



CITY OF SANTA FE  
**ECONOMIC DEVELOPMENT**

# City of Santa Fe FY26 Budget Reviews

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# OED's Mission

*The City of Santa Fe's Office of Economic Development works to cultivate a vibrant business community and to build a diverse, innovative economy that provides equitable opportunity and prosperity for the community.*

## 8 Priorities

1. Business Development
2. Economic Mobility
3. Workforce Development
4. *Organizational Development*
5. *Strategic Planning*
6. *Wi-Fi and Broadband Access*
7. *Strategic Asset Development*
8. Ecosystem Development and Support

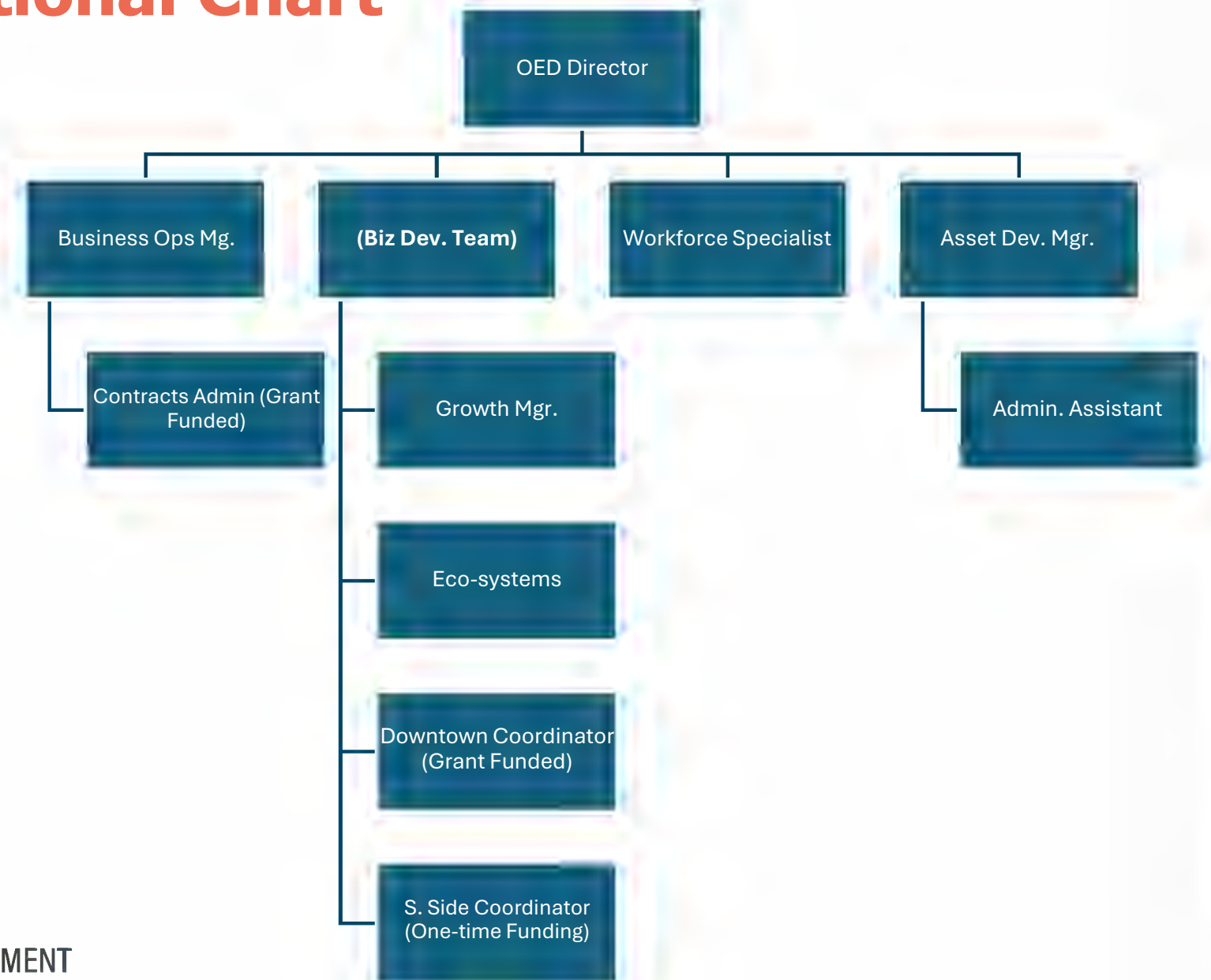


## Vision

*We believe economic mobility is the foundation of a thriving Santa Fe. Our vision is a connected and inclusive economy where barriers are removed, talent is uplifted, and every resident has the tools, access, and opportunity to build a better life—contributing to a vibrant, resilient community known for being a supportive and creative place to start and grow a business.*



# Organizational Chart



# Common Barriers Facing Business Community

1. **Limited Awareness & Navigation of Resources** – Businesses struggle to find and access support services and incentives, especially in language other than English.
2. **Access to Capital** – Startups and small businesses face barriers to financing growth and operations.
3. **Workforce Shortages & Housing** – A lack of trained workers and affordable housing impacts recruitment and retention.
4. **High Cost of Commercial Space** – Rising rents and limited availability restrict business expansion.
5. **Permitting & Licensing Processes**
6. **Coordination Among Stakeholders** – Fragmented communication limits the effectiveness of ecosystem support.
7. **Retail Saturation & Market Constraints** – Overcrowding in certain sectors limits new business viability.
8. **Lack of Scale-Up Support** – Businesses face challenges transitioning from early-stage to growth-stage operations.

# FY 25 Major Accomplishments

1. **Strategic Planning & Investment** – Launched the Economic Development Strategic Plan and deployed over **\$3M in ARPA funds** to support workforce development, WiFi access, and small business recovery.
2. **Business Support & Expansion** – Built a Business Retention & Expansion (BRE) framework, conducted outreach with 100+ businesses, and implemented **Sourcelink** for impact tracking.
3. **Access to Capital** – Designed and launched **Small Business Finance Fairs**, directly connecting entrepreneurs to funding opportunities.
4. **On-the-Ground Engagement** – Established bi-monthly **Office Hours in Cerrillos and the Southside** and initiated **Quarterly Industry Convenings** in film, outdoor recreation, and bioscience sectors.
5. **Workforce Development** – Hosted **quarterly Workforce Meetups** and invested in training partnerships to meet local employer needs.
6. **Ecosystem & Network Building** – Held over four “**Coffee & Collab**” events and sponsored **60+ bilingual business/community events** to strengthen local collaboration.
7. **Entrepreneur Education**– Rolled out “**Santa Fe Open for Business**” and “**Santa Fe Business 101**” to promote business success and guide new ventures.
8. **Communication & Outreach** – Delivered **48+ newsletters**, launched a **monthly radio show**, and expanded bilingual outreach to ensure businesses stay informed and connected.

# FY26 Goals

- 1. Launch & Implement Strategic Plan**  
Guide inclusive growth with clear priorities.
- 2. Expand BRE & Business Support**  
Rollout the Small Business Navigator Program, track impact via Sourcelink.
- 3. Align Workforce with Industry Needs**  
Launch the workforce strategy; continue supporting networking
- 4. Increase Access to Capital**  
Host finance fairs; deploy grants and tech assistance.
- 5. Build Industry & Ecosystem Connections**  
Convene sectors; host networking events; support 60+ activations.
- 6. Boost Infrastructure & Digital Equity**  
Expand WiFi; launch digital tools for small biz.
- 7. Strengthen Outreach & Presence**  
Deliver newsletters, radio, and in-district engagement.



# Significant Upcoming Projects

1. Small Business Navigator Program (Arrowhead)
  - Go Local
  - Creative Industries
  - Libraries Business Center
  - Entrepreneurial Map
2. SFCC Coordinator for Trades and Certifications
3. Small Business Grants: SPUR, Crime Mitigation
4. UNM Center for Responsible Entrepreneurship
5. Business Development Team Growth:
  1. Tribal Entrepreneur Coordinator
  2. S. Side Coordinator
  3. Downtown
6. RFPs
  - Small Business Incubator





Thank you!

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