

## **VII. Discussion/Information Items/Presentations**

### **B. Presentations**

- 1. Presentation on and Recognition of the Stanley Volunteer Fire District.  
(Commissioner Anaya)**



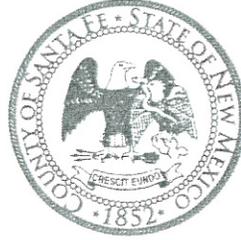




**Henry P. Roybal**  
Commissioner, District 1

**Anna Hansen**  
Commissioner, District 2

**Robert A. Anaya**  
Commissioner, District 3



**Anna T. Hamilton**  
Commissioner, District 4

**Ed Moreno**  
Commissioner, District 5

**Katherine Miller**  
County Manager

## **MEMORANDUM**

**Date:** January 11, 2017

**To:** Board of County Commissioners

**From:** Chris Hyer, Economic Development Manager *CH*

**Via:** Penny Ellis-Green, Growth Management Director *PEG*  
Katherine Miller, County Manager *KM*

**Item:** Presentation and report from Santa Fe Business Incubator (Marie Longserre, SFBI Director)

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### **SUMMARY:**

The purpose of this presentation is to fulfill a requirement of a contract between Santa Fe County and the Santa Fe Business Incubator (SFBI). This contract was entered into for the calendar year 2016 where the SFBI was to provide business and workforce development services for businesses located outside the incorporated areas of the County. A copy of this report is included in the packet.

### **BACKGROUND:**

On February 22<sup>nd</sup>, 2016, Santa Fe County entered into a PSA with the SFBI for professional services related to business outreach, tracking and training for Santa Fe County businesses located outside the incorporated area of the County. Deliverables for this contract include a report (included in the packet) presenting the number of new business startups, the number of businesses graduated from SFBI, the number of businesses assisted in retention efforts in 2016, an updated and detailed economic impact analysis, and details on outreach efforts with economic development groups and post-secondary schools and colleges.

Additionally, the SFBI is to make a presentation to the Board of County Commissioners. The aforementioned report will be part of that presentation as well an overview of the scope of Business Incubation services and programs offered, the economic impact of SFBI and its client companies, and a highlight of future activities and alliances.

### **Action Requested:**

This is an informational presentation. There is no action requested.

**Exhibits:**

**A – Report as per PSA: 2016-0264-GM BT**

**B – Power Point Slides**

**C – Santa Fe Business Incubator Statistics, Calendar Year 2016**

Santa Fe County  
Professional Service Agreement 2016-0264-GM BT

The Santa Fe Business Incubator (SFBI) was contracted by Santa Fe County to provide Business and Workforce Development services for Santa Fe County businesses located outside the incorporated areas of the County. As contracted the Santa Fe Business Incubator respectfully submits the following comprehensive written report.

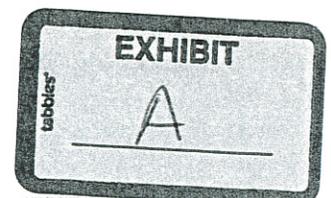
The Santa Fe Business Incubator was asked to deliver the following data by December 31, 2016:

1. Number of new client startups, including tenants and affiliates that signed leases with the contractor in 2016 with information on NAICS code type of business and number of employees
2. Number of businesses that graduated from SF Business Incubator in 2016, with information of NAICS code type of business and number of employees
3. Number of other businesses assisted in retention/expansion efforts in 2016, with information on NAICS code type, number of employees and names of business
4. Updated and detailed economic impact analysis for 2016 as well as cumulative for years leading up to 2016 which include:
  - a. Aggregated data for new job creation, client revenue, taxes generated and capital attracted
5. Details on outreach efforts and/or partnerships and accomplishments with economic development groups
6. Details on outreach efforts to post-secondary schools and colleges

The Santa Fe Business incubator submits the following information in accordance with Santa Fe County Professional Service Agreement 2016-0264-GM BT

1.

New Client Companies 2016	NAICS code	number of starting employees
1	541712	1
1	454111	2
1	511210	1



2.

Graduate Client Companies 2016	NAICS code	number of employees
2	327420	2
1	332813	1
1	541712	1

3. Total number of companies or individuals that participated in SFBI facility hosted trainings, business development activities and networking events in 2016: **11,082**

SFBI and its partners invite the business community to participate in trainings, workshops, seminars, and networking events at the Incubator. They are generally not required to provide detailed reports of their operations to attend. SFBI classifies and gathers information on those businesses or individuals that seek to engage one-on-one as prospects or affiliates. The companies or individuals listed below have identified their company description.

Prospect	Location	Zip	Company Description
1	Santa Fe	87507	Other
1	Santa Fe	87508	Retail
1	ESPANOLA	87532	Consulting
1	Santa Fe	87507	Other
1	Santa Fe	87508	Consulting
1	Albuquerque	87102	Technology - Hardware
1	Santa Fe	87507	Retail
1	Albuquerque	87123	Consulting
1	Santa Fe	87502	Finance
1	Santa Fe	87594	Manufacturing - small/craft/design
1	Palmetto Bay	33157	Retail
1	Clovis	88101	Technology - Hardware
1	Santa Fe	87507	Manufacturing - small/craft/design
1	Santa Fe	87507	Technology - Software
1	Santa Fe	87505	Manufacturing - small/craft/design
1	Santa Fe	87505	Retail
1	Santa Fe	87506	Automotive
1	Santa Fe	87508	Other
1	Santa Fe	87505	Other
1	Santa Fe	87594	Construction
1	Santa Fe	87507	Manufacturing - small/craft/design

#### 4. Economic Impact

Year	Jobs Created (fte)	Revenue	Taxes (estimated)	Capital Attracted
2016	27	\$7,564,308.77	\$475,795.02	\$6,427,682.67
2015	46	\$26,435,499.70	\$1,662,792.93	\$4,521,119.00
2014	61	\$7,520,445.62	\$473,036.03	\$7,107,100.00

5. In 2016 the Santa Fe Business Incubator partnered with a number of economic development organizations and groups.

1) Santa Fe Business Incubator houses the North Central New Mexico Economic Development District, WESST's Santa Fe office, and a Santa Fe SCORE office. SFBI hosted and facilitated SCORE workshops for their Fall and Spring workshop series.

2) SFBI hosted, promoted and facilitated meetings and workshops with the New Mexico Small Business Assistance Program at LANL, Venture Acceleration Fund, New Mexico Angels, Regional Development Corporation, and the Feynman Center for Innovation at Los Alamos National Lab.

3) SFBI organized and hosted meetings of the Santa Fe Software Developers Meetup and the Santa Fe Film Makers Meetup.

4) SFBI hosted the SFid Accelerator cohort for half of their curriculum and review meetings.

5) SFBI held two Eureka Effect programs in partnership with the NMSBA to facilitate connections between local small businesses and scientists from Los Alamos National Labs. One was open to all types of small businesses and the second, done in partnership with the New Mexico MEP was specifically for manufacturing businesses.

6) SFBI participated in New Mexico Manufacturing Day in partnership with Finance New Mexico and the New Mexico Manufacturing Extension Partnership.

7) SFBI held a Pitch 180 event where representatives from Jaguar Land Rover pitched their needs for innovation to an audience of startups and interested community members. Pitch 180 was held in partnership with the Feynman Center for Innovation.

8) SFBI hosted and facilitated workshops for Leadership Santa Fe and Youth Leadership Santa Fe in partnership with the Santa Fe Community College and the Santa Fe Chamber of Commerce.

9) SFBI organized and hosted Advisory Councils for Client companies that included members from New Mexico State Economic Development Department, New Mexico Manufacturing Extension Partnership, Santa Fe Community College, City of Santa Fe Business and Quality of Life Sub Committee, and the New Mexico Tech Council.

10) SFBI organized and facilitated a workshop for new market entry with assistance from the Santa Fe Small Business Development Center.

6. In 2016 the Santa Fe Business Incubator conducted outreach efforts to post-secondary schools and colleges

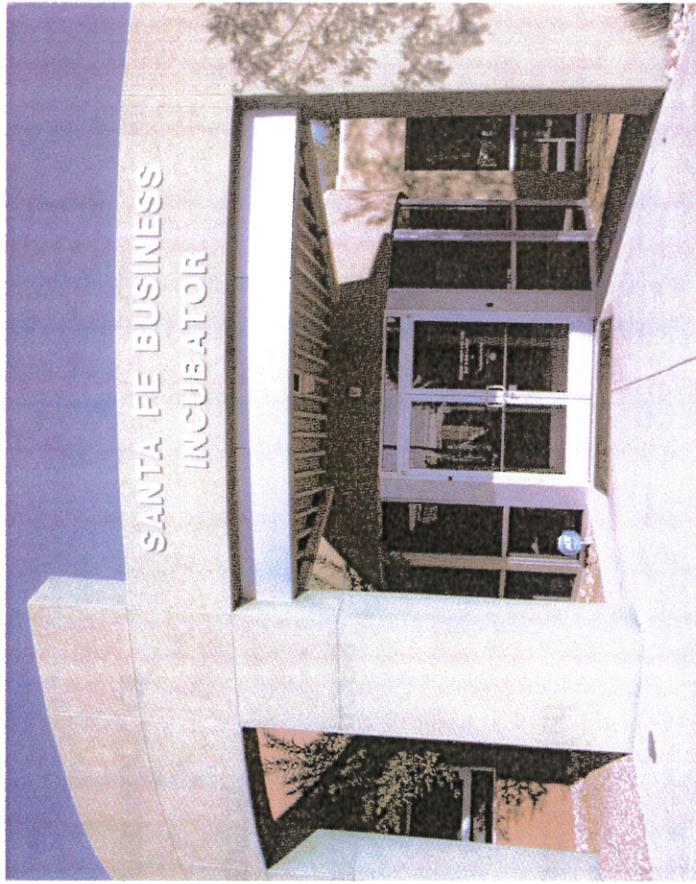
1) SFBI's Program Director and a senior member of the SFBI Board of Directors teach entrepreneurship classes at the Santa Fe Community College

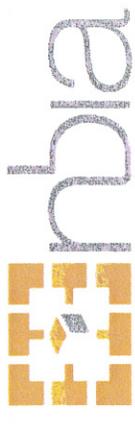
2) SFBI contributed to the review of curriculum for the Masters Program at the Santa Fe Community College

3) SFBI hosts an entrepreneurship class from the Santa Fe Community College at the Incubator once per semester and SFBI's President & CEO meets with the class at the college to review the final presentations.

4) SFBI President & CEO is a member of the Higher Education Center's Advisory Council

Santa Fe Business **incubator**





## A business incubator is...

- a program designed to accelerate the successful development of entrepreneurial companies
- through an array of business support resources and services,
- developed or orchestrated by incubator management,
- and offered both in the incubator and through its network of contacts.



## Business incubation works

### Return on investment

\$1 public investment in incubator = \$30 in local tax revenue

### Business retention

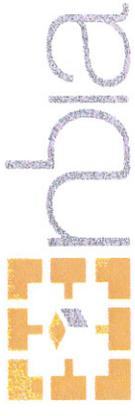
84% of graduates stay in community

### Increased likelihood of business success

87% of incubator graduates stay in business

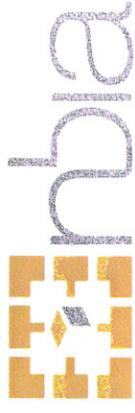
Source: *Business Incubation Works*, 1997; 2006 *State of the Business Incubation Industry*

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## Client services: Why incubation works

- Help with business basics
- Networking activities
- Marketing assistance
- Help with financial management
- Access to capital
- Links to university/corporate partners
- Business training programs
- Mentoring and coaching



## A typical mixed-use incubation program

### Facility and clients

- 40,610 square feet
- 16 resident clients

### Goals

- Creating jobs
- Fostering entrepreneurial climate
- Enhancing Tax Base

### Services

- Marketing assistance
- Networking
- Access to loan funds
- Business training programs

Source: 2006 State of the Business Incubation Industry

## Highlights

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- People served per year
  - Participants in trainings, meetings, networking - 11,082
  - Requests for assistance fielded - 275
  - Individualized assistance for non SFBI clients - 81
  - 20% assisted develop formal relationship with SFBI



## Santa Fe Business Incubator at a glance

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- Founded in 1997
- Over 150 core businesses and startups
- Currently 16 clients, 4 affiliates, 6 co-working companies , and 3 Co-Located Partner Organizations
- 30,000 square foot facility

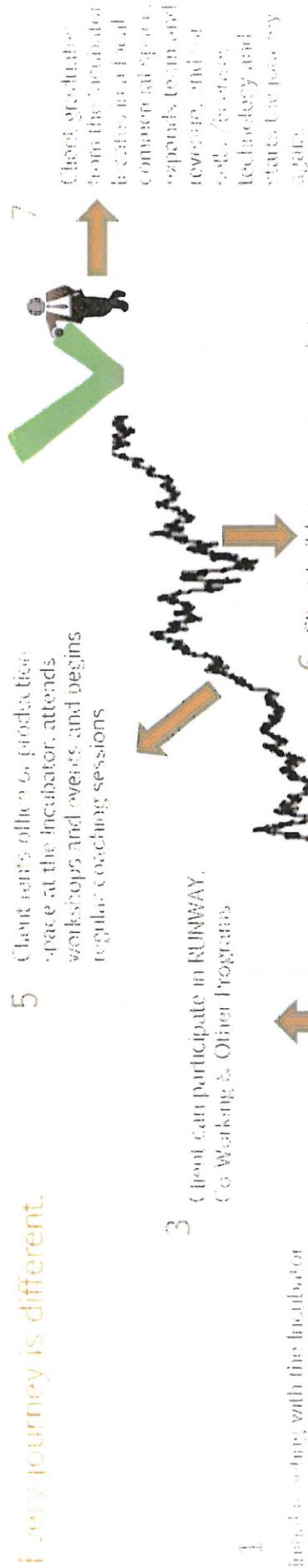
## Santa Fe Business Incubator Clients

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- 3<sup>rd</sup> Quarter 2016 (July to September)
  - \$1,613,686 in Revenue
  - 107 people employed
  - \$1,487,125 in payroll
  - \$316,300 in investments

# The Entrepreneurial Journey with the SFBI

Every journey is different.



# Programs at SFBI

**BUILDING**  
The Business Different

Santa Fe **incubator**  
SANTA FE BUSINESS INCUBATOR

So many business assistance programs  
How can I take advantage of them? Val Alonzo—Business Expansion expert with Los Alamos Connect and Juan Torres—member of the New Mexico Economic Development Department's Financial Development Team will lead a discussion on the opportunities available to small businesses and startups in Northern New Mexico.

Thursday, April 24th  
Conference Room 802  
10AM to 11AM

**VALIDATE**  
VALIDATE

**Patent.ly**

**TECH Check**

**Spokeshave**  
a peer to peer pitchfest

**THE EUREKA EFFECT**  
like speed dating only smarter

**Runway**  
Santa Fe Business **incubator**

**Council of Business Advisers**

**EXPERT IN THE HOUSE**

**Alex Padilla**

Meet & Learn / Enjoy

Meet & Learn / Enjoy

Meet & Learn / Enjoy

**CoWorking**  
Santa Fe Business **incubator**

**SEMIMARS**

**code4**  
Community Programming

**WHITTEBOARD**

**Review Committee**

**Kiva Zip**

**GrowthWheel®**

**WHITTEBOARD**

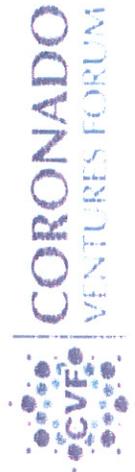
**Review Committee**

**Kiva Zip**

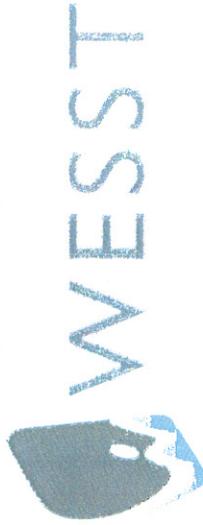
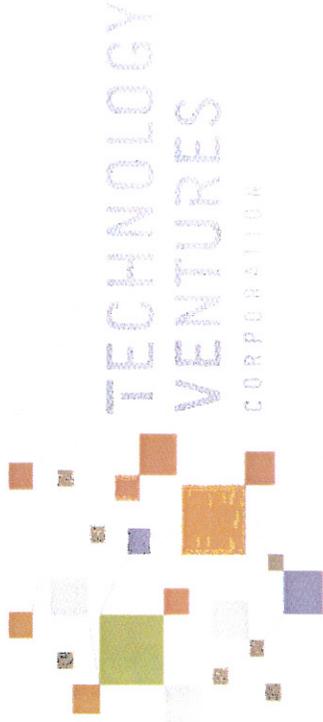
**GrowthWheel®**

# Access to Capital

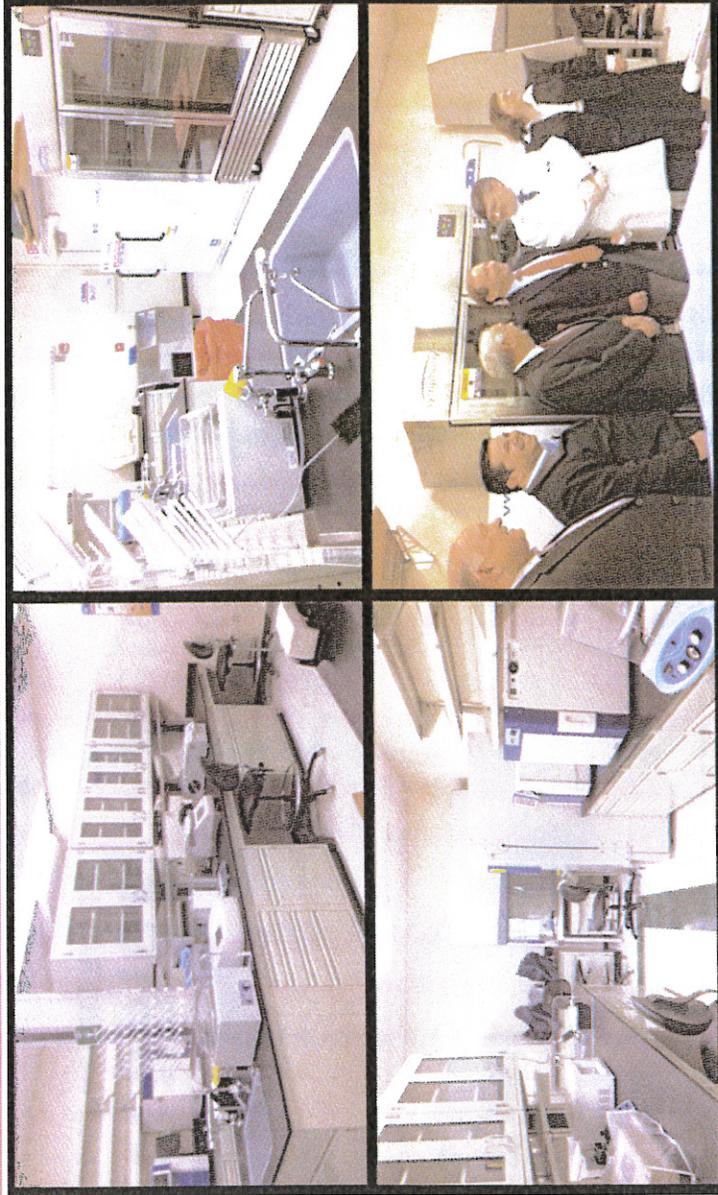
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Global  
Accelerator  
Network



# SFBI BioScience Lab



Santa Fe Business **incubator**

## Highlights

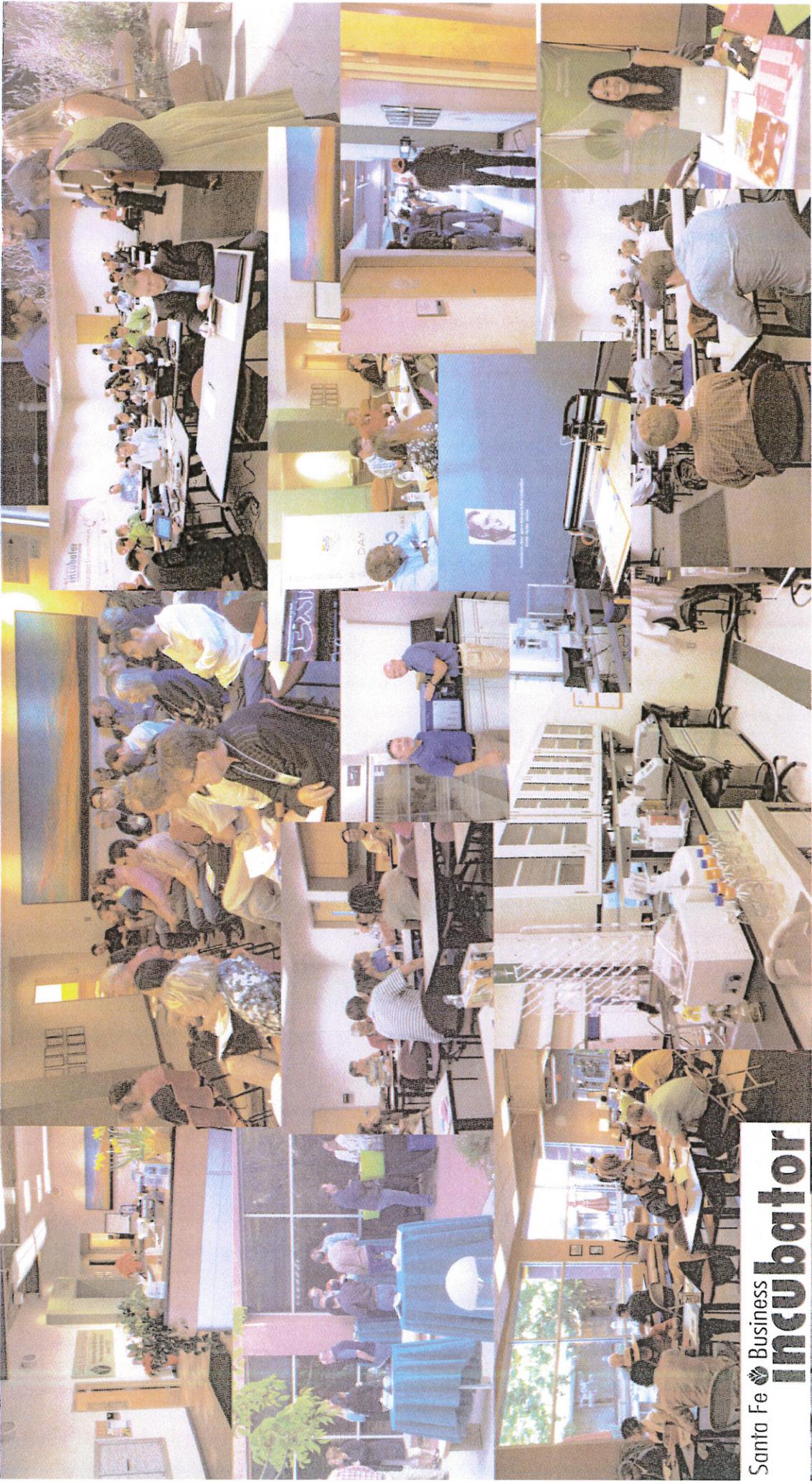
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- Graduates
  - Annual averages
    - Revenue – \$20 million
    - Property & Prs- \$15 million
    - Salaries - \$11 million
    - Purchases (local) - \$2 million

## Highlights

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- SFBI Corp has attracted \$7 million for infrastructure and programs outside of city support
- SFBI Facilities current value \$4.8 million
- Investment in BioScience Lab \$1.25 million



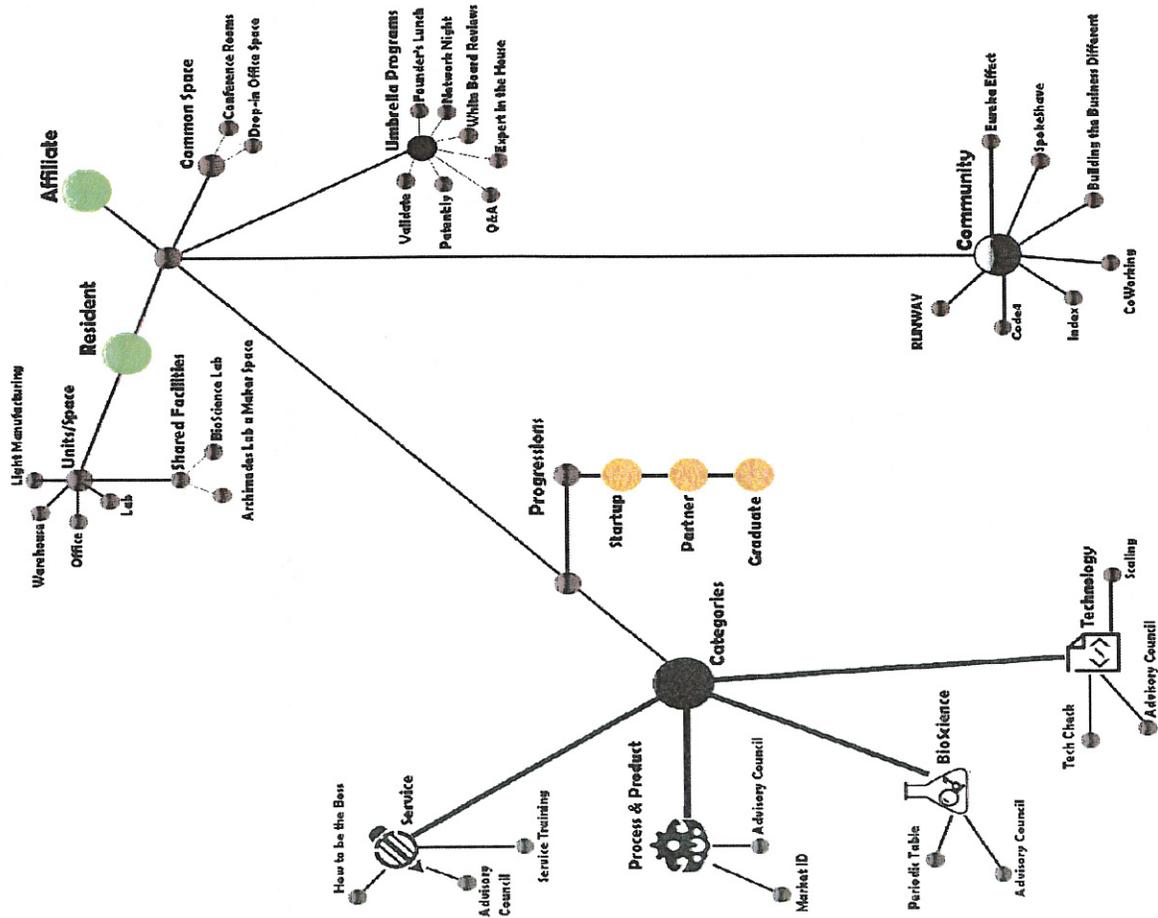
Santa Fe Business **incubator**





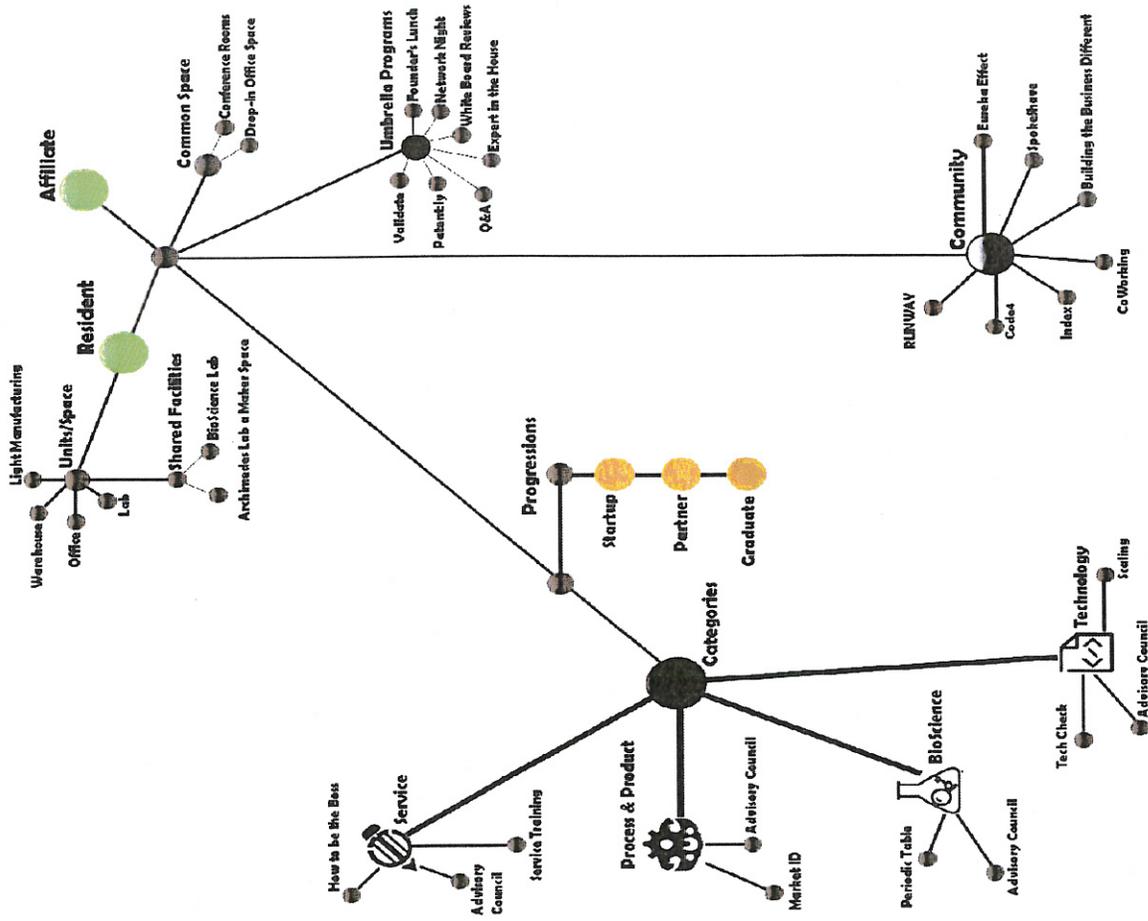
# Building a new approach

Santa Fe Business Incubator developed a new model for customized program delivery creating greater value for companies and stakeholders



# Building a new approach

Santa Fe Business Incubator developed a new model for customized program delivery creating greater value for companies and stakeholders







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Commissioner, District 3



Anna T. Hamilton  
Commissioner, District 4

Ed Moreno  
Commissioner, District 5

Katherine Miller  
County Manager

## MEMORANDUM

Date: January 31, 2017

To: Board of County Commissioners

From: Orlando A. Romero, Constituent Services Liaison, District 1

Via: Katherine Miller, Santa Fe County Manager 

Subject: A Proclamation distinguishing the members of the Fire Districts for Chimayo, La Puebla and Pojoaque achieving a higher rating under the Insurance Service Office (ISO) in 2016.

### SUMMARY:

This Proclamation distinguishes the Fire Districts of Chimayo, La Puebla and Chimayo for undergoing a rigorous ISO review of their fire suppression, emergency communications, fire suppression water supplies, and fire prevention capabilities. As a result of these reviews, each of the Fire Districts improved to a Public Protection Classification (PPC) assessment, placing them in the top 14% of more than 48,000 Fire Departments nationwide evaluated by ISO.

### ACTION REQUIRED:

Request that the Board of County Commissioners adopt the Proclamation distinguishing the Fire Districts of Chimayo, La Puebla and Chimayo.

Henry P. Roybal  
*Commissioner, District 1*

Anna Hansen  
*Commissioner, District 2*

Robert A. Anaya  
*Commissioner, District 3*



Anna T. Hamilton  
*Commissioner, District 4*

Ed Moreno  
*Commissioner, District 5*

Katherine Miller  
*County Manager*

## SANTA FE COUNTY PROCLAMATION

### A PROCLAMATION TO DISTINGUISH THE MEMBERS OF THE FIRE DISTRICTS FOR CHIMAYO, LA PUEBLA, AND POJOAQUE ACHIEVING A HIGHER RATING UNDER THE INSURANCE SERVICE OFFICE (ISO) IN 2016

**WHEREAS**, the ISO is a national for profit organization that provides statistical information on risk, ISO collects and evaluates information from communities throughout the United States on their structure fire suppression capabilities;

**WHEREAS**, the ISO provides a Public Protection Classification (PPC) assessment for a particular organization including; city and county Fire Districts;

**WHEREAS**, the ISO's PPC program evaluates four elements of a community's fire suppression capabilities: the fire department, emergency communications system, water supply and community risk reduction (fire prevention and code enforcement) in accordance with a set of nationally recognized standards;

**WHEREAS**, in 2016, the Chimayo, La Puebla, and Pojoaque Fire Districts of the Santa Fe County Fire Department underwent rigorous ISO reviews of their fire suppression, emergency communications, fire suppression water supplies, and fire prevention capabilities.

**WHEREAS**, as a result of these reviews, each Fire District improved to a PPC Class 4, placing them in the top 14% of more than 48,000 Fire Departments nationwide evaluated by ISO;

**WHEREAS**, insurance companies use the PPC information to establish insurance premiums for both homeowners and businesses – in general, the price of fire insurance in a community with a good PPC rating is substantially lower than in a community with a poor PPC rating enhancing economic benefits to District residents and businesses resulting from decreased fire insurance premiums;

**WHEREAS**, these improvements reflect the hard work, persistence, and commitment of volunteer and career staff of the Santa Fe County Fire Department to improve public fire protection and safety of each Fire District and a commitment by Santa Fe County and the New Mexico Fire Marshal's Office to provide funding and support to improve public fire protection and safety in the Chimayo, La Puebla and Pojoaque communities.

**NOW, THEREFORE, BE IT RESOLVED** THAT THE SANTA FE BOARD OF COUNTY COMMISSIONERS does hereby proclaim and distinguish Chimayo, La Puebla and Pojoaque Fire Districts.

**PASSED, ADOPTED, AND APPROVED** this 31<sup>st</sup> day of January, 2017.

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Henry P. Roybal, Chair  
Commissioner District 1

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Anna Hansen, Vice-Chair  
Commissioner District 2

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Robert A. Anaya  
Commissioner District 3

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Anna T. Hamilton  
Commissioner District 4

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Ed Moreno  
Commissioner District 5

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County Manager





