

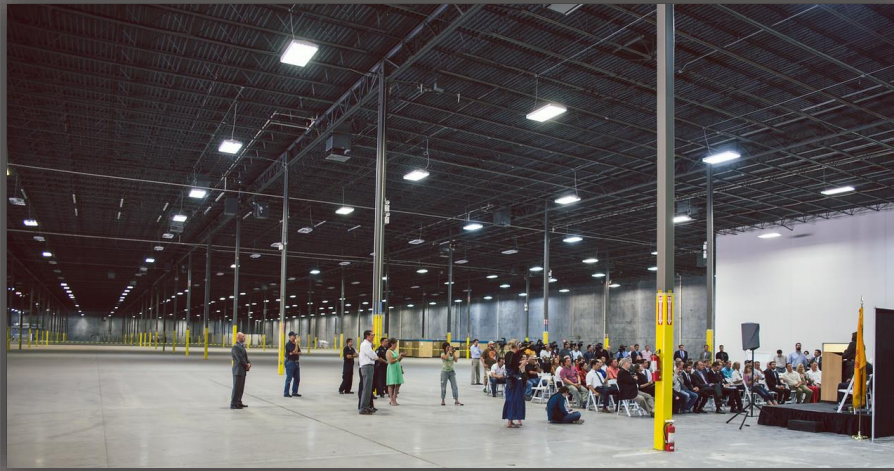


ECONOMIC DEVELOPMENT

# IN THE BORDERPLEX



# OUR MISSION



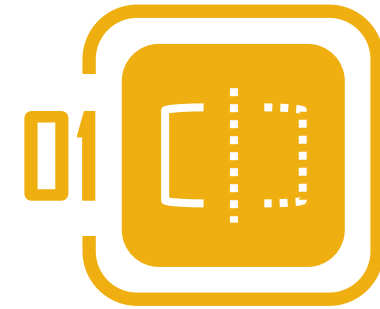
“ Grow the wealth of Doña Ana County through the creation of economic-based job opportunities for its residents. ”



# OUTLINE

## ECONOMIC DEVELOPMENT TODAY

Creating a baseline for the discussion



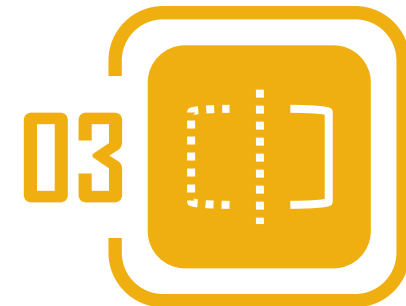
## VALUE OF FOCUS

Specialization when resources are finite



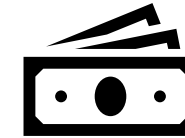
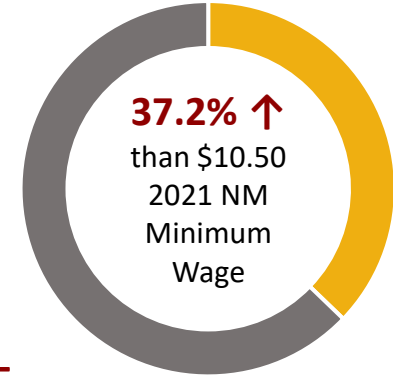
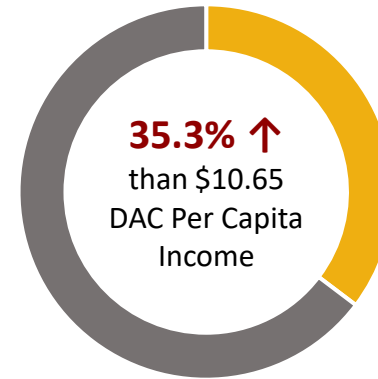
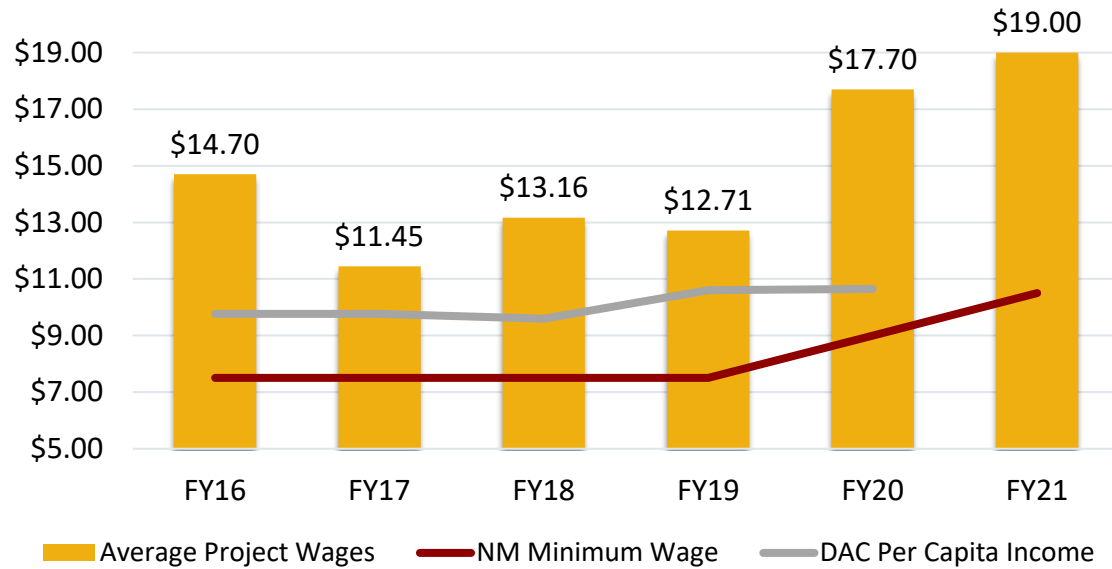
## INFLUENCING NM'S FUTURE

Ideas for niche leadership



# ECONOMIC DEVELOPMENT TODAY

## Average Wages



## \$14.41 AVERAGE WAGE

- \$7,818.69 more annually than Doña Ana County per capita income.
- \$8,130.69 more annually than 2021 NM minimum wage

## 5 MONTHS MORTGAGE

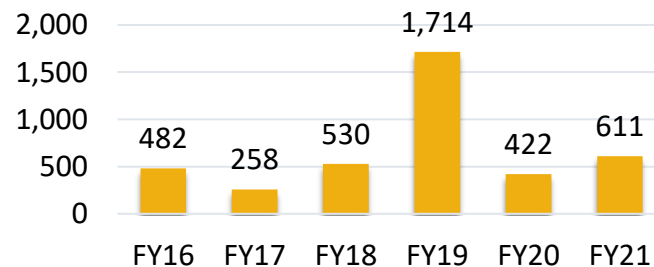
Average in DAC: \$1,178/month



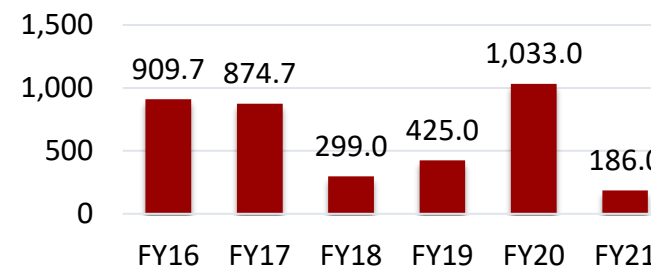
## 12 MONTHS RENT

Average in DAC: \$656/month

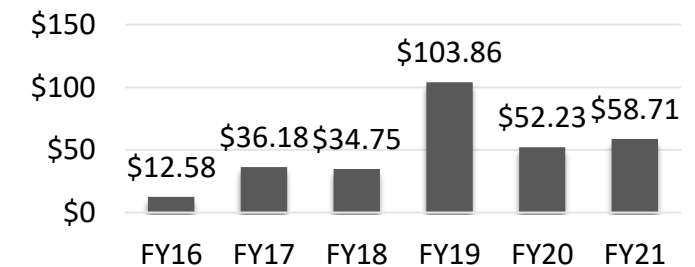
## Jobs Created



## Square Feet (x1,000)

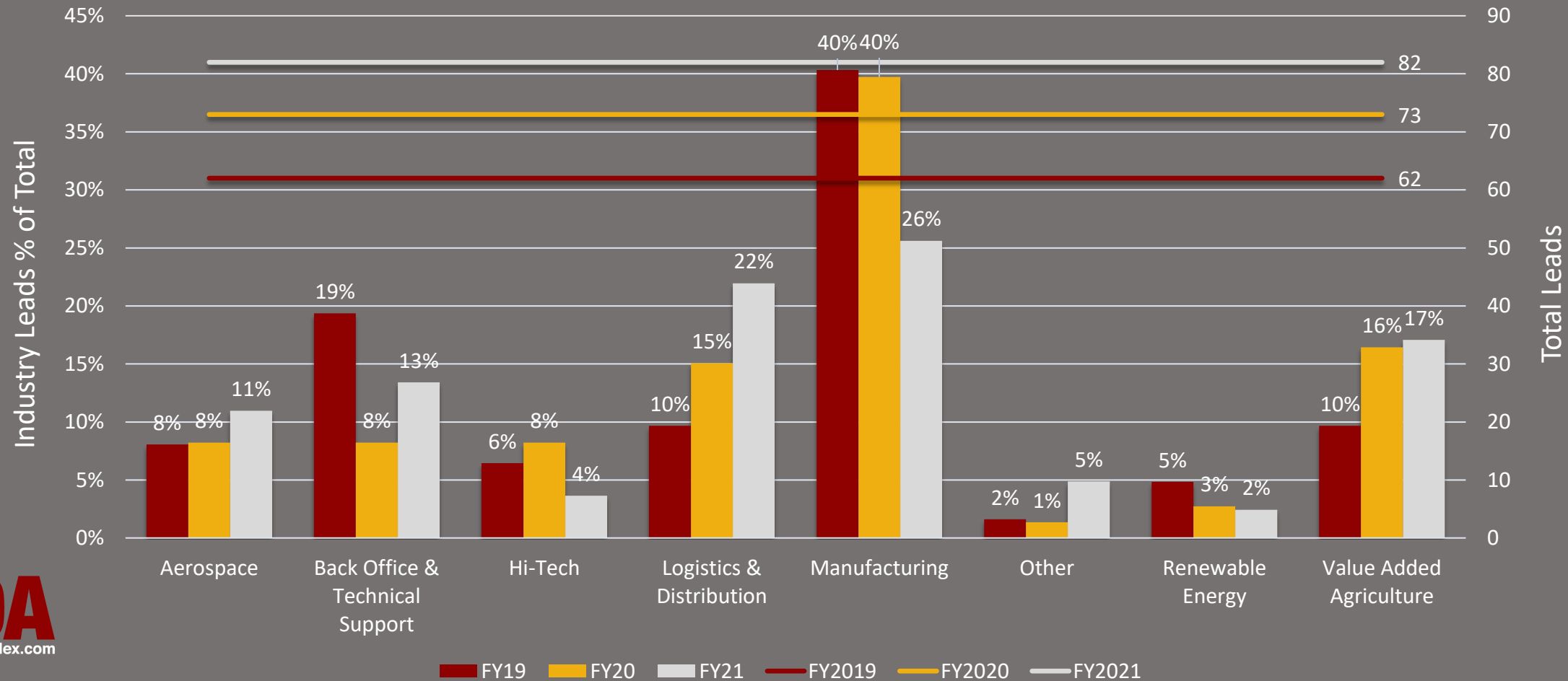


## Capital Investment (x1M)

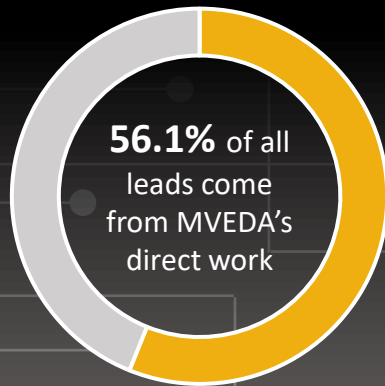
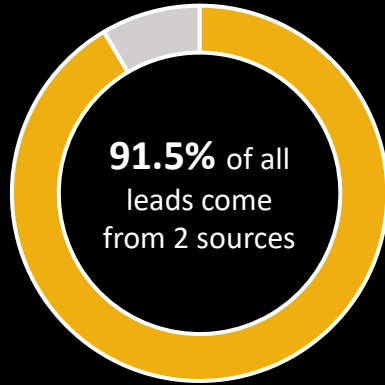


# ECONOMIC DEVELOPMENT TODAY

## Leads By Industry

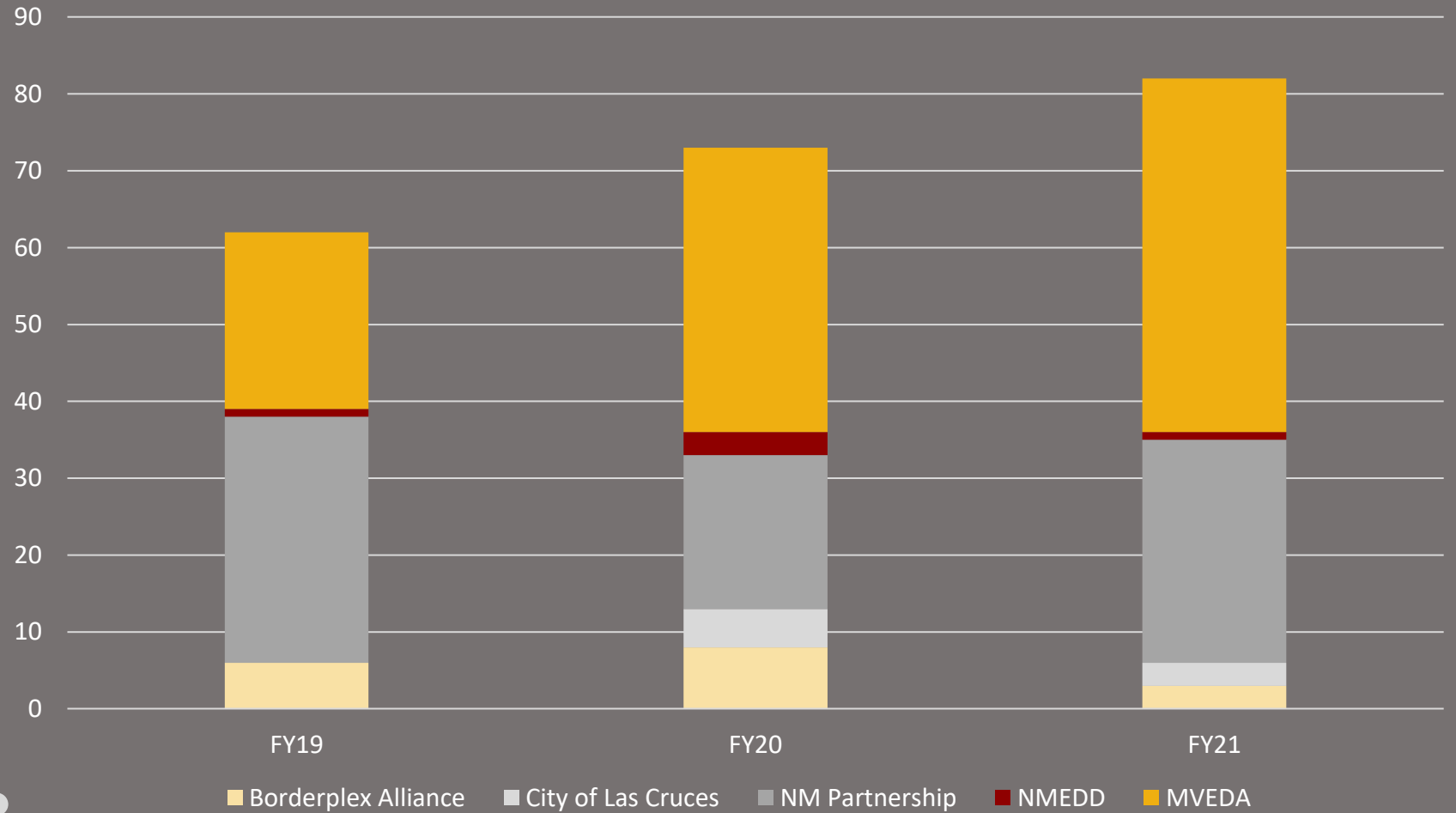


## FY21 NOTABLES



# ECONOMIC DEVELOPMENT TODAY

### Leads By Source



MTGR declined in 20 counties in FY20-Q4, with Lea, Eddy, Bernalillo, and Santa Fe experiencing the largest declines.

Jurisdiction	Year-over-Year Amount	Year-over-Year Percent	Jurisdiction	Year-over-Year Amount	Year-over-Year Percent
Bernalillo County	-\$294,698,032	-6.3%	McKinley County	-\$25,739,456	-9.1%
Catron County	-\$873,298	-8.7%	Mora County	\$882,124	9.7%
Chaves County	\$14,744,696	4.4%	Otero County	\$6,971,824	2.8%
Cibola County	-\$3,222,174	-3.6%	Quay County	-\$563,966	-1.4%
Colfax County	\$459,528	0.7%	Rio Arriba County	\$505,881	0.5%
Curry County	-\$21,968,411	-8.5%	Roosevelt County	\$176,975,046	292.4%
De Baca County	-\$1,744,668	-27.5%	San Juan County	-\$38,285,914	-5.4%
Dona Ana County	\$49,217,595	5.1%	San Miguel County	-\$10,418,184	-10.0%
Eddy County	-\$326,926,065	-17.2%	Sandoval County	\$152,630,037	36.7%
Grant County	-\$9,464,040	-7.6%	Santa Fe County	-\$170,321,732	-15.7%
Guadalupe County	-\$2,303,065	-8.3%	Sierra County	\$7,319,936	16.2%
Harding County	-\$920,927	-21.5%	Socorro County	\$4,927,863	10.6%
Hidalgo County	\$2,650,219	14.5%	Taos County	-\$9,239,966	-5.9%
Hidalgo County	-\$524,580,765	-29.4%	Torrance County	\$70,511,296	167.5%
Lea County	-\$3,498,377	-2.7%	Union County	-\$4,419,666	-17.2%
Lincoln County	-\$62,623,630	-13.1%	Valencia County	-\$7,727,388	-2.8%
Los Alamos	\$190,823,332	233.9%	Out of State	\$359,340,412	16.1%
Luna County					

- Large wind construction projects bolstered MTGR in Roosevelt and Torrance counties, and ongoing construction projects boosted MTGR in Luna and Dona Ana counties.
- The largest MTGR declines occurred in Eddy and Lea counties due to falling rig counts and reduced drilling activity.
- Internet sales activity resulted in significant gains in out-of-state receipts, as consumer spending shifted online during the stay-at-home order.



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# VALUE OF FOCUS



## CONSTRUCTION SAVES

Demand for facilities due to high occupancy, willingness to custom build, and necessary infrastructure upgrades cushioned COVID-19 impact.



## HIGHER WAGES

More money grows the economy – household spending, indirect jobs, and tax bases



## JOBS ANNOUNCEMENTS

Despite unpredictable futures during the pandemic, our region had near-record success in attracting new investments and jobs.





# INFLUENCING NM'S FUTURE



## AUTOMATION

Driverless Trucks; Last-Mile Delivery

Driver shortage, Federal regulation, POE wait times; Increase of online shopping

Planned delivery corridors; Welcome proclamations; Favorable testing environment



## LOGISTICS & MANUFACTURING

Border Logistics; International Trade; Advanced Manufacturing

Global supply chain disruptions; Onshoring; Trade renegotiations; Automation of production

Stronger investment in international relations; Boost enrollment and focus on advanced manufacturing degrees



## VALUE-ADDED AGRICULTURE

Plant & Animal Sciences, Greenhouses, Food Processing

Technology advancements; VC investments; Regional production

Adjust incentives to include horizontal production opportunities; entice food science advancements, testing, and manufacturing



## REMOTE WORK

Employer Focus; Employee Focus; Entrepreneurs

Shared workstations; Coworking; COVID-19 pandemic; Income growth

NM CIT nexus; Partnerships with employers (refundable tax credits); "Reshoring" higher ed alumni networks

SECTORS

INFLUENCES

POLICY  
OPPORTUNITIES



# FURTHER POLICY DISCUSSIONS

## STATEWIDE SUPPORT

## LOCAL SUPPORT

### TOPICS

**\$1 MILLION MORE**  
New Mexico Partnership

MARKETING

**\$1.5 MILLION**  
Staff Augmentation of Regional EDOs

**HIGHER ED FUNDING**  
Advanced Manufacturing Enrollment & Degrees, ABE, & CTE

NEW SKILLS

**VIDEO GAME DEVELOPMENT**  
Global Gaming Industry Topped Film by \$39.9 Billion in 2020

CREATIVE MEDIA



ANTIDONATION  
CLARIFICATION

**INVESTING IN EDOs**  
RFPs, Sole Source Contracts, Memberships?



# ECONOMIC DEVELOPMENT IN THE BORDERPLEX

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THANK YOU