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Santa Rosa Designated a Certified Community *Santa Rosa one of over 40 Certified Communities in New Mexico*

SANTA FE – New Mexico Economic Development Department (NMEDD) Cabinet Secretary Fred Mondragón today announced that Santa Rosa has completed the requirements necessary to become certified as one of New Mexico’s Certified Communities as outlined in Governor Richardson’s Certified Community Initiative.

Secretary Mondragón presented a plaque to Santa Rosa Mayor Pro Tem Jimmy Barela and City Manager Tim Dodge yesterday in Santa Rosa.

“Becoming a Certified Economic Development Community really means that a community is putting its best foot forward,” said Secretary Mondragón. “It requires a lot of hard work and a strong commitment or resources to build a strong business community. I am pleased to announce that Santa Rosa is open for business.”

City Manager Dodge thanked the Department, NMEDD Community Development Manager Donnie Quintana and NMEDD Region 4 Representative Frank Griego, and recognized the City of Santa Rosa and Guadalupe County leadership and staff for their efforts.

“We approached the Department with our vision for moving Santa Rosa forward and enlisted their help with identifying our goals, including the Blue Hole and downtown revitalization projects,” Dodge said. “On behalf of Mayor Campos, the city and the county, I want to thank the State for partnering with us.”

The Certified Communities Initiative Program (CCI) encourages and supports New Mexico communities in their efforts to create new jobs. The initiative emphasizes the importance of recruitment, as well as retention/expansion and start-up activities. The initiative recognizes that the character and needs of each community will determine how these methods are used to create new jobs. The application process emphasizes job preparedness and creating infrastructure, such as industrial parks accessible to the I-40 Energy Corridor and near active railroad spurs.

Communities work with Regional Representative Teams on the application process, which includes passing a Local Economic Development Act. Communities are then provided with a CCI grant and extra support through the Co-op Advertising Program.

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Certified Community status comes with up to \$5,000 of contractual funding per year for two years for special projects and 10 bonus points toward the Coop Advertising Program.

CCI assists those communities interested in taking control of their future. The initiative seeks communities who can demonstrate broad local involvement and who wish to empower their citizens, build on existing resources, and expand their capacity to facilitate economic growth.

The assistance provided by this initiative not only results in the creation of new jobs, but in the increase in community pride, and long-term, sustained success that improves the community's, as well as New Mexico's overall economic condition.

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