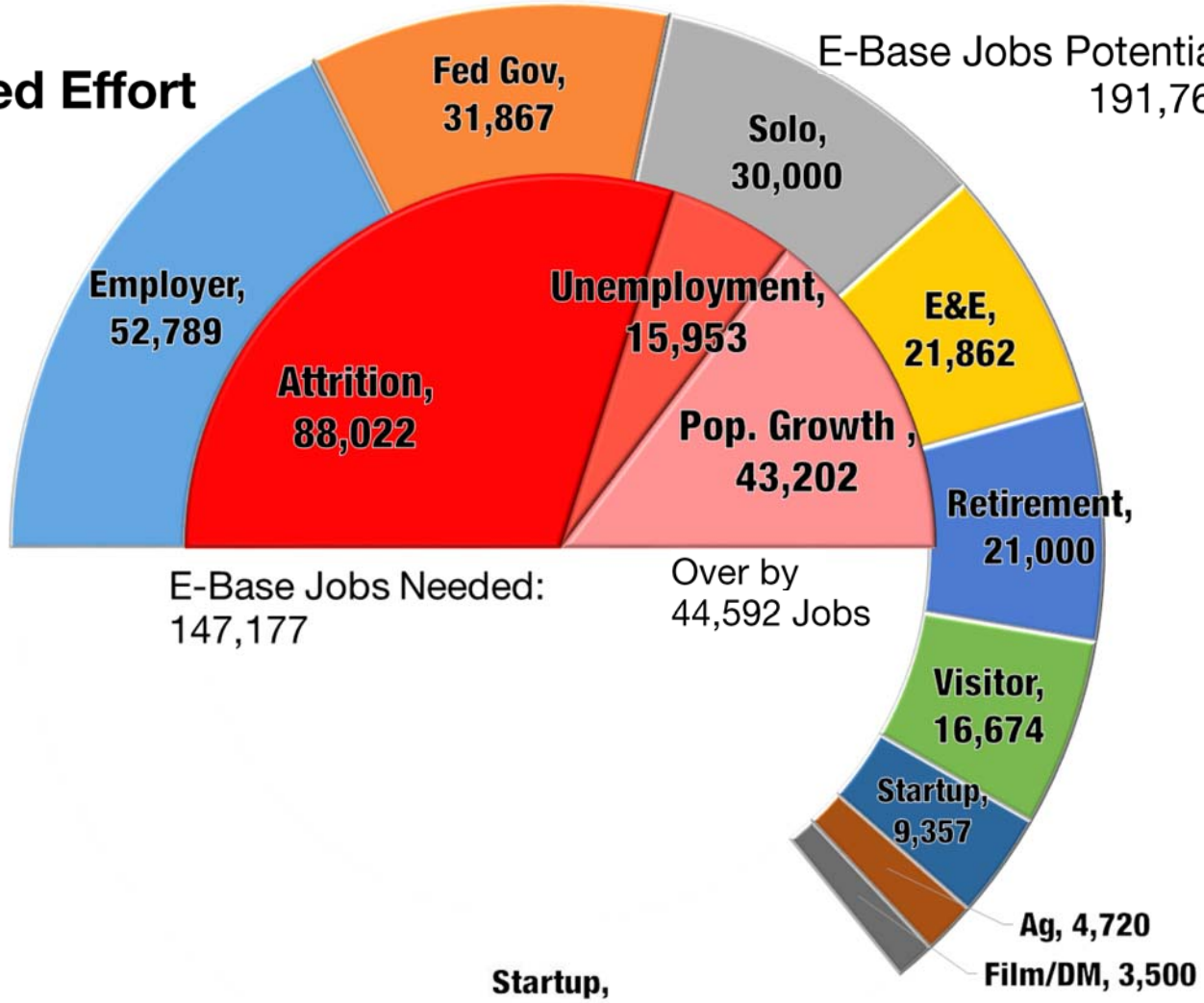
Theater Matrix

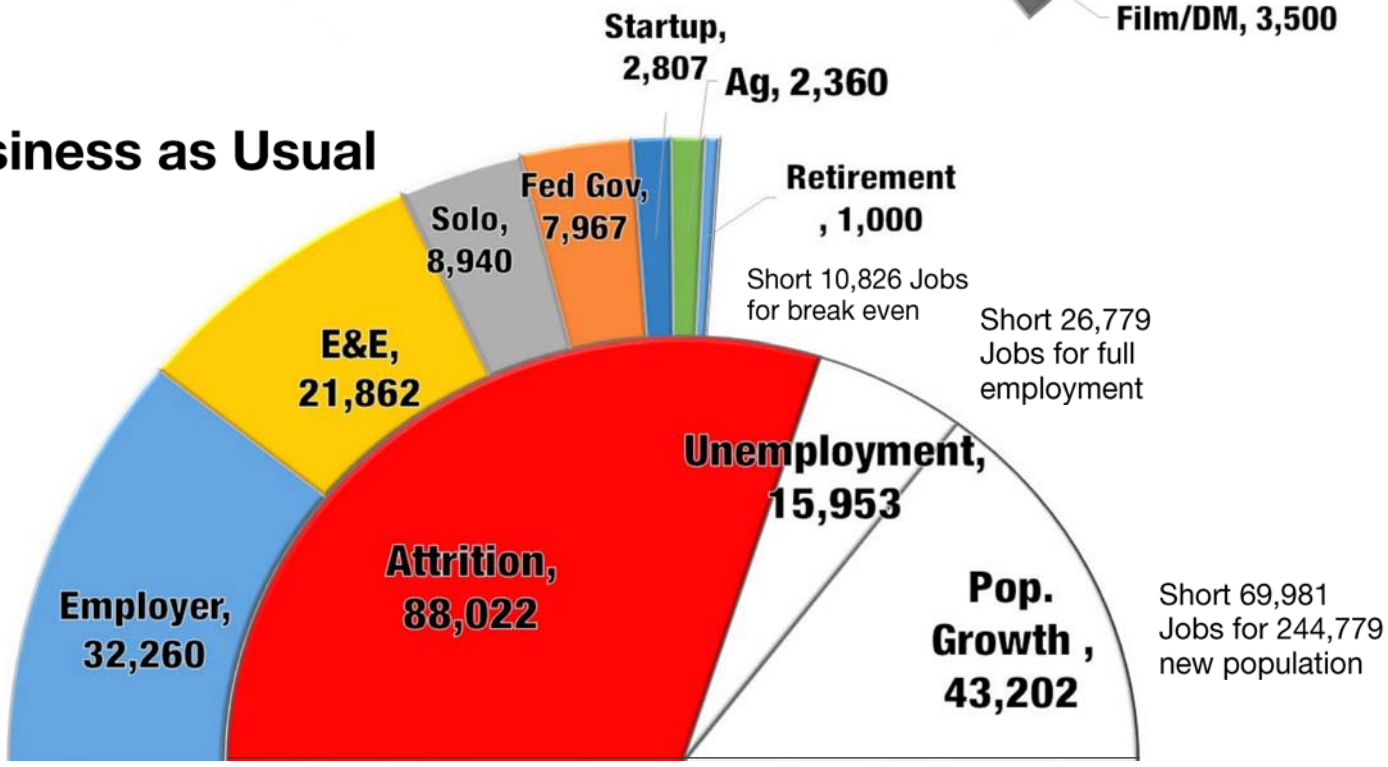
Program Theater	Definition	Major Players	10 yr E-Base Job potential	Status	Priority/Rank	Major Factor of production Gaps	Proposed Solutions
Employer	Focused on procuring economic base jobs by attracting new companies and helping existing companies survive and grow. Jobs in this theater take place in commercial office and industrial facilities, and the employees are hired as W2 employees. **Sectors Included: Back Office, Exported Services, Integrated IT/Cyber, Manufacturing**	• EDOs • NM Partnership • NMEDD • DWS • HED • Chambers	Total 52,789 Program reliant 44,871	Underfunded and Understaffed	Potential Impact: High-1 Rural Impact: High - 4 Influence: High - 4	- Staff Shortage - Qualified lead shortage - Insufficient Workforce - Building shortage - Housing Shortage - Broadband shortage - Lack of planning/accountability	- Accountability Act - Limit incentives with "but for" test - Formula for LEDA replenishment - EDO Staff Augmentation - Econ Dev Training Program - EDO Marketing Funds - Property tax abatement - Deregulate local LEDA for Broadband - Restructure Partnership - Reorganize NMEDD for other theaters - Workforce gap analysis - HED scholarship rule change
Federal Gov't	Increasing the number of jobs paid for by the federal government. This includes general schedule (GS jobs), private sector federal contractor jobs, jobs generated by federal grants and loans, and jobs in healthcare and higher education created as a result of expansion of federal funds and programs. **Sectors Included: Federal Government, Health and Social Services, Higher Education**	• Congressional Delegations • EDOs • STC • Nat'l Labs	Total 31,867 Program Reliant 23,900	Limited Activity, Unorganized	Potential Impact: High-2 Rural Impact: Moderate/high-6 Influence: High-5	- No Program/planning - No mapping - Transportation - Housing Shortage - Gross receipts tax	- Map Job Levels - Stand Alone Fund - Healthcare Construction - Student Debt Forgiveness - Office of Federal Entrepreneurship - Fed Gov focused EDO Consortia
Solo	A solo economic base worker performs work full time from a home office, workshop, studio or mobile platform. While they may work for a corporation, they do not work in a centralized workplace. They must also be a resident of the state and a taxpayer. The qualifier for economic base is that a job brings in 51% or more revenue from out of state. The level of income generated by a solo economic base worker should exceed 200% of the federal poverty rate. **Sectors Included: All industry and service sectors, commuters to out of state jobs**	• SBDCs • Incubators • Accelerators • Coworking spaces	Total 30,000 Program Reliant 21,06	No Program	Potential Impact: High - 6 Rural Impact: High - 1 Influence: High-3	- No Program/plan - No state brand - Broadband shortage - Business Services - GRT	- Solo Pilot Program - Broadband P3 - JTIP Rule Change - Adapt SBDC to solowork strategy - Change LEDA rules to cover broadband infrastructure
Energy & Extractives	Creating jobs in two primary areas of the export economy; the extraction and processing of raw materials from the land for export and the production and transmission of energy for export out of the state. **Sectors Included: Energy and Extractives**	• EDOs • NMOGA	Total 21,862 Program Reliant 18,583	Active but unorganized	Potential Impact: High-3 Rural Impact: Moderate-5 Influence: Low-8	- Assistance from NMEDD - Rail access - Affordable housing - Qualified Labor - Conflicting political environment - Regulatory environment	- Rail Subsidy - Local Funding for Housing - Lift Export Restrictions - Worker Relocation - Interdepartmental Cooperation
Retirement	Recruiting economic-base retirees who have a combination of net worth and retirement income in excess of 200% of the federal poverty guidelines. Because their investment and retirement income are from outside the state, they will have the same impact on the local and state economy as the creation of a new economic base job.	• Real Estate Brokers • Home Builders • Tourism Dept	Total 21,000 Prog Reliant 10,500	Unorganized but programmable	Potential Impact: Moderate-4 Rural Impact: High-3 Influence: Moderate-7	- No Program/planning - Broadband - Lack of suitable housing - Lack of rural Healthcare - No community rating	- Retiree Income Tax Break - Healthcare Worker Rural Incentive - Retirement Community Rating - Web/App based marketing
Visitor	Jobs with salaries paid from the local sale of goods and services to visitors from out-of-state. Although most job creation activities in this theater fall can be defined as tourism -- any journey for business or pleasure more than 50 miles outside your community in which you spend more than one night away from home – the IJC process would exclude journeys for business or pleasure by New Mexico residents. **Sectors Included: Hotel, Hospitality, Food and Beverage, Transportation, Events**	• Tourism Dept • Tourism Assoc. • CVB • Hotel Assoc. • State Parks • Chambers • Lodgers Tax Boards • Realtors Assoc.	Total 16,674 Program Reliant 8,337	Well Organized	Potential Impact: Moderate-5 Rural Impact: High-2 Influence: High=2	- Limited Data - Low repeat visits - Low promotion of attractions - Poor local representation - Nonstop flights - Highway access - Broadband/Cell service - Hospitality training - Insufficient product improvement - No local planning	- Tourism Incubator - Tourism call to action marketing - P3 for Tourism Marketing - Trucker Advertising - Cell Service Improvement - Hospitality Training - Tourism and DoL Collaboration - Liquor License Stock Split - B&B Taxation
Startup	The focus of this theater is entrepreneurs. The mission is helping community members turn their business ideas into enterprises with economic-base employees. Program activities: increasing rate and quality of ideas, innovation and IP that can be converted, conversion of ideas into viable enterprises, helping them grow. **Sectors Included: All industry and economic sectors**	• Incubators • Accelerators • SBDCs • Venture Capitalist • SIC • STC • Nat'l Labs	Total 9,357 Program Reliant 6,550	Active, Growing but unorganized	Potential Impact: Moderate - 7 Rural Impact: Low-8 Influence: Moderate-6	- Lack of Venture Capital - Broadband - Qualified Labor - Too much focus on tech transfer - Low awareness of existing services - Lack of leadership/planning	- Planning and accountability system - Incubator Demand Gauge - Out of state investment Tax Credit - Opportunity fund - SIC Aid - Capital Gains Reduction - Tax and Revenue Data Sharing - Return to Sender Tax Credit - Tax Break on Rollover Investment
Agriculture	Procuring economic base jobs by attracting, expanding and creating enterprises that grow, process and distribute food and fiber. **Sectors Included: Agriculture**	• Dept of Ag • Major Producers • Ag Extension service • NMEDD • Local Gov	Total 4,720 Program Reliant 2,360	Active but unorganized	Potential Impact: Low - 8 Rural Impact: Moderate-7 Influence: Moderate-9	- Reaching international markets - Natural Resources - Low value crops - Encroaching urbanization - Lack of planning	- Right to Farm - Water Rights - Incentivize High Value Crop
Film/ Digital Media	Recruiting and developing the production of feature films, independent films, television, regional and national commercials, documentaries, animation, video games, webisodes, mobile applications and post production work intended for commercial exploitation and exhibitions out of state. **Sectors Included: TV Series, Video Games, Feature Film Production**	• NM Film Office • NMEDD • Local Studios	Total 3,500 Program Reliant 3,500	Well organized	Potential Impact: Low - 9 Rural Impact: Low-9 Influence: High-1	- Marketing Capacity - Incentive Capacity - Broadband - Qualified Labor - Lack of Planning	- NMFO Staff Increase - Game Incubator/Accelerator - Stand-Alone Finance Program - Raise Incentive Cap - Site Selection Guidelines
	Totals		**191,769**				

New Mexico 10 yr Job Creation Scenarios

Elevated Effort



Business as Usual



NEW MEXICO LEGISLATIVE JOBS COUNCIL

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