



Bernalillo County . . . Open for Business

**REMEMBER, THIS IS YOUR HOME.
ALWAYS BE THERE FOR THE NEIGHBORHOOD.**



*Steven Michael Quezada
Commissioner, District 2*

Near the corner of Third and Coal, a bit back from the road, is a restaurant/tortilla factory, La Mexicana Tortilla Co. While this particular building is relatively new (2010), the family and the business have been attached to this land and the neighborhood for more than 85 years. Today, Tony and Margy Hernandez continue the care of the community and the work that Tony's parents, Manuel and Emilia Hernandez, started in 1932 when they sold tortillas (5 dozen for \$.25) at their home's front door.

In 2018, La Mexicana is busy spot for breakfast and lunch. In addition to traditional favorites, patrons and others can buy tortillas to go (3 dozen, 6" corn tortillas for \$1.50) and place special orders. It also is a powerhouse when it comes to making tortillas (white, yellow and blue corn), raw chips and tamale masa with no preservatives or GMO for restaurants throughout the state. Catering is another feature.

When asked, "What makes La Mexicana relevant for more eight decades?" Margy responds this way. "We believe in serving the community, producing quality, affordable food, and offering superior customer service." This simplistic philosophy is executed diligently and daily. The result? La Mexicana exists to meet the needs of the people it serves.

The road to success was not without its challenges. The business moved a few times (although always in the Barelmas neighborhood), suffered a fire, closed for a couple of years, and then found its way back to the original plot of land. Why? Because the community wanted its return, demanded its return.

Margy shares that after the restaurant at its third location, Fourth & Bridge closed, people literally knocked on their front door requesting tamales, tortillas and more. People also stopped Tony and Margy on the street, in stores, and at events (especially during the Christmas holiday season) to plead that they reopen. Public opinion and the Hernandez's dedication to the community prevailed. Tony and Margy shifted gears and remodeled the current building on the existing urban homestead land so that the doors of La Mexicana Tortilla Company could re-open yet again in 2010.



*Tony and Margy Hernandez
La Mexicana Tortilla Co.*

THE COMMUNITY...

The community, in specific the Barelmas neighborhood, is home. This is where Tony was born, attended school, and of course, church, Sacred Heart, where he also married Margy. Along with providing food that is good and affordable, they demonstrate their commitment to this community in several ways. High on

continued on Page 2

In This Issue:

Open for BusinessPage 1
 PerspectivePage 2
 Around The CountyPage 3
 Film CornerPage 4
 Outreach ActivitiesPage 4

Steven Michael Quezada, Chair
Commission District 2

Lonnie C. Talbert, Vice-Chair
Commission District 4

Debbie O'Malley, Member
Commission District 1

Maggie Hart Stebbins, Member
Commission District 3

James E. Smith, Member
Commission District 5

Julie Morgas Baca
County Manager

ECONOMIC DEVELOPMENT
415 Tijeras, NW
Albuquerque, NM 87102
(505) 468-7185
www.bernco.gov

continued from Page 1

their list is that they hire from the neighborhood and that they are willing to give people second chances to improve their lives. Tony and Margy are proponents of living locally, working locally and buying locally. Margy stresses, “Every person makes a difference. When you support a local business, it matters.”

Another example of community giving was a program that Margy directed several years ago consisting of nine-week sessions with tutors and snacks every day after school for local students at the area community center. At each session’s conclusion, the student’s reward for total participation was a \$35.00 check. Margy believes that the young people continued with the program because they were thrilled with the fact that someone invested in their wellbeing—the compensation was secondary. One year, six boys graduated from local high schools and that was a proud moment for many, including the Hernandezes. Those boys, now men with families, remain in touch with Tony and Margy.

THE FOOD....

Another truth that Tony and Margy live is that their food be of a particular quality and authentic. This is why their corn tortilla products have no additives or GMO. “Tony is a genius when comes to cooking and grinding the corn for making our corn tortillas, raw chips and tamale masa,” Margy asserts, “and this allows us to continue the traditions of his family and provide a quality, consistent product for our restaurant patrons and our wholesale customers.”

“People are aware of the difference,” Margy shares, “Consumers are educated, intelligent. Our constant goal is to make good food at a good price that can be enjoyed. What makes us happy and why we continue to work in this industry is the satisfaction that our customers show us every day we’re open.”

Margy explains that their strict adherence to quality ingredients and their recipes makes them ineligible for some large grocer opportunities and they are willing to forego that business in order to maintain their products’ integrity.

AND THE SERVICE

While good food at a good price goes a long way, superior customer service also contributes to repeat business. Margy advises her wait staff to act if every customer signs your check, because in effect, they do. Those words work. When you walk into La Mexicana, it is busy and filled with the aromas of good food and laughter. Proof that as dreams, legacy and working for the future combine, good things happen.

La Mexicana Tortilla Co
304 Coal Ave SW, Albuquerque, NM 87102
(505) 242-2558
Order: doordash.com

Perspective



Deanna Archuleta

Film is the business of New Mexico and Bernalillo County. Our landscapes are the rich canvasses for commercials, indie films, television series and major motion pictures. Films produced here help generate awareness of our beautiful county and state, and is a living calling card for other economic development interests. We are so lucky to have gifted crew and talent who live and work in our state. It’s our business to make it simple and easy to create work for that amazing group here in our own community.

At Bernalillo County, we work hard to operate at the highest standards. We employ every effort to meet the needs of the film production companies in a variety of ways. We are simplifying film permits and location agreements with online applications. Filming in the unincorporated areas of the County requires a film permit from the Bernalillo County Economic Development Department. Online location agreements are separate contracts between the film company and the County of Bernalillo for locations owned and operated by the County. The most popular locations for many film companies are the old County Courthouse which has over 100 years of history and Bobby Foster Road up on the beautiful mesa overlooking the South Valley which gives beautiful vistas of the amazing New Mexico horizon.

In an effort to make things even simpler, production companies will be able to apply online at www.FilmBernCo.gov for permits which after November will cost \$100, far less expensive than if a company were to shoot in Los Angeles. Necessary permit details and required paperwork (i.e. proofs of insurance) can be uploaded with the appropriate electronic signatures at one time, enabling the permit to be registered, approved and executed in a single effort. Location agreements also can be done in a similar fashion online, accelerating the timeline for these as well.

We want to support and enhance the New Mexico film industry as it continues to flourish in our beautiful state. Bernalillo County Economic Development will always make every effort to assist film production companies by streamlining permitting and location agreements. We strive to cultivate great relationships so that all categories of film highlight the beauty, history and heritage of our County. The film industry is a great economic driver and it is our pleasure to help production companies grow and thrive.

Deanna Archuleta, Director
Economic Development

Sincerely,

continued on Page 4

Around the County

Commissioner Debbie O'Malley, District 1, delivered remarks at the July groundbreaking ceremony for Vitality Works, an organic dietary supplement manufacturer that is expanding its plant at 8500 Bluewater Rd., NW. Commissioner O'Malley and County Manager Julie Morgas Baca joined Governor Susana Martinez, Vitality Works founder Mitchell Coven, and Economic Development Cabinet Secretary Matt Geisel at the event. Vitality Works received \$7 million in Industrial Revenue Bonds (IRB) from the county.



Commissioner Steven Michael Quezada, Chair, District 2, visited with vendors at the **Put Your Best Foot Forward Career Fair** event held in September at the South Valley Multipurpose Community Center. The event was sponsored by Commissioner Quezada and Albuquerque City Councilor Klarissa Peña and featured 25 companies that were actively hiring. The fair was preceded by a Career Prep day, featuring workshops and personal styling tips. More than 150 people participated in the event.

Commissioner Maggie Hart Stebbins, District 3, took part at a late summer training addressing the proper way to safely pick up and dispose of syringes. Sponsored by the BernCo Senior and Social Services Office in collaboration with the City of Albuquerque Environmental Health Department, this Syringe Pickup Initiative works to help people avoid the danger of accidental needle sticks from used syringes. This training is being offered to community groups and individuals.



County Commissioner Vice Chair Lonnie Talbert, District 4 put on his best outfit to join Barbie's friend, Ella, and cancer fighting patients from the Presbyterian Medical Group Pediatric Hematology/Oncology Program in November at the St. James Tea Room. Presbyterian Medical Group teamed up with Mattel, CureSearch for Children's Cancer, and Bernalillo County to host the tea party. "This is a great opportunity for the county to help these young patients realize they're not in this fight alone," said County Commissioner Vice Chair Lonnie Talbert. Ella dolls are made specifically for cancer patients and have no hair as hair loss is often an unfortunate side effect of cancer treatment.

Commissioner James E. (Jim) Smith, District 5 served as moderator at the Broadband Challenges in the East Mountains event held September at Los Vecinos Community Center. Panelists include representatives from AT&T, CenturyLink, Higher-Speed Internet and Bernalillo County Public Safety. The discussion focused on identifying current issues and next steps for better internet service in the area.



Outreach Activities

Contributors: Marcos A. Gonzales, Section Manager and Daniel J. Beaman, Special Projects Coordinator

Interfacing with the business community and local government and other entities is a major responsibility of the BernCo Economic Development team. It conducts this community outreach in various ways including meeting with businesses one-on-one, attending business networking events, ribbon cutting and groundbreaking events, trade shows, seminars and conferences, and participating in special community meetings with government, military and professional associations. It also acts as liaison between the County and the Historic South Valley MainStreet.

Commercial Property Assessed Clean Energy Program (C-PACE): Economic Development staff continued its role in a working group as a local government participant for this program. The kick-off peer exchange call was held June 13, 2018. During these calls, participants share updates regarding various jurisdictions' C-PACE program development. Additionally, Observers and Advisors provide topical input.

Sunport Commerce Center Transportation Economic Development staff is involved in the ongoing inter-departmental meeting hosted by Public Works' staff regarding the continuation of reviewing a proposed road network and access.

Opportunity Zones (OZ) Interactive Map: Economic Development Staff worked with Geographic Information Systems (GIS) to produce an interactive map that portrayed the entire Bernalillo County OZ project selections in an on-line geographic representation.

Albuquerque – Bernalillo County Comprehensive Plan Review: Economic Development staff participated in ongoing meetings held at Planning & Development Services regarding this joint City and County plan. ED has prepared its review and comments for pertinent language affecting Bernalillo County regarding Economic Development.

OTHER: The department also conducted 19 one-on-one meetings with local business owners and participated in six business-networking events.

BernCo Film Corner

by Sulema Lenz, Senior Analyst



The supernatural finds Bernalillo County a good fit when it comes to television series *Midnight Texas* (second season) and *Chambers* (first season). These two series wrapped during summer. *Midnight Texas*, on NBC, is about a small town in the middle of nowhere that is a haven for vampires, witches, psychics, hit men, and others with extraordinary backgrounds while *Chambers*, which premieres in 2019 on Netflix, tells the tale of a young woman who receives a heart transplant and begins to exhibit the characteristics of her donor, some of which are particularly disturbing and sinister.