



MVEDA Partner Reception

August 30, 2018

MV **EDA** *Matters!*

<https://www.youtube.com/watch?v=483tHDoJ6nU>

Marketing & Outreach

»» Consistent & Creative Approaches

Traditional

- } 13 -Tradeshows, 7 Industries
 - Over 1,000 engagements
 - 194 follow-up meetings
- } 4 -Site Selector prospect missions
 - 43 meetings
 - 5 Prospects
- } 2 -Site Selector Fam Tours

Site Selector Outreach



- 100 Site Selectors
- 50 Company Leads

Captured International Attention



[Home](#) [The Bi-National Community](#) [Your HQ2Countries Campus](#) [Regional Checklist](#) [Contact Us](#) ↓



2,700,000

Population



139,000

Postsecondary students



100

Companies with over 1,000



7

Universities



2

International Airports

HQ2 Countries Vision

} <https://www.youtube.com/watch?v=pkSmwhOLQrc>

Earned Media



BUSINESS
INSIDER



THE
HUFFINGTON
POST



The Seattle Times

The Washington Times

Laredo Morning Times



Grew Online Outreach

} Google AdWords

- 27,676 YouTube Video Views
 - 5,477 MVEDA Matters Views (El Paso & DAC)
 - 106 New Subscribers
- 2,413 Search Engine Clicks

} LinkedIn

- 1,884 HQ2 Direct Inbox Messages

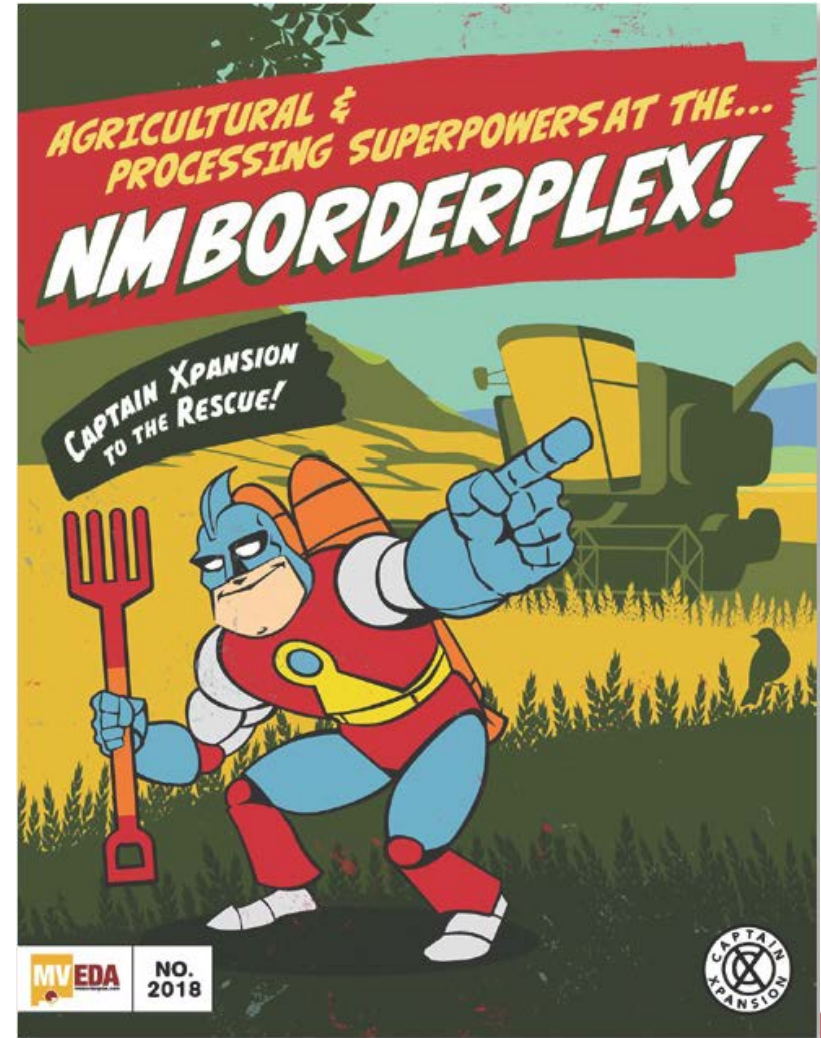
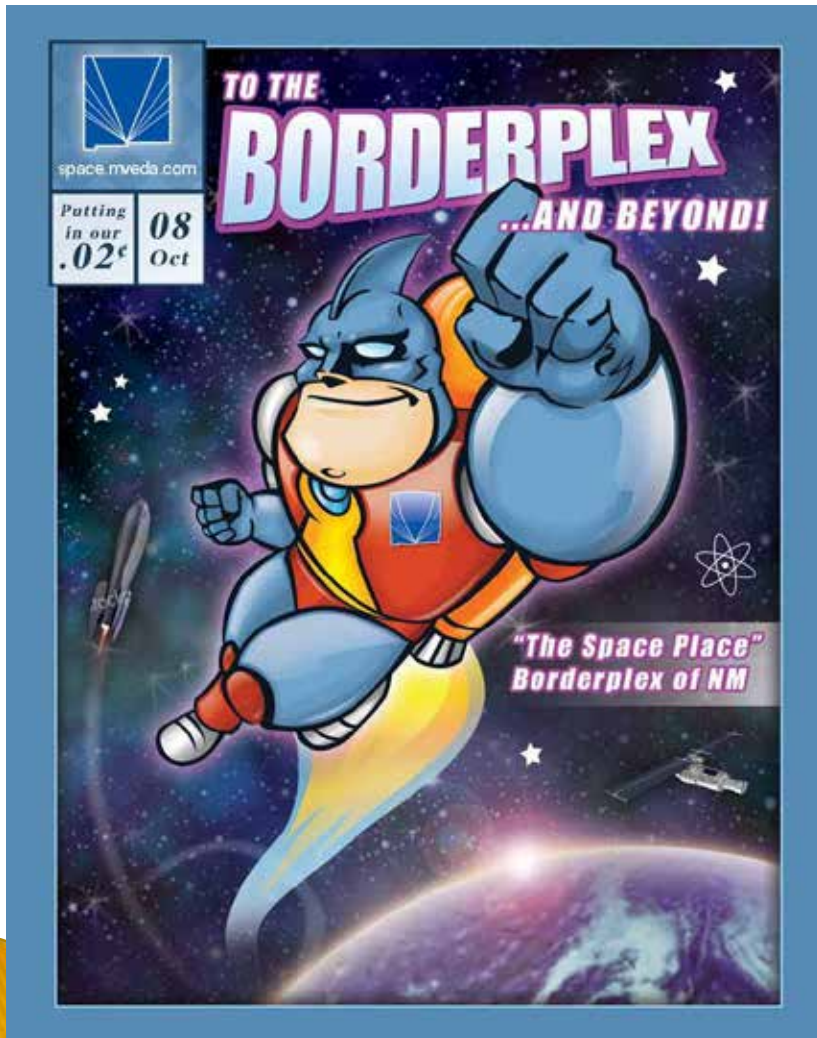
} Bing

- 1,305 Search Engine Clicks

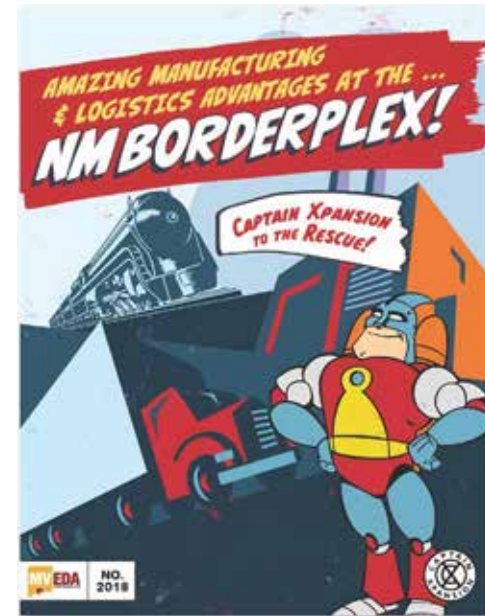
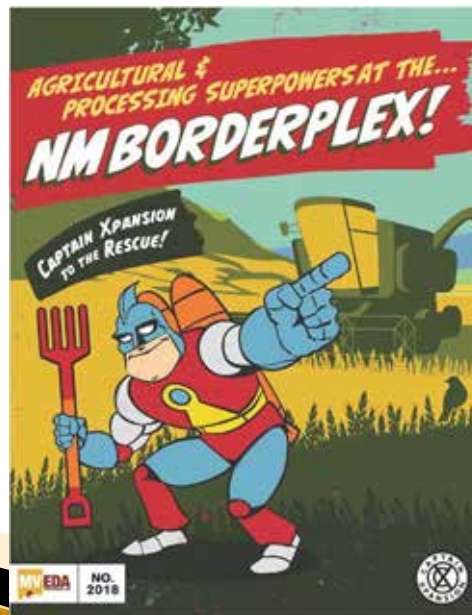
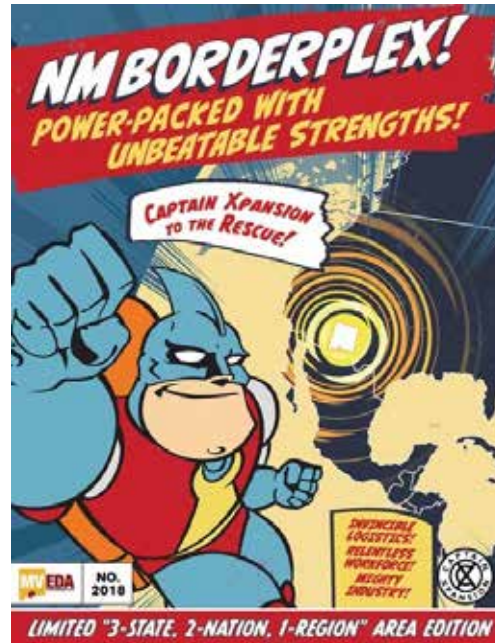
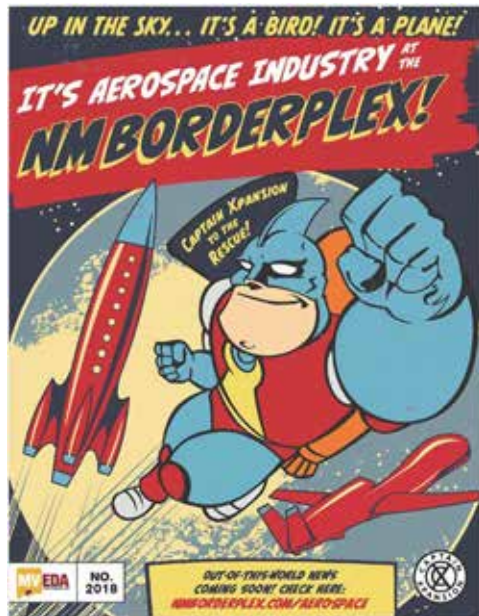
Brought Back a Super Hero

} 1st Generation

} Next Generation



Collateral Development

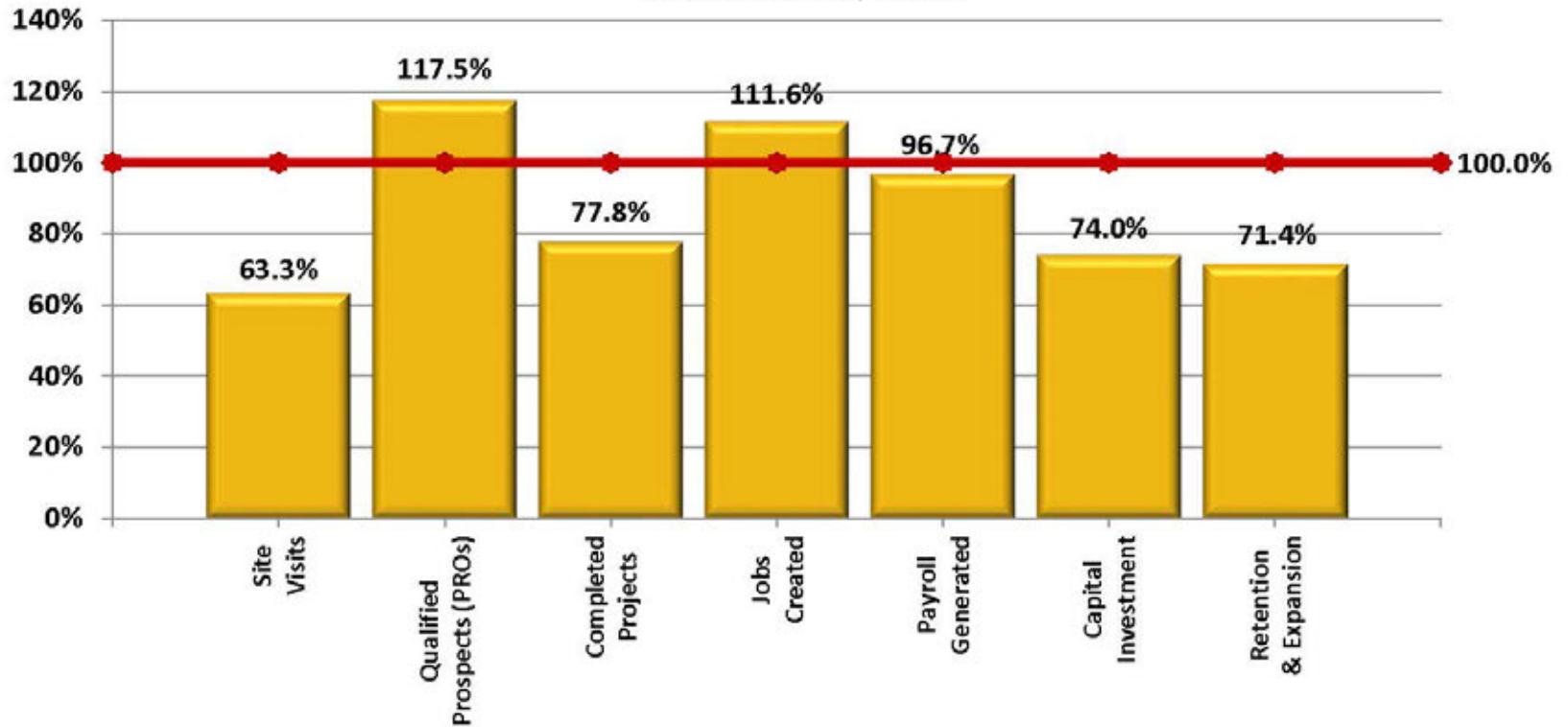


Results

»» Year End, June 30, 2018

MVEDA Dashboard

FY17-18 Progress to Date vs Approved Annual Goals
as of June 30, 2018

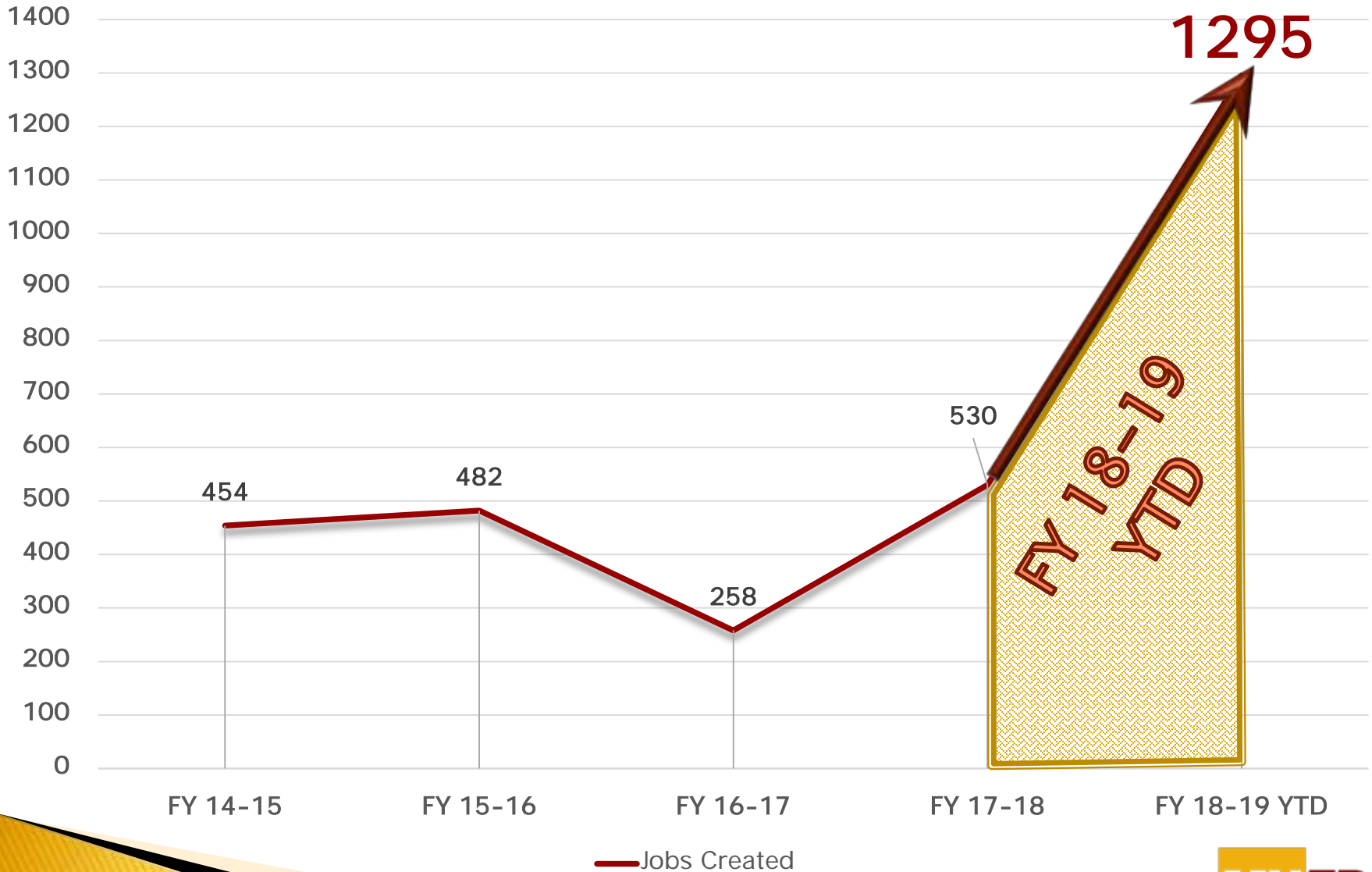


Annual Target	30	40	9	475	\$15,000,000	\$40,000,000	35
YTD Actual	19	47	7	530	\$14,511,936	\$29,618,800	25

■ YTD Actual
 ◆ Annual Target
 ◆ YTD Target

MVEDA's Mission: Grow the wealth of Doña Ana County through the creation of economic-based job opportunities for its residents.

Job Creation on the Rise



MVEDA Welcomes

»» Jim Scott, COO



} <https://youtu.be/83xhi4Zg5jk>

MVEDA Welcomes

»» Jim Scott, COO



MVEDA ANNUAL REPORT

2018



MESILLA VALLEY ECONOMIC DEVELOPMENT ALLIANCE



IT'S A WORKFORCE! IT'S LOGISTICS! IT'S CAPTAIN XPANSION AND TEAM MVEDA!



NO.
2018



FY 17-18 RESULTS

- 7 COMPLETED PROJECTS
 - 530 NEW JOBS CREATED
 - 205 INDIRECT JOBS CREATED
 - \$34,748,106 NEW CAPITAL INVESTMENT
 - \$14,511,936 NEW PAYROLL GENERATED



HOUSEHOLD SPENDING 5-YEAR IMPACT :

\$96,583,271

RETAIL
\$18,930,321

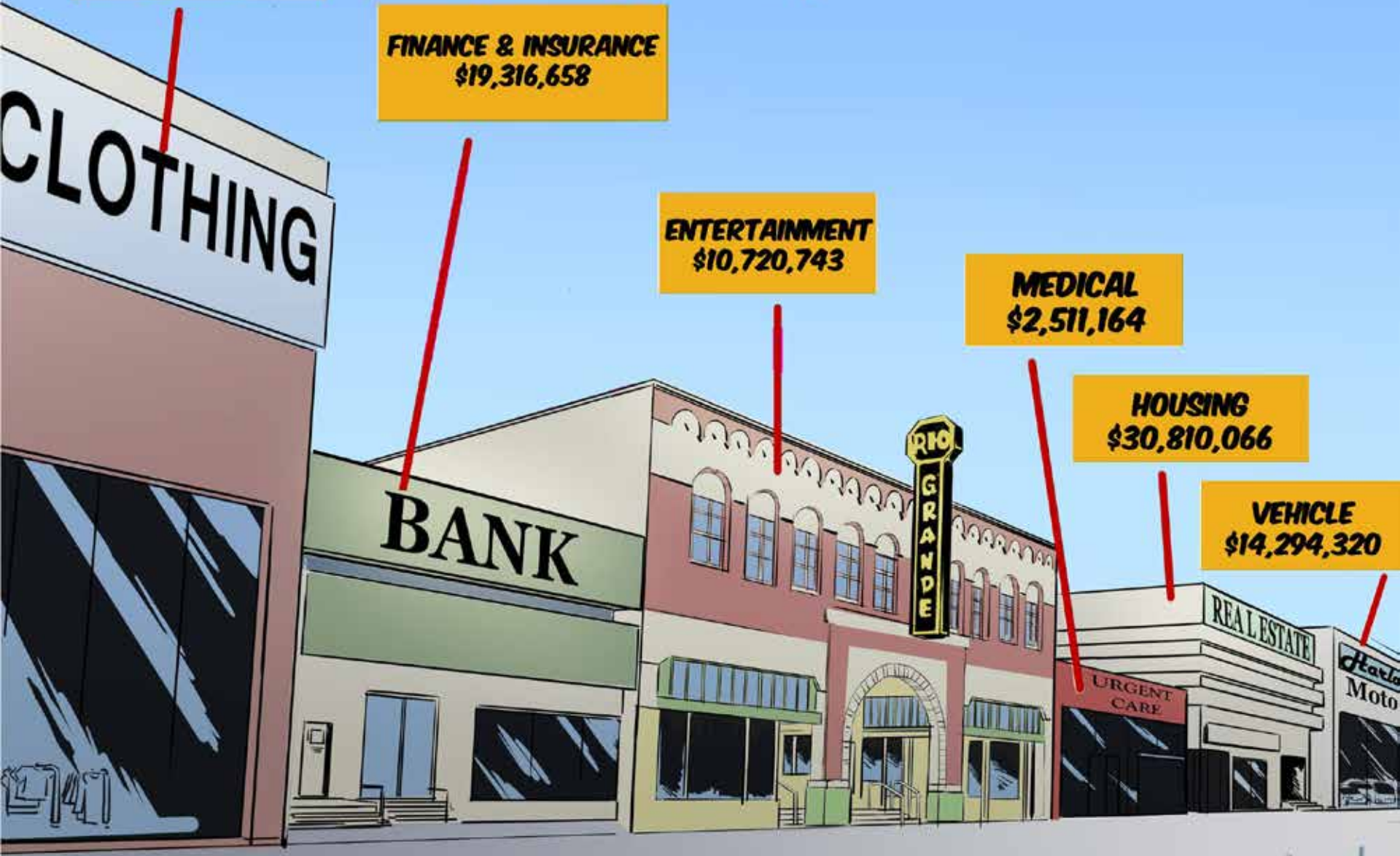
FINANCE & INSURANCE
\$19,316,658

ENTERTAINMENT
\$10,720,743

MEDICAL
\$2,511,164

HOUSING
\$30,810,066

VEHICLE
\$14,294,320



RETURN ON INVESTMENT

FOR EVERY \$1 INVESTED INTO MYEDA

NEW 5-YEAR HOUSEHOLD SPENDING

\$332

BASED ON INVESTMENT BY PRIVATE-SECTOR PARTNERS



NEW 5-YEAR ANNUAL PAY

\$225

BASED ON INVESTMENT BY PRIVATE-SECTOR PARTNERS



NEW EDUCATION RELATED TAXES

\$62

BASED ON INVESTMENT BY EDUCATION PARTNERS



NEW LOCAL TAXES

\$11

BASED ON INVESTMENT BY PUBLIC-SECTOR PARTNERS

