



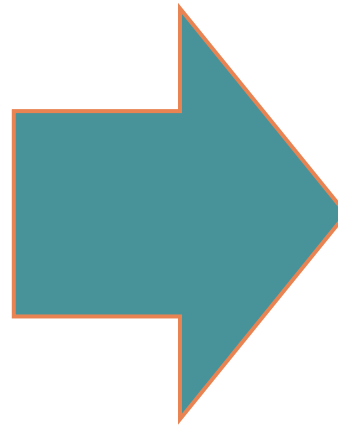
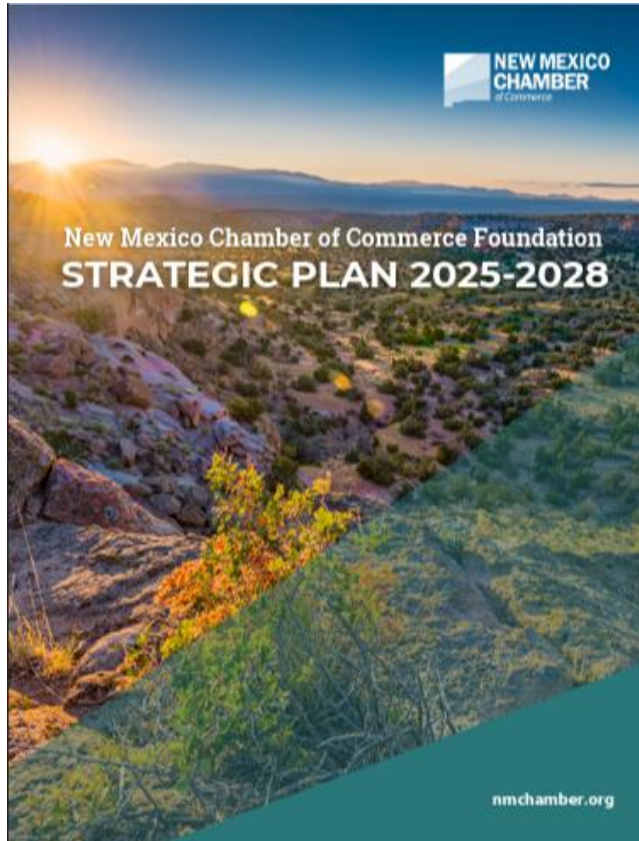
**NEW MEXICO  
CHAMBER**  
*of Commerce* **FOUNDATION**

# 2026 Impact Report

# North Star & Mission

- **To strengthen New Mexico by empowering people and communities through research, education, and programs that build talent, innovation, and economic opportunity.**
- **We advance statewide prosperity by:**
  - Generating **insightful, data-driven research** to inform decision-making.
  - **Co-creating solutions and aligning priorities** with diverse stakeholders to build economic prosperity for **all** New Mexicans.
  - Delivering **on-the-ground-programs** that strengthen economic development and the workforce pipeline.

# Strategic Plan Priorities

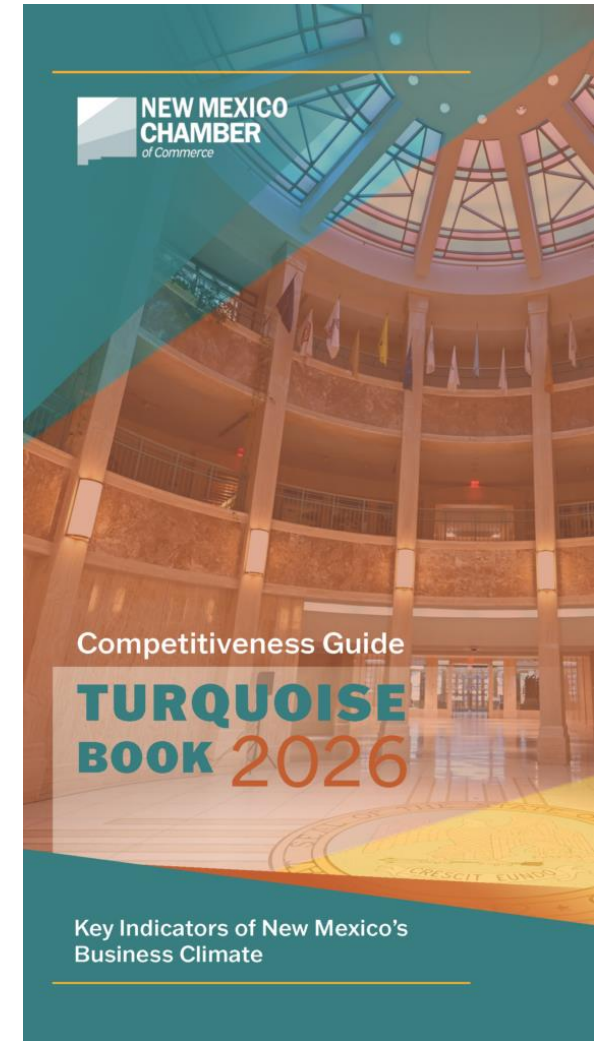


1. Accelerate Economic Competitiveness & Regional Prosperity.
2. Lead Innovation for Improved Business Climate & Infrastructure.
3. Build Industry-Aligned Workforce & Education Pipeline.

# Research

- The Turquoise Book

- Published December 2025
- The Chamber of Commerce and Foundation jointly released The Turquoise Book, a competitiveness guide with key indicators of New Mexico's business climate. This reference is a go-to guide for policymakers and business leaders to understand the competitive landscape of our state and guide decisions with clear, consistent information.
- Many legislators and stakeholders received a copy of the book.



# Research

- The New Mexico Advantage: Unlocking the Next Generation of Industry
  - Published May 1, 2026
  - At a pivotal moment for New Mexico's economy, this report **identifies four high-growth sectors driving nearly \$9 billion in private-sector activity and outlines the strategic actions needed to strengthen competitiveness, close critical gaps, and build a more resilient, future-ready economy.** Grounded in data and shaped by industry insights, it offers a clear, actionable roadmap to expand opportunities, accelerate innovation, and position New Mexico as a leader in the next generation of industry.
  - Featured on KRQE's "New Mexico Living" television program and Sunday Business Outlook lead placement in Albuquerque Journal.
  - Full presentation from research team lead at NM Chamber Annual Event.



# Programs

- Be Pro Be Proud
  - Program Participation from launch to present
    - Mobile Workshop has visited **87% of high schools in the state.**
    - Total foot traffic is **24,064.**
    - Total number of participants seeking further information and resources to build technical professional career is **8,976.**
    - 40.2% conversion rate of students seeking resources, **19 points above the national average.**
  - Marketing Impact (Through April 2026)
    - Views (Number of times content was displayed on a screen)
      - **3.67 Million**
    - Reach (Number unique users that saw the content)
      - **1.43 Million**
    - Clicks (Number of times users actively clicked through to webpage)
      - **25,830**

# Programs

- Be Pro Be Proud (cont.)

| BPBP NM Partner                                 | Level       |
|-------------------------------------------------|-------------|
| Meta                                            | Presenting  |
| Exxon Mobil                                     | Skilled Pro |
| Aurora Technologies, Inc (New November 2025)    | Station     |
| PNM                                             | Station     |
| IBEW Local 611                                  | Station     |
| Associated General Contractors of NM (AGCNM)    | Station     |
| Associated Builders & Contractors of NM (ABCNM) | Be Pro 102  |
| Freeport McMoran, Inc                           | Be Pro 102  |
| CNM                                             | Be Pro 102  |
| Sandia National Labs (New May 2026)             | Be Pro 101  |
| Swire Coca Cola                                 | Be Pro 101  |
| Wagner Equipment, Abq                           | Be Pro 101  |
| Albuquerque Job Corps                           | Be Pro 101  |
| Coterra, Inc                                    | Be Pro 101  |
| NM Army National Guard                          | Be Pro 101  |

# Programs

- Be Pro Be Proud (cont.)
  - Draft Days & Special Events
    - Total BPBP Draft Days in NM:
      - CNM, 4-21-25
      - Cuba HS, 5-12-25,
      - University HS, Roswell, 11-13-25
    - Total Students Impacted: 418
    - Total Employers Involved: 49
    - Total Interviews: 210
    - Confirmed Offers To Date: 50+
  - Mock Interview & Resume Reviews at AGC's Heavy Equipment Rodeo 10-3-25
    - 47 HS Students from 11 Schools
  - Interview Workshop at Elevate NM Career & Energy Event, 4-17-26
    - 35 HS Students from 3 Schools (Silver City, Lovington, Centennial)
    - 11 Employers & Organizations, 16 Adult Industry Experts

# Programs

- National Civics Bee
  - 378 student essay submissions statewide
  - National Top 3 Winner from New Mexico
  - 3 competitions feeding into state finals – Albuquerque, Las Cruces, and Hobbs.
  - Over \$4,000 in scholarships awarded.
- Entrepreneurs & Small Business Training Initiative
  - Between 30-40 small business owners and entrepreneurs completed hands-on AI training in partnership with Meta to improve marketing and operational efficiency. Chamber led initiative with Foundation funding.

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