

ACTION PLAN

Submitted by agency?	Yes
Timeline assigned?	Yes
Responsibility assigned?	Yes

Economic Development Department

In the beginning of the second quarter, the Economic Development Department continued to offer webinars for local businesses on topics including how to qualify for state and federal funding, Local Economic Development Act (LEDA), and Job Training Incentive Program (JTIP) resources, while also continuing to have multiple programs in place to assist businesses throughout the pandemic.

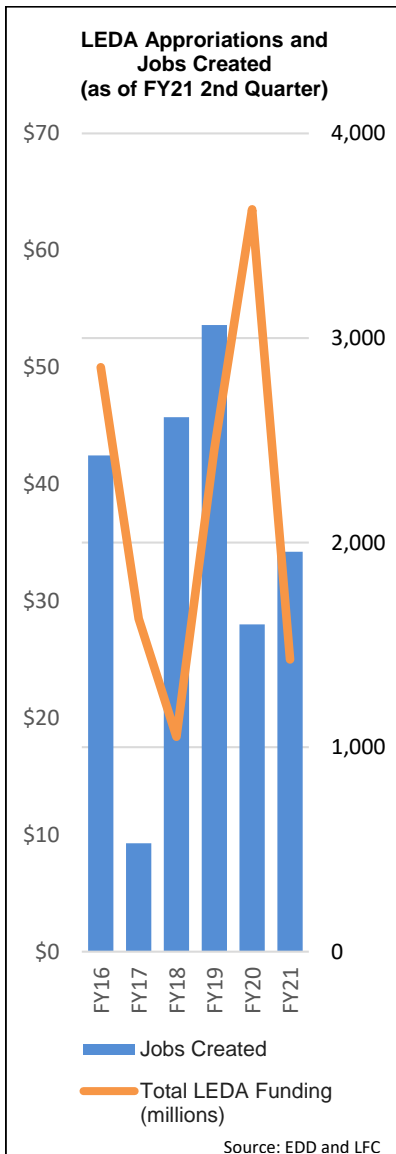
Economic Development

The Economic Development Division awarded six companies \$1.1 million in LEDA funds in the third quarter of FY21 and created 137 jobs, all in the Albuquerque metropolitan area. Bueno Foods, a New Mexican food company operating for over 70 years, received \$500 thousand for food processing expansion. Build with Robots, an Albuquerque company that designs sanitization robots, received \$360 thousand in LEDA funds to support 64 new jobs by the end of 2024. Los Poblanos Historic Inn received \$250 thousand to expand year-round manufacturing and acquire new land. The funds matched for these LEDA projects totaled \$15 million.

Overall, \$10 million in private sector reinvestment in MainStreet was reported for the third quarter, up from 6 million compared with quarter two. Artesia MainStreet saw \$173 thousand in investments for remodeling buildings, Belen constructed a new apartment complex valued at \$250 thousand that adds six new units to the MainStreet district, and Las Cruces building and business owners leveraged public-health closures to improve MainStreet buildings, investing over \$1 million in the district. Key buildings within the Nob Hill MainStreet district changed ownership, representing over \$4 million in investment to acquire three historic buildings, including the Monte Vista Fire Station, and the former Kelly's Brew Pub building.

Budget: \$10,277 **FTE:** 25

Measure	FY19 Actual	FY20 Actual	FY21 Target	FY21 Q1	FY21 Q2	FY21 Q3	Rating
Jobs created due to economic development department efforts	3,840	2,670	4,000	1,219	1,602	724	G
Rural jobs created	1,376	460	1,320	551	199	89	G
Jobs created through business relocations facilitated by the New Mexico partnership	617	812	2,250	0	95	42	R
Potential recruitment opportunities submitted by the New Mexico Partnership	53	33	60	10	9	17	Y
Private sector investment in mainstreet districts, in millions	\$30.7	\$24.57	\$30	\$30.95	\$6.1	\$10.8	G
Private sector dollars leveraged by each dollar through Local Economic Development Act	32:1	27:1	20:1	10:1	21:3	16:1	Y
Number of company visits to New Mexico for projects	New	New	2	0	2	3	G



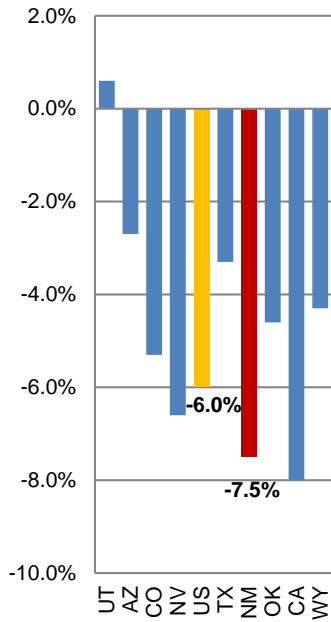
PERFORMANCE REPORT CARD

Economic Development Department
Third Quarter, Fiscal Year 2021

Cost Per Job

	JTIP	LEDA
FY15	\$ 5,300	\$ 5,000
FY16	\$ 6,000	\$ 10,400
FY17	\$ 12,563	\$ 29,200
FY18	\$ 8,839	\$ 4,025
FY19	\$ 8,144	\$ 13,272
FY20	\$ 4,541	\$ 39,688
FY21*	\$ 8,743	\$ 19,384

December FY21 Year-over-Year Job Growth by State



Source: Workforce Solutions
Department

managed by the New Mexico
Partnership

Jobs created through the use of
Local Economic Development
Act funds

3,586 1,600 3,000 1,181 1,338 724

G

Workers trained by Job
Training Incentive Program

2,333 2,202 1,900 1,260 432 825

G

Program Rating

Y

The Legislature increased recurring appropriations for the Job Training Incentive Program (JTIP) for FY21 by \$1 million for a total recurring operating budget of \$5 million.

The JTIP board approved 31 businesses in the third quarter, seven of which were new to the program. JTIP awards reached a total of \$6.6 million. During the third quarter, 811 new jobs were approved, with an average wage of \$20.14 per hour. The average annual wage associated with the jobs approved is \$60 thousand. The cost per job was \$8.7 thousand. Of the approved jobs, 265 were in rural communities such as Las Vegas, Deming, Prewitt, Mesilla Park, Moriarty, Truth or Consequences, Sunland Park and Roswell. The average hourly wage for jobs approved in rural areas was \$15.66.

New Mexico Film Office

The COVID-19 pandemic brought film and television production to a standstill in March 2020, and production re-started in September 2020. Productions have since resumed at a steady pace, resulting in an increase in worker days throughout FY21, surpassing the annual target. Direct spending by the film industry reached \$311.6 million in the third quarter, a 15 percent increase over the second quarter, however, the agency reports that none of the high-budget productions contributing to the increase are working in the rural uplift zone.

Budget: \$747.1 FTE:
8

Measure

Direct spending by film
industry productions, in
millions

	FY19 Actual	FY20 Actual	FY21 Target	FY21 Q1	FY21 Q2	FY21 Q3	Rating
Direct spending by film industry productions, in millions	\$525.5	\$257.3	\$530	\$151.6	\$129.7	\$311.6	G

Film and media worker
days

319,814 266,604 300,000 126,922 180,953 208,345

G

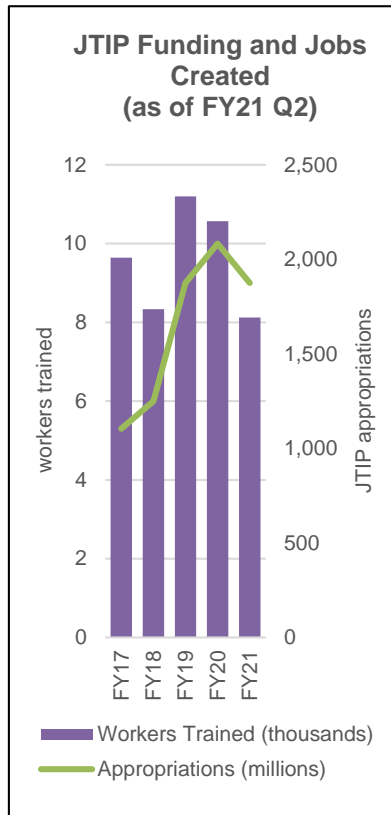
Direct spending by film
industry productions
eligible for the additional
5 percent credit in rural
areas in millions

New New \$20 \$0.2 \$4.5 \$0.1

R

Program Rating

Y



Outdoor Recreation

The Outdoor Recreation Division's (ORD) goal is to ensure all New Mexicans share in the public health, environmental, and economic benefits of sustainable outdoor recreation. The two-person ORD team focuses on a few key impact areas: economic development, promotion of outdoor-recreation assets, conservation, and education and public health programs.

During the second quarter, the outdoor recreation incubator developed by Creative Startups and funded in part by ORD began its fall/winter online curriculum for outdoor recreation business entrepreneurs. The division worked with the nonprofit on new marketing materials and helped re-open this program to entrepreneurs in late October. In the third quarter, ORD solicited applications for an outdoor recreation business accelerator to build off the work of the 2020 incubator. ORD will start to record results from those awards beginning in FY22.

ORD successfully launched the pilot Special Projects and Outdoor Infrastructure grant in summer 2020, which will re-launch in July 2021 with \$500,000 in funding. In addition to the outdoor infrastructure grant, ORD will oversee \$297,000 in Rio Grande Trail infrastructure funding in FY22.

Budget: \$451.4 **FTE:** 2

Measure	FY19 Actual	FY20 Actual	FY21 Target	FY21 Q1	FY21 Q2	FY21 Q3	Rating
Number of new outdoor recreation jobs created by the outdoor recreation division*	New	40	Explanatory	0	9	0	
Number of outdoor recreation projects funded or lead by the outdoor recreation division*	New	11	Explanatory	0	6	0	

*Measures are explanatory and do not have targets