

NM Jobs Council - 2016

Factor of Production Gap Analysis Summary

1. **Research, Marketing/Lead Generation and Sales capacity:** at State, Regional, County levels for each Job Creation Program Theater with significant potential in every county.
 - a. Employer theater, Visitor(tourism) need major increases marketing funding.
 - i. Employer: increase NM Partnership funding to \$2m- partial funding appropriated.
 - ii. Employer: Staff Augmentation bill passed, signed into law - but unfunded
 - iii. Employer: Coop Marketing bill failed to pass
 - iv. Visitor: Tourism marketing funding increase - \$2m passed
 - v. Solowork: requires amendments to JTIP, LEDA, Rapid Response workforce training and WIO programs to allow post performance funding of Solowork programs in rural areas.
 - b. Solowork, Retirement and Federal Government theaters require major program development work to be able to scale.
 - i. Legislative memorial to scope tax and regulatory initiatives for the retirement theater marketing and sales.
 - c. Agriculture: Forest Restoration project: Replaced by Water Trust bill
2. **Infrastructure, Real Estate and Capital:**
 - a. Bandwidth: \$400k for plan - completion scheduled for 2017
 - b. Broadband: Modernization bill: sponsored
 - c. LEDA: Expansion of LEDA fund to \$50,000,000
 - d. Rural infrastructure tax credit:
 - e. Building inventory: NM Partnership asserted that 60% of projects fail to advance because of a lack of Real Estate inventory- Building and Land.
 - f. Capital: P3 funding reform for general financing
 - g. Scenic byways program: \$500,000
3. **Workforce Development, education and Community Quality:**
 - a. Workforce gap study: Higher Ed - failed
 - b. Middle school Physics program that results in over production of technical talent - addresses local technical workforce issues in 7 years. Passed house and senate unanimously - no appropriation. 17 schools have adopted the program 20 more targeted for 2017.
 - c. JTIP funding: \$10m
 - d. Rapid Response Workforce Training: passed and funded for \$1.24m in 2015.
 - e. Hospitality training request: \$300,000 For Tourism department - failed to pass.

4. Tax and Regulatory competitiveness,

- a. Local education and planning: \$400,000- failed to pass
- b. Workkeys assessment program: Offset by NMDWS funding
- c. Workman's Comp reforms: Pending
- d. Employment Insurance fund reform: Pending
- e. Accounting and planning act: Pending
- f. Regional economic base planning pilot: Pending
- g. P3 Legislation: Pending

Factor of Production Gap Matrix						
Program Theater	E-Base Jobs	Major Factor of production Gaps				
		Marketing and Sales		Real Estate, Infrastructure, Capital	Workforce, Housing, Community Quality	Leadership, Organization, Business Climate
Solo	11,920	Gaps	-No Program/plan -No state brand	-Inadequate Broadband		-Business Services -GRT
		Solutions	-Solo Pilot Program being developed -Post-performance funding source	-Broadband infrastructure planning		-Solo Pilot program
Visitor	21,082	Gaps	-Low repeat visits -Low promotion of attractions -Insufficient product improvement	-No 5 star resorts -Nonstop flights -Highway access -Broadband -Cell service	-Poor local representation -Hospitality training	-Limited Data -No local planning -No Call to action
		Solutions	-Tourism Event Marketing -Private Match for Marketing -Digital Presence -Trucker Advertising	-Cell Service Improvement -Charging Stations	-Hospitality Training -Hospitality Education programs	-Tourism and DoL Collaboration -Liquor License Stock Split -Tourism Incubator -B&B Taxation
Employer	49,744	Gaps	-State and local staff Shortage -Inadequate lead generation -Lack of investment	-Building shortage	-Housing Shortage -Qualified labor shortage	-Lack of planning/ accountability
		Solutions	-EDO Staff Augmentation -EDO Marketing Funds -Restructure partnership	-Property tax abatement -Deregulate local LEDA	-Housing and finance solution -Workforce study	-Accountability Act
Federal Gov't	38,035	Gaps	-No formal program, planning	-Transportation	-Housing Shortage	-No Program/planning -Gross receipts tax
		Solutions	-Organize program -Map Job Levels -Stand Alone Fund	-Healthcare Construction	-Student Debt Forgiveness	-Office of Federal Entrepreneurship
Retirement	21,000	Gaps	-No existing program/planning -No community rating	-Inadequate Broadband	-Lack of suitable housing -Lack of rural Healthcare	
		Solutions	-Retiree Income Tax Break -Retirement Community Rating	-Broadband infrastructure planning	-Healthcare Worker Rural Incentive	