



FOUR CORNERS
ECONOMIC DEVELOPMENT

Warren Unsicker, CEcD

Economic Development Brief

Focused Strategic Targets for Diversification

- Outdoor Industry/Manufacturing
- Agricultural Value Added Manufacturing
- Petrochemical Manufacturing
- Retirement Facilities/Destination Retirement
- Transportation/Logistics



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Outdoor Industry/Manufacturing



OUTDOOR RETAILER SUMMER MARKET



Nature's Playground

Located in the famed **Four Corners in New Mexico**, this region is ideal for year-round outdoor activities. Offering three rivers, innumerable trails, diverse landscapes and neighboring 14ers mountain range, our region is truly nature's playground.

Nature's Proving Ground

We are proud to boast that we offer all OIA categories of outdoor experience, in abundance, making our region the perfect place to design, build, and test all types and all seasons of outdoor recreation gear.

Grow in New Mexico with ORII

Tourism is a **\$9.9 billion** industry in New Mexico. Whether you are building outdoor gear, crafting food for adventures, or creating experiences, the ORII Partners in the Farmington area are poised to help you thrive.

Agriculture Value Added Manufacturing

SNAXPO18 MARCH 12-14, 2018
Atlanta, GA



**NAVAJO
AGRICULTURAL
PRODUCTS
INDUSTRY**



Retirement Facilities/Destination Retirement

Retirees diversify the economy

- Active retirees have access to countless opportunities: golf, world class fly fishing, hiking, biking, and cultural tourism
- New jobs in healthcare, goods & services
- New homes construction
- Stable incomes (not cyclical)
- Increase local and state tax revenue
- Provide an experienced pool of talent & committed volunteers
- Weather and cost of living major factors (which we provide advantages)



SAN JUAN REGIONAL
MEDICAL CENTER



Petrochemical Manufacturing

- Customers taking advantage of below Henry Hub prices
- Create internal customers for producers
- Create supply chain that serves our existing industries
- Attract/support companies that need these raw materials (Outdoor goods, fertilizer, medical devices etc.)



Transportation/Logistics

- Airport - Commercial and Freight
 - Aerospace Industry
 - Shipping/distribution
- Logistics Demand Study
 - Study nearing completion
 - Provides inputs/outputs
 - Set stage to attract internal suppliers for existing industries, and likewise determine potential for rail.



Marketing/Attraction

- Industry Target Conferences
 - Outdoor Show – Outdoors and Ag
 - SNAXPO – Ag Value Add
 - Data Center World – Tech
 - Breakbulk – Logistics
 - MRO – Aerospace
 - Among others
- Site Selector Education



SNAXPO18 MARCH 12-14, 2018
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Breakbulk AMERICAS
OCT 2-4, 2018 | HOUSTON

AVIATION WEEK 
MRO
AMERICAS

DATA CENTER WORLD[®]
AFCOM

Economic Development Accomplishments/Goals



- Award winning economic development organization by International Peers
 - Real People, Real Jobs BRE Marketing
 - Four Corners Future Forum Regional Initiative
- 1st ACT WorkKeys Work Ready Community in the State
 - Provide workforce testing/qualification for employers
 - Partner with College to fill skill gaps
- Business Retention and Expansion (BRE)
 - We have garnered over \$1.5m in JTIP (Job training) incentives for the expansion and employment of hundreds of worker over the last 18 months.
- Downtown revitalization as a workforce tool



No Room for Closing Major Industries

#1 for being Dead Last









“49th Worst Schools”

BUSINESS INSIDER

“50th Worst Economy”



“43rd Worst for Business”

 BEST STATES <small>Data Powered by McKinsey&Company</small>									
RANKINGS NEWS STATES DATA EXPLORER									
Overall	State	Health Care	Education	Economy	Opportunity	Infrastructure	Crime & Corrections	Fiscal Stability	Quality of Life
#46	 Alabama	46	47	38	48	32	42	25	35
#47	 West Virginia	44	45	49	23	50	31	36	45
#48	 New Mexico	31	50	46	44	47	49	44	8
#49	 Mississippi	50	46	48	49	49	18	45	6
#50	 Louisiana	47	49	44	50	44	48	48	42



“51st Worst Place for Millennials ”



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