



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

**ECONOMIC  
DEVELOPMENT  
ZONE**

**500+**

**New jobs in FY '12**

# Our Board

## Chair of the Board

Gary Lenzo  
*Century Bank*

## Vice Chair of the Board

Kiel Hoffman  
*Pioneer Bank*

## Past Chair of the Board

George Ruth  
*Citizens Bank of Las Cruces*

## Members

Bill Allen  
*Greater Las Cruces Chamber*

Kevin Boberg, Ph.D.  
*Arrowhead Center*

Ed Camden  
*Southwest Steel Coil, Inc.*

Terriane Everhart  
*Chisholm's LLC*

Rico Gonzales  
*El Paso Electric*

Lance Harkey  
*Sunland Nursery Company*

Margie Huerta, Ph.D.  
*Doña Ana Community College*

## Secretary

Craig Buchanan  
*U.S. Bank*

## Treasurer

Jim McGonnell  
*Memorial Medical Center*

## Executive Committee Member-at-Large

Keith Beck  
*Jacobs Technology Inc.*

Scott Krahling  
*Doña Ana County Commission*

Mayor Ken Miyagishima  
*City of Las Cruces*

David Pruett  
*Northrise Ventures, LLC*

Stan Rounds  
*Las Cruces Public Schools*

Justin Ruby  
*Verde Realty*

Ron Saavedra  
*Axiom CPAs & Business Advisors*

Jeffrey Silva  
*Hispano Chamber of Commerce de Las Cruces*

## Ex-Officio (non-voting)

John Darden, Board Counsel  
*Darden Law Firm*

Tracey Bryan  
*The Bridge of Southern New Mexico*

Bryn Davis  
*Sapphire Energy*

Dan Hicks  
*White Sands Missile Range*

John Hummer  
*Steinborn & Associates Real Estate*

Tom Hutchinson  
*La Posta de Mesilla*

Marcia Nordyke  
*Hatch Valley Chamber of Commerce*

# From Our Chairman

As we begin a new fiscal year, it is both satisfying to reflect on another successful year of meeting our mission of creating economic-based jobs for the residents of Las Cruces and Doña Ana County, and yet challenging knowing we must continue this success into the future. I am happy to report that the prospects for this coming year are beginning in a very positive fashion with some strong new business organizations looking at our region to locate and several existing businesses looking to expand. The MVEDA board and staff are hard at work to bring the needed tools and assistance to both prospective and current businesses to help them locate or grow right here in Las Cruces and Doña Ana County. Our success in growing economic-based jobs, means increased tax revenues for our City, County and School Districts. It also means increased opportunity for our area businesses to be successful.



To our public and private partners, I thank you and want you to know MVEDA's success is impossible without your support. I look forward to your continued support and to working with each of you as we continue to grow jobs for our region. We continue to face a challenging economic environment and staying the course in our economic development efforts is more important than ever.

Finally, I would like to thank the Staff and our Board of Directors for their dedication and hard work over the past year, and I look forward to working with you as we continue to expand economic opportunity for the citizens of Southern New Mexico.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Lenzo".

**Gary Lenzo**  
Chairman

# From Our President & CEO

It is with great pleasure to present the results of MVEDA's 2011-'12 Fiscal Year. I am excited to announce that for the second year in a row, MVEDA has assisted private sector companies in the creation of over 500 new, economic-based jobs in Doña Ana County contributing to over 170,000 square feet of commercial and industrial space that has been absorbed from the marketplace.



One word which I would use to highlight this past year's results would be "diversity." In the past year the Mesilla Valley and the NM Borderplex became home to new manufacturing, back-office operating centers, and logistics and warehousing firms. National and international operators such as Interceramic, Tyco Electronics, Vangent, Inc., and L&M Radiator are now in operation and creating hundreds of jobs for our residents. During this same period, we've created a project pipeline that includes interests from high-technology, financial service, medical service, and distribution firms.

There is no question that the challenging economic environment over the past several years has made it difficult for economic development organizations to post positive, private sector job growth in any given year. But to manage two successful years of positive growth in a row is a testament to the visionary leadership of the MVEDA Board of Directors and to all of our public and private sector partners who support our strategies, goals, and efforts. The longevity of this unified approach to economic-based job creation has buffered our region against the shocks of the national economy and is a model by which other communities are now recognizing.

We look forward to another great year ahead!

Sincerely,

A handwritten signature in black ink, appearing to read "Davin Lopez".

**Davin Lopez**  
President & CEO



# Our Mission



**For Sapphire Energy, our future relies heavily here in the heart of New Mexico. This state, and in particular the Mesilla Valley region, is rich in what we need most—from the land to the people to the economic resources and business support. With our 100-acre R&D facility in Las Cruces and our planned Integrated Algal Bio-Refinery in Luna County, New Mexico and MVEDA are playing an integral role in developing a renewable, scalable, low carbon transportation fuel that will change the world.**

C.J. Warner, President

Sapphire Energy

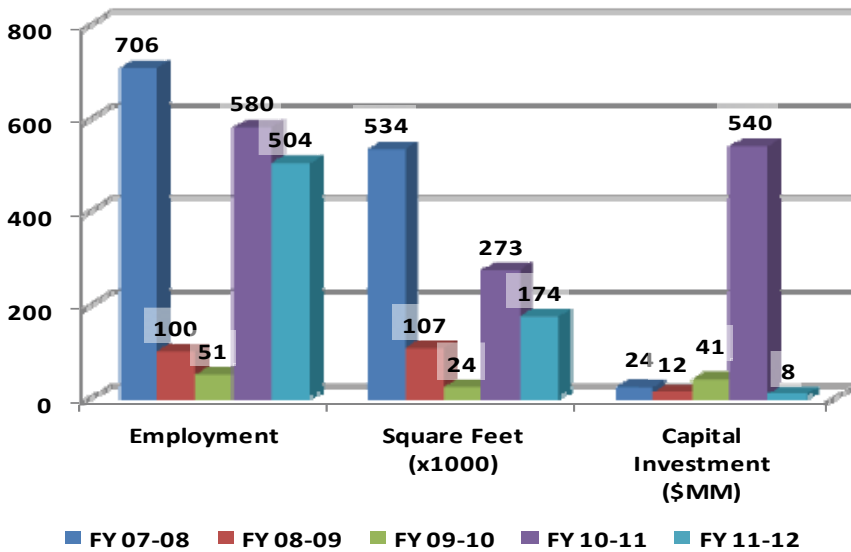
**MVEDA's mission is to increase the wealth of Doña Ana County through the creation of economic-based jobs for its residents.**

$$LQ = \frac{e_i/e}{E_i/E}$$

## **Importance of Economic-Based Jobs**

The importance of economic-based job creation is unparalleled as a strategy in building the foundation for a sustaining and growing economy. Economic-based jobs support industries that export a value added product or service outside the region thereby importing more cash into the local economy and stimulates demand for local services and goods. The foundation of economic-based job growth is rooted in principles on how the use grew to its prosperity. Maintaining those principles will be the key to future growth and how we grow out of the economic crisis we currently live in.

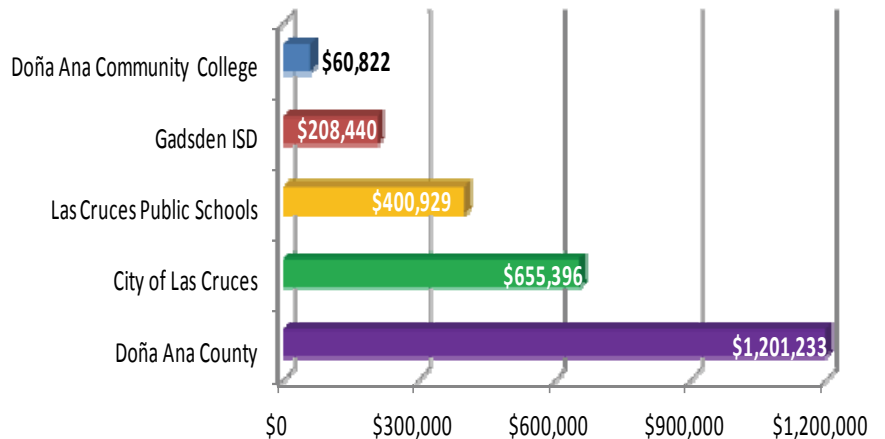
# Our FY Performance



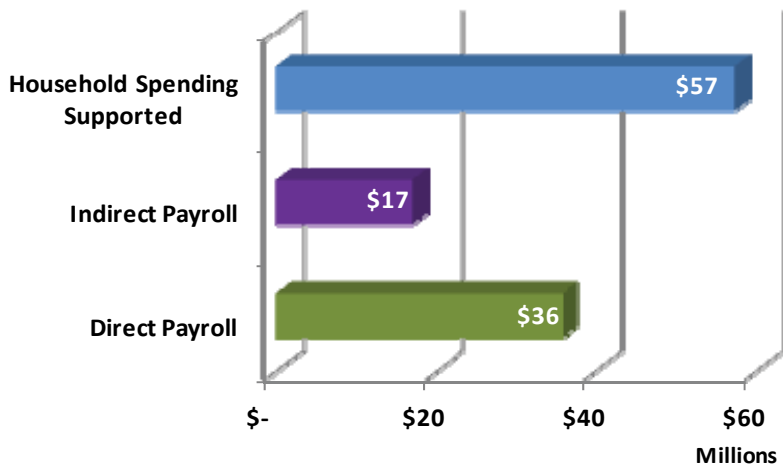
For the second year in a row, MVEDA assisted in the creation of over 500 new economic-based jobs in the region, approximately 310 of which were in the City of Las Cruces while the remaining 190 plus were concentrated primarily in the Santa Teresa region. Together our past two operating years have contributed to nearly 1,100 new economic-based jobs and over 440,000 sf of previously vacant facility space now occupied and in use.

## 3 Year Tax Revenue

Economic-based jobs provide significant new tax revenues to the State, County, City and School districts. Business growth allows leaders to invest in infrastructure, parks, utilities and everyday services we rely upon each day.

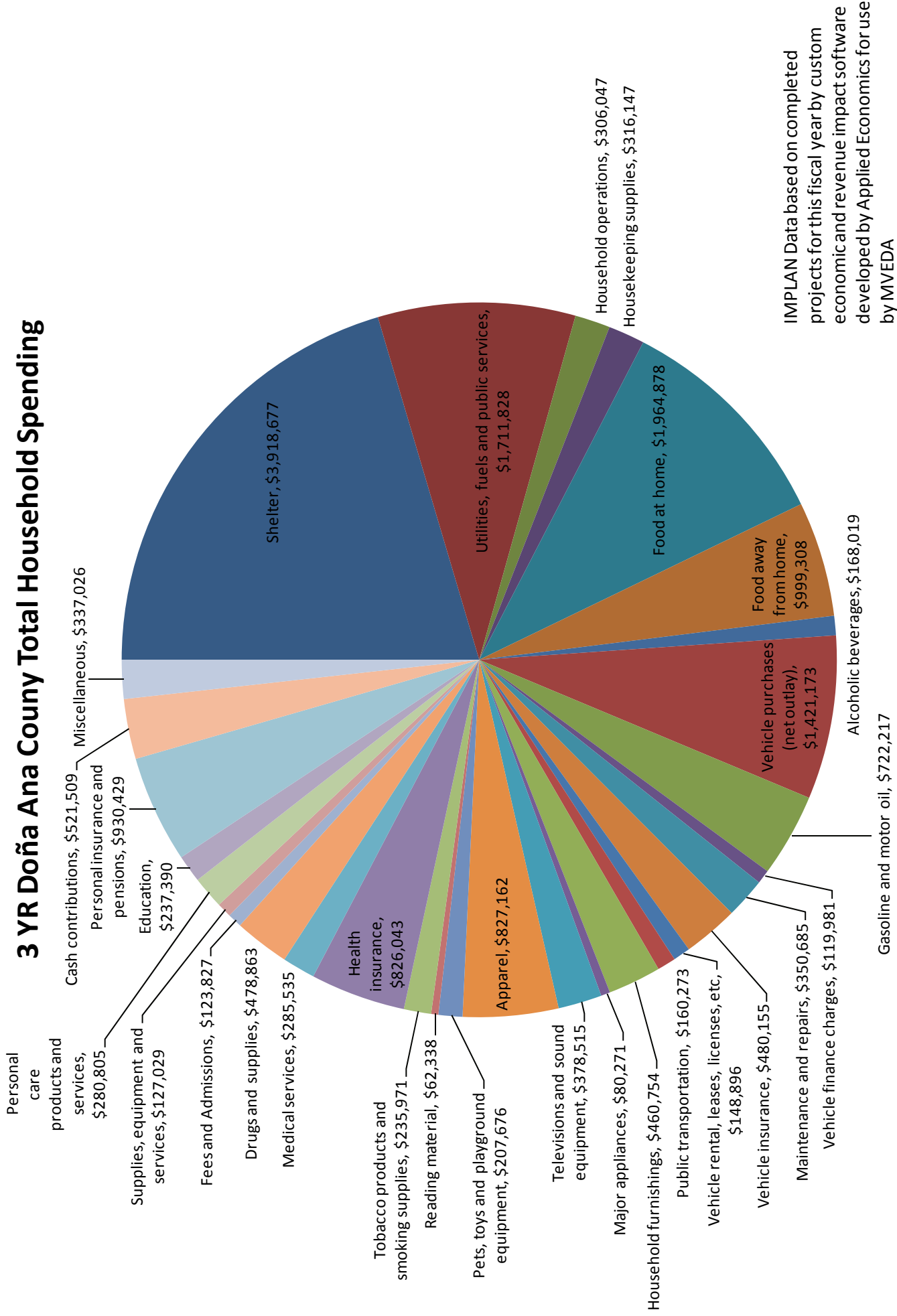


## 3 Year Economic Impact



Economic-based industries create demand which in turn lead to indirect and induced job creation in other companies. Although MVEDA only reports the direct jobs created, impact analysis shows us that the multiplier effect creates \$17M in additional indirect payroll.

### 3 YR Doña Ana County Total Household Spending

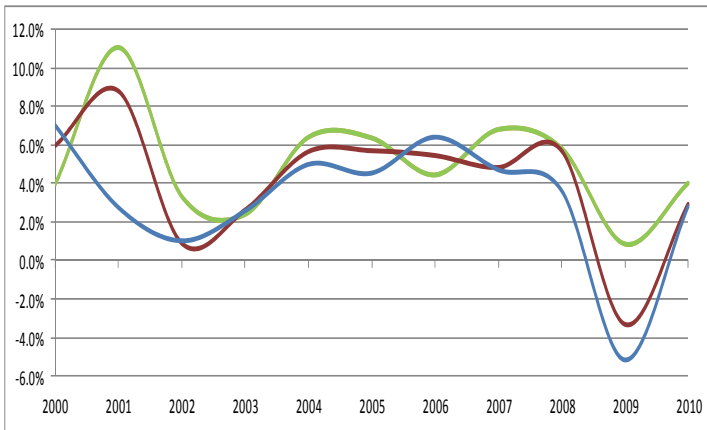


IMPLAN Data based on completed projects for this fiscal year by custom economic and revenue impact software developed by Applied Economics for use by MVEDA

# Local Economy Dashboard

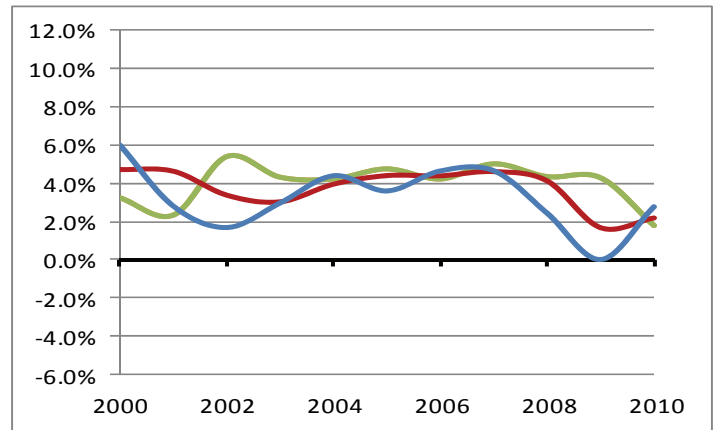
— **US**    
 — **NM**    
 — **Doña Ana County**    
 — **Las Cruces**

**Per Capita Income Annual % Change**



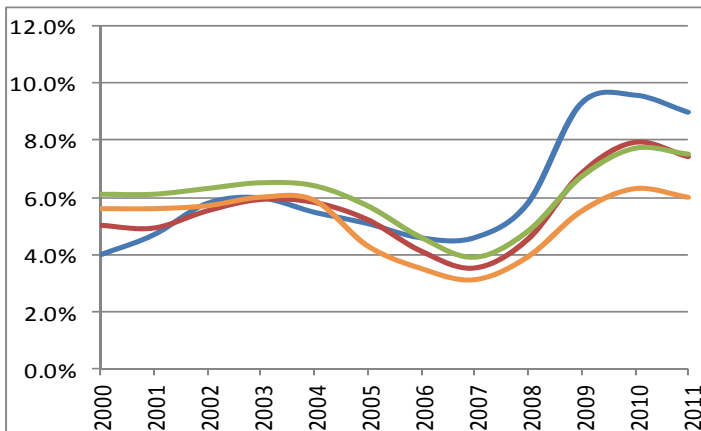
Source: Bureau of Economic Analysis

**Average Wage per Job Annual % Change**



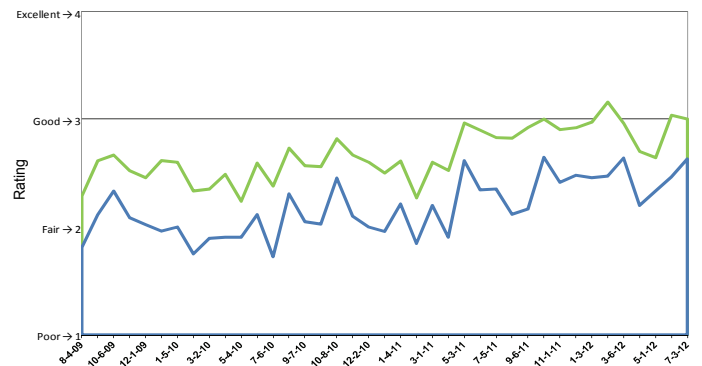
Source: Bureau of Economic Analysis

**Unemployment Rate 12-Month Average**



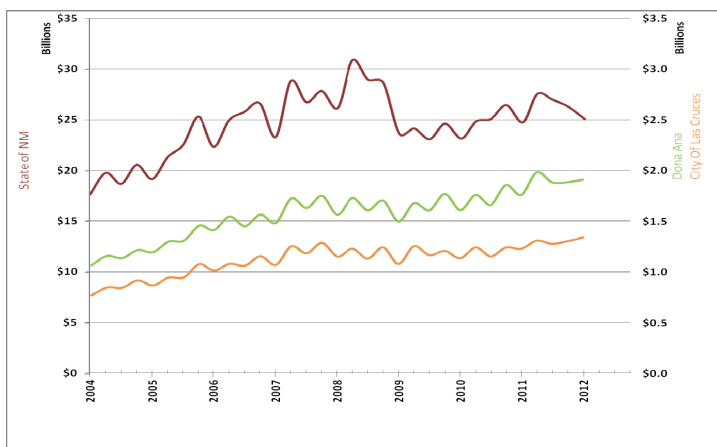
Source: Bureau of Labor Statistics.

**Business Climate Rating**



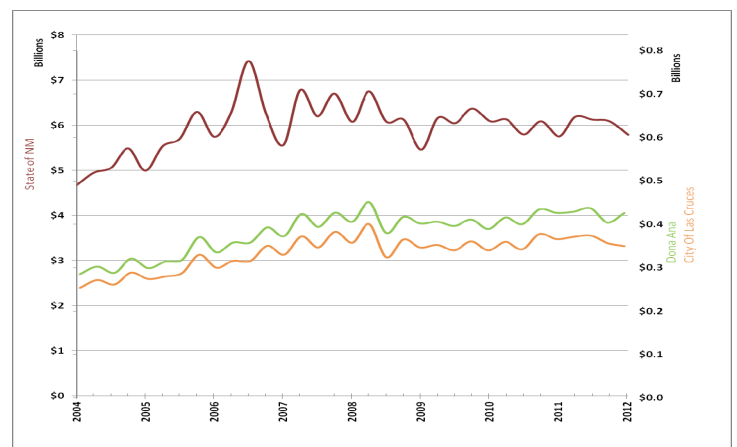
Source: MVEDA Business Climate Survey

**Total Reported Gross Receipts**



Source: NM Taxation & Revenue Dept.

**Total Reported Retail Gross Receipts**



Source: NM Taxation & Revenue Dept.

# MVEDA's Services



Economic-based industry and job creation does not happen organically or naturally. It takes commitment, resources, and dedication by the community and its leadership. It takes the concerted effort and mutual collaboration of many groups and individuals to develop strategies that lead to the desired economic impact and results. MVEDA was born through such collaboration in 1994 by the joint efforts of the City of Las Cruces, Doña Ana County, New Mexico State University, the Greater Las Cruces Chamber of Commerce, and the now dissolved Mesilla Valley Development Corporation.

Today, through our small staff, MVEDA provides Doña Ana County with an aggressive marketing campaign designed at attracting new industry to the region. MVEDA also offers a host of services which further assists companies in their site selection and expansion decisions. These services range from labor market analysis and customized research.

In addition, MVEDA has become a leading voice in the region and the state on economic development issues and finds solutions that raise our competitiveness. These issues range from workforce and skill set gaps to identifying infrastructure solutions in underserved areas where economic development is vital.

Since January 2003, MVEDA has assisted in the location or expansion of over 73 projects in Doña Ana County creating over 3,700 new economic-based jobs with annual payroll exceeding \$100 million.



## *Community Outreach*

- 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 of Commerce, Board Advisor
- NMSU Research to Economic Development, Committee Member
- South County Workforce Development Committee
- Chamber Joint Arms Committee
- Regional Renewable Energy Initiative
- State UAV Stakeholders Group
- Vision 2040 Advisory
- Aerospace Branding Stakeholder Initiative

## *Some of MVEDA's Clients*

|                                      |   |                                   |   |                           |
|--------------------------------------|---|-----------------------------------|---|---------------------------|
| Union Pacific                        | Cyacom  | Alaska Structures                 | Sapphire Energy                           | SunEdison                 |
| Sitel                                | TE Connectivity                               | Menlo Logistics, Inc.             | L&M Radiator                              | Interceramic Tile Company |
| MountainView Regional Medical Center | Advanced Care Hospital of Southern New Mexico | Defense Research Associates, Inc. | Allstate Express Claims Processing Center | Samson Equipment, Inc.    |
| Spec Air                             | TMC Design                                    | Southwest Steel Coil, Inc.        | Expeditors                                | Vangent Inc.              |
| RDE Labs                             | Rio Valley Chili, Inc.                        | VMC                               | ACME Mills                                | enXco                     |
| Rogers Foam                          | Reinforcement Systems                         | D.A. Inc.                         | Universal Plastic                         | NRG                       |
| Akamai Physics (API)                 | Erickson Metals                               | Mallory Metal Products            | Wendell Hull & Associates                 | NextEra                   |
| Positive Energy Solar                | High Desert Machining                         | Stanco Metal Products             | Products USA, LLC.                        | MCS Industries            |
|                                      | Wild West Trucking                            | Northwire                         |   |                           |

# Project Updates



*Phase 1 of Union Pacific continues to progress throughout 2011-'12 with over 5.6 million cubic yards of dirt excavated and 4.1 million cubic yards replaced and the extension of over two miles of Doña Ana County public water and sanitary lines. Seven of the ten contractors on the project are New Mexico based.*

*L&M Radiator completed its first full year of operations in Las Cruces where they are quickly reaching the 200 mark for employees. L&M Radiator manufactures heavy-duty radiators and heat exchangers under the brand name "MESABI®."*



*Sun Edison inaugurated their 12MW Las Cruces Centennial Solar Farm on 140 acres at the West Mesa Industrial Park.*



*Alaska Structures is a leading manufacturer of fabric building systems for extreme environments and has served military functions, arctic exploration, and medical shelters. Currently occupying 300,000 sq ft of space in the West Mesa Industrial Park, Alaska Structures has over 400 employees in Las Cruces.*





*SITEL announced the expansion of their customer call center in Las Cruces, adding 200 positions for its retail banking and satellite television provider clients. This marks the third expansion at the facility in the past 18 months.*

*Interceramic, one of N. America's largest tile manufacturers announced a new 80,000sf distribution center in Santa Teresa bringing 30 new jobs.*



*In 2011, TE Connectivity began consolidating its operations into its Santa Teresa facility. As a result of this consolidation, the facility is now the company's largest distribution and manufacturing center in the United States. With 200 current employees at the southern New Mexico center, this facility is expected to further grow its employee base in the coming years ahead.*



*The Border Overweight zone, legislatively created and pushed by the Border Industrial Association and NMEDD and supported by MVEDA has led to the attraction of 3 new companies to Santa Teresa in the past year accounting for over 100 new jobs.*



# Targeted Industry Marketing

MVEDA maintains one of the strongest and most aggressive marketing and business attraction programs in the country for a region of its size. MVEDA's success over the past few years is attributed to a marketing strategy that focuses on industry development through the leveraging of our unique regional assets. Those assets include: White Sands Missile Range, White Sands Test Facility (NASA facility), New Mexico's largest port of entry, Physical Science Laboratory Flight Test Center, our agricultural resources, Spaceport America, and the resources of New Mexico State University and Doña Ana Community College.

Each year, MVEDA staff meets with dozens of targeted site selector consultants and companies in the logistics, aerospace, biofuels, food processing, and back office fields across the country discussing the regional advantages of locating in the Mesilla Valley and the New Mexico Borderplex.



## Logistics, Warehousing, and Distribution in the NM Borderplex

The Borderplex is a world-class manufacturing and logistics hub, providing excellent air, rail, and truck transportation to global markets. With over 400 maquilas in the Juarez-Chihuahua region employing several hundreds of thousands of workers, international trade will continue to be an obvious economic boost to the regional economy. In fact, Mexico is the leading export destination for the state of New Mexico, and third in value for imports. Mexico is the third leading trading partner for the United States, and with our north-south access with Interstate 25 leading to Canada (the US's leading trade partner) and the rail lines of Burlington Northern Santa Fe (BNSF) and Union Pacific (UP), the Santa Teresa Port of Entry land bridge, and one of only a handful of locations with an established overweight zone coupling our intermodal facilities and industrial parks, Doña Ana County is quickly developing as an international trade corridor.

In 2009, \$50 million was invested to grow Interstate 10 from the state line to the I-10/I-25 interchange from four lanes to six. Upon the 2011 completion of this project, 2012 has been host to a \$53.8 million project meant to ease the congestion of traffic at the I-10/I-25 interchange. \$1.4 million is being invested to improve Highway 404 (near Chaparral) that connects northeast El Paso and Fort Bliss to White Sands Missile Range and US 70. An additional \$9.6 million is being put to use to upgrade the I-10/Motel Blvd exits in Las Cruces, which plays host to a number of trucking-related service centers. With other projects ongoing, over \$125 million is being invested in Doña Ana County's road systems to ensure a strong infrastructure system for the future of our robust logistics industry.



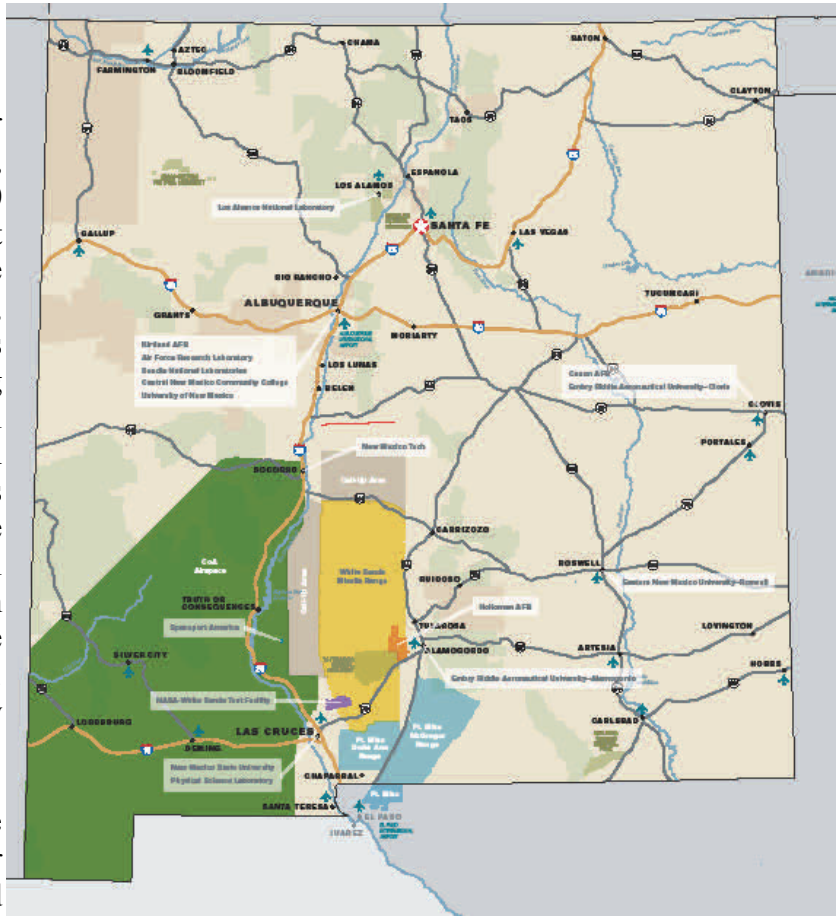
# Soaring in New Mexico's Skies

With a flight space larger than any of the 9 smaller states and nearly as large as New Jersey, Connecticut, Delaware, and Rhode Island combined (over 15,000 square miles with access from ground to 18,000 feet above sea level), Doña Ana County is the premiere space for unmanned aerial systems integrators, manufacturers, and testing agencies. Our region boasts strong assets that lend well to the quickly growing industry. New Mexico State University's Physical Science Laboratory Flight Test Center is the only FAA -designated UAS flight center in the United States. As an extension to the FAA's pursuit to generate workable policies of UAS operations within commercial airspace, the PSL Flight Test Center has been an integral driver in providing data to companies and the FAA on the operations of unmanned aerial systems. PSL also partners with our regional military installations.

Testing of UAS weapon systems occurs at the White Sands Missile Range (WSMR) and Holloman Air Force Base. The airspace over WSMR is controlled completely by the Department of Defense, making it one of two places in the country where there is no influence of commercial air traffic (the other location is the White House). WSMR's area covers a broad variation of terrain, and this affords a variety of testing environments and conditions.

New Mexico State University is also a leading engineering school. NMSU offers the first and only BS of Aerospace Engineering degree in New Mexico and West Texas. The students from this program often graduate after experiencing internships with the White Sands Test Facility, NASA, Sandia and Los Alamos National Labs, and Boeing.

Our regional assets will bode strong partners for this industry and its diversification. With a strong border patrol presence, military advancements, and the continued growth of commercial space (NASA's White Sands Test Facility and Spaceport America), UAS will continue to find value in Doña Ana County for growth and development.





“Courtesy of: Joel Courtney: Greater Las Cruces Chamber of Commerce”

## **Tertiary Industries**

### **BIOFUELS**

With Doña Ana County’s national presence in agriculture (leading producer for pecans in the country; continued strength in chile, cotton, and alfalfa production), the Mesilla Valley is positioned well to support the biofuels market.

Coupled with this strong agricultural industry, New Mexico State University boasts skilled graduates and research initiatives in agricultural fields, including biofuel development. The research from the university’s Algal Bioenergy Program will continue to influence advancements for the algal biofuel industry. Additionally, Doña Ana County is home to a R&D facility for a major commercial algal biofuel producer, employing hundreds of NMSU students and graduates. We are also home to other alternative fuel operations. One producer makes biodiesel out of recycled oil from the areas food producers.

### **FOOD PROCESSING**

Because of the large agricultural presence in our county, we are home to a number of food processing facilities. Some of these large operations supply processed peppers for Louisiana-style hot sauces, and others supply the seasonings for national-brand fast food chains. Still others provide preparatory services to various processes related to pecans. The Mesilla Valley will continue to grow with the value-added approach to complement our agricultural contributions to the world.

### **CONTACT AND BACK OFFICE CENTERS**

Around 2,100 people work in the call center/back office solutions. The primary function of these centers is providing a customer service component to large national brands. Some centers focus on translation services and found value in Doña Ana County’s great Spanish-English bilingual population. Additionally, with our partners in the Doña Ana Community College and New Mexico Workforce Solutions, we will continue to develop strong candidates for these operations and their future success.



# Our Partners



## City of Las Cruces Doña Ana County



El Paso Electric  
New Mexico State University  
U.S. Bank

Citizens Bank of Las Cruces  
Memorial Medical Center  
MountainView Regional Medical Center  
Las Cruces Public Schools  
Las Cruces Sun-News  
The Las Cruces Economic Forum  
Union Pacific Railroad



Advanced Care Hospital of SNM  
Century Bank  
CF Jordan Construction  
Comcast  
Doña Ana Community College  
Rehabilitation Hospital of SNM  
Verde Corporate Realty Services  
Wells Fargo Bank New Mexico



Bank of the Rio Grande  
BBVA Compass  
First American Bank  
Hotel Encanto de Las Cruces  
Jacobs Technology, Inc.  
Jaynes Corporation  
La Posta de Mesilla  
Las Cruces Bulletin  
Las Cruces Machine &  
Manufacturing

NAI 1st Valley Realty  
Pic Quik Stores, Inc.  
Pioneer Bank  
RT Electric, Inc  
Red Hawk Golf Club  
Steinborn & Associates  
Real Estate  
Sunspot Solar Energy



Bank '34  
Bank of the West  
Bohannon Huston, Inc.  
Bradbury Stamm Construction  
Builders Source Appliance Gallery  
CenturyLink  
Clifford, Ross & Cooper, LLC  
Darden Law Firm  
Doña Ana Title  
FirstLight Federal Credit Union

GenCon Corporation  
ISPCS  
L&M Asset Management  
Manpower, Inc.  
Mathers Realty, Inc.  
McGinley Construction  
Moss Adams, LLP  
New Mexico Gas Company  
Northrise Ventures  
Ortiz & Lopez, PLLC

PNM Resources  
Sapphire Energy  
Sitel  
Smith & Aguirre Construction  
Southwestern Abstract & Title  
Steve Newby Architects  
SunEdison  
Trax International  
Wilson Binkley Advertising  
Wooten Construction



Arid Group, LLC  
Art Schobey Interactive  
ASA Architects, PA  
Axiom CPAs & Business Advisors, LLC  
Central Alarm  
Chisholm's LLC  
Dekker/Perich/Sabatini  
Enchantment Land Certified Development Co.

Enterprise Advisory Services  
First New Mexico Bank of Las Cruces  
Highland Enterprises  
Holt Mynatt Martinez, PC  
Jamie Stull Real Estate  
Las Cruces Association of Realtors  
Pat Campbell Insurance  
Pecos, LLC

Roadrunner Pecans  
Southwest Steel Coil  
Staybridge Suites  
Stubbs Engineering  
Sunland Nursery Co.  
The Double Eagle  
Telstar Networks  
Village of Hatch  
Wendell Hull & Associates

# MVEDA

nmborderplex.com



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Les Baldock, Operations Manager—les@mveda.com

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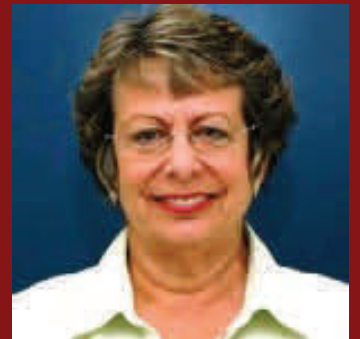
**Helping You Grow Your Business Is Our Business**



**Eric Montgomery**  
Business Development Manager



**Les Baldock**  
Operations Manager



**Sandi Metz**  
Executive Assistant



**Brian Garcia**  
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