A 10-YEAR REVIEW
In accordance with the goals of the strategic plan of the Bernalillo County Board of Commissioners and county management, the Bernalillo County Economic Development Department (BCEDD) fosters all levels of business growth in the unincorporated areas of the County with local, out-of-state and international companies in tandem with prudent fiduciary oversight for county taxpayers. BCEDD also contributes to Bernalillo County’s tax base by agreeing to be the issuer for the incorporated municipalities of our County as provided for by state statute. The BCEDD, a small team of economic development experts, realizes this goal through robust and broad-range programming supported by intricate business development and operations networks. These collaborations result in positive outcomes for the local economy, with an emphasis on job creation and career opportunity. Also, BCEDD administers various programs at the behest of the Commission and/or County Management. Their efforts are continuous and influential. An overview of completed and on-going efforts since 2012 follows.

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A Message From the Director

The world is moving forward in 2022, and Bernalillo County is moving with it. While there are challenges, more abundant is innovation and inspiration. Businesses are more comfortable, more adept at pivoting midair to rework their plans and/or redesign products and services to successfully reach their goals. As we have said for years, Bernalillo County is open for business and the Bernalillo Economic Development Department is here to keep it that way.

While we strive to construct a new version of business as usual, business is not usual or static. The core of our commerce scape is expanding to include more space industry and its infrastructure. There is also a keener focus on individuals who comprise a newly recognized group, the Remote Worker.

While there have always been remote workers, the pandemic generated a larger, next-generation workforce. The county and city offer the same appeal that they offer the on-site workforce at manufacturing companies, call centers, food processing plants, and other large businesses: reasonable cost of living, great weather, diverse cultures, beautiful landscapes, cultural events and restaurants, breweries, and wineries.

For companies, our streamlined processes and creative approaches allow us to develop projects in a timely manner and these projects generate mutual benefit for taxpayers and businesses. Also, these projects mean job creation, and so attracting companies that offer both employment and career opportunity is a priority. Further, our endeavors include developing additional affordable housing communities to provide residents more access to an expanded, enhanced quality of life.

While there is a change of leadership within our department, I can assure you that there will be no change in our commitment to Bernalillo County and the people we serve. We will continue to pursue quality projects to bring before the Board of Commissioners that realize the vision of the county’s strategic plan and meet county initiatives. Also, our Economic Development Team continues to provide outreach to our businesses whether it’s connecting them to disaster relief resources or aiding them in thinking outside the box and changing boxes to make their businesses work.

I look forward to working with you as we too pivot midair to meet and exceed expectations for economic growth in Bernalillo County. Here is to our continued success.

Marcos A. Gonzales
Director, Economic Development
2021 closed with progress achieved in this transitional pandemic economy. Three projects bringing 99 new jobs and an investment of more than $35 million were approved by the Bernalillo County Board of Commissioners demonstrating viable, successful efforts to restore the local economy. Though the road to recovery is still altered by the effects of COVID-19, programs and strategies designed to adapt to current conditions (especially those significantly influenced by employment and supply chain challenges) are in place. The focus to move forward remains.

In addition to bringing these projects to the Commission, the BCEDD was instrumental in deploying federal funds for COVID-19 relief for small businesses and residential rental assistance. For small businesses, it was the Bernalillo County CARES Small Business Grant Program, and for individuals living outside the Albuquerque city limits, it was the BernCo Relief of Emergency Needs for Tenants (RENT) Assistance Program. The BernCo RENT program continues. It is a one-time emergency rental and utility assistance to Bernalillo County households experiencing financial hardship because of the COVID-19 crisis. Funds for the CARES Small Business Grant Program have been expended. The Business Relief Program earned the County recognition by the New Mexico Association of Counties and the New Mexico State Auditor’s Office.

The directive for the Economic Development Department is to enhance the quality of life for county residents through the 1) retention and expansion of businesses, 2) job creation and 3) prudent use of taxpayer dollars. Diverse economic development initiatives provide efficient and accessible solutions through professional guidance, direction, and industry expertise. In addition to major endeavors mentioned earlier, the Economic Development Department is charged with:

- Pushing out topical information and consistent messaging via various platforms to target audiences (businesses, trade organizations, and other governments).
- Interacting with the target audiences directly by attending and participating in local business-driven events.
- Collaborating with area/state economic development groups to share information, trends, challenges, and more to strengthen existing relationships and leverage improved outcomes.
- Maintaining national relationships forged during COVID 19 pandemic lockdown to share best practices and ideas for effective and efficient methods of moving projects forward in a post pandemic business economy.

2022 is showing that it too is another year filled with inspiration, innovation, and challenges. Opportunities will surface and obstacles will present. Bernalillo County Economic Development is here to assist businesses better navigate the unexpected and unpredicted in this transitional pandemic economy ranging from access to local government financing programs to industry connections to educational resources.

Please reach out to the Economic Development Department. They are here to help.

Mayling Armijo
**NOTABLE ACHIEVEMENTS**


Since 2012, the Bernalillo County Board of Commissioners has approved 70 projects brought forth by the BCEDD. They represent $998,884,657 in revenue, more than 5,000 full- and part-time jobs in addition to more than 6,000 temporary construction jobs and a total of $1,404,661,422 of investment in the local economy. These projects are in multiple market segments, including manufacturing (21), housing (14), mixed-use retail (17), food services (13), non-profits (3), and hospitality (2).

Following is a select listing of projects:

<table>
<thead>
<tr>
<th>Company</th>
<th>Fiscal Year</th>
<th>LEDA Amount</th>
<th>IRB Amount</th>
<th>New Jobs</th>
<th>Construction Jobs</th>
<th>Private Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Estancias LEDA</td>
<td>2012</td>
<td>$1,500,000</td>
<td>-</td>
<td>230</td>
<td>102</td>
<td>$12,000,000</td>
</tr>
<tr>
<td>Amazon</td>
<td>2020</td>
<td>$-</td>
<td>$-</td>
<td>1000</td>
<td>1,000</td>
<td>$227,507,500</td>
</tr>
<tr>
<td>Sawmill Market</td>
<td>2019</td>
<td>$-</td>
<td>$10,000,000</td>
<td>162</td>
<td>75</td>
<td>$16,700,000</td>
</tr>
<tr>
<td>Hotel Chaco</td>
<td>2015</td>
<td>$-</td>
<td>$40,000,000</td>
<td>250</td>
<td>261</td>
<td>$40,000,000</td>
</tr>
<tr>
<td>Rio Bravo Brewery</td>
<td>2016</td>
<td>$-</td>
<td>$5,000,000</td>
<td>50</td>
<td>28</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Ben E Keith</td>
<td>2019</td>
<td>$-</td>
<td>$80,000,000</td>
<td>93</td>
<td>156</td>
<td>$80,000,000</td>
</tr>
<tr>
<td>Wagner Equipment</td>
<td>2016</td>
<td>$-</td>
<td>$100,000,000</td>
<td>100</td>
<td>224</td>
<td>$100,000,000</td>
</tr>
</tbody>
</table>

**Developing a Revenue Stream Independent of Government Funding**

Several years ago, BCEDD leadership determined that it was possible to move away from reliance on county general fund appropriations for business development efforts. As a result, BCEDD has increased its revenue through fee and permit income to support its operations. Total revenue over the last 10 years is currently $6,721,646. Efforts include and are not limited to trade and business events, conferences and cultural activities sponsorships.
First Responders to Businesses During the Coronavirus Disease (COVID-19) Pandemic and Lockdown

Administration of Emergency Programming for Businesses and Individuals

- **Coronavirus Aid, Relief, and Economic Security (CARES) Act Small Business Grants:** Bernalillo County dispersed emergency relief funds in four rounds, managed by the Economic Development Department in support of the small businesses hardest hit by the Coronavirus Disease (COVID-19) pandemic. These were available as part of Coronavirus Aid, Relief, and Economic Security (CARES) Act federal stimulus package.

  - **Total Disbursed Funds**
    - $8,378,294 Small Business Grants
    - $239,000 Restaurant Patio Grants
  
  - **Funded Applications**
    - 833 Small Business Grants
    - 26 Patio Grants

- **Emergency Rental Assistance (ERA) Funds:** Bernalillo County received $5,090,887.20 to provide rental assistance to households outside the City of Albuquerque and tribal lands in Bernalillo County. The City of Albuquerque and tribal lands received their own allocation for residents that live within their boundaries. Bernalillo County could use up to 10% of the grant for administrative costs.

- **American Rescue Plan Act (ARPA) Funds:** Under the Housing and Utility Assistance section of American Rescue Plan Act (ARPA), Bernalillo County was allocated $10,797,747 for the Emergency Rental Assistance 2 (ERA2) program comprised of $3,869,074.30 as the base allocation and $6,428,672.70 as the high need allocation.

- **Premium Pay:** Bernalillo County has identified up to $5 million in relief funds to support eligible employees essential to COVID-19 pandemic recovery. Bernalillo County will provide businesses, with eligible employees, one-time financial support to assist retaining existing essential workers with a Premium Pay compensation of up to $3,000 per employee to a maximum of $50,000 per business\(^1\).

- **Early Voting Assistance and Voting/Recovery Plan:** Economic Development staff assisted with the facilitation of the voting public, ensuring Personal Protective Equipment (PPE) was worn, and that pens, computer screens, voting booths and tabulating machines were sanitized in compliance with the protocols.

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\(^1\) Pending final approval by the Bernalillo County Board of Commissioners, Premium Pay will be formally announced soon.
ONGOING PROGRAMMING

Constant Contact with Individual Businesses and the Business Community at Large

Bernalillo County Economic Development is part of the local business community and maintains its presence in multiple ways. It takes an active leadership role within the county and region and collaborates with others to bring jobs and an enhanced quality of life to county and all New Mexico residents. This interaction is expansive and multi-pronged. Below is a listing of activities that generate productive, positive relationships among individuals, companies and government on local, national and international stages.

Promoting Business and Businesses Through Participation and Partnerships

Over the past decade, BCEDD has been an integral part of:

- 1,000 business meetings
- 55 trade missions
- 36 groundbreakings, ribbon cuttings, grand openings and open houses
- 29 speaker engagements at local, national and international conferences, seminars and tradeshows
- 20 Commissioner-sponsorship business summits
- 17 government-led boards and councils
- 13 local festival and cultural event sponsorships
- 7 private-sector boards, councils, and professional alliances and associations
- 7 internal county-sponsored events for employee development and wellness
- 6 awards recognizing the BCEDD from both public and private sector groups

BCEDD works closely with local groups to assist them in realizing their missions and goals. These groups include:

*New Mexico Mainstreet (NMMS)*

BCEDD is the liaison between the South Valley Main Street Board of Directors and the county. NMMS, a program of the New Mexico Economic Development Department, helps affiliated local organizations create an economically viable business environment while preserving cultural and historic resources. Activities include:

- New Mexico Main Street Designation – South Valley
- Public Service Company of New Mexico (PNM) Grants for South Valley Main Street (SVMS)
- Economic Development and Housing Education with South Valley Main Street (SVMS)
Workforce Development Initiatives

BCEDD supports the efforts of the New Mexico Department of Workforce Solutions, which is committed to improving employment and poverty rates through workforce development, enhanced services for employers, and ensuring fair labor practices and workforce protections for New Mexicans.

- Meeting with Workforce Connection Mid-Region Council of Governments (MRCOG)
- University of New Mexico (UNM) Anderson School of Business Mock Interviews-Employer Registration
- Rio Grande High School (RGHS) Career Academy Expo
- Workforce Connection of Central NM - Opportunities for assistance with workforce-related services to include subsidized programs
- Youth Development Incorporated (YDI) Student Employee Program
- Workforce Connection of Central New Mexico (WCCNM) Full Board
- Workforce Connection of Central New Mexico (WCCNM) Executive Committee

Kirtland Air Force Base (KAFB) Connections

In fiscal year 2020, Albuquerque and the region within 50 miles of the base received a direct economic impact of more than $4.6 billion from KAFB, including its 25 major mission partners, such as the Department of Energy and Sandia National Laboratories. The base employs more than 23,000 people, including uniformed military members, federal civilians, and contract workers. The annual payroll is $2.25 billion for those directly employed by the base. To facilitate the continuation of this partnership, BCEDD is committed to remain connected to KAFB via the following:

- Kirtland Air Force Base (KAFB) Economic Impact Report to the Community
- Kirtland Air Force Base (KAFB) Enhanced Use Lease for the development of the Max Q mixed-use Development
- Kirtland Honorary Commanders’ Luncheons
- Kirtland Partnership Committee (KPC) Annual Open Membership Meetings