

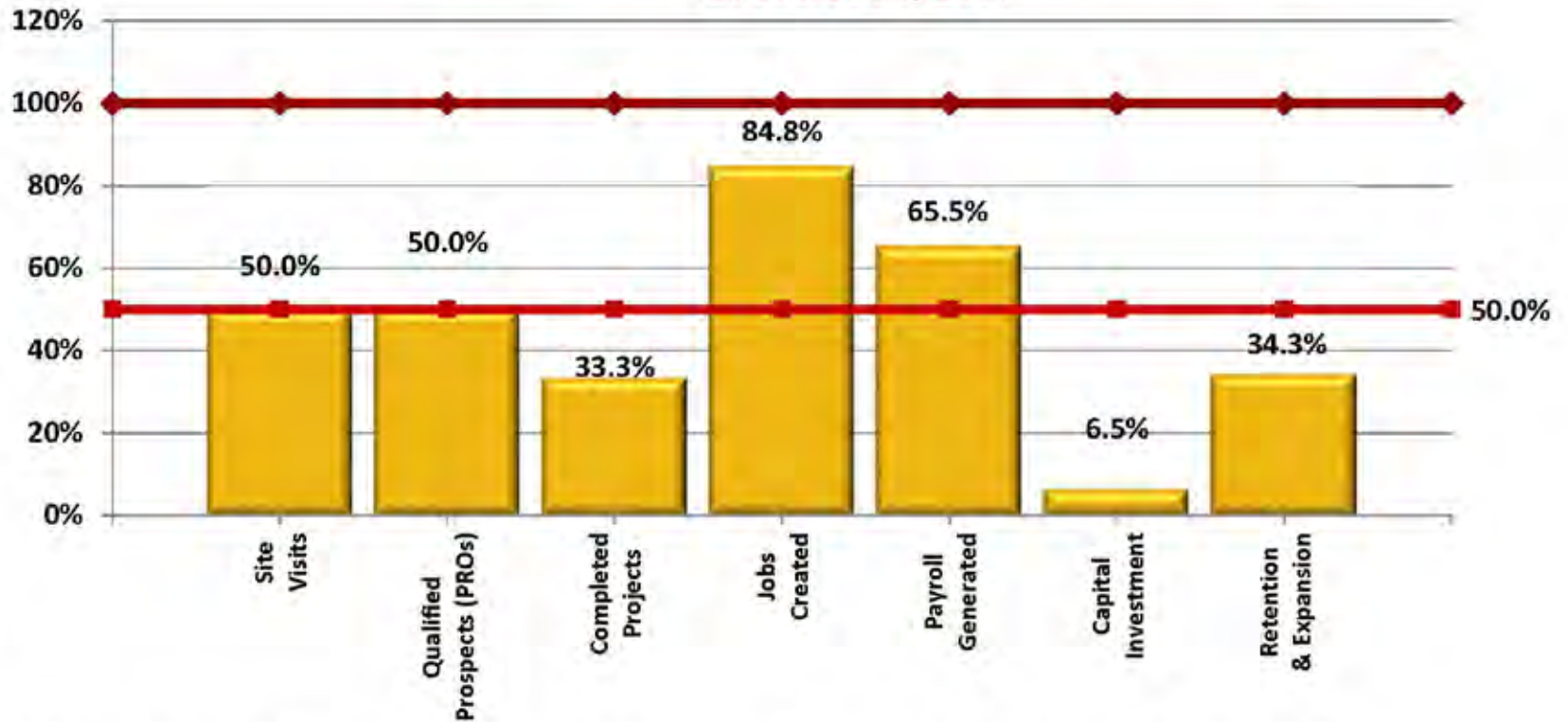


2017-18' Mid Year Update

January 2018

MVEDA Dashboard

FY17-18 Progress to Date vs Proposed Annual Goals
as of Dec 31, 2017



Annual Target	30	40	9	475	\$15,000,000	\$40,000,000	35
YTD Actual	15	20	3	403	\$9,825,796	\$2,590,800	12

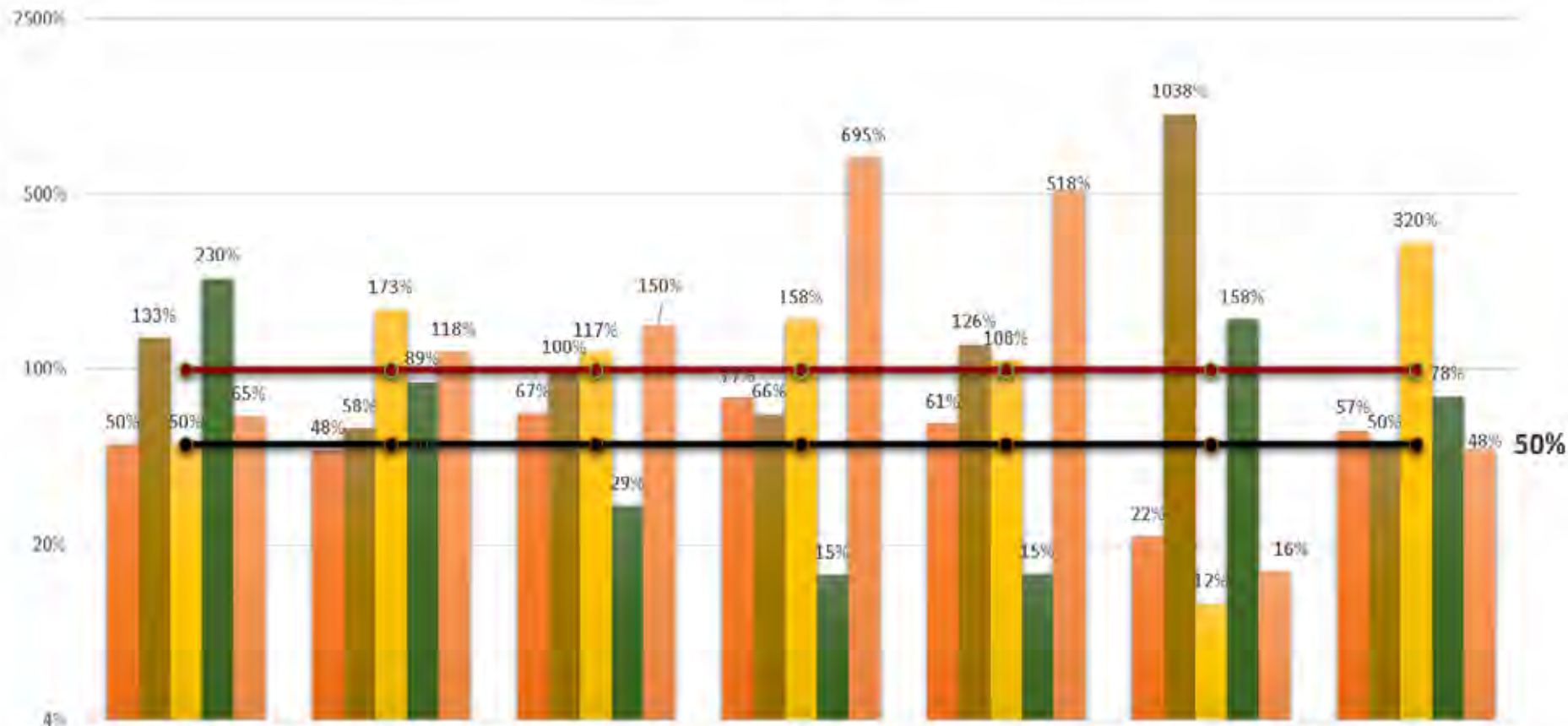
■ YTD Actual
 —◆— Annual Target
 —■— YTD Target

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

MVEDA Dashboard

FY13-17 Progress to Date vs Annual Goals

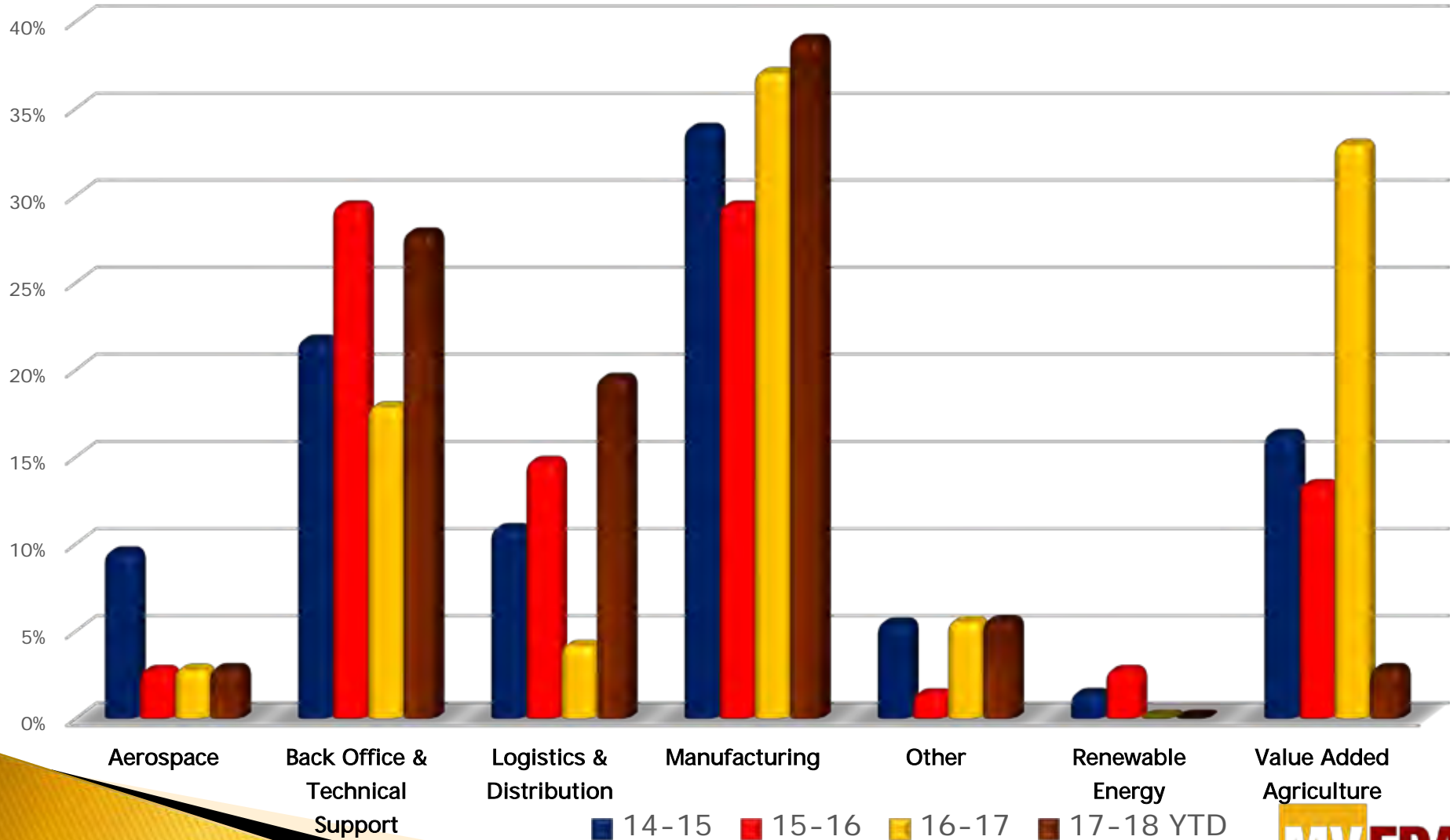
as of Dec. 31



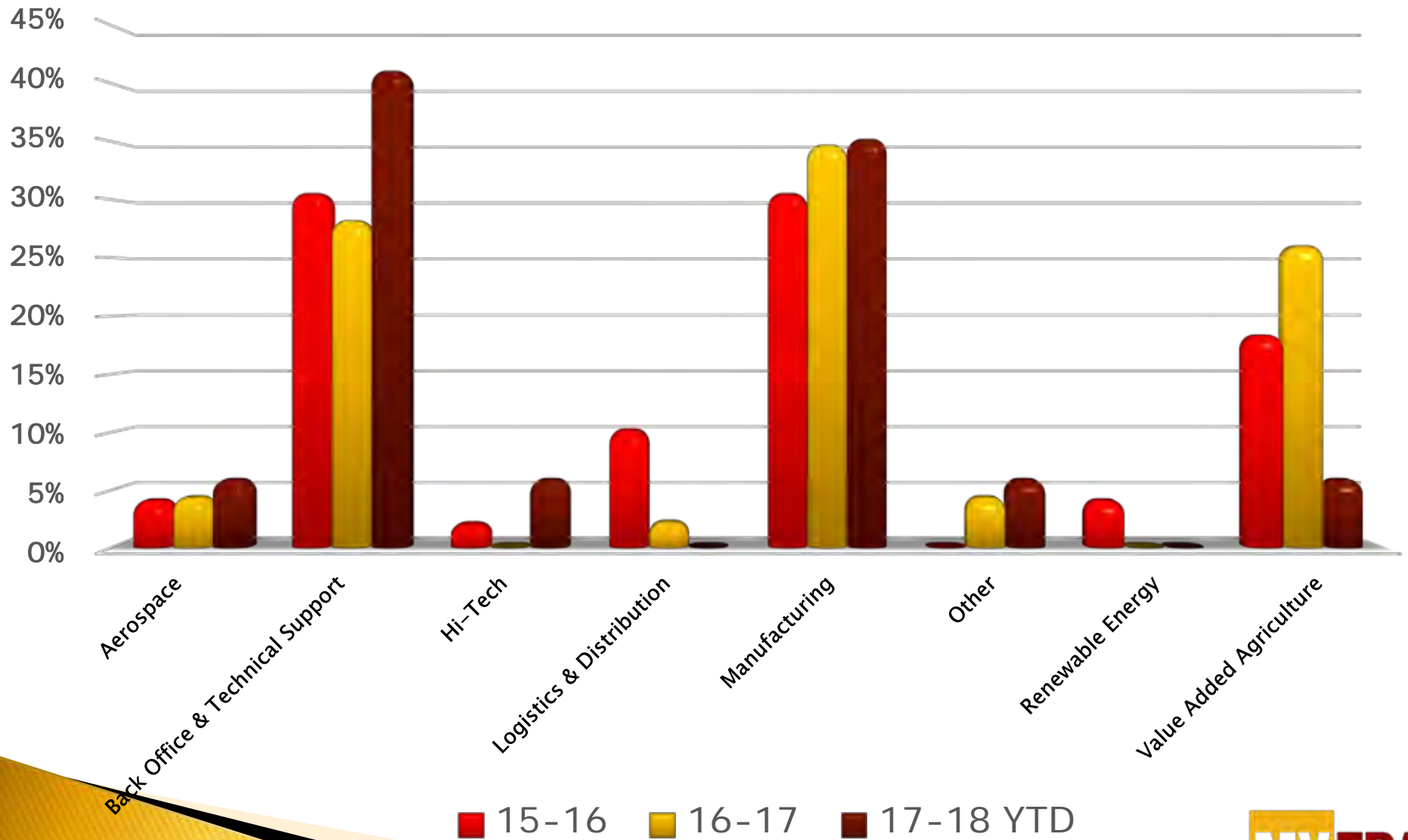
FY13-14	15	19	6	366	\$ 9,084,754	\$ 8,659,250	20
FY14-15	20	11	6	242	\$11,431,469	\$89,880,939	10
FY15-16	10	19	7	382	\$12,390,858	\$10,476,000	32
FY16-17	23	17	2	58	\$ 1,896,685	\$16,515,057	25
FY17-18	15	20	3	403	\$ 9,825,796	\$ 2,590,800	12

■ FY13-14
 ■ FY14-15
 ■ FY15-16
 ■ FY16-17
 ■ FY17-18
 —●— Annual Target
 —●— YTD Target

Lead Generation By Industry



PRO Generation By Industry



Amazon HQ2

Rapid Project Response



Earned Media -HQ2Countries



BUSINESS
INSIDER



THE
HUFFINGTON
POST



The Seattle Times

The Washington Times

Laredo Morning Times



2nd Half Goals

Marketing & Business Attraction

- Site Consultant Engagement Strategy
 - Targeted Geographic Marketing
 - Anaheim; Atlanta; Chicago; Denver; Inland Empire; Los Angeles; Washington, DC
 - Asset-Based, Industry Market Outreach
 - Rail-Logistics/Advanced Manufacturing/Aerospace (UAV)/Food Processing
 - HQ2Countries Marketing Expansion
-

Retention & Expansion:

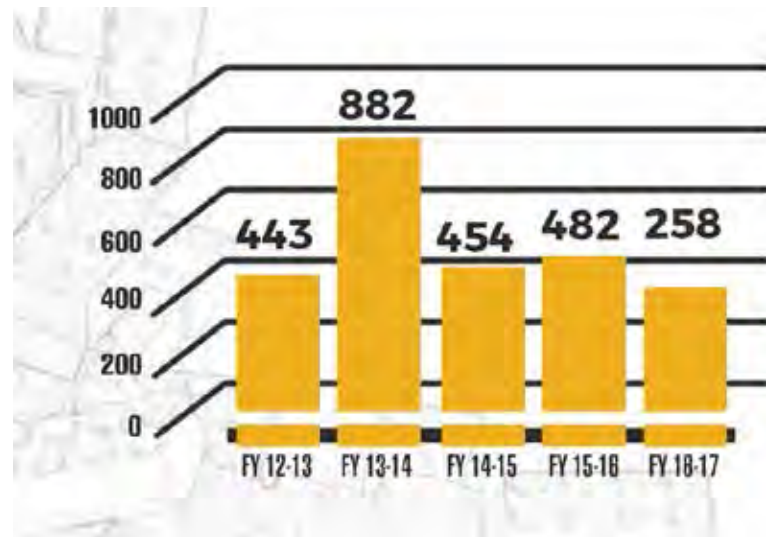
- Collaboration communities to incubators=larger impact
-

Entrepreneurial Development:

- "Ebaysed" Solo Worker Training Program
-

Workforce Development- MVEDA Outreach

FY 16-17 Fiscal Impact



FY 16-17 Fiscal Impact

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



Thank you