



NM BORDERPLEX

2018-'19 Year-In-Review

MVEDA Marketing

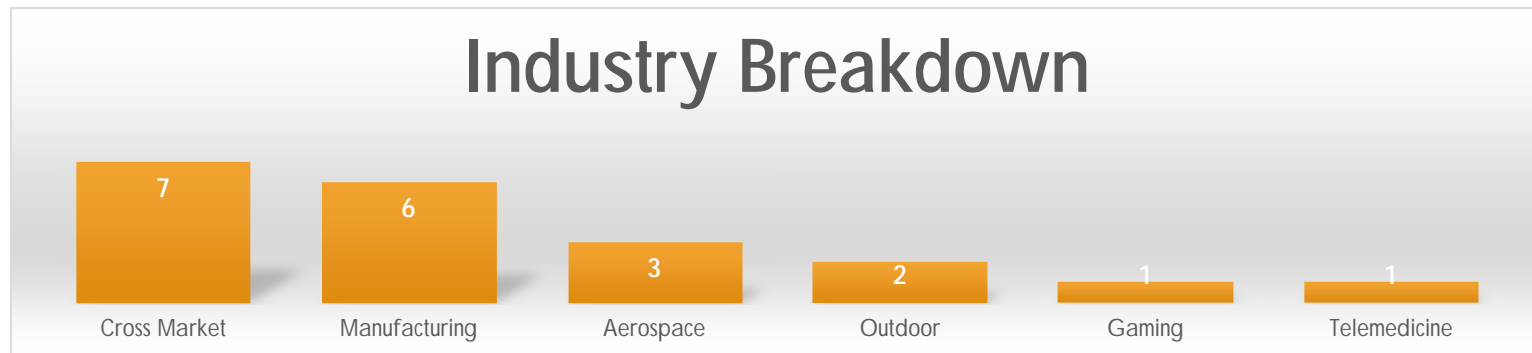




2019 Goals

Business Development-Aggressive

- Sept 16-18-Long Beach, CA IANA
- Sept 10-14-Chicago, IL IMTS Conference
- Sept 20-21-Juarez, MX Border Technology Expo
- Oct 10-11-Las Cruces, NM ISPCS
- Oct 15-17-Boston, MA Corenet
- Oct 15-Boston, MA Innovate Celebrate
- Oct 23-26-Chihuahua, MX Prospect Trip
- Nov 5-8-Atlanta, GA Fabtech
- Nov 8-9-Denver, CO Outdoor Retailer
- Feb 26-28-Detroit, MI Sales Trip
- Feb 21-28-Washington, DC Marketing Mission
- Mar 7-8-Las Cruces, NM Southern NM Fam Tour
- Mar 18-22-San Francisco, CA GDC
- Mar 26-EI Paso, TX Mexico Supply Chain Summit
- Apr 14-16- New Orleans, LA ATA
- Apr 29-30-Chicago, AUVSI
- Jun 17-21, Denver, CO, Outdoor Retailer





Business Development Cont.

- 13 –Tradeshows, 6 Industries
 - Over 550+ engagements
 - 94 follow-up meetings
 - 11 Prospects
- 3 -Site Selector prospect missions
 - 28 meetings
 - 2 Prospects
- 1 -Site Selector Fam Tours



Greater Visibility



Fabtech



ISPCS



Game Dev



Telemedicine



Supply Chain



Earned Media

□ Earned Media

- HQ2: [CNN](#), [MSN](#), [USNews](#), [Huffington Post](#), [Business Insider](#), etc.
- Stampede Meat: [Area Development](#), [Meatpoultry.com](#), [foodbev.com](#), etc.
- Ganymede: [Variety.com](#), [gamesindustry.biz](#), [usnews.com](#), [mcvuk.com](#), etc.
- Rich Global: [Expansion Solutions](#), [AP](#), [US News & World Reports](#), [MSN.com](#), etc.

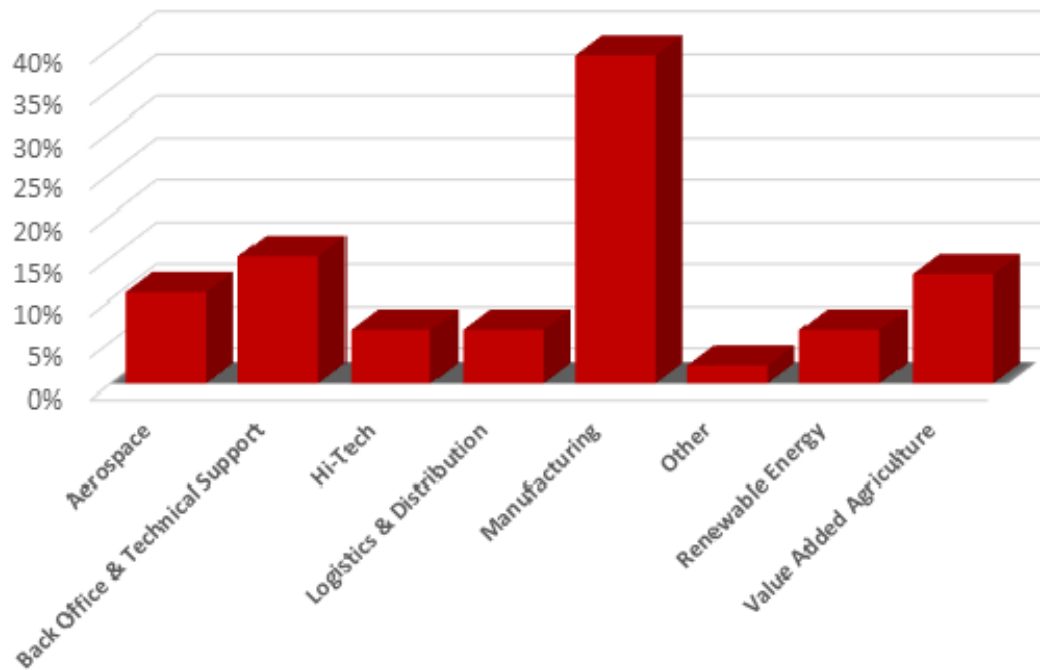
□ Leveraging Relationships

- Presentation at US-Mexico Chamber of Commerce's Annual Event in D.C.
- Dell Policy Hack: Bringing attention to HQ2



Lead Development Trends

Leads By Industry
Fy 18-19



Lead-to-Conversion

- MVEDA Produces 48% of all leads generated.
- MVEDA Produces 71% of all deals completed.



New Target Industries



Unique Training Assets

- Film Tax Credit & LEDA
- Fits with Governor's Priority (Film)
- Aligned Workforce Training in Place
-



Vertically Integrated Market

- Capacity for Biomass production, Extraction & Advancement
- NM Emerging as area of Interest by Producers
- LEDA & JTIP policy in place.
-



"Best of Both Worlds" Manufacturing Environment

- Increased area of State focus & investment
- Dona Ana County offers best mfg. environment in state.
- Fits Governor's & City of Las Cruces' Priority
-



Large/Growing Regional Healthcare Market

MVEDA Metrics

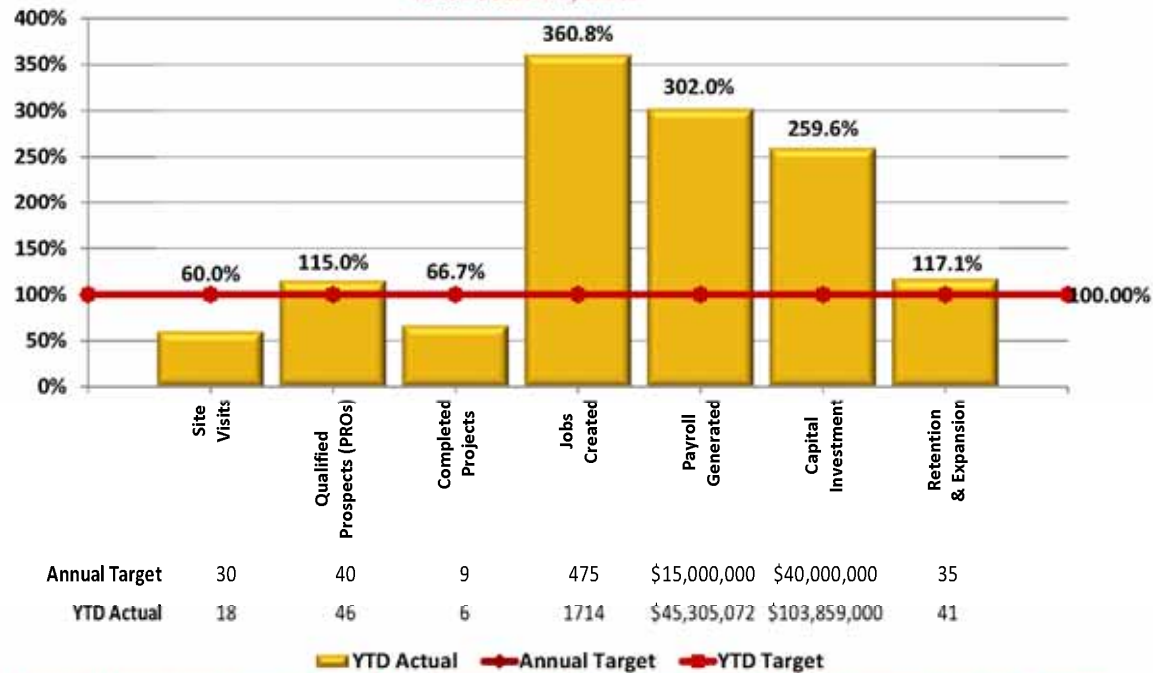




Current Year Results

MVEDA Dashboard

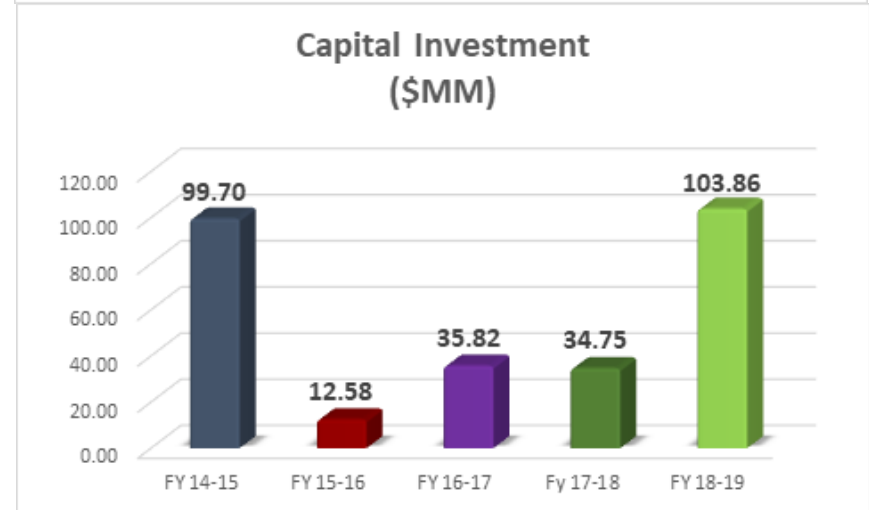
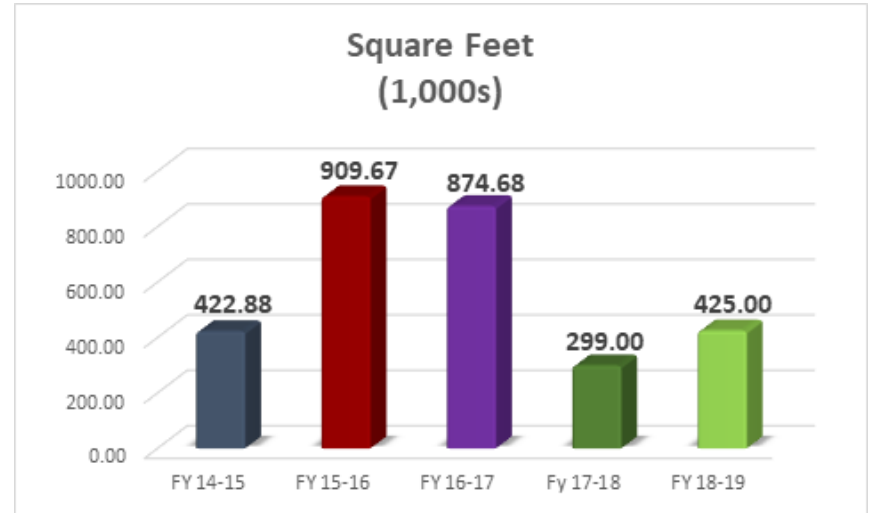
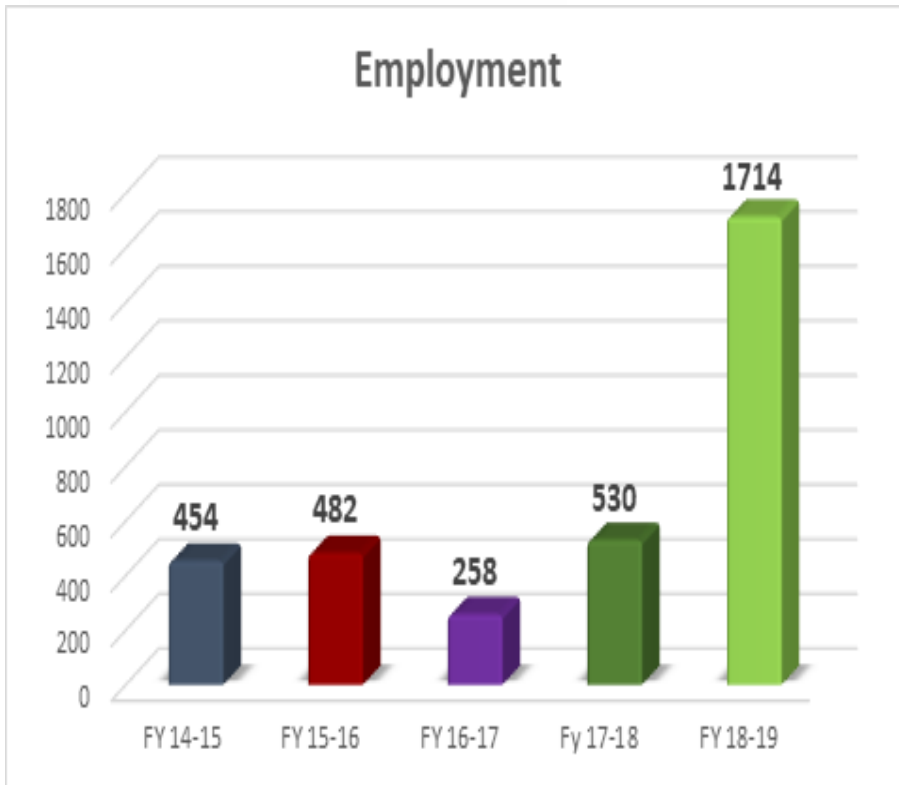
FY18-19 Progress to Date vs Annual Goals
as of June 30, 2019



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

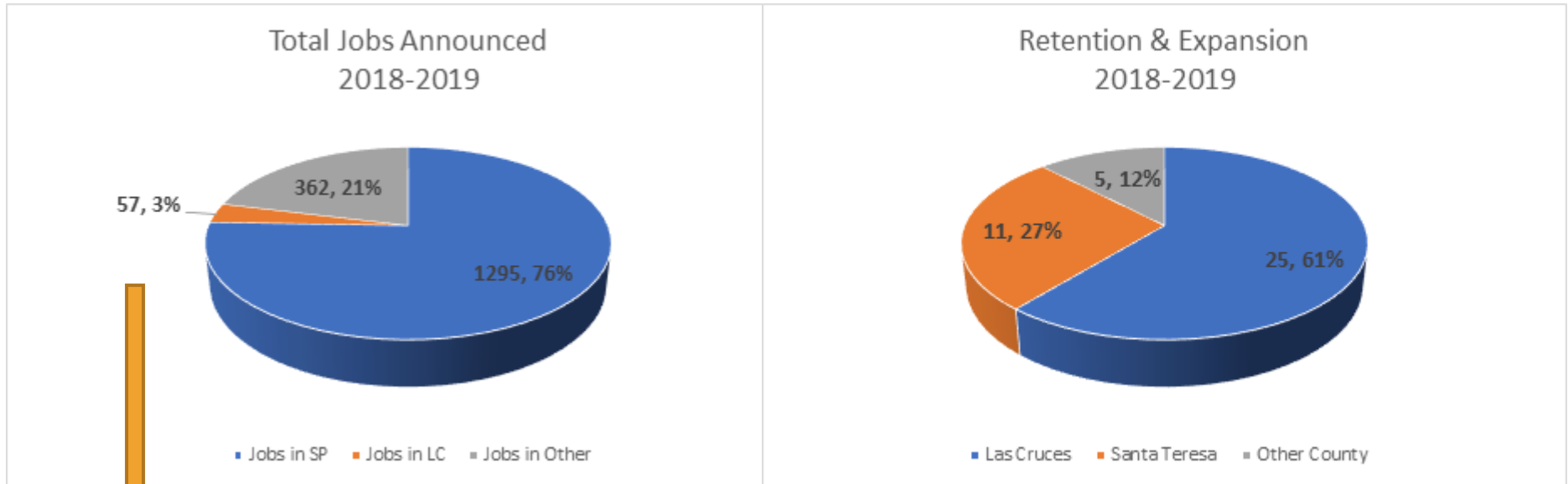


Year by Year Comparisons





Distributions

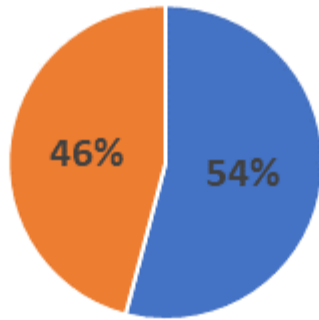


- **Average Salaries: \$77,800/yr**
- **5-Year IRR to City Investment in MVEDA: 107%**



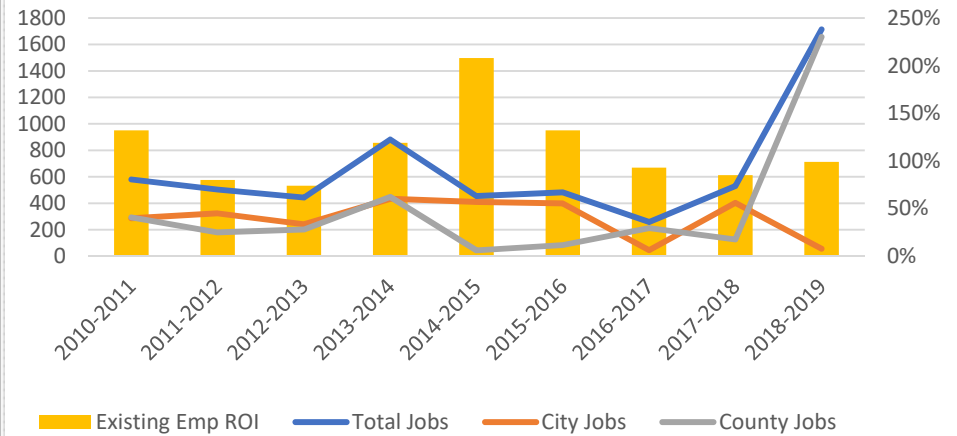
Job Creation Trends

Total Jobs Announced
FY 10-11 Thru FY 18-19



■ City Jobs ■ County Jobs

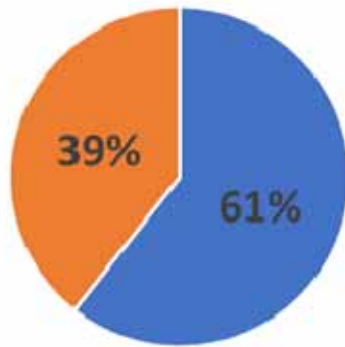
Total Jobs Announced
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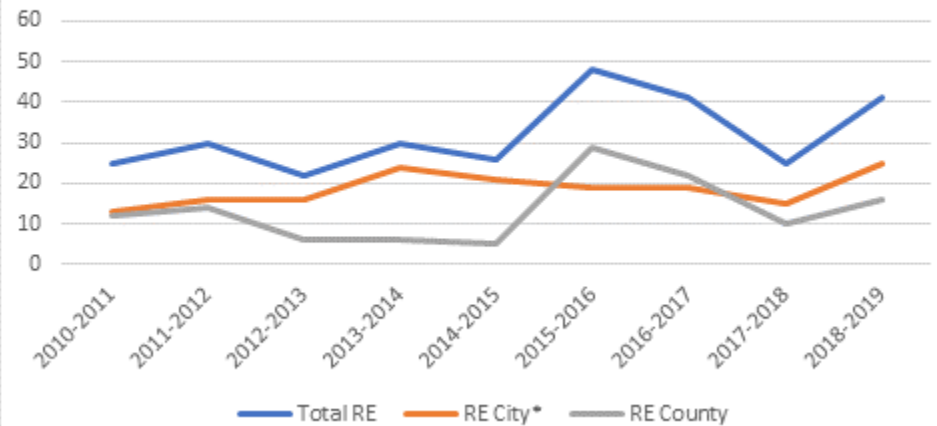
Retention & Expansion Trends

Retention & Expansion
FY10/11 to FY 18/19



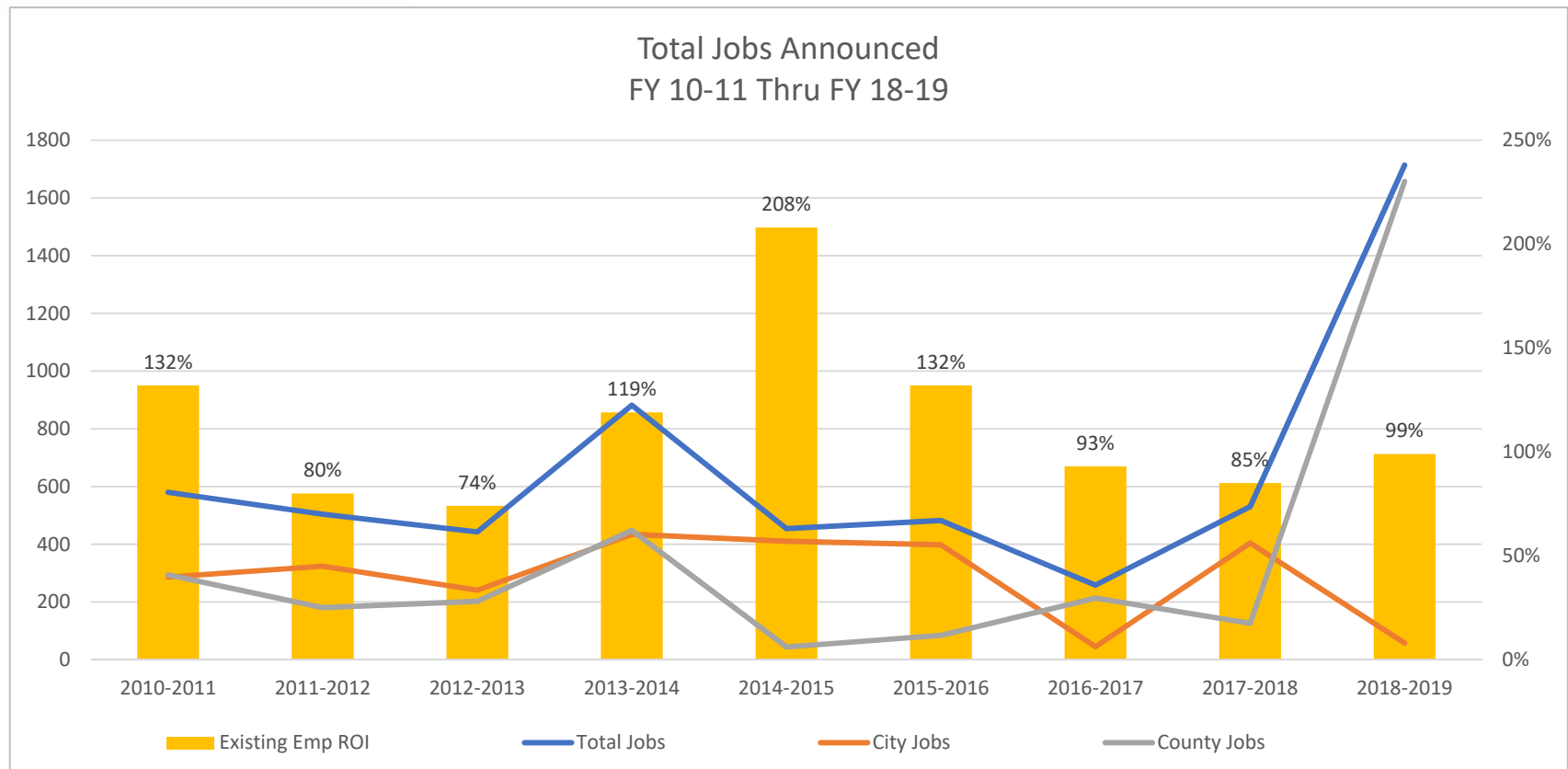
■ City Companies ■ County Companies

Retention & Expansion
FY 10/11 to FY 18/19





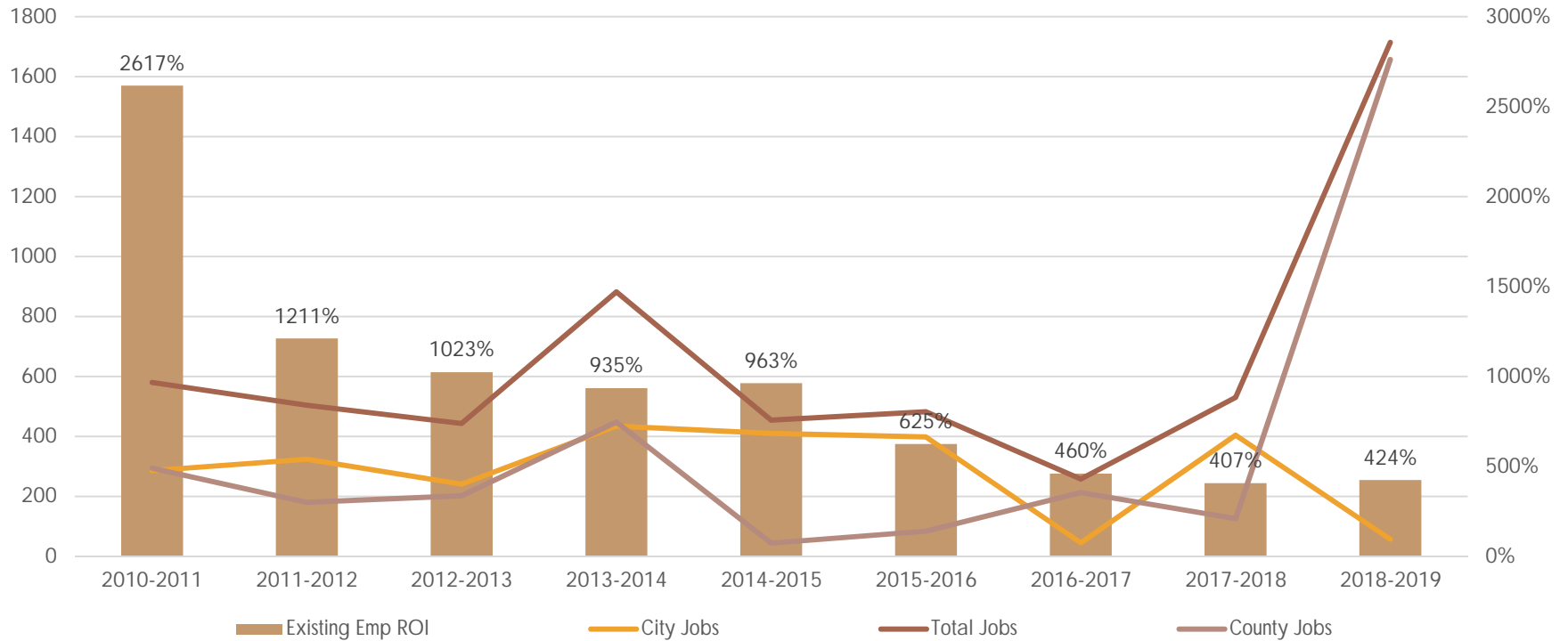
CUMULATIVE ROI TO THE CITY





CUMULATIVE ROI TO THE COUNTY

Total Jobs Announced
FY 10-11 Thru FY 18-19



HOUSEHOLD SPENDING 5-YEAR IMPACT :

\$243,855,038

RETAIL

\$47,795,589

FINANCE &
INSURANCE

\$48,771,008

ENTERTAINMENT

\$27,067,908

MEDICAL

\$6,340,233

HOUSING

\$77,789,756

VEHICLE

\$36,090,547

CLOTHING

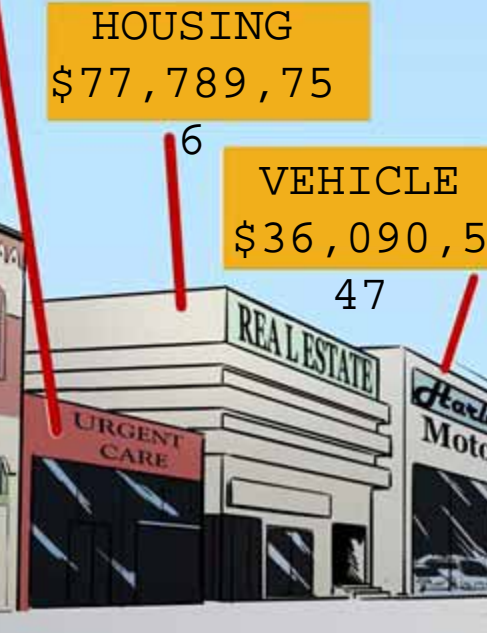
BANK

RIO
GRANDE

REAL ESTATE

URGENT CARE

Harb
Moto





Questions?

