

GGEDC ECONOMIC ROUNDTABLE

On February 5, 2015 in Santa Fe, NM, a total of 41 stakeholders representing private, public, state, local, federal, tribal, and non-profit entities came together to enhance and strengthen economic development efforts in the Gallup-McKinley County.

Each participant was assigned a color – blue, red, yellow, and green. Each color was then assigned a topic subject:

- Blue – Incentives / Financing:
- Red – Workforce Development
- Yellow – Recruitment / Attraction
- Green – Data / Marketing / Research

The color groups then rotated through the 4 breakout groups. Each breakout group consisted on twenty (20) minute sessions. Further, each group was staffed by subject matter experts, whose sole goal is to engage, moderate, and facilitate group communication.

Bar Camp Facilitation

To help maximize participant participation and provide a wider avenue for input and contribution, the Economic Roundtable utilized the 'BarCamp' method of facilitation. BarCamp is an ad-hoc 'unconference' born from the desire for people to share and learn in an open environment. It is an intense event with discussions, demos and interaction from attendees.

By utilizing smaller groups facilitated by subject matter experts, the Economic Roundtable brings further clarity to our collective economic development efforts in McKinley County - to help maximize our limited resources. The Economic Roundtable presents an opportunity to understand current efforts and identify opportunities for future enhancement and collaboration.

The following presents summaries of each topic group and highlights key themes explored and discussed during the Economic Roundtable, as well as key questions.

Incentives & Financing ECONOMIC ROUNDTABLE

Speakers/Panelists:

- David Hinkle, Chief Executive Officer, Gallup-McKinley County Chamber of Commerce
- Robert Coalter, Executive Director, New Mexico Finance Authority

Conclusion:

Based on a review of the questions left for the break group, key themes for Incentives & Financing include: Data, Tribal Financing, Local Economic Development Incentives, and Project Financing.

Key Themes:

- Need for data on available incentives:
 - Current incentives available by industry or sector.
 - Current incentives available by geography.
- Need for training on financing projects on tribal lands.
- Need for training on financing projects on non-tribal lands.
- Need for training on creating local incentives.

Select Questions:

- What's available and how do we find out?
- What can we do locally to incentivize without "giving away the farm"?
- Gap Financing?
- Tribal entities for public facilities?

Workforce Development ECONOMIC ROUNDTABLE

Speakers/Panelists:

- Dr. Christopher Dyer, Executive Director, University of New Mexico - Gallup
- Adrian Ortiz, Executive Director, Northern Area Local Workforce Development Board

Conclusion:

Based on a review of the questions left for the break group, four key themes emerged in workforce development: Data, Business Outreach, High School Collaboration, and Performance Metrics.

Key Themes:

- Need for local and regional labor market data:
 - Current labor market statistics to include identification of in-demand occupations.
 - Future labor market projections highlighting growth industries.
 - Easily accessible
- Need for formalized method to promote business input and participation:
 - Business survey to identify workforce needs
- Need for greater collaboration between high schools and business community:
 - Business internships to develop soft skills.
 - Summer programs to gain work experience.
- Need for metrics to showcase improvements in workforce development efforts:
 - Metrics to show organizational effectiveness.
 - Metrics to show regional/partnership effectiveness.

Select Questions:

- What professional jobs are a priority?
- Is there ever a survey to local businesses asking what their needs are?
- What are the strongest ways to improve soft skills that benefit the job market?
- How do we get summer programs for high school students to gain experience?

Recruitment & Attraction ECONOMIC ROUNDTABLE

Speakers/Panelists:

- Patricia Lundstrom, Executive Director, Greater Gallup Economic Development Corporation
- Steve Vierck, President, New Mexico Partnership

Conclusion:

Based on a review of the questions left for the break group, key themes for Recruitment & Attraction include: Data, State and Local Recruitment, Local Marketing Strategy, Business Outreach, and Marketing Training.

Key Themes:

- Need easily accessible and relevant data?
 - Current data available for single industry/sector.
- Recruitment strategy for New Mexico?
 - To attract companies to state.
 - To partner with local communities.
- Recruitment strategy for Gallup?
 - To attract companies to community.
 - To attract talent to community.
- What is the marketing strategy for Gallup?
 - Promotion of recreational facilities.
- Need for local business outreach to identify distress
- Need for training on developing marketing strategies:
 - Tribal
 - Non-Tribal

Select Questions:

- What are the top industries that are being recruited by GGEDC?
- How does the NM Partnership recruit outside companies?
- How does NM compare with other states as far as workforce development?
- What are the key things that are needed for recruitment/attraction?
- How can we know from local industries when there are stress points that would cause them to leave?
- How do we get the young educated people to come back into the community?

Data & Marketing ECONOMIC ROUNDTABLE

Speakers/Panelists:

- Elizabeth Davis, Research & Marketing Director, New Mexico Economic Development Department
- Michael Sage, Deputy Director, Greater Gallup Economic Development Corporation

Conclusion:

Based on a review of the questions left for the break group, key themes for Data & Marketing include: Data, Tribal Financing, Local Economic Development Incentives, and Project Financing.

Key Themes:

- Disseminating data:
 - Collection and dissemination of data.
- Need for relevant data.
 - Current data for single industry/sector.
 - Current data for local economies.
- Need for business outreach.
 - Business data collection and sharing.
- Need for training on developing marketing strategies:
 - Tribal
 - Non-Tribal

Select Questions:

- What marketing strategy is used for the Navajo Chapters surrounding the city of Gallup to achieve a sustainable competitive advantage with businesses in Gallup?
- How are you collecting data?
- What are you doing with the data?
- How do you distribute your data?
- How is data shared with businesses?
- How do we best determine what business sector is most needed and most underrepresented in Gallup/McKinley County?
- Where does GGEDC seek data/stats?
- What can you do to dig deeper in data for health needs assessment for McKinley County, so we can truly ID gaps?

Bar Camp Evaluation ECONOMIC ROUNDTABLE

4.3 average rating, based on 29 total responses.

| | | | |
|-----------------|-------------|-------------|--------------|
| 1 | 3 | 4 | 5 |
| Not good | Okay | Well | Great |

| # | Eval. | (+) What Worked | (-) What Didn't Work, Suggestions? | (!) What take-aways? | Comments: |
|---|-------|---|---|---|------------------------------|
| 1 | 4 | The information presented was valuable and the presenters were sharp. | Communication Efforts: How will all of this effort be dispersed to the local economy? How can we get others to be involved? | Motivational! Great opportunity to understand local efforts to stimulate the economy. | A lot better than last year. |
| 2 | 3 | Getting key players together & address key issues. | Need more time. | Optimistic/excited to get started. | - |
| 3 | 3 | Work together | Time. | - | - |
| 4 | 5 | Direct contact. | Not enough time. | A lot of work to do. | - |
| 5 | 5 | Good participation. | - | Economic & community development are inter-related. | - |
| 6 | 5 | Getting everyone together & educating everyone on public/private. | - | - | - |
| 7 | 5 | Networking. | Need scribe to capture all the good discussion and commands. | Build for next time. | - |
| 8 | 3 | Good to hear what other community leaders have questions about. | Some of the moderators controlled conversations & didn't address questions. | Developing an action team to benefit recruitment to community. | - |
| 9 | 5 | Good way to interact and exchange ideas. | Hard to hear at time because of room acoustics. | Several ideas in several areas not any one take away. | - |

| # | Eval. | (+) What Worked | (-) What Didn't Work, Suggestions? | (!) What take-aways? | Comments: |
|----|-------|---|--|--|---|
| 10 | 3.5 | Brainstorming off topic from tables (dropping bombs). | Rigid topics. | I like brainstorm ideas with the other participants. Now they need to be developed and implemented. | - |
| 11 | 4 | Ability to interact with diversity of stakeholders. Focus on issues of economy/community. | Needed a little more time (5 minutes per group). | Take aways - a lot of gain from networking / opportunities for collaboration underutilized more can occur. | - |
| 12 | 4 | The process forced "focus" on problems & solutions, with processes to make "things" happen. | The process worked - no real negatives. | - | - |
| 13 | 4 | Each session was well done. Learned from each. | Poor acoustics in room. Hard to hear table mates over general crowd. | Possible ways to follow up with state agencies. | - |
| 14 | 3 | Limited time and topic rotations kept everything interesting & on topic. | This worked more as a question and answer session with the moderators rather than an interactive discussion. | Coordination and communication between interested parties are key for all the issues discussed. | - |
| 15 | 5 | Good opportunity to network & learn of available resources. | Room was very loud, hard to hear discussion in groups at times. | Definitely want to partner more to be a part of the solution. | - |
| 16 | 4 | Movement in groups created a real feel for movement & energy. | One group did not have a lot of energy. | Need to move from talk to act. | - |
| 17 | 3 | Recruitment, Finance, Data. | Workforce didn't listen. All BS. | - | Good meeting overall. Thanks |
| 18 | 3 | Liked the format. | Did not like the loss of focus on the subject. | - | - |
| 19 | 3 | Great collaboration. | Too much echo. | Info. | - |
| 20 | 5 | Very good - meeting with different people and their views. | - | - | Will work with the different groups to improve E.D. |

| # | Eval. | (+) What Worked | (-) What Didn't Work, Suggestions? | (!) What take-aways? | Comments: |
|----|-------|---|---|--|--------------------------------------|
| 21 | 5 | Everything was good. | Everything worked. | Nothing. | Some good food would have been good. |
| 22 | 5 | BarCamp makes NM economic development an organizational process freely available. | None | Organize event important software innovation. | - |
| 23 | 5 | We should have this every year. I got a lot from this gathering. | I wish NN department executive directors be invited next. | We all need to work together as all entities work with Gallup area. | - |
| 24 | 5 | I really enjoyed the Bar Camp format. The small groups were engaging and informative. | - | Take aways were a better understanding of economic dev. & workforce dev. not only in the Gallup area but statewide. | - |
| 25 | 5 | The Gallup discussions, insight of trends. | Time discussions to be extended, for longer discussions. | No comment | - |
| 26 | 5 | Very informative. Invite of expert facilitations very important & good. New Ideas. | - | - | Bar Camp all good |
| 27 | 5 | Structure of Roundtable. Good breakdown of topics. | Could have used a lot more time at tables. Workforce development slide presentation too long - no time for discussions. | Good info. Important contacts made. Better info on where to go from some resources. | - |
| 28 | 5 | Group interaction. | Would like contact information on everyone here. | I will be thinking of how to think of Gallup & it's development. | - |
| 29 | 5 | Speed learning. Chance to participate with all 4 key areas. | Nothing - Great Structure. | How to work with NM Partnerships. Key quality of life...for manufacturers. NMFA Incentive Program (how to use a threshold). Challenge in providing accurate market data to potential ... for Gallup vs. Census Data. | - |