

Economic Development Department Ramps Up Public Outreach: Agency Provides Ongoing Webinars to Help Businesses and Communities

SANTA FE, N.M. – The New Mexico Economic Development Department is announcing 10 additional webinars to help business owners and community developers maximize their online footprint and to navigate federal and state economic emergency assistance.

“Small businesses in New Mexico are hurting, as they are everywhere during this unprecedented health crisis. As a state, we must do everything we can to help them through this difficult time,” Gov. Michelle Lujan Grisham said. “The Economic Development Department has provided new tools to help businesses find a way to work online to the extent possible and to capture all the state and federal aid available to them.”

The webinars are free and recordings are available online. Each presentation is coordinated by the EDD and offered in cooperation with other state and federal agencies and community development organizations.

Some of the EDD partners include staff from the Office of Gov. Michelle Lujan Grisham, the New Mexico Departments of Workforce Solutions and Health, representatives from the federal Congressional delegation, the U.S. Small Business Administration, HUD, USDA, U.S. Economic Development Administration, N.M. Small Business Development Center, U.S. Customs and Border Protection, Gob. de Chihuahua, and many others.

“The world has changed and the the Economic Development Department is reaching out in new and different ways,” Cabinet Secretary Alicia J. Keyes said. “We are doing everything possible to help New Mexico’s companies and support their efforts to engage in on-line commerce and sustain jobs.”

New Mexico MainStreet (NMMS), a program within EDD, is taking the lead on many of the webinars by connecting many small locally owned businesses with recovery and revitalization specialists.

“New Mexico MainStreet’s Revitalization Specialists are experts in their field and are incredibly dedicated to providing professional services to our districts,” NMMS Director Daniel Gutierrez said. “These webinars aim to help small businesses and organizations thrive while under immense pressure to adapt in uncertain times.”

Below is a list of upcoming webinars with registration links. Each webinar description lists a target audience; however, they are open to anyone who wishes to participate.

Business Outside the Box: Tools & Resources for Generating Business Income During COVID-19

Thursday, April 16, at 2:15 p.m

How can you maximize your business's online presence while your "bricks and mortar" location is closed? Attendees will learn about crowdfunding, utilizing Facebook's tools & resources, and building an online Square store.

Target Audience: Businesses

[Register Here](#)

COVID-19: Regional Emergency Orders and Available Business Assistance, with a focus on the Border Region

Thursday April 16 at 1:30 p.m.

The web conference will provide a one-stop venue for businesses to ask questions/share comments about regional emergency orders, learn about assistance available for their workers and businesses, and discuss how the pandemic is impacting their operation. Representatives from the state of New Mexico, Chihuahua, El Paso, and the federal governments from Mexico and the U.S. will participate on the call.

Target Audience: Border Businesses

[Join Here](#). You can also dial in: 312-757-3121 (U.S.)

Introduction to Government Contracting

Monday April 23, 11 a.m.

Stephen Hogan, Procurement Adviser with the NM Procurement Technical Assistance Center (PTAC) will walk businesses through the basics of government contracting.

Topics will include but are not limited to: Contracting Opportunities, Government Marketing, Registration Processes, Regulations, and Pricing and Accounting Systems.

The presentation will also cover issues related to government contracting during the COVID-19 health crisis. Roxanne Rivera-Wiest, CEO of Government Business Technology Consultants LLC (GovBizTech), will present the different types of small business certifications and Opportunity Zones.

Target Audience: Businesses

[Register Here](#)

Key Partnerships & Your Business Mix

Thursday, April 23, at 2:15 p.m.

How can businesses partner with each other to provide increased services and product offerings to customers during and after the crisis? What is "coopetition" and how can it be used to your advantage? How can your business develop virtual experiences to engage and create community during social distancing?

Target Audience: Economic Development Organizations and Businesses

[Register Here](#)

Repositioning Your Economic Development Organization: Helping Businesses, Stakeholders and Revitalization Partners Address Next Steps with the Covid-19 Response

Thursday, April 30, 2020 at 2:15 pm

Local businesses are under considerable stress and seeking assistance to wade through the variety of governmental supports available to them as well as in repositioning their businesses to survive the economic impacts of the COVID-19 crisis. How can Economic Development organizations use this time to strengthen/reposition their work while still managing current priorities? This workshop identifies strategies for engaging partners and stakeholders attempting to adapt in a rapidly changing business climate.

Target Audience: MainStreet and Arts & Cultural Districts and Boards, Economic Development Organizations, and Partners

[Register Here](#)

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.

This webinar will cover rent negotiations with tenants, leases, payment alternatives (PayPal), assisting small business tenants, options for individual property owners that don't qualify for EIDL or PPP loans from SBA (restriction easements on IRA and 401(K) withdrawal, IRS payment plan), and networking opportunities for small-scale developers.

Target Audience: Business and Property Owners

[Register Here](#)

Beyond Bricks and Mortar: Alternatives to the Traditional Building/Customer Relationship

Thursday, May 14, at 2:15 p.m.

What are some of the alternative strategies employed during these unique times and what models may be adopted to fit current needs to support the exchange of goods and services when businesses are closed to the public? Curbside delivery, drive-through window retrofit, building codes, and other innovative alternatives will be discussed.

Target Audience: MainStreet Boards, Economic Development Organizations, and Partners

[Register Here](#)

Entrepreneurship as a Recovery Strategy

Thursday, May 21, at 2:15 p.m.

Economists, VCs, and even Founders are looking at a recovery that lasts until mid to late 2021 and 50% of businesses may not reopen after the crisis lifts. How can EDOs incorporate bootcamps, design sprints, digital badging, accelerators, incubators, entrepreneur support centers, launch parks, etc. into their recovery strategies?

Target Audience: Economic Development Organizations

[Register Here](#)

Perfect Time for Building and Site Improvements

Thursday, May 28, at 2:15 p.m.

Many improvements relevant to commercial districts can be accomplished during this time. Construction and preventive maintenance is often inconvenient for businesses. This could be a good time to implement work such as space planning improvements, revamping window/display storefronts, building façades, and repair and maintenance. New Mexico MainStreet has strategies for both low cost improvements and hands-on work.

Target Audience: MainStreet Boards, Economic Development Organizations, and Partners

[Register Here](#)

Next Steps and Lessons Learned: Building a MainStreet Small-Business and Community Development Recovery Strategy

Thursday, June 4, at 2:15 p.m.

Target Audience: MainStreet and Arts & Cultural Districts, Economic Development Organizations

[Register Here](#)

The EDD has offered six webinars since the health emergency began, with over 3,000 views. Many of these were related to financing options for businesses and they can all be viewed on the [EDD youtube page](#).

In addition to the webinars listed above, the Finance Department will also be conducting regular webinars (dates and subjects to be announced). To receive invitations to all of the EDD webinars, you can subscribe online at [GONM.BIZ](#). You can view all of our webinars after-the-fact through the [website](#), or on the [EDD youtube page](#).

The EDD has also launched the Buy for Tomorrow Today website at buynmlocal.com to help shoppers support New Mexico businesses with purchases that can be delivered by take-out or delivery, or at a future date when the business reopens.