

INVESTMENT CONNECTION



FEDERAL RESERVE BANK *of* KANSAS CITY

Community Development Investment and Lending Partnership



Investment Connection New Mexico

May 8, 2025

Virtual Session



Access
Collaboration
Impact



Funder Response Forms—*Your
Interest and to Learn More*

Evaluations—*Your Input*



Supporting LMI Entrepreneurs in New Mexico

Lindsey Kay, President
Katie Knipe, VP of Development

WESST



Our Mission

WESST is a home to entrepreneurs providing a support system of consulting, training, incubation, and lending to help all New Mexicans start, strengthen, and grow their small businesses through sustainable business models, financial empowerment, and job creation.

Core Services

- Small Business Technical Assistance - One-on-One Consulting, Training
- Access to Capital
- Incubation



WESST is an SBA Microlender and a CDFI

New Mexico SBA Microlender of the Year, 2024 & 2025

Economic Impact in New Mexico 2020-2024



440

BUSINESSES STARTED



2,362

NEW JOBS CREATED



5,589

EMPLOYED BY CLIENTS



\$35 MILLION

ACCESS TO CAPITAL



\$203.2 MILLION

CLIENT REVENUE SALES



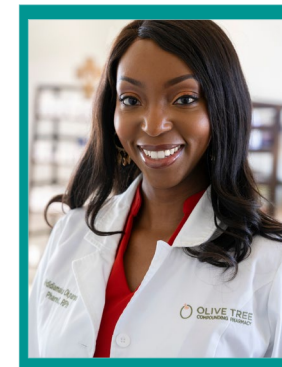
4,462

CLIENT CONSULTATIONS



21,453

TRAINING PARTICIPANTS



Ndidiamaka Okpareke
Olive Tree Compounding
Pharmacy, Rio Rancho



McKenzie Martinez
Skinthetics Studio
Albuquerque



Proposal Information

Unique WESST Strengths:

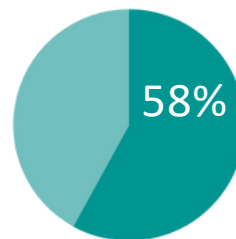
- Focus on LMI population
- Bilingual program services (English, Spanish)
- Human-centered program development
- “Deep dive” approach

2025 Impact Goals:

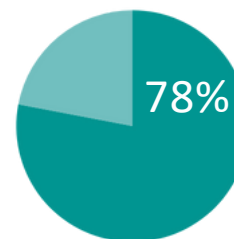
- Serve 2,360 New Mexican small & microbusinesses through a combination of WESST core services
- Extend 40 Loans

WESST Lending Specifics:

- Affordable and flexible small business loans and lines of credit for those who may not qualify with traditional lenders.
- Loan clients are required to access technical support services
- 2.1% historical default rate



Low-Income



Women

WESST MICROLOAN PROGRAM

- Start-up loans and loans to existing businesses
- Business lines of credit available
- Loans from \$500 - \$50,000
- Fixed interest from 0% - 9%
- Loan fees from 0%-5%
- Flexible Collateral Requirements
- No Minimum Credit Score
- Loan terms from 6-60 months



Sandro Tonini
Vice President of Lending
[Schedule a meeting with Sandro](#)



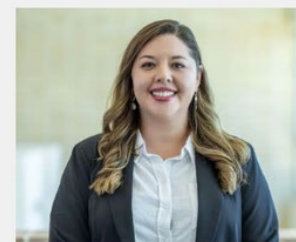
Melissa Williams
Loan Operations Officer
[Schedule a meeting with Melissa](#)



Teresa Rodriguez
Loan Program Coordinator



Humberto Hajar-Alvidrez
Financial Capability Coach



Angelica Ortiz
Loan Analyst



Brittney Freer
Beyondblessed Yoga
Rio Rancho, NM



Request for Support

WESST would be grateful for the opportunity to discuss various forms of Support Requests facilitated by the Investment Connection Portal.



Investment/Grant: 2025 Fundraising Goal - \$1.8 million

- Grants and contributions support WESST's technical assistance services
- Access to capital is ineffective without adequate business, marketing, and financial skills
- Consultants/Trainers develop relationships with clients to provide education and support, increasing potential for long-term business success



Loan: WESST would benefit from accessing a line of credit from our bank partners, ranging up to \$150,000.

- Provide loans to low-income clients
- WESST provides reports, including geo-coding and LMI info



Service: Volunteer Training/Mentorship

- Business Bank Accounts
- Preparing for a Business Loan
- Maximizing Business Cash Management Services

WESST Contact:

Katie Knipe, VP of Development

kknipe@wesst.org

505-246-6935



Christina Starr
Boujee on a Budget Bridal
Albuquerque, NM

"WESST's role has been pivotal in every aspect of our business - from consulting to loans and everything in between. They have held my hand when I've had to make business altering decisions."



Jorge and Carmen Cruz Garza
El Coco Pirata
Roswell, NM

"WESST came into our lives at the perfect moment, and we firmly believe opening our restaurant wouldn't have happened without their support."

INVESTMENT CONNECTION



FEDERAL RESERVE BANK of KANSAS CITY

Community Development Investment and Lending Partnership

Strengthening Workforce Development Opportunities for Workers and Entrepreneurs

**Julia Cusatis, Development Director
La Plaza de Encuentro Gathering Place**

Bridging the Digital Divide to Succeed in the 21st Century

In the beginning, I didn't know how to turn on a computer. Now I have the digital skills that I need to advance and grow my business.

Elvira Gallegos

Encuentro student since 2018

Revitalizing our local economy through the contributions of LMI entrepreneurs.



Encuentro exposed me to new knowledge, tools and supports that I needed to develop a solid business plan and launch a marketing strategy. Now my business is thriving!

Marlon Galindo

Small Business Program Graduate 2024

HOME HEALTH AIDE TRAINING CENTER & PROGRAM

Training, economic
and leadership
opportunities
that honor LMI
caregivers.

Encuentro has helped me accomplish many dreams. I graduated as an Home Health Aide and CPR instructor. Today I share my knowledge with my community.

Sarai Casas

2017 Home Health Aide Program Graduate

Albuquerque, New Mexico • encuentronm.org



Strengthening Workforce Development Opportunities for Spanish-speaking LMI Workers and Entrepreneurs



REQUEST: \$35,000 to support teachers' salaries addressing the need for skill building across areas of language, literacy, technology and job skills to succeed in an increasingly digital 21st century economy.

Presenter: Julia Cusatis, Director of Development | julia@encuentronm.org

INVESTMENT CONNECTION



FEDERAL RESERVE BANK of KANSAS CITY

Community Development Investment and Lending Partnership

Expanding Access to Credit for Underserved New Mexicans— Strengthening Inclusive Lending Through Loan Loss Reserves

**Tanya Sturgeon, President and CEO
Nelson Medina, VP of Marketing and Business
Development
Guadalupe Credit Union**

Who We Are

- Established in 1948, serving Northern NM with 7 branches
- Certified CDFI, MDI, and LID
- Our mission is to **provide financial empowerment within the communities we serve**, especially those overlooked by traditional financing
- Serve 29,670 members; \$306.6M in assets (EOY 2024)
- 70%+ of members are LMI or live in LMI-designated census tracts
- Branches in persistent poverty counties: Mora, Rio Arriba, Taos, San Miguel



Why It Matters

- Many members face barriers to traditional credit access
- Predatory lenders and poor credit history are common obstacles
- Through affordable loans, credit-building products, and personalized financial coaching, we help members break the cycle of predatory lending and achieve long-term financial stability.

Expanding Lending Through Loan Loss Reserves

- Seeking \$1,000,000 to strengthen loan loss reserves
- Will enable \$5-7 million in new lending over 24 months
- Focus on auto loans, credit builder products, and small business support
- Pairing with 1:1 financial coaching and follow-up tracking
- Impact: 300-500 new LMI borrowers reached, credit scores improved, debt reduced

This proposal meets CRA goals by expanding credit access to LMI borrowers in **persistent poverty counties**.



Join Us in Expanding Economic Mobility

- Funding Request: \$1,000,000 grant to expand loan loss reserves
- Will enable \$5-7M in responsible lending to LMI communities
- CRA-eligible, measurable, and high-impact
- We welcome grant support at any level

We'd be honored to follow up with you after today's presentation to explore potential alignment.

Tanya Sturgeon

President/CEO

tsturgeon@guadalupecu.org

Nelson Medina

VP of Marketing & BD

nmedina@guadalupecu.org



INVESTMENT CONNECTION



FEDERAL RESERVE BANK of KANSAS CITY

Community Development Investment and Lending Partnership

Meeting the Moment: Providing Dignified Community Healthcare and Supporting the Next Generation of Healthcare Leaders

**Anjali Taneja, Executive Director and Medical Director
Casa de Salud**



Anjali Taneja, MD MPH

Executive Director, Justice, Access, Support & Solutions for Health, dba Casa de Salud
Casadesaludnm.org // 505.907.8311 // @casadesaludnm on instagram, fb, twitter

“Casa de Salud is one of the most adventurous attempts to make healthcare genuinely for the people.”

- Dr Pritpal Tamber, CEO, Bridging Health & Community



Reimagining Healthcare and Healing

At its core, our nonprofit business model at Casa de Salud shows that **healthcare can be relational, low-cost, well resourced, and creative, while centering and lifting up lower-wealth communities.**

- Primary care healthcare for all, acute & same day care, integrative healing, harm reduction, addiction treatment, gender affirming care, advocacy, workforce development through Health Apprentice Fellowship and Reimaging Healthcare and Healing Clinician Fellowship
- 7,000 patient visits each year; 70+% are uninsured and 20+% have Medicaid.
- Proof of concept (20 years). Proof of replicability (in progress!) Expansion in Bernalillo County, and to Valencia County



We have a privilege problem in medicine...
and a responsibility to inspire the current
and next generation of healthcare leaders

- Innovative Health Apprentice Program for 18 years
- 85-90% young Latina women of color. Many 1st generation, youth of color. 360+ alumni apprentices
- New Mexico has significant brain drain + oldest primary care workforce in the U.S.
- **PROPOSAL** – “grow our own” and develop healthcare leaders for this moment:
 - **\$200k to: expand Health Apprentice Fellowship to multiple locations, Bernalillo and Valencia Counties and...**
 - **to build out the Reimagining Healthcare and Healing Clinician Fellowship**

Meeting this moment – help us provide affordable, transparent, dignified care while we continue expanding our care, proving our model, providing healthcare safety, and assuring transparent, low prices



- Medicaid is threatened to be cut!
- Our community members are afraid – whether our immigrant neighbors, our LGBTQ+ neighbors, our neighbors struggling with addictions, and our neighbors who find themselves uninsured
- Upwards of 70% of Casa’s patients are uninsured. We are not a FQHC (federally qualified) and despite this, we care for a much higher proportion of uninsured patients as a percentage of our whole clinic populations
- **PROPOSAL:**
 - **\$200k: to help Casa de Salud become “whole” by helping offset uncompensated care costs while keeping our prices rock bottom for patients.**



Homewise—Tierra Contenta

Johanna Gilligan, Deputy Chief Executive Officer
Westin Glass, Real Estate Development Director
Homewise

Homewise is a certified 501(c)3 nonprofit Community Development Financial Institution (CDFI) and affordable housing developer in New Mexico. Our mission is to help create successful homeowners and strengthen neighborhoods so that individuals and families can improve their long-term financial wellbeing and quality of life.

Since 1986, Homewise has helped more than 6,700 households become homeowners, enabled more than 2,400 energy-efficient home improvements, and built or renovated more than 930 high-quality, affordable homes.

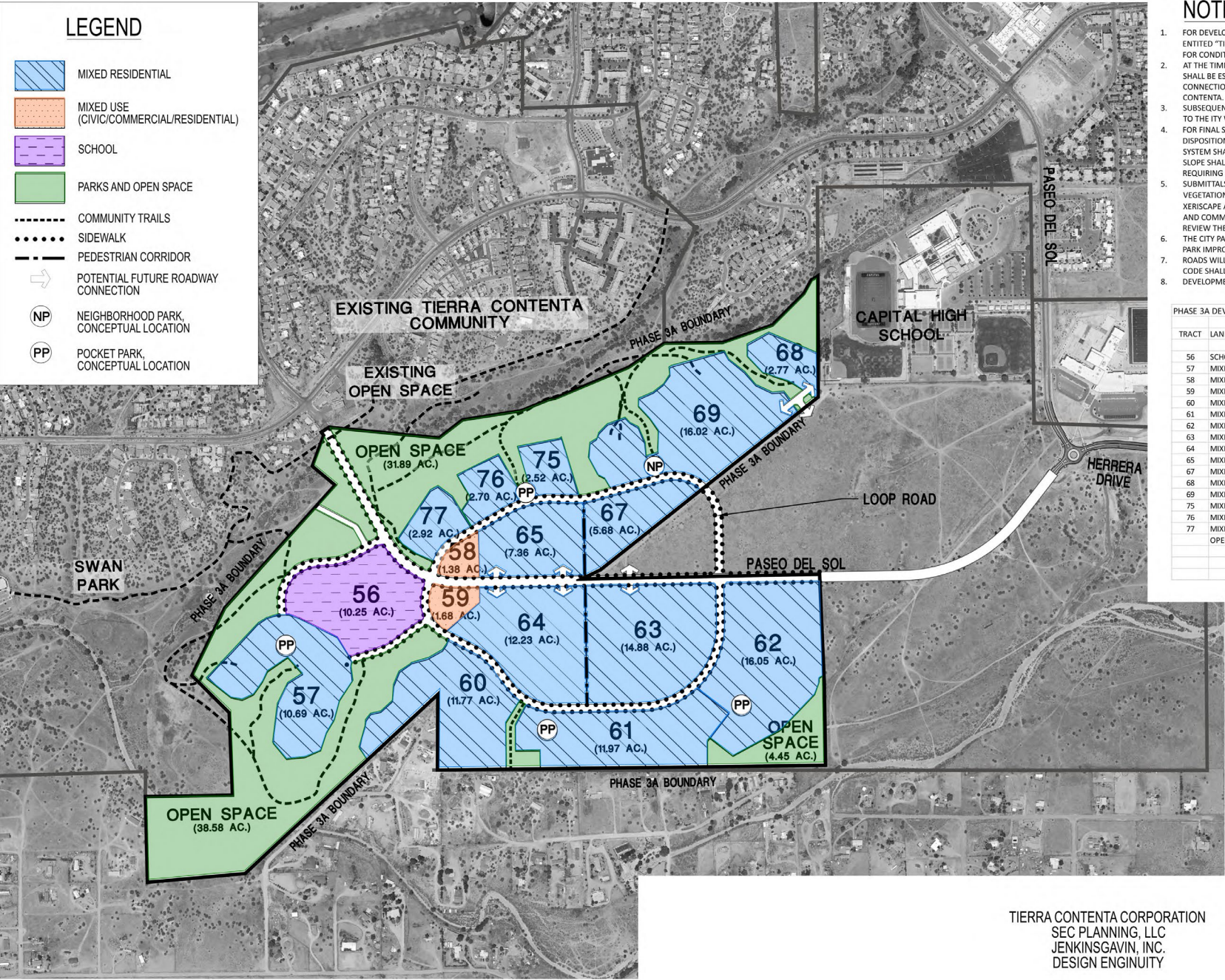
Homewise has an AA rating in financial strength and performance from AERIS and is a member of NeighborWorks America and the Opportunity Finance Network.



Tierra Contenta Phase 3A

- 216-acre parcel of a larger planned community on the southside of Santa Fe
- Master plan includes up to 1,500 housing units alongside a school, commercial projects, and open space
- Significant contribution to Santa Fe's need for approximately 7,500 housing units by 2035
- Homewise has committed to making 40% of the units affordable for households under 120% AMI
- Homewise will develop some tracts itself and manage the sale of remaining tracts
- Significant expansion of Homewise's real estate development capacity



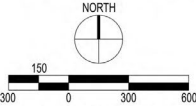


NOTES:

- FOR DEVELOPMENT PROGRAM, SEE ABOVE. SEE ALSO RESTATED ANNEXATION AGREEMENT ENTITLED "TIERRA CONTENTA, WOLMAGOOD SUBDIVISION AND CONTIGUOUS LAND (EAST)" FOR CONDITIONS OF DEVELOPMENT.
- AT THE TIME OF APPLICATION FOR PLAT, A SYSTEM OF APPROPRIATELY SCALED LOCAL ROADS SHALL BE ESTABLISHED WHICH CONNECT OR ARE STUBBED OUT TO PERMIT LATER CONNECTION TO ADJOINING LOCAL ROADS ON PROPERTIES WITHIN OR NEXT TO TIERRA CONTENTA.
- SUBSEQUENT PLATS SHALL ILLUSTRATE STORM WATER MANAGEMENT SYSTEMS ACCEPTABLE TO THE ITY WHICH INCLUDE FACILITY DESIGN AND MAINTENANCE PROGRAMS.
- FOR FINAL SUBDIVISION PLATS OR DEVELOPMENT PLANS (IN THE CASE OF MULTI-FAMILY), THE DISPOSITION OF LANDS OVER 30% SLOPE THAT ARE NOT LOCATED IN THE PUBLIC OPEN SPACE SYSTEM SHALL BE CLARIFIED. LANDS OUTSIDE THE OPEN SPACE SYSTEM THAT ARE OVER 30% SLOPE SHALL BE IDENTIFIED AS REMAINING UNDISTURBED PER THE CITY CODE OR AS REQUIRING A VARIANCE.
- SUBMITTALS SHALL BE PREPARED ON A TRACT-BY-TRACT BASIS FOR IMPROVEMENT PLANS, VEGETATION PLANS (INCLUDING USE OF NATIVE PLANTS) AND IRRIGATION PLANS (INCLUDING XERISCAPE AND USE OF EFFLUENT WATER) IN PARKS, OPEN SPACE, ROADWAYS, DRAINAGES, AND COMMUNITY FACILITIES. THE CITY PARKS AND PUBLIC WORKS DEPARTMENTS SHALL REVIEW THE SUBMITTALS TO DETERMINE ACCEPTABLE PLANS.
- THE CITY PARKS DEPARTMENT SHALL RECOMMEND SIZE AND DEVELOPMENT CRITERIA FOR PARK IMPROVEMENTS.
- ROADS WILL BE CONSTRUCTED CONSISTENT WITH CITY CODE OR VARIANCES FROM THE CITY CODE SHALL BE OBTAINED.
- DEVELOPMENT WITH THE PRC SHALL COMPLY WITH THE APPROVED DESIGN GUIDELINES.

PHASE 3A DEVELOPMENT AND TRACT DATA				
TRACT	LAND USE	NET ACREAGE	UNITS	DU/ACRE
56	SCHOOL	10.25	0	0.0
57	MIXED RESIDENTIAL	10.69	49	4.6
58	MIXED USE (CIVIC/COMMERCIAL/RESIDENTIAL)	1.38	21	12.0
59	MIXED USE (CIVIC/COMMERCIAL/RESIDENTIAL)	1.68	21	12.5
60	MIXED RESIDENTIAL	11.77	60	5.1
61	MIXED RESIDENTIAL	11.97	73	6.1
62	MIXED RESIDENTIAL	16.05	107	6.7
63	MIXED RESIDENTIAL	14.88	275	18.5
64	MIXED RESIDENTIAL	12.23	225	18.4
65	MIXED RESIDENTIAL	7.36	150	17.2
67	MIXED RESIDENTIAL	5.68	40	7.0
68	MIXED RESIDENTIAL	2.77	12	4.3
69	MIXED RESIDENTIAL	16.02	85	5.3
75	MIXED RESIDENTIAL	2.52	11	4.4
76	MIXED RESIDENTIAL	2.70	12	4.4
77	MIXED RESIDENTIAL	2.92	34	11.6
	OPEN SPACE	85.65	0	0.0
PHASE 3A TOTALS		216.52	1175	5.3
		MAXIMUM PERMISSIBLE UNITS	1500	6.7

**MASTER PLAN
AMENDMENT #1**



**TIERRA CONTENTA
PHASE 3A**
SANTA FE, NEW MEXICO
SHEET 7B

TIERRA CONTENTA CORPORATION
SEC PLANNING, LLC
JENKINS GAVIN, INC.
DESIGN ENGINEITY

Request

Spine Infrastructure cost: \$28 million total

	Secured	Requested
Debt Capital (50%)	\$10 million	\$4 million
Subsidy/Grant Capital (50%)	\$9 million	\$5 million
TOTAL	\$19 million	\$9 million



DreamCreative Capital and Education Program for New Mexico Makers, Artists and Creatives

**Marisa Barrera, Chief Impact Officer
Amber Kani, Head of Stakeholder Engagement
DreamSpring**



DreamCreative

Advancing entrepreneurship for makers
and creatives

PRESENTED BY

Amber Kani + Marisa Barrera



DreamSpring

Funding business dreams, vitalizing communities.

DreamSpring: Where Capital and Compassion Meet

We are an award-winning 501(c)(3) nonprofit founded and headquartered in Albuquerque. We've made impactful micro- and small business loans since 1994.

We believe human potential is unleashed when all people have the opportunity to shape their own future.

We provide affordable access to capital and holistic business support to small businesses for start-up, stability, and growth.

Our mission is founded upon economic inclusion: historically, 90% of our clients represent underserved populations.

We focus on creating economic equity by providing access to business credit, encouragement, and resources to entrepreneurs of color, low-to-moderate income communities, women business owners, entrepreneurs with a disability, startup business owners, veteran entrepreneurs, and communities underserved by traditional financing.

OUR IMPACT

\$582 million lent through 50,000 loans
34,000 small businesses served
67,000 jobs created across 27 states



PROGRAM OVERVIEW

In 2024, after 30 years of lending to (predominantly low-income and rural) makers and artisans in New Mexico, DreamSpring launched DreamCreative, a one-of-a-kind lending and education program designed to reduce barriers to capital and empower entrepreneurs in the creative economy.

DreamCreative provides artist-led technical assistance through the Maker Mastermind series, affordable small business capital via tailored term loans and lines of credit, and both digital and in person technical assistance. Creative entrepreneurs can simultaneously grow their networks, business expertise, and financial opportunities in tandem. Many of the program participants are rural creatives, including indigenous makers and creatives.

COMMUNITY NEED

New Mexico artists and creative entrepreneurs generate \$6 billion in economic activity each year. New Mexico also has the highest concentration of visual artists of any other state, 78% more visual artists than the national average. Despite this, there is a significant capital gap.

Many makers and artists need flexible financing to support their business (working capital, materials, equipment and supplies). They also need business guidance on how and where to market, how to handle fluctuating cash flow, and how to take advantage of grants and special programs.

CURRENT PARTNERS

New Mexico Creative Industries Division
Southwestern Association for Indian Arts (Santa Fe Indian Market)
Etsy





WE ARE THOUGHT LEADERS, and we invite you to join us.

- Four-star organization by Charity Navigator, a distinction that only 3% of rated charities receive 2x National Access to Capital Award from the Minority Business Development Agency of the U.S. Department of Commerce
- GuideStar platinum level transparency seal
- CRA-eligible program reaching low-income families, small businesses, rural communities, and underserved populations

PARTNERSHIP OPPORTUNITIES

\$100K // Grant support to provide technical assistance via our in-house Community Engagement team. Funds will support outreach to rural communities, Native land, and partnership building with resource providers throughout the state.

\$1MM // Investment capital to provide affordable small business loans, microcredit, and lines of credit to low-income artists and makers.

SOCIAL ROI // Volunteer engagement on committees that shape business education and loan product offerings. Volunteer support developing digital resources and both in-person and virtual coaching.

Together, we can help creatives in our community build culture and thrive as small business owners.





Roadrunner Food Bank Job Training Program

Sabrina Su, Grants Manager
Teresa Trujillo, Job Training Program Manager
Roadrunner Food Bank



Mission: To provide nourishing food to New Mexicans through vibrant community partnerships and passionate public and private support.

- Largest food bank and only Feeding America member in New Mexico
- Distributes food and provides ancillary services through:
 - Statewide network of approx. 350 partners, including a smaller regional food bank, K-12 schools, churches, shelters, colleges and universities, health clinics, senior centers, etc.
 - Roadrunner-operated mobile pantries in underserved communities
 - Roadrunner-operated community resource center across from Albuquerque warehouse

Warehouse Specialist Training Program

- Targets adults emerging from the justice system and others facing barriers to employment
- Provides paid, on-the-job training and mentoring in warehouse operations in Albuquerque and Las Cruces
- Participants are referred by agencies including
 - U.S. Dept. of Labor Workforce Innovation and Opportunity Act (WIOA) programs
 - NM Division of Vocational Rehabilitation
 - Jemez Pueblo and Nine Nationals WIOA program
 - National Indian Youth Council



Warehouse Specialist Training Program

- Month-long rotations in 4 areas of warehouse operations, followed by 2 months of upskilling
- Wage: \$16/hour, more than minimum wage of \$12/hour
- Case management to ensure success:
 - Assessment at intake to determine participants' needs, such as housing, transportation, childcare, etc.
 - Assistance in applying for other services
 - Weekly meetings to discuss additional needs and provide assistance
 - Collaboration with participants' managers, family members, probation officers, case managers from referring agencies, etc.
- Job placement assistance
 - Placement at Roadrunner if positions available
 - Assistance in applying for jobs elsewhere, including food industry partners



Support Requested: FY26 Program Budget Needs

- Wages and benefits for 6 participants: \$54,000
- Program staff travel to Las Cruces oversee Las Cruces trainees: \$1,900
- Administrative costs: \$8,350



INVESTMENT CONNECTION



FEDERAL RESERVE BANK of KANSAS CITY

Community Development Investment and Lending Partnership

Empowering Economic Mobility: Nusenda Credit Union's Scalable Financial Solutions for High-Poverty Communities

**Sara Keller, Chief Community Engagement Officer
June Manning, Micro Lending Program Manager
Nusenda Credit Union**

New Mexico: The Most Entrepreneurial, The Most Excluded

NM has the most entrepreneurs per capita in the US, yet 83% cannot access traditional capital.

Predatory lenders charge up to 36% interest; 64% of predatory lenders operate near Indigenous lands.

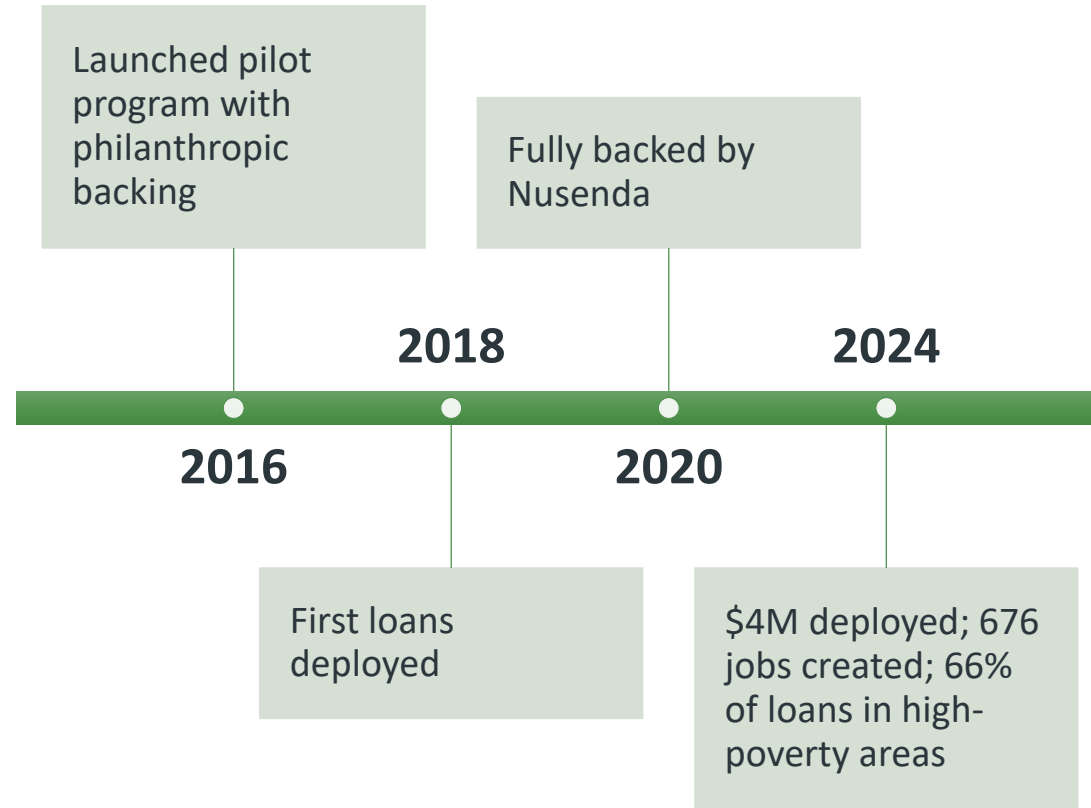
In Tribal areas, poverty rates exceed 33%.

22% of NM households are underbanked.

Traditional finance fails communities of color, immigrants, and women.



Community-Led, Character-Based Lending



We redefine risk by reimagining capital and investing in trusted relationships.



Loans range from \$250 to \$10K.
Plans to scale loans to \$50K in 2025.
5% interest rate, 98% repayment rate.



Embedded wraparound support:
technical assistance, financial education &
credit-building.

We Trust the Community: They Know What Works



The Ask: \$500,000



Scale loans from
\$10K to \$50K



Launch lines of
credit and a
business credit
card.



Grow footprint
to underserved
regions in TX,
AZ, CO.



Strengthen
partners with
additional
capacity support



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Funder Response Forms—*Your Interest
and to Learn More*

Evaluations—*Your Input*

Share Your Connections!



FEDERAL RESERVE BANK *of* KANSAS CITY

Community Conditions SURVEY

Does your organization work to help low- and moderate-income (LMI) populations? If so, the Kansas City Fed invites you to take part in the **Community Conditions Survey**.

What is it? It's a twice-yearly (April and October) survey of organizations helping LMI populations. It tracks community conditions and informs monetary policy decisions and community development activities.

Learn more: [www.KansasCityFed.org/
communityconditions](http://www.KansasCityFed.org/communityconditions)

Contact: Steven.Howland@kc.frb.org

Sign up for
THE SURVEY



INVESTMENT CONNECTION



FEDERAL RESERVE BANK of KANSAS CITY

Community Development Investment and Lending Partnership

Ariel Cisneros

Ariel.Cisneros@kc.frb.org

330-572-2601

Share Your Connections!

Investment Connection Website:

<https://www.kansascityfed.org/community/investmentconnection>

CRA OneSource Website:

<https://www.kansascityfed.org/community/cdi/craonesource>



*Thank you for participating in
Investment Connection
New Mexico!*