



# 2017 Year in Review

MISSION: "Providing the Mesilla Valley with a regional and integrated economic development approach to growing and improving economic-based, job opportunities for its residents."



# YEAR END REVIEW



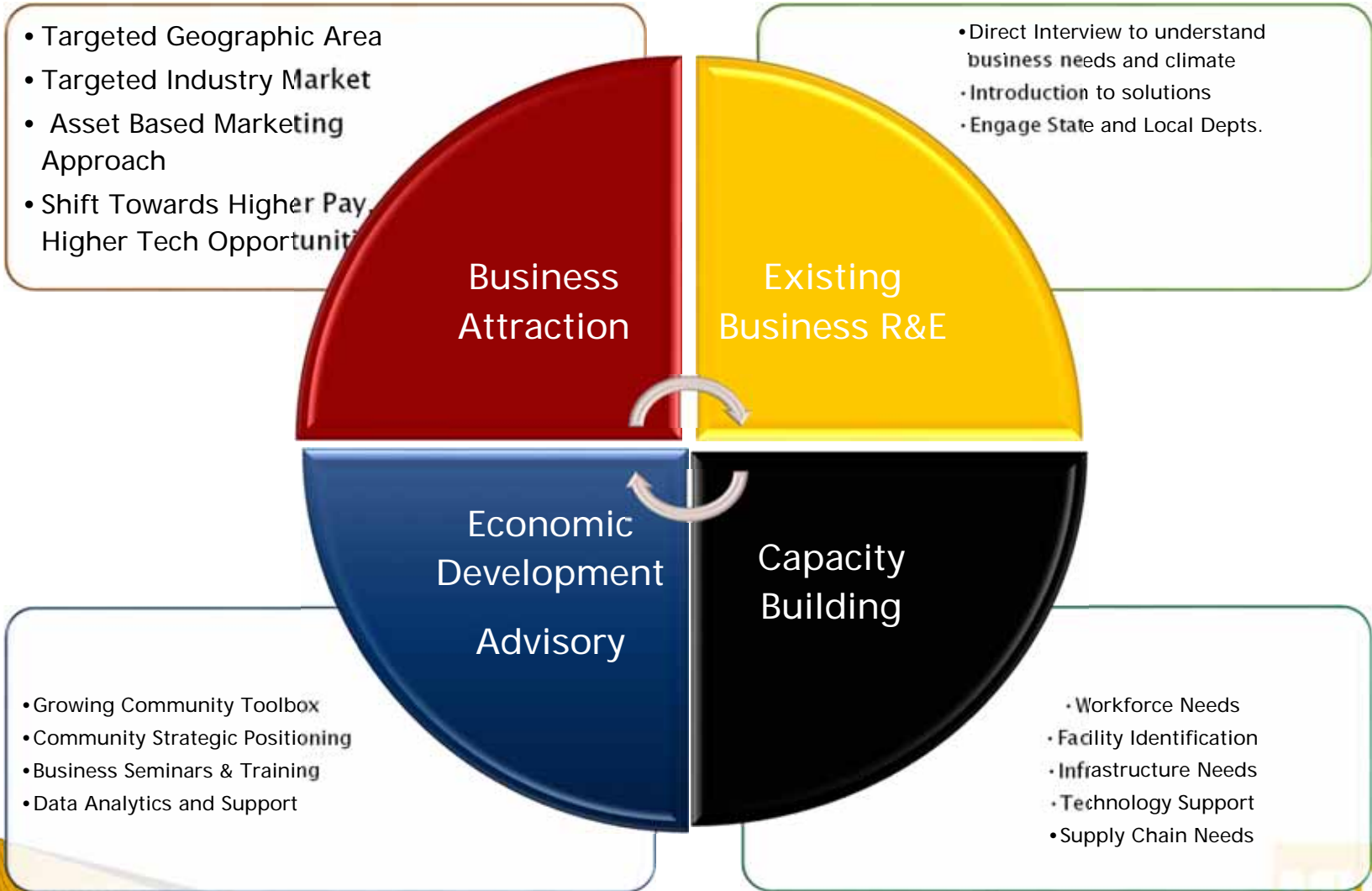
www.dilbert.com  
scottadams@aol.com



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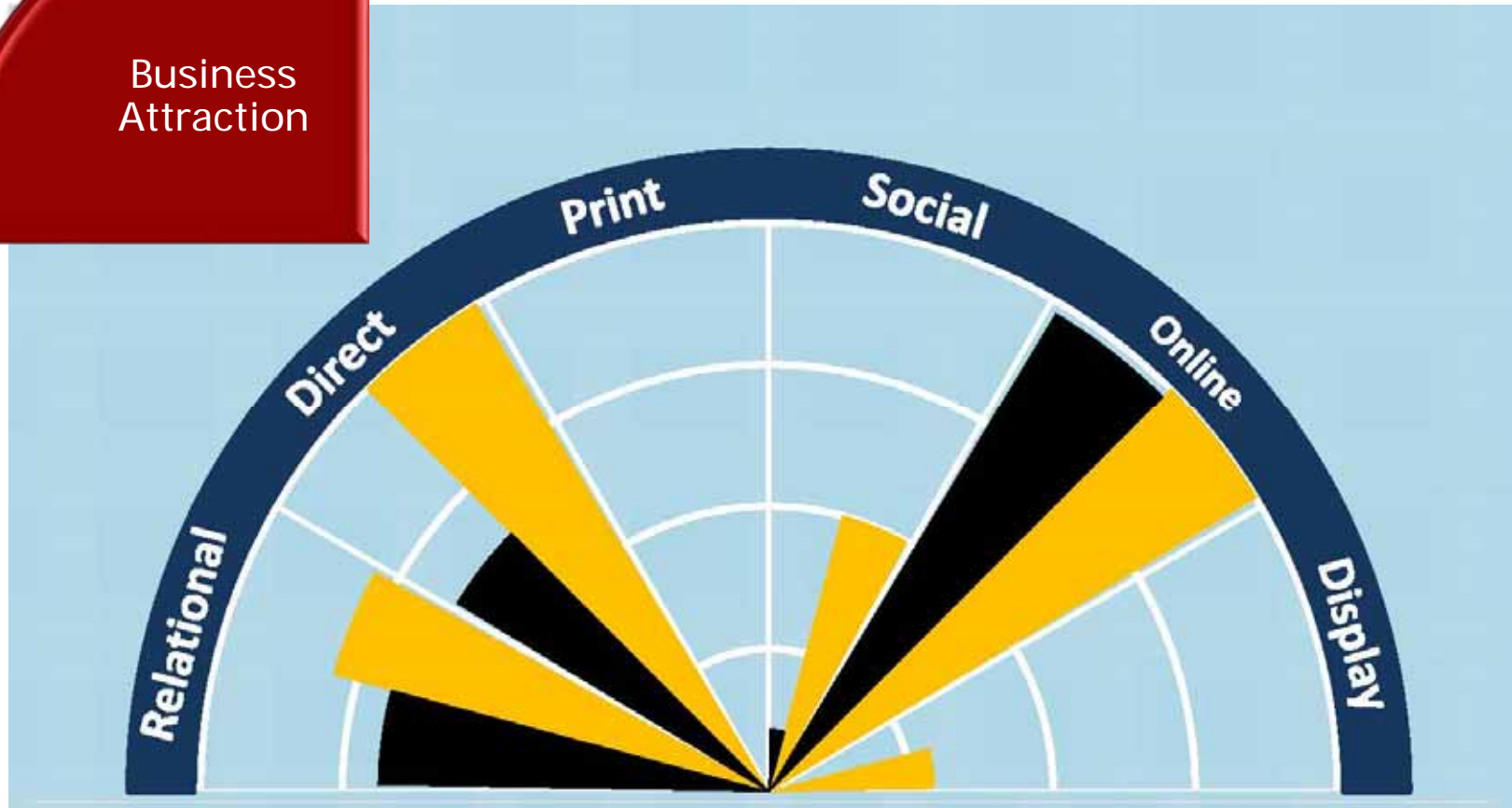


# MVEDA SERVICES



# Marketing & Business Attraction

Business Attraction



# Business Development



- ▶ 12 Industry Trade Shows
- ▶ 4 Prospect Missions
- ▶ 1 Fam Tour
- ▶ Online Ad > 4mm impressions
- ▶ 41 R&E Consultations
- ▶ 44 Qualified Prospects
- ▶ 45 Site Visits
- ▶ 6 Completed Projects
- ▶ 258 Economic Based Jobs

- ▶ Jobs Down ↓
- ▶ Project Pipeline ↑
- ▶ Qualified Prospects ↑
- ▶ Site Visits ↑
- ▶ R&E ↑
- ▶ Capital Investment ↑

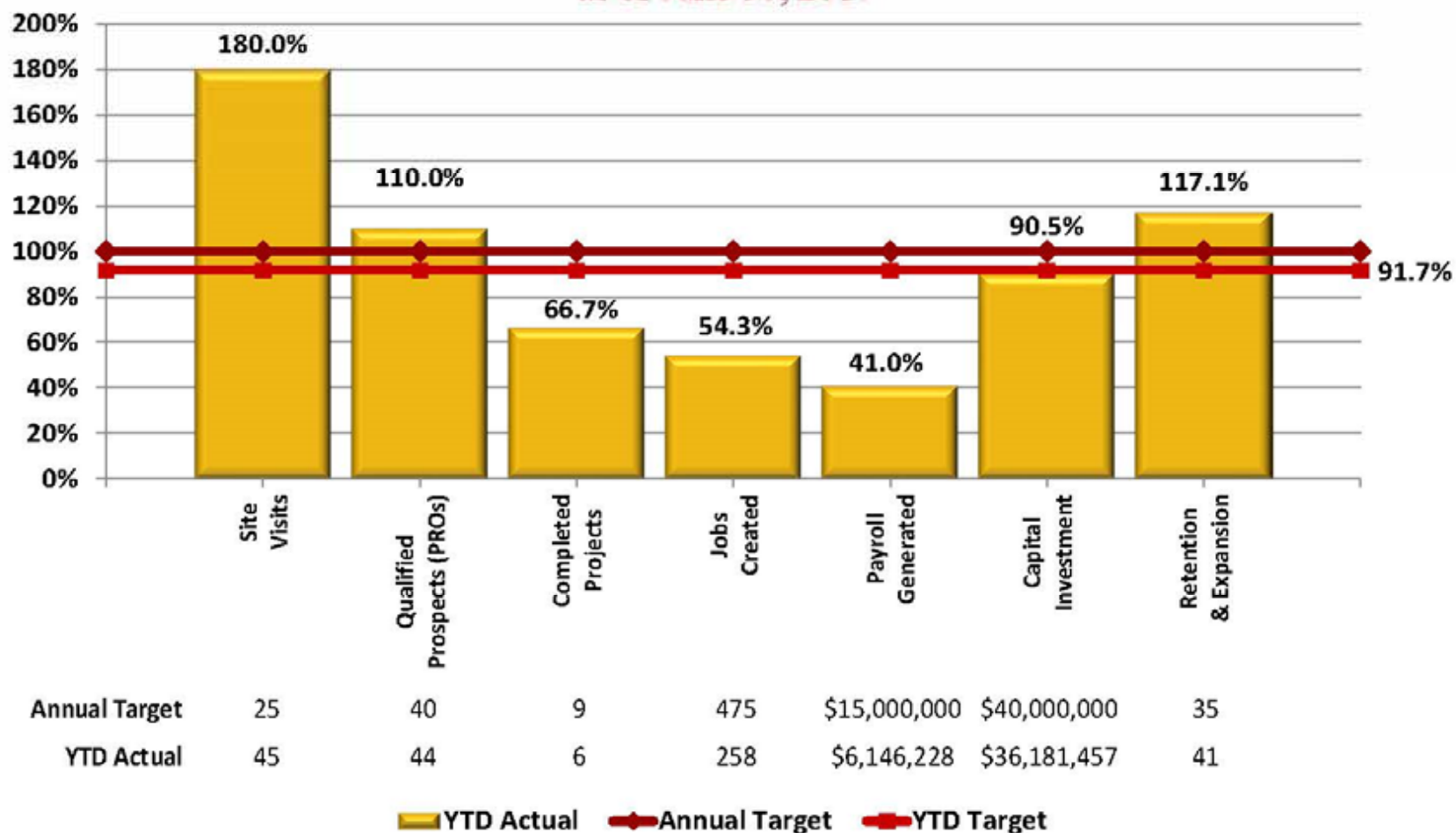
**EFFORTS**

**RESULTS**

# MVEDA Dashboard

## FY16-17 Progress to Date vs Annual Goals

as of June 30, 2017



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

# ECONOMIC IMPACTS

258 Direct  
E-based jobs

=

409 Indirect/induced jobs,

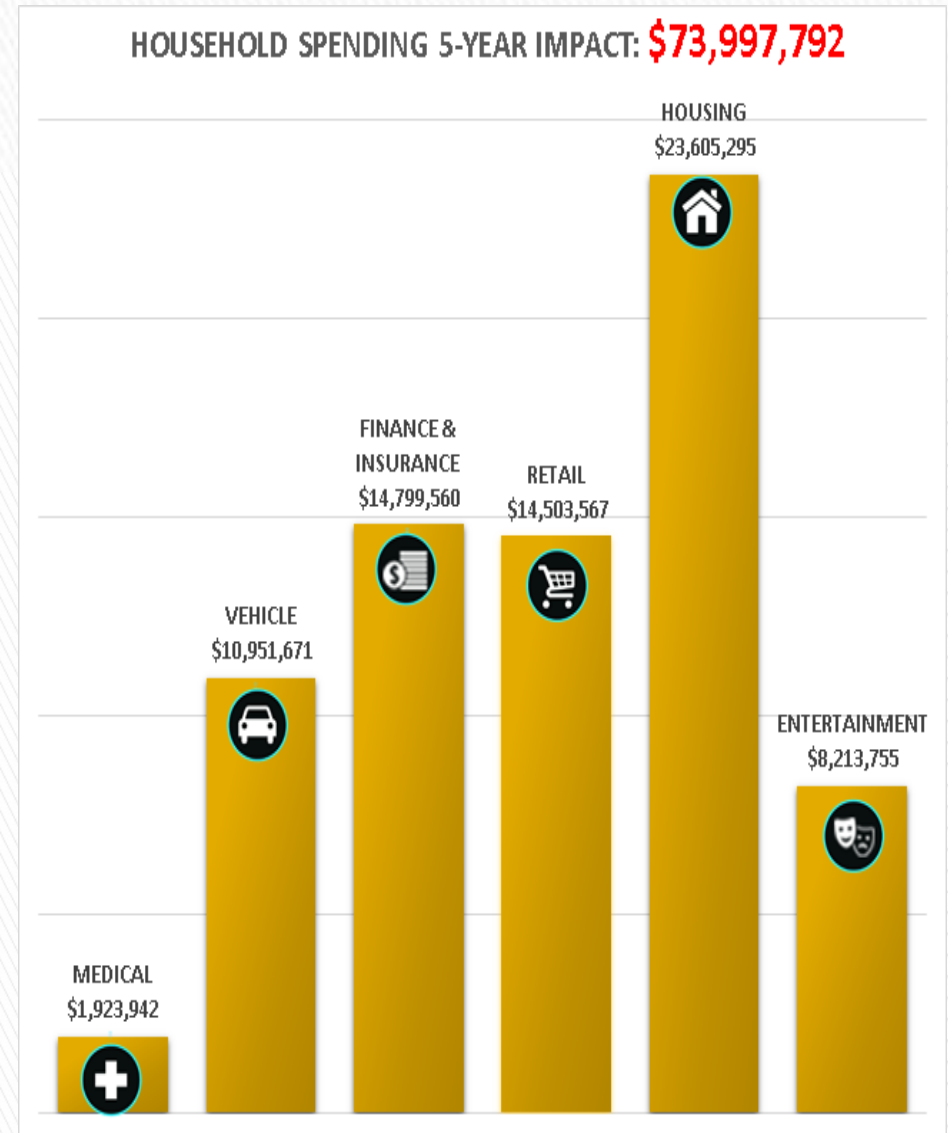
5 Year Impacts

\$5 million in new localized city  
and county tax revenues

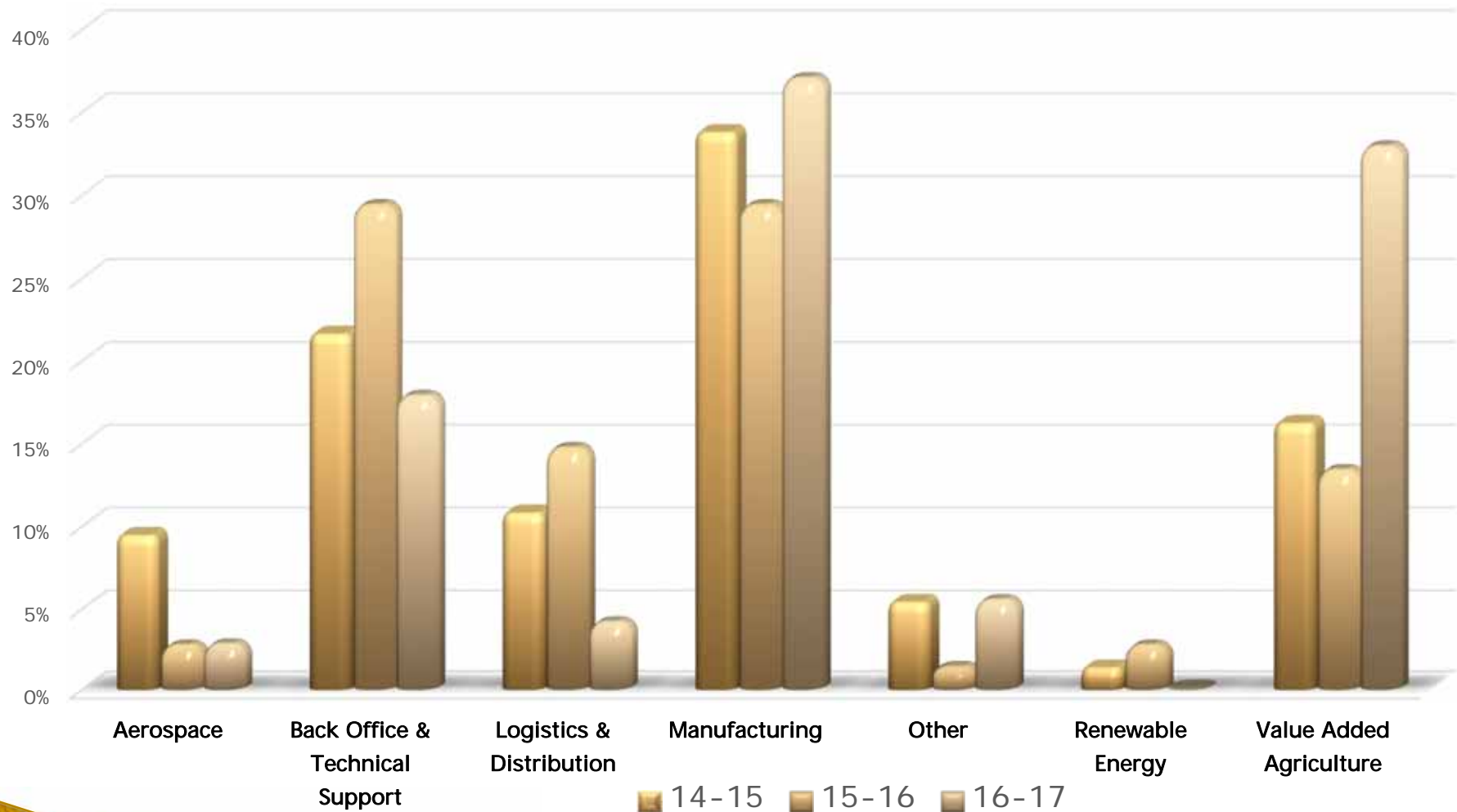
\$7 million in new state tax  
revenues

\$1.8 million in new educational  
related tax revenues

\$74 million in new household  
spending impact

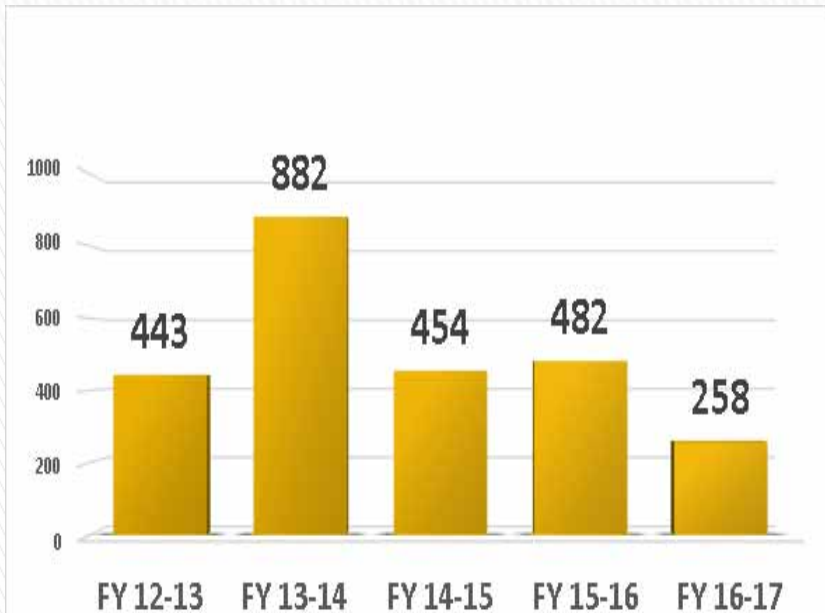


# LEAD GENERATION BY INDUSTRY





# TRENDS

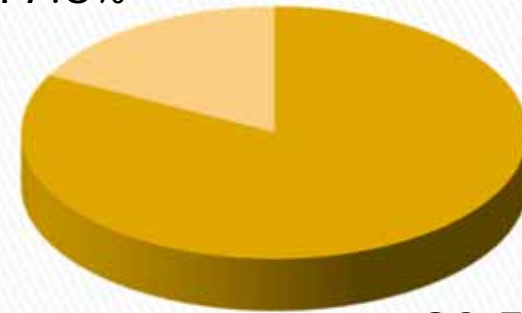


5 Year Job Comparison

## Existing Challenge

### FY17 Project Facility Needs

17.5%



82.5%

- Requires Existing Facility
- Prefers BTS Option

# Targeted Strategies

- **Inland Port Strategy**
  - Link to LA-Long Beach Ports
    - Greater on-dock rail
  - Rising Costs of Southern California



## **SITEL CASE STUDY**

**Goal:** Meeting demand for back office support

- 11 Site Visits
- Dozens of site consultant discussions
  - Workforce Viability Analysis
- Data to support spec development



Economic  
Development  
Advisory



# Product Development

## Legislative Improvement

HB 147 – Expanding JTIP for Recruitment of Talent for Difficult to Find Skill Sets.

## Product Expansions

Worked with State EDD to bring LEDA & IRB Toolbox to communities within the County (Anthony & Sunland Park)

## Incentive Enhancements

Led effort to enhance JTIP Administrative Policy to include Value Added Ag industries.

## Targeted Marketing

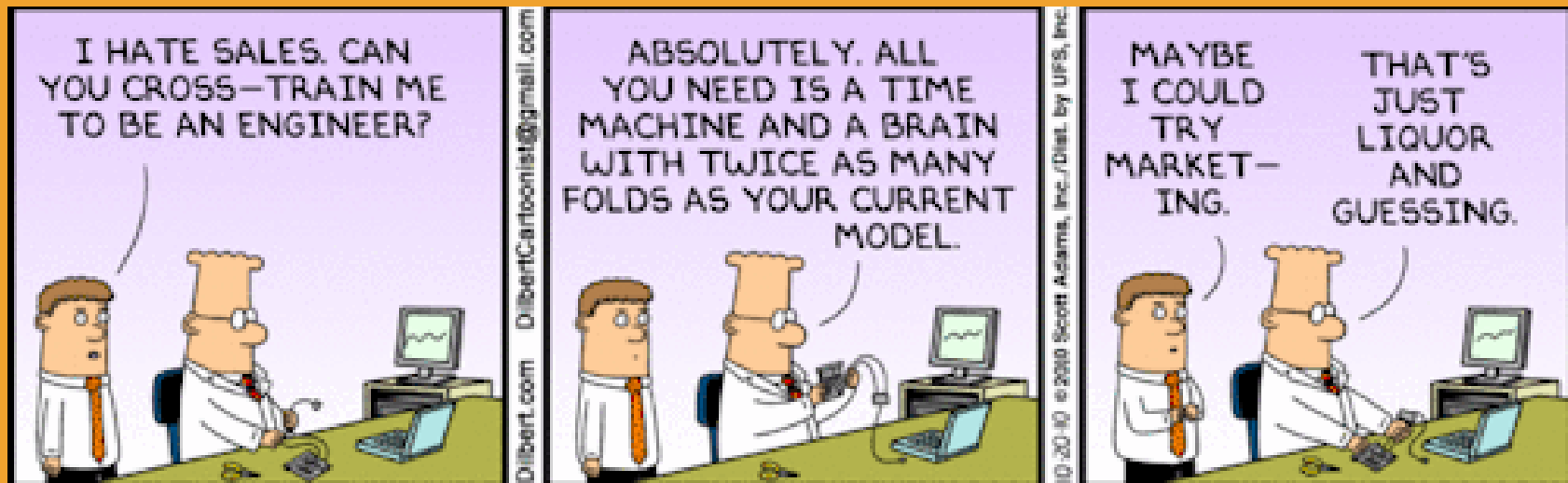
Influenced NM Partnership to designate UAV a priority industry and

Capacity  
Building



# THE YEAR AHEAD

*MAINTAIN FOCUS ON BUILDING THE PIPELINE*



# Asset Based Targeted Approach

SUPPORTING ASSETS	RESULTING TARGET
Port of Entry 250,000 Regional Manufacturing Employment \$500MM Intermodal Investment \$70 Billion in Annual Trade Equidistant rail to Houston and L.A Sea Ports	Border Related Manufacturing and Logistics
UAV Center of Excellence (Flight Test Center) Spaceport America (High Altitude Testing) WSMR (Protected Air Space) PSL (UAV Technical Support)	Aerospace-UAV Focus
Agricultural Heritage Ag Research Existing processing and production (chile)	Value Added Ag/Food Processing
3-Medical Schools Multiple Nursing Programs Medical Center of the Americas Life sciences related incubators Medical Device Manufacturing in Region	Telemedicine support & medical device manufacturing (MDM)

# Sectors & Industries Reached

ASSET BASED INDUSTRY TARGETS	Mfg	Logistics	R&D	Back Office Services
Aerospace	X		X	
Value Added Agriculture	X	X		
Border/Maquila Trade	X	X		
Medical/Life Sciences	X		X	X
Digital Media/High Tech	X		X	X
Other				X

# 2017 –Direct & Relational Marketing

	Border Mfg/Log.	UAV	Food Processing	Telemed/MDM	Site Selector/Broker
<b>Trade Shows:</b>					
WesTec	X			X	
Intermodal Assoc.	X				
Process Expo			X		
FabTech 2017	X				
CLFT Food Processing			X		
ISPCS		X			
MD&M West	X			X	
Telemedicine				X	
AUVSI		X			
IAMC					X
CORENET					X
<b>Prospect Missions:</b>					
Southern Cal	X	X	X		X
Arizona	X	X	X		X
Chihuahua		X	X		
Dallas				X	X



# Tradeshow Strategy - 3 Touch

## Touch 1

WEB IMAGES VIDEOS MAPS NEWS EXPLORE

Bing corporate tax

64,100,000 RESULTS Anytime ▾

**Corporate Taxes Too High? - Eyeing Your Next Expansion**  
 Ad [www.mveda.com/BusinessCosts/Taxes](http://www.mveda.com/BusinessCosts/Taxes)  
 Lower your tax liability today! See how you can save & grow your business in NM. New Mexico has one of the lowest property tax rates in the nation ...

**Corporate Tax - Unlimited Free Support | taxact.com**  
 Ad [www.taxact.com/Business](http://www.taxact.com/Business) Site secured by Norton  
 Your Federal & State 1065, 1120 or 1120S Prepared With Easy Interview Questions!

Partnership	C Corp
S Corp	Sole Proprietor
Prior Years	State

Related searches

- 2016 Corporate Tax Table
- 2015 Corporate Tax Rate Table
- What is Corporate Tax Rate
- IRS Corporate Tax Rate Table
- US Corporate Tax Rates 2016
- 2016 Federal Corporate Tax Rates
- IRS Penalty Interest Rate Tables
- Federal Short Term Rate Plus 3 Percent

## Touch 2



## Touch 3

**Tired of the business climate in California?** **MVEDA**

**Shouldn't doing business be more ENCHANTING?**  
**Las Cruces MSA** and Doña Ana County welcomes your company.

Ernst & Young recently ranked New Mexico "Best in the West for Manufacturing" and Las Cruces is home to NM Dept. of Ag, NMSU Ag Science Centers, and a strong local agricultural workforce.

With over 659,000 acres of farmland (Up 12% since 2007), we are one of the top producers in the U.S. for pecans and chile, 2nd largest vegetable producer in NM, and home to one of the largest dairies in the country.

**Location**

- Equidistant between Ports of Long Beach and Houston
- 2 Interstates (I-10, I-25)
- 2 railroads (BNSF, Union Pacific)
- Port of Entry with Mexico and a Border Overweight Zone (96,000 lb truck load)
- 340 days of sunshine, low humidity, and rare inclement weather

**Potential Incentives**

- Job Closing Funds
- On-The-Job Training Funds
- Land Trade for Job Creation
- Property Tax Abatements and Low Property Assessments

**THE RIGHT SPACE**  
 800-523-6833  
[rmborderplex.com/Food](http://rmborderplex.com/Food)  
 Contact us to plant your business in Southern New Mexico.

**Companies that know already:**

- La Vina Winery
- Valley Cold Storage
- Olam Foods
- Green Valley Pecans
- Sterigenics
- Franco Whole Foods
- F&A Dairy
- Cervantes Enterprises
- Biad Chile





# Site Selector Friendly Website

The screenshot shows a web browser window with the URL [www.new-mexico-borderplex.com](http://www.new-mexico-borderplex.com). The website header features the MVEDA logo and the text "Mesilla Valley Economic Development Alliance" with social media icons for Facebook, LinkedIn, Twitter, YouTube, and RSS. A dark red navigation bar contains the following links: HOME, OUR SPACES, OUR SERVICES, WHY THE BORDERPLEX?, DATA CENTER, FAQ, NEWS, CONTACT. Below the navigation bar is a large video player with a play button and a video thumbnail showing a yellow train. The video title is "Union Pacific celebrated the grand opening of the Santa Teresa Intermodal Ramp on May 28, 2014." Below the video player are three columns of content:

- Our Spaces**: A photograph of a modern, curved glass building. Below the image is the text: "Whether you're looking for a location for your commercial spaceflight business or want to locate next to Mexico's burgeoning maquila industry, the New Mexico Borderplex has the Right Space for you. It offers a wide variety of spaces for all types of business expansions that are ideal for manufacturing & logistics, aerospace, renewable
- Why the Borderplex**: A photograph of a yellow and blue train. Below the image is the text: "Due to its location, the Borderplex enjoys an unparalleled position that provides direct access to the North American market, one of the largest in the world. Its highway system provides direct access from Central America to Canada and both to US coasts. It offers superb rail connectivity to ports on the west coast and the Gulf of Mexico via
- Quick Links**: A dark image with white text. The text reads: "Experience Las Cruces and the Mesilla Valley. A one minute tour of what makes Las Cruces and the Mesilla Valley ideal places to live and work." Below this are several links: "What Our Customers Say", "Commercial Real Estate Search", "Industrial Parks", "Target Industries", "Incentives", "Recent Expansions", "Regional Profile (PDF)", and "Business Database Guide (DBE)".

In the bottom right corner of the website, there is an orange button labeled "Translate »".

# Video Content Development

## Quality of Life

Marketing the quality of life and quality of business reasons for choosing the Mesilla Valley.



## Quality of Service

Testimonials on value of one-stop-shop services of a public-private, regional EDO effort.



## Quality of Location

Testimonials are a powerful marketing tool to companies considering the region.

# On-line Ad Nimbleness

Spreading Good News Quickly & Efficiently

RANKED AGAIN  
Visit Our Great Business City  
[www.mveda.com/Experience](http://www.mveda.com/Experience)  
Find out why Las Cruces ranked  
6th Best Run City In The USA.

Leveraging Someone Else's Good News

Why Facebook Chose New Mexico - Learn  
about NM's Potential

[www.new-mexico-borderplex.com/Advantages](http://www.new-mexico-borderplex.com/Advantages)

Your company can save money and be more  
competitive in the NM Borderplex Region!



# Print to On-line Display

**1,000,000,000**  
Reasons to do business in the Borderplex

Looking for a reason to visit the Borderplex?

**ECONOMIC DEVELOPMENT ZONE:**

**\$1,000,000,000**  
**IN NEW INVESTMENTS**  
**+**  
**2,000 NEW JOBS**

Support provided by MVEDA

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

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

**MV EDA** [www.nmborderplex.com](http://www.nmborderplex.com)  
800.523.6833  
P.O. Box 1299 • Las Cruces, NM 88004

**MEANWHILE...** **BACK AT THE...**

**NM BORDERPLEX**  
with **Captain X PANSION**

With my powerful lasso of synergy, I have captured **ARCA SPACE CORP.** for our ever-expanding aerospace industry in Las Cruces, NM!

Join forces with our Aerospace League!

- Spaceport America
- UAV Center of Excellence Flight Test Center
- Virgin Galactic
- Space Grant Consortium
- Space X
- NM State University
- White Sands Missile Range
- NASA

**MV EDA** [www.nmborderplex.com](http://www.nmborderplex.com)  
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Thank you,

Q&A

