

Moving Forward: Attracting New Employers to New Mexico



New Mexico Partnership Update

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**REPORT TO THE LEGISLATIVE INTERIM ECONOMIC
AND RURAL DEVELOPMENT COMMITTEE
SEPTEMBER 20, 2012**

New Mexico Partnership Mission



Encourage and assist in the location of new industries and businesses to the State of New Mexico and the expansion of existing businesses.

The New Mexico Economic Development Corporation (New Mexico Partnership)



- Created in 2003 through legislation (HB 494) at behest of economic developers and business community
- Public-private sector approach engages business community and provides flexibility in marketing
- 15 member board appointed by Governor including Economic Development Secretary and 1 business representative and 1 economic development professional from each regional planning division. Non-partisan with balanced Board party affiliation.
- Many states are shifting their economic development marketing/business development to a public-private approach
- Close collaboration with New Mexico Economic Development Department, regional/community economic development organizations and other allies

Target Industries



- **Advanced Manufacturing**
- **Aerospace & Defense**
- **Back Office & Technical Support**
- **Digital Media**
- **Emerging Technology**
- **Energy & Natural Resources**
- **Logistics, Distribution & Transportation**
- **Value-Added Agriculture**

Most Active Types of Projects



- **Transportation and distribution—highway and rail**
- **Customer service/technical support centers**
- **Maquiladora suppliers**
- **Aerospace—aircraft modification, UAV**
- **Food processing (dairy-related)**
- **Shared service centers**
- **Energy (renewable & traditional)**
- **High technology**

Key Findings from Recent Sales Missions* —

Updated from June Report



- Site selectors: “It is as busy as we’ve seen it in the past several years.”
- Good opportunities for small to mid-sized projects
- Keen interest in existing buildings and rapid permitting as companies have been delaying expansions
- Some pullback from moving projects “off-shore” and consideration of U.S. locations
- Risk and logistics considerations are being weighed more heavily with particular interest in rail-served sites including intermodal facilities
- Some companies only want to consider expansions within communities where they currently have operations
- Avoidance of “cost prohibitive” states
- Broad familiarity with New Mexico for tourism, but limited awareness as a business location
- Continued uncertainty resulting in hesitancy to “pull the trigger”

* Chicago, Minneapolis/St. Paul, Dallas, Phoenix, Cleveland/Columbus, Northern California

Marketing Initiatives



- Sales Missions
- Website
- Brochures
- Direct Mail
- Trade Shows/Industry Conferences
- Newsletters
- Social Media





<p>September 10-15</p> <p>IMTS</p> <p>Chicago, IL</p>	<p>September 24-28</p> <p>Denver Sales Mission</p>	<p>Sept 25-26</p> <p>NMIDEA Annual Meeting</p> <p>Ruidoso, NM</p>	<p>Sept 30-Oct 3</p> <p>IEDC Annual Conference</p> <p>Houston, TX</p>	<p>October 7-9</p> <p>CoreNet Global Summit</p> <p>Orlando, FL</p>	<p>October 9-12</p> <p>NY, NJ & PA Sales Mission</p>
<p>October 13-17</p> <p>IAMC Fall Forum</p> <p>Omaha, NE</p>	<p>October 17-18</p> <p>ISPCS Space Week</p> <p>Las Cruces, NM</p>	<p>Oct 30-Nov 1</p> <p>NBAA Annual Conference</p> <p>Orlando, FL</p>	<p>November</p> <p>Austin/Houston Sales Mission</p>	<p>November 12-16</p> <p>DC, MD & VA Sales Mission</p>	<p>December</p> <p>Atlanta Sales Mission</p>
<p>December 4-6</p> <p>UAS TAAC</p> <p>Albuquerque</p>	<p>January</p> <p>Southern California Sales Mission</p>	<p>January 21-24</p> <p>ProMat</p> <p>Chicago, IL</p>	<p>February</p> <p>Phoenix Sales Mission</p>	<p>February 5-7</p> <p>SPIE Photonics West</p> <p>San Francisco, CA</p>	<p>February 12-14</p> <p>MD&M West</p> <p>Anaheim, CA</p>
<p>March</p> <p>Cleveland & Detroit Sales Mission</p>	<p>March 16-20</p> <p>IAMC Spring Forum</p> <p>Charleston, SC</p>	<p>April</p> <p>Dallas Sales Mission</p>	<p>April</p> <p>Rural Forum</p> <p>TBA</p>	<p>April 2-5</p> <p>Cloud Connect</p> <p>Santa Clara, CA</p>	<p>April 6-11</p> <p>NAB Show</p> <p>Las Vegas, NV</p>
<p>May</p> <p>Chicago Sales Mission</p>	<p>May</p> <p>Minneapolis Sales Mission</p>	<p>May 7-10</p> <p>ICMI ACCE Conference & Expo</p> <p>Seattle, WA</p>	<p>June</p> <p>New England Sales Mission</p>	<p>June</p> <p>Global Petroleum Show</p> <p>Calgary, Alberta</p>	

Representative NMP Aerospace Initiatives



- We work in collaboration with Spaceport America
- Association for Unmanned Vehicle Systems International (AUVSI)
- International Symposium for Personal and Commercial Space/Space Week (ISPCS)
- National Business Aircraft Association (NBAA)
- Unmanned Aircraft Systems Technical Analysis and Assessment Conference (UAS TAAC)
- Meetings with aerospace companies within sales missions
- Corporate real estate conferences, IAMC, CORENET, etc.
- Website
- Direct Mail
- Social Media postings