

## EDD News

June 2018

### June is National Dairy Month



There are nearly 10 million dairy cows in the U.S. According to the USDA National Agricultural Statistics Service (NASS), New Mexico was home to 332,000 dairy cows in January 2018. New Mexico cows are apparently happy cows, because they produce at the highest level.

Nationally, milk production per cow has been on the increase for the last 20 years. New Mexico is among the top 3 states for pounds of milk produced per cow, with Arizona and Colorado. The states with the strongest growth in total milk production between January 2017 and 2018 were Colorado, Utah, Texas and New Mexico. [www.nass.usda.gov](http://www.nass.usda.gov)

Without dairy, we'd have no cheese. Without cheese, we'd have no red chile cheese enchiladas... no green chile pizza... no queso. Thank goodness for dairy and cheese. We're celebrating National Dairy Month and National Cheese Day because New Mexico is one of the cheesiest states in America. New Mexico is ranked 5th for cheese production in the nation according to [www.nmdairy.org](http://www.nmdairy.org).

[NMSU's Dairy Extension](#) program touts the impact of this important industry: the total economic impact of the dairy industry to the State of New Mexico is \$1.8 billion (2014). Of the 7 billion pounds of milk produced each year, most of it is processed into cheese and whey products that are shipped internationally.

According to the [Dairy Producers of New Mexico](#), NM has the largest average herd size in the nation. New Mexico has 150 different dairies, mostly in Roosevelt and Chaves counties, and more than 4,221 people are employed by the dairy industry.

NMEDD supports several cheese plants with the [JTIP](#) and [LEDA](#) programs in order to create jobs and invest in our state's infrastructure.

#### [Tucumcari Mountain Cheese Factory](#), Tucumcari

- Produces 6 million pounds of Feta (Ithaki brand) per year (20,000 pounds per day)
- Other cheeses the company makes: Ricotta, Cheddar, Monterey Jack, Edam, Gouda, Asiago, Romano and Asadero
- LEDA investment of \$200,000 in 2015

#### [Southwest Cheese](#), Clovis

- State-of-the-art facility that reduces waste by up to 90%
- Employs over 400 people
- Processes over 3.8 billion

pounds of milk, and produces in excess of 388 million pounds of superior block cheese and 29.1 million pounds of high value-added whey protein powders each year

- LEDA investment of \$350,000 in 2016
- JTIP commitment in 2017 and 2018 of \$538,156



#### [Leprino Foods](#), Roswell

- The world's largest producer of mozzarella
- Sells their mozzarella to over 40 countries around the world without losing quality
- Employs nearly 600 people
- Innovative water recycling model
- LEDA investment of \$200,000 in 2018

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## CSI Plans to Hire 120 Employees in Santa Teresa



This month, Governor Susana Martinez joined local officials and Corrugated Synergies International (CSI) executives to celebrate the grand opening of CSI's new Santa Teresa facility. CSI is headquartered in Renton, Washington and is an innovative leader in sheet feeding to the corrugated cardboard industry.

In addition to creating 120 new jobs, CSI will invest more than \$31 million towards infrastructure, production equipment, and the renovation of their new facility. This was a competitive project - New Mexico beat out Nevada for the expansion.

John Perullo, President/CEO, said CSI appreciates the warm welcome and they are proud to be in New Mexico. [Learn more about CSI.](#)

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## Descartes Labs Gives Back

[Descartes Labs](#) is a revolutionary company that is building a data refinery for satellite imagery. They developed artificial intelligence technology that analyzes petabytes of data from thousands of global satellites.

This month, CEO Mark Johnson urged his twitter followers to donate time or money to [The Food Depot](#), Northern New Mexico's Food Bank that serves 9 counties. Staff from Descartes volunteered to prepare food to distribute to hungry families.

Additionally, Caitlin Kontgis, of



Photo: [@philosophygeek](#)

Descartes, tweeted they donated 17 new Chromebooks to [Girls Inc.](#) in Santa Fe to support their coding program. Descartes was thrilled to "help inspire the next generation of women in tech!"

This young company has been busy! Descartes Labs celebrated a huge success this month: [The Wall Street Journal](#) selected them as one of "25 Emerging Tech Companies to Watch!" The WSJ identifies companies that show signs of becoming emerging leaders in the tech industry.

EDD is proud to support Descartes with LEDA and JTIP. Learn more about Descartes Labs on our Case Study page: <https://gonm.biz/why-new-mexico/case-studies/descartes-labs>.

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## New Mexico Arts Commission Endorses Three New Start-Up Arts & Cultural Districts

The New Mexico Arts Commission recently endorsed three new Start-Up Arts & Cultural District programs: Carlsbad, Corrales, and Farmington. The program creates positive economic impact to districts that identify arts and history, artists, arts entrepreneurs, creative industries, and cultural facilities, as key assets of their community revitalization efforts. Selected districts need to demonstrate the creative and cultural assets of the district, cultural planning and development, organizational capacity, and branding and marketing of the district including destination development.

"The Arts Commission is pleased to endorse Carlsbad, Corrales, and Farmington as new Start-Up Arts & Cultural Districts to promote arts and culture, which helps to vitalize New Mexico communities, and serves to cultivate these important economic and tourism drivers," said Arts Commission Chair Sherry Davis of Santa Fe.

State-authorized Arts & Cultural Districts receive incentives such as assistance with developing cultural plans and enhanced historic tax credits for the rehabilitation of historic structures within the district. The first two pilot districts were authorized in 2008, with additional communities added in 2014. New Mexico now boasts a network of 11 Arts & Cultural Districts. The Arts & Cultural Districts Program is a joint effort of several state agencies and private entities including the Economic Development Department, New Mexico MainStreet, Department of Cultural Affairs divisions: New Mexico Arts and Historic Preservation, and the McCune Charitable Foundation.

**The Carlsbad Arts & Cultural District** has applied as an artisan/arts district and is home to private and cooperative galleries, businesses that provide hands-on training for artists including quilt-making, sewing and painting, as well as the City of

Carlsbad Halagueno Arts Park (outdoor performance space and sculpture park), and the Carlsbad Museum. The area will also serve as an entertainment district with several live music venues, including Lucky Bull Restaurant and Tap Room, Yellow Brix Restaurant, and Milton's Brewery. The vision for the district includes plans for the rehabilitation of the Cavern Theater to serve as a venue for film and simulcasts of live performances. Local entrepreneurs have plans to repurpose the old Odd Fellows Hall into a coffee house, bistro and event space.

**The Corrales Arts & Cultural District** is a proposed artisan district that aligns with the existing Corrales Business District and Corrales Road Scenic Byway. The district is linked directly to a Cultural Compound that includes the historic San Ysidro Church and Casa San Ysidro Museum. The district features 25 local organizations and businesses that support and/or conduct arts events. Corrales is featured in the New Mexico Collector's Guide; the community presents an annual Fine Arts and Crafts show and the Music in Corrales concert series. The village hosts the Corrales Arts and Studio Tour that includes 135 artists. Other major arts events include Art in the Park, Makers' Market, an Art Fair during Harvest Fest, and the seasonal Holiday Art Fest. The vision for the district is anchored in the unique rural/agricultural heritage of the village that draws visitors to the area.

**The Farmington Arts & Cultural District** is a proposed artisan district that overlaps with the Farmington Historic Downtown Commercial District and is located in an area the Navajos named "Totah," meaning, "Three Waters," where the Animas, San Juan, and La Plata rivers converge to the south and west of the district. The district focuses mainly on Main Street and Broadway, with more than 100 commercial buildings with storefronts oriented to the street and continuous shared side walls. The downtown district contains an eclectic mix of galleries, one-of-a-kind shared side walls, locally-owned retail stores, restaurants, and salons, and includes Red Apple Transit Stops. A city park is located at the "Heart" of the district, along with the E3 Children's Museum, Farmington Civic Center, and the Navajo Art and Culture Museum. In total, the district's 100+ plus properties represent a coherent record of the development of a regional marketing center for the San Juan agricultural valley dating from 1906 through 1956. Architectural styles and building typologies trace the path and pattern of market center development from railroad-era growth, 1906-1923, to the oil and gas economic boom of the 1950s. The corridor formed by these structures, jammed tight along both sides of the sidewalk defines the street wall.

In addition, the Arts Commission has approved the expansion of Los Alamos Creative District's boundaries to include the Real Deal Theater and the Los Alamos Nature Center, recognizing the community's efforts to include these important cultural facilities as part of their overall Creative District.

Each community will receive a one-day Readiness Assessment, made up of interagency partners of the State Council, to identify goals and benchmarks during the start-up process. The process includes developing a Cultural Plan for the district, adopted by the Coordinating Council and local Governing Body. The designated start-up process lasts 12-18 months.

For more information about the [New Mexico Arts & Cultural District Program](#), contact Rich Williams, State Coordinator, 505-827-0168 or [rich.williams@state.nm.us](mailto:rich.williams@state.nm.us).

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## CEP Actively Enrolling Lenders and Projects

Small businesses often struggle to meet collateral requirements from lenders when

trying to secure a business loan. We want to help make it easier!

The New Mexico Credit Enhancement Program can help cover shortfalls in collateral for small business loans (up to \$250,000). We are actively looking for projects and lenders interested in participating.

What is it?

- The NMEDD can pledge a certificate of deposit in a lending institution to cover collateral shortfall of a commercial loan to enable financing that otherwise might not be available to a small business.
- Preference is given to business owners who are women, veterans or other socially disadvantaged groups in rural areas who are creating jobs.
- Eligible business applicants can be in start-up or expansion phases.
- Eligible loan uses can include but are not limited to the following: tangible or intangible asset purchase, startup costs, working capital, franchise fees, equipment and inventory.

CEP Process:

1. Lender enrolls in the program
2. Lender and borrower submit application to NMEDD
3. Application is reviewed by NMEDD review team
4. Lender underwrites loan
5. NMEDD funds CD to collateralize loan

Find more information and enrollment documents [here](#). Contact Johanna Nelson, 505-827-0264 or [Johanna.nelson@state.nm.us](mailto:Johanna.nelson@state.nm.us) with questions.

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## Throwback: Second Street Brewery



*Photo: [Second Street Rufina](#)*

This time [last year](#), Second Street Brewery announced they were investing \$1.8 million in expanding their operations, creating at least 5 new manufacturing jobs and 30 service jobs. With the help of LEDA, they were able to complete the production, brewing, and packaging area of their new taproom and brewery on Rufina.

The LEDA funds (\$100,000) went to construction & infrastructure of the

rear of the building, all activities associated with the expanded production operations. The tap room is in the front and occupies about a quarter of the total facility.

The [Rufina Taproom](#) (their third location) opened last August and business is booming! Second Street regularly hosts events, concerts, benefits and more for the community.

According to Second Street, they had a company record-breaking weekend this month with their Crab and Pilsner Festival! Additionally, "production brewing and the distribution program is up and running and doing great! Second Street brews can be found in Albuquerque, Santa Fe and will be available in Taos soon. Canning production will begin in early fall." They are proud to welcome new staff and have a vision of reaching more markets. Cheers!

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# Someone's in EDC's La Cocina Commercial Kitchen

A delightful smell of sun-ripened raspberries wafts through La Cocina Commercial Kitchen on Luna Community College's campus in Las Vegas. All one has to do is follow their nose to find Pam Abreu, her son Adrian, and sister-in-law Denise Abreu totally concentrated on the task at hand: the commercial production of raspberry jam and topping for La Cueva Farm (formerly Salman Ranch).

Pam is the first commercial producer in the newly opened La Cocina Commercial Kitchen. Pam lives in Las Vegas, and was traveling to Taos to produce for La Cueva Farm. Having the Commercial Kitchen just a few miles from home makes things much simpler and easier for the production of La Cueva Farm jam and topping, which is sold locally and shipped world-wide.

Raspberries are grown at the farm and harvested daily during the season, typically mid-August through mid-October, and frozen for later use. The frozen buckets of raspberries are thawed and measured into large cooking pots where sugar and pectin are added. Working together, Pam and her helpers take turns stirring the jam pots, checking the temperatures, and as soon as it reaches the proper temperature they carefully pour the jam into jars, seal them, label them, and load the cases for delivery to the farm.

Pam says "we look forward to sharing the space with other entrepreneurs as they decide to use the kitchen to prepare treats for the Las Vegas community."

The Commercial Kitchen is available for entrepreneurs to rent for \$15/hour (with approved state licensing and insurance). Freezer storage, refrigerators and dry storage/rolling cart space is also available for a nominal charge. The fee schedule has been simplified to be accessible and affordable.

The Las Vegas San Miguel County Economic Development Corporation ([EDC](#)) is grateful for the sponsorship of La Cocina Commercial Kitchen from Luna Community College, and through generous grants from Siete del Norte and PNM.

### **For a tour of the Kitchen:**

Stop by the EDC office at 1103 National Ave, Las Vegas, NM 87701 and ask for Susan Burns or call (505) 454-3482. [lvsmecon.org](http://lvsmecon.org).

## Upcoming Events

### **Bond Financing 101 Webinar**

Tuesday, June 26

9:00 a.m. - 10:30 a.m.

This webinar, featuring Toby Rittner, President & CEO of the Council of Development Finance Agencies (CDFA), will provide an in-depth look at governmental and qualified private activity bonds, with a focus on industrial development bonds (IDBs), 501(c)(3) non-profit bonds, exempt facility bonds, and other special bond programs authorized by the federal government. [Register for the webinar here.](#)

### **NM Film Office Speaker Series: The NM Film Incentive-Getting Started**

June 27

Leslie Fleming-Mitchell will walk you through how and when to start your paperwork

for the New Mexico Tax Incentive starting with the registration process. This topic is a must for anyone thinking about producing a film in New Mexico. [Register now.](#)

### **Apply for free technical assistance from Smart Growth America**

Application Deadline: June 29

In partnership with the U.S. Economic Development Administration and Recast City, Smart Growth America is offering free technical assistance to community leaders interested in using small-scale manufacturing to help revitalize a downtown or neighborhood and create economic opportunity. [Learn more.](#)

### **Investing in Opportunity Act - Request for Letters of Inquiry**

Deadline: July 16

The Kresge Foundation and The Rockefeller Foundation have partnered to request letters of inquiry from prospective fund managers around investments and investment strategies that create wealth, assets and opportunity in low-income communities, based on the federal Investing in Opportunity Act. This is a call for LOIs only; the foundations have made no formal financial commitment at this time. [Learn more.](#)

### **NM Film Office Speaker Series: Breaking into Background Work in New Mexico with Bobbie Shelton**

July 25

Get involved in the film industry by doing background work on New Mexico film and television productions! [Learn more.](#)

### **FUNDIT Webinar: Exploring USDA's Funding Programs for Economic Development and Infrastructure Projects**

July 26

USDA will discuss funding programs for economic development and infrastructure projects. [Register here.](#)

### **New Mexico Economic Development Course (NMEDC), Silver City**

July 22-26

Do you dread strategic planning? Does your marketing program leave you feeling insecure? At the 2018 NMEDC students will take a New Mexico community from a vision, through a strategic planning process, to a project. These "case studies" begin on Sunday and continue through the week, along with the required classwork. The topic you learn in class will be applied to the case study in the afternoon. Join us in Silver City and tune up your skills or begin your journey to your CEcD. [Learn more.](#)

### **Rural Efficient Business Program Workshop, Clovis**

Tuesday, August 7

10 a.m. - 12 p.m.

The NM Economic Development Department (EDD) is teaming up with the NM Energy, Minerals and Natural Resource's Energy Conservation and Management Division (ECMD) and the USDA to help rural, small businesses and agricultural producers reduce their energy consumption and increase their profits. [Learn more & register.](#)

### **MainStreet Event & Project Management Training**

August 8

8:00-11:30 am (in advance of the Summer Network Leadership Meeting in Raton)

### **Arts & Cultural District Network Meeting, Raton**

August 8

### **New Mexico MainStreet Summer Network Leadership Meeting, Raton**

August 8-10

## **2018 MainStreet Awards at the Shuler Theater in Raton**

August 9

### **FUNDIT Application Deadline**

August 24

FUNDIT was created to assist communities in accessing financing from a group of agencies simultaneously. This collaboration saves time and duplication, improves the effectiveness of project review and support, and ensures strategic investments with public resources. [Learn more.](#)

### **Next FUNDIT Meeting**

September 4

1:30 - 3:30 p.m.

North Central NM Economic Development District Office. [Learn more.](#)

### **MainStreet Volunteer Development Training**

October 17

8:00-11:30 am (in advance of the Fall Network Leadership Meeting in Silver City)

### **New Mexico MainStreet Fall Network Leadership Meeting, Silver City**

October 17-19

New Mexico Economic Development Department  
(505) 827-0300 [edd.info@state.nm.us](mailto:edd.info@state.nm.us)  
[gonm.biz](http://gonm.biz)

