

Office of the Secretary

2016 Legislative Session

During a short 30-day session EDD was able to successfully lobby for \$4 million for the Job Training Incentive Program (plus \$2 million in the base budget), \$500,000 in capital outlay for MainStreet, \$100,000 for the Technology Research Collaborative (TRC), \$1.25 million for the Rapid Workforce Development Initiative, \$6 million for LEDA and \$3 million to NMFA for the Local Government Planning Fund, which provides \$50,000 grants to communities for economic development planning.

Santa Fe Spirits

On March 15th Secretary Barela announced the expansion of Santa Fe Spirits, creating 14 new permanent jobs and several agricultural jobs at suppliers. The company began in 2010 and has grown exponentially. EDD contributed \$325,000 in LEDA funds toward a total project cost of \$1.25 million for an additional 4,000 square foot building. Santa Fe Spirits products can be found in stores throughout New Mexico and globally.

Certified Business Incubators

EDD dispersed \$130,000 to seven facilities at \$18,500 per incubator. The Navajo Tech Innovation Center (NTIC) and the Taos County Economic Development Center TCEDC) are the latest incubators to be certified by Secretary Barela. The NTIC is located on the Navajo Nation near Gallup. It is managed by Navajo Technical University and has an adjacent manufacturing center. TCEDC has been in operation since 1987, starting well before the business incubation movement began in the U.S. They have helped many businesses over the years including Taos Mountain Energy Bars.

An economic impact report on the how much the incubators contribute to the state's economy is available at www.goNM.biz/publications.

Rural Commercial Kitchen Program

EDD has received \$100,000 from an appropriation to DFA for the Rural Commercial Kitchen Initiative. Five kitchens have been chosen to receive funding and technical assistance from the South Valley EDC. TCEDC also provides assistance to new kitchens and recently held a week long training for food entrepreneurs with communities in attendance that would like to get a kitchen started. The second annual Kitchen Summit will be April 28-29 at SVEDC. Fourteen communities attended last year's Summit.

LEADS (Local Economic Assistance & Development Program)

Applications have been received for the FY17 LEADS program. This is the second year of the program, which is administered by the Community, Business & Rural Development Team. Applications will be vetted by the Economic Development Commission at their May meeting. More information on LEADS is available at www.goNM.biz/community-development/leads/.

Technology Research Collaborative

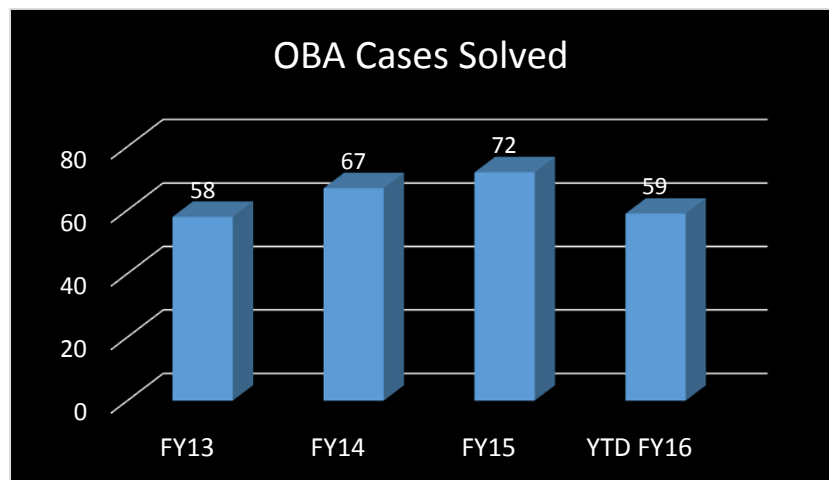
On March 14th Governor Susanna Martinez announced \$300,000 awarded to six recipients of the first round of funding to commercialize products created through New Mexico's universities and labs:

- The University of New Mexico will collaborate with Sandia National Laboratories and Dynamic Photonics through a \$60,000 award to develop a significantly cheaper way to produce optical receivers which are used in laser-based fiber optic communications.
- With a \$62,000 award, UNM will collaborate with the Air Force Research Laboratory, and Skinfrared, Inc., to develop advanced infrared imaging tools that can be used in a wide variety of operations, such as commercial, military, medical, and others.

- With \$40,000, UNM will collaborate with the Center for Integrated Nanotechnologies and OptiPulse, Inc. to commercialize new approaches to growing and expanding wireless broadband.
- Through a \$50,000 award, UNM will work with Pressure Analysis Corporation and Albuquerque's own Duke City Gladiators to develop football helmets designed to lower the risk of head injuries.
- With \$50,000, New Mexico State University will collaborate with NMX Organic Pesticides to develop pesticide and fertilizer products to provide organic farmers with more natural options to protect their crops.
- New Mexico Tech and Los Alamos National Laboratory will use a \$38,000 award to develop arsenic removal technology to purify water used in the oil and gas industry.

Office of Business Advocacy

The Office of Business Advocacy (OBA) resolves challenging bureaucratic, intergovernmental, and public policy problems adversely affecting business in New Mexico. The office also cultivates strategic partnerships with other economic development or business service providers to help businesses in need of services outside of the OBA's scope of work.



59 cases have been resolved in FY16 for the following companies:

1. **Comida de Campos** – location
2. **Dollar General** – Aztec
3. **Superior Hydrovac Solutions** – Roswell
4. **Xynergy (2)** – Albuquerque
5. **Missy's Sew Sweet Boutique** - Silver City
6. **Ready Roast** – Portales
7. **Olam's Spices** – Las Cruces
8. **Lomita Casita** – Albuquerque
9. **City Different Pickles** – Albuquerque
10. **7th Bone Tailoring** – Albuquerque
11. **New Mexico Transload (2)** – Bernalillo County
12. **NM Tire Disposal** – Albuquerque
13. **Stride, Inc.** – Albuquerque
14. **A Fox Consulting** – Albuquerque
15. **American Home Guardian** – Out of state
16. **Cyrq Energy** - Hidalgo County
17. **Handy Hobson** – Albuquerque
18. **El Mezquite Market** – Albuquerque
19. **Dominic's Trucking** – Espanola
20. **Mr. Oropesa** – Roswell
21. **The Chicken Shack** – San Ysidro
22. **Parson Clothing** – Hobbs
23. **Conservation Legacy** – Las Cruces
24. **A-1 Service Co.** – Los Ranchos
25. **Mr. Kozimor** – Farmington
26. **Divine Touch** – Santa Fe
27. **Shiver Southwest** – out of state

28. ***New Express Delivery Service*** – Albuquerque
29. ***Cognosante*** – out of state
30. ***El Mezquite Market*** – Albuquerque
31. ***Adorn You*** – Tijeras
32. ***AMG Realty*** – Albuquerque
33. ***Arid Mechanical*** – Aztec
34. ***Asset Preservation & Restoration Service*** – Out-of-state
35. ***El Mezquite Market*** – Albuquerque
36. ***Firehouse Grocery*** – Cloudcroft
37. ***Franco Whole Foods Southwest***– Las Cruces
38. ***High Desert Spirits*** – Taos
39. ***Intergalactica, Inc. (3)*** – Santa Fe
40. ***Mr. Gas, Inc.*** – Clines Corner
41. ***OnePoint HRO*** – Colorado
42. ***PreCheck, Inc.*** – Alamogordo
43. ***Private Label Select*** – Taos
44. ***Pub 'N Grub*** – Angel Fire
45. ***Ready Roast (3)*** – Portales
46. ***Rosie's New Mexico Sopapillas*** – Los Lunas
47. ***Service Disabled Veteran Owned E-Commerce*** – Albuquerque
48. ***Twin Arrow Bingo & Family Entertainment (2)*** – Clovis
49. ***X2nSat*** – California
50. ***El Morro Valley Cooperative (2)*** – Ramah
51. ***Academy Retrographics*** - Albuquerque

New Mexico Partnership

The New Mexico Partnership's early stage marketing and project management activity has been fairly strong this quarter. With 10 marketing events including sales missions and targeted trade shows, they've been able to generate a number of leads, and opened new projects. The Partnership has been working to close projects where NM is in contention as a finalist with some planned upcoming site visits. Currently, r top prospects with a probability of 50% or more of locating in NM represent 1,725 potential jobs that plan to make a decision this year. The industry spread among top prospects is diverse with 62.5% of projects in the manufacturing/distribution sectors and 37.5% in the back office/customer contact center industry. Project Carton, which would bring an estimated 140 jobs (warehouse/distribution) to NM, is close to a decision and New Mexico is very much in the running on 6 other projects.

Marketing- Advertising and Earned Media:

January:

In January, Conway PR & Marketing assisted New Mexico Partnership's business travel during the DC/VA Sales Mission on January 12-15, and the International Production & Processing Expo in Atlanta, GA, on January 26-28, by arranging media interviews with target reporters. NMP pitched a number of story ideas on topics including New Mexico's attractive tax climate as a result of legislative changes, aerospace and defense, logistics, agri-business, and cross border business.

February:

In February, Conway PR & Marketing (CPR&M) developed a press release touting the New Mexico Partnership's aggressive business attraction efforts in January. The release was picked up by 172 outlets with a potential audience of 186,702,500 and an editorial impact of \$875,000. We pitched *Site Selection Magazine* for a story planned for publication in the next issue of the magazine. Mark Arend, Editor in Chief, conducted an interview with the NM Partnership and also reached out to Governor Martinez's office.

March:

As a result of Conway's public relations efforts, articles appeared this month in *Site Selection*, and *Chief Executive*. These stories generated more than \$536,020 in editorial impact. Additionally, Conway secured two media interviews during the MRO show with *Aviation Week* and *DM Magazine*.

Advertising:

- *Business Facilities*, N.A. Focus, March/April issue *Business Facilities*, Jan/Feb issue *Business Facilities* Location Spotlight micro site
- *Site Selection*, March/April issue

Earned Media:

- *Chief Executive Magazine* – This four page article focuses on the business climate and major successes of Southwestern States, including New Mexico.
- *Site Selection Magazine* – This feature includes a Q & A with Governor Martinez. The topics covered includes economic opportunities on the border, energy management, and workforce development.

New Mexico True Business - a collaboration with the NM Tourism Dept. and NMEDD:

NM Partnership staff have had a number of conversations and meetings with NM Tourism Department and NMEDD to collaborate on the upcoming New Mexico True Business campaign, which leverages the NM True brand for economic development purposes to promote NM for business recruitment opportunities.

Wilson Binkley (Direct Mailer):

The New Mexico Partnership sent 200+ NM care packages to key site selection consultants nationwide containing a promotional piece highlighting NM's business climate including tax reforms/incentives, workforce and assets. The package showcased NM food products; and received some very nice feedback from our site selector contacts.

Sales Missions:

- DC /VA – 7 leads
- St. Louis/Kansas – 8 leads
- Southern California – 8 leads
- Minnesota – 3 leads
- Atlanta – 5 leads
- Cleveland & Detroit – 6 leads

Trade Shows/Industry Conferences:

- IPPE (Food Processing) – 33 leads
- SPIE (Optics) – 7 leads
- Food Processing Expo – 4
- Site Selection Guild - 3

Other Leads:

- DCI Site Consultant List Outreach - 28
- California Contractor – 21
- Meetings in CA (Eric) – 2
- IPPE – Expansion Solutions leads – 11
- Business Facilities leads – 13

16 PROs were distributed, no locates and no jobs

Economic Development Division

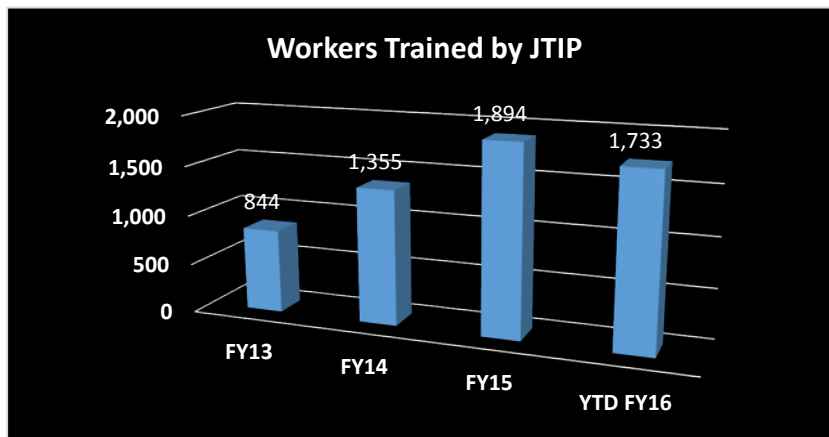
Finance Development Team, Local Economic Development Act (LEDA)

In 2015, NMEDD received \$50 million in Local Economic Development Act funds. LEDA helps existing New Mexico businesses expand and greatly enhances our competitiveness to recruit new businesses to the state. Through FY16, **\$9,418,436** is allocated to 13 businesses and two theaters to be used toward infrastructure. Jobs announced for LEDA projects total 1,190.

COMPANY	LOCATION	LEDA INVESTMENT	PRIVATE INVESTMENT	# OF JOBS ANNOUNCED
Santa Fe Spirits	Santa Fe	\$325,000	\$1,250,000	14
YTD TOTALS		\$9,418,436	\$216,942,920	1,190

Job Training Incentive Program (JTIP)

The New Mexico Job Training Incentive Program has been consistently recognized as one of the best workforce training programs in the nation and remains one of the state's most effective job creation tools. This year NMEDD assisted **51 companies** and **created 1,206 new jobs** through JTIP.



FY16 YTD Results:

- 51 Companies Served
- 45% Manufacturing Companies
- 8 Rural Companies
- 1,733 Workers Trained
- 19 Internships
- 3 Incumbent Workers (Step-Up)
- 505 Re-authorized positions

Companies that took advantage of JTIP in the third quarter:

1. Lavu, Inc.
2. Comcast Cable Management Co.
3. Affordable Solar Installation
4. Sigma Labs, Inc.
5. IntelliCyt Corporation
6. The Kentah Group
7. 3D Glass Solutions, Inc.
8. Compass Components
9. Sitel Operating Corporation
10. Whoo's Donuts, LLC
11. DroneU
12. Caveman Coffee Company
13. Chaves-Grievess Consulting Engineers
14. CSI Aviation
15. Fiore Industries
16. Improve Group
17. Skorprios Technologies
18. Wood Design, Inc.
19. RiskSense, Inc.
20. Private Label Select

Office of International Trade

The Office of International Trade supported the following trade shows through the SBA STEP Grant:

- 1). Falcon Industries of Moriarty, New Mexico along with Wicked Edge and Santa Fe Stoneworks participated in the Shot Show in Las Vegas, Nevada and generated over \$575,000 in orders collectively for knife sharpening equipment, customized gun grips and in-laid knives.
- 2). Falcon Industries, Wicked Edge and Santa Fe Stoneworks also sponsored by STEP for the IWA Outdoor Show in Nuremberg, Germany with over \$189,000 in sales orders generated.

- 3). Private Label Select, Ltd. of Taos, NM and Aromaland of Santa Fe participated in the Cosmoprof trade show in Bologna, Italy. PLS is bidding to supply Walmart with private label cosmetics with orders expected to top \$500,000 in the near term.
- 4). Pajarito Powders was sponsored by STEP grant for the Fuel Cell Expo in Tokyo with projected orders of \$100,000 during product testing phase.
- 5). Etkie, Inc. of Tijeras, NM was sponsored by STEP for the Paris Fashion Show and generated interest for \$200,000 of Native American themed accessories. Company employs all Native American staff.
- 6). Col. Conk Men's cosmetics in Los Lunas, NM and Vision Quest in Albuquerque were both sponsored by STEP funds for the Discover Global Markets China workshop in Dallas, Texas.

Community, Business and Rural Development Team (CBRDT)

This Team, also known as "regional reps," provides technical assistance to the counties they serve. Their key performance metric is "business development projects resulting in a successful outcome such as job retention or creation, new investment, financing or new revenue."

There were four successful business development projects in the 3rd quarter.

1. Denny's Restaurant, Las Vegas
The Regional Representative contacted Denny's resulting in a new business in Las Vegas. Land has been secured and the new building will be funded by Denny's Corporation.
2. Doss Aviation, Flight Training Facility, Raton
The Regional Representative worked with the New Mexico National Guard, which resulted in the decision to transfer the armory to the City of Raton. The City used the vacant armory building to recruit Doss Aviation. The company will train Department of Defense student pilots and plans to hire five new training pilot instructors. This will result in the expansion into international student markets. The Regional Representative is continuing to work with Doss Aviation on short term student housing to accommodate up to 20 student pilots through local partners including the City of Raton and Grow Raton.
3. Tucumcari Bio fuels Corporation, Tucumcari
This is a start-up, which will convert the former ethanol plant into a grain storage and methane gas production facility. The Regional Representative assisted with getting the investors in touch with the owners of the former ethanol plant to identify potential grain storage users. Funding has been secured through a \$70,000 purchase agreement with Los Alamos Bank. A Phase One environmental assessment has been completed. Arrowhead Center completed a feasibility study and owns 2 percent of the company.
4. Medicus Billing and Consulting Inc. of Arkansas, Las Vegas, Medical Billing Center
The Regional Representative assisted in the recruitment of Medicus. The company has expanded to Las Vegas to increase New Mexico medical billing of physician practices. They will hire up to 15 employees at an average hourly wage of \$14.00. The company has purchased a

building. The company anticipates utilizing JTIP and the JTIP application is expected in the fourth quarter.

Four successful economic development projects:

1. Sandoval County Innovation Center was funded in part by a \$15,000 NMEDD LEADS grant. The Center is now fully operational with 8 interns actively engaged in entrepreneurial projects. The Center encourages high school and college aged students to participate in entrepreneurial activities such as designing web pages, creating phone apps and computer programs that can be utilized by local business and other businesses worldwide. The concept has been embraced by Intel who has provided free space to house the center. The Regional Representative helped with the initial application and has been involved in the planning throughout the various stages of the project. The Center has already created a web design business and has successfully created apps which are being utilized by local businesses and are working on more.
Outcome: New business, revenue and jobs
2. Guadalupe Count purchased the Pecos Theatre in January 2016 for \$55,000. The Regional Representative assisted the business owner and Guadalupe County in facilitating the first site visit as well as participated and facilitated further discussions that ultimately led to this new theatre investment along with a barber shop is creating an entrepreneurial anchor in the heart of the downtown. The Regional Representative also drafted and presented the proposed LEDA
Outcome: New capital investment
3. Anton Chico Land Grant Economic Development Incubator Mainstreet Frontier Project. It was selected and has received \$75,000 in grants and services. The Regional Representative assisted the board in registering the corporation. In addition he assisted with the management strategy with the Land Grant Board, which is the landlord. The Singleton Ranch provided the matching funds, which was the largest match received to date. The Regional Representative shared presentations at a town hall event as well as organized a business resource fair for potential commercial kitchen and rental tenants. The incubator is currently advertising to hire a manager and the Incubator intends to be fully operational by next quarter.
Outcome: New jobs, businesses and revenue
4. Greater Springer Economic Development Corporation has purchased the Sapp Designed Commercial Building for \$15,000. The Economic Development Organization plans to make the property suitable for resale to a commercial business that will serve the drive through traffic from Texas, thus increasing revenue for the village. This project was included in the FY16 Frontier Program and will be rehabilitated to house retail growth. This project was included in the Springer Economic Development Plan that the Regional Representative collaboratively drafted and assisted the Greater Springer EDC and the Village of Springer adopt through public meetings.
Outcome: New capital investment

New Mexico MainStreet (NMMS)

Seven communities will split \$500,000 in capital outlay funds for economic revitalization projects:

- **Artesia**
The Cultural Plan for the Artesia Arts and Cultural District project will help focus Artesia's economic development around a cultural economy, including a review of ordinances related to historic properties, design, façades, signage, proactive promotion of the designated historic district, recruitment of cultural businesses, and developing cultural components for events organized by partner organizations.
- **Clovis**
The Historic Railroad Park project will create a destination focal point for the Historic Railroad District, increasing its visibility by highlighting the Train Depot and Museum, the Harvey House, and many other historic properties.
- **Grants**
The Rio San Jose Riverwalk Legacy Trail project will develop 1.5 miles of trail along the Rio San Jose corridor in Grants that will eventually connect downtown Grants with the New Mexico State University Grants Campus and the Continental Divide Trail. The project uses the San Jose River as a corridor for conservation, recreation, and non-motorized transportation to help revitalize downtown, increase tourism, and encourage economic growth.
- **Los Alamos**
The Phase II Streetscape Improvements on Central Avenue project will continue promoting a pedestrian-friendly community by providing benches, trash and recycling receptacles, and bike racks, along with needed street and pedestrian lighting improvements that will be provided by the municipality.
- **Mora**
The Cultural Plan for Mora Arts and Cultural Compound (ACC) project will help the Mora Valley Community define goals and objectives for the ACC, and formulate strategies for redeveloping landmarks and real estate. The project will also help offer training and workforce development opportunities and enhance local tourism, and strengthen agriculture, arts and artistic development, and innovative technology.
- **Truth or Consequences**
The Healing Waters Plaza project will transform a blighted vacant lot in the downtown area into a vibrant civic space that reflects the unique character of Truth or Consequences, celebrates cultural heritage, and strengthens the economic environment.
- **Tucumcari**
The Great Blocks on MainStreet project will renovate and reinvigorate the historical railroad district on the south side of Main Street between First and Third Streets. The project will combine planning, community input, and examples of historic preservation and building renovation to develop a comprehensive design project that includes exterior cleaning, maintenance and repair work, wayfinding and street lighting improvements, pedestrian enhancements, and public art.



Historic Theaters Initiative

Secretary Barela created the Historic Theaters Initiative in 2013. Communities that have participated in the program are experiencing an increase in visitors and business in local downtown commercial districts. Secretary Barela set aside \$1 million in LEDA funds for the Historic Theater program for FY16. The funding provides for a digital conversion to show modern films in the new format and preservation of the historic theaters. Two theaters have been completed thus far in FY16 in Alamogordo and Tucumcari. NMMS and Silver City MainStreet will host the second annual Historic Theaters Institute in Silver City on April 22nd.

Office of Science & Technology, Technology Research Collaborative (TRC)

The Technology Research Collaborative (TRC) is operational, and recently funded six NM collaborations involving a university, federal laboratory and a business. Specifically, the TRC funding will assist three photonics technologies out of UNM Center for High Tech Materials, two bioscience technologies to include one sensor technology project with UNM Health Sciences Center, one bio-agriculture technology with NMSU, and one oil/water technology out of NM Tech to boost the capability for produced water purification. We will leverage over \$1.6M in private funds and move those 6 projects closer to commercialization. Companies are: EcoSeal, LLC; IX Power Clean Water; Dynamic Photonics, Inc.; Skinfrared, LLC; OptiPulse; and Pressure Analysis Corporation.

In addition, the Office of Science & Technology was instrumental in reallocating the US Treasury State Small Business Credit Initiative's \$5M in funding to establish the New Mexico Catalyst Fund, which will then leverage \$20 M in matched funds and additional seed capital.

The DIASCMP project team conducted seven meetings throughout the state during the 3rd Quarter, designed to create awareness and foster participation from all relevant stakeholders in gathering information relative to defense prime contractors, their sub-contractors, related service and goods providers, and indirect organizations and businesses that could be impacted by defense spending cuts. Local and state government entities and officials, community economic development organizations, and private sector suppliers were invited and attended. Information gathered at those meetings will contribute to cooperative efforts to develop community adjustment and diversification strategies that can be implemented throughout the state. These strategies will ultimately lead to funding assistance for at risk DOD suppliers in the form of workforce training and certification, marketing and sales consultation, new market opportunities, and technology maturation, to name a few. As part of this effort, a permanent New Mexico-focused web portal will be established to serve as the critical conduit for sharing information, leveraging in-state assets, and strategic partnering during the study term and into the future. The meetings were held in Farmington, Santa Fe, Albuquerque, Clovis, Carlsbad, Alamogordo and Las Cruces.

NMEDD MIDYEAR PERFORMANCE RESULTS

Key Performance Metric	FY16 Target	Q1 Results	Q2 Results	Q3 Results	YTD Totals
Total number of jobs created	4,500	778	1,346	126	2,260
Total number of rural job	1,750	279	83	24	396
Number of business advocacy cases solved	65	32	24	3	59
Jobs created by the NM Partnership	2,000	230	82	0	312
Number of building rehabilitations completed in MainStreet Districts	160	23	40	140	203
Private sector \$ leveraged by each \$ of LEDA funds	5:1	17:1	20:1	23:1	23:1
Number of jobs created through the use of LEDA funds	1,500	421	750	14	1,185
Number of business development projects resulting in a positive outcome	15	5	2	4	11
Number of workers trained by JTIP	1,400	627	742	342	1,733

New Mexico Film Office

Strategic Plan | FY2016 Quarters 1 & 2 & 3

The Film Office continues its focus on into three main initiatives: (1) Recruitment: Emerging Media & Production; (2) Statewide Outreach; and, (3) Workforce Development.

Recruitment:

The Film Office's primary purpose is to market the state to the film and television and emerging media industries, service the recruited productions and companies, and promote job and business opportunities for New Mexico residents. This includes consulting with production and emerging media companies regarding the financial aspects of their projects, and guiding them through the incentives such as the Refundable Film Production Tax Credit. The NMFO also provides direction to companies regarding potential locations on which to film, as well as connecting the productions with the crew, vendor services and film liaisons throughout the state. The office also continues to work towards taking the lead in Emerging Media entrepreneurial opportunities in the state. The Film Office announced a strategic partnership with Panda iMedia, one of China's top online media holding companies which specializes in the production of digital content and online promotion for China's top 500 enterprises. A cross cultural training event with China's top members will take place in quarter 4.

Highlights:

- The NMFO currently has (4) feature films and (7) television series in production Q 3/4 2016: **Film:** *2 Years and 8 Days*, *In The Middle of The River*, *Justice* and *Ideal Home*. **TV:** *Untitled Mars Project* (CW pilot), *Midnight, Texas* (NBC pilot), *Longmire* Season 5 (Netflix), *Preacher* Season 1 (AMC), *From Dusk Til Dawn* Season 3 (El Rey/Netflix), *The Night Shift* Season 3 (NBC) and *Godless* Season 1 (Netflix).

- The NMFO also anticipates Q4 to include 3 major studio features (over 100+M), many potential independent features as well as the return of the critically acclaimed *Better Call Saul* Season 3 this July. We have active communication with over 18 potential western genre projects that could shoot until year end 2016!
- At the start of Q4, NMFO will attend *AFCI* (Association of Film Commissioners International) in Los Angeles, CA.

Statewide Outreach:

There are a variety of ways the NMFO works with local communities, schools, filmmakers and chambers of commerce in order to assist and promote the industry and the jobs it creates. In FY16, the Film Office welcomed a new member to their team as the Outreach Coordinator to spearhead these efforts.

Highlights:

- In the first quarter, the NMFO hosted a screening of *The Scorch Trials*, presented by Fox Studios, which had over 200 attendees; and, the 2015 NM Filmmakers Showcase submissions were screened at the Dark Frame Film Festival in Albuquerque.
- In the second quarter, the NMFO's annual NM Film & Media Industry Conference took place at the Isleta Casino & Resort, providing a variety of compelling topics with an extraordinary array of forty in and out-of-state guest speakers and panelist, and over 400 registrants, a 26% increase as compared to 2014.
- In December, the NMFO also participated in the ESPN's NM Bowl at UNM which included the screening of a new sizzle reel, highlighting productions that have shot in NM, and a few words by the successful New Mexico actor Elise Eberle.
- In the third quarter, the NMFO held a Las Cruces town hall with over 50 participants discussing the state of the film industry and opportunities available to New Mexico residents in the film and television industry.
- In the fourth quarter, the NMFO will host the annual Film and Media Educational Summit at CNM in Albuquerque.

Workforce Development:

The Job Training Incentive Program for Film & Multimedia (JTIP) provides multiple ways for residents to advance in this industry and to keep talent in-state. The program continues to evolve and expand to meet industry needs. The Film Crew Advancement Program (FCAP) FCAP is the office's priority program in training as it provides job opportunities with a production where crew diversifies their skill sets increasing continual employment in the industry. As an additional incentive to the film tax credit, productions that hire qualifying, local crew are reimbursed fifty percent of a qualifying resident's wages for up to 1040 hours.

- During the first quarter, eight (8) companies qualified for FCAP with eighty-four (84) resident participants. In addition to JTIP, approximately twenty-five (25) residents participated in on-set lectures, conducted during production as part of a "give-back" program for participation in the Refundable Film Production Tax Credit.
- During the second quarter, two (2) companies qualified for FCAP with fourteen (14) resident participants.

- During the third quarter, six (6) companies qualified for FCAP with sixty-eight (68) resident participants.
- In the fourth quarter, the NMFO anticipates three (3) companies qualifying for FCAP with over fifteen (15) resident participants. The NMFO also anticipates making policy changes to the FCAP for emerging media which will be effective in FY17 on July 1, 2016. The NMFO is finalizing a training workshop for resident veterans interested in FCAP Operation Soundstage.

Key Performance Target	FY16 Target	Q1 Results	Q2 Results	Q3 Results	YTD Totals
Number of film and media worker days	190,000	82,764	19,597	48,982	151,343
Number of films and media projects principally made in New Mexico	61	20	12	7	39
Direct spending by film industry productions in millions	\$200	\$70.1	\$22.8	\$53.6	\$146.5