

NEW MEXICO

ECONOMIC DEVELOPMENT

EDD Newsletter - Fall 2019

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Visit our Website

Department News

Check out our new video!



NMEDD Receives 2019 CiCi Award for Promoting Industry Development

New Mexico Economic Development Department (NMEDD) has been awarded a 2019 CiCi (Corporate Investment and Community Impact) Award from Due North Consulting, Inc., publishers of Trade & Industry Development Magazine.

This annual awards program recognizes corporate locations and investments with a focus on both the company investing in the community and the economic developers responsible for securing that investment.



NMEDD won this award for it's work in securing a partnership with Netflix. According to their website, "Netflix's new U.S. production hub in New Mexico is a \$1 billion, 1,000-job investment and involves the purchase of a world-class studio in Albuquerque, continuing the 120-year history of film-making in that state and helping to expand training for workers in the film industry."

NMEDD's Rural & Small Business Strategy Conference

EDD held its first Rural & Small Business Strategy Conference in over a decade. Convening on Sept 26 and 27, participants were treated to a number of presentations in hopes to both inform and kick off a broader conversation about strategies for building wealth in rural New Mexico.

Thursday's lunch gave many of the state's Cabinet Secretaries a chance to highlight some of the work their department is doing, which was a wonderful testament to how all of the state agencies are working toward the same goals and have enjoyed enormous collaboration recently.

Friday morning's breakfast featured the signing of the Economic Development Department/Small Business Alliance strategic alliance memorandum (SAM).

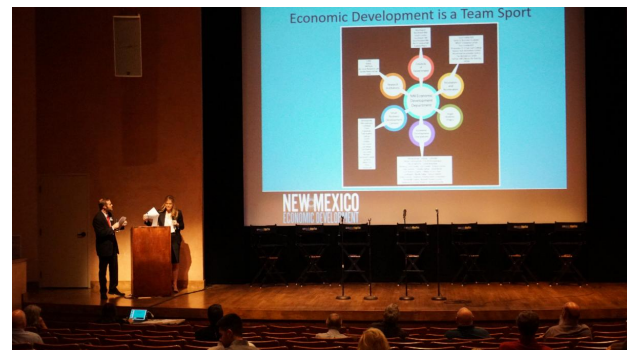
If you would like to see the powerpoint presentations from the conference, or view a pdf version of the comprehensive Toolbox publication specific to NM small businesses, you can find it on our website by [clicking here](#).

We are already planning our event for next year. Please let us know what topics you would like us to cover.

Special thanks to the New Mexico Partnership for its sponsorship, the National Hispanic Cultural Center for hosting us, department secretaries who shared their vision, and all of the wonderful speakers and attendees at the Rural & Small Business Strategy Conference, who made this an informative and interactive event.

The Rural & Small Business Strategy Conference was the second major event sponsored by the agency in August-September. Finance Department's Johanna Nelson and Economist Ryan Eustice led the organizing effort for a statewide forum on Opportunity Zone (OZ) financing and investments.

The Albuquerque event was attended by more than 160 people. For more information on Opportunity Zones go to the newly created website and resource guide, www.nmopportunity.com



New Outdoor Recreation Division Kicked Into High Gear



Click on the image above to hear the radio interview

The dynamic duo at the Outdoor Recreation Division is busy traveling around New Mexico and meeting local government officials, lawmakers, and those in the industry.

Axie Navas and Peter Mitchell traveled to Silver City for a conference on outdoor economics and then to Utah where Navas signed a multi-state accord, on behalf of Gov. Michelle Lujan Grisham, that affirms New Mexico's commitment to both recreation and conservation.

The Office of Outdoor Recreation has also launched a new Twitter feed #NMOOutdoor and is working on a revamped website and other social media engagement.

Navas and Mitchell have appointed a diverse advisory panel and are preparing for the upcoming 2020 Legislature.

Economic Division Director Meets with The Japan Times



Mark Roper, Director of the EDD Economic Development Division, recently met with the editorial staff of The Japan Times which is publishing a special section on America's Southwest with a focus on innovation.

The newspaper has 250,000 print subscribers and a monthly on-line reach of over 8 million. The Japan Times was especially impressed with Spaceport America and the fact that New Mexico is leading the way in many areas of

manufacturing innovation.

Frances Pacheco, project director for the publication, said Japanese manufacturers are looking to non-traditional areas of the United States to expand and especially like the Southwest because of the abundance of land.

Pacheco said Japanese culture still values the importance of personal relationships and face-to-face meetings.

EDD Presents Best Practice Award to NM Dept of Veteran's Services

The 24th Annual NMIFC (NM Infrastructure Conference) Best Practice Award in Economic Development was awarded by



the EDD to the NM Department of Veteran's Services for their work on the Vietnam Veterans Memorial Wall project.

The purpose of the awards is to highlight a project where innovative solutions were implemented incorporating community-wide solutions and participation.

The Vietnam Veterans Memorial State Park was the first major Vietnam memorial in the U.S. It is currently the only state park dedicated exclusively to veterans of the Vietnam War. Located off U.S. Hwy 64 in Angel Fire, the Memorial was begun by Victor and Jeanne Westphall, the grief-stricken parents of Marine First Lieutenant David Westphall, who was among 16 young men in his unit killed in an

ambush on May 22, 1968 in Vietnam. The Westphalls used their son's insurance policies to begin construction of the Peace and Brotherhood Chapel, with support from the Disabled American Veterans. The Memorial was dedicated on May 22, 1971 and at the time of its construction the site received national media attention and helped inspire the establishment of the Vietnam Veterans Memorial in Washington, D.C. In 1987. The U.S. Congress recognized the Disabled American Veterans Vietnam Veterans National Memorial as "a memorial of national significance".



PROPOSED MEMORIAL WALL AT THE VIETNAM VETERANS MEMORIAL ANGEL FIRE, NEW MEXICO

HUITT-ZOLLARS
ADVANCE DESIGN
MARCH 2019

Since the dedication, the memorial has hosted hundreds of thousands of visitors, and draws over 50,000 visitors annually. With the addition of the Vietnam Veterans Memorial Wall, a half scale replica of the Washington D.C. Vietnam Memorial Wall, with panels containing the 58,320 names of service members killed in action, including the 401 names of New Mexico citizens, it has the potential to increase the number of annual visitors significantly. At a cost of approximately \$300,000, the wall is being financed by the private fundraising efforts of Vietnam Veterans of America, Northern New Mexico Chapter 996.

This project will compliment a \$3,215,000 State Veterans Cemetery currently under construction and is also supported by \$900,000 capital outlay request by the Department of Veterans Services for lighted sidewalks with safety railing, signage and ADA compliant sidewalks to provide total access and enhanced experience to all visitors.

When completed, the complex will significantly increase Tourism to the area which is expected to impact outdoor recreation and other economic development outcomes.

Johanna Nelson to Present at the CDFA Conference Toward Fellowship



EDD Secretary Alicia J. Keyes and Johanna Nelson, EDD Finance Development Specialist at the OZ Forum, 8/27/19

For the past year, Johanna Nelson, EDD Finance Development Specialist, has participated in the CDFA Franzini Fellowship. Throughout the year the group of fellows have studied topics within development finance such as bond financing, tax increment finance, new markets tax credit, and other tools to help businesses and communities access capital. The group has developed a mentorship model to aide, support and connect women in development finance as their capstone project. Johanna, along with the 3 other women fellows from CT, NY and TX will present their work at the national annual CDFA Conference on November 5 in Tampa Florida.

The Caren S. Franzini Fellowship was created to build leadership positions for women in the field of development finance and to inspire them to embody Caren's spirit and professionalism. Franzini Fellows collaborate on a project of significance to the development finance industry and present it to a national audience. Their work will showcase expertise in this field and the power of women-led initiatives.

Learn more: [Information about CDFA...](#) | [Original press release...](#)

EDD Considers New Logo Design

EDD has been through a few different logo designs in the past decade, but none of these seemed to convey the serious nature of work we do.

Several different designs ideas have been considered and the one theme that has stood out is that the logo should be easy to recognize, appeal to the unique and diverse N.M. economy, and be clear that we are an agent for the entire state. By putting forward the EDD acronym, we also become more recognizable when we refer to ourselves in that way.

The addition of the state seal, and an "EDD" forward design, we hope will fulfill these criteria. Here is the most recent iteration of the newly designed logo. The design below is still only a draft version. Once the final design is complete, we will send a press release and it will be available to those who need it.



The average wage of all trainee positions approved is \$27.26 per hour. The state will invest a total of \$598,661 in the following companies:

1. Carenet Healthcare Services, Albuquerque (45 trainees)
2. Eagle Automation, Carlsbad (12 trainees)
3. Flow Science Inc., Santa Fe (5 trainees)
4. Splitter Designs, Taos (2 trainees)
5. The Verdes Foundation, Albuquerque (3 trainees)
6. UbiQD, Inc., Los Alamos (2 trainees plus 1 paid intern)

Collateral Assistance Program (CAP) - Submit Your Project Now

We are currently accepting projects into the Collateral Assistance Program.

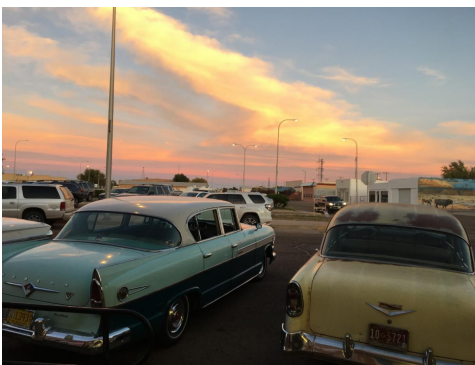
Recently funded projects include:

- Lazy Dog Billiards-Las Cruces
- Whoo's Donuts-Santa Fe
- Mountain Montessori- Ruidoso
- Bandolero Brewery-Clovis
- Moyachun Trading Company-Zuni Pueblo

[Learn more or apply now](#)

MainStreet News

NMMS Fall Meeting Updates



Thanks to Tucumcari MainStreet for hosting the NMMS Fall Meeting!

New Mexico MainStreet held its Leadership Network meeting on Economic Vitality in Tucumcari, October 16-18.

Tucumcari MainStreet's team worked very hard to help organize the meeting's logistics and welcome the entire network. NMMS would like to give them a shout out and thank them for their generous hospitality & hard work!



Highlights from the meeting:

- Santa Rosa graduated from the accelerator program and is an accredited MainStreet community.
- New Mexico MainStreet certified two Executive Directors: Matt from Ruidoso and Mara from Lovington.
- Tucumcari MainStreet hosted an "Art in the Park" event for the community.

- The historic Odeon Theatre hosted a film screening fundraiser for their neon restoration project.
- Tucumcari MainStreet and Mesalands Community College partnered to have art students decorate unused downtown storefronts with their art. This collaboration is new and they will continue to work together because “art betters the community and local businesses.”
- Tucumcari MainStreet had four inquiries to rent the train depot baggage room for events -- evidence that NMMS meetings make an impact on the local economy.
- Participants at the meeting tested Tucumcari’s beta App “Tucumcari Story Trail.”
- Fast TV Network spoke with participants about their series “[Legends of Route 66](#),” which highlighted Tucumcari and Route 66.



Union Pacific Railroad Foundation Awards Grants to Alamogordo and Deming



Union Pacific's Community Ties Giving Program awarded Alamogordo MainStreet and Deming Luna County MainStreet \$20,000.

According to Union Pacific’s [press release](#), “these grants primarily provide funding in Union Pacific’s priority cause areas: safety, workforce development, and community spaces, while a smaller portion is allocated to assist communities with local needs.”

Deming Luna County MainStreet will use the funds for the Leyendecker lighting project at the Leyendecker Plaza in Downtown Deming. According to the [Deming Headlight](#), Union Pacific “has provided grant money to the Deming downtown revitalization programs for the past three years, including funds to help create the Arts Park in downtown Deming back in 2016.”

Alamogordo MainStreet will use the funds to create an informational and attractive public space within the existing Union Pacific-owned median property in the middle of 10th Street between Railroad Avenue and Eddy Drive. This project will pay tribute to Alamogordo’s railroad history through landscaping, minor tower maintenance, informational signage, MainStreet district wayfinding/walking map, and lighting.



Photosimulation of the refurbished water tower landmark (with LED lighting) at the west end of 10th Street.

Santa Rosa MainStreet Accreditation

Santa Rosa MainStreet has graduated from the MainStreet Accelerator program and is now an accredited New Mexico MainStreet community!

Santa Rosa was initially designated as a MainStreet community in 2006. Those initial efforts were not sustained, but the community reentered the network as a



Frontier Community initiative of the New Mexico MainStreet Program from 2015-2017. During that time, the community completed the Metropolitan Redevelopment Area (MRA) Revitalization Plan and provided support to the county for the renovation of the historic Pecos Theater in the heart of the downtown district which reopened in August of this year.

Santa Rosa MainStreet embarked on a number of projects to help revitalize their district including: completing a comprehensive economic analysis that helped clarify the boundaries of the core MainStreet district within the city-

adopted MRA; providing business development consultations to local entrepreneurs and prospective downtown business owners; implementing three façade improvement projects on downtown buildings; installing a mural project on Historic Route 66 by acclaimed muralist Doug Quarles; establishing an annual Valentine's Day fundraiser to generate resources for operations and projects; and initiating long-term planning and development of Economic Transformation Strategies.

Learn more about New Mexico MainStreet at www.nmmainstreet.org.

New Mexico MainStreet Upcoming Events

- Día de los Muertos Alamogordo – November 2
- Raton Festival of Lights – November 29
- Small Business Saturday – November 30
- Lighted Christmas Parade, Silver City – November 30
- projectY cowork Small Business Saturday Vendor Kiosk Marketplace, Los Alamos – November 30
- Night of Lights, Carlsbad – November 30
- Lighting of the Depot & Community Christmas Tree, Tucumcari – November 30
- Light Up Artesia – December 5
- WinterFest in Los Alamos – December 6-8
- Holiday Light Parade, Roswell – December 7

Learn more about NM MainStreet Events here: www.nmmainstreet.org/get-involved/calendar

Staffing Updates

Axie Navas is Focused on the Outdoor Recreation Industry

Axie Navas, a veteran journalist and outdoor enthusiast, is New Mexico's first Director of the Outdoor Recreation Division.



A New Mexico resident, Navas has worked as the Digital Editorial Director for Outside magazine, where she managed a team of 25 writers, editors, and website developers. She also led Outside's online gear channel and worked as a reporter in South Lake Tahoe and at La Prensa in San Salvador, El Salvador.

Navas grew up skiing, hiking, and biking in the Rockies. "I'm intensely passionate about the outdoors – protecting our wild places and getting more people of all ages, backgrounds, and beliefs outside," she said. "I want to collaborate with other state agencies to promote economic development and general wellness, but also advocate for the principles of conservation and respect for tribal lands."

Navas has degrees in journalism and Spanish from Northwestern University and lives in Santa Fe with her husband, John Clary Davies, Executive Editor at New Mexico Magazine.

Peter Mitchell Takes on Additional Responsibilities as Deputy Director of the Outdoor Recreation Division

Peter Mitchell has served as a Community, Business & Rural Development Representative for Region 2 for several years, and will now expand his duties to also include working as the Deputy Director for the new Outdoor Recreation Division for the state of New Mexico.

Working alongside Axie Navas, Mitchell is excited to help put New Mexico at the forefront of outdoor recreation initiatives across the country.

Bringing a wealth of experience to his new position, Santa Fe native Peter Mitchell has worked in economic development since 1994. He diligently worked to shepherd the new outdoor recreation legislation through the 2019 Legislature and has been the point of contact for the office since it was created on July 1. Mitchell loves to ski, hike, go camping, and is a fly-fisherman.



Carrie Wells Named New Deputy Director of the New Mexico Film Office

Formerly Special Projects Coordinator of the EDD Secretary's Office, Carrie Wells has recently been moved to a new position as Deputy Director of the New Mexico Film Office.

Carrie Wells worked in the Albuquerque Film Office, a Division of the City of Albuquerque Economic Development, for 14 years before transitioning to the State of New Mexico Economic Development Department earlier this year. Predominantly an office of two, she did everything from managing social media to developing the permitting process, filming guidelines, and office processes and procedures.

Carrie has received awards for service from Mayors Chavez and Berry, and Police Chief Gordon Eden. During her tenure, the Albuquerque Film Office received the Location Managers Guild Award for Best Film Office in the world and was mentioned as one of the reasons Albuquerque was named one of the "Top Ten Places to Live and Work as a Moviemaker" by MovieMaker magazine almost all 14 years.



Carrie and her partner of 16 years, Eli, are the proud parents of three very good Chihuahuas; Olive, Ruby, and Papi Chulo. She enjoys camping, kayaking, traveling, and all other adventures life has to offer, great and small.

Sarah Muñoz Brings a Sense of Humor and Dedication to EDD's Economic Development Division



Born and raised in Santa Fe, Sara obtained an AOS degree in Behavioral Science. She has been working for the State of New Mexico for over four years, previously at the Corrections Department, Adult Probation and Parole Division.

Formerly Sara Silva, Sara was just married to her partner, Jaime Muñoz, on Dia de los Muertos (Nov 2), and Sara invites folks to contact her if they are interested in hearing the story behind the choosing of that wedding day.

Sara enjoys movies and tells us that she worked at a movie theater for 11 years. She also loves to travel and spent three months in England.

Sarah is a positive and forward thinker, and brings her fun and friendly attitude to the NMEDD crew. And the secret is out... the cow car in the Joseph Montoya parking lot is hers. It's the "Cowrolla!"

Work With Us!

Did you know that the State of New Mexico just earned the Platinum Award (Distinguished Leader) for Family-Friendly workplace by Family Friendly New Mexico?

We're hiring at the Economic Development Department right now. Currently we are accepting applications for the following position:

Mainstreet Project Coordinator

Job ID: 109319

Location: Santa Fe

Application Deadline: 11/19/2019

Agency: Economic Development Department

Full-Time, Permanent

Salary: \$47,510 - \$82,667 Annually (Pay Band 80)



This position will:

- Coordinate New Mexico MainStreet (NMMS) Capital Outlay and Public Infrastructure funding
- Assist local governments and the local revitalization partners in securing state funding for the public infrastructure improvements
- Facilitate in the designation of a Metropolitan Redevelopment Area (MRA) with program staff and community stakeholders
- Collect and compile data for funding requirements, data tracking and research best practices

To learn more about how to apply for this or any state job, visit the State Personnel Office website.

EDD Calendar

November 21 - **Legislative Finance Committee**

1:30 p.m.

State Capitol Room 322, Santa Fe

The purpose of the hearing is to present budget and special appropriation requests and legislative priorities.

November 21 - **FDT Webinar: Financing Housing Development Projects**

10:00 - 11:30 a.m.

[REGISTER HERE](#)

To view previously recorded Finance Dept Webinars, [click here](#).

December 17 - **FUNDIT**

1:30 - 3:30 p.m.

[Albuquerque Community Foundation](#), 624 Tijeras Ave NW, Albuquerque

Cut-off for applications is December 3, 2019.

[APPLY HERE](#)

December 11 - **Small Business Finance Fair**

11 a.m. - 2:30 p.m.

Las Puertas, 1512 1st St NW, Albuquerque

Businesses will have a chance to meet with area lenders and business resource providers to discuss their projects. This event is free, but registration is necessary.

[REGISTER HERE](#)

The mission of the New Mexico Economic Development Department is to enhance and leverage a competitive environment to create jobs, develop the tax base and provide incentives for business development.