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## **EDD Launches Strategic Planning Process**

*Collaboration with local stakeholders will ensure inclusive recovery effort*

**SANTA FE, N.M.** – The New Mexico Economic Development Department has contracted with global analytics and research company, SRI International, to work with local communities and stakeholders on a Comprehensive Economic Development Strategy to guide policymakers as they set priorities to diversify the economy and create higher-paying jobs.

The statewide 20-year plan will address short- and long-term strategies for recovery and economic diversification. The first phase will focus on economic data collection and coordination, with statewide and local data being gathered in coordination with regional council of governments and local economic development organizations. Determining what opportunities and challenges exist in each region across the state is key to the process. The second phase will explore and develop actionable goals and objectives by region for each of the state's target industries – outdoor recreation, value-added agriculture, global trade, advanced manufacturing, bioscience, film and television, cybersecurity, aerospace, and renewable energy, for each region of the state.

SRI, formerly the Stanford Research Institute, is a non-profit research institute founded in 1946. It employs over 1,500 people including scientists, engineers, technologists, policy researchers, and corporate and support staff. The institute handles over 1,000 research

projects each year and excels at analytics, collaboration, and identifying new opportunities. It has recently completed a recovery and resiliency plan for the State of Nevada and works closely on identifying economic opportunities for the U.S. Department of Commerce.

The work is being funded by a U.S. Economic Development Administration CARES Act grant.

“This collaborative strategy is going to help the Economic Development Department create jobs and investment around the state,” Cabinet Secretary Alicia J. Keyes said. “Every New Mexico community has specific needs. This plan will have concrete action steps for the state but also targeted specific strategies for each industry, reflecting the assets and needs of each community, and we will be relying heavily on input from our community partners.”

As part of the data collection, researchers from SRI will schedule interview sessions with each of the seven Council of Governments, and other key stakeholders, including economic development organizations, local governments, higher education, trade groups, chambers of commerce, and tribal communities.

EDD will host a webinar for economic development organizations describing the strategic plan process at 11 a.m. on Monday April 19. To register go here.

<https://attendee.gotowebinar.com/register/1001724776296908815>

EDD is also moving forward on other aspects of economic recovery, including working with tribal communities, local governments, and business owners to maximize pandemic relief statewide.

EDD has created three new positions, and hired three employees, funded with federal grant money, to handle the specific tasks identified in the scope of work.

Jennifer Myers is the Statewide Disaster Recovery Coordinator. Her focus is to facilitate local business growth and economic recovery in local communities through direct outreach and coordination with the other regional disaster recovery representatives.



Before joining EDD, Myers served as the Economic Development Manager for the City of Albuquerque’s Economic Development Department. She worked with the business incentive programs and co-managed the Micro-Business Relief Program and the \$10 million Small Business Economic Relief Grant fund.

Myers graduated magna cum laude from the University of New Mexico with a BA in Business Administration. She has worked at a variety of companies and industries within the private sector, such as RiskSense, Inc., ClosedWon, and Speridian Technologies.

“I am looking forward to working with the New Mexico Economic Development Department again and the recovery team to help make a difference in the communities and businesses in New Mexico,” Myers said.



Alex Greenberg is the new Financial Program Specialist. He will be shepherding projects from EDD’s FUNDIT initiative and boosting investment and activity in Opportunity Zones. He has a background in project management and entrepreneurship. Greenberg holds a Bachelor of Arts in psychology, and an MBA with a concentration in management of technology from the University of New Mexico.

Most recently, Greenberg served as Clinical Project Manager in healthcare business development for New Mexico Cancer Care Associates. He has worked extensively with local startups to address financing, long-term strategy, organizational design, and system optimization.

“I am looking forward to leveraging my research interests in entrepreneurship and behavioral economics to create value and make a positive impact in New Mexico,” Greenberg said.

Felicia DePaula is employed as the Program Development Specialist. She is helping to manage the 20-year statewide plan, as well as the Rural Efficient Business Program (REBP), an initiative which helps connect businesses to energy efficient, clean energy resources.



DePaula received her BA in Journalism from New Mexico State University. “I’m grateful that New Mexico has welcomed me home with open arms. My roots are here and it is so important to me that we revive our local businesses and economies. I am honored and humbled to support the growth and success of our beautiful state,” DePaula said.

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*The New Mexico Economic Development Department’s mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.*

New Mexico Economic Development Department

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