

Retirement Theater

Marketing and Sales

Problem/Gap	Solution Topic	Status	Action
No program focused on recruiting e-base retirees	Prioritize retirement recruitment as a statewide economic development strategy	Approved by jobs council but not yet adopted by a program	
	Set up a website/app for directing retirees to NM destinations		
	Collaborate with NMTrue, NM Magazine and NMEDD to market the state as a retirement destination		
No measurement of the state's competitive position for attracting retirees.	Identify benchmark factors used by publications that rate states for retirees and use them to create a community improvement and marketing strategy		

Real Estate, Infrastructure, Capital

Problem/Gap	Solution Topic	Status	Action
Lack of adequate broadband to attract retirees			

Workforce, Housing, Community Quality

Problem/Gap	Solution Topic	Status	Action
Deficient quantity and quality of retirement housing			
No rating system for community quality			

Leadership, Organization, Business Climate

Problem/Gap	Solution Topic	Status	Action
No formal program or planning around recruitment of e-base retirees	Design and pilot a program for recruiting EBRs		