

Quality of Life Committee Meeting

June 17, 2026



SANTA FE SMALL BUSINESS
NAVIGATOR
PROGRAM



Key Players



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CITY OF SANTA FE
ECONOMIC DEVELOPMENT

Johanna Nelson

The CSFOED Team

Wendy Stein - SFCC

Aaron Oesting - SFPL



Caroline Lee

Kristin Morehead

Winnie Lee

Core Partners



Business Development
Mentoring
Microlending
Events



Business Development
Mentoring
Events



Business Development
Events



Microgrants



Mentoring
Event Space
Events

Hub & Spoke Model

HUB:

City of Santa Fe OED
NMSU Arrowhead Center
SourceLink

SPOKES:

Nonprofit organizations
Business support agencies
Financial institutions
Industry-specific groups
Neighborhood groups
Academic institutions



Other Navigator Partners



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Additional Resources Available Through Navigator Program



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Navigator Resource Partner Directory

Searchable, web-based Navigator site for clients to seek the assistance they need on their own terms

Core Partner Workshops

Targeted, tailored workshops for Navigator clients

Community Resource Partner Events

Comprehensive calendar of community events hosted by Navigator resource partners

Microgrant Program

Providing support for OED's Community Investment Program

Native American Services

Native business owners provided special services through Deborah Torres

Spanish Speaking Services

Native Spanish speakers provided Navigator services through Griselda Martinez, Dulce Marti

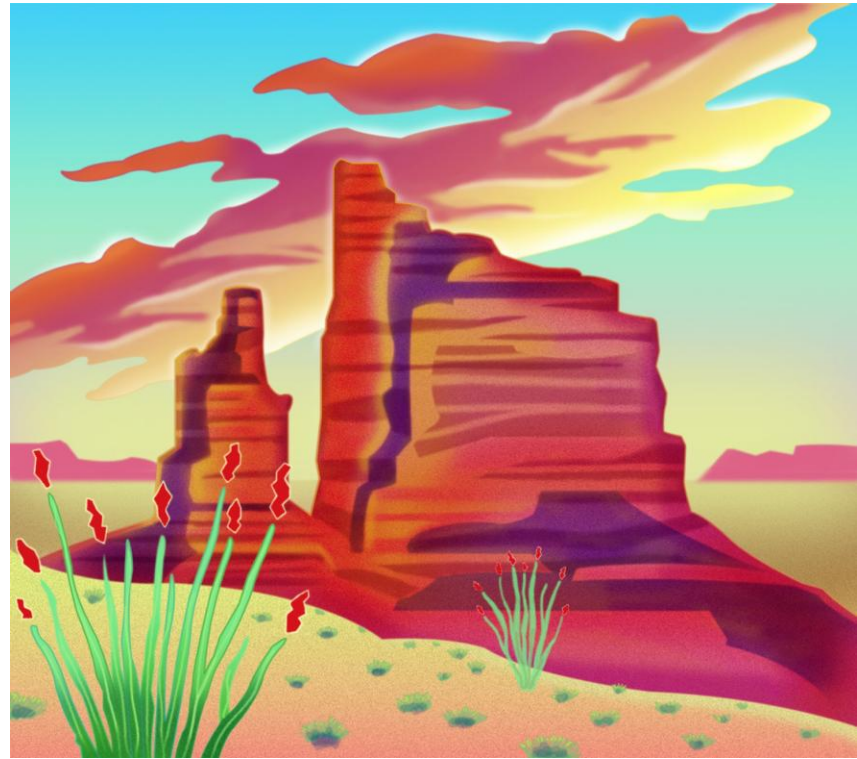
Who is a good fit for Navigator?



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Small business owners, founders, and entrepreneurs who need:

- Ideation guidance
- Business planning
- Marketing
- Sales & Growth Strategy
- Accounting & Finance
- Workforce
- Funding strategy
- Networking
- ***Truthfully - I'll take anyone***



Navigator Volume



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- 121 Small Business Clients
 - ***43 new small business clients added to the Navigator since Q1 - 55% QoQ increase***
- 29 targeted workshops and seminars for Santa Fe's small business owners
- 10 new resource partners added to Navigator network

Navigator Volume



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- **121 Navigator small business owners**
- Navigator is currently averaging **6 new clients per week**
- **>4 existing clients** request one-on-one follow ups per week on average
- Navigator is in consistent contact with 92% of business owners

Types of Business



Business Type				
Total # Clients	Main Street	Scalable	Lifestyle	Social
121	54	26	35	6
	45%	21%	29%	5%
QoQ change	10%	-3%	-7%	0%

- Significant uptick in Main Street-type businesses in the last quarter
- Increase driven by OED's Go Local, Go Different initiative

Stage of Business



Business Stage				
Total # Clients	Ideation	Validation	MVP	Marketable Product/Service
121	14	14	22	69
	12%	12%	18%	57%
QoQ change	-5%	-4%	7%	1%

- Majority of Navigator clients with products or services on the market
- This reflects the current inflow of new clients who are currently of the Main Street business type
- Navigator business owners tend to need more business operations related assistance instead of product related assistance

Size of Business

Business Size		
Total # Clients	# Client with 5 or Fewer Employees	# of Clients with Greater than 5 Employees
121	115	6

- Navigator currently serves the single-owner/employee businesses
- This reflects the current inflow of new clients who are currently of the Main Street business type and in the early stages of their business
- Although workforce development is a priority for many businesses, many resources are available to businesses that cross the 4 employee threshold

Business Industries



Client Industries

Total # Clients	Prof. Services	Creative Arts	Food and Beverage	Wellness	Trade & Manufac.	Software	HC & Life Science	Outdoor and Rec.	Non-Profit	Media	Energy	Agri.	Transport.
121	24	21	18	16	11	8	7	4	4	3	2	2	1
	20%	17%	15%	13%	9%	7%	6%	3%	3%	2%	2%	2%	1%

- Increase in Professional Service sector related to Go Local, Go Different initiative
- Creative Arts and Food & Beverage are major industries for entrepreneurs in Santa Fe
- Distribution of industries in the Navigator continues to be diverse

Client Demographics



Client Demographics				
Total # Clients	Native Owned	Women Owned	Minority Owned	Veteran Owned
121	10	63	42	2
	8%	52%	35%	2%
QoQ change	-2%	6%	4%	0%

- Minority Navigator clients will continue to increase as our efforts to reach the Spanish-speaking community ramps up
- Collaboration with Black Business Alliance has increased minority business owners
- Navigator continues to increase visibility among female entrepreneurs with outreach through InvestHER - NMSA



Client Needs Upon Initial Intake

Total # Clients	Funding - Grants	Funding - Equity	Funding - Loans	Funding - General	Business Planning	Marketing	Accounting	Workforce	General Networking	Licensing
121	49	8	24	41	54	36	17	12	68	14
	40%	7%	20%	34%	45%	30%	14%	10%	56%	12%
QoQ change	15%	-1%	2%	-1%	2%	3%	3%	-3%	9%	1%

- Sharp increase in grant related inquiries due to SAFE and SPUR
- Ecosystem building and general networking is imperative for knowledge exchange and shared resources
- Business planning and management requests are increasing as more Go Local, Go Different businesses are becoming aware of resources available to them

Referrals to Resource Partners



Referral Data				
Total # Clients	Total # Referrals	# of Referrals to Core Partners	Resource Partners Used	Total # Resource Partners
121	370	83	71	95

- Most new clients are referred to at least one core partner
- On average, new clients receive at least 5 outgoing referrals to resource partners
- Top incoming referrals to the Navigator program:
 - OED
 - New Mexico Startup Alliance
 - SCORE
 - Avitia
 - Black Business Alliance

Notable Wins



- **EnviTrace LLC** awarded JTIP and Family Friendly New Mexico award. Also hired COO
- **Cynthia Jones Jewelry** awarded \$24,000 NMEDD Creative Industries Grant
- **Santa Fe Popcorn** signed a lease on a storefront in the Plaza
- **The Ox 1985** passed City health inspection and soft-opened its bakery in Agua Fria
- **Honeysuckle Lifestyle** overcame challenges in getting a business license through the help of OED and the Navigator and was finally issued its license
- **Lady in Flux** registered as an LLC and opened a separate business bank account after guidance and consultations with a Navigator-sponsored accounting consultant
- **Ana Casa Dragonfly Consignment** has garnered over 50 new social media followers within 24 hours of working with a Navigator-sponsored social media consultant, all culminating in several new customers coming into the shop on Second Street with direct sales on that day

Programming



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Overview of Competed Programming

Host	Event Count	Category	Registered	Attended	Notes
Arrowhead Center	1	Business Planning & Management	35	37	
Arrowhead Center	1	Accelerator	16	16	on-going
Avitia	12	Financial Literacy	50	46	
Chase Bank	1	Financial Literacy	10	5	
Firefly Strategies	6	Business Planning & Management	-	31	on-going
SCORE	3	Business Planning & Management	83	45	
SCORE	3	Marketing	107	61	
SFBI	3	Accelerator	26	22	
UpSpring Associates/SCORE	1	Mentoring	-	34	
UpSpring Associates	1	Financial Literacy	6	5	
UpSpring Associates	1	Funding	34	21	
UpSpring Associates	2	Business Planning & Management	51	42	
UpSpring Associates	1	Mentoring	39	27	
WESST	4	Marketing	74	41	on-going
Total	40		531	433	

Organization	Proposed Date	Workshop Title	Category
WESST	5/27/2026	Your Website and Why it Matters	Marketing
SCORE	6/9/2026	Pricing for Profitability and Growth	Business Planning
Arrowhead Center	6/16/2026	Industry Exchange: Manufacturing	Networking
WESST	6/24/2026	SEO Basics and How Search is Changing	Marketing
New Mexico Angels	7/15/2026	Mastermind - Raising \$ for Climate/Cleantech Startups	Fundraising
WESST	7/29/2026	Social Media Made Simple	Marketing
WESST	8/26/2026	How Video Helps Build Trust	Marketing
SFBI	10/7/2026	RUNWAY - Tech and Science Startups	Accelerator
Arrowhead Center	10/13/2026	SPRINT for Native Entrepreneurs	Accelerator
SCORE	10/27/2026	So, You Want to Start a Business	Business Planning
SCORE	11/3/2026	Packaging and Pricing Your Service: Turning Expertise into Income	Business Planning
SCORE	11/10/2026	The Maker's Market Place: Practical Strategies for Selling Your Work	Business Planning



Specialized Professional Services



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AVITIA
BUSINESS SERVICES

- Accounting & bookkeeping services to Navigator clients who demonstrate need and hardship
- Full or partial sponsorship offered to clients who demonstrate significant need and hardship
- ~\$15,000 in support given to 22 Navigator clients to date

Specialized Professional Services



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HIGH VIBE BRANDS

HEART CENTERED AND PURPOSE DRIVEN



- Social media training and consulting services to Navigator clients who demonstrate need and hardship
- Full or partial sponsorship offered to clients who demonstrate significant need and hardship
- ~\$2,000 in support given to 6 Navigator clients to date

Community Investment Program



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SPUR

- \$150K in grant awards
- Arrowhead & OED will participate in applicant review and deployment of grant awards
- Flexible grant award amounts, up to \$20,000
- Launch expected on June 1

Crime Mitigation Bill-SAFE Grants

- \$230K in grant awards
- OED and CSD leading review process
- Santa Fe Chamber of Commerce & Downtown Business Association will coordinate on awareness and programming related to Crime Bill grants

Programming in Spanish



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- Working with Dulce Marti of Avitia Business Solutions to lead programming for the Spanish-speaking community
- Griselda Martinez, an Arrowhead contractor, is providing support in working with bilingual business owners
- Bridget Dixson at Santa Fe Chamber of Commerce and Liz Camacho at OED have been providing referrals



Ecosystem Building



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Formerly known as Coffee+Collab



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- Rebranded as Santa Fe Small Business Navigator Collaborative: Quarterly Convening
 - 1Q - Resource Partners only
 - 2Q - Cold Brew+Churros
 - 3Q - Resource Partners Only
 - 4Q - Cocoa+Donuts
- In-person meetings to strengthen the connections among resource partners as well as with OED and the Navigator
- Goal: No more silos!

Mid-Quarter Roundtable Calls



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- Zoom calls at the midpoint between Resource Partner Convenings
- A forum for resource partners to share their updates, wins, asks, and upcoming events
- 45 attendees on first call - April 29
- Goal: No more silos!