



## ECONOMIC DEVELOPMENT ACTION COUNCIL

### CITY OF ALBUQUERQUE

CHAIRMAN:  
VICE CHAIRMAN:  
EX-OFFICIO:

DON POWER  
DEBORAH JOHNSON  
GARY OPPEDAHL

MEMBERS:

ISAAC BENTON  
TRUDY JONES  
GILBERT MONTANO

MINUTES from Tuesday, December 8, 2015

**ATTENDEES:**

Chairman Power  
Vice Chair Johnson  
Councilor Jones  
Councilor Benton  
Gilbert Montano

**STAFF:**

Gary Oppedahl  
Deirdre Firth  
Dora Dominguez  
Nicholas Bullock, City Legal  
Jenny Walters

**GUEST:**

Tara Gohr, The Grants Collective  
Erin Hielkema, The Grants Collective  
Aly Sanchez, The Grants Collective  
Jenny Jackson, The Grants Collective  
Alice Loy, Creative Startups  
Tom Ageson, Creative Startups  
Roxanne Blair, Creative Startups

**Call to Order**—the meeting was called to order by Chairman Power at 11:45AM.

**Additions/Changes of Agenda and/or Minutes**—There were no changes or additions to the agenda.

MOTION: Approval of July 31, 2015 Meeting Minutes by Vice Chair Johnson

SECOND: Councilor Benton

MOTION PASSED

**The Grants Collective** –

The presentation was made by Aly Sanchez, Tara Gohr and Erin Hielkema, owners of The Grant Plant.

The Grant Plant is a successful Albuquerque-based grant funding search firm with more than \$59 million in secured funding for a host of New Mexico's nonprofit organizations. The Grants Collective, an incorporated nonprofit organization, was created in 2015 as an outgrowth of direct community requests by The Grant Plant (TGP). TGP, a profession grant writing company provides superior and affordable resource development services designed to assist nonprofit organizations in enhancing the quality of life for New Mexico residents. The Grants Collective is being built out by TGP's leadership team

**Attracting National and Federal Dollars to New Mexico's Nonprofit Sector** is an economic development strategy proposed by the nonprofit organization, The Grants Collective ("the Collective"). The Collective exists to close the philanthropic divide between New Mexico and higher-resourced states by increasing national and federal philanthropic investments in New Mexico. The proposed project trains people to seek charitable contributions from out-of-state to increase the economic base in New Mexico, leading to job creation, improved quality of life, and a more pleasant community. The Collective's work supports the EDA's goals based on the fourth key target component: support for workforce development

programs to build the education, skills, and experience needed by current and future employees of all these growing companies.

Given the nature of need for the services provided by non-profits in New Mexico, there is significant potential for job creation-the main limitation being funding. The Collective will help economic, human service, and educational organizations secure funding from out of state, where there are more resources and the awards tend to be larger and longer (there are limited multi-year awards from in-state funders but numerous for federal and major national foundation sources). The Collective will utilize a cooperative network model to build operational capacity and efficiencies. It will also develop a pool of high-performing grant writers able to satisfy the growing need for expertise in researching, seeking, securing, managing, and renewing funding from federal and out-of-state funders. Finally, it will house an impact fund that makes possible coordinated efforts among multiple nonprofit organizations to more competitively seek the large opportunities that have eluded Albuquerque (e.g., the Social Innovation Fund, Promise Zones, etc.<sup>1</sup>). The Collective is not seeking support from the EDAct Council for the Impact Fund. In short, the Collective will help participating non-profits 1) pursue more grants, 2) pursue bigger awards, and 3) efficiently use their time to prepare more competitive proposals.

The proposed use of EDAct funding is program development, technology solutions, salaries, and facilities. The Collective is requesting \$175,000. The Collective is requesting EDAct funds for a 12-month timeframe (2016).

There are three program arms for The Grants Collective: (1) A Talent Academy, (2) A Cooperative Network utilizing shared resources, and (3) An Impact Fund for catalytic projects. The processes for each are described below. All of these pieces are in development, and the timeline for launch is phased for 2016.

Target Population. The target population for participation in The Grants Collective is mid-career nonprofit and fundraising professionals (e.g., development directors, program staff, and administrative staff). Demographics of nonprofit professionals vary by sector type (healthcare, arts, social services, etc.). boosting the nonprofit sector means a considerable social effect. Without an injection of expertise in attracting more national and federal dollars to the state, those big-time investments that New Mexico would benefit from are lost.

These programs could bring millions of dollars into the community to help nonprofits tackle difficult social problems that keep New Mexico's vulnerable residents at the bottom of the lists in economic well-being, education, family and community, health, safety and risky behaviors, and more.

**MOTION:** The motion by Councilor Jones to award the contract (\$175,000) to include an upfront amount of \$100,000 then require payment thereafter at \$25,000 increments dependent on match and accomplished milestones.

**SECOND:** Vice Chair Johnson

**MOTION PASSED UNANIMOUSLY**

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Request by Council to provide a budget of fully funded/spent and those EDAct Projects allocated.

### **Creative Startups CreateABQ Program**

Presentation made by Alice Loy and Tom Aageson. The mission of Creative Startups is to accelerate the success of creative entrepreneurs and economies. They achieve this through mentoring, supporting, and networking with creative entrepreneurs and communities. The overarching goals of the createABQ initiative are to:

- 1.) Support the launch of new creative startups;
- 2.) Cultivate a thriving creative entrepreneurship ecosystem;
- 3.) Increase our region's capacity to compete in the global creative economy. The EDAct

Proposal and request for funding was **\$200,000** to supplement their funding for createABQ programs through 2018. This support will allow createABQ to expand their marketing, promotional, and networking efforts. Additionally, it enables the organization to provide improved workshops and curriculum/materials and provide lead support for a boot-camp program.

The organization aims to raise a remaining \$135,500 from private donors, corporate sponsors, and grant sources. Contractor will provide a total of matching capital of Seventy Thousand and no/100 Dollars (\$70,000) from private donors, corporate sponsors, and grant sources in connection with the Services.

EDAct funding would allow them to promote Albuquerque and our creative economy nationally, through working with leading tech, design, innovation, and startup/venture capital outlets. Creative Startups and createABQ fill a gap that is overlooked in both the United States and in Albuquerque.

*createABQ* was launched in mid-2015 with support from the City of Albuquerque. Since inception they have completed a large-scale market research project, launched a website and dedicated social media, planned and hosted six events and workshops, received CreativeMornings host status, hosted 99u – a national event for local creatives – and represented Albuquerque in Mexico, Spain, Washington DC, and Los Angeles.

With a firm understanding of how to create value for creative entrepreneurs in Albuquerque, They are launching a robust series of workshops, events, and the Labs program in 2016.

There is no overlap with the other startup programs that are being offered. Instead, the program works to fill a national need, is attracting entrepreneurs from both within and outside of Albuquerque, and serve entrepreneurs who would not attend a traditional accelerator program.

The project will be managed by the team from Global Center for Creative Entrepreneurship. They have researched, created and will lead and manage createABQ.

### ***Budget***

The total three-year budget for createABQ, is \$350,556. Contractor will provide a total of matching capital of Seventy Thousand and no/100 Dollars (\$70,000) from private donors, corporate sponsors, and grant sources in connection with the Services

MOTION: The motion by Vice Chair Johnson to fund the proposal with a pre-accelerator and enhanced boot camp component for \$50,000 a year for two years, totaling \$100,000 with a notation to update the EDAct Council after one year on the discussion with Kauffman and how they have helped the other accelerators.

SECOND: Councilor Benton

MOTION PASSED UNANIMOUSLY

**EDAct Financial Presentation provided by Deirdre Firth**

*Presentation Highlights:* City Council's passage of \$10M (bonds) for funding City LEDA allowed for EDAct LEDA Projects to be funded through the \$10M Council approved bonding. The shift in the funding would leave almost \$1.7M available for EDAct Projects.

MOTION: The motion by Councilor Benton to approve the EDAct financials worksheet.

SECOND: Councilor Johnson

MOTION PASSED UNANIMOUSLY

**National Marketing Campaign Update provided by Deirdre Firth**


**Old Business –**

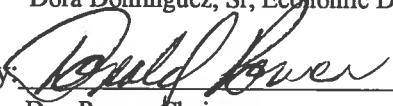
MOTION: The motion by Councilor Benton to not require City Council separately approve the use of \$350,000 administrative costs.

SECOND: Councilor Johnson

MOTION PASSED UNANIMOUSLY

**The meeting adjourned at 1:48PM.**

Minutes Submitted By:  Date 4/4/16  
Dora Dominguez, Sr, Economic Developer

Minutes Approved By:  Date 5-16-17  
Don Power, Chairman