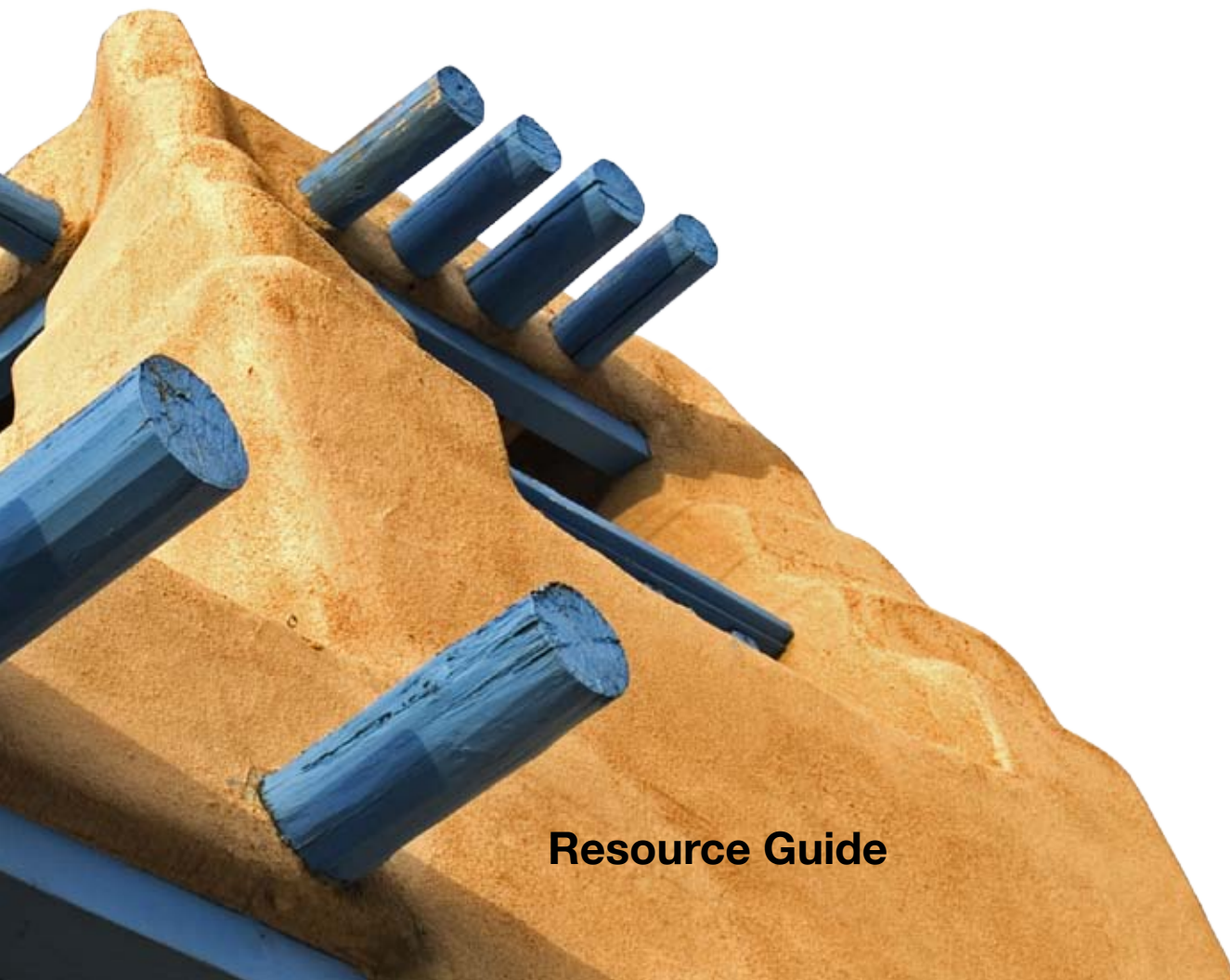


Santa Fe's economy is successful when you're successful.



**Resource Guide**



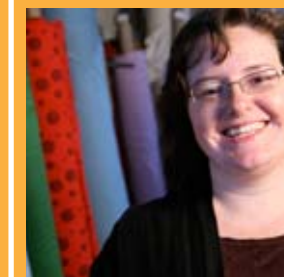
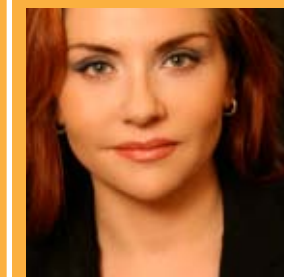
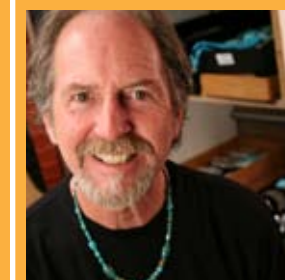
# Starting your business

## First Steps

Starting a business can be challenging and extremely rewarding. One secret to success is being well prepared. With that in mind, the first thing to do is to research the market. Take time to look into the following:

- **The market for your product or service**
- **The competition**
- **All requirements for operating (legal, licensing, staffing needs, cash flow, financing, etc.)**
- **Any specific opportunities and challenges in your industry**

### Featured Businesses of 2009







### Bureau of Business and Economic Research at the University of New Mexico

[www.unm.edu/~bber/](http://www.unm.edu/~bber/)  
505-277-2216

BBER collects and disseminates information about economic and demographic issues in New Mexico. BBER is involved in economic forecasting and population projections, including area reports on Santa Fe Living Wage studies and statewide Main Street studies, and the annual NM Economic Outlook Conference.

### City of Santa Fe Economic Development

[www.santafebiz.org](http://www.santafebiz.org)  
120 South Federal Place, #314  
Santa Fe, NM 87501  
505-955-6912

The City's Economic Development Division provides information and assistance on financing, incentives, business assistance programs, government permitting and regulations, staffing, finding locations and more. Their website provides links to business resources.

### New Mexico 9000

[kenneth.manicki@state.nm.us](mailto:kenneth.manicki@state.nm.us)  
505-827-0563

NM 9000 offers an expedited (one-year) training for ISO 9001:2008 certification for as little as \$1,000 — compared with \$120,000 by conventional means. ISO is a set of quality management standards recognized by 161 countries, and most major companies in the US, Mexico, Canada, Europe, and Asia, which require anyone doing business with them to be ISO compliant.

### New Mexico Economic Development Department

[www.edd.state.nm.us](http://www.edd.state.nm.us)  
1100 St. Francis Drive  
Santa Fe, NM  
505-827-0300

On their website, download "Starting Out: A Guide to Creating Your Own New Mexico Business" a 40-page booklet with step-by-step articles on topics such as writing a business plan, types of business structure, business registration, employee issues, financing, etc. The website has links to business resources around the state.

NMEDD is also a one-stop shop for information on exporting. They can help businesses assess moving into the international marketplace. Representatives from the Department attend international trade fairs where they generate trade leads, locate importers, and establish distribution networks for New Mexico products. NMEDD includes the International Trade and Office of Mexican Affairs where trade experts help businesses navigate complex cultural, financial, legal, and logistical obstacles in international markets. NMEDD also maintains trade offices in Israel and Japan. In addition, the U.S. Commercial Service has an office at the NMEDD headquarters.

### New Mexico Manufacturer's Extension Partnership (NMMEP)

[www.newmexicomep.org](http://www.newmexicomep.org)  
[info@newmexicomep.org](mailto:info@newmexicomep.org)  
1-800-MEP-4MFG

NMMEP provides Lean Manufacturing workshops and helps companies access, obtain, and commercialize technologies from Sandia National Laboratories and Los Alamos National Laboratory. NMMEP provides easy access to more than 2,000 manufacturing, technical and business specialists, along with the latest technology and industry best practices. Other services provided by NMMEP are quality assurance, business planning, and enterprise development.

# APJet, Inc.

Santa Fe Business  
Incubator  
3900 Paseo del Sol  
Santa Fe, NM 87507  
P: 505-471-6399 ext. 212  
F: 505-471-6008  
[www.apjet.com](http://www.apjet.com)

## About Our Company

APJeT, an innovative Santa Fe company, uses its patented atmospheric plasma technology to treat textiles for water and stain repellency. Their environmentally friendly process is faster, cheaper and more durable than current fabric finishing treatments which use harsh chemicals and large amounts of water. APJeT's unique patented procedure uses low temperatures, so heat sensitive fabrics (silk, wool, nylon etc.) can be treated with a durable water and stain repellent finish without expending large amounts of energy.

Through participation in the State Job Training Incentive Program (JTIP) APJeT was able to train a professional staff in its plasma processing techniques and be reimbursed for 50% of the expenditure over a 6 month period. This increase in staffing and training would not have been possible without assistance from Santa Fe Economic Development.

Using a proven licensing model, in which APJeT receives a royalty percentage for each yard of fabric treated using its plasma process, the company anticipates that cash flow will be in the tens of millions of dollars within the next five years. This growth will provide the state with significant tax revenue and help to further develop Santa Fe's



## Company Service or Specialty

- Uses designs of plasma sources for generating and using a low-temperature, highly reactive plasma for materials processing applications.
- Develops commercial applications for atmospheric-pressure technology.
- Sell or leases systems suited for those applications. In certain, limited cases, the company will consider issuing sublicenses to other companies.

economic base with drastic increases in employment and training opportunities. Santa Fe Economic Development is pleased to partner with industry innovators like APJeT in building a stronger economic community.

To learn more about APJeT, visit them online at [www.apjet.com](http://www.apjet.com).



**New Mexico State Library**  
**www.nmstatelibrary.org**  
**1205 Camino Carlos Rey**  
**Santa Fe, NM 87507**  
**505-476-9702**

Online business databases, statewide and local newspapers, business journals and directories available online. A list of New Mexico business resources can be found on their website under the tab “Online Resources.”

**Northern Area Local Workforce Development Board (NALWDB)**  
**www.nalwdb.nm.org**  
**5 Bisbee Court, suite 104**  
**Santa Fe, NM 87508**  
**505-986-0363**

On their website, under “Economic Development,” find a downloadable 45-page listing of business assistance organizations and programs around the state, including programs for disadvantaged, minority and women-owned businesses. A workforce profile including demographics and economic activity in priority industry sectors is also online:  
[www.nalwdb.nm.org/santafe.php](http://www.nalwdb.nm.org/santafe.php).

**Santa Fe Public Library**  
**www.santafelibrary.org**  
Online newspaper, magazine, and reference databases can be accessed from home if you have a Santa Fe Library card. Business and Company Resource Center database has company profiles, history, investment reports, etc. ProQuest database searches 85 newspapers from around the country, including the Santa Fe New Mexican and the Albuquerque Journal.

**S.C.O.R.E.**  
**(Service Corps of Retired Executives)**  
**www.santafescore.org**  
**120 Federal Place, #307**  
**Santa Fe, NM 87501**  
**505-988-6302**  
Funded by the U.S. Small Business Administration, S.C.O.R.E. counselors provide free one-on-one business (for profit and non-profit) consultations on all aspects of starting and operating a business including writing a business plan, solving operational problems and improving sales and profits. S.C.O.R.E. also provides workshops on financing, human resources, marketing, and other business topics.

**Small Business Administration, New Mexico District Office**  
**www.sba.gov/nm**  
**625 Silver Avenue, SW, suite 420**  
**Albuquerque, NM**  
**505-248-8225**  
SBA is the federal government’s arm for small business services and support including small business loans and loan guarantees. The Albuquerque office houses a S.C.O.R.E. (Service Corps of Retired Executives) chapter. The website has information about on-line business classes, e-newsletters, general business articles and web links.

**Small Business Development Center at Santa Fe Community College**  
**www.nmsbdc.org/santafe**  
**6401 Richards Avenue**  
**Santa Fe, NM 87507**  
**505-428-1343**  
Often a first stop for entrepreneurs. Advisors can help with the formulation of business and marketing plans. In addition to providing individualized business consultations, the SBDC offers monthly classes on business management skills such as taxes, accounting software, and home-based businesses. There are 19 SBDCs around the state, with expert advisors on a variety of business topics.

## Licensing & Registrations

Every type of business needs to be registered with certain New Mexico agencies. First steps include obtaining a CRS number with New Mexico Taxation and Revenue. For other requirements, check with the resource organizations listed under “Starting Your Business” and “Keeping it Going and Growing” about specific licensing or government regulations in your particular business sector.

**City of Santa Fe**  
**www.santafenm.gov**  
**200 Lincoln Avenue**  
**Santa Fe, NM 87501**  
**505-955-6551**  
The City of Santa Fe business licensing section of the website provides links to different licensing and inspection agencies. Santa Fe requires a business registration (\$35) for companies located in the City. Companies located outside the city limits but doing business in Santa Fe are also required to have a business license (\$10).

**Internal Revenue Service**  
**www.irs.gov/businesses**  
**2945 Rodeo Park Drive East**  
**Santa Fe, NM 87505**  
**505-986-5264 (recorded general info)**  
**1-800-829-4933 (Business and Specialty tax line)**  
**7am-10pm**  
Questions about obtaining a new EIN (employer identification number) and about employment taxes and forms, including quarterly tax returns, W-2 and 1099 forms.

**Department of Workforce Solutions**  
**www.dws.state.nm.us/dws-startup.html**  
The Department of Workforce Solutions has a business checklist of various agencies with whom you may need to register your business.

**New Mexico Taxation and Revenue**  
**www.tax.state.nm.us**  
**1200 S. St. Francis Drive**  
**Santa Fe, NM**  
**505-827-0951**  
Tax workshops and publications for new businesses, including: getting a CRS number, when and how to file in New Mexico, corporate income tax forms, combined reporting forms, tax credits and other tax information. Helpful staff will either answer your question or direct you to someone who knows the answer.

**New Mexico Regulation and Licensing Department**  
**www.rld.state.nm.us**  
**2550 Cerrillos Road**  
**Santa Fe, NM 87505**  
**505-476-4500**  
This department oversees 34 boards and commissions that regulate a variety of business industries, from acupuncture to landscape architecture; for a full list, see their website. Helpful staff will direct you to the relevant office for your industry.

**New Mexico Secretary of State**  
**www.sos.state.nm.us/sos-Trademarks.html**  
**325 Don Gaspar, Suite 300**  
**Santa Fe, NM**  
**505-827-3600 or 800-477-3632**  
Limited liability partnerships and foreign limited liability partnerships register with the Secretary of State. Questions and information about trademarks can also be answered.





**New Mexico Public  
Regulation Commission**

**www.nmprc.state.nm.us**  
**P.E.R.A. Building**  
**1120 Paseo de Peralta**  
**Santa Fe, NM 87501**  
**1-888-427-5772**

Corporations, limited liability corporations and non-profits need to register with the PRC. Check with a business advisor at SCORE or the Small Business Development Center to see which type of business structure makes the most sense for your type of business.

Interested in submitting bids for contract work with the state, county, or city? Check the City of Santa Fe's website [www.santafebiz.org](http://www.santafebiz.org) for links to government websites with business contract submission guidelines or the Santa Fe Chamber of Commerce website: [www.santafechamber.com](http://www.santafechamber.com).

## Health Insurance

Private insurance companies can often meet your needs. It's a good idea to compare different plans to find one that best meets your needs. Independent insurance brokers can often help. New Mexico also has a wealth of state-funded programs to help provide health insurance. Companies are also able to access group insurance plans through the Santa Fe Chamber of Commerce.

**Insure New Mexico Programs**  
**www.insurenemexico.state.nm.us**  
**505-827-7713**  
**Santa Fe, NM**

Programs include health insurance for small businesses, non-profit organizations, the self-employed, families, children and pregnant women.

**New Mexico Health Insurance Alliance**  
**www.nmhia.com**  
**1660 Old Pecos Trail Suite-F**  
**Santa Fe, NM**  
**505-989-1600 or 800-204-4700**

Provides insurance for up to 50 employees if 50% of eligible employees enroll. Various health plans/carriers available; HMO, preferred provider, travel insurance, etc.

**New Mexico Medical Insurance Pool**  
**www.nmmip.com**

The Pool provides access to health insurance coverage to residents of New Mexico who are denied health insurance and considered uninsurable. NMMIP also provides health benefit portability coverage to New Mexicans who have exhausted COBRA benefits and have no other portability options available to them. Income assistance programs are available.

## Keeping your business going and growing

**Planning and informed decision-making**  
New businesses and established businesses alike can always benefit from feedback and advice. Counseling from business specialists is available for basic questions as well as for complex issues. Whether it's writing a business plan or figuring out budgeting and marketing, these organizations can help keep your business on the right track.

**City of Santa Fe Economic Development**  
**www.santafebiz.org**  
**120 South Federal Place, #314**  
**Santa Fe, NM 87501**  
**505-955-6912**

The City's Economic Development Division provides information and assistance on financing, incentives, business assistance programs, government permitting and regulations, staffing, finding locations, and more. Their website provides links to business resources.

**Empowering Business Spirit Initiative**  
**www.bizport.org**  
**505-989-8004 (Program Coordinator)**

A resource hub, connecting businesses to a variety of business development services around Northern New Mexico. If you need business advice or services, but don't know where to get it, this group can point you in the right direction.

**Information Systems Security Association**  
**www.issa.org**

The local chapter of this international organization for IT security professionals. Monthly lunch-time meetings alternate between Los Alamos and Santa Fe and offer networking, professional development, and guest speakers about the latest IT security developments. Contact Glenn York at [rgyork@rgy.com](mailto:rgyork@rgy.com) to receive the monthly e-mail.

**Los Alamos National Labs**  
**Community Programs Office**  
**www.community.lanl.gov**  
**Johnnie Martinez**  
**kc5igh@lanl.gov**  
**505-667-2194**

Information on LANL's community investment direct and giving programs: education, economic development, and general charitable giving. Higher education scholarships are available for northern New Mexico students, as well as teacher trainings and professional development programs. Their "Business Resource Guide" at [http://community.lanl.gov/business\\_resource\\_guide](http://community.lanl.gov/business_resource_guide) contains information on government contracting and venture capital financing.

**NM Small Business Assistance Program**  
**www.lanl.gov/partnerships/nmsba/**  
**Jenni DeGreeff**  
**jldegree@sandia.gov**  
**505-844-9623**

Research/technical assistance hours worth up to \$20,000 (\$10,000 for Bernalillo county businesses). Assistance may include testing, design consultation, technology assessments, etc., and must not be affordably available through the private sector. Help writing governmental technology-related grant proposals available. Assistance is provided by Sandia Labs, LANL, UNM, and the NM Manufacturing Extension Partnership.

**Northern New Mexico Connect**  
**www.nnmconnect.net**  
**Mariann Johnston**  
**mjohnston@lanl.gov**  
**505-667-4391**  
**Belinda Padilla**  
**bee@lanl.gov**  
**505-667-9896**

Provides several programs, including business mentoring and coaching for high-tech companies (in any stage of development, from initial concept to growth), lab expertise and resources, industry-specific advice, links to funding sources, and networking opportunities.



## Resource Guide

### Small Business Office

[www.supply.lanl.gov/sbp/default.shtml](http://www.supply.lanl.gov/sbp/default.shtml)  
[business@lanl.gov](mailto:business@lanl.gov)  
505-667-4419

For information on contract work, bidding procedures and forecasting opportunities with LANL.

### Technology Transfer Division

[www.lanl.gov/partnerships](http://www.lanl.gov/partnerships)  
**Marjorie Mascheroni**  
[mrmasch@lanl.gov](mailto:mrmasch@lanl.gov)  
505-665-4605

Licenses Los Alamos technologies to industry and start-up companies. Sponsors training and networking events in partnership with TVC (Technology Ventures Corporation) and Los Alamos Commerce and Development Corporation.

### Venture Acceleration Fund

Grants up to \$100,000 per project for prototype and commercial development of LANL technologies outside of the Laboratory.

### New Mexico Business and Community Development Calendar

[www.edcalendar.org](http://www.edcalendar.org)

Online listing of business and economic development workshops, classes and events around the state. Includes events by government, non-profit and fee-for-service organizations; can be searched by area, date, or type of event.

### New Mexico Native American Business Enterprise Center (NMNABEC)

[www.nmnabec.org](http://www.nmnabec.org)  
2401 12th Street NW, Suite 5-S  
Albuquerque, NM 87104  
505-243-6775

Funded by the US Department of Commerce's Minority Business Development Agency. Assists individuals, sole proprietors, corporations and Tribal entities with their business needs, on or off the reservation. Technical and management assistance.

### Sandia National Laboratories

[www.sandia.gov/bus-ops/partnerships/index.html](http://www.sandia.gov/bus-ops/partnerships/index.html)  
[partnerships@sandia.gov](mailto:partnerships@sandia.gov)  
505-284-2001

The Small Business Assistance Program (NMSBAP) provides up to \$10,000 worth of technical assistance annually per business in rural New Mexico and \$5,000 in Bernalillo county, at no charge, for the work of a scientist or engineer at Sandia.

Sandia's Mentor/Protégé Program matches volunteer mentors with small business protégés to create an advisory relationship focused on business development goals (i.e, effective presentation, training, competitive process workshops) and more.

### S.C.O.R.E (Service Corps of Retired Executives)

[www.santafescore.org](http://www.santafescore.org)  
120 Federal Place, #307  
Santa Fe, NM 87501  
505-988-6302

Funded by the U.S. Small Business Administration, S.C.O.R.E. counselors provide free one-on-one business consultations on all aspects of starting and operating a business.



1285-J Clark Rd.  
Santa Fe, NM 87507  
P: 505-474-5445  
F: 505-474-6818  
[www.cedarmountainsolar.com](http://www.cedarmountainsolar.com)

### About Our Company

Cedar Mountain Solar, winner of the 2007 Santa Fe Small Business of the Year Award, has been providing comprehensive design and installation services for solar heating systems in the Santa Fe area since 2004. Over the past 4 years, the company has grown to include 18 full-time employees and a wide variety of loyal customers, all dedicated to the use and development of "Green Building" techniques.

This growth is due in no small part to Cedar Mountain Solar's focus on effective communication at all levels of the industry; with collaborators, research & development, customer service, suppliers and clients.

Because Cedar Mountain Solar is a niche-based business, requiring substantial technical knowledge, they first contacted Santa Fe Economic Development for assistance with employee training. In subsequent years, company representatives have worked closely with the Department on workforce development programs, internship/mentorship programs for at-risk Santa Fe youth, industry job-training and other creative means of developing a local energy economy. In this pursuit, Cedar Mountain Solar has worked closely with area public schools, Santa Fe Community College and a number of local businesses.

When struggling through a company transition that substantially impacted their business, the owners of Cedar Mountain Solar contacted Santa Fe Economic Development for assistance. A meeting was scheduled immediately, providing referrals to a battery of resources such as the Manufacturing Extension Partnership, IMPACT New Mexico, and the Loan Fund.

### Company Service or Specialty

- Solar Heating
- Solar Hot Water
- Pool and Spa Heating
- Night Sky Radiant Cooling
- Offers Resources and Classes

This consultation helped Cedar Mountain Solar safely and successfully navigate the crisis.

**Santa Fe Economic Development is proud to partner with Cedar Mountain Solar. For more information on this innovative local business, visit them online at:**

[www.cedarmountainsolar.com](http://www.cedarmountainsolar.com)  
or in person  
1285 Clark Rd # J  
Santa Fe, NM  
(505) 474-5445

Cedar Mountain  
Solar, LLC





**Small Business Development Center  
at Santa Fe Community College**

**www.nmsbdc.org/santafe**  
**6401 Richards Avenue**  
**Santa Fe, NM 87507**  
**505-428-1343**

Advisors provide individualized business consultations and monthly classes on business management skills such as taxes, accounting software, and home-based businesses.

**Small Business Institute at UNM 's Anderson  
School of Management**

**www.nmnow.mgt.unm.edu/sbi**  
**Dr. Raj Mahto**  
**505-277-2423**

Free business consultant services provided by UNM business students, including help on business plans, market research and financing. Call at the beginning of the fall (August) or spring (January) semesters. Students choose business projects in their area of interest from a list of available applicants.

**WESST Corporation (Women's Economic Self-  
Sufficiency Team)**

**www.wesst.org**  
**3900 Paseo del Sol, suite #322A**  
**Santa Fe, NM 87507**  
**505-474-6556**

This statewide economic development organization provides business consulting, training and technical assistance. With a business plan, business loans of \$500-\$35,000 are available. Founded to assist low-income women and minorities, services are now available to everyone.

**Business and  
Project Spaces**

Business incubators offer "under one roof" support to growing businesses. Resident businesses share office equipment and/or staffing, have flexible leasing arrangements, and provide ongoing support and business counseling. Services are available to non-resident businesses, often in preparation for businesses to qualify for incubator membership.

**Santa Fe Business Incubator**

**www.sfbi.net**  
**3900 Paseo del Sol**  
**Santa Fe, NM 87507**  
**505-424-1140**

Office space, shared office equipment, training and publicity are available for businesses that move into the Incubator. Services are available through an affiliate program for pre-resident businesses and those who have "graduated." Business consulting services, including crafting a business plan, are available to the general public. A program for low/moderate income businesses funds up to three years' rent in the facility.

**Santa Fe Complex**

**www.sfcomplex.org**  
A community studio creating connections across science, technology and art with an emphasis on collaboration, communication and education in all activities. The conference area contains meeting rooms and facilities for short-term use associated with ongoing projects. The Complex houses event space and working facilities are available for laptop users.

**Networking and Referrals**

Santa Fe is a word-of-mouth town and a personal contact is often the best way into an industry or organization. People are generally friendly and helpful, so check with the following organizations for meeting times and locations, and bring plenty of business cards. Many of these organizations have resource sections on their websites with links to business resources, business workshops or other support services for entrepreneurs.

**Business Networking International**

**www.bninewmexico.com**  
**Gayle Williams**  
**505-898-4363**

Weekly meetings with various times and locations. Only one member per business sector joins a chapter; members use a structured business referral system.

**Capital City Business and  
Professional Women**

**www.capitalcitybpw.org**  
**www.bpwusa.org**  
**505-930-1024**

Sponsors monthly networking dinner meetings, Women of the Year awards and Young Careerist competition. Part of a national organization founded in 1919 that focuses on the broad issues of working women.

**Green Business Networking Meeting**

**info@santafealliance.com**  
Monthly breakfast networking meetings for businesses in the green/sustainable industries. Contact to receive e-mail notification of meetings.

**Green Drinks**

**www.greendrinks.org**  
**bookchambers@earthlink.net**  
Monthly after-work networking meetings for business people and community members interested in green lifestyle/sustainability issues. Meets at various venues around around town with guest speakers. Contact to receive e-mail notification of meetings.

**NAWBO Northern New Mexico (National  
Association of Women Business Owners)**

**www.nawbonm.org**  
**nawbo-nnm@earthlink.net**  
**505-243-1430**  
**P.O. Box 30887**  
**Albuquerque, NM 87190**

Dues-based national membership organization representing the interests of women entrepreneurs. Networking meetings held in Albuquerque, Rio Rancho, Santa Fe.

**Santa Fe Chamber of Commerce**

**www.santafechamber.com**  
**8380 Cerrillos Road**  
**Santa Fe, NM 87507**  
**505-983-7317**

Supports a variety of networking and referral opportunities for member businesses. Provides business advocacy, tourism and relocation information. Website has a good list of local business resources and links.

**Santa Fe Hispanic Chamber of Commerce**

**www.santafehispanicchamber.com**  
**P.O. Box 4640**  
**Santa Fe, NM 87502**  
**505-473-3080**

Focused on supporting and growing Hispanic-owned businesses. Providing networking and referral opportunities and advocacy of Hispanic entrepreneurship.

**Santa Fe Independent Business and Citizens  
Alliance (The Santa Fe Alliance)**

**www.santafealliance.com**  
**P.O. Box 23864**  
**Santa Fe, NM 87504**  
**505-989-5362**

Membership organization of independent, locally-owned businesses affiliated with the American Independent Business Alliance (AMIBA) and Business Alliance for Local Living Economies (BALLE). Promotes local, sustainable economy through advocacy, education and networking events.



### Marketing and Advertising

Many general business counseling organizations listed in other sections of this guide can provide individualized advice about market research and marketing/advertising plans. Business organizations can provide referrals to advertising and marketing agencies.

#### **Toastmasters International**

**[www.toastmasters.org](http://www.toastmasters.org)**

**[susanne@deltamortgageonline.com](mailto:susanne@deltamortgageonline.com)**

**505-603-2066**

Self-development and education through a Speaking and Presentation Skills track and a Leadership Skills track. Five local meetings, four of which are appropriate for beginners. Modest yearly dues.

### Staffing

Finding the right staff, consultants or student interns can be crucial to growing and maintaining a successful business. Networking events and personal connections are often the best way to find the right person. It can also help to connect with other professionals in the industry, utilize local educational institutions or advertise in local publications.

#### **Career Services at Santa Fe Community College**

**[www.sfcc.nm.edu](http://www.sfcc.nm.edu)**

**505-428-1406**

Internships are arranged on a case-by-case basis through individual departments. The college offers classes in a variety of subjects, from computer assisted drawing to paralegal studies. Check the website for a complete department listing. Contact prior to the semester: early August for fall semester, December for spring semester, and May for summer internships. Also available is a "Cooperative Education" program. Students with a higher skill level are paid by the employer. Job fairs are held each semester; businesses looking for employees are encouraged to participate.

#### **Craigslist**

**[www.santafe.craigslist.org](http://www.santafe.craigslist.org)**

The popular classified site is increasingly popular in the Santa Fe area. It's free to post job listings or browse by type of employment

#### **New Mexico Workforce Connection**

**[www.onestopnmm.org](http://www.onestopnmm.org)**

**301 West DeVargas**

**505-827-7434**

"One Stop" centers offer support services for job seekers such as resource rooms with computer, phone, and fax usage, basic keyboarding and computer tutorials and other skill-building opportunities. Employers looking to hire can get help with identifying and describing job requirements and can post job openings in their online database. Youth training includes helping out-of-school youth work towards their GED, and working in the schools to help teens identify career interests.

#### **New Mexico's High Tech Job Forum**

**[www.nmtechjobs.org](http://www.nmtechjobs.org)**

Website for technology-related jobs, geared to job seekers, freelancers, and employers. Post a resume, search posted resumes, search current tech projects and contracts.

## Magnus Studios

905 Early Street  
Santa Fe, NM 87501  
P: 505-983-6777  
F: 505 983-0810  
[www.douglasmagnus.com](http://www.douglasmagnus.com)

### About Our Company

Since the 1970s, Douglas Magnus started working with tools to fashion silver into simple ornaments. Learning the craft and trade of jewelry making and design came easily to him. His pieces lean towards American and Western design in a more contemporary style.

First providing for the belt buckle niche and then expanding to stone and silver jewelry pieces he now has over 40 years of experiencing working with silver, stone, and turquoise in Santa Fe. Magnus Studios has grown and become modern and sophisticated, supporting many dedicated craftsmen and staff.

Douglas met with the Santa Fe Economic Development team to see what was available for his local business. Even after 40 years, his company is looking to grow and branch out. The Santa Fe Economic Development group gave him counseling as well as information and tools to assist him in making decisions about his business on his own. After his meeting with them, he felt he was now enlightened and had a better idea of what the department is willing to do for small and local business in Santa Fe.



### Company Service or Specialty

- Jewelry designs





**The Santa Fe New Mexican**  
**www.santafenewmexican.com**

This local, daily newspaper is widely read in the community. Both print and online classified ads list job opportunities by type of employment.

**The Santa Fe Reporter**  
**www.sfreporter.com**

This local, weekly publication is popular and provides in-depth journalism and cultural coverage in a city with a vigorous arts scene. Both print and online classified ads list job opportunities by type of employment.

**Internships**

High school and college students can be valuable additions to your staff. The more specific you are about intern duties and expectations, the more successful the internship match will be.

**Bulldogs in Santa Fe**  
**www.bulldogsinsantafe.com**  
**505-459-3876**  
**(Program Administrator)**

Summer intern program of Yale University undergraduates; operates intern programs in various cities around the country. Bulldogs provides housing, a mentor, and a cohesive “community immersion” program for the interns. Employers are responsible for a set intern stipend for the ten-week program.

**New Mexico Department of Workforce Solutions**  
**High school programs:**  
**Capital High School**  
**505-467-1166**  
**Santa Fe High School**  
**505-467-2431**

Flexible internships available during the summer, after-school hours or weekends. Students are not offered school credit, so an employer stipend is helpful in recruiting students.

**St. John’s College**  
**505-984-6132**  
**Intern Coordinator**  
**505-984-6067**

**Career Services Office**  
Summer internships sponsored through a competitive program. Students apply by February for college-awarded intern stipends. Internships can be in any type of business, with either a formal job description or individualized “build your own” job description.

**Specialized and Industry Organizations**

**The International Business Accelerator**  
**www.nmiba.com**  
**113 Sundance Court**  
**Santa Teresa, NM 88008**  
**575-589-2200**  
Offers databases, individualized advice, and online resources for businesses interested in international trade of goods or services. Check their website for global business links, trade leads and statewide international trade figures.

**Coronado Ventures Forum**  
**www.cvf-nm.org**  
**info@cvf-nm.org**  
**505-662-0048**  
**190 Central Park Square**  
**Los Alamos, NM 87544**  
Brings entrepreneurs and investors together for networking and educational programs on the process of early-stage, private equity funding.

**Crewnewmexico.com**  
**www.crewnewmexico.com**  
Online resource guide for the film industry includes production support, filming locations, lodging, dining, real estate listings. Also “Who’s Filming Now” listings with film synopsis.

**Information Systems Security Association (ISSA)**  
**www.issa.org**  
Peer-to-peer international membership organization for people working with data security. Northern New Mexico chapter hosts informational meetings with guest speakers.

**New Mexico Information Technology and Software Association**  
**www.nmitsa.org**  
**505-830-8414 (program information)**  
Advocacy organization for the computer hardware, software, internet-related and telecommunications sectors.

**New Mexico Film Office**  
**www.nmfilm.com**  
**418 Montezuma Avenue**  
**505-476-5600**  
**Santa Fe, NM 87501**  
Assists in creative and financial aspects of film projects including location scouting, loans and tax rebates. Offers online resource directory of crew, vendors, services and resources around the state.

**Northern New Mexico Supplier Alliance (NNMSA)**  
**www.nnmsa.org**  
**Matthew Martinez**  
**mmartinez@networxinc.com**  
**505-346-0700**  
Provides networking and brokering opportunities between businesses and the Federal Government, Los Alamos National Labs and major subcontractors.

**Technology Ventures Corporation**  
**www.techventures.org**  
**505-246-2882**  
**1155 University Blvd. SE**  
**Albuquerque, NM 87106**  
This non-profit calls itself “a bridge between technology and investment.” It supports entrepreneurs in preparing their business case to raise money from equity investors. At their “Equity Capital Symposia” selected companies pitch to potential investors.

**FINANCING**

Every business needs funding to grow. That could mean working to open new markets, investing in the development of products or services, or financing the development of buildings, new equipment or other infrastructure. We can identify the right financing options to help your business achieve new levels of success.

The financing products are separated into four categories, micro-loans, government guarantee loan programs, traditional bank financing and equity financing.

**LOANS**

**MICRO-LENDERS**  
Micro-lenders are lenders that traditionally make loans from \$300–\$200,000. These lenders assist businesses that have trouble accessing capital. Micro-lenders also provide entrepreneurs with technical assistance so that other sources of financing can be easier to access. The following micro-lenders are in the Santa Fe area.

## About Our Company

Divine Beauty, Inc. a manufacturer of aesthetic devices, opened its Santa Fe operation in 2006 with the goal of providing quality, affordable and non-invasive products to plastic surgeons, medical aestheticians, permanent cosmetics technicians and dermatologists worldwide. Working closely with a specialized chain of distributors, wholesalers, retailers and clients, they are already well on the way to fulfilling that goal.

Divine Beauty's relationship with Santa Fe Economic Development began with their application for a small business loan from the Loan Fund. With the assistance of the Department's trained development professionals, the company was able to secure the funding necessary to expand their operation into new markets while maintaining the superb level of customer service that Divine Beauty clients have come to expect. In addition, the company has been working closely with the Job Training Incentive Program (JTIP) to help create new jobs right here in the Santa Fe area.

Through specialized programs such as these, SF Economic Development has helped expand and strengthen the community one business at a time. We are proud to partner with Divine Beauty in making Santa Fe a better place. To learn more about their products, please visit: [www.divinebeautyinc.com](http://www.divinebeautyinc.com).



### Company Service or Specialty

- The DivineBeauty (ECIT) device is used to increase Collagen and Elastin in the skin



## Resource Guide

### The Santa Fe Small Business Development Loan Fund (SFSBDLF)

[www.santafebiz.org](http://www.santafebiz.org)

**City of Santa Fe  
Economic Development Division  
120 S. Federal Place, Room 321  
Santa Fe, NM 87507**

SFSBLDF provides loans, business training and consulting to entrepreneurs and small businesses that have difficulty in securing traditional commercial credit. Loans can range from \$5,000–\$100,000 and can be used for working capital, equipment, building purchase or renovation and land acquisition. Interest rates are from 6–8%. The fees for the loans are 2% for loans up to \$15,000 and 1% for loans larger than \$15,000. The loan terms are from 1-10 years. The Loan Fund provides complimentary technical assistance to entrepreneurs or businesses receiving a loan.

**Loan criteria:** Preference will be given to companies who fit into one of the City of Santa Fe's Economic Development Target Sectors: Media, Technology, Green, Knowledge Based Enterprises and Arts & Culture. Entrepreneurs or businesses that create jobs with wages of \$16.00 per hour or more and businesses who provide benefits to their employees are also preferred. To qualify, entrepreneurs must be located within 20 miles of the City of Santa Fe City limits, have a reasonable credit history, provide acceptable collateral and demonstrate an ability to repay the loan. For every \$25,000 in loans entrepreneurs or businesses must create or retain one job. Repayment terms are negotiated on a case-by-case basis.

### Accion

[www.accionnm.org](http://www.accionnm.org)

[accion@accionnm.org](mailto:accion@accionnm.org)

**20 First Plaza NW, Suite 417**

**Albuquerque, NM 87102**

**800-508-7624 or 505-243-8844**

**Fax: 505-243-2551**

Accion is a micro-lender dedicated to assisting established and emerging entrepreneurs who face barriers to obtaining business credit in New Mexico. Accion offers loans from \$200 to \$150,000 and lines of credit from \$35,000 to \$150,000. Loans can be used for equipment, inventory, marketing, working capital, tenant improvements and business related training. Often a client starts with a small loan, builds credit and works up to larger loan amounts.

**Loan Criteria:** Accion takes character, passion, credit, cash flow and collateral into consideration and works to promote positive social and economic change. Applicants are required to show a capacity to maintain monthly loan payments and must use loan funds for business purposes, which cannot include the sale of alcohol, the sale or manufacture of weapons, speculative investments or gambling operations. Accion's loan process starts with an interview and includes verification of income as well as review of personal or business credit history.





## Resource Guide

### Tri-County Regional Revolving Loan Fund

[www.ncnmedd.com](http://www.ncnmedd.com)

**North Central NM Economic  
Development District**

**PO Box 5115**

**Santa Fe, NM 87502**

**505-827-7313**

**Fax: 505-827-7414**

The Tri-County Loan program is administered by the North Central New Mexico Economic Development District. The Tri-County Fund is for businesses in Los Alamos, Rio Arriba and Santa Fe Counties, impacted by layoffs at Los Alamos National Lab. Tri-County is a bank-participation loan program and helps entrepreneurs by lending in partnership with a bank in order to reduce rates and develop long-term banking relationships.

**Loan criteria:** *A business plan demonstrating market and financial feasibility and the necessity of Loan Fund assistance is required. Businesses should create and/or retain one job for each \$25,000 of funds. Information about use of loan funds and ability to repay must be detailed. Participation of a banking partner and equity investment by owner or business is required. Please contact North Central New Mexico Economic Development District for an application.*

### WESST Corp

[www.wesst.org](http://www.wesst.org)

**Betty Bradbury**

**3900 Paseo del Sol, Suite 322A**

**Santa Fe, NM 87507**

**505-988-5030**

**Fax: 505-998-4117**

WESST is a non-profit organization headquartered in Albuquerque, dedicated to facilitating the start-up and growth of women and minority-owned businesses in New Mexico through training and micro-lending programs. It operates a revolving loan fund for businesses unable to obtain financing from traditional loan sources. WESST Corp's loan program focuses on providing business consulting, training, technical assistance and other support services to loan recipients in order to maximize their chances of success. WESST Corp provides one-on-one business services and workshops to entrepreneurs and businesses owners. WESST

Corp's artisan and market link programs assist northern New Mexico artisans with a full range of business and product development services.

**Loan criteria:** *Loans range from \$200 to \$10,000 for start-up businesses (in operation less than one year) and from \$200 to \$50,000 for existing businesses (in operation for more than one year). Proceeds must be utilized for business development and/or expansion and not to refinance existing debt. Recipients must work with a WESST consultant throughout the duration of the loan. A viable business plan and capacity for repayment must be demonstrated.*

P.O. Box 345  
Rowe, NM 87562  
P: 877-573-2913  
[www.nearseanaturals.com](http://www.nearseanaturals.com)

### About Our Company

Founded in 2002, NearSea Naturals, Inc. offers the largest selection of organic fabrics and yarns ANYWHERE. Working closely with individual consumers, small businesses, and designers, they sell quantities ranging from a single yard to thousands of yards!

NearSea Naturals takes pride in providing only sustainable goods, with a strong focus on American made products. In order to continue this tradition of offering customers only the finest eco-friendly yarns and fabrics as well as exemplary customer service, they've utilized a number of SF Economic Development Services:

1. Relocation: What began as a home-based business off-the-grid in rural New Mexico, quickly outgrew its initial facility. With the help of Santa Fe Economic Development, NearSea Naturals, Inc. was able to expand into a location at the Santa Fe Business Incubator. While they still maintain their flagship operation, this expansion has allowed them to further ensure that the growth of their business is sustainable...just like their products.

2. Small Business Loans: NearSea Naturals recently received a business loan from SF Economic Development. These funds will allow them to create a product previously unknown to the organic industry, meet their ever-increasing customer demand and further solidify the company as an industry leader.

The list goes on. To learn more about the exciting things happening at NearSea Naturals, or to order products for delivery anywhere in the world, visit them online at [NearSeaNaturals.com](http://NearSeaNaturals.com).

### Company Service or Specialty

- Offers the largest selection of organic fabrics and yarns ANYWHERE.
- Sells quantities ranging from a single yard to thousands of yards
- Provides only sustainable goods
- Offers customers only the finest eco-friendly yarns and fabrics as well as exemplary customer service

**NearSea**  
Naturals, Inc.



## GOVERNMENT GUARANTEED LOANS

Government guarantee programs primarily consist of federal and state financing programs designed to provide capital for businesses. These programs are meant to stimulate the economy and assist businesses with access to capital. These loans are much larger than micro-loans and are targeted for capital development needs.

### Small Business Administration

[www.sba.gov](http://www.sba.gov)

**John Woosley, SBA District Director**

**625 Silver SW, Suite 320**

**Albuquerque, NM 87102**

**505-248-8225**

**Fax: 505-248-8246**

The SBA is an independent federal agency created to aid small businesses. The SBA provides a number of loan programs and guarantees that make it easier for lenders to loan to small businesses. SBA 7(a): This loan provides businesses with an 90% guarantee on loans up to \$150,000 and a 90% guarantee on loans of \$150,000 to \$4 million. The loan will finance working capital, equipment, machinery, fixtures and real estate.

**SBA Export Working Capital Funds:** This loan assists lenders responding to the needs of exporters seeking short-term working proceeds. It can be used to finance labor and materials for exporting, and purchasing or servicing manufacturing goods for export.

**Loan Criteria:** Requirements vary and may be subject to qualifications as defined by the financial institution participating in the transaction. Basic requirements include financial statements and a business profile detailing income and competitiveness. Specifics on how the loan will be used and what collateral will be provided are also required.

### Enchantment Land Certified Development Company

[www.elcdc.com](http://www.elcdc.com)

**Karen Howard, Executive Director**

**625 Silver SW, Suite 195**

**Albuquerque, NM 87102**

**888-282-9232 or 505-843-9232**

**Fax: 505-764-9153**

ELCDC is a non-profit organization offering competitive long-term loans with low down payments to finance assets such as buildings, land and machinery. ELCDC assists entrepreneurs and business owners with packaging and processing of SBA-504 loans. The SBA-504 programs provide businesses with long term, low down payment (10-20%), and fixed rates for fixed asset financing. Also provides take out financing with government guaranteed debentures. The federal government backs 40% of the loan and the lender provides the additional 50%. Rates are determined when the debentures are sold, but are typically lower than market rates. Terms are from 10-20 years.

**Loan criteria:** Typical candidates are for-profit businesses with a track record of growth, a net worth of less than \$7 million and an average net income (after taxes) of less than \$2.5 million. New jobs must be created (in certain cases job retention is sufficient) as a result of financing. One job for every \$50,000 is the rule of thumb. Projects with high community impact may also be considered. Start-up businesses may be eligible under certain requirements including management experience, a strong business plan and an adequate amount of equity investment and operating capital.

### Technology Innovation Program

[www.nist.gov/tip](http://www.nist.gov/tip)

**Barbara Lambis**

**[barbara.lambis@nist.gov](mailto:barbara.lambis@nist.gov)**

**301-975-4447**

**Fax: 301-869-1150**

The Technology Innovation Program was established by the 2007 America COMPETES Act to support, promote and accelerate innovation in the United States through high-risk, high-reward research in areas of critical national need.

**Loan criteria:** *Projects focus on the technology needs of industry and operate with strict cost sharing rules. Peer review is the primary basis for project selection and is based on the innovation, technical risk, potential economic benefits and strength of the commercialization plan. Specific goals, completion dates and funding allocations are outlined at the outset. Projects can be terminated for cause prior to completion.*

*NIST Public Inquiries Unit*

*100 Bureau Drive, Stop 1070*

*Gaithersburg, MD 20899-1070*

*301-975-6478*

### Smart Money

[www.nmfa.net](http://www.nmfa.net)

**Marquita Russel, Chief of Programs**

**[mrussel@nmfa.net](mailto:mrussel@nmfa.net)**

**207 Shelby Street**

**Santa Fe, NM 87501**

**505-984-1454**

**Fax: 505-992-9635**

Smart Money is a New Mexico loan participation program administered by The New Mexico Finance Authority. NMFA provides bank participation loans to New Mexico businesses. The SMART Money loan program is designed to lower the cost for the borrower and share the risk with the bank. The borrower receives a fixed interest rate typically 3-4% below the bank's rate on the NMFA portion of the loan.

**Loan criteria:** *Business owners or entrepreneurs can utilize Smart Money for the following types of business loans: land, buildings, equipment, infrastructure and working capital. The Smart Money share of the loan will not exceed \$2 million and no more than 49% of the total loan amount. Terms and interest are negotiated between the borrower and the bank. For every \$50,000 borrowed, at least 1 job must be created.*

## COMMERCIAL BANKS

Santa Fe's banking industry ranges from community banks with long established histories of serving Santa Fe businesses, to national banks whose operations in Santa Fe offer significant funding capability to local businesses. Santa Fe's community banks offer sophisticated financing combined with community based decision making.

### Century Bank

[www.centurynetbank.com](http://www.centurynetbank.com)

**100 S Federal Place**

**Santa Fe, NM**

**505-995-1200**

### Charter Bank

[www.charterco.com](http://www.charterco.com)

**208 Washington Ave.**

**Santa Fe, NM**

**505-946-6555**

### Community Bank

[www.communitybankna.com](http://www.communitybankna.com)

**549 S Guadalupe St.**

**Santa Fe, NM**

**505-946-3500**

### First Community Bank

[www.fcbnm.com](http://www.fcbnm.com)

**201 Washington Ave.**

**Santa Fe, NM**

**505-992-8444**

### First National Bank-Santa Fe

[www.fnb-sf.com](http://www.fnb-sf.com)

**62 Lincoln Ave.**

**Santa Fe, NM**

**505-992-2000**



## About Our Company

Redfish Group is a loosely-coupled organization of complexity researchers, software developers and business professionals applying the emerging science of Complex Adaptive Systems to difficult problems in business and government. Redfish Group was founded in 1991 by Stephen Guerin and is currently based in Santa Fe.

The company was attracted to Santa Fe for its connection between technology, science, and art. Redfish Group has collaborated with other scientists, researchers and artists at the Santa Fe Complex.

The Santa Fe Complex is seen as a place where individuals can come and work on complex problems. The Santa Fe Economic Development Department has allowed the start up this space with seed funding and generate interests to bring in other people that can collaborate together. The Santa Fe Economic Development Department can help other small businesses with early stage funding and getting connected to other places and people in Santa Fe that are related to their business.



## Company Service or Specialty

- Self-Organizing Systems Design
- 3-D Interactive Visualization
- Web-application Design
- Agent-based modeling
- Peer-2-peer Network Design



## Resource Guide

### Los Alamos National Bank

www.lanb.com  
301 Griffin St.  
Santa Fe, NM  
505-954-5400

### New Mexico Bank & Trust

www.nmb-t.com  
150 Washington Ave # 100  
Santa Fe, NM  
505-946-2500

### Bank of America

www.bankofamerica.com  
101 Paseo de Peralta  
Santa Fe, NM  
505-473-8605

### Wells Fargo Bank

https://www.wellsfargo.com/  
241 Washington Ave  
Santa Fe, NM  
800-869-3557

## EQUITY FINANCING

Equity Financing is investment financing from two traditional sources: Venture Capital Investors and Angel Investors. Because equity capital is usually more risky, equity investors often require an ownership share of the business and the ability to exert influence on the business and its investments. Good equity partners bring experience, contacts and energy to an enterprise. They should also be able to help entrepreneurs think through strategic decisions.

### New Mexico Angels

www.nmangels.com  
John Chavez, President  
One Technology Center  
1155 University Boulevard SE  
Albuquerque, NM 87106  
505-843-4206

The mission of New Mexico Angels is to provide opportunities where its members can obtain outstanding financial returns by investing in early-stage companies and accelerating them to market leadership. They work with the venture capital community and other angel groups in the Southwest.

**Criteria:** *The New Mexico Angels prefer to invest in technology-based companies where there is a viable exit strategy within seven years. Non-tech companies are still considered. Businesses are preferred that have revenue potential of at least \$50 million after five years and that have a market advantage such as patents, trade secrets, copyrights, etc. They look for a valuation (pre-investment) that will produce at least a 10X return for the angel investors.*

### Coronado Ventures Forum

www.cvf-nm.org  
info@cvf-nm.org  
Kevin Holsapple  
190 Central Park Square  
Los Alamos, NM 87544  
505-662-0048  
Fax: 505-662-0099

Coronado Ventures Forum brings potential venture capital investors together with targeted companies. Coronado Ventures connects private investors with businesses in need of early stage private equity financing.



**Flywheel Ventures**

**www.flywheelventures.com**

**341 East Alameda Street**

**Santa Fe, NM 87501**

**800-750-7870**

**Fax: 800-750-7870**

Flywheel makes seed and early-stage investments in high technology ventures. The fund targets investments of \$100,000 to \$1 million in new and emerging innovations and focuses on matching good management with innovative technologies and attractive market opportunities. It also focuses on the region's key economic drivers including software, telecommunications, semiconductors, clean technology and advanced materials.

**Criteria:** Flywheel looks for companies seeking their first funding for product development and the initial market strategy. They also look for businesses that are redefining products and/or services in existing markets or have the potential to radically change an industry. Business models that have a clear and efficient path to profitability and/or shareholder liquidity are desired.

**Mesa Capital Partners**

**www.mesacapitalpartners.us**

**Les Mathews**

**les@mesacapitalpartners.us**

**1700 Paseo de Peralta, Suite A**

**Santa Fe, NM 87501**

**505-428-2990**

**Fax: 505-984-9108**

Mesa Capital partners is an early stage private equity firm that invests in traditional high growth small businesses. Mesa's targets are in a variety of manufacturing and service sector industries. Companies typically have annual revenues under \$3 million. Investments generally range from \$500,000 to \$2 million.

**Criteria:** Businesses should have the possibility of growing rapidly into a leading position in their field. The market should be at least \$100 million. Candidates should also have current revenues and a platform for a competitive advantage through patents, trade secrets, unique skills, key distribution channels etc. Plausible exit strategies with multiple exit partners are also considered.

**New Mexico Community Capital**

**www.nmccap.org**

**infor@nmccap.org**

**PO Box 1302**

**Bernalillo, NM 87004**

**866-222-1552 or 505-924-2820**

**Fax: 505-213-0333**

New Mexico Community Capital provides equity capital and business growth services to qualifying NM businesses, especially in under-invested areas; particular interests include light manufacturing, sustainable energy, and consumer products.

**Criteria:** NM Community Capital looks for businesses with at least five employees that have been in operation for at least two years and have sales of at least \$500,000 for the past year. NMCCAP also looks for businesses committed to a superior workplace, a pattern of sustained revenue growth and a management team invested in the business and with demonstrated expertise. Real estate deals and single location retailers are not targeted and gambling and liquor stores are prohibited. Other considerations include the impact of the business on the community and job creation or retention.

**New Mexico State Investment  
Council Direct Equity Investments**

**www.sunmountaincapital.com**

**info@sunmountaincapital.com**

**301 Griffin Street**

**Santa Fe, NM 87501**

**505-954-5474**

The State Investment Council may make equity and/or debt investments directly in New Mexico businesses. The mechanism the SIC currently uses for direct investments is The New Mexico Co-Investment Partnership, a New Mexico private equity fund managed by Sun Mountain Capital. Sun Mountain is the fund's general partner, while also acting as the SIC's advisor for New Mexico private equity fund investments. The SIC's direct investments in New Mexico companies may represent no more than 51% of the investment capital in a business and must be made in conjunction with one or more qualified co-investors.

**Criteria:** Any investment in a New Mexico business may not represent more than 51% of the investment capital and must be made in conjunction with one or more qualified co-investors. Investments in qualified businesses range from \$1 million to \$20 million.

**Film Investments Section 7-27-5.26  
NMSA 1978**

**www.sic.state.nm.us**

**Greg Kulka**

**2055 S. Pacheco, Suite 100**

**Santa Fe, NM 87505**

**505-424-2500**

**Fax: 505-424-2510**

The State Investment Officer may make investments in films produced in New Mexico upon approval of the State Investment Council.

**Criteria:** No more than fifteen million dollars (\$15,000,000) may be invested in any one film project. Other requirements are that the project be wholly or substantially produced in New Mexico, have a distribution contract in place, post a completion bond and the majority of the production crew must be New Mexico

residents. In the case of guaranteed no-interest loan investments, the guarantor must be a corporate entity with at least an investment grade credit rating from either Moody's or Standard & Poor's, an irrevocable letter of credit issued by a U.S. based bank with at least an A credit rating or another substantial and solvent entity that is acceptable to the State Investment Council.

**Incentives**

The State of New Mexico has a broad portfolio of incentives to encourage businesses to grow, invest and provide employment. These incentives, together with Federal and other programs, can be combined into a package that matches your business needs and objectives. Incentives are generally designed for manufacturing businesses (broad definition, e.g. includes film), or if a company derives more than 50% of its revenues from out-of-state sales, then it qualifies as an economic-based company.

**For more information and a custom incentive analysis, please contact:**

Fabian Trujillo

ftujillo@santafenm.gov

120 S. Federal Place, Room 321

505-955-6912

**Workforce**

**Job Training Incentive Program**

The Job Training Incentive Program (JTIP) funds classroom and on-the-job training for newly created jobs in expanding, start-ups or relocating businesses for up to six months. The program reimburses economic base companies 50% of their training wages of their newly hired employee for up to six months.





### High-Wage Jobs Tax Credit

This refundable tax credit will provide economic base employers a 10% credit of the wages and benefits for each new economic-base job created. Qualified employers can receive the credit for up to four years. Qualifying jobs in Santa Fe will pay at least \$40,000 in a municipality with a population of 40,000 or more.

### Child Care Tax Credit

Corporations providing or paying for licensed child care services for employees' children under 12 years of age may deduct 30 percent of eligible expenses (up to \$30,000) from their corporate income tax liability for the taxable year in which the expenses occur. Unused credit amounts may be carried forward for three years.

### Job Mentorship Tax Credit

This tax credit provides for up to 50% of total wages or \$12,000 for as many as 10 youths participating in career preparation education programs.

### Welfare to Work Tax Credit

The credit equals 50 percent of the federal welfare-to-work credit for which the employer is eligible, up to \$1,750 for the first year of employment and rising to \$2,500 for the second year. The state credit piggybacks on the federal credit and can be applied to New Mexico personal or corporate income tax. Credit can be earned on the same individual for up to 2 years.

## Facility Development, Equipment, and Expenses Manufacturing Investment Tax Credit

Manufacturers may qualify for a tax credit equal to five percent of the value of equipment not previously used in New Mexico. Manufacturers shall employ one new employee for every \$500,000 of equipment for up to \$30 million. For equipment with a value of more than \$30 million, the manufacturer shall employ one new employee for every \$1 million of equipment over the initial \$30 million.

### Industrial Revenue Bonds

New Mexico communities can issue IRBs to exempt companies from property taxes on land, buildings, and equipment. Companies creating new business facilities can receive a property tax exemption for up to 30 years. The amount of the tax exemption is at the sole discretion of the local governing body (in Santa Fe, the policy is at the sole discretion of the Santa Fe City Council). The property tax exemption can be utilized for both real and personal property.

### Federal Historic Preservation Tax Credit

This offers a maximum tax credit of 20% on the substantial rehabilitation of historic buildings. A project must be for more than \$20,000.

# Santa Fe Aero Services

Santa Fe Municipal Airport  
121 Aviation Drive  
Building N° 4002 Santa Fe, NM 87501  
P: 505-795-7900  
F: 505-795-7901  
[www.santafeaero.com](http://www.santafeaero.com)

## About Our Company

Founded in 2007, Santa Fe Aero Services (SFAS) is a high-quality provider of aircraft support services including maintenance, repair, overhaul, restoration and upgrades. Their full service aircraft repair and maintenance center now includes an Avionics sales and service department as well.

This exciting new addition to SFAS provides for the installation, repair and support of onboard communications and navigation equipment. This is where new technology meets the company's collective decades of training and dedication to provide another innovative industry to the city of Santa Fe.

With clients and customers ranging from the local and statewide to across the country and even international, Santa Fe Aero Services was founded on a comprehensive business plan designed to ensure sustainable and continuous growth. Since the aircraft maintenance industry requires skilled, niche-based and highly trained personnel, SFAS took full advantage of the Santa Fe Job Training Incentive Program (JTIP) by creating a versatile staff of aviation maintenance professionals right here in Santa Fe!

Air transportation is a major funnel by which people access Santa Fe and help to support the economic stability and growth of this fine city. With the help of the JTIP, Pat Horgan and Santa



## Company Service or Specialty

- Maintenance and Repairs of Aircrafts

Fe Aero Services have found the sustainable growth they were looking for, all the while training and employing the very people that make our city such a great place to live, for both businesses AND individuals.

For more information on Santa Fe Aero Services, visit them online at [www.santafeaero.com](http://www.santafeaero.com) or give them a call at (505) 795-7900 with any questions.



## High Tech Industry Incentives

### Angel Investment Tax Credit

A taxpayer who files a New Mexico income tax return and who is a “qualified investor” may take a tax credit of up to \$25,000 (25 percent of a qualified investment of not more than \$100,000) for an investment made in a New Mexico company that is engaging in high-technology research or manufacturing. The taxpayer may claim the Angel Investment Credit for up to two qualified investments in a taxable year, provided that each investment is in a different qualified business.

### Research and Development Deductions R&D Gross Receipts Tax Deduction

Any service that is exported from the state, including research and development services, are not subject to New Mexico gross receipts tax. These services must be produced by a business with a New Mexico office, sold to an out-of-state buyer and delivered and initially used out-of-state. This makes R&D a deductible transaction.

### R&D Small Business Tax Credit

Qualified small businesses receive a tax credit equal to the sum of all gross receipts, compensating and withholding taxes due if at least 20% of their total expenditures are made on qualified research.

### Technology Jobs Tax Credit

This is designed to provide a favorable tax climate for technology-based businesses engaging in research, development and experimentation in order to promote increased employments and higher wages. This credit has two parts: a basic credit for research expenses and an additional credit for increased payroll expenses. Each is equal to 4 percent of the qualified expenditures. Tax credits are for eligible expenses related to qualified research at a New Mexico facility.

## Green Energy Incentives

### Alternative Energy Product Manufacturers Tax Credit

Manufacturers of alternative energy vehicles, fuel cell systems, renewable energy systems or any component of an advanced energy vehicle, fuel cell system, or renewable energy system may qualify for a tax credit of five percent of the taxpayer’s qualified expenditures and may be deducted from the taxpayer’s modified combined tax liability.

### Biomass-Related Equipment Compensating Tax Deduction

The value of biomass-related equipment may be deducted from a company’s compensating tax due.

### Clean Energy Grant Program

Appropriates \$3 million for grants for clean energy projects and hydrogen energy technology for municipalities and other eligible community, tribal, and state entities.

### Solar Energy Systems Gross Receipts Tax Exemption

Power produced from solar electric and solar thermal energy systems is exempt from gross receipts tax when the generated power is used on site.

### Solar Market Development Tax Credit

The tax credit will reimburse up to 10% of the purchase and installation costs of a solar PV or solar thermal system. The credit is in addition to the federal tax credit and can be utilized against income taxes; personal or corporate. Solar PV or thermal systems must be certified by the New Mexico Energy, Minerals and Natural Resources Department. The credit cannot exceed \$9,000.

### Wind Energy Equipment Gross Receipts Tax Deduction

New Mexico provides a gross receipts tax deduction for receipts from selling wind turbines, nacelles, rotors, blades and “related equipment” to a state or federal government entity.

### Sustainable Building Tax Credit

Income tax credits for building energy efficient sustainable commercial, institutional and residential buildings. Commercial and institutional buildings must be 50% more energy efficient than standard building code.

## Film Industry Incentives

### Film Production Tax Rebate

New Mexico offers a 25% Tax Rebate on all direct production expenditures, including New Mexico labor, that are subject to taxation by the State of New Mexico. The rebate applies to feature films, television, regional and national commercials, documentaries, video games and post-production. Out-of-state actors will also qualify, though under a separate tax structure.

### Film Investment Loan Program

New Mexico offers a 0% loan, with back-end participation in lieu of interest, for up to \$15 million per project (which can represent 100% of the budget) for qualifying feature films or television projects – animation included. Terms are negotiated and budget must be at least \$2 million.

### Film Crew Advancement Program

This program reimburses 50% of wages for on-the-job training of New Mexico residents in advanced below-the-line crew positions

### Filmmaker Gross Receipts Tax Exemption

The State of New Mexico charges a gross receipts tax, or sales tax, at the point of sale. As an incentive, the state will issue Type 16 Nontaxable Transaction Certificates (NTTCs), which work much like grocery-store coupons. A certificate is presented at the point of sale and no gross receipts tax is charged.

## Other Incentives (SH)

### Double Weight Sales Factor

New Mexico taxes the total corporate income times the average proportion of corporate sales, payroll and property in New Mexico. The 3 factors (sales, payroll and property) have equal weight (33.3 percent each) in the formula. For a limited time (through the year 2020) manufacturers may elect to use a modified formula which gives the sales factor a 50 percent weight, reducing the other two to 25 percent apiece. The sales factor now has twice the significance of the other two, thus, the “double-weighted sales factor formula.”



# If You're Talking to Us, You're Serious about Success.

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