



Newsletter

City of Santa Fe Economic Development

Volume I July, 2009

Building the Foundation

A newly revamped and revitalized City of Santa Fe Economic Development Division accelerated activities in the community throughout 2008. This included refocusing the city's economic development plan through a new strategic program and funding roughly \$1 million in projects designed to strengthen and diversify Santa Fe's economy.

The staff developed relationships with businesses and business organizations in the community. These relationships are focused on complementing the efforts and strengths of each partner in order to improve community access to all available business resources.

In addition, staff reached out regionally to work with the State of New Mexico, the New Mexico Partnership and the Regional Economic Development Initiative. Many of these relationships are focused on working to compliment each others' actions and improving community access to business resources.

2008 Economic Outcomes

Number of Jobs Created or Retained	226*
Number of Businesses Assisted	240*
Number of Workers Trained	304
Number of Artisans/Entrepreneurs Assisted	168

*The number of jobs created or retained includes jobs at existing companies which were retained or created due to receiving some assistance (either tangible or technical). The category of businesses assisted also includes individuals who wished to start a business and received direct technical assistance, attended workshops and/or one-on-one consultations.

Visit our website for information about our financing options, incentives, and ways of building your business.

www.santafebiz.org

Job Training



The Green Collar Job Apprenticeship Program

Managed by Youthworks, the program aims to place local youth with local businesses in order to develop a skilled workforce and expand the capacity of Santa Fe companies.

Douglas Rael (pictured above installing photo-voltaic solar cells on a Railrunner Station) completed the program and was hired on full time by the local company **Positive Energy**.

Economic Development Outcomes

	Jobs Created or Retained*	Businesses/ Individuals Assisted*	Workers Trained	Artisans/ Entrepreneurs Assisted
SF Incubator	137	17	0	0
Youth Works	7	0	36	0
SF Complex	16	0	107	0
SCORE	0	150	0	0
Solar Logic	9	0	0	0
The Loan Fund	57	43	0	0
JTIP / Chamber	0	30	0	0
Monte Del Sol	0	0	161	0
Museum Foundation	0	0	0	118
Creative SF	0	0	0	50
TOTAL	226	240	304	168



Staff Time & Effort

Below is a snapshot of the major staff projects.

- **Santa Fe Regional Telecommunications Coalition (SFRTC):**

A collaboration between the City of Santa Fe, Santa Fe County and the

Community College to examine the current regional broadband infrastructure and consider future economic development, workforce training, and public safety needs and ways to address those needs.

- **Business and Community Outreach:** Staff fosters relationships with business organizations to stay abreast of community needs.
- **Talent Task Force:** A group of creative thinkers each with a unique perspective and a commitment to connecting talented workers in Santa Fe to employment opportunities.
- **Technical Assistance:** Staff provides support to individuals and companies on the changing business climate, available resources and other issues.
- **Regional Economic Development Initiative:** A regional partnership working to maximize the effectiveness of economic development projects such as the SFRTC initiative.
- **Trade Missions:** Official visits intended to spur direct relations between businesses in Santa Fe, Juarez and Sonora, Mexico, and organized by the NMED.

City of Santa Fe Economic Development Targeted Industries

- Arts & Culture
- Green
- Technology
- Knowledge Based
- Media



Designed to support the emerging project economy, sometimes called the 1099 nation, the Santa Fe Complex has rapidly gained recognition in the community as a home for cutting edge technology and ideas.



Twenty-six projects were launched at the Santa Fe Complex since late 2008. These projects have created a total of 16 positions.

One of these projects is a joint venture between Los Alamos Visual Analytics (LAVA) and Southwest Holographics. The project utilizes holographic concepts to increase the efficiency of solar photovoltaic cells. The group is currently seeking proof-of-concept funding through the Venture Acceleration Fund of Northern New Mexico Connect.

Santa Fe - Buy Into It!



“Santa Fe - Buy Into It”, a consumer awareness and confidence campaign, encourages

everyone to make spending choices to keep money in Santa Fe and support our local economy.

In today’s tough economic times, buying locally is a positive way Santa Feans can influence the economy. **Buying locally supports employment, civic services and local businesses.**

This collaboration involves the City of Santa Fe, the Santa Fe Chamber of Commerce, the Santa Fe Alliance, as well as media partners such as the Santa Fe New Mexican, The Santa Fe Reporter, Hutton Broadcasting, the Journal Santa Fe, Comcast Spotlight and local marketing and PR firm HK Advertising. The campaign represents a proactive effort to take positive action through cooperation.

Working together as a community accomplishes much more than anyone can individually. So, go ahead Santa Fe, Buy Into It!



Business development activities

have focused on helping companies stay in business and expand their operations wherever possible. Such activities have become especially important during these tough economic times. Staff regularly attended business networking and community events. These are efforts to improve the business climate by promoting awareness of the City’s commitment to economic development and by making connections to business resources. Staff responds to questions and requests for assistance, and provided support to an estimated 100 businesses and individuals.

Connecting Resources

These resources include financing options, incentives, business planning, marketing and other technical assistance. They are offered through organizations such as SCORE, the Small Business Development Center, the Santa Fe Business Incubator and through government entities.

In 2006, **Claire Marquez** founded **Divine Beauty** a manufacturer of aesthetic products, with the goal of providing quality, affordable and non-invasive products to cosmetic medical



providers worldwide. Working closely with a specialized chain of distributors, wholesalers and retailers, she is already well on the way to fulfilling that goal. She began her journey at a technical assistance workshop sponsored by the City of Santa Fe. After the workshop Claire worked with Economic Development Staff, who referred her to SCORE for business plan development assistance and identified funding options through the Santa Fe Revolving Loan Fund and JTIP.

Developing a Skilled Workforce

Workforce development has always been central to growing the local economy. Current rising unemployment has made focusing on workforce development more crucial than ever. This offers an opportunity to develop a more skilled and competitive workforce which will support future growth and prosperity.

Through our partners we are working to engage local youth, enhance their skills, and keep home grown talent in Santa Fe. To this end, the Economic Development Division is supporting the **Green Collar Job Apprenticeship Program**, the workforce development activities at the Santa Fe Complex, and the expansion of a mentorship program in the Santa Fe Public Schools.



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Sites and Infrastructure: Building Community Assets

Building infrastructure helps diversify Santa Fe's economy, spur innovation, and improve the quality of life. Community assets enable our citizens and the business community to be more competitive in the global economy and create high wage jobs.

The following projects enhance Santa Fe's economic infrastructure:

- **Broadband Community Fiber Ring**
- **Employer Assisted Housing**
- **Boulevards Project**
- **Airport Master Plan**



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