

PROGRAM: Certified Communities Initiative (CCI) **Community**

AGENCY: Community Development Team, Economic Development Division, NMEDD

ELIGIBILITY: The initiative seeks any New Mexican community that can demonstrate broad local, involvement, wish to empower their citizens, wish to build on existing resources, and wish to expand their capacity to facilitate economic growth. The definition of community as referenced in the CCI includes municipalities, counties, federally recognized Indian Tribes, as well as unincorporated municipalities.

DESCRIPTION: CCI's objective is to facilitate the recruitment, retention and expansion, or creation of economic-base jobs. The Certified Communities Initiative (CCI) encourages and supports New Mexico communities in their efforts to create new jobs

STRUCTURE:

- Regional Representatives from NMEDD will assist communities with their applications.
- Secondary educational institutions can identify local workforce strengths and weaknesses, and develop training programs consistent with targeted industries.
- **Mandatory Requirements** (Achieve Seven)
 - Establish a local economic development organization.
 - Develop a two-year community business plan.
 - Develop a land and building inventory with attributes, updated annually.
 - Develop a Retention/Expansion Program.
 - Adopt a Local Economic Development Act (LEDA) or Native American Economic Development Ordinance.
 - Complete a Rapid Response Community Profile, updated annually.
 - Create an integrated marketing plan tied to the two-year community business plan.
- **Elective Requirements** (Achieve 2)
 - Pass the Local Options Gross Receipts Tax.
 - Designate industrial park(s).
 - Establish a business incubator.
 - Develop a professional site selection proposal (fact book).
 - Develop a local incentive package.
 - Establish a fast track development process.
 - Develop a workforce inventory.
- CCI communities can expect to receive the following benefits:
 - Contractual funding of up to \$5,000 per year for two years for special projects tied to the two year business and /or marketing plan such as workforce study, grant writer, aerial photographs, economic development impact analysis, etc., training expenses, and recognition:
 - Award ceremony, media exposure, recognition in NMEDD marketing materials, recognition on NMEDD web site, recognition on NMEDD trade show booth display, and a plaque and official certification document for display.

QUALIFICATIONS/CRITERIA:

- Completed applications must be received at NMEDD by a yearly deadline. .
- Up to ten communities may be certified in 2006 through a competitive process.
- Community must achieve seven mandatory requirements for certification; and
- Community must achieve at least two elective requirements for certification.

- Certification expires after two years; a community may apply for re-certification a year later.
- Proposals from CCI communities that are tied to the two year business plan and/or the integrated marketing plan will receive ten bonus points in the application process for Cooperative advertising dollars (new for FY 06).
- The first \$3000 awarded for the Cooperative Advertising Program requires no local match, effective for funding cycle July 2006.
- Economic-base jobs are those created by businesses that export a percentage of their products or services outside the State of New Mexico.
- Economic-base businesses include, but are not limited to:
 - Agriculture - food processing, food packaging, distribution;
 - Automotive - component manufacturing, sub-assembly, distribution;
 - Aviation - component manufacturing, sub-assembly, distribution;
 - Call Centers - inbound and technical support, back office; and
 - High Technology - research and development, manufacturing.
- Applications are available on the NMEDD website at www.goNM.biz and are to be returned to NMEDD by the yearly deadline, Mailto: CCI Program Attn: Steven Gonzales, 1100 St. Francis Drive, Joseph M. Montoya Bldg. Santa Fe, NM 87505, Ph:(505) 827-2642

Visit the economic development homepage at www.edd.state.nm.us ,
<http://www1.edd.state.nm.us/index.php?/community/category/Grow%20Your%20Community/> , or
 call 505-827-0300, 800-374-3061.