

CONNECTING THE  
**BUILDING BLOCKS**  
OF ECONOMIC DEVELOPMENT

Mesilla Valley  
Economic Development Alliance



# FROM OUR PRESIDENT & CEO

## Dear MVEDA Stakeholders:

At MVEDA, we always attempt to provide an honest assessment of the economic development climate and to provide pragmatic advice on how to overcome the obstacles to job creation we are faced against. Overall, this was a challenging year for job creation and getting projects past the finish line. The combination of a long presidential election cycle and uncertainties with NAFTA slowed down much of the momentum we had gained over the past few years. However, our greatest challenge had to do with the lack of existing and available facility space that would fit the needs of our projects. In fact, 82% of all projects required existing facility space and would not consider a build-to-suit option. Although project closings were down from previous years, we did see an increase in our business development activity and project pipeline. The MVEDA staff continues to place more resources into marketing, reaching critical decision makers within our targeted industries, building private-public partnerships, and supporting the building blocks of economic development within the region. These efforts we feel will create new momentum and success entering the 2017-2018 Fiscal Year.

In summary, 258 jobs were announced this past fiscal year to which MVEDA directly contributed. Although this is a drop when we compare ourselves to prior years there is good news.

## BUSINESS DEVELOPMENT EFFORTS & ECONOMIC IMPACT

- Project Pipeline has increased.
- Greater number of qualified projects than past year.
- Greater number of site visits
- Greater number of projects from Retention & Expansion efforts.
- Greater capital investments than prior year.
- 409 additional indirect and induced jobs,
- Approximately \$5 million in new localized city and county tax revenues over the next 5 years,
- Over \$7 million in new state tax revenues over the next 5 years,
- Nearly \$1.8 million in new educational related tax revenues over the next 5 years, and
- Approximately \$74 million in new household spending impact over the next 5 years.



Davin Lopez

## BOARD OF DIRECTORS

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Overhead Door of Las Cruces

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### JAKE REDFEARN

NAI First Valley Realty

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## EX-OFFICIO

### JOHN DARDEN

Counsel to the Board  
Darden Law Firm

### JOHN L. HUMMER

Steinborn & Associates  
Real Estate

### TOM HUTCHINSON

La Posta de Mesilla

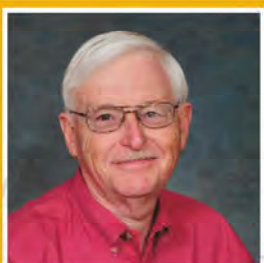
### BG ERIC L. SANCHEZ

White Sands Missile Range

## OUR TEAM



**DAVIN LOPEZ**  
PRESIDENT & CEO



**LES BALDOCK**  
VP OPERATIONS



**ERIC MONTGOMERY**  
VP BUSINESS DEVELOPMENT



**SANDI METZ**  
EXECUTIVE ASSISTANT



**BRIAN GARCIA**  
RESEARCH ANALYST



# MARKETING

## EXPORTED MARKETING EFFORTS



**45** Site Visits  
Companies that visited Doña Ana County with intent to invest

## TRADESHOWS 12

- 1 Mexicos Food Industry Summit
- 2 Western Food Service & Hospitality Expo
- 3 ISPCS
- 4 MRO Expo
- 5 IAMC
- 6 CoreNet
- 7 Mexico's Auto Industry Summit
- 8 Game Developers Conference
- 9 Site Selectors Guild
- 10 Telehealth 2.0
- 11 Aviation MRO Americas
- 12 AUVSI

## PROSPECT MISSIONS 4

- 13 Phoenix-Tucson
- 14 Southern California
- 15 Dallas
- 16 San Francisco
- 17 Detroit

## 41 EXISTING COMPANIES CONSULTED

Throughout Doña Ana County



## MARKETING OUTREACH

Targeted industry outreach

**1,100**

Logistics and Telehealth

YouTube Videos

**12,042**

views

Social Media

**2,700**

Interactions

Online Advertising

**4,285,297**

Impressions

Online Advertising

**8,061**

Interactions

New Mexico Borderplex  
P.O. Box 1299 Las Cruces, NM 88004-1299



*Tired of the business climate in your state?*





# JOB CREATION

# 258

## NEW JOBS CREATED

# 6 COMPLETED PROJECTS:

**Valley Cold Storage**  
(Logistics & Warehousing)

**X2nSat**  
(Technology)

**NM Greenhouse Holdings**  
(Value-Added Agriculture)

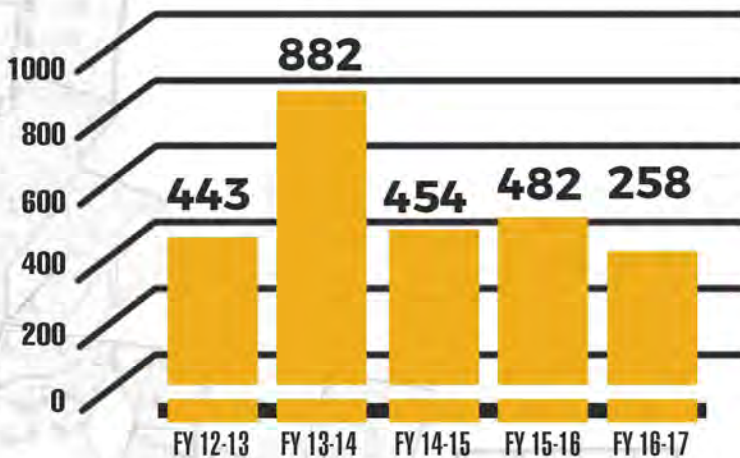
**Wholesome Valley Farms**  
(Value-Added Agriculture)

**R.L. Jones**  
(Logistics & Warehousing)

**Twin Cities**  
(Logistics & Warehousing)

# 409

## Indirect & Induced Jobs



## 5-YEAR TOTALS (FY '12-'16)\*

New Jobs: **2,519**

Site Visits: **150**

Capital Investment:  
**\$254,643,542**

Completed Projects: **45**

New Payroll Generated:  
**\$76,701,848**

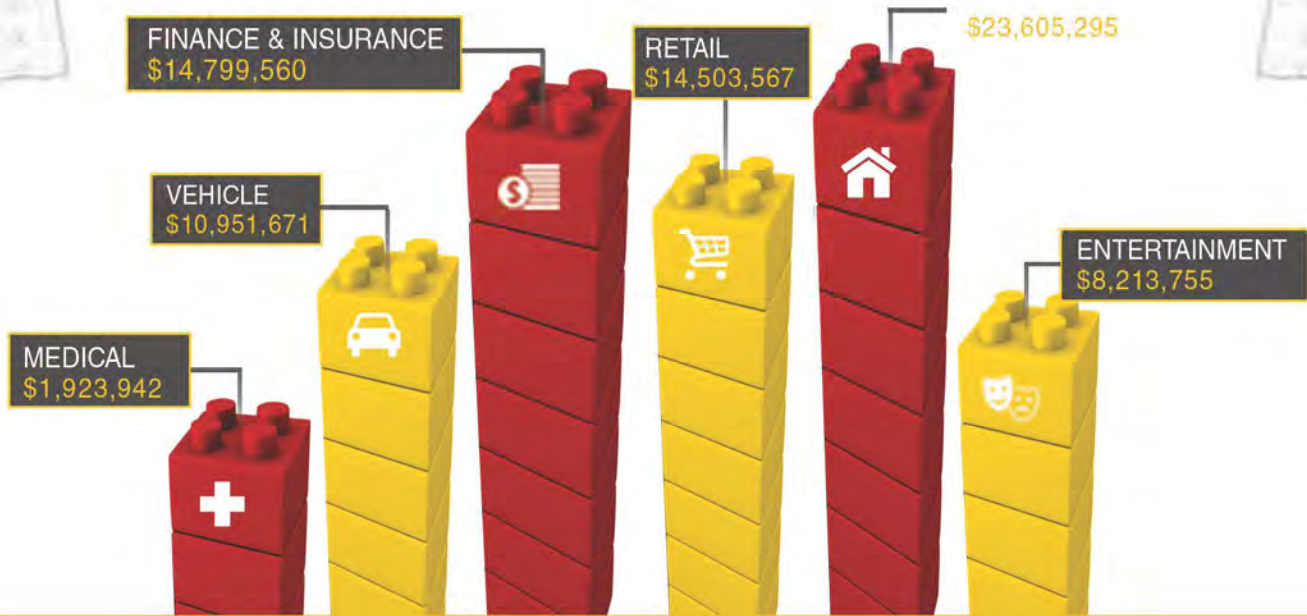
MVEDA Supported Retention &  
Expansion: **167**

\*All numbers are direct impacts from full operations of projects. Does not consider indirect or induced job creation.



# HOUSEHOLD SPENDING

**HOUSEHOLD SPENDING 5-YEAR IMPACT: \$73,997,792**



## HOUSING 31.9%

Mortgage & Rent:  
\$10,655,682

Utilities:  
\$5,401,840

Repairs, Furnishings, &  
Other:  
\$4,957,851

Property Taxes:  
\$2,589,922

## VEHICLE 14.8%

Gas & Motor Oil:  
\$3,995,880

New & Used Cars:  
\$3,847,884

Vehicle Repairs &  
Other Expenses:  
\$2,367,930

Public Transportation:  
\$739,977

## RETAIL 19.6%

Groceries:  
\$6,141,817

Other Retail:  
\$2,293,932

Education, Personal, &  
Misc. Services:  
\$3,403,897

Apparel:  
\$2,663,921

## ENTERTAINMENT 11.1%

Restaurants & Bars:  
\$3,921,882

Entertainment & A/V  
Equipment:  
\$3,107,908

Pets, Toys, & Hobbies:  
\$1,183,965

## FINANCE & INSURANCE 20.0%

Pensions:  
\$7,769,769

Cash Contributions:  
\$2,515,926

Health Insurance:  
\$2,441,926

Vehicle & Life  
Insurance:  
\$2,071,939

## MEDICAL 2.6%

Medical Services:  
\$1,035,970

Drugs & Supplies:  
\$887,972

# INVESTING IN MVEDA

## RETURN ON INVESTMENT

FOR EVERY \$1 INVESTED INTO MVEDA



New 5-year household spending:

**\$284**

Based on investment by private-sector partners



New 5-year annual payroll:

**\$111**

Based on investment by private-sector partners



New education-related taxes:

**\$59**

Based on investment by education partners



New local taxes:

**\$13**

Based on investment by public-sector partners

PUBLIC AND PRIVATE PARTNERS: **102**

## TOTAL FUNDING 2016-2017

CITY OF LAS CRUCES:

**\$200,000**

PRIVATE SECTOR:

**\$223,125**

SPONSORSHIPS & SPECIAL EVENTS:

**\$15,005**

DOÑA ANA COUNTY

**\$180,000**

NM ECONOMIC DEVELOPMENT:

**\$15,000**

**OPERATING BUDGET**

**\$680,000**

EDUCATION PARTNER (NMSU, DACC):

**\$31,000**

IN-KIND SUPPORT (PRIVATE)

**\$37,148**



## MVEDA'S INVESTMENT IN THE COMMUNITY

### FOSTERING STRONG REGIONAL ECONOMIC CLIMATE

#### **JOBS** *Matters*

Good jobs are something we all want, and the people of MVEDA work every day to bring more opportunities to Doña Ana County. Over the past five years, MVEDA has helped create more than 2,500 new jobs that bring new money into the community, generating over \$76 million in new payroll. These new employees spend their money in our community, helping create even more jobs while improving the quality of life for all of us!

#### **OUR REGION** *Matters*

Just like you, the people of MVEDA call Las Cruces and Doña Ana County home. To keep our community vibrant and growing, it takes money for parks, roads, and services. New businesses and new jobs generate more revenue for local government through taxes, which opens up the door for even more improvements. Good cities like Las Cruces thrive when new jobs and projects attract more funding.

#### **YOU** *Matters*

You are the reason MVEDA works so hard! Our community is one of the best in the nation, and it only gets better when more money enters the local economy. MVEDA is dedicated to bringing new jobs to the county, with attractive salaries and promising career opportunities for all. MVEDA wants to see you and your family succeed, and keeping our community as one of the best places to work and live!

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

## STAFF OUTREACH

INFLUENCING ECONOMIC DEVELOPMENT THROUGHOUT THE STATE

### BOARDS MVEDA SERVES

- 1 NM Economic Development Partnership
- 2 Doña Ana County Legislative Coalition
- 3 NM First
- 4 Spaceport Authority
- 5 Quality NM
- 6 The Bridge of Southern New Mexico
- 7 Arrowhead Inc.
- 8 NM Industrial Development Executives Association

## LEGISLATIVE SUCCESS

MVEDA believes a skilled, ready, and available workforce are critical to success of any economic development effort. In addition to education and training, talent recruitment is a necessary part of growing a successful business and entrepreneurial economy. Based on this premise, MVEDA worked on an effort to add enhancements to the State's Job Training Incentive Program to identify and support talent recruitment for hard to find skill sets and required experienced personnel that may not locally reside, especially in rural areas. Supported by the Association of Commerce & Industry (ACI), and carried by Representative McCamley and Senator Papen, HB 147 unanimously passed both the House and the Senate and was signed into law by Governor Martinez. As a client facing entity, MVEDA continuously seeks to identify competitive challenges to job creation and to work with its public and private sector partners to also identify solutions for creating a stronger economic development product offering.

*"ACI was proud to be on the team that worked to pass the bill and to win the governor's signature. Thanks to MVEDA's work on HB 147. It's easy to see why MVEDA has become one of the most influential economic development organizations in the state."*

Jason Espinoza, President & CEO of the New Mexico Association of Commerce and Industries.





# EDA Matters!



## Thank You Partners!



### GOLD PARTNERS

COMCAST  
HOTEL ENCANTO DE LAS CRUCES  
LAS CRUCES BULLETIN  
MEMORIAL MEDICAL CENTER  
PIC QUIK STORES, INC.  
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WELLS FARGO BANK NEW MEXICO  
ZIA NATURAL GAS COMPANY

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FIRST NATIONAL RIO GRANDE  
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INTERNATIONAL SYMPOSIUM FOR PERSONAL  
& COMMERCIAL SPACEFLIGHT  
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LAS CRUCES ASSOCIATION OF REALTORS  
LAS CRUCES MACHINE & MANUFACTURING  
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DR. PAUL J. DEASON  
DAVIN LOPEZ  
SUE PADILLA  
CHRISTINE & RON LOGAN



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