

# RETIREMENT ATTRACTION ECONOMIC DEVELOPMENT INITIATIVE

## Economic and Rural Development Committee

Hernandez, NM

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# JOBS COUNCIL ECONOMIC BASE IDENTIFIED SECTORS

- *Energy*
- *Tourism*
- RETIREES  
(21,000 jobs over 10 yrs.)  
(1 household=.46 jobs)  
(Urban and Rural)
- *Federal Government*
- *Solo work*
- *Agriculture*
- *Startup*
- *Film*





# WORKING GROUP

John Garcia

Dr. Robert Grassberger

Dale Decker

Bob Murphy

Steve McKee

Charles Lehman



# LEGISLATIVE MEMORIAL

A silhouette of a cowboy wearing a wide-brimmed hat stands in the foreground, looking towards a sunset. The sky is a mix of blue and orange. In the background, there are various desert plants, including a large spiky plant on the left and some bare, thin branches. The overall scene is a classic desert landscape at dusk.

- Social Security non taxable
- TRD/ EDD study not completed
- UNM/NMSU Economist Study  
“reveal that it’s not feasible”  
(cost about \$50mil/100 per retiree)



# NEW MEXICO ADVANTAGES

COST OF LIVING

WEATHER

NATURAL ATTRACTIONS

PROPERTY TAXES

ARTS/ CULTURE

EVENTS/ ACTIVITIES



**New Mexico is NOT known as a  
place to retire**

The background of the slide is a landscape photograph. It shows a sunset or sunrise over a mountain range. The sky is a gradient of colors, from a deep blue at the top to a bright orange and yellow near the horizon. The foreground consists of dark, silhouetted hills and mountains, with some trees visible on the right side. The overall mood is serene and scenic.



# RETIREE ECONOMIC BENEFIT

- 275,000 Retirees Living in NM
- 10,000 baby boomers turning 65 every day
- One Retiree Household with \$70,000 Annual Income contributes \$65,000 in state taxes over 15 years
- Attracting an additional 10 households would add \$650,000 income conservatively





# **PUBLICITY CAMPAIGN**

THEME

***“Retire New Mexico”***

State/Communities Coordination

**CERTIFIED RETIREMENT COMMUNITIES DESIGNATIONS**

**STATE WEBSITE**

Communities links

Advantages

**TARGET MARKETING**

Geographic, lifestyle

Media

Content

Evaluate



**[RetireNM.com](http://RetireNM.com)**





# MARKETING BENEFITS and C



100%  
REFRIGERATED  
AIR

- \$ 1,000,000 OVER 10 YEARS WOULD PAY FOR ITSELF IF ATTRACTED 15 ADDITIONAL RETIREE HOUSEHOLDS WITH AVERAGE EARNINGS
- PRIVATE AND PUBLIC FUNDING

# NEXT STEPS

Quantify ROI

Coordinate with communities

Develop marketing plan and cost

Secure funding

Select marketing company

Develop and implement

Campaign

Evaluate





# PLANNING FUNDING

## \$100,000 LEGISLATIVE REQUEST







# Thanks

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[RetireNM.com](http://RetireNM.com)