

CERTIFIED COMMUNITIES INITIATIVE (CCI)



POLICY/PROCEDURES MANUAL

Fiscal Year 2013

(July 1, 2012 – June 30, 2013)

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CCI PROGRAM OVERVIEW

Introduction

The Certified Communities Initiative Program (CCI) assists the New Mexico Economic Development Department (NMEDD) and the New Mexico Partnership to encourage and support New Mexico communities in their efforts to create new jobs. The initiative emphasizes the importance of recruitment, as well as retention/expansion and start-up activities. The initiative recognizes that the character and needs of each community will determine how these activities might be used to create new jobs.

CCI was implemented in 2003 to assist those communities interested in taking control of their future and will continue to do so. The initiative seeks communities who can demonstrate broad local involvement and who wish to empower their citizens, build on existing resources, and expand their capacity to facilitate economic growth.

Beginning in FY 2013, which starts on July 1, 2012, NMEDD will be awarding the CCI designation only to those communities that have met the mandatory requirements and are considered to be fully operational.

To better serve the communities that are working towards the goal of CCI, a phased in approach of capacity building has been designated. This phase of the program will be called the **CCI-Capacity Assistance Phase (CAP)**. Communities needing assistance to reach the goal of certification will be encouraged to apply for this status of initiating and implementing an economic development program. This phase of the program will allow communities to either fine tune their program or implement missing portions. A community in the CAP will be allowed to build its program for a period of up to two years. Resources will be allocated to these communities to assist with their efforts. The uses of the funding will be very specific and goal oriented. The end result of the phased approach is to get the community certified no later than two years from the date of application. Communities can apply for CCI status after just one year in the CAP phase. Application for the CAP designation will be made through a separate application document.

In FY 2013, all communities will need to apply for certification based on new program criteria. Application may be made as a single entity designation or as a regional designation. Application deadline is August 1, 2012.

The assistance provided by this initiative is intended to create new jobs as well as increase community pride, and improve communities, as well as New Mexico's overall economic condition.

Program Objectives

To facilitate the recruitment, retention and expansion, or creation of *economic-base jobs.

Economic-base businesses include, but are not limited to:

- Energy and Natural Resources
- Aerospace and Defense
- Value-Added Agriculture - food processing, food packaging, distribution;
- Technology Commercialization
- Distribution, Logistics, Transportation
- Advanced Manufacturing
- Digital Media
- Back Office & Technical Support
- *Retail activity - supported only for rural areas/communities that have included it in their economic development plan.*

The initiative will also increase investment through public/private partnerships to establish a stable, diversified economy that will improve the quality of life for New Mexicans.

In addition, the initiative will facilitate capacity building. Capacity building is the ability to accommodate requests for assistance regarding economic development. Capacity building includes asset development and inventory, such as infrastructure, housing, education, medical facilities and services, utilities, workforce, transportation, incentives and organized economic development activities. Capacity building will also be accomplished through various training programs to include seminars, workshops, NMEDD sponsored forums and summits, and professional development courses.

* Definition of economic-base business is included in the Glossary on page 18 of this document.

Program Management and Administration

General management of the CCI Program is the responsibility of NMEDD. Day-to-day management and administration of the program is maintained within the Community, Business and Rural Development Team (CB&RDT) of NMEDD. CCI designation is determined by a staff recommendation of the application and approval by the Office of the Secretary. As the lead agency, NMEDD also partners with the following organizations in furtherance of the program:

- Federal resources such as the U.S. Bureau of Land Management, Congressional delegation, U.S. Department of Housing and Urban Development, U.S. Economic Development Administration, Enchantment Land Certified Development Company, U.S. Forest Service, Rural Development Response Council, U.S. Small Business Administration, U.S. Department of Agriculture Rural Development, and other organizations may also contribute expertise.
- State resources such as Councils of Government, NM Department of Finance and Administration, NM Finance Authority, NM Mortgage Finance Authority, NM Partnership, NM Small Business Development Centers, State Investment Council, NM Transportation Department, and other organizations may also contribute expertise.
- For-profit and nonprofit lenders, Los Alamos and Sandia National Laboratories, universities and community colleges, utility companies, and other organizations may also contribute expertise.
- Regional Representatives from NMEDD will facilitate the use of NMEDD's resources (Job Training Incentive Program, New Mexico Main Street Program, Office of Business Advocacy, NM Film Office, International Trade, and the services of the Financial Development Team).
- Other partners that may assist with the certification process include secondary educational institutions that identify local workforce strengths and weaknesses, and develop training programs consistent with targeted industries.

Benefits of CCI Designation

A *community certified under the Certified Communities Initiative (CCI) will receive the following benefits:

- Contractual funding (Community Applicant) of up to \$5,000 per year for three years for eligible projects outlined below. (subject to funding availability)
- Contractual funding (Regional Applicant) of up to \$10,000 plus \$1,000 per additional community, per year for three years for regional applicants; additional communities include municipality/county members who have also passed the Local Economic Development Act (LEDA) or Native American entities that have passed a resolution, within a **regional economic development organization. Funding is to be used for eligible projects that benefit the region. (Subject to funding availability) Regional applications require a minimum of two communities.
- For the CCI-CAP, Contractual funding of up to \$2,500 per year for eligible projects to reach CCI application status. Funding can be obtained for a maximum of two years. (subject to funding availability)
- Increased marketing exposure through website link to NMEDD website.
- Recognition:
 - Certificate/plaque presentation (CCI);
 - NMEDD press release (CCI and CAP); and
 - Recognition in NMEDD marketing materials.

Eligible Projects

- Workforce study;
- Grant writer;
- Economic development impact analysis, etc.;
- Industrial sites analysis;
- Feasibility studies for specific projects;
- Training expenses:
 - Available for economic development organization staff and board members;
 - Eligible uses include Basic Economic Development Course, Rural Forum, Economic Development Summit, and Infrastructure Conference, ED professional development;
- Marketing of Economic Development Initiatives:
 - Website development - The cost for the creation or update of the community's website.
 - Media Placement– the cost of insertion of ads in media, including print, electronic, web/internet, radio, and printing.
 - Printing - The cost of printing and distribution of promotional materials, including brochures, fliers and media packets.
 - Video/CD Rom - Production of a video/CD- Rom that is part of the community's marketing effort for use in various broadcast media. (The video/CD – Rom cannot be offered for sale).

* Definition of Community as it pertains to CCI is included in the Glossary on page 18 of this document

** Definition of Regional Organization as it pertains to CCI is included in the Glossary on page 18 of this document.

- Supplemental Photography - Digital and film photography for web, convertible into print format.
- Mailing lists - Cost for purchase of targeted mailing lists.
- Production Costs - Costs of producing an advertisement brochure, internet data and graphics, typesetting, and photography.
- Other economic development related projects as approved by NMEDD.
- CCI-CAP projects will be proposed in a narrative format in their application package. The proposed projects will address the specific area(s) of weakness for the community's economic development preparedness.

CERTIFICATION PROCESS

Eligibility

All incorporated municipalities and counties to include Native American tribal entities are eligible to apply to become a Certified Community.

Certification Period

Certification expires after three years. Community may apply for recertification.

Summary of Certification Requirements

The Certified Communities Initiative Program (CCI) Certification Program requires completion of all mandatory requirements.

Mandatory Requirements - CCI

1. Establish or identify a local economic development organization, to include a paid full-time economic development position;
2. Develop a three-year community based economic development plan;
3. Develop a land and building inventory;
4. Maintain and track a retention/expansion program;
5. Adopt and maintain the Local Economic Development Act (5-10-1 to 5-10-13 NMSA 1978), exploration of the Local Options Gross Receipts Tax, or Native American Economic Development Ordinance;
6. Complete Community Profile, formatted for use in the NMEDD Website;
7. Develop a marketing plan; and
8. Create and maintain a website which will be linked to the Department's website, to include the Community Profile and Land & Building Inventory;
9. Develop and maintain a training plan for but not limited to: Board training, Employee training, and Economic Developer Certification.
10. Implement a Local Incentives Package.
11. Establish and maintain a PRO Response Process, PRO training, and Tradeshow Participation plan.
12. Pursue the implementation of Business Incubator(s) and/or Business/Industrial Park(s).
13. Identify and/or establish Entrepreneurial Programs.

Mandatory Requirements

The following requirements must be met to achieve certification:

1. Establish a local economic development organization.
 - The organization must have broad representation from local government, chamber of commerce, local businesses, schools, financial institutions, real estate firms, civic organizations, churches, and other interested citizens.
 - The organization must be officially recognized by the local governing entity as the sole authority in all of the community's economic development efforts, and designated to meet and negotiate with prospects. Organizational options include a for-profit or non-profit economic development corporation, chamber of commerce, or a local government agency or appointed committee.
 - A person associated with the economic development organization will be identified as the point person to interact with NMEDD. **The person must be paid and in a full-time position.**
 - Organization articles of incorporation, bylaws, and officer's names, addresses and telephone numbers must be provided.
 - A regional economic development organization is defined as an organization that serves multiple municipalities, counties, and/or Native American entities through a contractual agreement, joint powers agreement (JPA) or memorandum of understanding (MOU). Include copies of agreements for each municipality/county.

2. Develop a three-year community based economic development plan.
 - The purpose of the plan is to establish goals to attract capital investment and business relocation, while supporting existing businesses and maintaining a community's quality of life. The planning process should include public and private sector input.
 - The plan must include:
 - Community SWOT analysis.
 - Identify strengths, weaknesses, opportunities and threats.
 - Identify labor, job training, business climate, business targets, leadership and other supporting infrastructure such as health care facilities, educational institutions, public libraries, etc.
 - Formulate recommendations for business growth and sustainability.
 - Specify industry targets.
 - Identify one, and not more than five, specific economic-base businesses the community would like to recruit, expand, or start over the next three years.
 - Specify available buildings or build-to-suit capabilities for each industry, number and skill level of employees, utility capabilities, community's advantage/experience with this business.

Mandatory Requirements Continued

- Specify resources for business development.
 - Identify technical assistance providers.
 - Identify resources to assist expansion of start-ups with business planning, financing, bookkeeping, operational instruction, etc.
 - Identify and organize a quick response team (to respond to recruitment opportunities or assist existing local businesses), to include the following representation:
 - Financial;
 - Construction;
 - Real estate;
 - State and local government;
 - Utilities;
 - Transportation; and
 - Labor/training.
 - Identify business incentives (such as industrial revenue bonds, tax increment development districts, local revolving loan funds, local tax credits, etc.).
 - Criteria to determine eligibility;
 - Type of information required to determine financial strength;
 - How will information be verified; and
 - How will investments be protected or recouped.
3. Develop a land and building inventory. The inventory must be posted and maintained on the local economic development organization's website. Posting the inventory to the NMEDD website is optional, not required, this program cycle. Please work with your Regional Rep for formatting requirements and guidance.
- Potential sites identified by industry.
 - Specifications and photos for each site.
 - Road map;
 - County map;
 - GPS image, if available;
 - Utility maps;
 - Utility capacity;
 - Utility providers;
 - Owner(s) of site;
 - Transportation assets near or on site; and
 - Building specifications (size, ceiling height, floor thickness, docks, office space/open floor space, telecommunications, parking lot size, etc.).
4. Develop a Retention/Expansion Program. NMEDD has created a template that can be utilized by the communities.
- Designate a Retention/Expansion Committee, to include representatives from:
 - Economic development organization;
 - Local government;

- Schools/community college;
- Financial institutions;
- Local businesses; and
- Utility companies.

Mandatory Requirements Continued

- Develop a Retention/Expansion questionnaire or use sample template available at www.goNM.biz.
- Develop an annual schedule to visit local businesses.
- Develop an evaluation process for visits/questionnaire.
 - Develop potential action items from aggregated responses and identify resources.
 - Determine whether the program will respond to each individual need, or the most common needs expressed by the business community as a whole.
 - Set goals, timelines and performance measures once action items are determined.
- Establish follow-up activities.
 - Identify the responsible party for conducting surveys, and timelines for outcomes and survey process.

5. Adopt the Local Economic Development Act (LEDA) 5-10-1 to 5-10-13 NMSA 1978 or Native American Economic Development Ordinance (Native American Economic Development Ordinance is available at www.goNM.biz).

- Provide the following accompanying documentation:
 - Application, policies and procedures for funding projects (funding may include both local and state funding through capital outlay);
 - Sample ordinance for project approval;
 - Sample Public Participation Agreement to pass benefits to projects;
 - Identify the amount of the funds available for economic development activities upon passage of LEDA (10% of general fund); and
 - Explore the passage of the Local Options Gross Receipts Tax (LOGRT); and
 - Describe how the marketing plan (page 12) interfaces with the economic development plan pursuant to LEDA.

6. Complete the Community Profile (Sample profile is available at www.goNM.biz and must be formatted to be posted on the NMEDD website).

- Required information includes:
 - Location;
 - Geography and climate;
 - Demographics;
 - Housing;
 - Labor force;
 - Education;
 - Government;
 - Taxes;
 - Utilities, to include rates and capacity limits;

- Telecommunications (inventory & capabilities of fiber optics, broadband & T1's.)
- Transportation;
- Economic indicators; and real estate;
- Medical services

Mandatory Requirements Continued

7. Develop a marketing plan.

- Required information includes, but is not limited to:
 - Detailed description of proposed media;
 - Detailed description of proposed collateral material;
 - Identify proposed trade shows;
 - Identify proposed consultant visits;
 - Describe anticipated results of the marketing campaign, and how results will be measured and evaluated; and
 - Describe how the plan interfaces with the Economic Development Plan pursuant to the Local Economic Development Act.

8. Create and maintain a website which will be linked to the Department's website.

9. Develop and maintain a training plan for but not limited to: Board training, Employee training, Economic Developer Certification (i.e., ED Basic Course in Silver City), LEDA training, and PRO training.

10. Implement a Local Incentives Package.

- Identify business incentives (such as industrial revenue bonds, local revolving loan funds, local tax credits, etc.).
 - Criteria to determine eligibility;
 - Type of information required to determine financial strength;
 - How will information be verified; and
 - How will investments be protected or recouped.

11. Establish and maintain a PRO Response Process, PRO training, and Tradeshow Participation plan.

12. Pursue the implementation of Business Incubator(s) and Business/Industrial Park(s).

13. Identify and/or establish Entrepreneurial Programs.

Application Information

The electronic version of this document, which includes the Certification Application (Appendix A), is available on the NMEDD website at (www.goNM.biz). Communities should not begin the application process until they have received approval to proceed from their respective CB&RD Representative. Applications will be accepted in either hard copy or electronically.

*(1) Original application (hard copy) should be submitted to:

Judi Sandoval, CCI
NM Economic Development Department
P.O. Box 20003
Santa Fe, NM 87504-5003
(505) 827-0307

Or electronic application should be submitted to Judi Sandoval at:

Judi.sandoval@state.nm.us

Unlimited number of communities may be certified in FY 2013, which begins on July 1, 2012 and ends on June 30, 2013. (Subject to funding availability) Communities that apply and don't qualify will receive assistance from NMEDD and its resource partners to reach certifiable status for the next application cycle.

Members of the Economic Development Department-CCI Review Team will determine communities to be certified. Senior management will be unable to visit communities, so decisions will be based on completion of all application requirements and supporting documentation.

Communities granted certification will be notified by NMEDD and provided with details regarding the official announcement and presentation of award/certificates.

Application Deadline

MUST be received at NMEDD by August 1, 2012, 4:00pm

CCI-CAP

Application Information

The electronic version of this document, which includes the Certification Application (Appendix B), is available on the NMEDD website at www.goNM.biz. Communities should not begin the application process until they have received approval to proceed from their respective CB&RD Representative.

* A copy of the application and rating criteria for Certification is provided in Appendix A of this document.

A limited number of communities may be considered in FY 2013 for the CCI-CAP based on the number of CCI applicants, which begins on July 1, 2012 and ends on June 30, 2013. (Subject to funding available) Communities that apply and are not selected will receive assistance from NMEDD and its resource partners to reach certifiable status for the next application cycle. All other information remains the same as the CCI information above.

MAINTAINING CERTIFICATION

Contractual Obligations

Each year, the Certified Community will need to identify the project(s) it plans to undertake with the grant funds received by NMEDD. (Eligible Projects are listed on Page 6 of this document.) The Community Representative will need to work with its NMEDD Community, Business & Rural Development (CB&RD) Representative to prepare a scope of work to be used in the grant agreement.

Each year, the CAP Community will need to identify the project(s) it plans to undertake with the grant funds received by NMEDD. (Eligible Projects are listed on Page 6 of this document along with the work plan to support the goal of CCI certification) The Community Representative will need to work with its NMEDD Community, Business & Rural Development (CB&RD) Representative to prepare a scope of work to be used in the grant agreement.

Scope of Work – Any *newly* Certified Communities/CAP that receive certification in FY 2013 should submit the scope of work for their grant agreements to their respective CB&RD Representative within 30 days of the community receiving written notice of Certification from NMEDD.

Grant Agreement – Once the scope of work has been reviewed and approved by NMEDD, the Department will prepare the grant agreement and submit to communities for signature. The grant agreement is sent out electronically via e-mail, along with instructions and specific deadlines for signing and returning the grant agreement to NMEDD.

Once the signed grant agreement is received by NMEDD, it will continue through the proper channels until all parties have signed, at which time NMEDD will return a fully-signed copy to the community. The agreement is effective as of the date signed by NMEDD's Cabinet Secretary. The community should not begin work prior to the effective date outlined in the grant agreement.

Requesting Payment – Upon receipt of a fully-signed grant agreement from NMEDD, the Certified Community/CAP can request payment for its grant award by submitting an invoice for payment. The invoice should be dated within the terms of the grant agreement and should be submitted by the deadline outlined in the cover letter that accompanies the grant agreement. (Sample invoice included in Appendix C.)

Deliverable - A final report will be due to the Department on or before **June 30, 2013**. The final report will include the use of the funds; any leveraged funding opportunities, and any job creation numbers or statistics. A template for this report will be sent to all communities via e-mail by December 31, 2012.

NOTE: In order for NMEDD to effectively manage the CCI Program, it is imperative that all established deadlines be adhered to. Failure to meet any of the procedures, requirements and deadlines outlined in this document or through other CCI Program related written or electronic correspondence may result in forfeiture of the grant award, revocation of CCI designation, and permanent disqualification from the CCI Program.

Contacting CB&RD Staff

A map of the CB&RD regions along with e-mail addresses and contact numbers for each CB&RD Representative and other staff members is included on page 18 of this document.

- CB&RD Representatives are available to answer any technical assistance questions pertaining to the CCI Program.
- Judi Sandoval, is the point of contact for any contractual and or invoicing questions, and can be reached at (505) 827-0307 or via e-mail at judi.sandoval@state.nm.us
- Steve Gonzales, Team Leader, is also available to answer questions and can be reached at (505) 827-2642 or via email at steve.gonzales2@state.nm.us

The mailing address for NMEDD is:

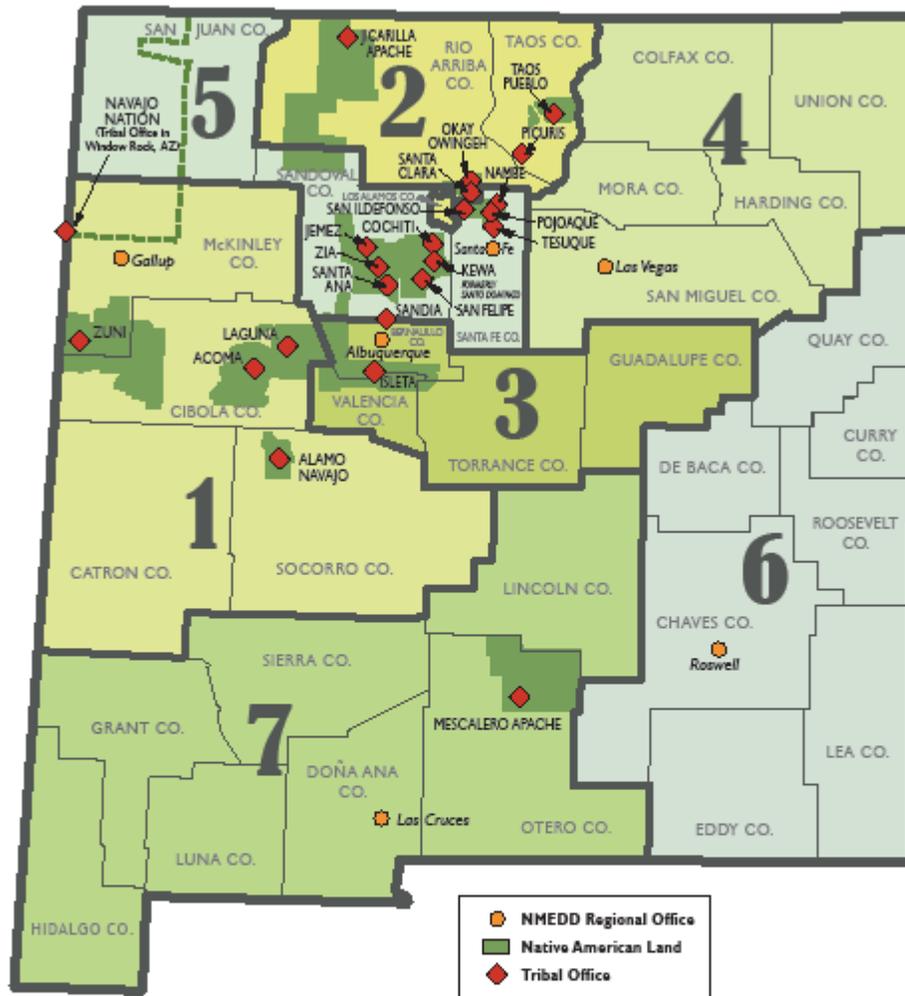
New Mexico Economic Development Department
ATTN: Judi Sandoval, CCI
P. O. Box 20003
Santa Fe, NM 87504-5003

The physical address to be used for overnight delivery is:

New Mexico Economic Development Department
ATTN: Judi Sandoval, CCI
Joseph M. Montoya Bldg.,
1100 St. Francis Drive
Santa Fe, NM 87505-4147

CB&RD Regional Map

Community, Business & Rural Development Team Regions



Region 1: Tim Hagaman
Cell: 505.862.2322 • tim.hagaman@state.nm.us

Region 2: Steve Gonzales
Tel: 505.827.2642 • steve.gonzales2@state.nm.us

Region 3: Kathy McCormick
Cell: 505.670.6320 • kathy.mccormick@state.nm.us
Region 3 includes Rio Rancho

Region 4: Antoinette Vigil
Cell: 505.660.9905 • antoinette.vigil@state.nm.us

Region 5: Nancy Baker
Tel: 505.827.0228 • nancy.baker@state.nm.us

Region 6: Mark Roper
Cell: 575.562.0327 • mark.roper@state.nm.us

Region 7: Steven Montano
Cell: 505.231.3528 • steven.montano@state.nm.us

Tribal Liaison: Steve Gonzales (temp)
Tel: 505.827.2642 • steve.gonzales2@state.nm.us
Liaison to all Native American tribes in New Mexico

Program Manager: Tanya Ortiz
Tel: 505.827.1699 • tanya.ortiz@state.nm.us

GLOSSARY

Community

The definition of community for the purpose of CCI eligibility refers to municipalities, counties, incorporated areas, regional economic development organizations, as well as federally recognized Indian Tribes.

Economic-Base Business

An economic-base business is one that manufactures a product in New Mexico. A business that provides a non-retail service with a minimum of 50% of its revenue coming from a customer base outside of New Mexico is also included. (Note: *Retail activity - supported only for rural areas/communities that have included it in their economic development plan.*)

Regional Economic Development Organizations

Regional economic development organizations will receive additional grant funding as outlined on page six. A regional economic development organization is defined as an organization that serves multiple municipalities, counties, and/or Native American entities through a contractual agreement, joint powers agreement (JPA) or memorandum of understanding (MOU) or the CCI Government Resolution (sample) found in Appendix A-3. Regional applications require a minimum of two communities.

REVIEW AND APPROVAL

On behalf of the Certified Community of _____, my signature below indicates that I have read the CCI Policy and Procedures Manual for FY 2013, and I agree to adhere to the procedures, requirements and deadlines outlined for CCI Certification, Recertification and Maintenance.

I understand that this document supersedes all guidelines issued for any previous fiscal year of the New Mexico Economic Development Department (NMEDD) Certified Communities Initiative (CCI) Program, and that NMEDD reserves the right to make changes to this document as needed in the best interest of the program.

By: _____

Date: _____

Appendix A
Application for Certification

Community Application

OR

Regional Application

**On-line version of the applications and checklists will be
available on JULY 1, 2012**

Appendix A-1

**Certified Communities Initiative Program
(CCI)**

Community Application

The completed application must be returned with the document checklist and supporting documentation, the government resolution and letter of commitment.

_____ hereby formally expresses its desire to
(Name of Community)
participate in the New Mexico Certified Communities Initiative Program.

We understand that the cooperation, assistance and commitment of dedicated individuals within our community, who are willing to volunteer their expertise and time will be required for the implementation of this program.

Date _____

Designated Economic Development Organization _____

Contact Person (Name/Title) _____

Mailing Address _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

E-mail Address _____

Appendix A-1(a)

Certified Communities Initiative Program (CCI)

Regional Application

The completed application must be returned with the document checklist and supporting documentation, the government resolution and letter of commitment.

_____ hereby formally expresses its
desire to

(Name of Economic Development Organization)
participate in the New Mexico Certified Communities Initiative Program.
Application is being made on behalf of the following communities (regional application requires a minimum of two communities):

We understand that the cooperation, assistance and commitment of dedicated individuals within our community, who are willing to volunteer their expertise and time will be required for the implementation of this program.

Date _____

Regional Economic Development Organization _____

Contact Person (Name/Title) _____

Mailing Address _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

E-mail Address _____

Appendix A-2

Certified Communities Initiative Program (CCI)

Document Checklist

- ___ Application (page 21 or 22)
- ___ Letter of Commitment (page 27)

Mandatory Requirements

1. Establish a local economic development organization
 - ___ Government resolution (include copy);
 - ___ Articles of incorporation (include copy);
 - ___ Bylaws (include copy);
 - ___ Designated contact, paid position, at least 32 hours per week (include name, title, address, telephone number, e-mail address); and
 - ___ Officers name, addresses and telephone numbers.

___ A regional economic development organization is defined as an organization that serves multiple municipalities, counties, and/or Native American entities through a contractual agreement, joint powers agreement (JPA) or memorandum of understanding (MOU). Include copies of agreements for each municipality/county.

2. Develop a three-year community business plan (include copy)
 - ___ Community SWOT analysis;
 - ___ Specify industry targets;
 - ___ Specify resources for business development; and
 - ___ Identify incentives.

3. Develop a land and building inventory (include copy)
 - ___ Sites identified by industry; and
 - ___ Specifications and photos for each site.

4. Develop a retention/expansion program (include supporting documentation for each of the following, except the questionnaire)
 - ___ Designate Retention/Expansion Committee;
 - ___ Develop questionnaire;
 - ___ Develop annual visit schedule;
 - ___ Evaluate responses; and
 - ___ Establish follow-up activities.

5. ___ Adopt the Local Economic Development Act (include supporting documentation).
 - ___ Adopt the Native American Economic Development Ordinance (include supporting documentation).
 - Provide the following accompanying documentation:
 - ___ Application, policies and procedures for funding projects (funding may include both local and state funding through capital outlay);
 - ___ Sample ordinance for project approval;
 - ___ Sample Public Participation Agreement to pass benefits to projects;
 - ___ Identify the amount of the funds available for economic development activities upon passage of LEDA (10% of general fund); and
 - ___ Describe how the marketing plan (page 12) interfaces with the economic development plan pursuant to LEDA.

6. Complete the Community Profile (include copy).

7. Develop a marketing plan
 - ___ Detailed description of proposed media;
 - ___ Detailed description of proposed collateral material;

____ Identify proposed trade shows;
____ Identify proposed consultant visits;
____ Describe anticipated results of the marketing campaign, and how results will be measured and evaluated; and
____ Describe how the plan interfaces with the Economic Development Plan pursuant to the Local Economic Development Act (page 11).

8. ____ Create and maintain a website which will be linked to the Department's website.

9. ____ Develop and maintain a training plan for but not limited to: Board training, Employee training, and Economic Developer Certification (i.e., ED Basic Course in Silver City), LEDA training, and PRO training.

10. ____ Implement a Local Incentives Package.

- Identify business incentives (such as industrial revenue bonds, local revolving loan funds, local tax credits, etc.).
 - Criteria to determine eligibility;
 - Type of information required to determine financial strength;
 - How will information be verified; and
 - How will investments be protected or recouped.

11. ____ Establish and maintain a PRO Response Process, PRO training, and Tradeshow Participation plan.

12. ____ Pursue the implementation of Business Incubator(s) and/or Business/Industrial Park(s).

13. ____ Identify and/or establish Entrepreneurial Programs.

Comments:

Appendix A-3

**Certified Communities Initiative Program
(CCI)**

Government Resolution

The City Council/County Commission/Tribal Governing Authority of (name of community, New Mexico, hereby resolves to endorse the (name of organization) as the sponsoring organization for (name of community), New Mexico, in the New Mexico Certified Communities Initiative and Authorizes it to enter the program on behalf of the community. The City Council/County Commission/Tribal Governing Authority also hereby establishes as a goal of its members the improvement of the (name of community), New Mexico, to the level of the New Mexico Certified Communities Initiative. The City Council/County Commission/Tribal Governing Authority pledges its full support and participation in cooperation with (name of organization) in the attainment of this goal.

Passed and adopted this (day) of (month), (year).

Signature: _____
(Mayor/County Commission Chairperson/Tribal Governing Authority)

Signature: _____
(Economic Development Designee)

Appendix A-4

**Certified Communities Initiative Program
(CCI)**

Letter of Commitment

(Name of community) wishes to participate in the New Mexico Certified Communities Initiative Program (CCI). The leadership of this community fully realizes that program certification requires a dedicated effort. By making application to this program, we commit to becoming a designated CCI.

Signature: _____ Date: _____
(Economic Development Designee)

Address

Telephone

Signature: _____ Date: _____
(Mayor/County Commission Chairperson/Tribal Governing Authority)

Address

Telephone

Appendix A-5

Certified Communities Initiative Program (CCI)

Rating Criteria

The Certified Communities Initiative (CCI) requires completion of all mandatory requirements, and will be rated on the following system of Meets or Does Not Meet.

Mandatory Requirements

1. Establish a local economic development organization
Meets _____ Does not meet _____
2. Develop a *three*-year community based economic development plan
Meets _____ Does not meet _____
3. Develop a land and building inventory
Meets _____ Does not meet _____
4. Develop a Retention/Expansion Program
Meets _____ Does not meet _____
5. Adopt the Local Economic Development Act (LEDA)
Meets _____ Does not meet _____
6. Complete the Community Profile
Meets _____ Does not meet _____

7. Develop a marketing plan
Meets _____ Does not meet_____
8. Create and maintain a website
Meets _____ Does not meet_____
9. Develop and maintain a training plan for but not limited to: Board training, Employee training, Economic Developer Certification (i.e., ED Course in Silver City), LEDA training, and PRO training.
Meets _____ Does not meet_____
10. Implement a Local Incentives Package.
Meets _____ Does not meet_____
11. Establish and maintain a PRO Response Process, PRO training, and Tradeshow Participation plan.
Meets _____ Does not meet_____
12. Pursue the implementation of Business Incubator(s) and /or Business/Industrial Park(s).
Meets _____ Does not meet_____
13. Identify and/or establish Entrepreneurial Programs.
Meets _____ Does not meet_____

Application must meet all requirements.

Appendix B-1

Application for CCI-Capacity Assistance Phase

CCI – Capacity Assistance Phase (CCI-CAP)

Application

The completed application must be returned with the document checklist and supporting documentation, the government resolution and letter of commitment.

_____ hereby formally expresses its desire to
(Name of Community)
participate in the New Mexico Certified Communities Initiative Program.

We understand that the cooperation, assistance and commitment of dedicated individuals within our community, who are willing to volunteer their expertise and time will be required for the implementation of this program.

Date _____

Designated Economic Development Organization _____

_____ Regional Economic Development Organization Yes () No ()

Community(s) _____

_____ Contact Person (Name/Title) _____

Mailing Address _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

E-mail Address _____

CCI-CAP Application

The Certified Communities Initiative (CCI) requires completion of all mandatory requirements. Application for the CAP program requires that all mandatory requirements be self assessed in the rating of the following system of Meets or Does Not Meet. Selection of a “Does not meet” will require a plan of action to reach the status of meets.

Mandatory Requirements

1. Establish a local economic development organization and identify a paid position (minimum of part-time, 20 hours per week) that will be working on economic development on behalf of the community or regional entity.

Meets _____ Does not meet _____

2. Develop a *three*-year community based economic development plan

Meets _____ Does not meet _____

3. Develop a land and building inventory

Meets _____ Does not meet _____

4. Develop a Retention/Expansion Program

Meets _____ Does not meet _____

5. Adopt the Local Economic Development Act (LEDA)

Meets _____ Does not meet _____

6. Complete the Community Profile

Meets _____ Does not meet _____

7. Develop a marketing plan

Meets _____ Does not meet_____

8. Create and maintain a website

Meets _____ Does not meet_____

9. Develop and maintain a training plan for but not limited to: Board training, Employee training, and Economic Developer Certification.

Meets _____ Does not meet_____

10. Implement a Local Incentives Package.

Meets _____ Does not meet_____

11. Establish and maintain a PRO Response Process, PRO training, and Tradeshow Participation plan.

Meets _____ Does not meet_____

12. Pursue the implementation of Business Incubator(s) and/or Business/Industrial Park(s).

Meets _____ Does not meet_____

13. Identify and/or establish Entrepreneurial Programs.

Meets _____ Does not meet_____

Application must address all requirements. Requirements that do not meet the application criteria will require a plan of action. The plan of action will be the base for the scope of work that will allow NMEDD funding to assist with the capacity building.

Applicants for the CCI-CAP program will be required to work with their assigned Regional Representative to maintain a work plan to reach the goal of CCI application.

Requirements identified as “Meets” are required to be available to the Regional Representative or NMEDD at any time as proof of eligibility.

Deliverable - A final report will be due to the Department on or before **June 30, 2013**. The report will include the progress of the applicant towards reaching the goal of CCI application.

NOTE: In order for NMEDD to effectively manage the CCI Program (including CCI-CAP), it is imperative that all established deadlines be adhered to. Failure to meet any of the procedures, requirements and deadlines outlined in this document or through other CCI Program related written or electronic correspondence may result in forfeiture of the grant award, revocation of CCI designation, and permanent disqualification from the CCI Program.

Appendix C-1

Sample Invoice

Las Vegas San Miguel Economic Dev. Corp
 PO Box 85
 614 8th St
 Las Vegas, NM 87701
 (505) 454-0739

Invoice No. 12010

Date: January 4, 20XX

SAMPLE SAMPLE SAMPLE

State of NM CCI
 NM Economic Dev. Dept.
 ATTN: Steve Gonzales
 P. O. Box 20003
 Santa Fe, NM 87504-5003

DESCRIPTION		AMOUNT
Grant # 13-419-CCI-XXXX Las Vegas San Miguel Economic Development Corporation (EDC) Will retain the services of a professional grant writer with the express objective to search, apply and co-administer grant awards targeted for but not limited to economic development analysis, infrastructure improvements, land acquisition, etc.		\$000.00
	TOTAL	\$000.00

