

REBUILDING TOGETHER

STATE TRIBAL LEADERS SUMMIT 2020

ALICIA J. KEYES, CABINET SECRETARY
NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT

JEN SCHROER, CABINET SECRETARY
NEW MEXICO TOURISM DEPARTMENT

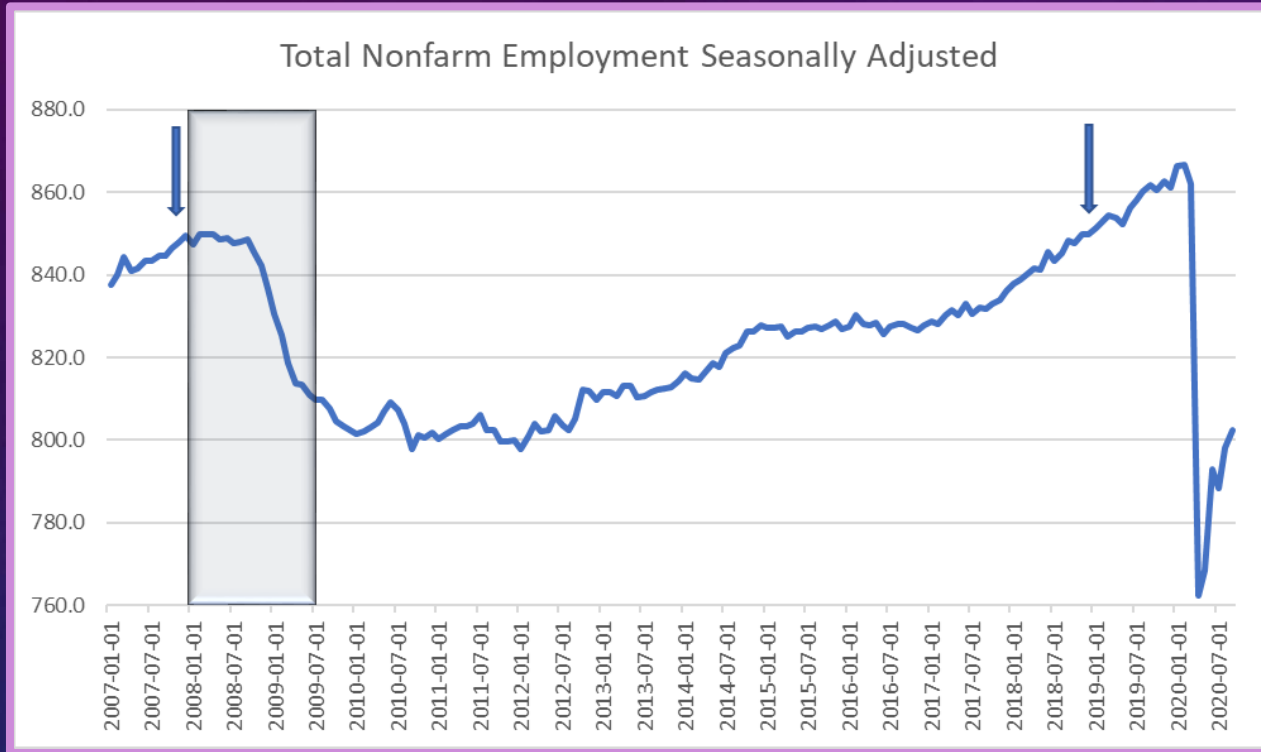


OUR MISSION

IMPROVE THE LIVES OF NEW MEXICO FAMILIES BY CREATING ECONOMIC OPPORTUNITIES AND PROVIDING A PLACE FOR BUSINESSES TO THRIVE

THE STATE OF THE ECONOMY

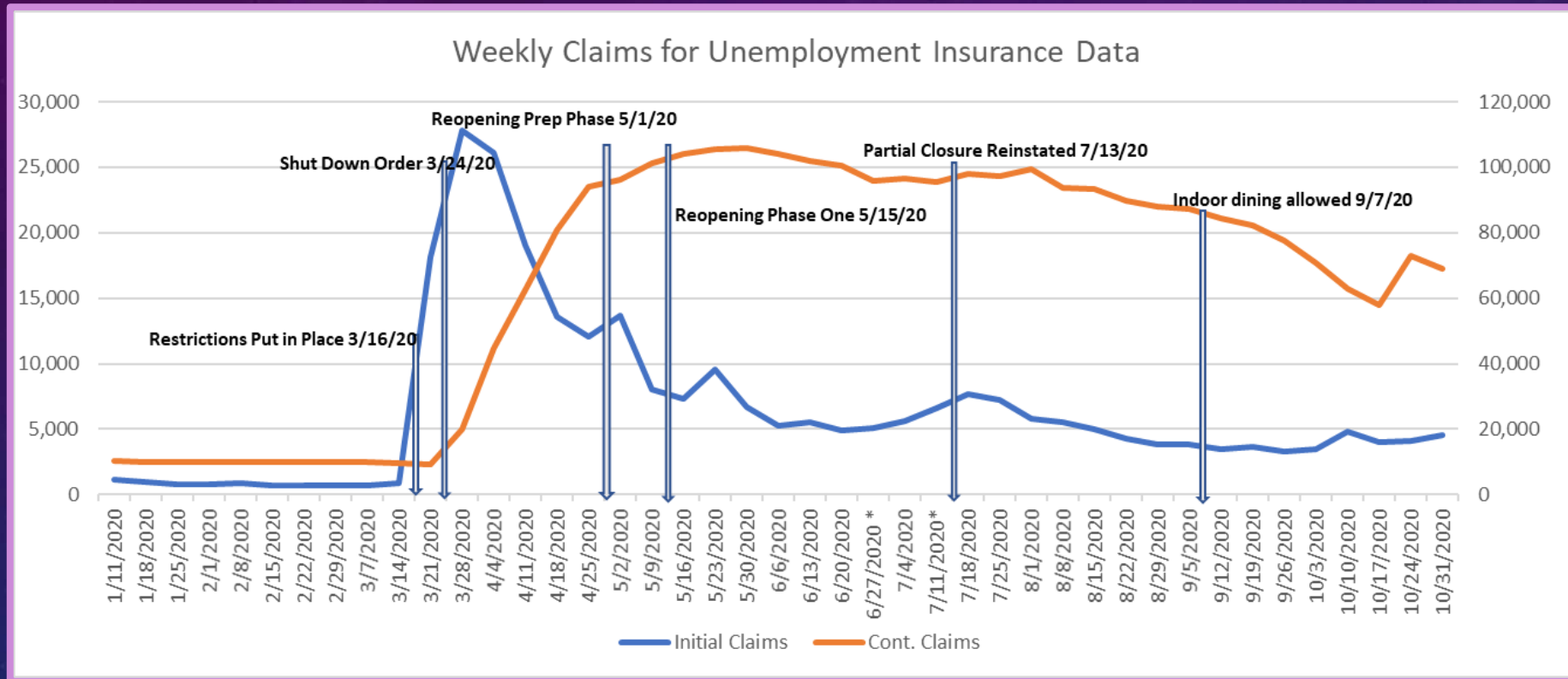
EMPLOYMENT



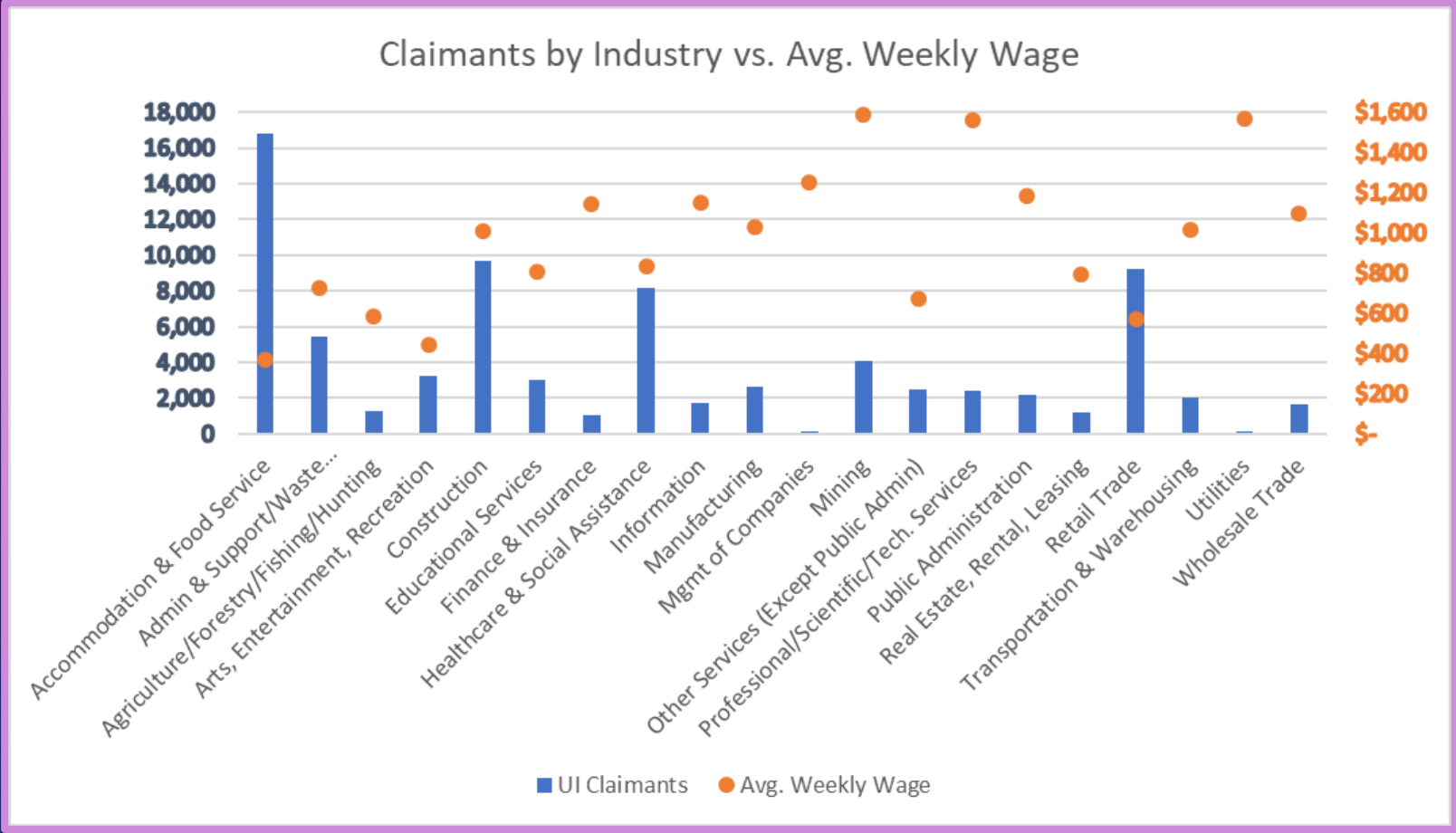
As of September 2020, total nonfarm employment in New Mexico was 802.4 thousand.

Since February, we have seen a 7% decrease in nonfarm employment.

UNEMPLOYMENT INSURANCE CLAIMS

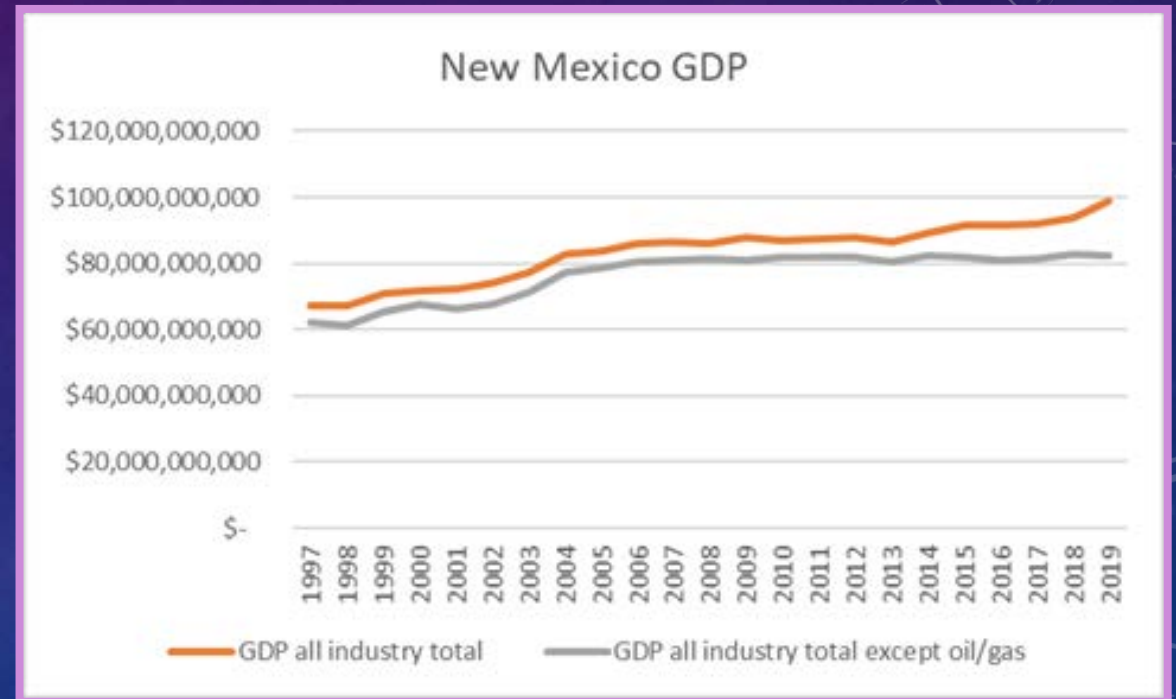


UNEMPLOYMENT INSURANCE CLAIMANTS & WAGE DATA



GDP, DIVERSITY & A LOST DECADE OF ECONOMIC GROWTH

- NM total GDP was reported at \$98.8 billion in 2019 and was particularly high due to exceptional growth in the oil and gas industry from 2018 to 2019.
- From 2010 through 2019, New Mexico's total GDP saw an average year over year growth of 1.2%.
- If the oil and gas industry is removed, from this same time period, NM GDP had an average year over year growth rate of 0.2%.
- NM GDP growth has slowed during this decade compared to historical performance.
- The decade before the great recession 1998-2007 saw average year over year growth in total GDP of 2.5% and 2.8% average year over year growth withholding the oil and gas industry.





EDD INITIATIVES

← **Regaining the momentum**

- Invest in disruptive research and innovative companies
- Train New Mexicans for 21st Century jobs
- Plan for the next 20 years: careful growth & economic diversity
- Devote special attention to underserved areas



KEY INDUSTRY SECTORS



Aerospace



Film & Television



Outdoor Recreation



Biosciences



Global Trade



Sustainable & Green Energy



Cybersecurity



Intelligent Manufacturing



Sustainable & Valued-Added Agriculture

AEROSPACE

- SCEYE
- LaSen
- Ascent Aviation
- HAPSMobile
- SpinLaunch

INTELLIGENT MANUFACTURING

- Jabil
- Kairos Power
- Prent
- Big Tuna USA
- Xxentria Technology
Materials Company

BUSINESS PARKS ON TRIBAL LANDS

LEDA INVESTS IN INFRASTRUCTURE, CONSTRUCTION & LAND

Navajo Nation

- Rhino Health & the Navajo Tech Innovation Center at Church Rock
- Raytheon Diné at NAPI since 1980

Pueblo of Acoma

- Access to BNSF RR, Hotel, RV Park & Travel Center

Pueblo of Laguna

- Access to BNSF RR, manufacturing & warehouse facilities

Pueblo of Pojoaque Industrial Park

- Industrial space for lease →



OUTDOOR RECREATION DIVISION

Created to expand the outdoor recreation economy in every corner of New Mexico, and bring jobs, prosperity and wellness to New Mexico residents

- Signed into law on April 2, 2019
- Written into the law was the first-ever Outdoor Equity Fund, a grant intended to help disadvantaged youth get outside
- \$10,000 from the Fund was awarded to Silver Stallion, a nonprofit in Gallup that will establish a Mobile Ride Center
- The Mobile Ride Center will travel the Navajo Nation repairing bikes for young riders
- The Outdoor Recreation Economy directly supports 33,500 jobs in our state & \$1.2B in wages





FILM & TELEVISION

Refundable Film Production Tax Credit: 25-35%

- +5% for television *series*
- +5% for filming in rural locations

The industry supports over 9,000 jobs in NM

\$2.4B total direct spend over 7 years



TRIBAL FILM LIAISONS

- Cochiti Pueblo
- Isleta Pueblo
- Jemez Pueblo
- Jicarilla Apache Nation
- Laguna Pueblo
- Mescalero Apache Nation
- Nambe Pueblo
- Navajo Nation
- Okay Owingeh Pueblo
- Picuris Pueblo
- Pojoaque Pueblo
- Sandia Pueblo
- San Felipe Pueblo
- San Ildefonso Pueblo
- Santa Ana Pueblo
- Santa Clara Pueblo
- Taos Pueblo
- Tesuque Pueblo



PRODUCTIONS SHOT ON TRIBAL LAND – LAST 5 YEARS

Minuteman	To'haijilee Jemez Pueblo	Star Girl	Sandia Pueblo, To'haijilee	The Girlfriend Experience	Zia Pueblo Laguna	Only the Brave	Nambe	Dig	Santa Ana Pueblo Ohkay Owingeh Zia Pueblo
Carhartt Commercial	Pojoaque	Cosmos Possible Worlds	Zia Pueblo Puy Cliffs	Arizona	Santa Ana Pueblo	Scalped BTS	Pojoaque	False Memory Syndrome	Laguna Pueblo To'haijilee
Half Brother	Santa Ana Pueblo	NM Tourism 2018	Mescalero	Godless	Santa Clara Pueblo Jemez Pueblo Zia Pueblo	Scalped	Cochiti Pojoaque	Highly Functional	Navajo Nation
Highway	Laguna	Sawyer	Cochiti	Long Dumb Road	Sandia Park	Sicario Day of the Soldado	Santa Clara Pueblo Laguna Pueblo	Sicario	Laguna Pueblo
Perpetual Grace	Kewa Pueblo, Okhay Owingeh, Santa Clara Pueblo	Short History of a Long Road	Jemez Pueblo	Graves S2	Santa Ana Pueblo	Will Gardner	Zia Pueblo Santa Ana Pueblo	Stanistan	Cochiti, Laguna, Pecos, Tesuque
Rattlesnake	Cochiti	Too Old to Die Young	Cochiti, Zia Pueblo, Isleta	Longmire S5	Santa Clara Pueblo	Hostiles	Santa Clara Pueblo	War on Everyone	To'haijilee
Roswell S1	Sandia Pueblo Cochiti	Tremors Pilot	Santa Ana Pueblo	Longmire S6	Pojoaque Santa Clara Pueblo Ohkay Owingeh	Shot Caller	Zia Pueblo	Whiskey Tango Fox	Laguna, Zia Pueblo
Start Girl BTS	To'haijilee	The Glass Castle	To'haijilee Laguna	Midnight, TX S1	Santa Ana Pueblo Isleta	The Space Between Us	Santa Ana Pueblo	Cortez	Taos/Arroyo Hondo

CAMEL ROCK STUDIOS



News of the World, filmed in 2019

VARIETY Read Next: Business Managers Help Stars Relocate During the COVID-19 pandemic

As New Mexico Filming Booms, First-Ever Native American-Owned Film Studio Opens

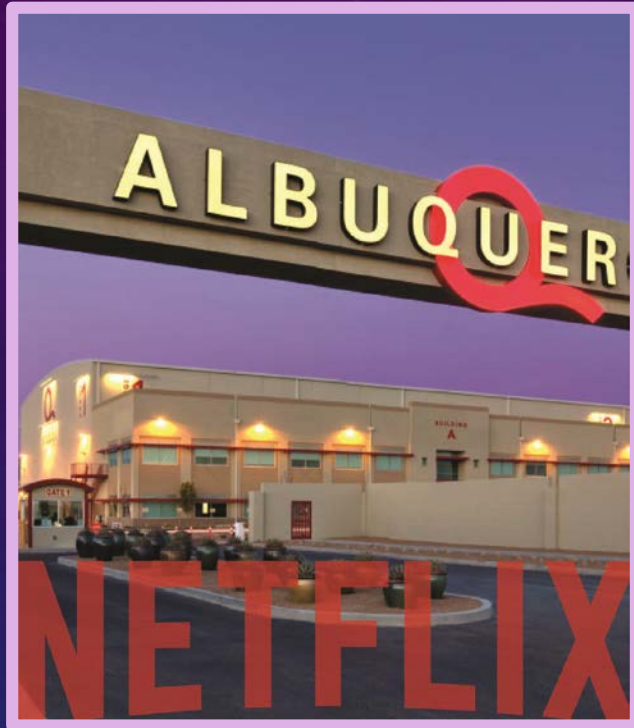
By Michael Schneider ▾

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Camel Rock Studios

There is still a shortage of stage and studio space in New Mexico and this is a real opportunity to diversify tribal economies and provide more employment options.

TWO FILM PARTNERS



- 1,000 film & television industry jobs
- Film partner: 10-year commitment
- 1st studio purchase in the US



- 333 new jobs
Accounting, art, casting, construction, electric, grip, hair & makeup, set, sound, special effects and wardrobe
- \$500 million in private investment
- \$70,720 average salary

SENATOR JOHN PINTO NATIVE FILMMAKERS MEMORIAL FUND

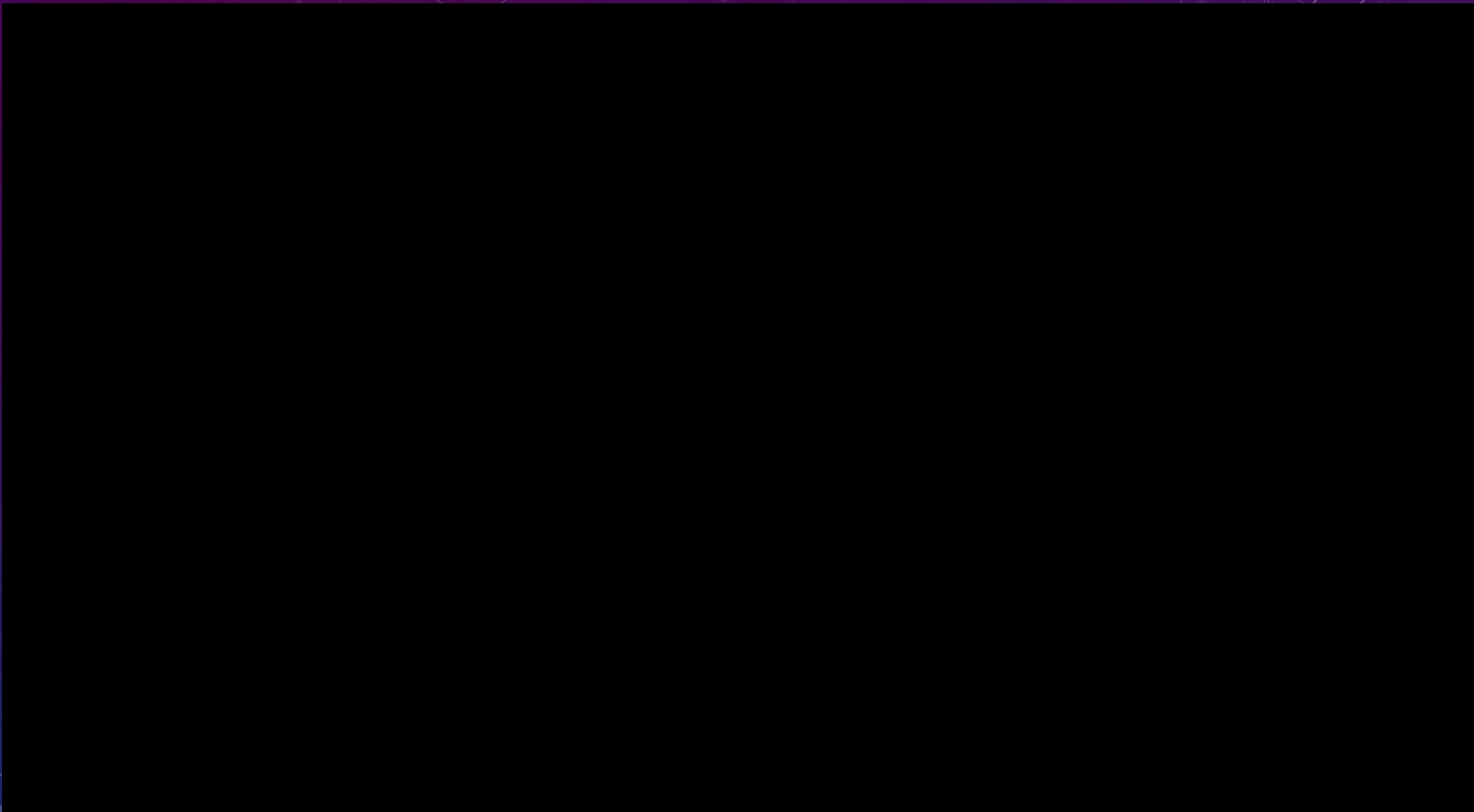


Senator John Pinto

N.M. Film Office Announces Recipients of the Senator John Pinto Memorial Fund Awards

Senator John Pinto Memorial Fund

20 Native American filmmakers received grants for their film submissions, chosen by a panel of judges in a very competitive process



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LOCAL

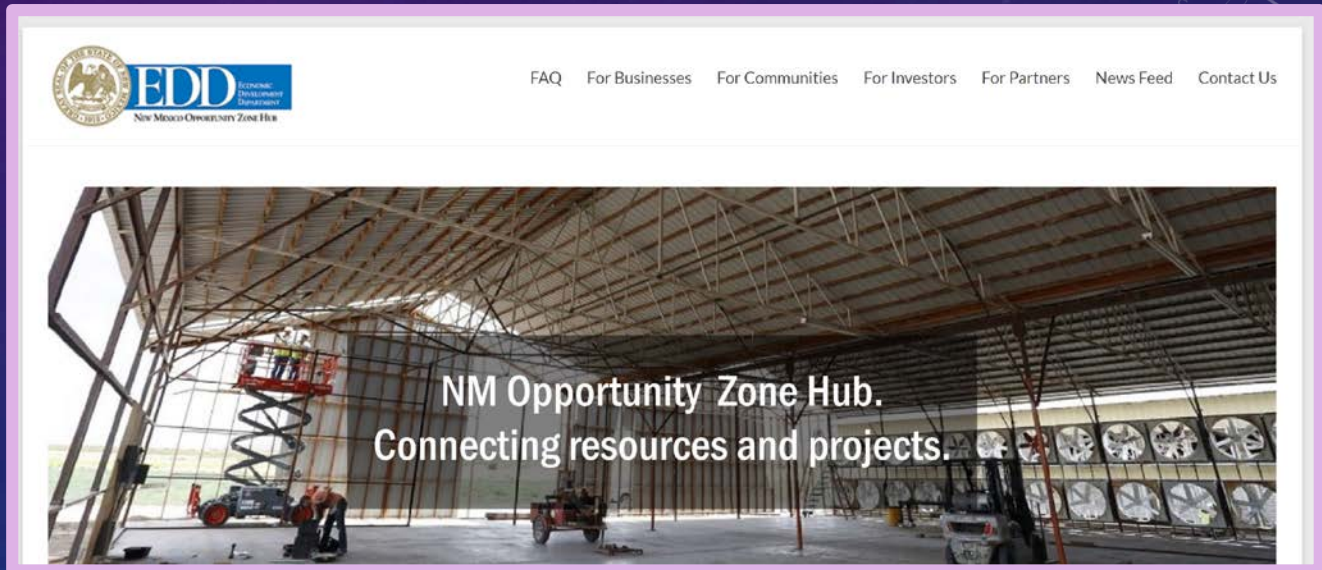
USE THE OZ HUB – SUBMIT YOUR
PROJECTS



From www.GoNm.biz



New resources every week:
Keep Up with Webinars & Weekly Newsletters



The screenshot shows the website for the Economic Development Department's New Mexico Opportunity Zone Hub. The header includes the EDD logo and navigation links: FAQ, For Businesses, For Communities, For Investors, For Partners, News Feed, and Contact Us. The main content area features a large photograph of a construction site for a large industrial building. Overlaid on the photo is the text: "NM Opportunity Zone Hub. Connecting resources and projects."



TOURISM INITIATIVES

Back to Business

Tourism Began 2020...

- **Nine Years** of Record-Breaking Growth
- 2019 Visitor Spending **\$7.4 Billion**, an 18% (or \$1B) increase since 2015
- **96,064 Jobs** supported by visitor spending, an increase of over 7% since 2015
- **\$737 Million** in 2019 state and local taxes
- Next to oil/gas, tourism is the **2nd Fastest Sector** in job growth

SBDC Tourism Business Technical Assistance



- NMTD partnered with SBDC to provide access to 7 tourism industry consultants
- Designed and implemented a business development program in partnership with SBDC to mitigate the effects of COVID-19 on the tourism industry;
 - Connected with over 3,000 businesses throughout NM to offer support (total is thru Sept. 30)
 - Conducted 1200 counseling sessions (total is thru Sept. 30)
 - Produced the Small Business Resiliency Workshop

NM Safe Certified

FREE, Online Workforce Training in Public Health Order's - COVID Safe Practices & Compliance



~5000

Businesses that
have Completed the
Program



>95

NM Local and
Tribal Communities
with Certified

Proposed - FY22 \$25M Special Appropriation

Tourism Revitalization Strategy

- Hotels, casinos and communities will have limited resources to advertise and will be more dependent on state marketing efforts.
- Generate demand in most attractive fly markets: Healthiest economies, least affected workforces, business/tech hubs. Bring new wealth into the state.
- Leverage competitive advantage of 4 marketable seasons (lower tourism seasonality than competitive states).

Connect with us



@NMtourism



@NMTourismIndustry



www.nmtourism.org

TRUE TEAM CONTACT

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PLANNING TOGETHER FOR THE NEXT 20 YEARS

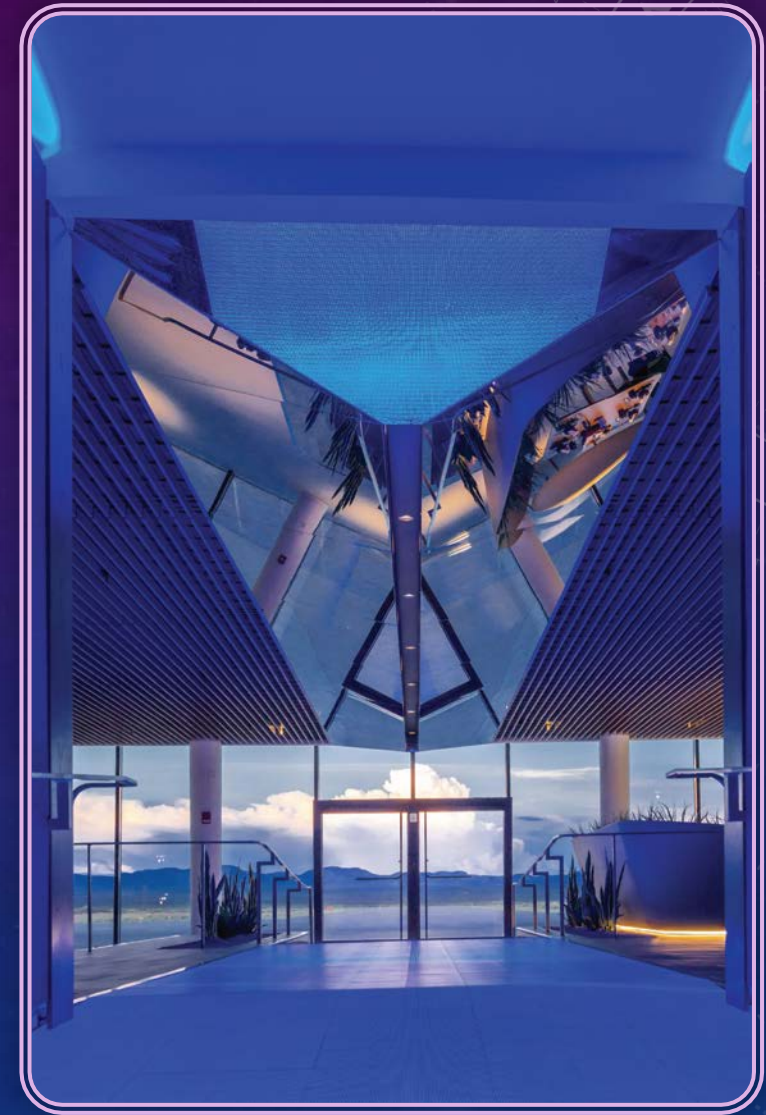
EDD successfully applied for, and was awarded, a grant of \$1.5M from the Economic Development Administration.

Three Goals:

Create a Comprehensive Statewide Economic Development Strategy Including Recovery and Long-Term Economic Diversification

Strengthen Economic Health of New Mexican Businesses - Improve Access to Capital and Technical Assistance

Develop and improve FUNDIT program and Opportunity Zone Response



CHALLENGES TO ECONOMIC GROWTH ON TRIBAL LAND

- Insufficient access to capital
- Capacity and capital for small business
- Insufficient workforce
- Tribal Government constraints
- Regulatory land restrictions
- Undeveloped infrastructure
- Insufficient research
- Lack of regional cooperating

Source: Federal Reserve, 2012

The background is a dark blue gradient with a starry field of small white dots. Overlaid on this are several faint, light blue circular patterns. In the top right, there is a large circular scale with numbers from 80 to 210 and a dashed arrow pointing counter-clockwise. In the bottom right, there are concentric circles with dashed arrows indicating a clockwise direction. In the bottom left, there are partial circular patterns with dashed arrows.

LET'S DISCUSS HOW WE COLLABORATE ON A 20-YEAR VISION FOR OUR STATE



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