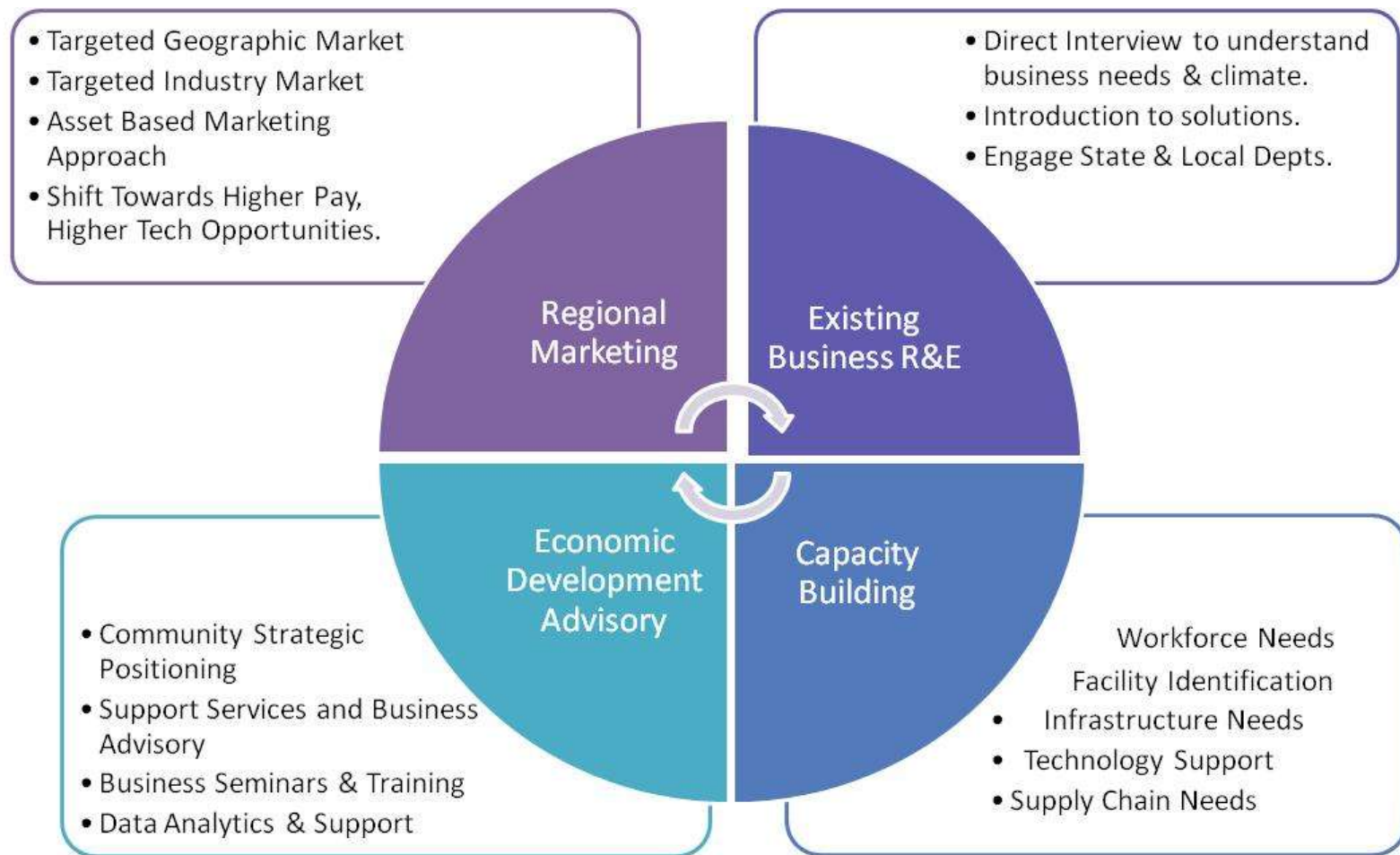




# MVEDA Year-End Update

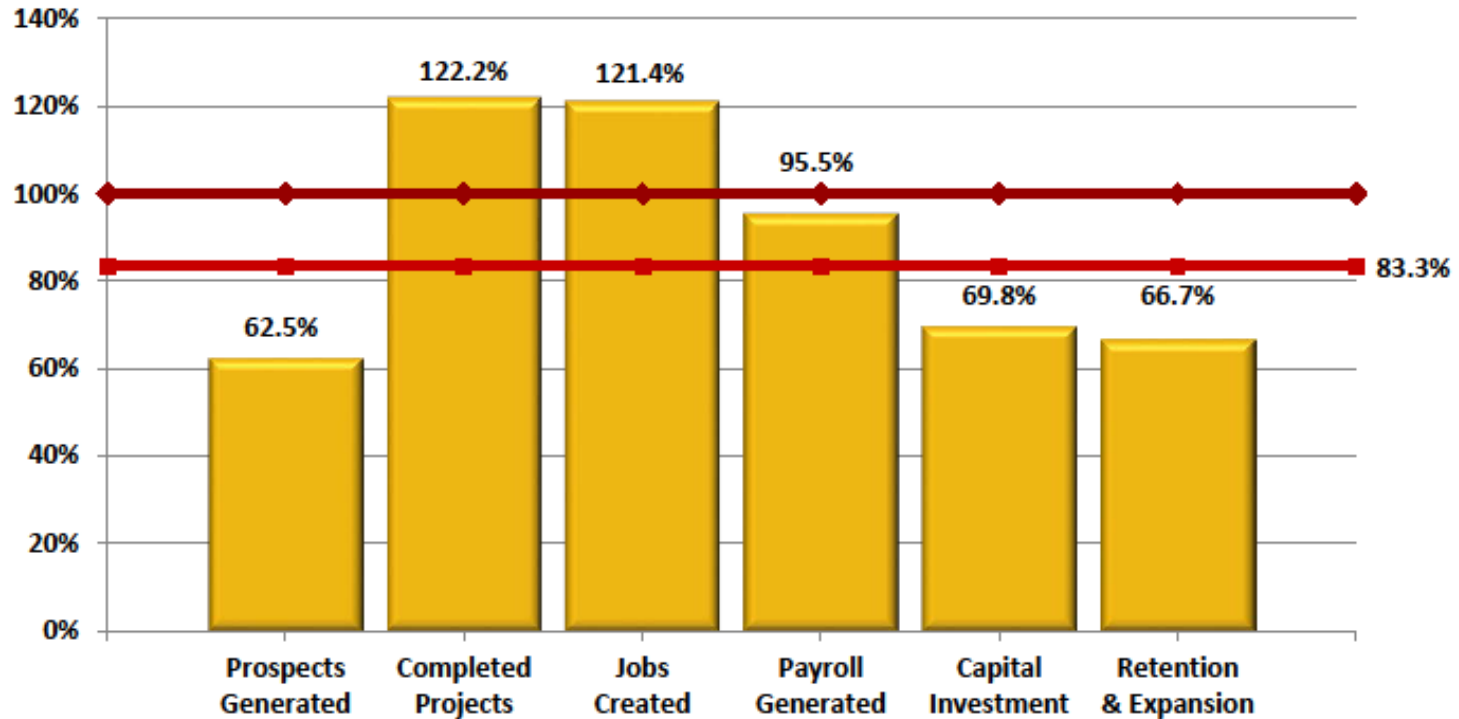
FY 2012-'13

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



# MVEDA Dashboard

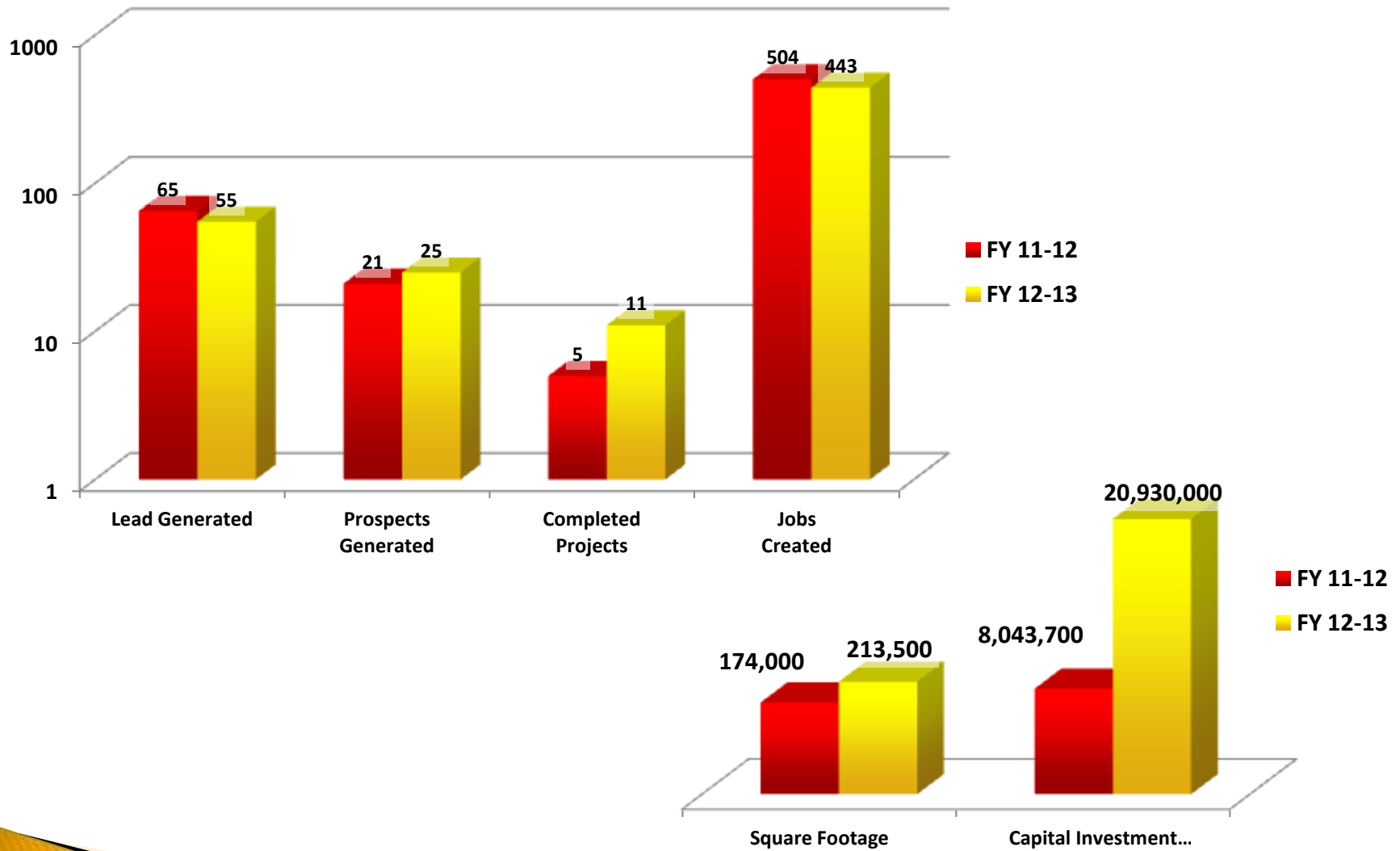
FY12-13 Progress to Date vs Annual Goals  
as of May 31, 2013



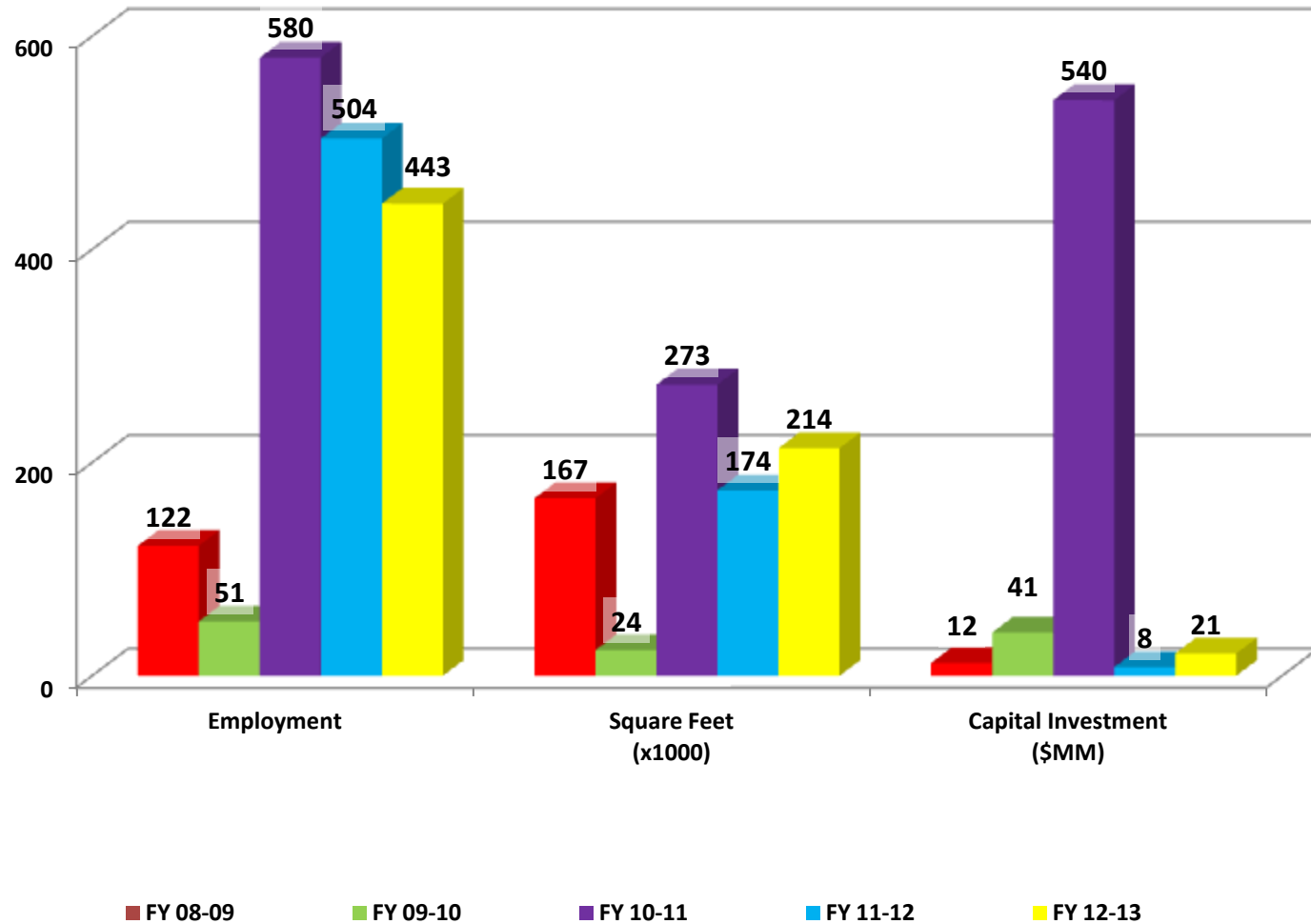
	Prospects Generated	Completed Projects	Jobs Created	Payroll Generated	Capital Investment	Retention & Expansion
<b>Annual Target</b>	40	9	365	\$11,862,500	\$30,000,000	30
<b>YTD Actual</b>	25	11	443	\$11,329,632	\$20,930,000	20

■ YTD Actual   
 ◆ Annual Target   
 ■ YTD Target

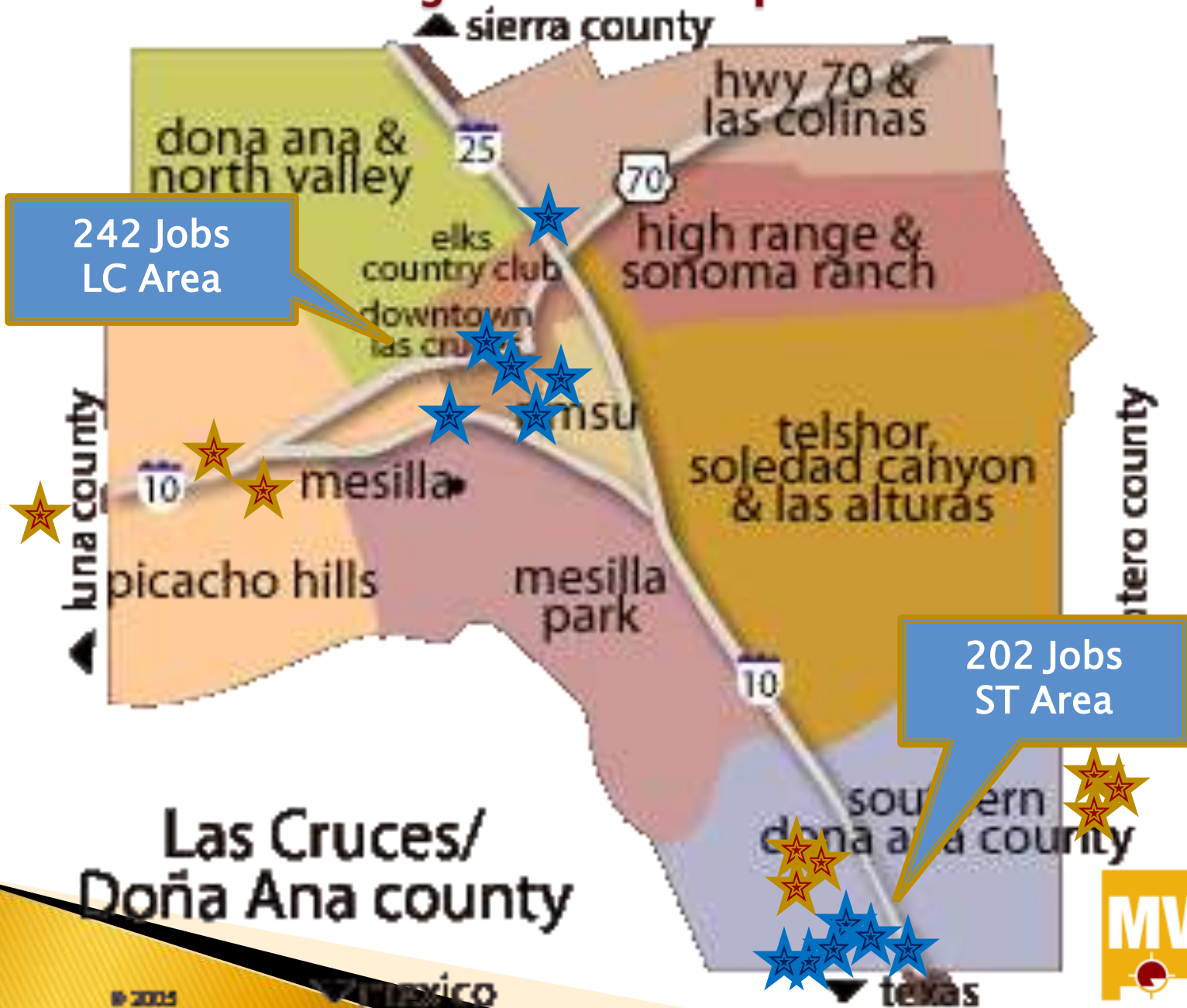
# Annual Comparisons as of Jun. 1, 2013



# Year by Year Analysis

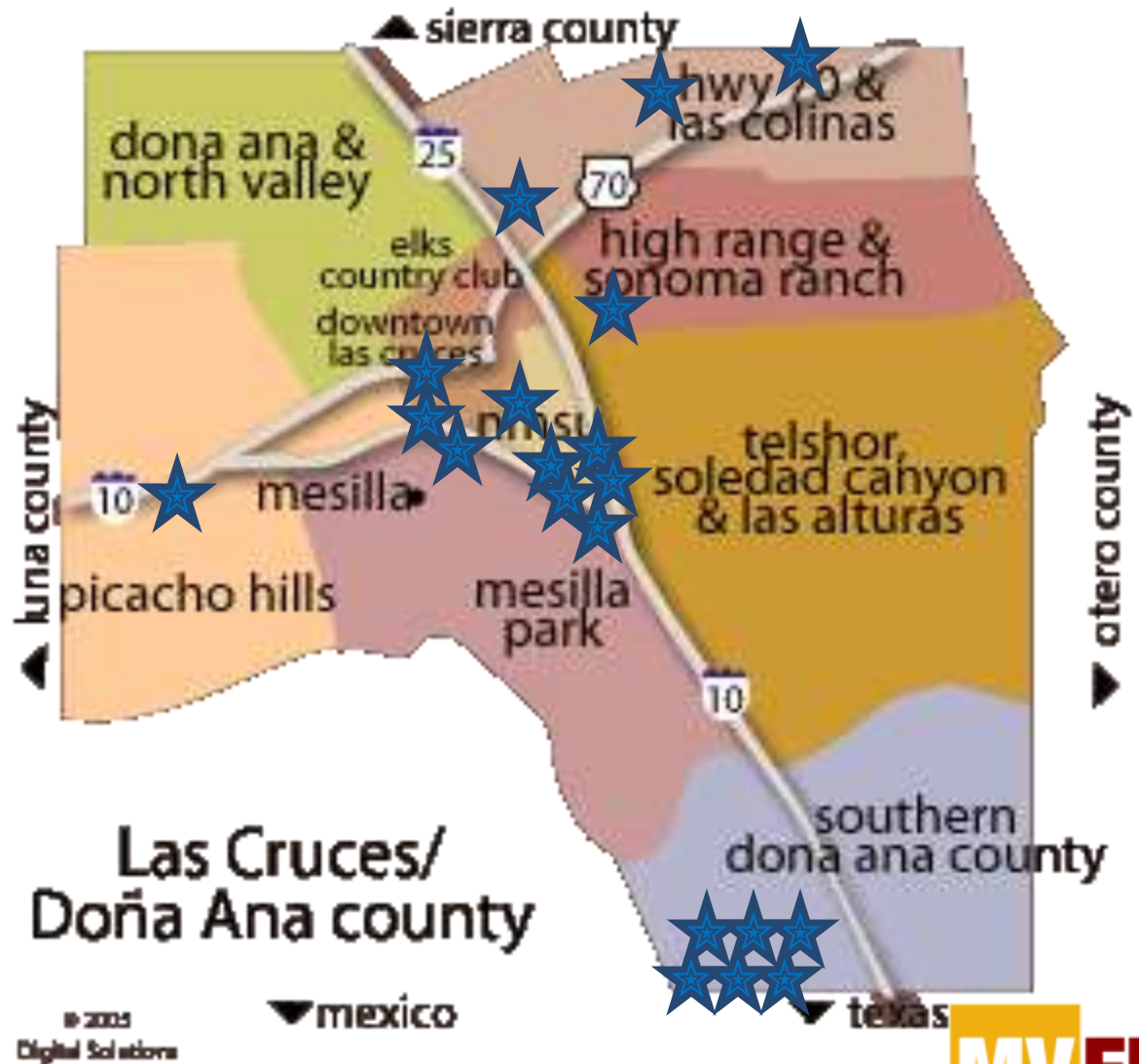


# 2012-'13 Project Completions



# 2012-'13 Retention Services

L&M Radiator  
TE Connectivity  
Convergys  
Northwire  
Coas Books (Internet Division)  
Menlo Worldwide Logistics  
Southwest Steel Coil  
Energy Concepts  
Virgin Galactic  
Focused Sun LLC  
Sunspot Solar  
Jacobs Technology  
Sierra Norte Land Development  
RESPR Inc  
GenCon Corporation  
Arrowhead Development  
Reinforcement Systems  
NetSolar Construction  
P-K Tool & Manufacturing  
Rogers Foam



# Trends

## Trends vs. Prior Fiscal Year

Project Completions – More than Doubled (5 to 12)

Avg. Jobs Per Project Decreased (101 to 43)

R&E Completed Projects Increased (1 to 6)

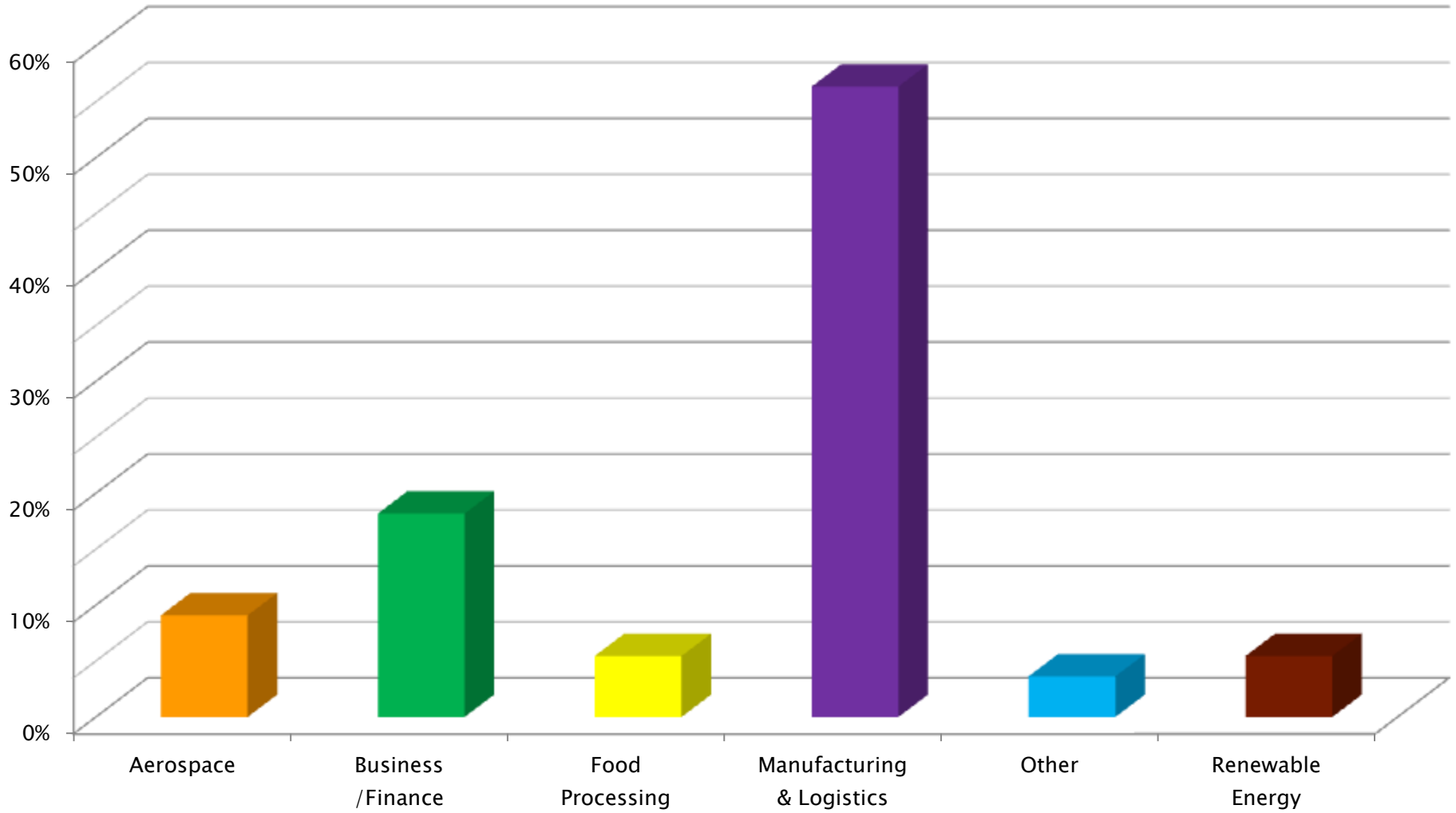
Wider Geographical Distribution of Projects

Greater Diversification of Industry (aka...Healthcare, Solar Install)

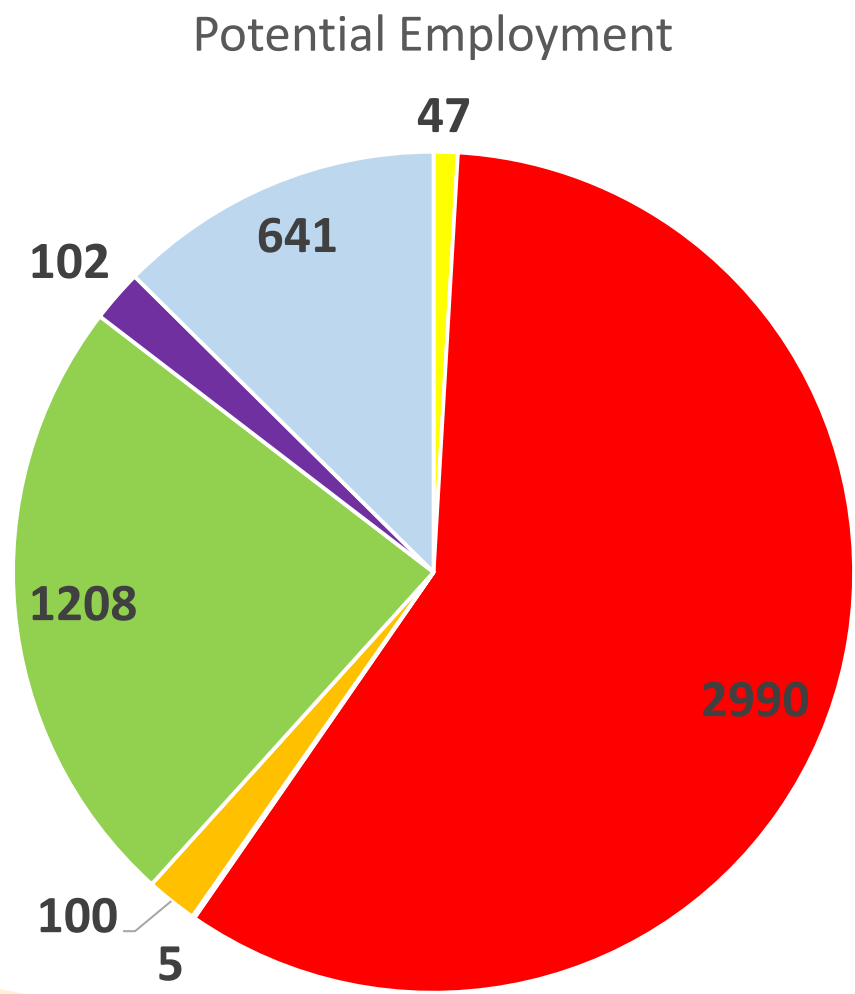
Projects Requiring New Construction Increased (1 to 5)



# MVEDA Lead Generation by Sector FY 12-13



# Leads by Sector



## Sector Leads

- Aerospace: 5 Leads
- Business/ Finance: 10 Leads
- Food Processing: 3 Leads
- Hi-Tech: 1 Leads
- Manufacturing & Logistics: 31 Leads
- Other: 2 Leads
- Renewable Energy: 3 Leads

# Contracted Services to County

Service	Contract Amount	Actual Rendered (as of 6/1/2013)	Actual Rendered (FY 2011-'12)
Marketing (Tradeshows and Conferences)	\$30,000	\$48,200	\$32,819
Client Prospecting & Development	\$35,000	\$58,897	\$75,878
Retention & Expansion (Does not include business information seminars hosted by MVEDA).	\$20,000	\$20,000	\$28,000
Project/Lead Management	\$15,000	\$30,123	\$21,150
<b>Total</b>	<b>\$100,000</b>	<b>\$157,220</b>	<b>\$157,847</b>

# Partner Offering to DAC

-Diverse MVEDA Board Participation and Community Representation

- ▶ City of Las Cruces
- ▶ Doña Ana County
- ▶ NMSU/Arrowhead Center
- ▶ Doña Ana Community College
- ▶ Las Cruces Public Schools
- ▶ Greater Las Cruces Chamber of Commerce
- ▶ Hispano Chamber of Commerce
- ▶ White Sands Missile Range
- ▶ Bridge of Southern New Mexico
- ▶ Private Sector Representation:

Manufacturing \*renewable energy \* engineering \* aerospace \*finance & accounting \* technology \*real estate \* and Service sector industries

# Partner Offering to DAC

## –Statewide Outreach and Representation

- ▶ New Mexico Economic Development Partnership, Board Member
- ▶ New Mexico IDEA, Board Member
- ▶ The Bridge of Southern NM, Board Member
- ▶ Arrowhead Inc, Board Member
- ▶ Quality New Mexico Board Member
- ▶ New Mexico Community Capital, Advisor
- ▶ Greater Las Cruces Chamber, Board Advisor
- ▶ NMSU Research to Economic Development, Committee Member
- ▶ South County Workforce Development Committee
- ▶ Chamber Joint Arms Committee
- ▶ Regional Renewable Energy Initiative
- ▶ State UAS Stakeholders Group
- ▶ NMSU Research to Economic Development Committee
- ▶ Border Economic Development Plan Consultant Selection Team
- ▶ ACI Economic Gardening Selection Committee
- ▶ ACI Economic Development Think Tank Group

# Regional & Other Initiatives

- ▶ HUD Border Economic Development Plan
- ▶ Bi-national Industrial Campus Plan
- ▶ Borderplex Alliance Regional Initiative
- ▶ Union Pacific Marketing Strategies
- ▶ Development Strategies in other Areas of the County
- ▶ Economic Development Advisory Services

# Ancillary Offerings

-Business Development Seminars and Linkages

- ▶ MVEDA's Business Connection Series
- ▶ NMFA's Collateral Loan Program Presentation
- ▶ New Market Tax Credit Presentation/Webinar
- ▶ Job Training Incentive Program Presentation
- ▶ Canadian Trade Commission Visit
- ▶ Mesilla Valley Career Connection
- ▶ EB5 Regional Investment Center Seminar

## 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.	✓✓✓





“Growing Wealth & Opportunity through Economic-Based Expansion”

A promotional sign for the Borderplex Economic Development Zone. The sign features a large red number '1,000,000,000' at the top, followed by the text 'Reasons to do business in the Borderplex'. Below this is a photograph of a modern building. The sign is divided into sections: a top section with the question 'Looking for a reason to visit the Borderplex?', a central section with a yellow and black striped border containing the text 'ECONOMIC DEVELOPMENT ZONE: \$1,000,000,000 IN NEW INVESTMENTS + 2,000 NEW JOBS Support provided by MVEDA', and a bottom section with a list of companies. At the bottom of the sign is the MV EDA logo, phone number, website, and address.

**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

**MV EDA**  
nmborderplex.com

800.523.6833  
www.nmborderplex.com  
P.O. Box 1299 • Las Cruces, NM 88004

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