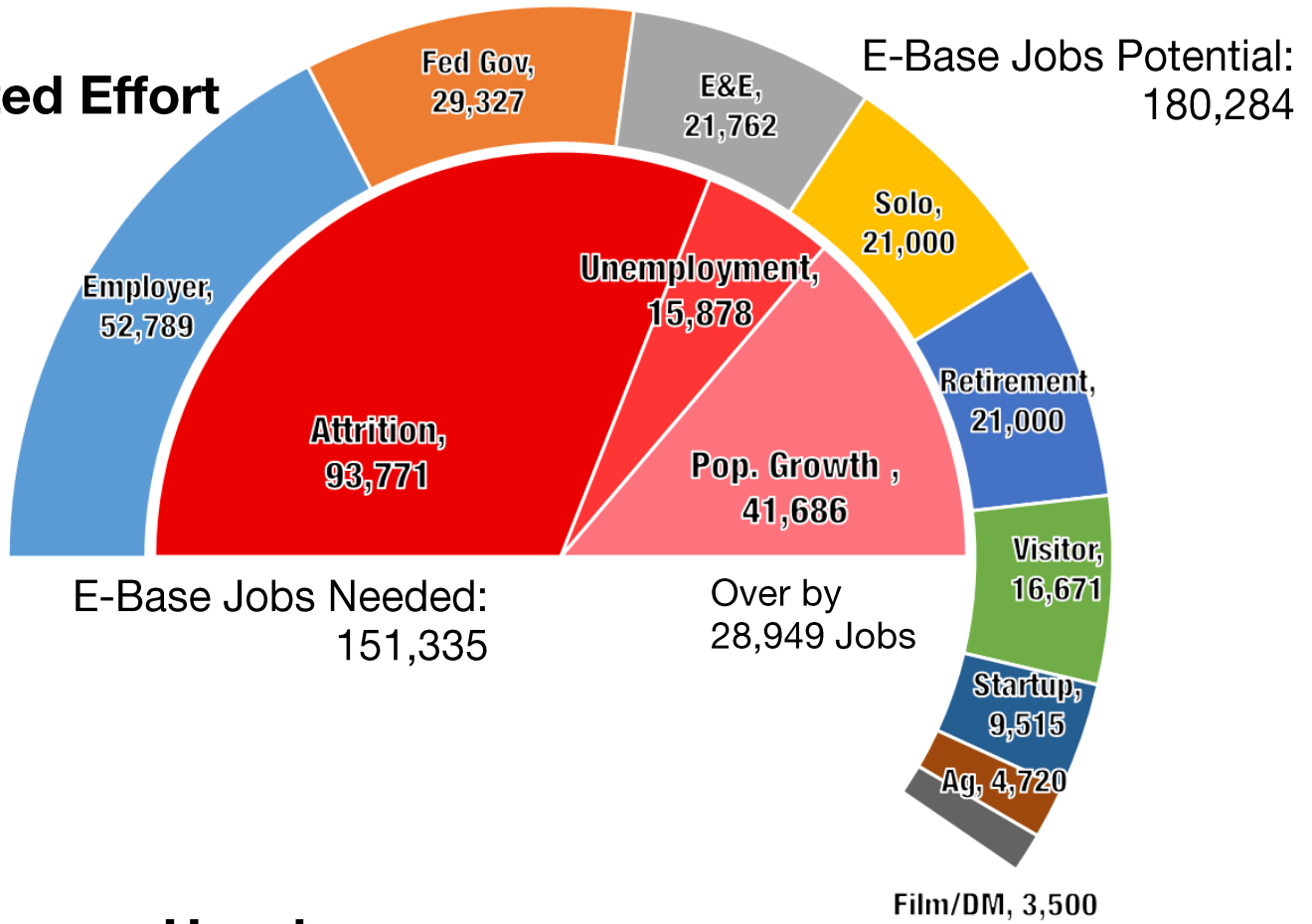


## New Mexico Job Creation Plan

Program Theater	Definition	10 yr E-Base Job potential	Status	Priority/Rank	The Plan	Major Factor of production Gaps	Proposed Solutions
Employer	<p>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.</p> <p><b>• Sectors Included:</b> Back Office, Exported Services, Integrated IT/Cyber, Manufacturing</p> <p><b>• Key Players:</b> EDOs, NM Partnership, NMEDD, DWS, HED, Chambers</p>	<p>Total 52,789</p> <p>Program reliant 44,871</p>	Underfunded and Understaffed	Potential Impact: High-1 Rural Impact: High - 4 Influence: High - 4	<p><b>Marketing and Sales</b></p> <p>1.1 Overhaul and 2x the employer program apparatus (restructure partnership and NMEDD)</p> <ul style="list-style-type: none"> <li>-Establish a comprehensive planning and accountability system</li> <li>- Raise the state marketing spend from 300K-3M</li> <li>- Triple state and local sales caseload</li> <li>- Dramatically increase number of seasoned pros.</li> <li>- Scale state's incentives and closing resources to "but for" demand</li> </ul> <p><b>Hard Assets</b></p> <ul style="list-style-type: none"> <li>-3,700 acres of land, 2.65M sqft of industrial space</li> </ul> <p><b>Workforce</b></p> <ul style="list-style-type: none"> <li>-Establish an integrated workforce placement education and training system focused on gaps</li> <li>-Focus state higher education scholarships on gap career fields</li> <li>-Elevate technical cognitive skills programs in grade school curricula.</li> </ul>	<ul style="list-style-type: none"> <li>- Staff Shortage</li> <li>- Qualified lead shortage</li> <li>- Insufficient Workforce</li> <li>- Building shortage</li> <li>- Housing Shortage</li> <li>- Broadband shortage</li> <li>- Lack of planning/accountability</li> </ul>	<ul style="list-style-type: none"> <li>- Accountability Act</li> <li>- Limit incentives with "but for" test</li> <li>- Formula for LEDA replenishment</li> <li>- EDO Staff Augmentation</li> <li>- Econ Dev Training Program</li> <li>- EDO Marketing Funds</li> <li>- Property tax abatement</li> <li>- Deregulate local LEDA for Broadband</li> <li>- Restructure Partnership</li> <li>- Reorganize NMEDD for other theaters</li> <li>- Workforce gap analysis</li> <li>- HED scholarship rule change</li> </ul>
Federal Gov't	<p>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.</p> <p><b>• Sectors Included:</b> Federal Government, Health and Social Services, Higher Education</p> <p><b>• Key Players:</b> Congressional Delegations, EDOs, STC, Nat'l Labs</p>	<p>Total 31,867</p> <p>Program Reliant 23,900</p>	Limited Activity, Unorganized	Potential Impact: High-2 Rural Impact: Moderate/high-6 Influence: High-5	<ul style="list-style-type: none"> <li>- Establish a senior manager within NMEDD to plan, organize and execute statewide program to recruit, expand, and initiate new missions/jobs across all federal agencies and their primary contractors.</li> </ul>	<ul style="list-style-type: none"> <li>- No Program/planning</li> <li>- No mapping</li> <li>- Transportation</li> <li>- Housing Shortage</li> <li>- Gross receipts tax</li> </ul>	<ul style="list-style-type: none"> <li>- Map Job Levels</li> <li>- Stand Alone Fund</li> <li>- Healthcare Construction</li> <li>- Student Debt Forgiveness</li> <li>- Office of Federal Entrepreneurship</li> <li>- Fed Gov focused EDO Consortia</li> </ul>
Solo	<p>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.</p> <p><b>• Sectors Included:</b> All industry and service sectors, commuters to out of state jobs</p> <p><b>• Key Players:</b> SBDCs, Incubators, Accelerators, Coworking spaces</p>	<p>Total 21,000*</p> <p>Program Reliant 7,140</p>	No Program	Potential Impact: High - 3 Rural Impact: High - 1 Influence: High-3	<ul style="list-style-type: none"> <li>- Establish a statewide SoloWork Center program scaled to create 20,000 jobs over ten yrs funded at \$3,500-5,000 per job post-performance by EDD and DWS programs. (JTIP, Rapid Response, WIOA)</li> <li>- Build out local bandwidth capacity.</li> </ul>	<ul style="list-style-type: none"> <li>- No Program/plan</li> <li>- No state brand</li> <li>- Broadband shortage</li> <li>- Business Services</li> <li>- GRT</li> </ul>	<ul style="list-style-type: none"> <li>- Solo Pilot Program</li> <li>- Broadband P3</li> <li>- JTIP Rule Change</li> <li>- Adapt SBDC to solowork strategy</li> <li>- Change LEDA rules to cover broadband infrastructure</li> </ul>
Energy & Extractives	<p>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.</p> <p><b>• Sectors Included:</b> Energy and Extractives</p> <p><b>• Key Players:</b> EDOs, NMOGA</p>	<p>Total 21,862</p> <p>Program Reliant 18,583</p>	Active but unorganized	Potential Impact: High-4 Rural Impact: Moderate-5 Influence: Low-8	<ul style="list-style-type: none"> <li>- Attain regulatory parity with neighboring states.</li> <li>- Build new transmission infrastructure to out of state markets.</li> <li>- Recruit value added production and refinement facilities.</li> <li>- Convert transportation fleets to natural gas.</li> </ul>	<ul style="list-style-type: none"> <li>- Assistance from NMEDD</li> <li>- Rail access</li> <li>- Affordable housing</li> <li>- Qualified Labor</li> <li>- Conflicting political environment</li> <li>- Regulatory environment</li> </ul>	<ul style="list-style-type: none"> <li>- Rail Subsidy</li> <li>- Local Funding for Housing</li> <li>- Lift Export Restrictions</li> <li>- Worker Relocation</li> <li>- Interdepartmental Cooperation</li> </ul>
Retirement	<p>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.</p> <p><b>• Key Players:</b> Real Estate Brokers, Home Builders, Tourism Dept</p>	<p>Total 21,000</p> <p>Prog Reliant 10,500</p>	Unorganized but programmable	Potential Impact: Moderate-5 Rural Impact: High-3 Influence: Moderate-7	<ul style="list-style-type: none"> <li>- Build an affluent retiree recruiting program onto the state's tourism efforts.</li> <li>- Provide state match to local public/private recruiting and fulfillment efforts. (Avg \$3M/yr for yrs 1-5, \$5M/yr for yrs 6-10)</li> </ul>	<ul style="list-style-type: none"> <li>- No Program/planning</li> <li>- Broadband</li> <li>- Lack of suitable housing</li> <li>- Lack of rural Healthcare</li> <li>- No community rating</li> </ul>	<ul style="list-style-type: none"> <li>- Retiree Income Tax Break</li> <li>- Healthcare Worker Rural Incentive</li> <li>- Retirement Community Rating</li> <li>- Web/App based marketing</li> </ul>
Visitor	<p>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.</p> <p><b>• Sectors Included:</b> Hotel, Hospitality, Food and Beverage, Transportation, Events</p> <p><b>• Key Players:</b> Tourism Dept, Tourism Assoc. CVB, Hotel Assoc., State Parks, Chambers, Lodgers Tax Boards, Realtors Assoc.</p>	<p>Total 16,674</p> <p>Program Reliant 8,337</p>	Well Organized	Potential Impact: Moderate-6 Rural Impact: High-2 Influence: High=2	<ul style="list-style-type: none"> <li>- Increase tourism promotion budget by \$2M per year (\$23M/yr in yr 10).</li> <li>- Expand tourism program to include matching call to action-fulfillment functions. (\$2M)</li> <li>- Expand tourism department focus to include long term leisure, long-term and short-term business travel and transit.</li> </ul>	<ul style="list-style-type: none"> <li>- Limited Data</li> <li>- Low repeat visits</li> <li>- Low promotion of attractions</li> <li>- Poor local representation</li> <li>- Nonstop flights</li> <li>- Highway access</li> <li>- Broadband/Cell service</li> <li>- Hospitality training</li> <li>- Insufficient product improvement</li> <li>- No local planning</li> </ul>	<ul style="list-style-type: none"> <li>- Tourism Incubator</li> <li>- Tourism call to action marketing</li> <li>- P3 for Tourism Marketing</li> <li>- Trucker Advertising</li> <li>- Cell Service Improvement</li> <li>- Hospitality Training</li> <li>- Tourism and DoL Collaboration</li> <li>- Liquor License Stock Split</li> <li>- B&amp;B Taxation</li> </ul>
Startup	<p>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.</p> <p><b>• Sectors Included:</b> All industry and economic sectors</p> <p><b>• Key Players:</b> Incubators, Accelerators, SBDCs, Venture Capitalist, SIC, STC, Nat'l Labs</p>	<p>Total 9,515</p> <p>Program Reliant 6,661</p>	Active, Growing but unorganized	Potential Impact: Moderate-7 Rural Impact: Low-8 Influence: Moderate-6	<ul style="list-style-type: none"> <li>- Establish a coherent planning, accountability and reporting system.</li> <li>- Establish a position in NMEDD to plan, organize and execute startup job creation efforts statewide.</li> <li>- Improve tax and regulatory parity with surrounding states</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of Venture Capital</li> <li>- Broadband</li> <li>- Qualified Labor</li> <li>- Too much focus on tech transfer</li> <li>- Low awareness of existing services</li> <li>- Lack of leadership/planning</li> </ul>	<ul style="list-style-type: none"> <li>- Planning and accountability system</li> <li>- Incubator Demand Gauge</li> <li>- Out of state investment Tax Credit</li> <li>- Opportunity fund</li> <li>- SIC Aid</li> <li>- Capital Gains Reduction</li> <li>- Tax and Revenue Data Sharing</li> <li>- Return to Sender Tax Credit</li> <li>- Tax Break on Rollover Investment</li> </ul>
Agriculture	<p>Procuring economic base jobs by attracting, expanding and creating enterprises that grow, process and distribute food and fiber.</p> <p><b>• Sectors Included:</b> Agriculture</p> <p><b>• Key Players:</b> Dept of Ag, Major Producers, Ag Extension service, NMEDD, Local Gov</p>	<p>Total 4,720</p> <p>Program Reliant 2,360</p>	Active but unorganized	Potential Impact: Low - 8 Rural Impact: Moderate-7 Influence: Moderate-9	<ul style="list-style-type: none"> <li>- Task secretary of agriculture with establishing a statewide job creation strategy by region and industry sector.</li> </ul>	<ul style="list-style-type: none"> <li>- Reaching international markets</li> <li>- Natural Resources</li> <li>- Low value crops</li> <li>- Encroaching urbanization</li> <li>- Lack of planning</li> </ul>	<ul style="list-style-type: none"> <li>- Right to Farm</li> <li>- Water Rights</li> <li>- Incentivize High Value Crop</li> </ul>
Film/Digital Media	<p>Recruiting and developing the production of feature films, independent films, television, regional and national commercials, documentaries, animation, video games, websodes, mobile applications and post production work intended for commercial exploitation and exhibitions out of state.</p> <p><b>• Sectors Included:</b> TV Series, Video Games, Feature Film Production</p> <p><b>• Key Players:</b> NM Film Office, NMEDD, Local Studios</p>	<p>Total 3,500</p> <p>Program Reliant 3,500</p>	Well organized	Potential Impact: Low - 9 Rural Impact: Low-9 Influence: High-1	<ul style="list-style-type: none"> <li>- Establish a private sector investment fund to supplement the state incentives cap. (combined total of \$100M investment in yr 10)</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing Capacity</li> <li>- Incentive Capacity</li> <li>- Broadband</li> <li>- Qualified Labor</li> <li>- Lack of Planning</li> </ul>	<ul style="list-style-type: none"> <li>- NMFO Staff Increase</li> <li>- Game Incubator/Accelerator</li> <li>- Stand-Alone Finance Program</li> <li>- Raise Incentive Cap</li> <li>- Site Selection Guidelines</li> </ul>
	<b>Totals</b>	<b>180,284</b>					

# New Mexico 10 yr Job Creation Scenarios

## Elevated Effort



## Business as Usual

