



Agenda

Economic Development Advisory Committee

Special Meeting

Virtual Viewing

<https://www.youtube.com/user/cityofsantafe>

Wednesday, May 27, 2020

1:00 PM

Viewing: Members of the public may view the EDAC meeting through You Tube at www.youtube.com/user/cityofsantafe. The YouTube live stream can be accessed at this address from most smartphones, tablets, or computers. The video recording of this and all past meetings of EDAC will also remain available for viewing at any time on the City’s YouTube channel at <https://www.youtube.com/user/cityofsantafe>.

Items from the Public: EDAC will take public comment for “Items From The Public” in written form via email or by telephone message, through 4:00 p.m. on Wednesday, May 20, 2020. Emails and telephone messages must identify the submitting party’s name and address and may be sent to frujillo@santafenm.gov or 505-955-6912. These comments will be distributed to EDAC for review prior to the meeting.

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes
 1. March 11, 2020
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
 - E. Introductions
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS
 - A. Request for review and approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting an amended and restated local economic development project participation agreement between the City of Santa Fe and Descartes Labs, Inc.

for design, development and construction of tenant improvements; and lease payments expansion of a new World Headquarters Facility, a local economic development project. (Mayor Webber) (Fabian Trujillo, Office for Small Business Growth Manager, ftrujillo@santafenm.gov, 505-955-6912).

Committee Review:

Economic Development Advisory Committee	05/21/20
City Council (request to publish)	05/27/20
Finance Committee	06/15/20
City Council (final approval -public hearing)	06/24/20

Fiscal Impact: \$240,000 (LEDA Fund)

- B. Request for review and approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and Descartes Labs, Inc. for an economic development loan project for lease payments to provide assistance for the negative financial impacts of Covid 19. (Mayor Webber) (Fabian Trujillo, Office for Small Business Growth Manager, ftrujillo@santafenm.gov, 505-955-6912).

Committee Review:

Economic Development Advisory Committee	05/21/20
City Council (request to publish)	05/27/20
Finance Committee	06/15/20
City Council (final approval -public hearing)	06/24/20

Fiscal Impact: \$800,000 (LEDA Fund)

- IV. EXECUTIVE SESSION (None)
- V. INFORMATIONAL ITEMS
 - A. Mid-town Project Update – Rich Brown, Director, Office of Economic Development, rdbrown@santafenm.gov, 505-955-6625 and Daniel Hernandez, Mid-town Project Manager, daniel@proyect.
- VI. ITEMS FROM STAFF
- VII. ITEMS FROM THE COMMITTEE
- VIII. ITEMS FROM THE CHAIR
- IX. ITEMS FROM THE PUBLIC

X. ITEMS NEXT MEETING DATE – **June 10, 2020**

Persons with disabilities in need of accommodation, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: May 20, 2020

TIME: 11:16 AM

**SUMMARY OF ACTION
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
SPECIAL MEETING
VIA VIRTUAL ATTENDANCE
WEDNESDAY, May 27, 2020, 1:00 pm**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1-2
APPROVAL OF MINUTES	APPROVED	2
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF CONSENT AGENDA	NONE	2
INTRODUCTIONS	NONE	2
CONSENT AGENDA	NONE	2

ACTION ITEMS

<p>REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11 SFCC 1987; APPROVING AND ADOPTING AN AMENDED AND RESTATED LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND DESCARTES LABS, INC. FOR DESIGN, DEVELOPMENT AND CONSTRUCTION OF TENANT IMPROVEMENTS; AND LEASE PAYMENTS EXPANSION OF A NEW WORLD HEADQUARTERS FACILITY, A LOCAL ECONOMIC DEVELOPMENT</p>	<p>APPROVED</p>	<p>3-5</p>
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PROJECT.

REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11 SFCC 1987; APPROVING AND ADOPTING A LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND DESCARTES LABS, INC, FOR AN ECONOMIC DEVELOPMENT LOAN PROJECT FOR LEASE PAYMENTS TO PROVIDE ASSISTANCE FOR THE NEGATIVE FINANCIAL IMPACTS OF COVID 19.	APPROVED	5-6
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EXECUTIVE SESSION	NONE	6
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INFORMATIONAL ITEMS

MIDTOWN PROJECT UPDATE	INFORMATION/DISCUSSION	6-9
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ITEMS FROM STAFF	INFORMATION/DISCUSSION	9
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ITEMS FROM THE COMMITTEE	INFORMATION/DISCUSSION	9
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ITEMS FROM THE CHAIR	INFORMATION/DISCUSSION	9
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ITEMS FROM THE PUBLIC	NONE	9-10
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NEXT MEETING DATE	JUNE 10, 2020	10
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ADJOURN	ADJOURNED	10
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**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
SPECIAL MEETING
VIA VIRTUAL ATTENDANCE
WEDNESDAY, May 27, 2020, 1:00 pm**

I. PROCEDURES

A. CALL TO ORDER

The meeting of the Economic Development Advisory Committee was called to order by Councilor JoAnne Vigil Coppler, Chair, at 1:00 pm on Wednesday, May 27, 2020, via virtual attendance.

Chair Vigil Coppler welcomed everyone to the meeting.

B. ROLL CALL

MEMBERS PRESENT

Councilor JoAnne Vigil Coppler, Chair
Holly Bradshaw-Eakes, Vice Chair
Robert Lurcott
Dr. Camilla Bustamante
Kim Abeyta-Martinez
John Fiens
Kate Kennedy
Ryan Cordova
Sean O'Shea
1 Vacancy

MEMBERS ABSENT

OTHERS PRESENT

Rich Brown, Director, Office of Economic Development
Fabian Trujillo, Office of Economic Development
Liz Camacho, Office of Economic Development
Janice Krish, Economic Development Department
Lauren Lucero, Asset Development
Peter Mitchell, State of New Mexico, Office of Economic Development
James Field, Cienda, Cienda/KDC Partnership
William Warrick, Decartes Labs
Jamie Durfee, Decartes Labs

Jett Metcalfe, Decartes Labs
Jessie Guillen, Legislative Services
Andrea Salazar, Assistant City Attorney
Bill Guthrey, KDC
Sean Moody, Office of Economic Development
Daniel Hernandez, Midtown Project Manager
Elizabeth Martin, Stenographer

**B. APPROVAL OF MINUTES
MARCH 11, 2020**

MOTION A motion was made by Mr. Fiens, seconded by Dr. Bustamante, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote as follows:

Chair Vigil Coppler, yes; Ms. Abeyta-Martinez, yes; Dr. Bustamante, yes; Ms. Bradshaw-Eakes, yes; Mr. Cordova, yes; Mr. Fiens, yes; Mr. Lurcott, yes; Ms. Kennedy, yes; Mr. O'Shea, yes.

C. APPROVAL OF AGENDA

MOTION A motion was made by Mr. Fiens, seconded by Dr. Bustamante, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote as follows:

Chair Vigil Coppler, yes; Ms. Abeyta-Martinez, yes; Dr. Bustamante, yes; Ms. Bradshaw-Eakes, yes; Mr. Cordova, yes; Mr. Fiens, yes; Mr. Lurcott, yes; Ms. Kennedy, yes; Mr. O'Shea, yes.

D. APPROVAL OF CONSENT AGENDA

None

E. INTRODUCTIONS

None

II. CONSENT AGENDA

None

III. ACTION ITEMS

A. **REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11 SFCC 1987; APPROVING AND ADOPTING AN AMENDED AND RESTATED LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND DESCARTES LABS, INC. FOR DESIGN, DEVELOPMENT AND CONSTRUCTION OF TENANT IMPROVEMENTS; AND LEASE PAYMENTS EXPANSION OF A NEW WORLD HEADQUARTERS FACILITY, A LOCAL ECONOMIC DEVELOPMENT PROJECT.**

Mr. Trujillo reviewed the packet material regarding this item. He introduced the team who is working on this including Andrea Salazar, Peter Mitchell and William Warrick.

Mr. Warrick thanked the City and the Committee for their support of Decartes Labs and introduced two of his employees, Jamie Durfee and Jett Metcalf.

Mr. Warrick stated that LEDA is one of the most important things you have done for us.

Ms. Durfee said thank you Committee for having us here today and allowing her to speak. She was born and raised in Santa Fe. Three years ago she began working at Decartes Labs as the recruiting coordinator. She has had the ability to hire locals and provide them with an opportunity to stay in Santa Fe. She has recruited thirty-five people from around the United States. It is a challenge to continue to be successful after COVID-19. Thank you for your time and consideration.

Mr. Metcalfe said he moved back here from California. Thank you for your continued support. He was born in Albuquerque and went to UNM. He is a New Mexico native. He moved to San Francisco. Then Decartes Labs gave him the opportunity to return to New Mexico to do what he loved. He appreciates the support to continue to grow this company in New Mexico. We have been able to build a world class facility with the LEDA funds given to us.

Mr. Warrick said he wanted the committee to know about the impact of COVID-19 on the company. We started the year with a budget of \$30 million. Sales efforts slowed down significantly. We needed to redo our estimates. We determined we would do at least \$10 million less in business this year than we estimated. We are still in the middle of developing a strategy as we develop product and customer leases. This is not a capital raise issue. We have made cost adjustments including letting

twelve employees go in April. We have made other cost cutting measures as well. Everyone took a 13% pay cut from the CEO down. There will be reductions in costs as well. We are hoping to do a capital raise mid to last 2021. We reached out for assistance to the City and State Economic Development Departments and have requested funds from the interest free LEAD Loan Program. The loan will be to cover the cost of the building for the next two years.

Mr. Mitchell said we determined quickly that this program of an interest free loan will save salaries and jobs. We believe in this company. The Governor and the Cabinet Secretary are committed to do whatever we can. Thank you to the City of Santa Fe Department of Economic Development, the City Attorney and Fabian for all you have done.

Mr. Lurcott said the way he read the proposal is that the targets would be reduced and the payout delayed. How does that help the financial situation.

Mr. Trujillo said the original LEDA grant is postponed for two years. The new loan will not be. Payments will begin in July. This money will be given to them now to make their lease payments for the next two years.

Mr. Fiens said LEDA is a very safe investment. He is very encouraged by the structure. Santa Fe is blessed to have a company like Decartes Labs. We are on the doorstep of seeing what it is like to be dependent on a tourist economy and not have a diversified economy. Tech is showing itself to be resilient. Decartes Labs has been making headlines all over the country including in the *New York Times* for the data work they are doing regarding the COVID crisis. It is really exciting. They are staying true to New Mexico. This is a small ask and an easy decision.

Mr. Bradshaw-Eakes said it is not unreasonable for adjustments to be made to agreements to get through this. It is reasonable to her. She is happy to see the LEDA loan is active. She is pleased to see that

Mr. Lurcott said to Jamie and Jett, we want to attract and keep people like you in Santa Fe. He is curious to know if you have been able to find a place to live in Santa Fe.

Ms. Durfee said it has been a challenge. It takes a long time. She does see several new affordable housing being built.

Mr. Metcalfe said we are at an advantage in our roles as recruiters. Santa Fe prices are affordable compared to some of the cities we recruit from. We have been involved in affordable housing issues before City Council.

Ms. Bradshaw-Eakes said we are hearing from landlords that they are making rent abatements. Have you had that discussion.

Mr. Warrick said no, we have not. It is a good suggestion. We will discuss that. We did close some of our satellite offices. We closed Denver and Washington, D.C.

Mr. Warrick said we have added ten new customers for our new COVID-19 product. That was the reason for the great news coverage.

Chair Vigil Coppler said thank you Decartes Labs for not dropping the ball, being proactive and taking the steps you need to. The monies that are due to the City for Decartes, will those funds be in a locked box.

Mr. Trujillo said yes, along with other State LEDA monies we need to disburse.

Chair Vigil Coppler asked which staff in Economic Development is monitoring these contracts.

Mr. Trujillo said he is.

Chair Vigil Coppler said she did not recall being asked to be a sponsor of this. She does want to be a co-sponsor.

Mr. Guillen said he would add her.

Chair Vigil Coppler said this is on the Council agenda tonight.

MOTION A motion was made by Dr. Bustamante, seconded by Mr. Fiens, to approve the request.

VOTE The motion passed unanimously by voice vote as follows:

Chair Vigil Coppler, yes; Ms. Abeyta-Martinez, yes; Dr. Bustamante, yes; Ms. Bradshaw-Eakes, yes; Mr. Cordova, yes; Mr. Fiens, yes; Mr. Lurcott, yes; Ms. Kennedy, yes; Mr. O'Shea, yes.

B. REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11 SFCC 1987; APPROVING AND ADOPTING A LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND DESCARTES LABS, INC, FOR AN ECONOMIC DEVELOPMENT LOAN PROJECT FOR LEASE PAYMENTS TO PROVIDE ASSISTANCE FOR THE NEGATIVE FINANCIAL IMPACTS OF COVID 19.

MOTION A motion was made by Dr. Bustamante, seconded by Mr. Fiens, to

approve the request.

VOTE The motion passed unanimously by voice vote as follows:

Chair Vigil Coppler, yes; Ms. Abeyta-Martinez, yes; Dr. Bustamante, yes; Ms. Bradshaw-Eakes, yes; Mr. Cordova, yes; Mr. Fiens, yes; Mr. Lurcott, yes; Ms. Kennedy, yes; Mr. O'Shea, yes.

Chair Vigil-Coppler said congratulations. Thank you everyone. She is happy to hear the wonderful words of support.

IV. EXECUTIVE SESSION

None

V. INFORMATIONAL ITEMS

A. MIDTOWN PROJECT UPDATE

Mr. Brown we have entered into the next phase of the project with the developer chosen. Mr. Hernandez will give you details and the framework for the next few months. We are excited to start the partnership. We are holding meetings with the Midtown team.

Mr. Field said the first month will be a review of the documents, community engagement and working with Garson Studios. There is a high priority transaction with Garson Studios that City Staff is working on with us to keep us moving forward. We want your input on what you would like to see. If you want to host a Zoom meeting we will be there.

Mr. Field continued, we are getting to the point to do a development plan. It could be a multifaceted plan. Film studios have jumped high up quickly. It could jump start the economic development. UNM and the Community College are committed to have film programs in the fall. We have nuts and bolts work to do to have a good plan, but it looks good. We will do a City sponsored event and a developer sponsored event on affordable housing and sustainability.

Chair Vigil-Coppler said thank you.

Mr. Fiens said there was negativity around the Railyard. We came to realize interesting points around missed opportunities. Have you had a chance to study the Railyard. The good and the not optimized.

Mr. Field said it seems there was a lot of discomfort around the Railyard, but he does not know any specifics. He would like to avoid the frustration around that. It is a good idea to look into that. We will have to work through it together and make choices together to make sure we are listening to the right people at the right time to achieve balance. Affordable housing is an example. We have to do a lot more talking about that before he can make a recommendation. We want to meet the needs you are hearing from your constituents.

Mr. Lurcott said your comments are encouraging to him. You are looking for others to involve in the conversation. This Committee would be a good stop. He is a planner by background. One concern he had was the decision to not have a broad plan for the development. He thinks that is important. Public engagement is critical too. We were asked to comment on two contracts for Midtown. He does not have a sense of the physical planning of this. There needs to be a structure for how this is laid out so community concerns can be discussed.

Mr. Field said we have a starting point. The goals are laid out in the RFI. We have a layout of the buildings and what might fit. We don't think that is the end plan. That is a starting point. We are willing to listen.

Mr. Hernandez said the contracts you approved were for economic analysis and urban planning. There were to augment the City Department's capacity. We are planning to augment the capacity of the Land Use Department to work with the developer. The public engagement team pulled out. That contract was for \$50,000. We are in the process of forming a new team for that piece.

Mr. Lurcott said housing is a problem here. People are not able to enter into the general Santa Fe market and there is no low income housing. This project provides an opportunity for reducing costs since the City owns the land. Low income housing could be done economically.

Mr. Hernandez said that was a major element in early discussions. It needs to be modeled out and the Council will make the ultimate decisions.

Mr. O'Shea said he tuned into the meeting last night. Do you have any models of multi-family housing built next to a fully operational movie studio.

Mr. Field said no we don't. Studios are unique. They are not pretty buildings and they need their own security and large parking lots. It is uniquely challenging. We may need to take that on in its own compartment. We are just starting to get the existing Garson Studios understood. We want to start and build out. It could create a lot more value for the City. We don't want to build something that is an impediment to growth. It is important to figure out. He does not have an answer today.

Mr. Hernandez said we will have to look at connectivity so it does not become a

fortress. We will have to look at models. It could be cool. Circulation will play a major role.

Mr. Field said one idea is that the existing Garson Studios could be used as the public face for the endeavor as a transition zone between the studio and a high security movie studio.

Chair Vigil Coppler said she hopes we continue this and that you will give us updates. We are very interested. Do you have any written capturing of what the public has said.

Mr. Field said we do. We have a recording of the meetings and the questions asked. They are under FAQ doc on the Midtown website. We will do some onsite. As we move into developer sponsored community engagement that is part of the community engagement staff's job. We are using technology at the meetings to put together a book to show you what the community said and what their concerns were.

Chair Vigil Coppler asked have you made accommodations for the hearing impaired and the Spanish speaking.

Mr. Field said we have not had a developer meeting for public input yet. We have two more City sponsored meetings. So not yet. We will address that.

Chair Vigil Coppler asked Daniel if the City was doing that.

Mr. Hernandez said multilingual, hearing impaired and accessibility needs are met.

Chair Vigil Coppler asked if there was an interpreter in attendance.

Mr. Hernandez said we are doing what the City does.

Mr. Brown said we have not had a translator at this time.

Chair Vigil Coppler said that leaves out a portion of the population.

Mr. Brown said we are doing some on the web and on Youtube with closed captioning.

Chair Vigil Coppler said the Governor is doing that with all her COVID updates.

Mr. Field said we will work on implementing that.

Chair Vigil Coppler said she would like to close this discussion. Thank you for coming to enlighten us. We hope to have you back.

Mr. Field said invite us and we will come.

Chair Vigil Coppler said thank you.

VI. ITEMS FROM STAFF

Mr. Brown gave a Power Point presentation of the other activities of the Department.

The presentation is herewith attached to these minutes as Exhibit "1".

Chair Vigil Coppler asked that the presentation be emailed to all the members.

Chair Vigil Coppler thanked the staff for all the work they are doing and for keeping things afloat. You are all appreciated.

VII. ITEMS FROM THE COMMITTEE

Mr. Fiens said we got an email about discussions on Midtown without much notice. That was brutal. It was reflected in the Council meeting. This is a massive project. There is no excuse for that. He thanks the Councilors who were vocal that night.

Mr. Fiens said it was in the newspaper that there was trash all over the City over the holiday weekend. The City is not clean. Traffic lights are out. Evidence was lost in a child abuse case and on and on. The weeds are all over. We have to take care of the look and feel of the City. Employers are noticing that employees are productive at home. We can attract people to our City. We need to look for opportunities. If people come here and see the City is not taking care of business it will hurt us. The City needs to make us proud of how things look and feel.

Chair Vigil Coppler said your comments are well taken. Those are her sentiments exactly.

Mr. Lurcott said he supported John's comments, particularly about the Midtown campus.

VIII. ITEMS FROM THE CHAIR

Chair Vigil Coppler said it is good to see all of you and have you engaged. You are paying attention. We have the same goals, to improve Santa Fe's economy and make it viable. Thank you all.

IX. ITEMS FROM THE PUBLIC

None.

**X. NEXT MEETING DATE
JUNE 10, 2020**

XI. ADJOURN

There being no further business before the Committee the meeting adjourned at 3:10 pm.

Councilor JoAnne Vigil Coppler, Chair



Elizabeth Martin, Stenographer

Staff Update: Office of Economic Development

Rich Brown, Director • 05.21.2020

Overview

Staff Updates

- Lauren Lucero
 - Janice Krish
 - Sean Moody
 - Liz Camacho
 - Fabian Trujillo
 - Rich Brown
-

Lauren Lucero

Leases & Lease Management

- 23 leases currently generate \$217,749.51 in annual revenue.
 - Six (6) leases do not produce income; provide public purpose to the community.
 - Missed lease payments gap to be managed: 20%
 - Working with Finance to create MUNIS module for lease agreements
 - Goal: Update and automate lease/billing system to meet accounting compliance standards
-

Lauren Lucero

WiFi Hotspots

- Working with Sean Moody on WI-FI Hotspots - Project location promotion



LA CIUDAD DE Santa Fe **Wi-Fi Gratis**

ESCUELAS


Sweeney Elementary School 501 Airport Road	Kearny Elementary School 901 Avenida de las Campanas
El Camino Real Academy 2500 South Meadows	E. J. Martinez Elementary School 401 West San Mateo Road
Aspen Community Magnet School 450 La Madera Street	Nina Otero Community School 5901 Herrera Drive


CIUDAD

Biblioteca Pública de Santa Fe La Farge Branch 1730 Llano Street	Biblioteca Pública de Santa Fe Biblioteca Principal 145 Washington Avenue
Biblioteca Pública de Santa Fe Southside Branch 6599 Jaguar Drive	Centro Comunitario Genoveva Chavez 3221 Rodeo Road

Plaza del Centro

ENCUENTRE ÁREAS DE COBERTURA VISITANDO
ALLTOGETHERSANTAFE.ORG O SIGA LA SEÑALIZACIÓN
EN CADA UBICACIÓN

#ALLTOGETHERSANTAFE 



CITY OF Santa Fe **Free Wi-Fi**

SCHOOLS


Sweeney Elementary School 501 Airport Road	Kearny Elementary School 901 Avenida de las Campanas
El Camino Real Academy 2500 South Meadows	E. J. Martinez Elementary School 401 West San Mateo Road
Aspen Community Magnet School 450 La Madera Street	Nina Otero Community School 5901 Herrera Drive

CITY

Santa Fe Public Library La Farge Branch 1730 Llano Street	Santa Fe Public Library Mail Library 145 Washington Avenue
Santa Fe Public Library Southside Branch 6599 Jaguar Drive	Genova Chavez Community Center 3221 Rodeo Road

Downtown Plaza

FIND COVERAGE IN AREAS BY VISITING
ALLTOGETHERSANTAFE.ORG OR FOLLOW THE SIGNAGE
AT EACH LOCATION

#ALLTOGETHERSANTAFE 

Lauren Lucero

ESRI Business Analyst

- Learning how to utilize ESRI Business Analyst software app
 - City-wide enterprise software
 - Provides location-based business intelligence for planning, site selection, and customer segmentation
 - Will help us understand Santa Fe economic demographics and business trends
-

Janice Krish

Face Masks for Distribution

- 14,400 masks at Midtown
- Mayor's Keep Santa Fe Safe Promise
- Food Distribution sites, Santa Fe airport, Hotels, Native Community
- HEC partnership

Windows on the Future

- Storefront and commercial windows into art installations
 - Partnership with Vital Spaces, 516 ARTS and The Paseo Project
 - Support the creative community with \$500 stipends
 - Looking for City building space and additional funding
-

Janice Krish

Workforce Development

- College Internships
paid/unpaid
PILAS/HEC/PROTEC
- Soft Skill training development
and tech training
- Re-Opening strategies:
Connect advisors from SCORE,
WESST, SBDC to small
businesses with college
students

Business Licensing

- New Team: Re-positioning
City Staff
 - Transitioning to EnerGov
online payments
 - New Licenses & Renewals data
-

Sean Moody - Telecommunications

Wi-Fi Hotspots

- Wi-Fi Hotspots installed in eleven locations throughout the city
- Free, open access to public
- Gigabit speeds
- Ready by June 15th

Santa Fe Fiber

- Improved subscription speeds and quality for all residents and businesses
 - Increased competition
 - Local access to Tier One providers
-

Liz Camacho

Alltogether.org/TodosJuntos.org
3/30- 5/19

- 5,185 unique visitors
- 9,304 page views
- Popular sections; Workers, Community & Business

Somos FB event views

- Financial Resources 1.4K
 - Online learning 1.2K
 - Unemployment 767
 - Mortgage 1.3K
 - Connect 1.2K
 - Voting 1.1K
 - Workers Rights 1.1K
-

Typical Outreach & Programs

1. 1. Midtown 2. COVID Funding 3. Spanish COVID funding
4. Somos 5. Internship 6. Connect 7. Falling Colors

- Press Release,
 - FB post/event
 - Radio liveliners
 - Radio Interviews
 - WebPage updates
 - HomePage Button
 - NextDoor, Flyers (Midtown, Connect)
 - Mailing (Midtown)
 - Water Bill
 - Translation
 - Coordinate with Joe Abeyta (Funding Webinars and Midtown)
-

Newsletters, Food Security, Internship, Entrepreneurship

Midtown and ED Newsletter (Opens)

- Midtown:
 - 3/16 (928,
 - 3/23 (687)
 - 3/30 (506)
 - 4/6 (786)
 - 4/13 (982)
 - 4/20 (1,121)
 - 4/27 (3,021)
 - 5/4 (1,985)
 - 5/18 (1,001)
- ED Newsletter:
 - 3/23 (2,368)
 - 1/3 (2,335)
 - 4/10 (1,865)
 - 4/21 (1,965)
 - 5/19 (1,330)

Food E-ships & Internships

- 2x/week meetings: Food Depot, SFPS, NMF, Kitchen Angels, Reunity, SF CF, Farm2Table, Count, World Kitchen, YW, NM Farmers, State
 - Internship Mixer Canceled, Zoom Mixer (52 + 56)
 - E-Ship asset mapping
-

Fabian Trujillo

COVID 19 Business Education

- COVID 19 webinars in English and Spanish
 - Attendance #s: 845
- SCORE is working on COVID Recovery Seminars

Small Business Expansion Pipeline

- Project Starlight
 - Project Sterling
 - Rail Museum
 - Project Molecule
 - Project Jam
 - Project Medico
-

Rich Brown, Director

COVID-19 Related

- Food Insecurity Platform created
 - Partners are serving or distributing 5,000+ prepared meals/day
 - Food Depot distribution 700+ food boxes a weekend
 - Will be distributing up to 14,000 protective masks by end of June
 - Working on local, outdoor restaurant dining program tied to NM State regulations
-

Rich Brown, Director

Real Estate Asset Development

- Santa Fe Estates parcel is going through due diligence process; likely public notice for sale by late June
 - Warehouse 21 property may be second asset up for public sale
 - NW Quadrant parcel is under long range sale/planning review
 - Market Station Condo has interested buyers if City plans to sell all or unused portion
-

OED Attention areas

FY20 Q4 Risks

- Not being able to complete due diligence on parcels for sale (funding for appraisals, etc.)
- Employee furloughs are affecting capacity to accomplish 100% of planned activities

FY21 Risks

- Looming Economic Crisis will affect business growth for at least 18 months
 - City budget deficit and cuts will affect ability to support many programs going forward
-

OED Attention areas

FY21 Risks

- Lease Abatement Issues going forward
 - How to re-open economy while practicing safe, healthy protocols
 - Loss of Telecommunications Architect will slow down some of our progress on broadband growth
 - Grant writers and management are a priority for the future
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Launch WiFi Hotspots

Possible State 'Re-opening
of Economy announcement

Anticipated public notice of
Santa Fe Estates Land sale

