NMSU Cooperative Extension Service
Community Resource & Economic Development Program

Our Mission:
Promote and support the economic and community development of New Mexico’s diverse communities.

Our Goals:
Provide NMSU-CES county extension agents and local community leaders with research-based knowledge and information, education programs, and professional development training to grow and empower communities, develop entrepreneurs, build and promote leaders, and enhance human and social capital.

Our Services:

- Provide professional development training in community economic development “best practices;”
- Provide professional development training and technical assistance to meet specific community economic development goals;
- Help develop a local community economic development team;
- Conduct community economic development assessments;
- Develop and implement community economic development strategic plans;
- Develop an understanding of a community’s economic development opportunities and challenges through (See reverse side)
  - Economic base analysis,
  - Economic and fiscal impact analyses,
  - Demographic analysis,
  - Business and industry analysis,
  - Workforce and manpower training analysis, and
  - Human and social capital development;
- Facilitate local community access to public (federal and state), private (investors and foundations), and non-profit organization programs and resources.

Contact us:
J. Michael Patrick, PhD
CES Community Resource & Economic Development Specialist
jmpat@nmsu.edu
Office: 575-646-3215
Cell: 575-202-4253

Anil Rupasingha, PhD
CES Community Resource & Economic Development Specialist
anilr@nmsu.edu
Office: 575-646-5093
Cell: 575-635-9911

Joel Diemer, PhD
Professor, Department of Agricultural Economics and Agricultural Business
lirm@nmsu.edu
Office: 575-646-2825
Cell: 575-649-6838
Tools for Understanding Your Community’s Economic Development Opportunities

1. **Community Economic Development Needs Assessment** (survey) – Can be used to identify community-perceived economic development opportunities and challenges.

2. **Business Retention and Expansion Assessment** (program) – Can be used to identify strategies for retaining and expansion local businesses.

3. **Reilly’s Law** (gravity model) – Can be used to determine the maximum distance customers will travel to shop in a certain community (county). The information can be used to develop a trade area map of the community.

4. **Trade Area Capture** (technique) – Can be used to tell how many customers are drawn to a particular community (county) to shop for a certain type of product at any give time.

5. **Pull Factor** (technique) – Can be used to determine the portion of customers a community (county) draws from outside its boundaries.

6. **Potential Sales** (technique) – Can be used to estimate the potential sales volume for a particular retail or service activity in the trade area.

7. **Location Quotient** (technique) – Can be used to determine a community’s degree of self-sufficiency in a particular retail or trade sector; to determine if a community is losing its local trade dollars to non-local markets, over time; and to determine if a community (county) is producing more than needed for its own use and is selling the excess to non-local markets (i.e., identify export activity).

8. **Population-Employment Ratio** (technique) – Can be used to measure the number of people in the local market per job in a particular trade or service sector. It can be used to make intercommunity comparisons of trade and service sectors.

9. **Shift-Share Analysis** (technique) – Can be used to measure how many new jobs were created locally due to national economic trends, and changes in industry-mix vs. the competitiveness of local industry.

10. **Employment Multiplier** (technique) – Can be used to determine how many new jobs will be created in a community (county) resulting from an external economic change.

11. **Income Multiplier** (technique) – Can be used to determine the impact of an external economic change on a community’s (county’s) income.

12. **Industry Cluster Analysis** (technique) – Can be used to identify clusters (industry clusters and supply-chain clusters) located within the community, or other clusters in nearby communities so that a community can participate.