



Bernalillo County . . . Open for Business

A STEP BACK IN TME WITH BOTH FEET IN THE FUTURE



Debbie O'Malley
Commissioner
District 1

There is, as there always has been since its founding in 1972, a lot going in the modest adobe building on at 1103 Mountain Road Northwest in Old Town. With umbrellas like flags in the colors of papel picado in the front patio area, Golden Crown Panaderia is a popular spot with both local residents and tourists. Its business model and personal promise are to be an old-fashioned neighborhood bakery, and it succeeds because of the continuous commitment and efforts of owners Chris Morales and his father, Pratt.

When you visit, fragrant aromas envelop you as you walk into the bakery from sweet spices, trademarks of the biscochito, to savory pizza toppings on blue corn, green chile or peasant crust to roasting coffee beans. Hallmarks like New Mexico Green Chile Cheese Bread, Mexican wedding cookies, lemon empanadas and more fill its shelves and bakery cases. While it could sound like a juxtaposition to be an old-fashioned neighborhood bakery that takes mobile orders (2001), and online orders (2003) and serves beer and wine (2015), in actuality, it is the pragmatic implementation of Chris Morales' vision: Creating the next trend, staying relevant and true to local flavor and heritage, and continuing to embrace and foster old time, family values. Easily done? Today it may look so, but it has been a journey.

REINVENTING THE CROWN

When Pratt invited Chris to return to the family business in 2002, Chris took a good look at the operation and mapped out a new plan. His dad agreed. Things simultaneously happened quickly and yet not quickly enough.



Pratt and Chris Morales, Golden Crown

Golden Crown started as a wholesale operation to serve local restaurants and grocers and then increased its reach to out of state customers. Fast forward to 30 years later when the father-son team implemented a game-changing decision—retail only. Stocked with proven recipes and products from years serving the wholesale market, Golden Crown could easily prepare delicious breads and pastries for a retail store. That was the easy part—the bakery offerings. These recipes were perfectly compatible with our altitude, water, and low humidity—no guess work, consistent results.

The challenge was converting its operation and customer base. For a retail store, Golden Crown is positioned atypically, as the front door faces a side street instead of the main street. This imposition is a fleeting impediment. People figure out after their first time where the front door is. On-site parking runs parallel to the building and there are spots available on the side streets. Quality food and quality customer service rule as does a sense of humor and warmth.

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All bakery patrons receive a complimentary biscochito. The tagline? *All kids get a cookie.* (You have to smile.)

As the Golden Crown executed its revamp, the Food Network along with several national food magazine writers discovered the panaderia. Suddenly, the world of food directed its focus to this quaint looking, food-forward bakery in Bernalillo County while its owners were working hard to develop local clientele. It was both an exhilarating and exhausting endeavor.

BACK TO THE FUTURE

In the span of a few years (2002 to 2005), Golden Crown morphed from the crown jewel of wholesale bakery products for others to a gem in Old Town serving locals,



tourists and everyone else walking by—a transition requiring changes from the menu to the venue. In 2009, an expansion fulfilled patrons' desire for more seating without changing the original footprint of the establishment. Space was re-arranged, a wall added and ambiance

enhanced. The philosophy at Golden Crown is constant—*an old-fashioned bakery serving comfort food within the comfort zone of New Mexicans.*

Chris Morales strives to anticipate customers' needs and wants, and likes staying ahead of the game while concurrently preserving the integrity of the old-fashioned bakery. These efforts earn him and his staff compliments at the bakery directly and in online reviews and ratings. Golden Crown is a favorite destination for those who weekend over from New York City as well as other tourists visiting Old Town. Stories about national celebrities and equally important local neighborhood folks paint the picture that Golden Crown walks the walk.



This Old Town bakery is a well-known go-to for locals when craving favorites that taste like their abuelitas (think biscochitos and empanadas) to trendier offerings like green chile crust pizza with specialty toppings and beer or wine poured from state-of-the-art stainless steel vats. This ability to honor tradition and move it forward with new creations and adapting lifestyles gives evidence that Golden Crown achieves its core mission.

"This bakery is where we come together to break bread,"
Chris reminds me, "it's our culture, our community... our home."

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Perspective

We have said it before, and we will continue to say it: Bernalillo County is open for business! To achieve that goal, Economic Development cultivates partnerships with companies that will create more jobs and better jobs for our residents. This work involves identifying companies with plans to expand, start up or relocate to the County. We do this in a number of ways, determining eligibility for financial incentives, assisting them in sourcing the right workforce and/or finding an ideal location. We are committed to achieving these partnerships and as always encourage companies to meet with us to explore possibility for their potential. A joint venture between businesses and the County is a mutual win-win relationship designed to assist the businesses' continued success and offer our residents more career choices and opportunities.



Deanna Archuleta

Realizing increased economic development means that we are open for business and we are open to all businesses. The vitality of a business community reflects in the diversity of its base. Bernalillo County and its residents need all types of businesses—one size does not fit all. Our available workforce is varied in terms of experience, skills, training and education. Therefore, to confidently approach businesses to remain here or come here means 1) reaching out to companies with jobs that mirror the skills and ambitions of our current workforce, 2) accessing the available workforce that is open to being trained for other job opportunities and 3) attracting new companies and talent to the area to further fortify our business base. While simple in concept, the execution can be complicated. It is a challenge we gladly accept and strive to overcome.

Partnering successfully with companies means that there is mutual synergy and benefit between them and the County. Financial Incentives are mechanisms that spur this partnership. Earlier this year, our Commission approved two additional financial incentive tools: local LEDA (Local Economic Development Act) funds and GRIP (Gross Receipts Investment Policy). Local LEDA generated by Gross Receipt Taxes on non-retail projects and funded on a reimbursable basis. GRIP (possible now because Bernalillo County residents voted for Home Rule in 2016) allows retail or non-retail projects to use a portion of the gross receipts taxes (GRT) generated on site to fund infrastructure and reimbursed as they become available. If applicable, these incentives can work with other offerings such as IRBs, State LEDA and Impact Fee Waivers to make job-creating projects more accessible to businesses. This increases our ability to help more businesses in more than one way; again, one size does not fit all.

Around the County

Commissioner Debbie O'Malley, District 1 addressed the crowd at the March renaming of the North Valley Library to The Rudolfo Anaya North Valley Library honoring local Chicano literature icon Rudolfo Anaya. "Bernalillo County is proud to honor Rudolfo Anaya for his many years as one the most popular authors in New Mexico history," she said. Rudolfo Anaya, born 1937 in Pastura, New Mexico, to Albuquerque when he was 15 years old. His most famous book, *Bless Me, Ultima*, has been one the most widely read and critically acclaimed books in contemporary Chicano literature for decades. *Bless Me, Ultima* has been made into a major motion picture, and more recently, an opera created and performed by Opera Southwest and the National Hispanic Cultural Center.



Commissioner Steven Michael Quezada, Chair, District 2 spoke of opportunity and vision for the County at the Wagner Equipment Company new headquarters groundbreaking. Wagner, a family-owned New Mexico business, is expanding and relocating to the southwest corner of Rio Bravo and Interstate 25. The 200,000 sq. ft. building on a 58 acre lot will feature a state-of-the-art sales, service and repair facility to serve the New Mexico, Colorado and far west Texas areas. Wagner is the sole authorized Cat equipment supplier here. When completed late 2019/ early 2020, Wagner's new facility will employ an additional 100 people.

Commissioner Maggie Hart Stebbins, District 3 addressed attendees at the May opening of the county's new Resource Re-entry Center [RRC], a first stop for individuals released from the Metropolitan Detention Center as they reintegrate into the community. The RRC will help former offenders navigate the transition from jail to society by offering access to the services and support they may need to stabilize, stay healthy, regain self-sufficiency, and break the cycle of recidivism.



Commissioner Lonnie Talbert, Vice-Chair, District 4 shared his point of view at his Business Summit, *Colliding into the Future: When the Worlds of Start-Ups and Retirees Meet*, held April 12 at the LOBO Rainforest. More than 70 people participated in the free business education event that included a panel Q & A, roundtable discussions and networking. Panelists were Lisa J. Atkins, Fat Pipe ABQ and BioScience Center; Robert G. DelCampo, innovationAcademy UNM; and Brian C. Terrell, HB Construction.

Commissioner James E. Smith, District 5 met this spring with the multi-agency team responsible for oversight and renovation of Carlito Springs Open Space, which is now closed until further notice. The project includes road improvements leading to the spring, a potable water system, fire suppression and wastewater disposal system at the spring's structures. A forest health plan and initiative will remove potentially dangerous fuels and includes area tree thinning.



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In early 2017, we amended our Financing Policies and Procedures; they continue to reflect the positive Economic Development goals that the Commission and County have held for years. In addition, our willingness to sit down and discuss fairly, frankly and creatively what is possible continues. We are here for you.

To increase transparency, the application now more clearly identifies conditions of eligibility and compliance earlier in the process. Because of this, companies can determine sooner if available financial incentives work

with their business model. These changes improve and enhance the experience and the outcome for both the business and the County.

Our bottom line? Helping you improve your bottom line. Call us—we are here to help.

Sincerely,



Deanna Archuleta, Director
Economic Development Department

Outreach Activities

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Interfacing with the business community, local government and other entities is a major responsibility of the BernCo Economic Development team. It conducts this community outreach in various ways including meeting with businesses one-on-one, attending business networking events, ribbon cutting and groundbreaking events, trade shows, seminars and conferences, and participating in special community meetings with government, military and professional associations. It also acts as liaison between the County and the Historic South Valley Main-Street and the USDA SET, a three-county programming effort for rural economic development.

Here are some activities from March through May 2018:

Opportunity Zones: State of New Mexico announced that 14 of the 63 Opportunity Zone designations in New Mexico are located in Bernalillo County. The Tax Cuts and Jobs Act created Opportunity Zones to spur investment in distressed communities throughout the country. New investments in Opportunity Zones can receive preferential tax treatment. To find out more about these Zones, please visit: www.gonm.biz

UNM Economic Development Council (EDC): Economic Development staff spoke at the April 26, 2018

meeting to share an update on Bernalillo County's economic development activities and plans and discuss ways to work together and share resources. UNM deans, Center Directors and other UNM leadership compose the EDC membership.

UNM Rainforest Forum Meeting: Economic Development staff attended a presentation by Dr. Martin Kistin on Project Echo, at the Lobo Rainforest Building on May 10, 2018. This presentation on rural healthcare in New Mexico now uses Telehealth technology in treating Hepatitis C.

Wagner Groundbreaking: Economic Development Staff attended a groundbreaking for the sole authorized Cat equipment supplier on May 24, 2018. When completed, this new facility will have a 200,000 square foot building on 58 acres at the southwest corner of Rio Bravo and Interstate 25.

South Valley MainStreet (SVMS): Economic Development liaison attended the collaborative meeting with SVMS, South Valley Economic Development Center (SVEDC), WESST and Bernalillo County; the SVSM meeting with BernCo for EDA grant; and I Love the South Valley Art Reception in addition to standard association meetings.



BernCo Film Corner

by Sulema Lenz, Administrative Officer III

In recent months, Film BernCo permitted the following productions: *The Goldfinch* and *The Short History of the Long Road* (films); *Better Call Saul* (television series) and *END DWI* (commercial).

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