



# City of Santa Fe, New Mexico

## Memorandum



**DATE:** January 25, 2025

**TO:** Governing Body

**VIA:** Randy Randall, Interim Community Development Director<sup>RR</sup>  
Loretta Olguin, Business Operations Manager *LSO*

**FROM:** Johanna Nelson, Economic Development Director, Interim Housing Director *JN*

**SUBJECT:** One-Time Funding Request for the Office of Economic Development to Support, Strengthen and Diversify Santa Fe's Economy

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### ITEM AND ISSUE:

- Increase Staff Capacity:** The Office of Economic Development (OED) requests your review and approval of one-time funding from the available General Fund Balance to create term positions that will enhance the office's capacity to deliver services aligned with the missions of OED and the Community Development Department. Specifically, OED requests funding for an Economic Development Specialist (\$125,000), a Financial Empowerment Center Coordinator (\$100,000), and the continued support of a Contract and Grant Administrator shared by OED and the Office of Affordable Housing (\$100,000).
- Small Business Crime Mitigation and Security Grants:** The Office of Economic Development (OED) is requesting one-time funding (\$250,000) to establish a grant program aimed at supporting small businesses in implementing crime mitigation and protection measures. This funding will assist businesses in enhancing safety, reducing vulnerability to crime, and fostering a more secure environment for employees, customers, and the community and allow them to grow and expand. The program will be supported by the Community Services Department.
- Small Business Development Support:** The Office of Economic Development (OED) is requesting \$225,000 in one-time funding to support two key initiatives that will enhance the local economy and strengthen small businesses in Santa Fe. The funding includes \$150,000 for a Buy Local Initiative to encourage residents and visitors to prioritize local businesses, and \$75,000 for continued support of the South Side Feria, which provides an accessible market space for entrepreneurs and fosters community engagement.
- Workforce Development Support:** The Office of Economic Development (OED) is requesting \$750,000 in one-time funding to continue supporting programs that strengthen workforce development and bolster the local economy. This includes \$250,000 for the Santa Fe Community College Trades and Certifications Program, which equips residents with valuable skills for in-demand careers, and \$500,000 for the Santa Fe Public Schools Work-Based Learning Intern Program, which provides students with hands-on experience and pathways to local employment opportunities.
- Support Office Rent for Community Services Department:** The Office of Economic Development (OED) is requesting \$96,000 in one-time funding to cover the annual office rent paid by OED on behalf of the Community Health and Safety Department. This funding will ensure the continuation

of critical support services provided by Community Health and Safety without impacting OED's ability to fund its own economic development initiatives.

## **BACKGROUND AND SUMMARY:**

1. **Increase Staff Capacity:** We are requesting \$325,000 to support three term positions: an Economic Development Specialist (\$125,000), a Financial Empowerment Center Coordinator (\$100,000), and the continuation of a Contract and Grant Administrator shared with the Office of Affordable Housing (\$100,000). These positions are essential to addressing growing service demands and ensuring OED can effectively deliver on its mission to foster economic growth, financial empowerment, and housing stability.

This allocation will significantly increase OED's capacity to serve the community by supporting businesses, advancing workforce initiatives, and securing external funding. Additionally, the funding will enhance administrative support to ensure program stability and continuity, benefiting residents and the broader community for years to come.

- **Economic Development Specialist – South Side:** This position will provide dedicated business support services to residents and businesses on the South Side of Santa Fe.
  - **Financial Empowerment Center Coordinator:** This role will manage and support the Financial Empowerment Center, funded by a current OED grant, to deliver financial literacy programs to Santa Fe residents.
  - **Contracts and Grants Administrator:** This position will assist both the Office of Economic Development (OED) and the Office of Affordable Housing (OAH) in managing and administering over \$6 million in grants and contracts.
2. **Small Business Crime Mitigation and Security Grants:** OED is requesting \$250,000 to establish a grant program focused on crime mitigation and security protection for small businesses in Santa Fe. The program will provide financial support for security improvements such as enhanced lighting, security cameras, locks, and other protective measures that reduce vulnerability to crime. By addressing these safety concerns, the program will help businesses create safer environments for their employees, customers, and neighborhoods while fostering economic stability and growth.

This initiative aligns with OED's mission to support the local business community and strengthen Santa Fe's economic landscape. By collaborating with the Community Services Department, the program will leverage shared resources and expertise to maximize impact. Ensuring the safety of small businesses is essential to their ability to operate, grow, and contribute to the local economy, and this grant program represents a proactive step toward addressing this need.

3. **Small Business Development Support:** The proposed \$150,000 *Buy Local* Initiative aims to promote and incentivize shopping at local businesses through targeted marketing campaigns, events, and collaborations with local business owners. This initiative will increase awareness of the benefits of shopping locally, helping small businesses recover and grow while keeping economic activity within the Santa Fe community.

Additionally, \$75,000 is requested to continue supporting the South Side Feria, a successful community-driven market that provides opportunities for small businesses and entrepreneurs to showcase their goods and services. The Feria also serves as a hub for cultural celebration and engagement, strengthening community ties and supporting economic activity on the South Side of Santa Fe. Together, these initiatives will provide vital support to small businesses, increase consumer engagement, and bolster the local economy.

4. **Workforce Development Support:** The Office of Economic Development (OED) has identified one-time funds available to sustain key workforce development programs that are vital to the long-term



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economic health of Santa Fe. The Santa Fe Community College Trades and Certifications Program supports residents in acquiring technical skills and professional certifications in high-demand trades, addressing local workforce shortages and enabling participants to secure well-paying jobs. The requested \$250,000 will ensure the program continues to provide accessible training opportunities for Santa Fe's workforce.

The Santa Fe Public Schools Work-Based Learning Intern Program connects high school students with local businesses for internships, giving students practical experience, career exploration opportunities, and a direct pathway to employment in Santa Fe. The requested \$500,000 will allow the program to expand, benefiting more students and businesses while fostering a stronger connection between education and the local economy. Together, these initiatives will enhance the skills of Santa Fe's workforce, support small businesses, and create sustainable economic growth for the community.

- 5. Support Office Rent for Community Services Department:** The Office of Economic Development (OED) currently covers the annual office rent for the Community Health and Safety Department, which provides essential services that directly benefit the Santa Fe community. The requested \$96,000 will ensure that rent expenses are covered for the year, allowing Community Health and Safety to focus resources on delivering critical programs and services.

By covering this expense, OED has played a key role in supporting the work of Community Health and Safety, which contributes to the overall well-being and stability of the community. Securing this funding will allow OED to maintain this financial support while continuing to focus on its mission to bolster economic growth and sustain key initiatives for Santa Fe's businesses and residents.

### **FUNDING SOURCE: FY25 Mid-Year Funding Allocation from General Fund 100**

- 1. Increase Staff Capacity:**

Fund Name/Number: Economic Development/212  
Munis Org Name/Number: 2122800  
Munis Obj Name/Number: 500750  
Amount: \$325,000

- 2. Small Business Crime Mitigation and Security Grants:**

Fund Name/Number: Economic Development/212

Munis Org Name/Number: 2122800  
Munis Obj Name/Number: 510400  
Amount: \$250,000

- 3. Small Business Development Support:**

Fund Name/Number: Economic Development/212  
Munis Org Name/Number: 2122800  
Munis Obj Name/Number: 510310  
Amount: \$225,000

- 4. Workforce Development Support:**

Fund Name/Number: Economic Development/212  
Munis Org Name/Number: 2122800  
Munis Obj Name/Number: 510300

Amount: \$750,000

**5. Support Office Rent for Community Services Department:**

Fund Name/Number: Economic Development/212


Munis Org Name/Number: 2122800

Munis Obj Name/Number: 510300


Amount: \$96,000

**ATTCHMENTS:**

BAR

**Signature:**   
Johanna Nelson (Feb 5, 2025 19:17 MST)  
**Email:** jcnelson@santafenm.gov

**Signature:** *Loretta S. Olguin*  
**Email:** lsolguin@santafenm.gov

**Signature:**   
Randy Randall (Feb 10, 2025 08:24 MST)  
**Email:** rrandall@santafenm.gov

Log # {Finance use <u>only</u> }:	
Journal # {Finance use <u>only</u> }:	

## City of Santa Fe, New Mexico BUDGET AMENDMENT RESOLUTION (BAR)

DEPARTMENT / DIVISION NAME Office of Economic Development	DATE 2/10/2025
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ITEM DESCRIPTION	ORG	OBJECT	PROJECT	INCREASE	DECREASE
<b>EXPENDITURES</b>				<i>{enter as positive #}</i>	<i>{enter as negative #}</i>
1) Full-Time Temporary Salaries	2122800	500750		325,000	
2) Grants & Services	2122800	510400		250,000	
3) Service Contracts	2122800	510310		225,000	
4) Professional Contracts	2122800	510300		750,000	
5) Professional Contracts	2122800	510300		96,000	
1-5) Economic Development (General Fund) / Transfer to Economic Development Fund	1002800	750212		1,646,000	
<b>REVENUES</b>				<i>{enter as negative #}</i>	<i>{enter as positive #}</i>
1-5) Economic Development Fund / Transfer from Economic Development (General Fund)	2122800	650100		(1,646,000)	

<b>JUSTIFICATION:</b> <i>(use additional page if needed)</i> <i>--Attach supporting documentation/memo</i>	\$ 1,646,000	\$ -
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Appropriations from available General Fund balance for: 1) term/temporary positions to enhance the Office of Economic Development's (OED) service capacity, including an Economic Development Specialist, a Financial Empowerment Center Coordinator, and a Contract and Grants Administrator (shared with Affordable Housing); 2) small business crime mitigation and security grants; 3) small business development support; 4) workforce development support; and 5) annual office space rental costs paid by OED on behalf of the Community Health and Safety Department  <i>[see attached memo]</i>	<i>{Complete section below if BAR results in a net change to ANY Fund}</i> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Fund(s) Affected</th> <th style="width: 40%;">Fund Balance Increase/(Decrease)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">100</td> <td style="text-align: right;">(1,646,000)</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td><b>TOTAL:</b></td> <td style="text-align: right;"><b>(1,646,000)</b></td> </tr> </tbody> </table>	Fund(s) Affected	Fund Balance Increase/(Decrease)	100	(1,646,000)							<b>TOTAL:</b>	<b>(1,646,000)</b>
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<b>TOTAL:</b>	<b>(1,646,000)</b>												

Andy Hopkins	2/10/2025	<i>{Use this form for Finance Committee/ City Council agenda items ONLY}</i>	 ALEXIS LOTERO (Feb 11, 2025 10:42 MST)	Feb 11, 2025	
Prepared By <i>{print name}</i>	Date	<b>CITY COUNCIL APPROVAL</b>  City Council Approval Date: <input style="width: 100px; height: 20px;" type="text"/>  Agenda Item #: <input style="width: 100px; height: 20px;" type="text"/>	Budget Officer	Date	
Division Director Signature <i>{optional}</i>	Date		N/A	Finance Director {≤ \$5,000}	Date
Department Director Signature	Date		N/A	City Manager {≤ \$60,000}	Date