

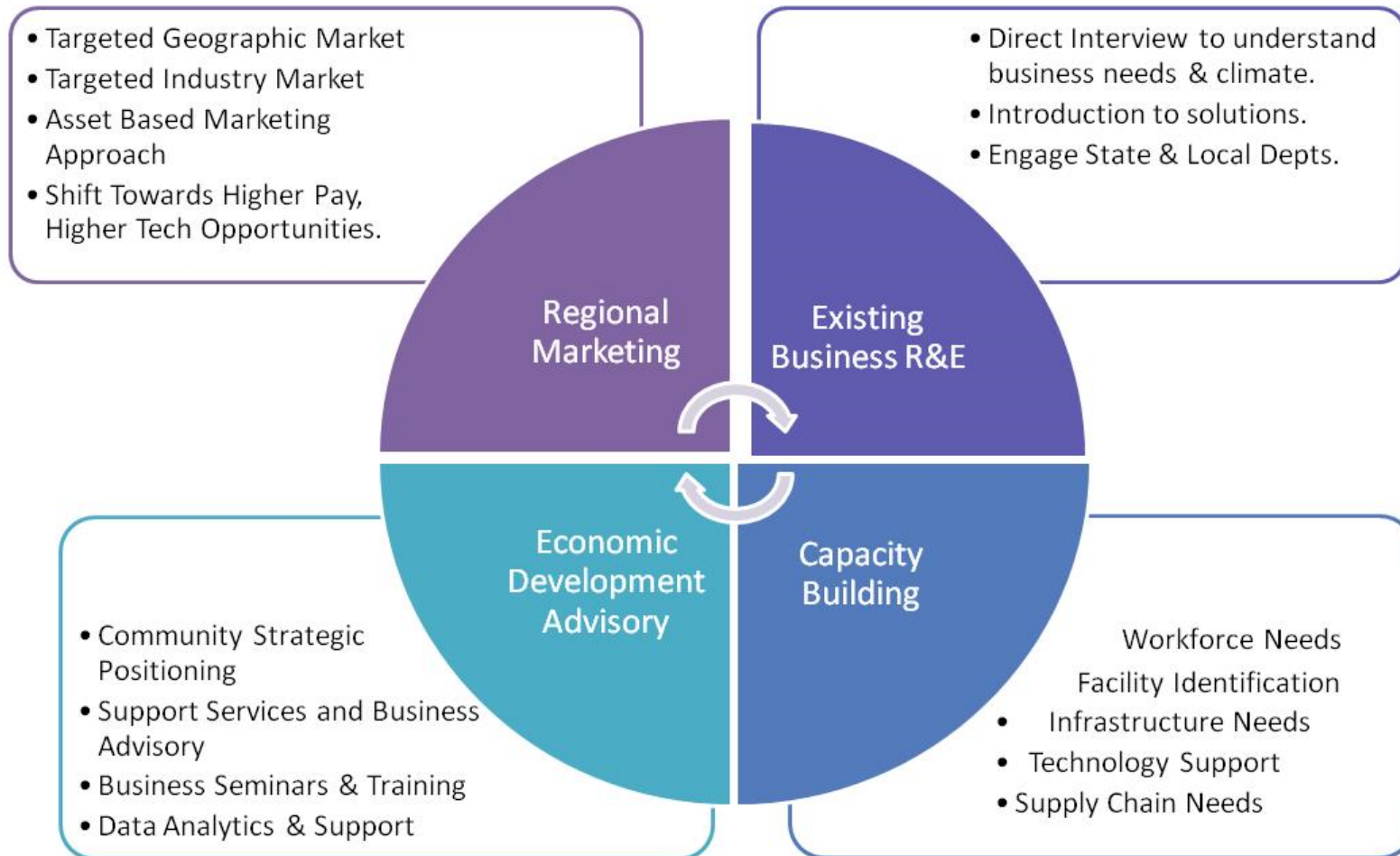


MVEDA Mid-Year Update

FY 2013-'14



MVEDA – “Growing Wealth & Opportunity through Economic Based Job Creation”



County Procurement Items



MUTLI PRONGED MARKETING CAMPAIGN

- Internet presence with Search optimization and social media,
- Print media campaign directed at target industry publications,
- Trade Show participation directed at target industry markets,
- Prospect/sales missions,
- Leveraged partner marketing (Union Pacific/State)

- FTZ promotion
- "Data Center" upkeep (demographics, community information, quality of life)
- Regional Profile development and updates,
- Soft-landing packages
- Development of a business and quality of life video for marketing purposes.

- Assist industrial, commercial, retail to occupy vacant or underutilized properties,
- Maintain extensive commercial real estate database,
- Site identification services,
- Maintain customer relationship management platform

MVEDA Mesilla Valley Economic Development Alliance

HOME ADVANTAGES COMMUNITY ABOUT US PARTNERS NEWS RESOURCES DATA CENTER CONTACT

THE RIGHT SPACE
... Value Added Agriculture

Our Advantages Our Community Our Organization

MVEDA Mesilla Valley Economic Development Alliance

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MVEDA Mid-Year Update Subject of February Luncheon

Davin Lopez, President/CEO of the Mesilla Valley Economic Development Alliance (MVEDA), will provide a mid-year update on MVEDA's activities during the February Business in the Borderplex Forum. Lopez will also announce some new initiatives for FY '14. Due to conflicting events on its regular date, the luncheon will be held on Tuesday, February 11, 2014 [...]

[Read More](#)

Event Registration

Bonanza at the Borderplex Forum - February 11, 2014

Connect with Us

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Recent News

MVEDA Mid Year Update Subject of February Luncheon

Southwest Steel Coil Awarded JTIP Funding

Cathy Swain Featured at High Tech Consortium Meeting

Spacport America Receives Architectural Awards

Spacport America Launches Livestock Renewed by FAA

Southwest Steel Coil Awarded JTIP Funding

Southwest Steel Coil Inc. in Santa Teresa was one of six New Mexico companies to be approved for funding from the New Mexico Development Department's Job Training Incentive Program (JTIP) board at its December meeting. The six companies were approved for 24 new jobs and step-up training for 24 current employees in New Mexico [...]

[Read More](#)

Cathy Swain Featured at High Tech Consortium Meeting

MVEDA Mesilla Valley Economic Development Alliance

HOME ADVANTAGES COMMUNITY ABOUT US PARTNERS NEWS RESOURCES DATA CENTER CONTACT

Data Center

The MVEDA Data Center is an online resource that provides a wealth of information to assist new and expanding industries in the decision making process. Included in the Data Center are:

- Regional Profile, a 28-page summary of our most requested information in a printable format.
- Labor Market, current and historical employment statistics, occupational and industry distribution, and average industry wages.
- Economy, sector employment, income and wages, and total reported gross receipts.
- ESRI Data, historical and projected data for population, households and business summaries for various Doña Ana County communities.
- Economic Indicators, Year-to-year comparisons of employment statistics, building permits and gross receipts.
- Education, Public school systems, colleges and universities and enrollment data.
- Transportation, Distance and drive time to major cities, air and ground transportation options.
- Taxes & Incentives, State and local tax rates and incentive programs.
- Utilities, local utility providers and capacities.
- Community, Housing overview, cost of living and quality of life assets.
- Cost of Living Calculator, Compares Las Cruces cost of living to other metros.
- Demographics, Demographic, social, economic, and housing characteristics.
- Government, City and county government offices and contact information.
- Maps, General location and assets maps.

MVEDA provides premium economic development services for Las Cruces and Doña Ana County in Southern New Mexico. If you don't find the information you need in our online

REGIONAL PROFILE

LABOR MARKET

ECONOMY

EDUCATION

TRANSPORTATION

ESRI DATA

DEMOGRAPHICS

TAXES & INCENTIVES

MAPS

UTILITIES

COMMUNITY

COST OF LIVING CALCULATOR

GOVERNMENT

POPULAR DOWNLOADS

Business Resource Guide

ESRI Data

MVEDA Mesilla Valley Economic Development Alliance

HOME ADVANTAGES COMMUNITY ABOUT US PARTNERS NEWS RESOURCES DATA CENTER CONTACT

Property Search

Search Property Listings Find a Professional

List View Map View

Active Property Listings

Select a Listing to Create Reports or Compare Listings

<input type="checkbox"/>		Remodeled Office Space For Lease On Amador	Price: \$13 PSF (Annual)	Call Center
		1016 W Amador Ave Las Cruces, NM 88003	Lease Type: Modified Gross Size: 1,554 SF Zoning: C2	Office Office Building Created on 01-16 11:19 AM
<input type="checkbox"/>		Medical Office Space For Lease - 1180 Mall Drive	Price: \$11 PSF (Annual)	Call Center
		1180 Mall Dr Las Cruces, NM 88011	Lease Type: NNN Size: 1,541 - 3,396 SF Zoning: O-2	Office Medical, Office Building Created on 01-16 11:22 AM
<input type="checkbox"/>		9030 Advancement Ave	Price: \$2,500,000	For Sale
		9030 Advancement Ave Las Cruces, NM 88007	Size: 40,000 SF Land Size: 18 Acres Zoning: See Agent Call: 318K	Industrial Industrial Business Park Updated on 01-16 11:22 AM

9, 18% [www.mvdevelopment.com](#)

National Print

A BILLION DOLLAR ECONOMIC DEVELOPMENT ZONE!

CHECK US OUT- THESE COMPANIES DID!

- Union Pacific
- NRG Energy
- Virgin Galactic
- Sitel
- Alaska Structures
- Cyracom
- DARPA-Boeing
- L&M Radiator
- TE Connectivity
- Vangent
- NextEra Energy
- Convergys
- Sapphire Energy
- Pro's Ranch Market
- SunEdison

**2,000 NEW JOBS!
\$1 BILLION in new business!**

MVEDA
nmborderplex.com
800.523.6833

Learn more at: www.mveda.com/billion/
P.O. Box 1299 • Las Cruces, NM 88004

New Mexico

New Mexico Economic Development Department
1100 S. St. Francis Dr. #1000
Santa Fe, NM 87505
Jan Areola, Secretary
505-221-0300



"This border zone extension complements our strategic efforts to develop the economy along our southern border."

— Gov. Susana Martinez, July 23, 2012, on a July 22 change that allows Mexican citizens with a tourist border crossing card to travel 15 miles into the US instead of 25 miles

Governor Susana Martinez (D) governor.nm.gov Right-to-work state: No
Population 2012: 2,097,429 Population growth forecast 2013 thru 2017: 3.53% Median household income: \$40,195 Median age: 36.6

Work Force Education by Percentage



Rankings that Matter

GDP	37 (\$170,593M)
Business Tax Climate	36
Small Business Policy	27
Career Readiness Certificates	19 (16,058)
High School Graduation	50
Health	52

*Real GDP in US dollars

Legislative Update

• In the first months of the 2013 session, Governor Martinez's budget and a package of tax cuts were passed. The New Mexico Jobs Package reduces the tax rate on business from 7.6 percent to 5.0 percent, allows for a single sales factor option for manufacturers in New Mexico and includes a combined reporting provision to address tax fairness issues with large retailers, while also providing an incentive

for these retailers to bring their non-retail operations to New Mexico. The package also includes film incentive legislation that preserves the predictability of the budget cap while providing additional incentives to large screen TV productions that shoot in the state, fixes the long-ago tax credit and tightens the manufacturing CDFI legislation to ensure they apply to the intended activities.



LOGISTICS ZONE!

Looking for a sign of logistical advantages? Southern New Mexico is home to the largest Union Pacific intermodal facility in the nation. When combined with the advantages of a foreign trade zone, an overweight cargo zone, and over three million square feet of bi-national industrial development, Southern New Mexico's inland port provides the logistical advantages your company needs to compete at a global level. Just follow the signs.

**2,000 NEW JOBS!
\$1 BILLION in new business!**

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Road Shows

Tradeshows

- AUVSI (Unmanned Aerial Veh)
- IAMC (Site Selector Focus)
- ISPCS (Aerospace)
- NBAA (Aviation Manufacturing)
- TAAC (Unmanned Aerial Vehicles)
- ICMI (Technical Service Support)
- Modex (Logistics)
- IAMC (Site Selector)

Prospect Missions

- Southern Cal
- Phoenix
- Washington DC
- Chicago
- New England

County Procurement Items

SUPPORTING EXISTING COMPANIES

- Provide information & guidance for new and existing businesses in obtaining financial incentives.
- Maintain information regarding grants, loans and incentives for business development in Doña Ana County,
- Meet with existing economic based businesses and provide them with such services and recommended courses of action.
- Serve as liaison for DAC and its communities to local business to support their retention and encourage expansion in DAC.
- Update & maintain Borderplex Business Resource Guide
- Utilizing of BizCircles.com (upon availability)
- Hosting of 2 business service seminars.



Resources & Publications



Borderplex Business Resource Guide

The Business Resource Guide is a comprehensive directory of a support services available in the New Mexico Borderplex. It is designed to help existing businesses in accessing the information needed to make

The Mesilla Valley Economic Development Alliance (MVEDA) is a development partnership that serves Dona Ana County in the New Mexico. We are committed to providing premium economic development services to economic-base employers seeking our assistance. Our core mission is to serve Dona Ana County through the creation of economic based job opportunities.

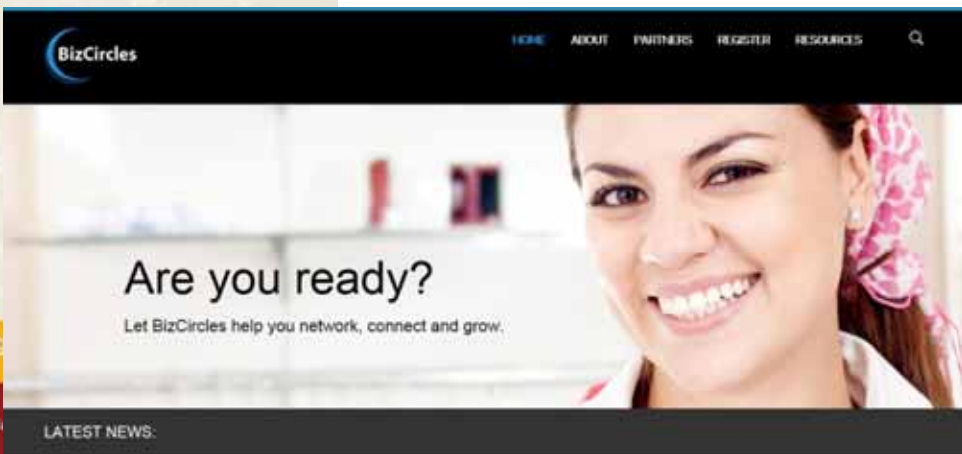
Our professional team will assist you with:

- Finding the RIGHT space
- Finding the RIGHT employees
- Finding the RIGHT incentives and financing
- Providing the RIGHT information
- Meeting the RIGHT people

The guide includes basic contact information for the various services. We can be a one-stop shop for business development activities. Our staff will assist in connecting you to the proper contact based on your specific needs. Call at (575) 525-2852 or toll free at (800) 523-6833.



NM Borderplex Regional Profile Las Cruces MSA



BizCircles HOME ABOUT PARTNERS REGISTER RESOURCES

Are you ready?

Let BizCircles help you network, connect and grow.

LATEST NEWS:



- Connect**
Providing organizations a central platform for communication.
- Network**
Connecting you with the right professionals, resources, and opportunities.
- Grow**
A growing economy brings stability and opportunity for business.
- Start**
BizCircles has a dedicated customer service team to help you get started.

R&E To Date

▶ Goal/Objective

- 30+ companies reached
- Assessment/Analysis of gaps and challenges.
- Resource mapping & hand holding.

▶ 20 Companies

- By Geography
 - 10 Las Cruces Based
 - 6 Santa Teresa Based
 - 4 Other parts of County
- By Industry
 - 6 Manufacturing
 - 4 Data/Back Office Center
 - 2 Logistics
 - 2 Aerospace
 - 2 Value Added Agriculture
 - 4 Technology
- 2 New Projects

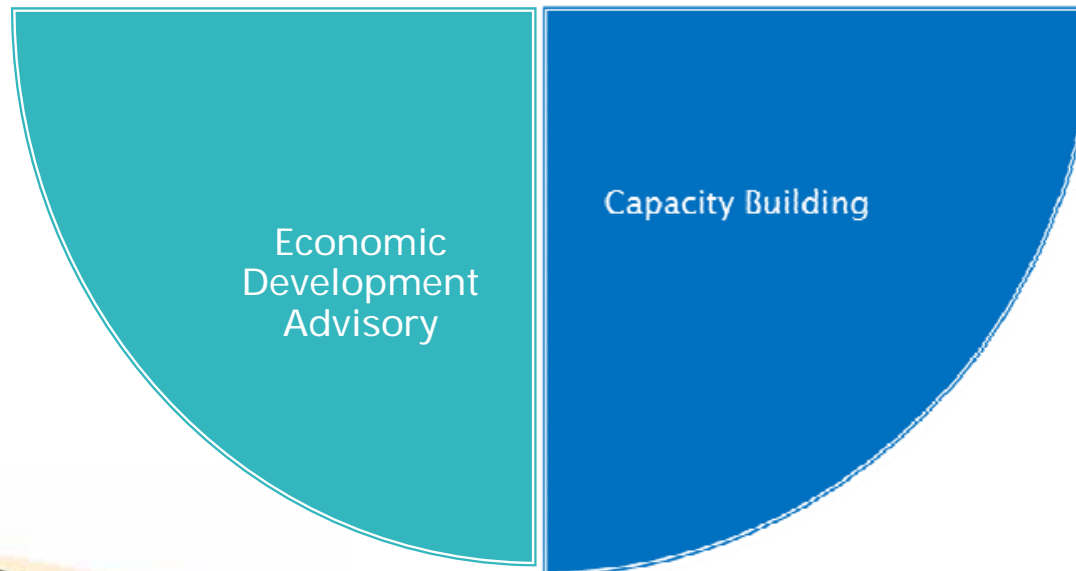
FY Goals

Current YTD

County Procurement Items

IMPROVING COMPETITIVENESS OF DONA ANA COUNTY

- Identification of critical gap issues to improve economic development environment
- Advising on improving economic development strategies.
- Contact Point to Economic Development Department & NM Partnership
- Implementation efforts towards 2040 Plan
- Guidance to County & Communities on economic development efforts
- Liason to DAC with state and regional economic development issues.
- Provide advisory support to DACLC, Military Affairs, and legislative issues.



One Valley/One Vision 2040 Economic Development Input	
Take advantage of free-trade, including spill-over business from maquiladores.	✓✓✓
Encourage recycling-related businesses	✓✓
Pursue manufacturing & related aerospace opportunities	✓✓✓
Expand agricultural sales & exports, including value-added processing and large scale farm to market enterprises.	✓✓
Seek opportunities to expand dairy industry and processing facilities.	✓✓
Integrate urban development with mid or small scale agriculture.	
Foster energy industries such as bio-fuel, biomass, solar, wind, etc.	✓✓✓
Promote increased tourism (agricultural tourism, equestrian & nature based)	
Expand agricultural museums in the area.	
Support maintenance & construction businesses	✓
Look at retiree-centric services and businesses	✓
Foster more industrial park development	✓✓✓
Support on-going master planning.	✓
Pursue opportunities related to alternative energy and energy efficiency.	✓✓✓

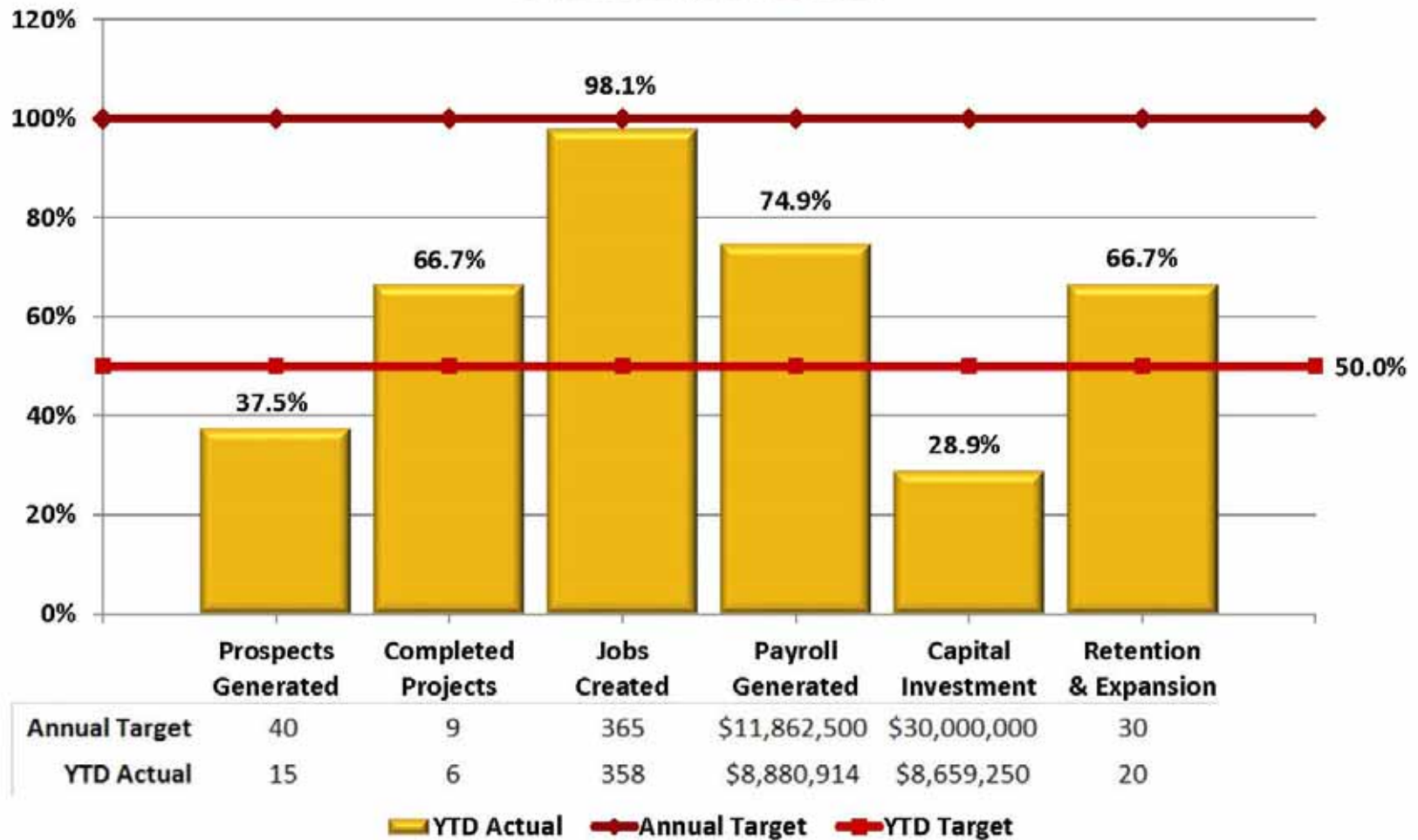


Regional & Other Initiatives

- ▶ Border Economic Development Plan (County)
- ▶ Bi-national Industrial Campus Plan (State)
- ▶ Working with RG COG on City of Anthony Economic Development Plan & LEDA
- ▶ Spaceport America Informed Consent & Southern Road Support

MVEDA Dashboard

FY13-14 Progress to Date vs Annual Goals
as of December 31, 2013



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





“Growing Wealth & Opportunity through Economic Based Expansion”

1,000,000,000

Reasons to do business in the Borderplex

Looking for a reason to visit the Borderplex?

Consider the companies we've added in the last two years!

- Union Pacific
- Virgin Galactic
- Alaska Structures
- DARPA-Boeing
- TE Connectivity
- NextEra Energy
- Sapphire Energy
- SunEdison
- NRG Energy
- Sitel
- Cyracom
- L&M Radiator
- Vangent
- Convergys
- Pro's Ranch Market

ECONOMIC DEVELOPMENT ZONE:
\$1,000,000,000
IN NEW INVESTMENTS
+
2,000 NEW JOBS
Support provided by MVEDA

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Image courtesy of Spaceport America, Virgin Galactic "Gateway To Space" Terminal Hangar Facility