



ECONOMIC  
DEVELOPMENT  
NEW MEXICO

# LEADS

## Local Economic Assistance and Development Support

---

Local Economic Assistance & Development Support Program (LEADS)  
- New Mexico EDD

# Agenda

- ED NM
- Site Readiness Update
- LEADS Program
  - Recording and slides will be posted on website
- Presentations from previous LEADS awardees
  - Roswell/Chaves County EDC
  - Grow Raton



# Our Mission



**To improve the lives of  
New Mexico families  
by increasing economic  
opportunities and  
providing a place for  
businesses to thrive.**



# EDD Leadership



**Rob Black**  
Cabinet Secretary



**Isaac Romero**  
Deputy Secretary



**Nora Meyers Sackett**  
Tech & Innovation Office



**Steve Graham**  
Film Office



**Karina Armijo**  
Outdoor Recreation Div.



**Shani Harvie**  
Creative Industries Div.



**Daniel Gutierrez**  
MainStreet



**Contact**

# Regional Reps

**Team Leader: Jennifer Myers**

## Region 1:

Rebecca Hansana (Bernalillo)

**Vacant**

## Region 2:

Peter Mitchell (Santa Fe)

Paige Ryan (Santa Fe)

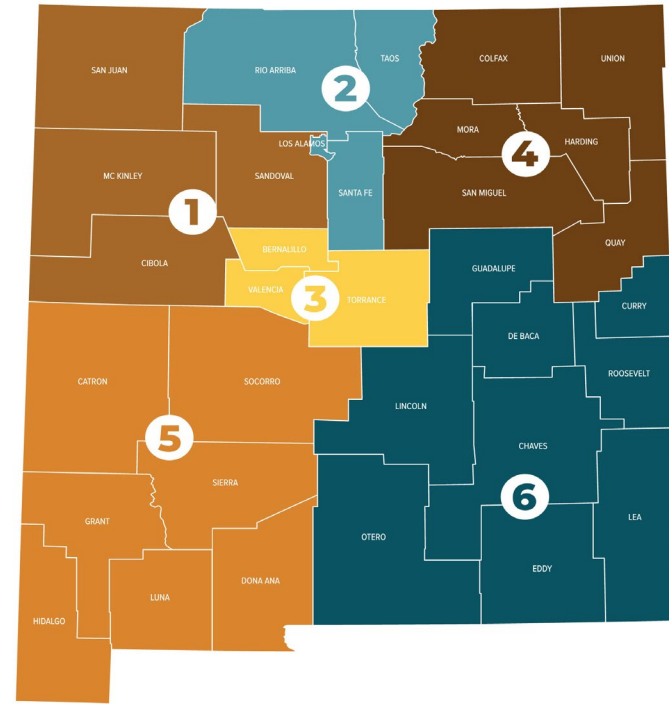
## Region 3:

Beth Waldrip (ABQ)

**Vacant**

## Region 4:

Tim Hagaman (Mora)



## Region 5:

David White (Las Cruces)

**Vacant**

## Region 6:

Jim Lucero (Portales)

Kevin Wilson (Roswell)

# New Position Approved



## Senior Business Operations Analyst

- Posting coming soon....check the <https://www.spo.state.nm.us/>



# Strategic Economic Development Site Readiness Program



## Funding & Framework

- \$24M available to identify, evaluate, and prepare strategic industrial and commercial sites across New Mexico.
- Supports early-stage work such as due diligence, engineering, utilities, and pre-development activities.
- Funding delivered through the Site Readiness Fund

## Designation & Evaluation

- 47 sites evaluated statewide; 23 designated as Strategic Economic Development Sites.
- Advisory Committee reviews site studies, assesses readiness, economic impact, and recommends designation.

## Application Status

- Applications for Site Readiness funding are currently live for eligible partners.
- Pre-development proposals reviewed for technical feasibility, infrastructure needs, and economic potential.

## Next Round

- The next round of Site Readiness is expected to begin in August 2026.
- The Site Readiness intake forms can be found on the EDNM website



## Local Economic Assistance & Development Support (LEADS)

LEADS is a funding initiative aimed at supporting economic development projects that achieve lasting results.

- Grant amounts vary from \$5,000 to \$25,000.

Program Goals:

- Job recruitment, retention, expansion, or creation
- Expansion of the tax base
- Business growth

# LEADS Eligibility Requirements



## Entities eligible to apply for LEADS include:

- Incorporated municipalities and counties, including Native American tribal entities.
- Community stakeholder organizations such as economic development organizations or chambers of commerce. These organizations must have been operating for at least one year and be incorporated under New Mexico's not-for-profit law.



## Applicants must also:

- Be part of a public-private economic development initiative.
- Have a current community economic development plan and a business-oriented marketing plan.
- Be located in a community that has adopted the Local Economic Development Act (LEDA) or the Local Option Gross Receipts Tax (LOGRT).

# LEADS Eligibility Requirements



## Eligible Projects:

- Support job creation, expansion of tax base, and/or business development.
- Are consistent economic development plan.
- Have a clear beginning and end.
- Have an appropriate budget and timeline.
- Must address at least one of the following core economic development areas:
  - Business Retention/Expansion
  - Real Estate
  - Technology and Entrepreneurial Development
  - Workforce Development
  - Regional Strategic Planning Efforts



# Examples of Eligible Projects



- **Business Retention & Expansion**
  - Outreach to existing businesses to identify and support growth opportunities
  - Assist with expansions (e.g. new products, increased capacity) to retain jobs and grow the tax base
- **Real Estate Development**
  - Develop or improve industrial parks to attract new businesses
- **Technology & Entrepreneurial Development**
  - Support tech start-ups and innovation-driven companies
  - Establish shared/co-working spaces for small businesses and freelancers



# Examples of Eligible Projects



- Workforce Development
  - Launch or support job training and skill enhancement programs
  - Help businesses upskill their workforce
- Regional Economic Development
  - Support regional strategic planning to improve competitiveness
  - Promote collaboration among cities, counties, and EDOs to align economic development efforts

# Ineligible Costs



- Printed marketing materials
- Creation or upkeep of websites
- Training and professional growth
- Promotional activities
- Trade exhibitions
- Sales trips and associated costs
- Project should be a new initiative, not part of the existing operational budget

# LEADS Application Process



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

- **Submit your online application**
  - Complete and submit the application through the LEADS portal by **5:00 PM (MT) on Wednesday, May 13, 2026.**
- **Submit presentation materials**
  - Send your **PowerPoint presentation** (for the virtual project pitch) to your Regional Rep by **May 18, 2026.**

# Application Project Scoring Rubric



## Project Scoring Rubric

Use the following rubric to evaluate project applications. Assign a score for each criterion (0-5, with 0 = not addressed, 5 = exemplary).

<b>Criterion</b>	<b>Description</b>	<b>Score (0-5)</b>
<b>Alignment with Program Objectives</b>	Fosters job creation, expands tax base, supports business development, and generates community wealth.	
<b>Economic Impact</b>	Demonstrates measurable outcomes in job retention, recruitment, new money entering local economy, and increased tax revenue.	
<b>Project Feasibility and Readiness</b>	Project timeline, milestones, budget, and readiness to begin are well defined and realistic.	
<b>Support for Business Development</b>	Provides infrastructure, mentorship, resources, or support for start-ups and growing businesses.	
<b>Workforce Development</b>	Offers training, apprenticeships, or initiatives that enhance employee retention and business growth.	
<b>Regional Collaboration and Strategic Planning</b>	Coordinates with regional partners, aligns with local/regional plans, and includes public-private partnerships.	
<b>Eligibility and Compliance</b>	Applicants are eligible, in good standing with ED NM, and meet program requirements for operation, planning, and reporting.	
<b>Innovation and Sustainability</b>	Demonstrates innovative approaches and plans for long-term impact beyond the grant period.	
<b>Budget and Cost Effectiveness</b>	Budget is reasonable, cost-effective, and complies with program guidelines (excludes ineligible costs).	
<b>Reporting and Accountability</b>	Includes clear strategy for timely reporting, reimbursement, and outcome measurement.	

Total Score: \_\_\_\_\_ / 50

# LEADS Presentation



- Presentation Dates:
  - **Attend a virtual presentation on May 20–21, 2026**
  - Present your proposed project and grant request to the review committee
- Presentation Format: 30-minute total session
  - Up to 10 minutes for PowerPoint presentation
  - Remaining time for Q&A with the committee
- Recommended Presentation Components:
  - Organization Background
  - Overall Project Budget
  - LEADS Grant Budget
  - Scope of Work (key activities, timeline, and expected outcomes)

# Presentation Scoring Criteria

## 1 out of 5 score

- Goals: Does the project tie to the community's adopted economic development goals?
- Goals: Is it within the mission of the applicant?
- Outcome: Does the project lead directly to Job creation, Tax Base, and/or Business Development?
- Funding: Is the proposed budget reasonable?
- Funding: Are matching funds utilized? Does the project leverage other funding and/or community asset...
- Community Impact: Does the project benefit the community? The State? Return on investment?
- Feasibility: Are the resources in place to complete the project (expertise, land, building, workforce
- Feasibility: Can the project be completed within the proposed timeline?
- Accountability: Are the proposed data points indicative of Project success?
- Accountability: Are the data collection and reporting methods reasonable?

# LEADS Award Process

- Competitive Application Process
  - Applications are reviewed by NM Economic Development Department (EDD) staff and the Small Business Development Center (SBDC)
- Final award decisions are made by the NM EDD Office of the Secretary
- Funding is provided through a cost reimbursement grant agreement
- The grant period begins July 1, 2026, or on the date the grant agreement is signed, and ends June 30, 2027
- All approved project activities must be completed by June 30, 2027
- Final invoices and project reports must be submitted to NM EDD by the end of the grant period



# LEADS FY26 Awardees



1

Awarded projects must be completed – **final invoices and end of year reports due by JUNE 30<sup>th</sup> 2026.**

2

End of year reports will be submitted via the portal.

- Reps will be sending out instructions

3

Make sure to reach out to reps regarding FY26 LEADS

- Ensure stay in good standing with NM EDD

# LOCAL ECONOMIC ASSISTANCE & DEVELOPMENT SUPPORT (LEADS)



## **FY2026 LEADS Grant Recipients – Overview**

- **Total Awards:** 11 organizations | ~\$258,500 invested

### **Workforce & Talent Development**

- **AREA (Albuquerque Regional Economic Alliance)** – \$25K: Talent Insights Council w/ UNM/CNM; community perception + growth goals
- **Clovis Economic Development** – \$25K: Workforce & entrepreneur survey; labor needs + skill gaps
- **MVEDA (Mesilla Valley)** – \$25K: Expand “AutomateUp” certifications across industries

### **Business Retention & Economic Growth**

- **Greater Gallup EDC** – \$25K: Expand BRE Outreach with key employers
- **MRGEDA (Middle Rio Grande Valley)** – \$19.5K: Small business support + Socorro economic plan
- **Sandoval Economic Alliance** – \$25K: “Grow Your Own” ecosystem (BRE, micro-business, manufacturing)
- **Roswell/Chaves County EDC** – \$25K: Develop shovel-ready site to attract industry

### **Entrepreneurship, Infrastructure & Resilience**

- **Grow Raton** – \$25K: Commercial kitchen + food entrepreneurship training
- **Town of Red River** – \$25K: Business resilience toolkit, workshops, continuity planning
- **Taos County** – \$19K: BRE framework + creative industries + disaster planning tools
- **City of Lovington** – \$20K: Community/corporate event hub

# Previous Awardees

Roswell/Chaves County EDC



# Previous Awardees

Grow Raton

