Repositioning Your Economic Development Organization

Helping Businesses, Stakeholders and Revitalization Partners
Address Next Steps with the Covid-19 Response

April 30, 2020
Engage People • Rebuild Places • Revitalize Economies

- New Mexico MainStreet is an asset-based community economic development program
- The program’s core objective is **downtown revitalization and redevelopment**
  - NM MainStreet Districts (30)
  - Arts & Cultural Districts (12)
  - Frontier & Native American Communities (28)
  - Historic Theaters (8)
UPCOMING WEBINARS
Register/Watch Recordings:
www.nmmainstreet.org/coronavirus-resources

- **Resources for Small-Scale Developers and Landlords of Commercial Properties within MainStreet and Central Business Districts**
  Thursday, May 7, 2020 at 2:15 p.m.

- **Beyond Bricks and Mortar: Alternatives to the Traditional Building/Customer Relationship**
  Thursday, May 14, at 2:15 p.m.

- **Entrepreneurship as a Recovery Strategy**
  Thursday, May 21, at 2:15 p.m.

- **Perfect Time for Building and Site Improvements**
  Thursday, May 28, at 2:15 p.m.

- **Next Steps and Lessons Learned: Building a MainStreet Small-Business and Community Development Recovery Strategy**
  Thursday, June 4, at 2:15 p.m.
Complete your 2020 Census

New Mexico will receive $7.8 billion in federal funding for schools, roads, hospitals and so much more.

- Complete your census once you’ve received your invitation or the full form the U.S. Census Bureau

- Everyone needs to be counted!
New Mexico MainStreet Team
Meet Your Presenters/Contributors

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NMMS Revitalization Specialist
Organization & Leadership Development

Michelle Negrette
NMMS Revitalization Specialist
Creative Economy & Cultural Planning
Overview of Today’s Topics

1. Inputs to New Mexico’s Economy
2. Economic Ecosystem Players – First Responders
4. Coinciding Factors
5. Repositioning EDO’s: Key Issues, Roles, Activities and Plans
6. Re-Opening New Mexico’s Businesses
7. Lessons from Other States
8. Case Topic: NM’s Creative Economy
9. Questions and Answers
NM Economic Inputs

Extractive Industries
Renewable Energy
Construction
Film
Health / Biosciences
Technology
Services and Retail
Defense/Aerospace

Agriculture
Tourism
Recreation/Outdoors
Manufacturing
Craft Brewing
Health & Wellness
Social/Human Services
Creative Industries
NM’s Economic Ecosystem Players / 1st Responders

- **Federal**: SBA, EDA, USDA, FEMA
- **State**: Governor, Legislature, EDD, NMFA, MFA, DCA, DWS
- **COG’s**: Councils of Government (6)
- **Local / Regional EDO’s**
- **Local / Tribal Government**: Dept’s/Managers/Directors, NM Municipal League, NM Assn. of Counties
- **Community Development**: MainStreet, ACD’s, etc.
- **Associations & Partners**: NM Partnership, ACI, AGC, etc.
- **Business Development**: SBDC’s, Incubators, Chambers
- **Other Associations**: Acequias, Labor Unions, Farmers Markets, etc.)
- **Philanthropy**
- **Secondary/Higher Ed./Workforce Dev. Org’s**
- **Consultants**
- **Industry Sectors**: Construction, Film, Energy, Technology, Brewing
Current COVID Cases

NM cases: 5-day moving average
New COVID-19 cases per day

Graphic: Abq. Journal
Source: NM DOH • Chart: Robert Browman, ABQJournal
Impact on the NM Workforce

Source: April 29, NM Dept. of Health
COVID in NM - Projections

6 days since projected peak in daily deaths

13 COVID-19 deaths projected on April 22, 2020

After June 3, 2020, relaxing social distancing may be possible with containment strategies that include testing, contact tracing, isolation, and limiting gathering size.

3/12: mass gatherings restricted
3/13: schools closed
3/16: initial business closures
3/24: non-essential services closed

Source: Institute for Health Metrics and Evaluation, April 28th
Potential for a Second Peak

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Potential for a Second Peak

Source: Institute for Health Metrics and Evaluation, April 28th
Clues from 1918 Spanish Flu Outbreak

Source: www.nationalgeographic.com
2020 Contributing Factors

- Decline in oil/gas prices (production)
- Unemployment
- Loss of GRT (state and local)
- Public Infrastructure funding
- Special Session: revised budget
- Public health costs
- Recovery time/factors
- Business losses (temp. vs permanent)
Cascade Impact – Small Business Closings

Q. If business disruption continues at the current rate, how soon will your business be at risk of closing permanently?

- 5.63% | LESS THAN ONE MONTH
- 26.28% | 1-2 MONTHS
- 34.07% | 3-5 MONTHS
- 17.62% | MORE THAN 5 MONTHS
- 16.39% | NOT A CONCERN
Repositioning EDO’s to Respond

Key Questions

1. What infrastructure exists to re-establish economic functionality?
2. What are the pathways to economic resilience? (adapt, restore, flourish)
3. How long will it take to re-establish a new sense of economic normalcy?
4. What hazards/barriers must we navigate in the coming months?
5. How to establish a collective approach to solve economic challenges?
Disaster Recovery - Roles for Economic Development Players

A. Analyst/Educator
B. Visionary/Catalyst
C. Gap Filler
D. Connector/Advocate

Source: IEDC, www.restoreyoureconomy.org
Disaster Recovery - Roles for Economic Development Players

When and how do I set up a business recovery center?

What are the components of a successful economic recovery process and plan?

What are some successful strategies to build resilience into the local economy?

How do I try to encourage my local businesses to make preparations to reduce their vulnerabilities?

Source: IEDC, www.restoreyoureconomy.org
COVID Information Overload
Dealing with the Information Overload
Email / Online Information

Scan for key content:
• Is it relevant to your work?
• How can it be applied?
• Who can benefit from it?
• Deadlines to make note of?
• Changes in guidelines/requirements?
• Who to share it with?
• Don’t forget to take a break…
Dealing with the Information Overload
Online Meetings

Online Meetings - Zoom, GoToMeeting

1. Hyper-alertness required. Manage/limit the quantity.

2. Ask ahead:
   • Do I need to be part of this session?
   • What information am I seeking?
   • What do I need to contribute?
   • Who is recording key info?

3. Make note of critical info, actions, decisions.
Information Distribution and Updates

1. Share key content
   • Who to forward to, share it with
   • Synopsise
   • Who can benefit?
   • Deadlines?

2. Who to share the information with? Know your audiences!

3. How best to share the information? (email, phone call, website)

4. Manage stale info - clear it out! (especially for online COVID pages)
Monitor, Learn, Innovate, Implement

1. Connect Resources: Money, Technical Assistance, etc.

2. Start with those in your “domain” of support, but build partnerships with those in other areas to maximize impacts.

3. Collect as much data as possible!

4. Consider those that need the most assistance. Who is being left out?
Repositioning Current Economic Development Plans and Strategies

- Comprehensive plans
- Master plans
- Infrastructure plans
- SET/Regional plans
- Transportation plans
- MRA plans
- Strategic plans
- Cultural plans
- MainStreet/ACD ETS’s
- Disaster Recovery plans
Evaluate Plans and Strategies

1. Identify what can proceed under current conditions.
   • How do you prioritize with less time, funding, other resources?
   • What items are mission-critical? (timing)
   • What can be accomplished quickly, or with limited resources?

2. What adjustments will need to be implemented quickly?
   • Will current conditions change economic goals and priorities?
   • What is the timing and rollout process?

3. Communicate next steps, connect assets, begin implementation.
Online Planning Tools - Miro
Online Planning Tools – Mentimeter
Role of EDO’s in the Reopening Process

1. Know Federal, State, Local guidelines
2. Time with State Gov’t mandates
3. Coordinate with local government
4. Engage partners, stakeholders, businesses, residents
5. Disseminate timely, supportive, succinct information
6. Be ready to answer questions
7. Learn from trends in other states
8. Essential vs. Non-Essential Businesses
9. Consider affected workforce, residents, businesses
Governor announces new Economic Recovery Council

New York, neighboring states form working group to map out economic recovery plan

New Jersey, Connecticut, Rhode Island, Pennsylvania and Delaware are part of the group
Utah Leads Together
Utah’s plan for a health and economic recovery
Prepared by the Economic Response Task Force

Urgent Phase
Coordinated public health response with historic economic stimulus

Goal: 8-12 weeks
beginning March 16

Stabilization Phase
Public health measures and economic interventions begin to take hold

Goal: 10-14 weeks

Recovery Phase
Return to stability and positive growth ADAPT, INNOVATE, and OVERCOME

Goal: Ongoing

Five Principles for the Full Reactivation of the Utah Economy

1. Vigilance
   Minimize economic harm and avoid a resurgence of the virus

2. Data-informed judgment
   Track key economic and health indicators that will guide judgment calls about the reactivation of the Utah economy

3. Respect for geographic differences
   Recognize economic regions, counties, and communities face different circumstances

4. Care for the vulnerable
   Take extra precautions with the most vulnerable

5. New protocols for safety
   Accelerate reactivation of the economy by making maximum use of available protections (masks, temperature testing, fumigations, health inspections, etc.)

Understandable
Comprehensive
Strategic
Operational/Tactical
Can be localized
FIVE PRINCIPLES FOR THE FULL REACTIVATION OF THE UTAH ECONOMY

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Hypothetical examples of how public health guidelines could be applied

- State Example
- Regional Example
- County Example
- Community Example

Tiered Recommendations for Businesses and Employees

<table>
<thead>
<tr>
<th>Intensity of Disruption</th>
<th>Normal Risk</th>
<th>Low Risk</th>
<th>Moderate Risk</th>
<th>High Risk</th>
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<td>7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
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General Employer Guidelines (applicable across all industries)

- All businesses are open and operating under stricter hygiene and cleaning regimen. Monitoring health of workforce and customers.
- Employees practice flexible working arrangements (rotating shifts, remote work, etc.).
- Employees maintain distance guidelines, increased cleaning regimen in high-touch areas.
- Employers are monitoring workforce for symptoms and well-being.
- Employers take reasonable precautions.
- Employees take extreme precautions.
- Employers enforce extreme caution with employees working remotely, evaluating workforce concerns, and enacting strategies to minimize economic impact.
- Businesses that reengage on-site work should monitor workforce for symptoms and well-being.
- Employees take extreme precautions.
- Employers are taking extreme precautions.
- Provide accommodations to high-risk employees.
Decision Processes

Data Driven
Links and Resources

- EDA/IEDC Economic Recovery Site:  https://restoreyoureconomy.org
- International Economic Development Council:  https://www.iedconline.org
- NM Dept. of Health:  https://cv.nmhealth.org
- Miro:  www.miro.com
- Mentimeter:  www.mentimeter.com
Setting the stage for Creative Economy Work in the Pandemic Era

Michelle Negrette, NMMS Revitalization Specialist in Creative Economies and Cultural Planning
Creative Economy

For New Mexico Mainstreet the Creative Economy is comprised of entrepreneurs, enterprises, and industries that engage intersections of commerce, creativity, innovation and culture.

It includes those who produce creative products, those who turn creations into commercial products, those who distribute or market them, those who support creative endeavors and the spaces they live and work in.
Potential Covid-19 Changes Affecting the Creative Environment

- Gatherings will continue to be limited in number of people
- Social distancing spacing requirements
- Travel limitations
- Unemployment, furloughs, budget cuts
- Consumer trust with respect to health and safety
- Increase in online commerce
Creative Economy **Impacts**

- Limited performance venues
- Cancelled events and festivals
- Potential seasonal labor reductions
- Limited hotel and restaurant capacity
- Reduced business access
- Increased distribution timelines
Creative Economy Challenges

**Independent**
- Freelance
- Part-time
- Sole Proprietary
- Small Business
- Work out of house
- May not be “visible”

**Seasonal**
- Fairs/Festivals
- Performance Venues
- Galleries
- Markets
- Online

**Resources**
- Non profits
- Patrons
- Benefactors
- Grants
Re-Position to Leveraging **Existing** Creative Assets

**Former Priority**
Bringing New and Outside Businesses to Community

**Current Priority**
Supporting Existing and Cultivating New Businesses within Community
Ways of Working may need to **Change**

- **Outreach**
  - Needs Assessment
  - Network Development
  - Business Transitioning

- **Problem Solving**
  - New Solutions to Adapt to Health Measures
  - Service and product delivery methods
  - Access and opportunity

- **Advocacy**
  - Policy Recommendations
  - Funding
  - Consumer Education

- **Workforce Development**
  - Job Training
  - Business Development
  - Business succession planning
Focus on Communities Creative Infrastructure

- Available Creative Capital
- Supportive Policy and Regulations
- Diverse housing opportunities
- Diverse business environments
- Access to public spaces and outdoor environments
- Access to high speed internet and digital devices
- **Flexibility and Adaptability**
Preparing for Shifts – Adaptation and Flexibility
Example - Restaurants

**Challenge**: Restaurants will potentially **lose capacity** due to reduced numbers allowed to congregate, required spacing, and staff limitations.
Covid Business Transitioning

Potential opportunity for restaurant to “expand” through food truck use
- Serve beyond the capacity of the restaurant
- Provide walk up/drive up/car hop
- Reach new markets

Who is going to get the work done?
Are the Appropriate Policies in Place?

- Is this use allowed?
- Where can and/or should the truck be located?
- Who regulates and inspects?
- What insurance can cover?
- How can it market?

Is your community open for business?
Are the **Assets** Available?

Is your community ready to produce?
What are the **Partnership** Opportunities?

Is your community aligned?
What are Opportunities to **Grow** Networks?

Are you positioned to build off successes?
Are you able to build a strong foundation?
Re-positioning

Priorities  Players  Partnerships

Who will take the lead?
Can you respond quickly to a changing environment?
Questions?

www.gonm.biz

www.nmmainstreet.org