



A Brief History of City Economic Development (Since 2004)

In 2004 there was the Angelou Plan.

- Community Process involved 1500 people.
- Organized thinking in Santa about economic development.
- Defined terms, established intention to leverage assets, brand and unique Santa Fe identity.
- Established general target industries:
 - Arts and Culture
 - Design
 - Hospitality
 - Water conservation and clean energy
 - Software
 - Publishing and New Media
 - Outdoor Gear and Apparel

In 2008, ED reorganized and a new policy document was adopted by the City Council, **The Strategy for Implementation (2008).**

The 2008 Strategy for Implementation established for the Economic Development Division:

- Three areas of work
 - Business Development,
 - Workforce Development,
 - Sites & Infrastructure.
- Five Refined Target Industries
 - Arts and Culture
 - Technology
 - Green
 - Knowledge
 - Media
- Investment portfolio approach
- Key goals
 - Diversify economy
 - Create high wage jobs

And then the recession hit. **In 2010, The Existing and Future Economy Sub-Committees** drafted recommendations, the City held a public forum on job creation. **In 2012, key policies were distilled and analyzed** to develop a workplan, The common ground was (is) business development and focused programs and support on **entrepreneurship**.

City of Santa Fe Economic Development

Vision:

- Growing a Robust Middle Class
- Diversifying and Growing our Economic Base
- Growing our Culture of Entrepreneurship
- Ensuring opportunities for Upward Mobility

Current Projects:

- SF Business Incubator
- The Velocity Project
- Youthworks
- SCORE
- MIX/bizMIX
- Mentorship/Inspire Santa Fe
- Outdoor Industry (recruitment, development)
- Film/Digital Media
- Nighttime Economy (grants/taskforce)
- Young Professionals Project (interns)
- #howtosantafe
- Remike (parklet, traffic study)
- Broadband
- Business Ombudsman
- Global Trade Initiative
- Arts + Creativity Center
- Public Banking

Growing Entrepreneurship

\$483,000

59.3%

SFBI	\$ 200,000
The Velocity Project	\$ 180,000
VAF	\$ 30,000
MIX / bizMIX (50%)	\$ 25,000
SCORE	\$ 21,000
Outdoor Recruitment	\$ 10,000
Film/Media	\$ 17,000

Developing a Skilled Workforce

\$233,622

28.7%

Youthworks	\$ 203,622
MIX/bizMIX (50%)	\$ 25,000
Inspire Santa Fe	\$ 5,000

Community and Infrastructure

\$72,000

8.8%

#howtosantafe	\$ 47,000
LANL Coalition of Communities	\$ 10,000
Art + Creativity Center	\$ 5,000
Re: Mike (UNM)	\$ 5,000
Nighttime Economy	\$ 5,000

Data and Sponsorship

\$26,200

3.2%

Sponsorships and Marketing	\$ 21,200
Data Dashboard	\$ 5,000

