

# What's needed to keep Santa Trade/Teresa Growing:

## Short Term:

### **\$50K – Marketing/Recruitment Program**

Funding will allow for the development of marketing materials (print, web, video) promoting New Mexico and Santa Teresa to manufacturers in California. Funding will also allow recruiters from New Mexico to visit and establish relationships with manufacturers in California.

### **\$750K – Extended Santa Teresa Port Hours**

Funding will allow for extended hours at the Santa Teresa Port of Entry removing El Paso's advantage over Santa Teresa. The funding will be matched with \$250K provided by Dell Computers.

### **\$50K – Supply the Supplier Program**

Funding will allow the International Business Accelerator to travel the state looking for companies who can supply the industrial base in Santa Teresa. Funding will also allow the IBA to organize business-to-business meetings between the purchasing managers in Santa Teresa and companies around the state.

## Medium to Long Term:

### **TIDD**

Santa Teresa is looking at creating a TIDD as an alternative solution to fund infrastructure projects over the long term.

### **\$400K – The International Business Accelerator (currently funded at \$160K)**

The IBA is the only statewide trade assistance program helping NM companies and entrepreneurs export their products and services. The fastest and easiest path to diversify and grow the state's economy is by exporting our products and services. The IBA is currently successful at this. Since the program's creation in 2003 the IBA has consulted almost 1,000 companies, helped our clients export \$158,000,000 in goods and services, and helped our clients create or retain almost 850 jobs. However, the IBA is hampered in its efforts because of a small staff. Given more resources we could do a lot more the diversify and grow New Mexico's economy.

### **\$22M – Cross Runway for the Santa Teresa Jetport**

A cross runway is necessary at Santa Teresa's airport to provide an alternative landing strip during times of high winds. A safer landing option will allow for larger aircraft and air cargo to use Santa Teresa. Air cargo will allow Santa Teresa to market itself to companies who require faster logistics.

### **\$15M – Union Pacific Overpass**

One of the Santa Teresa industrial parks only has two roads entering it, one of which crosses UP's rail line. When a train is passing through the area it cuts off half of the access to the industrial park.

### **Rail Bypass**

Supporting the rail bypass which will bring more trains and goods to Santa Teresa will provide more opportunities to Santa Teresa to market itself as a logistics hub resulting in more jobs.