

## Increased Funding for the Economic Development Department's Cooperative Advertising Program

Community economic development groups require state assistance to help disseminate their marketing messages. Co-op funding enhances opportunities for communities to benefit from New Mexico's heightened visibility and to successfully compete for quality jobs and economic prosperity.

- Support for the program has decreased over time. Current funding is only \$200,000 compared to \$450,000 in 1989.
- **HB158** and **SB58** request an increase of \$600,000 to the base budget of \$200,000 in order to fund the program at the \$800,000 level.
- The *N.M. Economic Development Dept.* is seeking an additional \$300,000 to fund the program at \$500,00 while the *Legislative Finance Committee* recommends an additional \$150,000 to fund the program at \$350,000.
- Cooperative advertising is a proven community-based economic development tool. It enables communities throughout the entire state to highlight their unique advantages in pursuit of industries that make the most sense to them.
- State dollars are leveraged. Cooperative funds require a dollar-for-dollar match from local economic development organizations and often the private match is several dollars for every dollar of state funds.
- New Mexico's higher visibility in the minds of corporate executives and site selection consultants has grown, and a better-funded program will enable communities and regions to more fully capitalize upon the impressive progress that has been made in other facets of economic development at the state level.
- Dedication of more state resources to the local level to help market unique community and regional economic resources needs to be addressed. That is where the Economic Development Cooperative Advertising Program can be of value.
- This is particularly crucial in New Mexico because this is a diverse state and the best economic opportunities and strongest competitive advantages differ widely from place to place. Unfortunately, most New Mexico rural communities' budgets for proactive economic development marketing are tiny, frequently less than \$5,000 per year.
- An increase in Cooperative Advertising Program funding continues to be a priority for the New Mexico Industrial Development Executives Association (IDEA) and the other 73 economic development, business, trade and professional organizations that endorse the Incentives for Jobs program.