

**COUNTY OF TAOS  
STATE OF NEW MEXICO**

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**TAOS COUNTY  
ECONOMIC DEVELOPMENT**

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**PRESS RELEASE:**

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**Taos County Awarded \$199,000 USDA Rural Business Development Grant on Behalf of Local Businesses**

Taos, NM – Taos County Economic Development was recently awarded \$199,000 from the USDA Rural Development Rural Business Development Grant Program (RBDG) on behalf of a partnership of five businesses to revitalize a blighted property in the historic community of El Prado, NM.

The USDA RBDG Enterprise Grant Program promotes economic development, job creation, financing and/or the expansion of small and emerging businesses in areas.

Rolling Still Distillery, Rolling Still Wellness, KNCE Radio, El Prado Ventures, and Summit Storage each purchased portions of the property at 1310 Paseo del Pueblo Norte, which currently is the former site of a gas station and warehouse. The USDA-supported project will rehabilitate the property via installing new utility infrastructure, repaving the parking lot, and constructing a retaining wall (to reduce noise created by the busy highway), thereby readying the property for all partner businesses to relocate once the building improvements are completed.

“Taos County is proud to support this partnership of locally-owned small businesses as they seek to expand operations, provide employment opportunities, and revitalize a well-traveled section of our main thoroughfare. Strengthening our local business community from within is central to our overall economic development strategy, and we couldn’t be more grateful to USDA for this support,” said Jessica Stern, Taos County Economic Development Director.

The project will add approximately 19 jobs over three years and support 10 existing jobs. It will support a woman-owned, family-run small business, expand Rolling Still's manufacturing capabilities, strengthen a local community radio station, increase opportunities for small business advertising via KNCE, and establish an attractive and welcoming small business plaza in the heart of El Prado. Taos County will act as the fiscal agent and grant manager on behalf of the business partnership.

This project was also made possible by the support and contribution of the State of New Mexico Environmental Department Brownfields Program, which provided grant-funded support to conduct a Phase I and Environmental Report; a requirement for the USDA grant program.

### **About Rolling Still Distillery**

Rolling Still Distillery, founded in 2018 in Taos County, is a woman-owned, family-run manufacturer of premium handcrafted spirits. The small business, which was started by longtime Taos County residents, currently supports 17 local jobs. In addition to the distillery, the business operates a tasting room in Downtown Taos as well as a mini tasting room at the Taos Ski Valley. Rolling Still distributes their products throughout the state of New Mexico as well as Arizona, Colorado, Oklahoma, and Texas with plans to scale nationally.

### **About Rolling Still Wellness**

Rolling Still Wellness was founded in 2020 for the purpose of producing a liquid hand and surface sanitizer during the pandemic. After initially giving the product away to the local community, the company began to take orders from across New Mexico including hospitals, pueblos Sheriff's departments, fire stations, nursing homes, etc. The multi-purpose hand sanitizer kills 99.9% of harmful germs using a safe and highly effective fast-drying spray formula that will not dry out your hands. Rolling Still plans to expand production with the new warehouse space and diversify into other wellness products.

### **About Taos Adventures/KNCE Radio**

Taos Adventures (DBA KNCE Radio) is an independent, locally owned community radio station bringing the diverse community voices of Taos to the local airwaves at 93.5 FM and to the world via online streaming with live DJs in-studio from 7:00 am to midnight every day. Since October 2014, KNCE, also known as True Taos Radio, has been broadcasting from a 1978 Airstream Excella across from the airport on Highway 64 in El Prado. KNCE is powered by more than 100 volunteer DJs from the community broadcasting music, talk, interviews, and advertising to an audience base of 55,000+ across northern New Mexico. KNCE is the recipient of nine (9) New Mexico Broadcasters Association Golden Mike Awards for excellence in broadcasting and was voted 2nd best radio station in the Best of Taos poll five (5) years running.

### **About El Prado Ventures**

El Prado Ventures is an arts, media, and entertainment development company located in El Prado. The project will help this emerging business by converting a dilapidated roadside

commercial zone into an attractive and welcoming small business plaza from which it will operate.

**About Summit Storage**

Summit Self Storage is a new facility providing 30,000 gross square feet of commercial temperature-controlled storage units (248) and currently employing one (1) individual.

For additional information, please contact Jessica Stern, Economic Development Director at 575-737-6346 or [jessica.stern@taoscountynm.gov](mailto:jessica.stern@taoscountynm.gov)

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