THERESA DAVIS / JOURNAL STAFF WRITER



Q2: Plans 06/28

Program Highlight: Homewise

Building out Alliance, TA provided to El Calavrio by Pivotal NM, Engagement of NMIIC



Q3: Food Hubs 09/28

Program Highlight: Department of Tourism

The New York Times
Philanthropists Award \$40 Million to Help Advance Gender Equity

COLLATERAL ASSISTANCE PROGRAM (CAP)

EDD can pledge cash to cover a collateral shortfall of up to \$250,000 for bank loans in order to enable financing that otherwise might not be available to a small business.

Special preference is placed on business owners who are women, US Veterans, ethnic minorities or part of other socially disadvantaged groups.

Special focus is on (but not limited to) projects in industries related to: intelligent manufacturing, sustainable & green industries, value added agriculture, tourism & outdoor, digital film & media located in rural areas.

<https://edd.newmexico.gov/business-development/edd-programs-for-business/finance-development/nm-credit-enhancement-program/>



NEW MEXICO
MAINSTREETTM

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

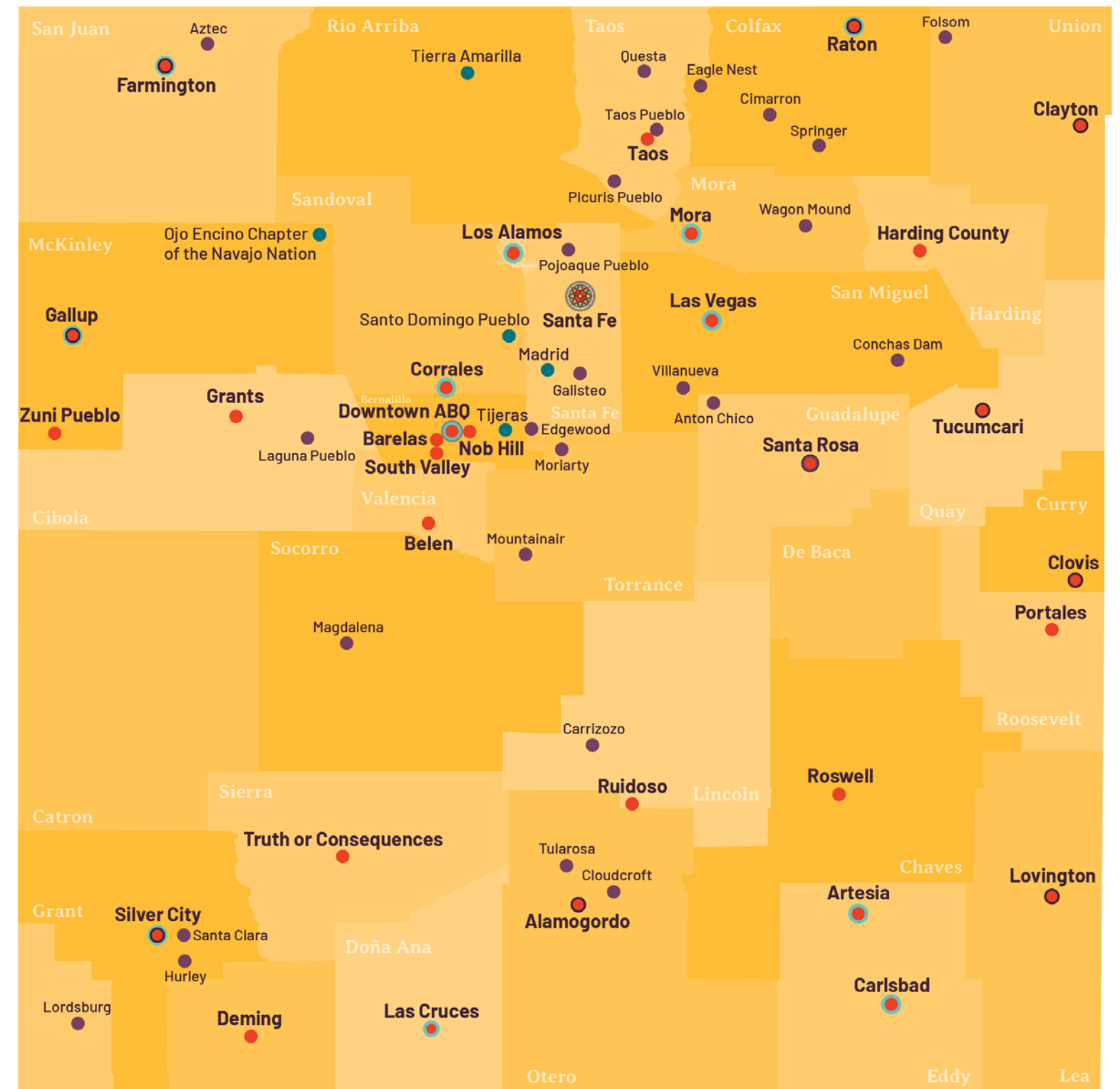
New Mexico MainStreet Program:

- An asset-based community economic development program licensed and accredited by the National Main Street Center, Inc. for the past 37 years
- The program's core objective is downtown revitalization and redevelopment:
 - Build Capacity for Local Economic Revitalization and Redevelopment Efforts
 - Enhance the Entrepreneurial and Creative Economy
 - Create Thriving Places in New Mexico



New Mexico MainStreet acts as an umbrella organization, administering and providing professional technical assistance, services and resources to all its local affiliates.

- 31 MainStreet Programs (Active)
- 12 Arts & Cultural Districts (Active)
- 39 Frontier & Native American Communities Initiative Projects (Active & Complete)
- 4 Urban Neighborhood Commercial Corridor Projects
- 9 Historic Theater Restorations



	New Mexico MainStreet Districts
	New Mexico Arts & Cultural Districts
	Historic Theaters
	Urban Neighborhood Commercial Corridor Projects
	Active Frontier and Native American Community Projects
	Completed Frontier and Native American Community Projects
	New Mexico MainStreet Headquarters

	Active Urban Neighborhood Commercial Corridor Projects
Santa Fe Airport Road Corridor Santa Fe Siler Rufina Nexus Albuquerque International District Albuquerque Sand Pedro Main Street Corridor Mile Hi District	



New Mexico MainStreet Capital Outlay Program

Provides funding for public infrastructure upgrades within a targeted public investment area:

- Investments are scaled to a district's potential and catalytic commercial areas for economic redevelopment
- Based on an adopted Master Plan, Cultural Economic Development Plan, or Metropolitan Redevelopment Area Plan

NMMS works with local communities to identify catalytic economic development projects

- Uses a holistic approach that builds on existing assets
- Project must be an economic driver and demonstrate impact to local economy
- Improve the appearance and functionality of the district
- Create connectors
- Engage local property and business owners

Development of Construction Documents

- Includes Community Process
- NMMS CO Funding Requires minimum of 20 percent local match
- Development of local Implementation and Economic Growth Plans to build on Public Infrastructure Investment

Silver City Main Street Plaza



Recently Completed Projects:

Farmington's Complete Streets Project

Total Project Cost: **\$12,060,000**



Tucumcari's Great Blocks: Main & Second Phase I

Total Project Cost: **\$2,774,845**



Raton's Great Blocks: Phase 3 Construction

Total Project Cost: **\$916,000**



Gallup Coal Avenue Commons: Phase I & II

Total Project Cost: **\$5,438,000**



FY23 Request 10 Million

- to plan, design and construct infrastructure improvements in mainstreet districts and local arts and cultural districts statewide.

Farmington Complete Streets Project on Main Street
July 2020

- **\$25.6 million in construction-ready projects**
- **\$17.5 million gap for construction-ready projects**

NMMS Capital Outlay Appropriations over eight years:

- FY14: \$500,000
- FY15: \$0
- FY16: \$500,000
- FY17: \$500,000
- FY18: \$0
- FY19: \$500,000
- FY20: \$4M
- FY21: \$1.5M
- FY22: \$2.5M



NMMS Economic Vitality: Entrepreneurial Support Programs and COVID 19 Recovery Efforts

- New Mexico MainStreet has helped to launch several entrepreneur support programs in rural communities across the state.
- These programs are aimed at economic resilience and diversification through assisting small businesses, aspiring business owners, and entrepreneurs to launch and expand their operations.



Lovington MainStreet Local Innovators Institute

Local Innovators Institute in Lovington, NM - a food concept accelerator program that uses a shared food truck to help validate concepts and branding in a real-world working environment. Since launching its first cohort in 2019 it has helped launch and/or expand nearly a 1/2 dozen businesses in Lea County

- The Institute provides seven weeks of educational and hands-on training to culinary entrepreneurs.
- Each entrepreneur occupied the Institute's food truck for two weeks to build their business and sell their product.
- The program positions Lovington as a destination by creating a dining and entertainment district downtown.
- The program launch was funded by a \$75,900 grant from USDA in 2019. USDA has also funded a \$50,000 grant to continue the program in 2020-2021.

TriniLove Island Cuisine –
Member of First Co-Hort



Gallup MainStreet and Arts Cultural District

HatchIT boot camps and the entrepreneur resource center in Gallup, NM.

- Gallup MainStreet ran a series of entrepreneur boot camps in 2020 and 2021 aimed at underserved and underrepresented founders in the Gallup area.
- Over 20 entrepreneurs have participated in these bootcamps and many have continued to work on their ideas post program.
- The Gallup MainStreet entrepreneur resource center also offers classes on marketing, design, and general business on a regular basis.



Taos MainStreet – Business Alive

Taos MainStreet, UNM-Taos, Taos HIVE, and Taos High Tech launched the Business Alive program to help local businesses develop and/or increase their e-commerce capacity. The first cohort of the program is launching 10 websites for local businesses. Business Alive also received support from the LOR Foundation and the Taos Community Foundation.

'Cash Mob' Virtual Events:

Six NMMS districts have used 'Cash Mob' virtual events to support local businesses during the pandemic and holiday season: *Raton, Las Vegas, Clovis, Tucumcari, Silver City, and Farmington's Northwest New Mexico Arts Council.*

Events hosted on Facebook Live allow shoppers to bid on items, arrange payment and socialize during the fun two-hour session. Lively hosts entertain and educate as they sell items and encouraged viewers to shop local to contribute to the community. 'Cash Mob' help businesses stay open and allow shoppers to buy local goods safely from home.

La Vegas Cash Mob

Raised over \$70,000 in Sales for Local Businesses during pandemic shutdowns



Opportunities for support and collaboration

Public Outreach: Create awareness of resources and services

EDD Budget Requests

- Matching Fund-Public, Nonprofit
- SSBCI
- NewMARC
- Incubators
- Healthy Food Financing Initiative
- Main Street Capital Outlay
- Outdoor Recreation
- JEDI Office



Follow-Up: <https://edd.newmexico.gov/>

- Weekly Wrap-up
 - Webinar Series:
https://www.youtube.com/channel/UCEVKIfuuLNI4R0VH6GsxZRQ?view_as=subscriber
 - County Economic Summaries
-



EDD
ECONOMIC
DEVELOPMENT
DEPARTMENT

EDD RECOVERY TEAM 11-10-21

Hope is like a path on the countryside. Originally, there is nothing-but as people walk this way again and again, a path appears.-Lu Xun

Photo: Sage Coyote Yak Farm, Tierra Amarilla