MVEDA BUSINESS DEVELOPMENT

2019-'20 End of Year Results & Perspectives
Presidents Report

- COVID Disruption & Pivoting
  - Marketing & Business Development Shifts
  - Informational Outreach
    - Remote Work Opportunities
    - PPP & Federal Loan Programs
  - Accessing the Damage
    - CE Labs Flash Assessment
    - Other Impact Considerations
    - Industry Behavioral Changes
  - MVEDA & New Industry Target Analysis
Accessing the Damage

- **Total Job Impact**
  - COVID Direct: \(-20,248\)
  - "Business as Usual" Response: \(+17,523\)
  - Permanent Loss: \(-2,725\)

- **CE LABs Report**
Accessing the Damage

- Total Job Impact
  - May Unemployment: -12,300
  - Lost Workforce Participation (5.4%)*: -8,900
  - COVID Direct: -21,200

Latent Impact Considerations
- National Chain Closures
- Drop in Fed Government Spending
- Decrease in Population
- Consumer Spending Drops
- NM Budget Impacts Pushed to 2021

“Brace for 2021”
Industry Trends

DISRUPTIONS DUE TO COVID

- **Work From Home:**
  Comfort Level + Productivity

- **Supply Chain:**
  Inventory + Proximity to Markets

- **Food Chain:**
  Access to Markets + Labor Shortages
  Dairy/Meat/Produce

NEW INDUSTRY DEVELOPMENTS

- **Remote Work**
  Opportunity to Retain & Attract Talent

- **On-shoring**
  +750 million sf in warehousing for stockpiling

- **Food Security and VAA**
  Leverage Existing Industries & Regional Productions
MVEDA Dashboard

FY20 Progress to Date vs Annual Goals
as of May 31, 2020

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

[Bar chart showing new leads by month for FY 18-19 and FY 19-20]
<table>
<thead>
<tr>
<th>Project Name</th>
<th>Cluster</th>
<th>Facility Size</th>
<th>Labor</th>
<th>BTS/Existing</th>
<th>Location/Expansion</th>
<th>Location Focus</th>
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<tbody>
<tr>
<td>Bot</td>
<td>Hi-Tech</td>
<td>6,000</td>
<td>45</td>
<td>Existing</td>
<td>Location</td>
<td>Las Cruces</td>
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<td>Fire</td>
<td>Aerospace</td>
<td>40,000</td>
<td>60</td>
<td>BTS</td>
<td>Location</td>
<td>Las Cruces</td>
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<tr>
<td>Lead</td>
<td>Manufacturing</td>
<td>10,000</td>
<td>25</td>
<td>Existing</td>
<td>Location</td>
<td>Las Cruces</td>
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<tr>
<td>Loop</td>
<td>Hi-Tech</td>
<td>220,000</td>
<td>500</td>
<td>BTS</td>
<td>Location</td>
<td>Las Cruces</td>
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<tr>
<td>RSH Juno</td>
<td>Manufacturing</td>
<td>250,000</td>
<td>75</td>
<td>No Pref</td>
<td>Location</td>
<td>All DAC</td>
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<tr>
<td>Sew</td>
<td>Manufacturing</td>
<td>5,000</td>
<td>20</td>
<td>Existing</td>
<td>Location</td>
<td>All DAC</td>
</tr>
<tr>
<td>Tavo</td>
<td>Back Office</td>
<td></td>
<td>250</td>
<td>Existing</td>
<td>Location</td>
<td>Las Cruces</td>
</tr>
<tr>
<td>Tread</td>
<td>Logistics &amp; Warehouse</td>
<td>9,000</td>
<td>0</td>
<td>Existing</td>
<td>Location</td>
<td>Las Cruces</td>
</tr>
</tbody>
</table>
*Conducted 1 sales mission to Southern California

**Number of PROs:** 52

**Number of Prospects (feet on the ground):** 22

**% Increase in Projects over 2019:** 37%
Current Year Results

Jobs Created

- Fy 15-16: 482
- Fy 16-17: 258
- Fy 17-18: 530
- Fy 18-19: 1,714
- Fy 19-20: 422

Square Footage (1,000s)

- Fy 15-16: 909.67
- Fy 16-17: 874.68
- Fy 17-18: 299.00
- Fy 18-19: 425.00
- Fy 19-20: 1,033.00

Capital Investment ($MM)

- Fy 15-16: 12.58
- Fy 16-17: 36.18
- Fy 17-18: 34.75
- Fy 18-19: 103.86
- Fy 19-20: 52.23
Job Creation Trends

Total Jobs Announced 2019-2020

- 51% City
- 25% County
- 24% 10 Mi LC Radius

Total Jobs Announced FY 10-11 Thru FY 19-20

- 44% City Jobs
- 51% County Jobs
- % 10 Mi LC Radius
Retention & Expansion Trends

FY 10/11 to FY 19/20

- City Companies: 38%
- County Companies: 62%

Retention & Expansion

Graph showing trends in retention and expansion from FY 10/11 to FY 19/20.

- Total RE
- RE City
- RE County
Lead Development Trends (% of Total)

Leads By Industry

Aerospace | Back Office & Technical Support | Hi-Tech | Logistics & Distribution | Manufacturing | Other | Renewable Energy | Value Added Agriculture
---|---|---|---|---|---|---|---
8% | 19% | 7% | 6% | 8% | 40% | 2% | 5%
8% | 19% | 7% | 6% | 8% | 41% | 1% | 3%
10% | 14% | 6% | 8% | 10% | 40% | 2% | 5%
40% | 41% | 6% | 10% | 14% | 1% | 3% | 10%

2018-2019 | 2019-2020
Lead Development Trends (Totals)

Leads By Industry

Aerospace | Back Office & Technical Support | Hi-Tech | Logistics & Distribution | Manufacturing | Other | Renewable Energy | Value Added Agriculture
---|---|---|---|---|---|---|---
5 6 | 12 5 | 4 6 | 6 10 | 25 | 1 1 | 3 2 | 6 12

2018-2019 2019-2020
**Household Spending**

*Does not account for COVID impact

-62% Surveyed will shift some portion of normal spending to savings.
As a result of COVID-19, going forward, do you believe you will plan to save more than you had in the past? If yes, what percentage of normal spending would you shift to savings?

- No Change: 38%
- More than 25%: 16%
- 11-25%: 15%
- 6-10%: 20%
- Less than 5%: 10%

62% Surveyed will shift some portion of normal spending to savings
Due to the COVID-19 pandemic how has your online purchase behavior changed?

- Stayed the same: 28%
- Increased more than 50%: 17%
- Increased by 25-50%: 22%
- Increased by 25%: 26%
- Decreased: 6%

65% Surveyed Have Increased their Online Purchasing Behaviors