

Small Business Update

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New Economic Development Program Manager



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Outreach

- Responding to surveys
- Individual Outreach - Connecting to resources
- Educating small business community on the anti-donation clause and New Mexico Rent Control Preemption Act
- Preapplication Meetings
- [County Permitting/Change of Use Workshop](#)
- [Los Alamos Local Business Coalition Panel](#)

Small Business Licensing

- 255 New Business Licenses in 2024 (Includes in and out of County)
- Currently have 159 Business License Renewals in place

Tourism

- Working group to improve communication between organizations
- Outreach for sporting events to participants and small businesses
- Consolidation of the events calendar in coming months (press release planned)
- Provide support for the national parks
- Creating a pivot plan for tourism
 - Exploring marketing activities for niche tourism markets
- Regional Tourism Efforts - North Central, local tribal entities, and Sandoval County
- Working with NM Tourism Dept. to tap into National Travel Bus Organizations



Economic Development

- Completed distribution of \$2 million in ARPA Funding
- Partnership with Pojoaque
- Comprehensive Economic Development Steering Committee
 - 5:30 p.m. on March 13, 2025, at the White Rock Fire Station