



**FOR IMMEDIATE RELEASE:**

**Contact:** Patty Lundstrom  
(505) 722 – 2980  
[patty@gallupedc.com](mailto:patty@gallupedc.com)  
[www.GallupEDC.com](http://www.GallupEDC.com)

August 4, 2020

## **GGEDC receives \$25,000 grant for business recruitment**

Gallup, NM – Greater Gallup Economic Development Corporation (GGEDC) announced it has been selected for a \$25,000 grant from the NM Economic Development Department and its LEADS grant program to fund business recruitment and attraction efforts for Gallup-McKinley County, as well as to help retain and expand existing local businesses. The Local Economic Assistance & Development Support Program (LEADS) supports economic development projects throughout New Mexico. GGEDC joins 13 other economic development programs that received awards. It is one of eight that received funding at the full amount.

To attract businesses, GGEDC will attend trade shows/sales missions, when possible, to showcase Gallup-McKinley County as a proactive community characterized by an unmatched business climate, complemented by shovel ready sites complete with state of the art transportation infrastructure, and blessed with a prime location in the western U.S. between the Ports of Long Beach, Los Angeles, and Houston. Additional efforts will include coordination with the NM Partnership on several project recruitment opportunities (PRO's). If the COVID-19 pandemic prevents attending trade shows and other public events, GGEDC will need to pivot its marketing strategy toward targeting site selectors and commercial brokers via interactive digital forums.

“GGEDC has responded to the new normal brought on by COVID-19 with a strategy and framework that sets the stage for GGEDC to focus on retaining jobs, creating new jobs through expansion and recruitment of new businesses, build the tax base by developing shovel ready sites, and leverage private investment through public-private partnerships,” said Executive Director Patty Lundstrom. “LEADS allows us to implement the plan.”

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**About Greater Gallup Economic Development Corporation**

Greater Gallup Economic Development Corporation is a 501(c)3 non-profit corporation organized around the experience and talent of its Board of Directors and the professional management and economic development expertise of its Executive Director. GGEDC serves as the official Economic Development Organization (EDO) for the City of Gallup and McKinley County.

For more information on Greater Gallup Economic Development Corporation, visit

[www.GallupEDC.com](http://www.GallupEDC.com)