

Economic Impact and Workforce Development Needs of the Restaurant Industry in New Mexico

PRESENTATION TO THE
ECONOMIC AND RURAL
DEVELOPMENT AND POLICY
COMMITTEE



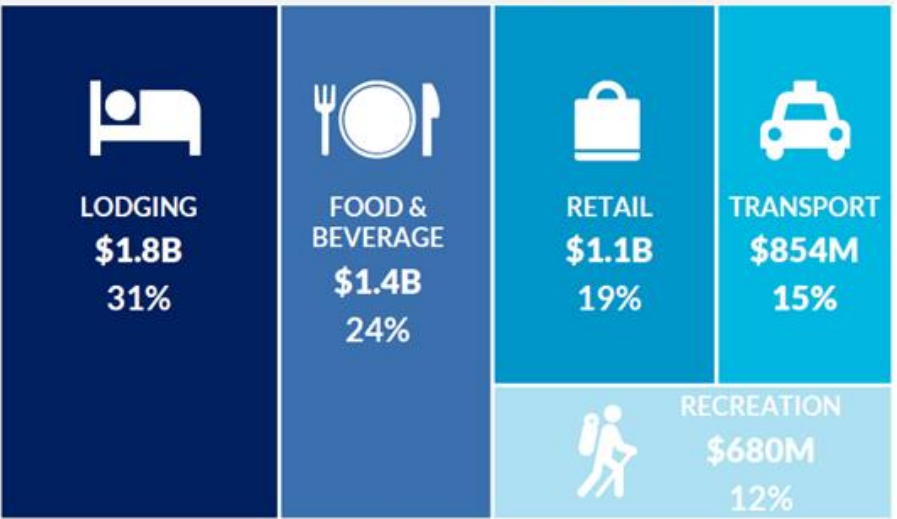
New Mexico
Restaurant
Association



Tourism, Restaurants, and the State's Image

- Restaurants are important in branding New Mexico as a tourist destination
- Culinary Heritage is a driver of tourism
- In 2021, tourists spent \$1.4B on food and beverage

TOTAL VISITOR SPENDING



Note: Lodging spending is calculated as an industry, including meetings, catering, etc. Spending also includes dollars spend on second homes. Transport includes both air and local transportation.

ECONOMIC CONTRIBUTIONS

Accommodation and Food Services

For FY 2023

3838 Restaurant/Bar Locations

\$5.3 Billion in Sales

90,100 Jobs in 2022 = 11% of the employment in NM

\$1.46 Billion Matched Taxable Growth Receipts

- 6% total MTGR for NM
- 6th largest contributor to the economic activity in NM
- 12% increase over previous year

Current Employment Statistics Dashboard

Historical Growth by Area

Industry Growth & Detail

Nonfarm Employment Industry Growth & Detail

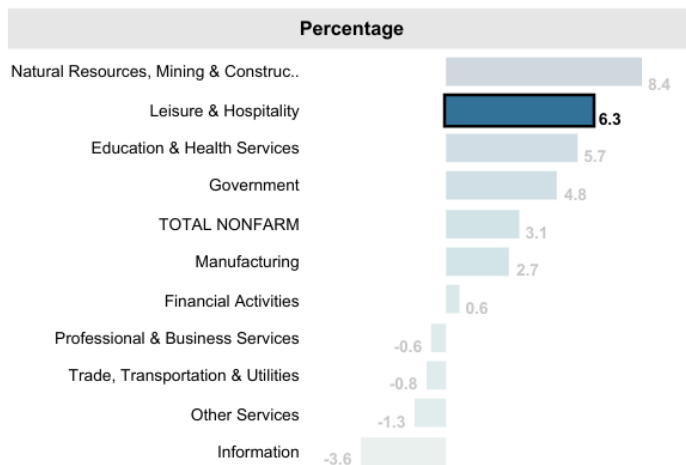
July 2023, Over-the-Year Growth for July 2022 to July 2023

Select an industry in the bar charts or tree map to highlight data and view historical trends.

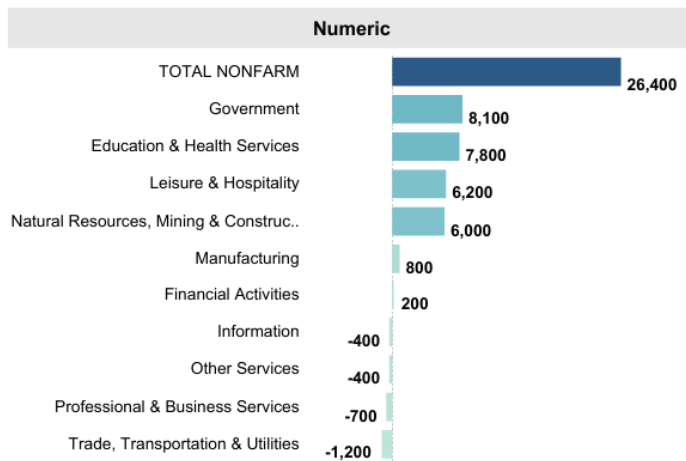
Select Area

New Mexico

Over-the-Year Job Growth by Major Industry Sector



Over-the-Year Job Growth (%)



Major Industry (%) Share of Total Nonfarm Jobs



Source: [Employment & Industry - New Mexico EDD](#)

Workforce Challenges

- Labor Shortages
- Training and Skill Gaps
- Work-Life Balance
- Health and Safety Concerns

- High employee turnover
- Workplace Culture
- Perceived Job Instability
- Advancement Opportunities

NMRA – Shaping the Future Workforce

- ServSafe – nationally recognized certifications
- Online employee training modules
- Hospitality Business School – Upskilling for employees
- ProStart

ProStart in New Mexico

- 40 high schools
- 1800 students annually
- Outcomes:
 - Increased Graduation Rates
 - Career Readiness
 - Economic Impact
 - Personal Development



Support for ProStart Success

- \$300,000/yr will allow for program expansion, partnership development, and staff support for career transition
- Long-term benefits to the state have fostered state funding support in other markets
- Investment in this industry supports local economies, tourism, and contributes to the image and traditions of New Mexico.





Hospitality
Industry
Education
Foundation

“The U.S. Department of Education found that New Mexico high school students who take at least two CTE courses in a program area graduated at rates above 90%. Within CTE, students can explore everything from health care and film to teaching, journalism, and culinary arts while gaining skills relevant to their home and work lives.”

- ABQ Journal, September 17, 2023