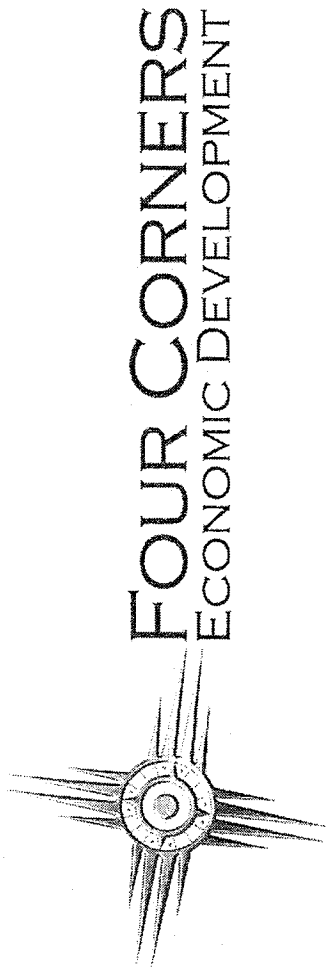




4CED: Economic Diversification

PRESENTATION TO THE INTERIM INDIAN AFFAIRS COMMITTEE

ARVIN TRUJILLO, CEO

JULY 2021



Who is Four Corners Economic Development?

Four Corners Economic Development, Inc. (4CED) is a non-profit organization here in San Juan County focused on diversifying the regional economy; thereby, stabilizing and strengthening our local business and industrial environment.

VISION: Leading regional collaboration for a future of economic prosperity

MISSION: Building economically vibrant businesses and communities in the Four Corners Region through effective partnerships.

IDENTIFIED ISSUES TO BE ADDRESSED THROUGH TEAMS

- Working Relationship to be established between communities and Tribes
- Instead of viewing each other as competitors, communities are encouraged to find common ground and utilize the 3 C's (Collaboration, Communication, Cooperation)
- Community members are encouraged to be involved and participate in economic development efforts. In doing so, the challenges confronting the community is better understood and community members are a part of the solution to resolve and/or mitigate the issues identified.

Members of this organization includes: San Juan County, Aztec, Bloomfield, Farmington, Kirtland, local industries, local businesses, and Navajo Nation enterprises.

Teams Established from 4CED Strategic Plan

GOAL TEAM #1: BUSINESS RETENTION & EXPANSION / PARTNERSHIPS – support local businesses with projects based on input from the community

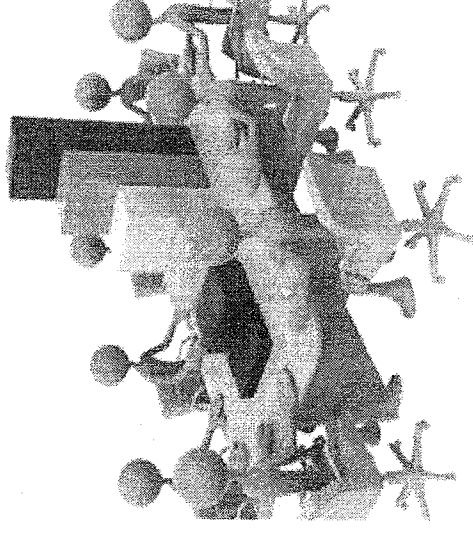
GOAL TEAM #2: ORGANIZATIONAL DEVELOPMENT – provide training to both the Board and community members on the concepts of economic development and marketing

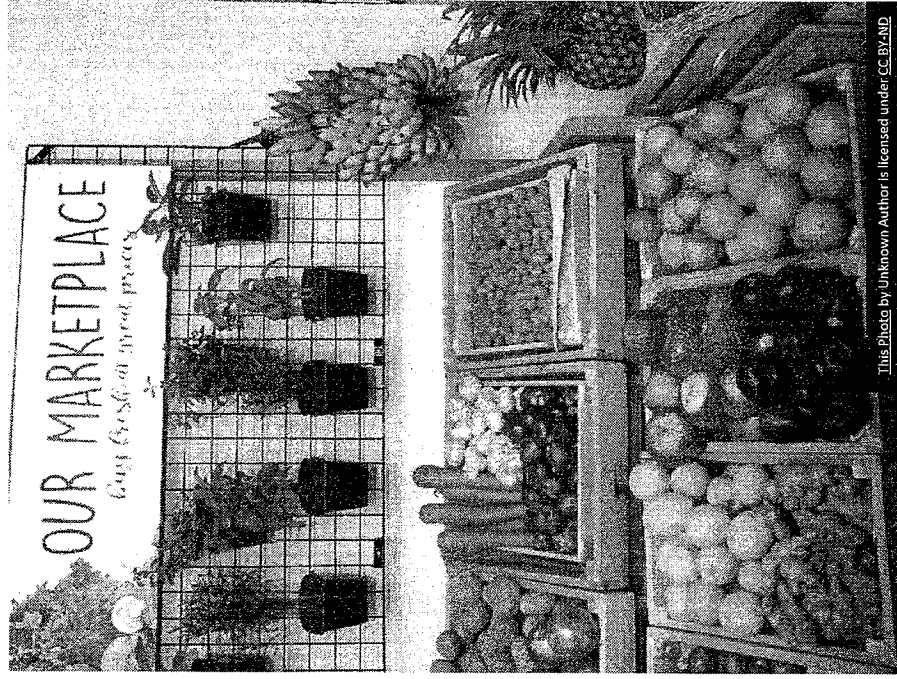
GOAL TEAM #3: TARGET INDUSTRIES – identify the industries that 4CED will focus its recruitment on and determine the role of the organization. Projects in specific target areas will also be identified.

- Target Industries: 1) Retirement, 2) Agriculture, 3) Healthcare, 4) Construction, 5) Small Manufacturing, 6) Film, 7) Location Neutral
- Projects: 1) Growers' Alliance, 2) Railroad Spur Project, 3) Broadband Middle Mile, 4) Solar Development in western SJ County

GOAL TEAM #4: WORKFORCE DEVELOPMENT – Once the target areas are identified, assess will be made to determine the readiness of a knowledgeable workforce. Training to be identified and provided by educational and workforce organizations.

GOAL TEAM #5: DATA ANALYSIS / MARKETING – Develop a repository for economic/demographic information and a means to market the region.





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What is 4CED doing in Agriculture

Northwest Growers' Market Alliance

- Partnered with San Juan College Food Hub and NMSU Extension to bring the farmers' markets in San Juan County together to establish an organization that could support the growers with needed training and marketing.

- Produce will supply the Food Hub and Kitchen located in downtown Farmington

Beginning dialogue with NAPI and will be including Navajo farmers on how to support farms on the Navajo Nation

Looking for effective partnership that will bring NAPI and local non-Tribal farmers together on common opportunities

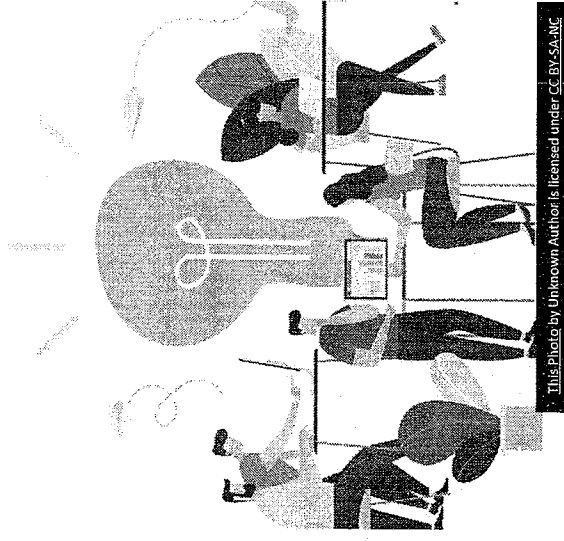
In the early stages of developing a Farm-to-Table Summit between local growers and customers to determine what produce to grow.

- Online Marketplace Farm Box Program supplied by 13 NW NM and SW Colorado farmers.

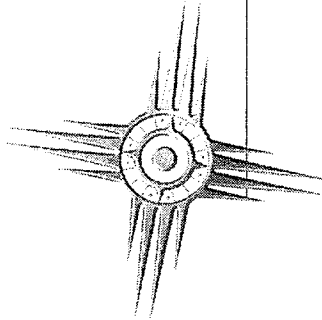
Team Process Has Proven Successful

Accomplishments:

- ✓ The Strategic Plan was developed through community participation including strategic goals to address. Goal Teams addressing the 5 strategic goals were established and objectives and action plans in place to meet the goal.
- ✓ 100 businesses interviewed through the BRE project. Team went through 68 proposed projects from compiled data and through prioritized process selected 5 projects to support local businesses and support county marketability.
- ✓ Engineering study completed in partnership with SW Colorado COG on a fiber optic loop connecting San Juan County, NM and SW Colorado
- ✓ MOU was developed and signed between SJ County and the Navajo Nation to bring a railroad to SJ County and to support economic and community development projects that would be beneficial to the region. A \$2 million USDOT BUILD planning grant awarded to SJ County for the railroad project.
- ✓ Target industry areas identified and focus groups being interviewed to determine 4CED's role in promoting specific industries and/or businesses. Six (6) areas covered.
- ✓ 4CED website has been retooled and upgraded to support marketing efforts and economic data repository. Work continuing in this area.



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FOUR CORNERS

ECONOMIC DEVELOPMENT

