

JULY BUSINESS IN THE BORDERPLEX

# YEAR IN REVIEW

FY20-21



WHAT? SORRY. I  
WAS USING THIS  
TIME TO THINK  
ABOUT SOMETHING  
USEFUL.



## DISRUPTIONS

**WORK FROM HOME**

**SUPPLY CHAIN**

**NEARSHORING**

**FOOD CHAIN SUPPLY**

**DRIVER SHORTAGES &  
LAST-MILE DELIVERY**



## TRENDS

**REMOTE WORK**

**ONSHORING/NEARSHORING**

**MEXICO INDUSTRY OUTREACH**

**PROXIMITY PROCESSING**

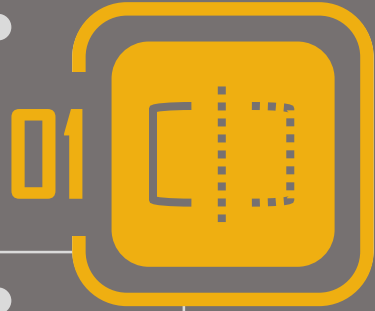
**AUTONOMOUS  
TRANSPORTATION**

JULY BUSINESS IN THE BORDERPLEX

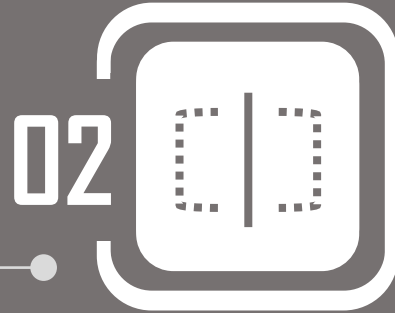
# MARKETING DURING COVID



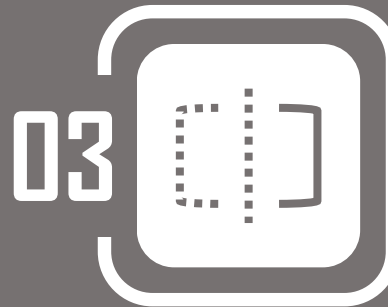
# MARKETING STAGES



**PRE-COVID**



**THE SHIFT**



**NEXT YEAR**



## TRADE SHOWS

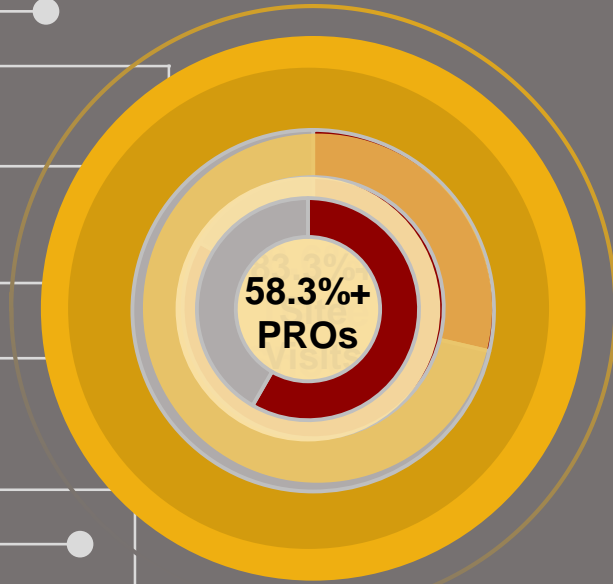
- 9 shows attended, 10 cancelled
- 17% more engagements at trade shows over the same time the previous fiscal year

## SITE VISITS

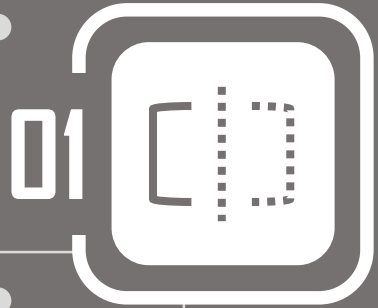
- 10 more site visits over the same time the previous fiscal year
  - Manufacturing visits were up 300%
  - Value-Added Agriculture visits were up 150%
  - Logistics & Distribution visits were up 100%

## PROs

- 14 more PROs over the same time the previous fiscal year
  - Value-Added Agriculture interests were up 300%
  - Back Office & Technical Support interests were up 200%

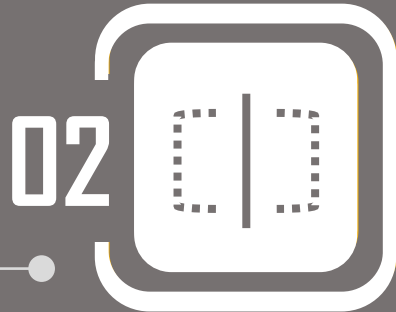


# MARKETING STAGES



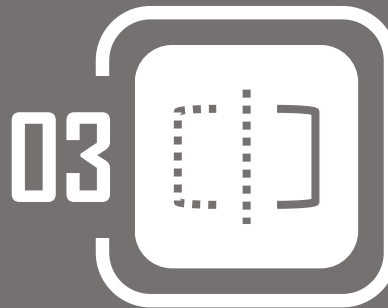
01

**PRE-COVID**



02

**THE SHIFT**



03

**NEXT YEAR**



# OLD MARKETING



# VS

TRADE SHOWS

SALES MISSIONS

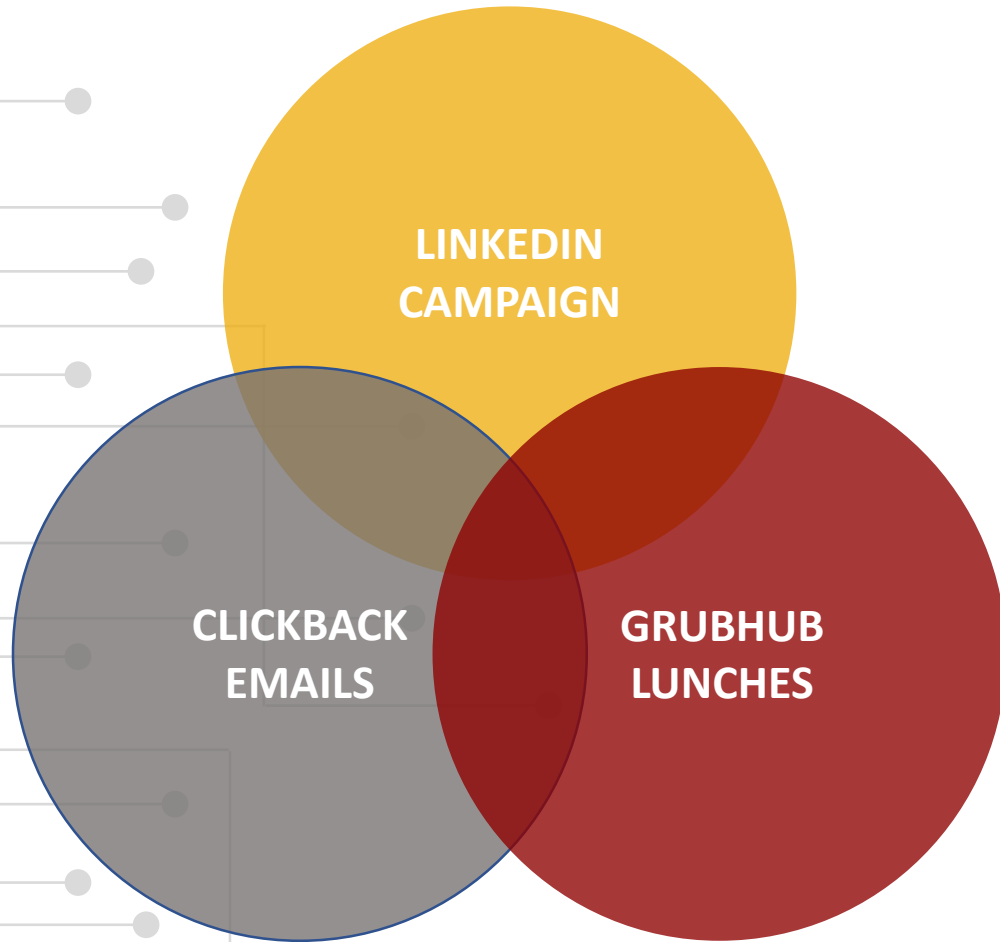
DIGITAL  
OUTREACH

# THE SHIFT NEW MARKETING





# THE SHIFT



## CLICKBACK EMAILS

- 225,619 emails sent
- 10.6% average open rate
- 41.5% average click rate (3,062 unique clicks)
- Customizable graphic layout
- 0 leads, \$8,536.90 total cost (3.7¢/email)

## GRUBHUB LUNCHES

- 9 total events
- Applauded as innovative approach by site selectors
- Customizable messaging for client base of site selectors
- 0 leads, \$207.41 total cost

## LINKEDIN CAMPAIGN

- Communication with key decision makers within targeted industry
- 90,259 impressions
- 39,460 clicks (41.6% CTR)
- 268 leads, \$21,320.37 total cost (\$79.55/lead)

## BORDER NOW

300,000 exposures across 12 issues  
Total Cost: \$2,100 (\$0.01/exposure)

*Make the Connection in*  
**NEW MEXICO**

International Companies are Choosing Santa Teresa  
**Here's Why.**

- Santa Teresa Port of Entry has the fastest commercial crossings in the region and is 5th by volume.
- Located within 2 days of 75% of the U.S. population by truck.
- Low cost, pro-business environment for manufacturing and logistics companies.
- Part of a 3 state/2 country bi-national region with over 275,000 employed in manufacturing roles.

There's a simple solution to your new business in New Mexico. Whether you're looking for on-shoring, re-shoring or can provide you with everything you need to succeed.

**MVEDA**  
www.MVEDA.com  
Info@MVEDA.com  
(575) 525-2852

**NEW MEXICO PARTNERSHIP**

GET THE **LAS CRUCES ADVANTAGE!**

**LAS CRUCES INNOVATION AND INDUSTRIAL PARK**

With shovel-ready commercial space available at Las Cruces Innovation & Industrial Park, Las Cruces, New Mexico, has industry support and assets your company needs!

**MVEDA**  
nmborderplex.com

800-523-6833 • www.NMborderplex.com

## BUSINESS FACILITIES

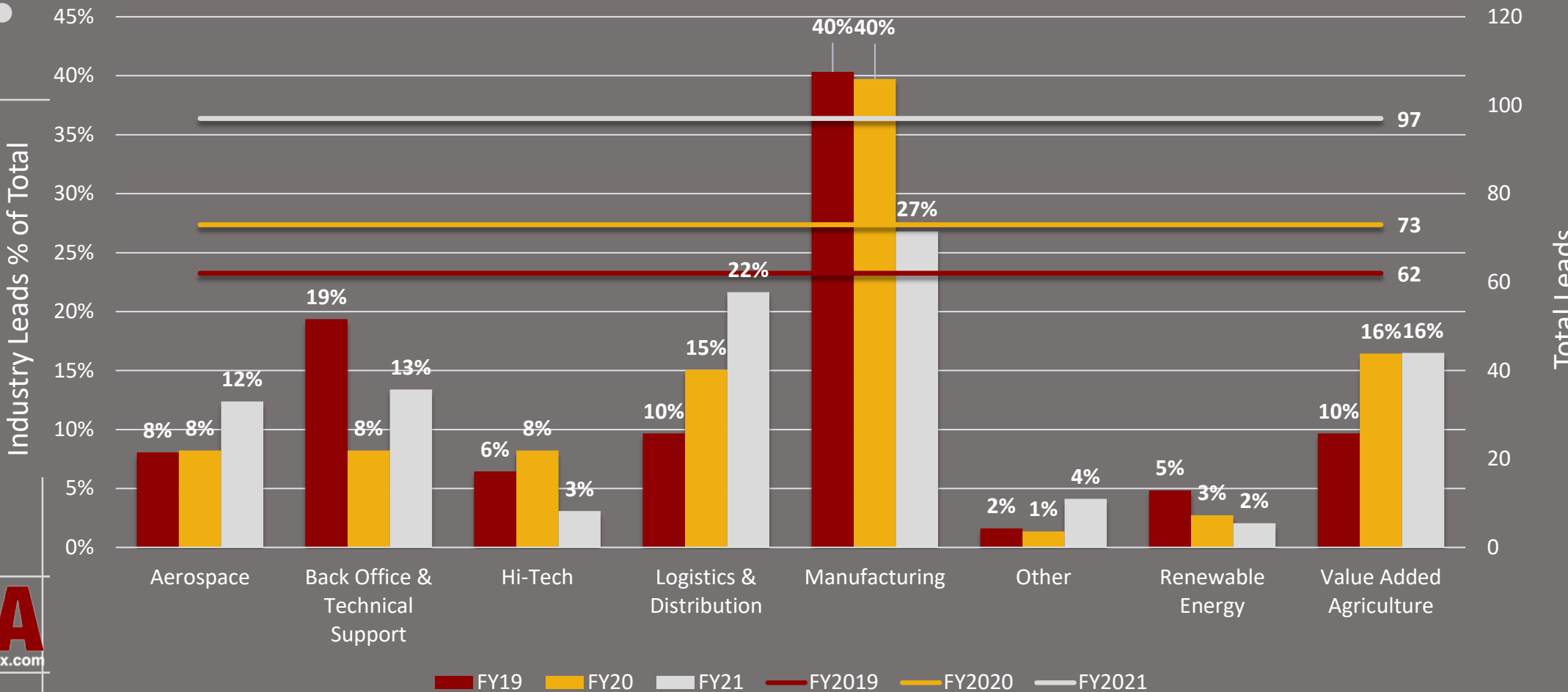
120,000 exposures with single issue  
Total Cost: \$1,850 (\$0.02/exposure)



## VIRTUAL TRADE SHOWS

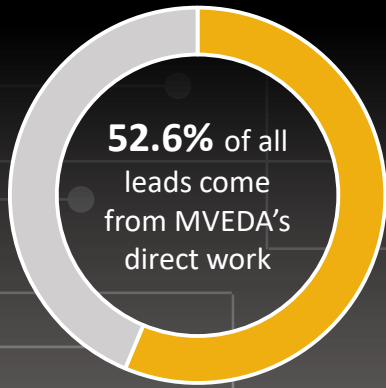
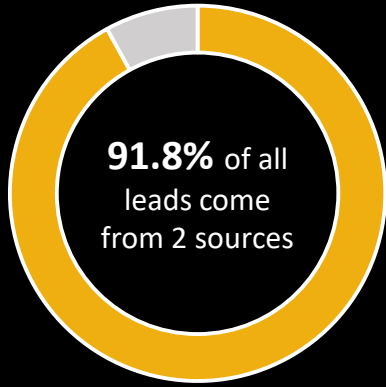


## Leads By Industry



\*As of 6/27/2021

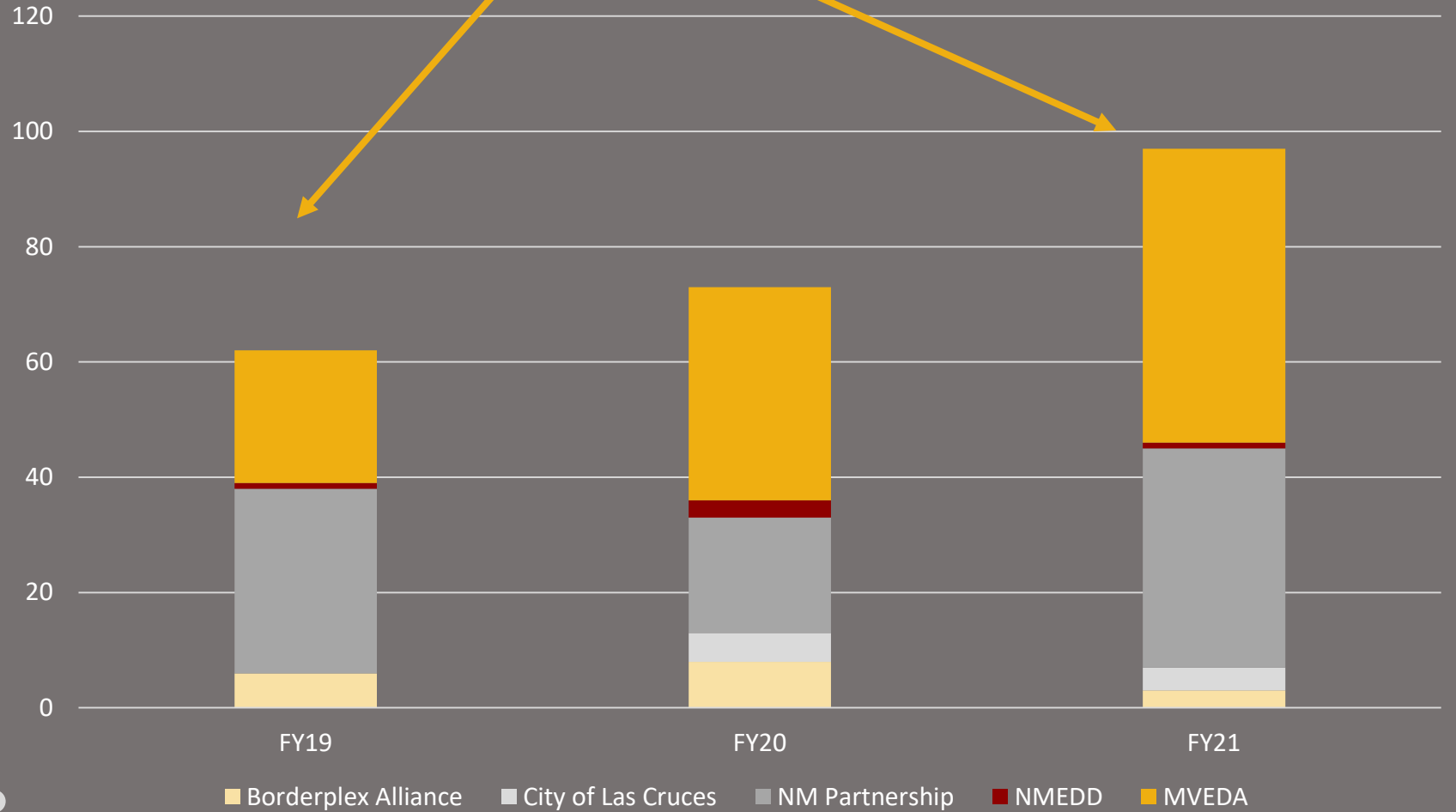
# FY21 NOTABLES



# THE SHIFT

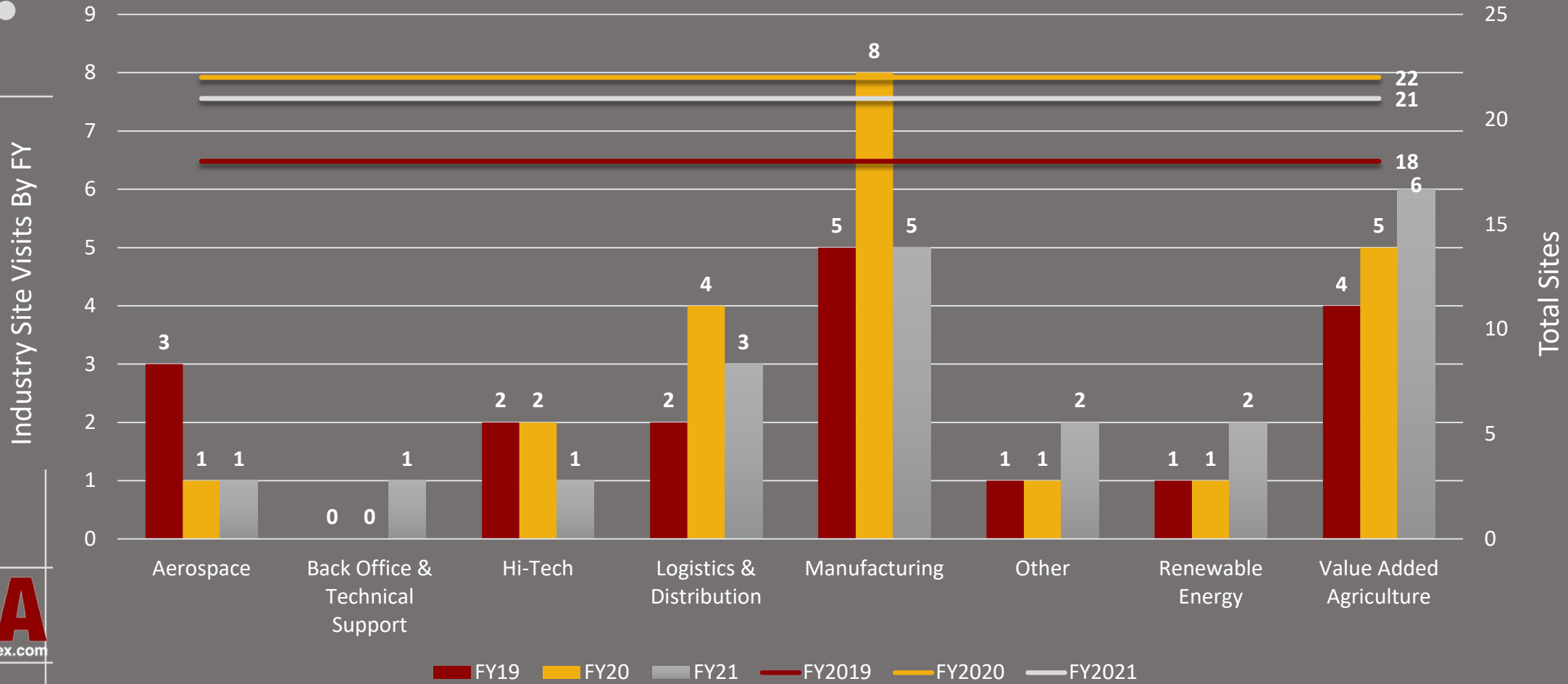
**122% GROWTH**

Leads By Source



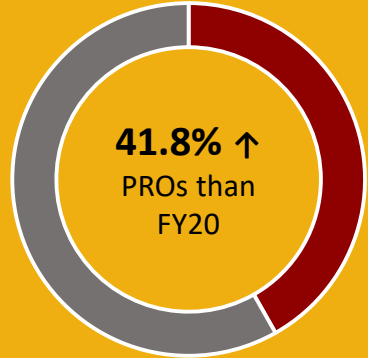
\*As of 6/27/2021

## Site Visits By Industry

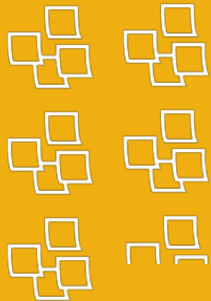


\*As of 6/27/2021

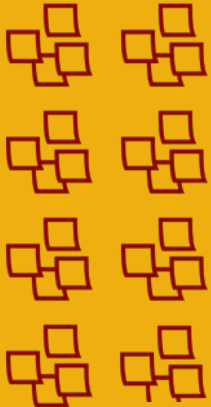
## PROs



FY20

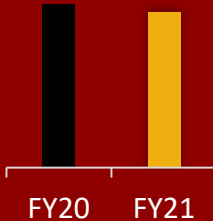


FY21



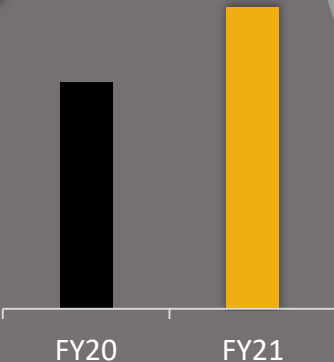
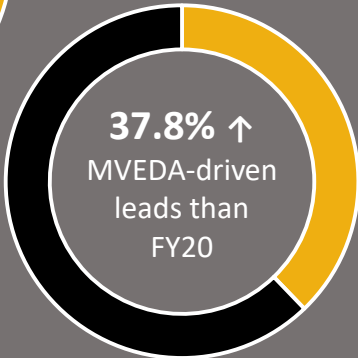
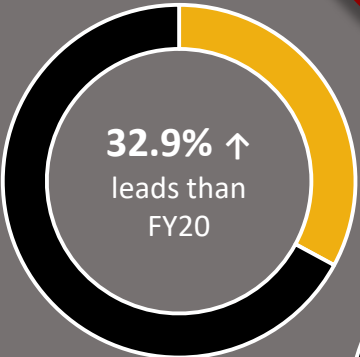
 =10

## SITE VISITS

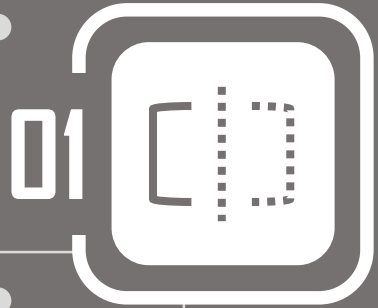


-1 from FY20  
despite COVID-19  
travel restrictions

## LEADS



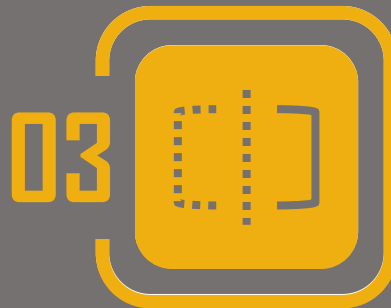
# MARKETING STAGES



**PRE-COVID**



**THE SHIFT**



**NEXT YEAR**

# OLD MARKETING



# HYBRID

TRADE SHOWS

SALES MISSIONS

DIGITAL  
OUTREACH

NEW MARKETING  
COLLATERAL

# NEW MARKETING





# 2022 CORE ASSET-BASED INDUSTRY FOCUS



## AEROSPACE

UAVs, Commercial Space

AUVSI Xponential, MRO Americas

LinkedIn

Website, Photos, Industry Videos, Flyers



## LOGISTICS & MANUFACTURING

Border Logistics, International Trade, Advanced Manufacturing

MD&M West (5 shows), IANA, Advanced Manufacturing Expo, Logistics Development Forum

LinkedIn

Website, Photos, Industry Videos, Flyers



## VALUE-ADDED AGRICULTURE

Plant & Animal Sciences, Greenhouses, Food Processing

IoT World – Silicon Valley Ag Tech, World Agri-Tech Innovation Summit

LinkedIn

Website, Photos, Industry Videos, Flyers



## DIGITAL MEDIA & GAME DEVELOPMENT

Video Game Development, Film & TV Production

Game Developers Conference

LinkedIn

Website, Photos, Industry Videos, Flyers

**SECTOR**

**TRADE SHOW**

**DIGITAL OUTREACH**

**NEW MATERIALS**

# OUR SCHEDULE

10

AUGUST

OUTDOOR RETAILER  
(DENVER)

16

AUGUST

DATA CENTER WORLD  
(ORLANDO)

16

AUGUST

AUVSI Xponential  
(ATLANTA)

12

SEPTEMBER

IANA INTERMODAL EXPO  
(LONG BEACH)

20

SEPTEMBER

SITE SELECTORS GUILD  
(NEW ORLEANS)

21

SEPTEMBER

GLOBAL ENERGY SHOW  
(CALGARY, CANADA)

14

OCTOBER

USMCA AUTOMOTIVE INDUSTRY SUMMIT  
(SAN ANTONIO)

2

NOVEMBER

SILICON VALLEY AGTECH  
(SANTA CLARA, CA)

6

DECEMBER

AREA DEVELOPMENT CONSULTANTS WORLD AGRI-TECH INNOVATION  
FORUM  
(TAMPA) SUMMIT  
(SAN FRANCISCO)

22

MARCH



CONSULTATES

TRADE CONSULTATES  
(VARIOUS MARKETS)

26

APRIL

MRO AMERICAS  
(DALLAS)

TBD

MAY

GAME DEVELOPERS CONFERENCE  
(SAN FRANCISCO)

TBD

JUNE

SITE SELECTORS GUILD  
(TBD)

TBD

JUNE

SELECTUSA INVESTMENT SUMMIT  
(WASHINGTON, DC)



SITE SELECTORS

LOCATION CONSULTATES  
(VARIOUS MARKETS)

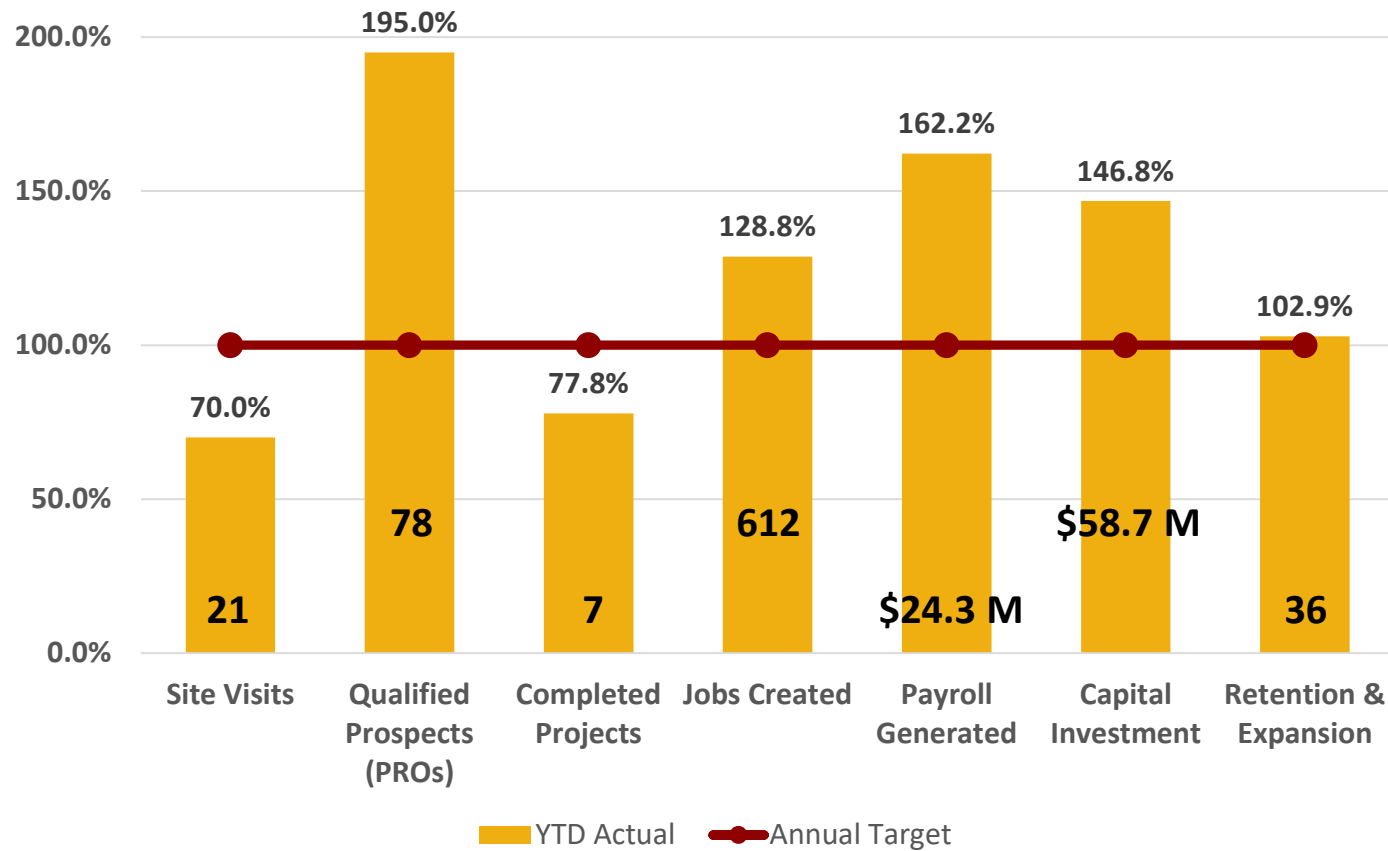


JULY BUSINESS IN THE BORDERPLEX

# FINAL RESULTS



# MVEDA DASHBOARD



## SITE VISITS

21 during COVID-19 travel restrictions



## QUALIFIED PROSPECTS (PROs)

23 more RFIs than FY20



## COMPLETED PROJECTS

2 fewer than last year



## JOBS CREATED

190 more than FY20



## PAYROLL GENERATED

\$8,788,960 more than FY20



## CAPITAL INVESTMENT

\$6,485,000 more than FY20



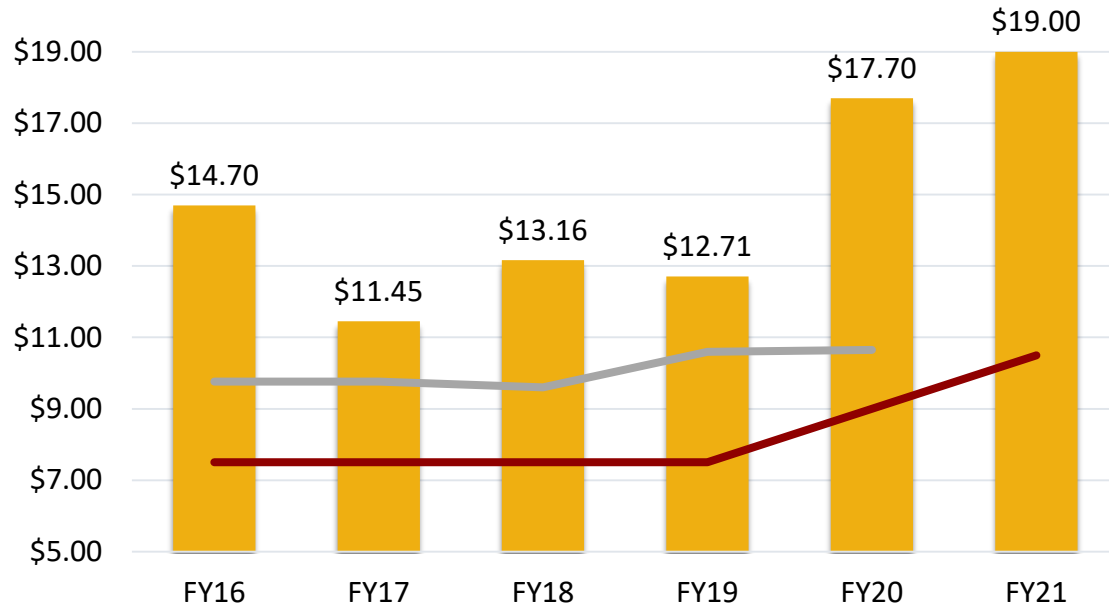
## RETENTION & EXPANSION

1 fewer than FY20



# FY21 RESULTS

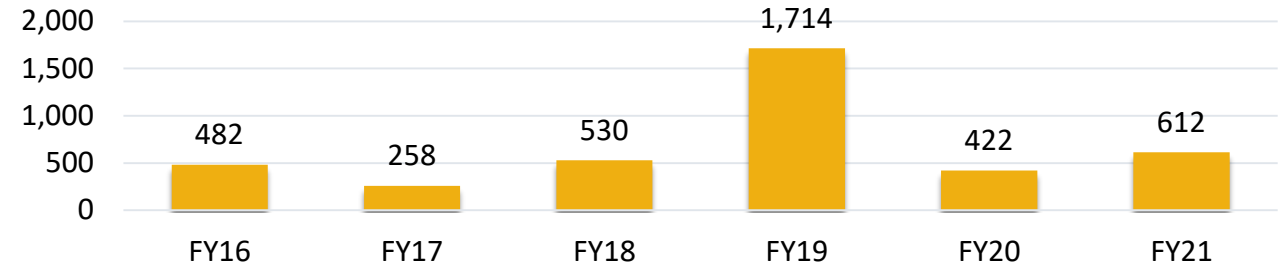
## Average Wages



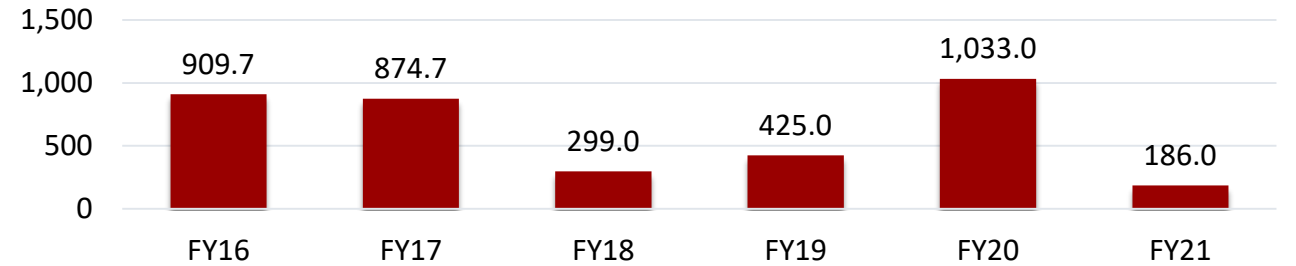
■ Average Project Wages   
 — NM Minimum Wage   
 — DAC Per Capita Income



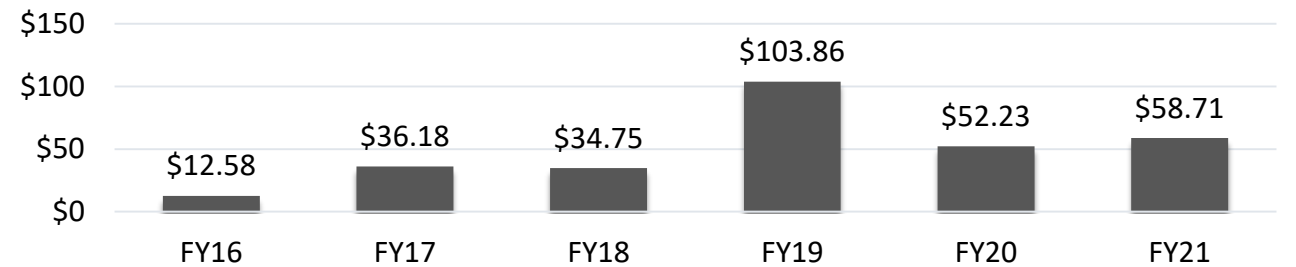
## Jobs Created



## Square Feet (x1,000)



## Capital Investment (x1M)



JULY BUSINESS IN THE BORDERPLEX

**Q & A**  
**AND**  
**SURVEY**

