

ACoC Briefing – MVAC



ALAMOGORDO
NEW MEXICO



Presented by
Alamogordo Chamber of Commerce

The Chamber's Role

Mission Statement

To serve as an advocate for our members by promoting and enhancing the economic health and business climate of our community.

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Since mid-2023, the Alamogordo Chamber of Commerce has served as the City's and Otero County's professional economic development partner, driving sustainable growth initiatives across the region, including:

- Regional Microplex — Partnering with Lincoln County to unlock new grant eligibility and attract greater business diversity
- Commercial Air Service — Pursuing regional jet service at Holloman AFB and Alamogordo-White Sands Regional Airport
- Housing Expansion — Championing new multifamily development to address the housing crisis and support Holloman's growing workforce
- Military-Civic Partnership — Strengthening the Alamogordo-Holloman relationship to support mission readiness and family retention



The City Tour

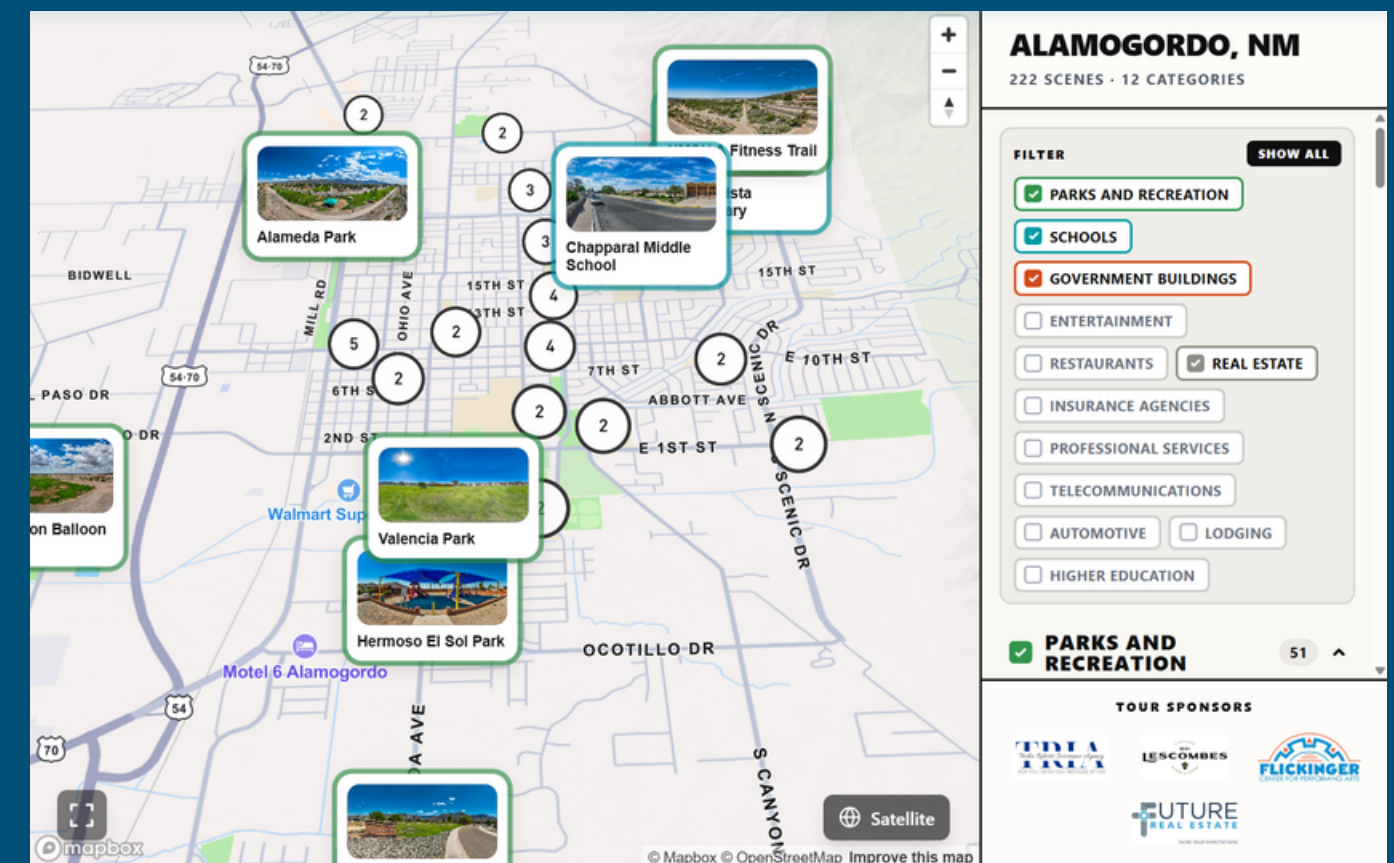
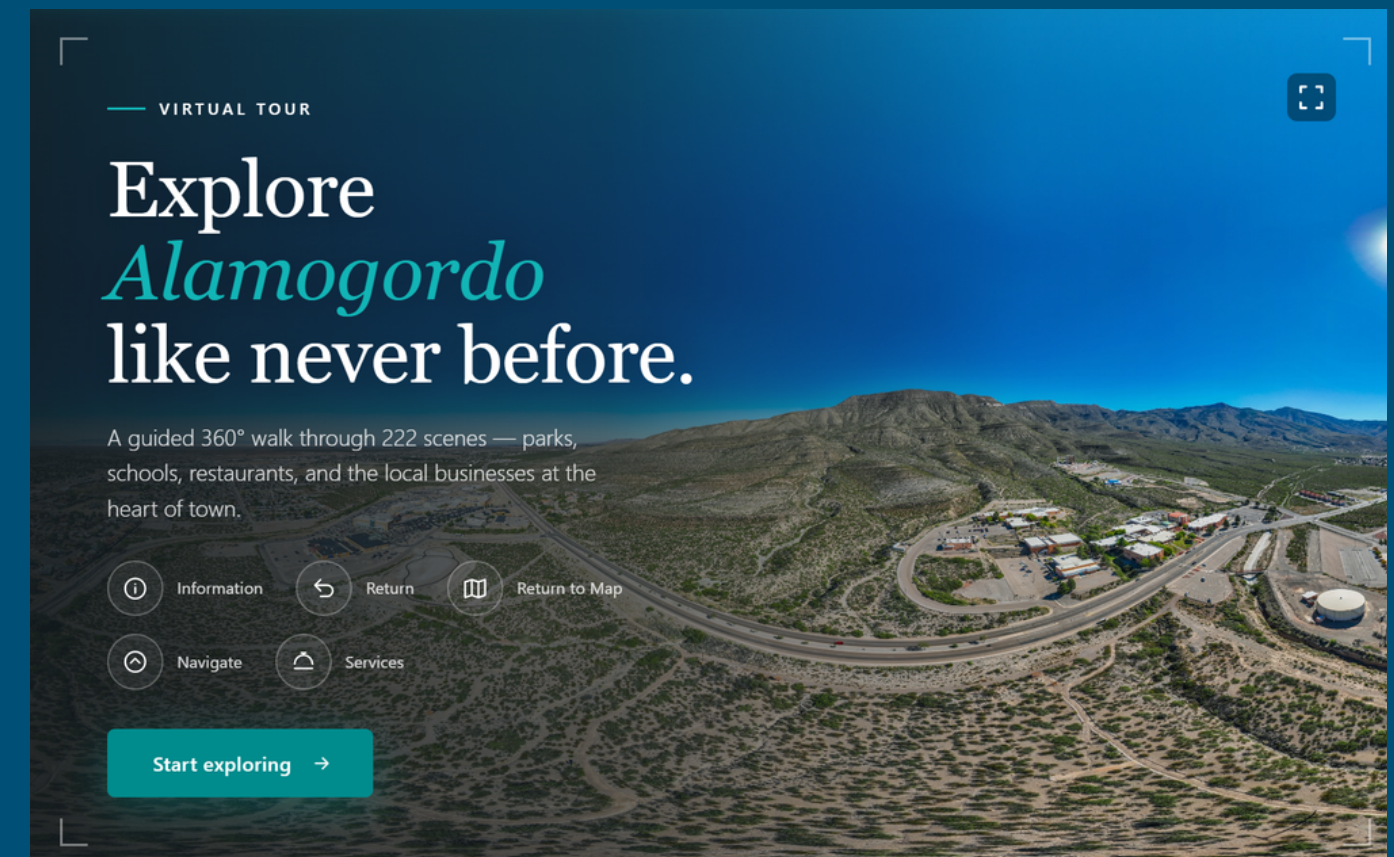
Creating a 'one-stop-shop'

Every year hundreds of families PCS to Holloman sight unseen, piecing together Alamogordo from Google reviews and Facebook groups. The City Tour puts it all in one place: 222 interactive 360° scenes across parks, schools, restaurants, government offices, real estate, and local businesses — so newcomers can walk the town before they ever cross the Sacramento Mountains.



SCAN

www.alamogordo.com/city-tour



Gateway Freedom Monument

A Chamber-Driven Legacy Project

The F-4 Phantom II had been city property since 2018. Sitting without a permanent home for years. The Chamber, under Executive Director Jerrett Perry's leadership, transformed it into Alamogordo's most visible landmark. Now positioned at the gateway intersection of US-70 and US-54, it greets every visitor entering the city and stands as the most enduring symbol of Alamogordo's bond with Holloman AFB. The Chamber spearheaded fundraising, coordinated contractors, and organized volunteer labor to see it through. The monument became a centerpiece and core evidence of the 2025 Altus Trophy win.

150+
volunteers

10,000+
volunteer hours
(Over \$250,00 Value)

\$140,000+
raised in private funding

Dec. 8, 2025
ribbon cutting with
Holloman flyover



Altus Trophy Success

Recognizing Alamogordo's Achievements

Alamogordo proudly earned the **prestigious Altus Trophy** twice, in 2023 and 2025, showcasing our unwavering support for Holloman AFB and AETC personnel in the community.

ALTUS AWARD
WINNER
2025

ALAMOGORDO
with HOLLOMAN AIR FORCE BASE



Two-Time Winner

Honored in 2023 & 2025



Housing Development Progress

Metropolitan Rehabilitation Tax Rebate Program

New multifamily units breaking ground

Patriot Pointe Apartments

114 units | 305 Moonglow Ave.

Type: Gated townhome complex, 1/2/3-BR

Financing: \$21M federal loan (HUD guarantee)

Incentive: 7-year property tax abatement (MRA)

Serves: Military families and general public

Sendero Alamo Apartments

80 units | Mesa Village area

Type: Solar-powered military housing

Developer: Military Housing Authority (MHA)

Groundbreaking: March 4, 2026

Serves: Active-duty Holloman personnel



For 25 years, no significant multifamily housing was built in Alamogordo — not because the need wasn't there, but because no one was making the case to developers. The Chamber changed that. By connecting developers with city and county leadership, building community and governmental consensus, and shepherding projects through the complex incentive and approval process — including the Metropolitan Rehabilitation Tax Rebate program — the Chamber created the conditions that finally made Alamogordo viable for investment.

The Microplex Opportunity

A Course-Altering Regional Initiative

The Chamber-conceived Alamogordo-Ruidoso microplex partnership with Lincoln County is the most transformative long-term initiative on the table. A microplex formally combines two communities' populations, labor pools, and economic assets unlocking higher-tier state and federal designations, expanded grant eligibility, and corporate site selection thresholds that neither community can reach alone.

The precedent is documented. When Clovis and Portales formed New Mexico's first microplex, Lowe's, Hobby Lobby, and a \$200 million cheese plant followed along with 200 permanent jobs and a stronger hand in BRAC proceedings protecting Cannon AFB. The Alamogordo-Ruidoso case is even stronger: two communities with complementary identities, defense and aerospace paired with resort and hospitality creating a regional story neither can tell alone.



Alamogordo is already federally recognized as a Micropolitan Statistical Area (CBSA 10460). The microplex builds directly on that foundation.

Pg. 5 White House Article

Advancing Air Service

Building the Case for Regional Jet Service

Executive Director Jerrett Perry serves as the formal Airport Liaison between the City and the Airport Advisory Board, facilitating monthly coordination meetings with Holloman leadership. That sustained relationship produced a formal letter of support from 49th Wing Commander Col. John Ethridge, stating that establishing regional air service is a top priority for Holloman and the local community.

The Chamber also assisted in the sale of Ed's Flying Service to a new operator now expanding aircraft maintenance and charter operations at the airport, and led development of a comprehensive Air Service Market Study scoping routes to DFW, PHX, DEN, and SLC. The next phase targets OLDCC funding for a new terminal at HAFB.

"The establishment of this air service is a top priority for our installation and the local community." — Col. John T. Ethridge, 49th Wing Commander, February 2026

