

2022 ANNUAL REPORT

NM BORDERPLEX

EXPANDING OPPORTUNITIES

ORGANIZATION



BRANDING



MARKETING



STRATEGY



POWERED BY



MVEDA is a non-profit partnership of public and private organizations committed to aggressively attract, grow, and retain higher wage industries, talent, and jobs in southern New Mexico. That's a fancy way of saying we bring businesses and jobs to our community.

As I look upon the accomplishments of our "team" over the past year, my heart is filled with thanks for the new jobs created and new dollars invested in our community. Through focused goals and effort, we converted the dollars invested by the County, City, State, University, and local businesses into 777 new jobs and over \$246 million in new capital investments to help strengthen our economy.

Our "team" includes

- Our talented and committed MVEDA staff,
- The board of directors which is made up of 22 community leaders who generously share their collective knowledge, relationships, and ideas,
- The government leaders of Doña Ana County, City of Las Cruces, and the local governments of Sunland Park, Santa Teresa, and Hatch,
- NM State University, Doña Ana Community College and Las Cruces Public Schools,
- And the many state and local economic development organizations we collaborate with

Someone once asked me if MVEDA's work is a duplication of effort since there are other government and non-profits who also do economic development. The answer is NO – to create a healthy and vibrant economy, we work with a variety of organizations to be more effective. I recently attended a meeting where different organizations testified to their reliance on the work MVEDA does and the fact that it enables them to be involved in specific economic development activities that their resources can't accomplish. Each organization completes a different piece of the collective puzzle, and each comes together to advance our common goals. Collaboration (without regard to who receives the credit) gives us the opportunity to accomplish economic development at a level that would not otherwise be possible.

I look forward to our new fiscal year and to the challenges and opportunities that we will face together as we work to enhance the community that we call our home.

Warm regards,

Christine Esquibel Wright
Board Chair



BOARD OF DIRECTORS

Christine E. Wright

Chair of the Board
Beasley Mitchell & Co.

Rico Gonzales

Past Chair of the Board
El Paso Electric Co.

Councilor Tessa Abeyta, City of Las Cruces
Belia Alvarez, Las Cruces Hispanic Chamber of Commerce
Joe Bullock, First American Bank
Giovany Danel, Union Pacific Railroad
Gary Esslinger, Elephant Butte Irrigation District
Tim Hand, Ph.D., Las Cruces Public Schools
John Harris, Memorial Medical Center
Miriam Kotkowski, Omega Trucking, Inc.
Lenny Martinez, New Mexico State University
Debbi Moore, Greater Las Cruces Chamber of Commerce
Cynthia Piña Ortwein, El Paso Electric Co.

Lorenzo Alba, Jr.

Vice Chair of the Board
Casa de Peregrinos, Inc.

Hideberto Moreno

Secretary
Ironhorse Resources Development

Jacob Slavec

Treasurer
NAI 1st Valley

Kevin Merhege

Executive Committee Member-at-Large
WestStar Bank

Commissioner Manuel Sanchez, Doña Ana County
Erica Saunders, Century Bank
Travis Tarry, Citizens Bank of Las Cruces
Monica Torres, Ph.D., Doña Ana Community College
Terra V. Winter, Ph.D., Community Foundation of
Southern New Mexico

Ex Officio

John Darden, Board Counsel, Darden Law Firm
John Hummer, Steinborn & Associates Real Estate
Tom Hutchinson, La Posta de Mesilla
BG David Trybula, White Sands Missile Range



THE **MVEDA** MISSION

nmborderplex.com



**GROW THE WEALTH AND HEALTH OF
THE REGION THROUGH THE CREATION
OF ECONOMIC-BASED CAREER
OPPORTUNITIES FOR ITS RESIDENTS.**

REVENUE BUDGET FY 2021-2022

City of Las Cruces
\$200,000

Doña Ana County
\$200,000

El Paso Electric
NM Economic Development Fund
\$ 300,000

Education Partners (NMSU & DACC)
\$31,000

New Mexico Economic
Development Department
\$20,000

Private Partner Investments
\$260,000

Sponsorships & Special Events
\$13,500

Interest Income
\$500

OPERATING BUDGET

\$1,025,000

LETTER FROM OUR CEO

As suggested by the front cover of our 2022 Annual Report, this past fiscal year has truly been one of expanding opportunities for MVEDA, having made key investments in growing the organization, expanding our branding, enhancing our marketing efforts, and designing new strategic initiatives to stay in front of industry developments. With these investments, we experienced near immediate returns, the results of which you will read about in this report. These efforts also paved the road ahead to expand economic opportunities for the NMBorderplex region; Doña Ana County & Las Cruces. We believe this is critical as we forge into the new fiscal year with economic uncertainties facing industry including inflationary pressures and supply chain challenges.

Organizationally, MVEDA invested in our greatest asset, our people. As a result of new investments into the organization, we were able to staff-up and hire professionals dedicated to specific service lines, including marketing, project management, and business retention & expansion.

From a branding investment, we are doubling down on our efforts to market the dynamic opportunities of the region as a whole. Although we have always integrated the "New Mexico Borderplex" region into our marketing efforts, we have now redesigned our website and our collateral to put NMBorderplex front and center, further declaring that we are part of a very unique and diverse, multi-state, bi-national, manufacturing powerhouse region.

Our marketing efforts have greatly expanded into new and innovative digital forms of outreach, and with a dedicated Director of Marketing now on staff, we are positioned to enhance our marketing efforts and investments in technologies to implement targeted client nurturing campaigns and earned media efforts. In addition, we have developed a new website product (www.nmtradeport.com) which directly targets Foreign Direct Investments (FDI), delivering the NMBorderplex value statement to an international audience.

Strategically, MVEDA has been addressing how our region remains competitive as industries implement advanced manufacturing processes, how we position our region for the growth in U.S. onshoring by foreign companies, and how our region can be positioned as a systemic solution to our nations on-going supply chain challenges.

In summary, MVEDA is positioned to lead industry recruitment and economic development efforts in the New Mexico Borderplex and we are thankful to the on-going support of all of our partners and stakeholders.

Sincerely

Davin Lopez

President & CEO



BOARD INVOLVEMENT

MVEDA staff serves on the following boards to promote our communities development interests.

❖ NM IDEA

❖ ARROWHEAD INC

❖ NM ECONOMIC DEVELOPMENT PARTNERSHIP

❖ BRIDGE OF SOUTHERN NM



DAVIN LOPEZ
President/CEO



BRIAN GARCIA
VP Business Development



LES BALDOCK
VP Operations

THE
MV EDA
nmborderplex.com
TEAM



JESSICALYN ROBLES
Director of Business Development



ELDELISA NAVA
Director of Operations



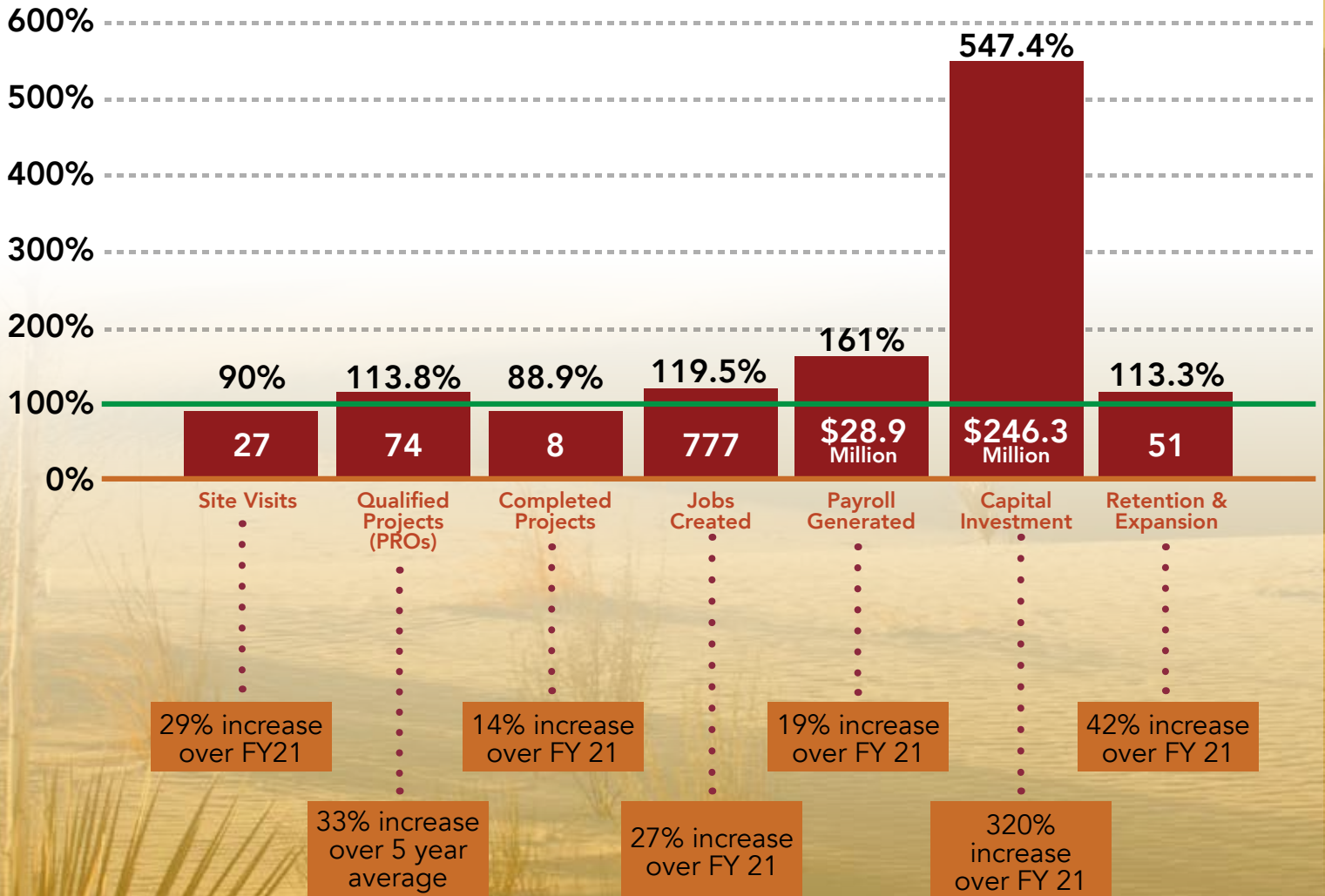
BRET BUCHANAN
Business Development Specialist



CARLOS PARRA
Director of Marketing

MVEDA DASHBOARD

Percentages are relative to goals set forth by MVEDA



MVEDA WELCOMES

ARTICO COLD MANAGEMENT
Las Cruces

TECMA
Santa Teresa

SAPUTO CHEESE USA, INC
Las Cruces

ELECTRONIC CAREGIVER
Las Cruces

**WIND TURBINE AND
ENERGY CABLE CORP**
Chamberino

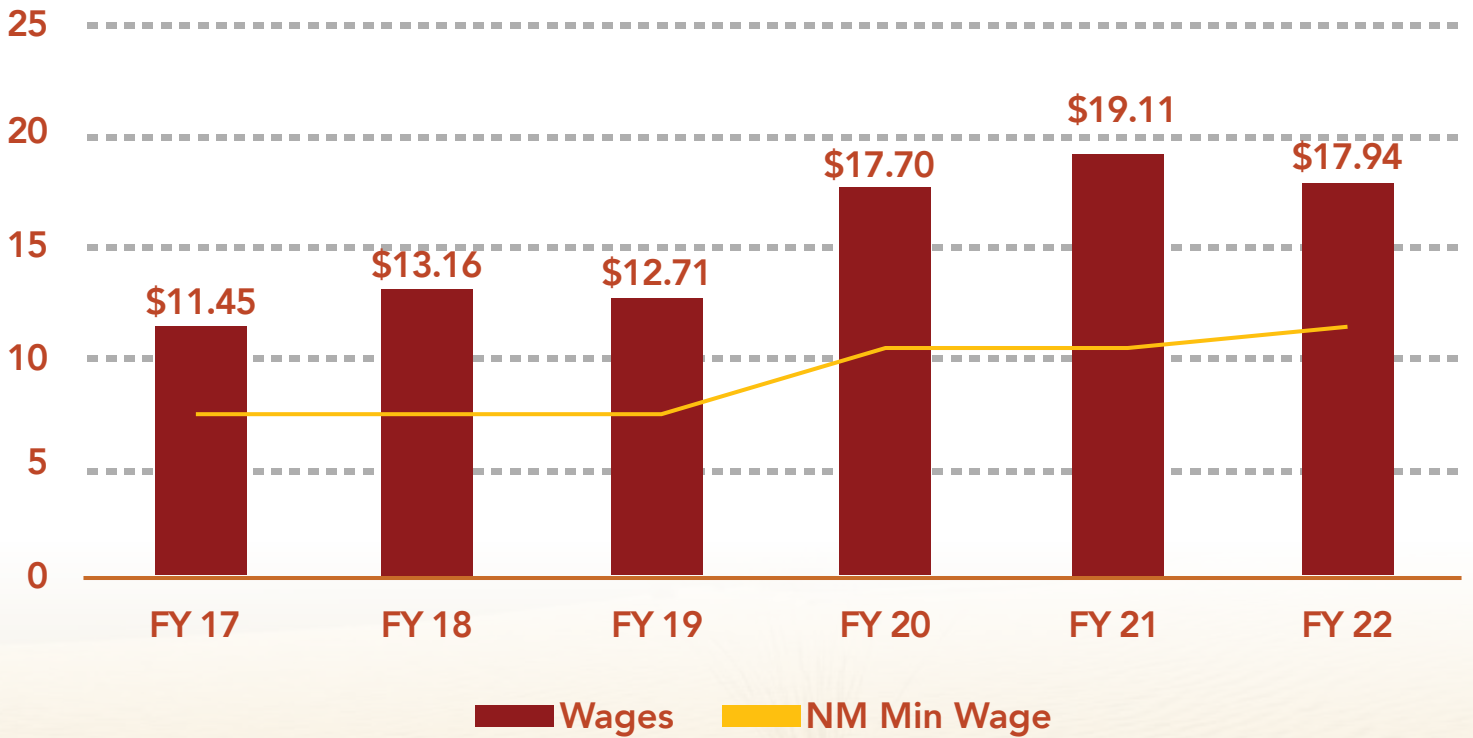
MA & SONS CHILE
Arrey

HECATE ENERGY
Santa Teresa

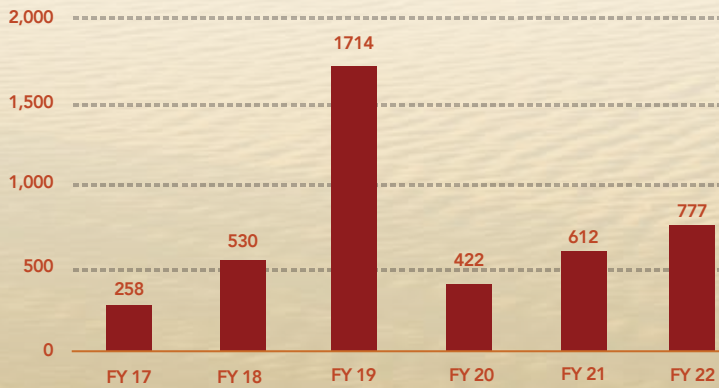
YELLOWBIRD SOLAR
Mesilla Park

6 YEAR COMPARISONS

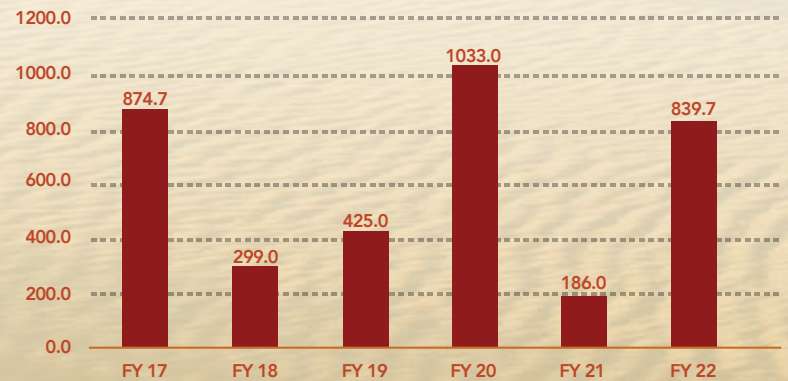
Average Wages of Completed MVEDA Projects



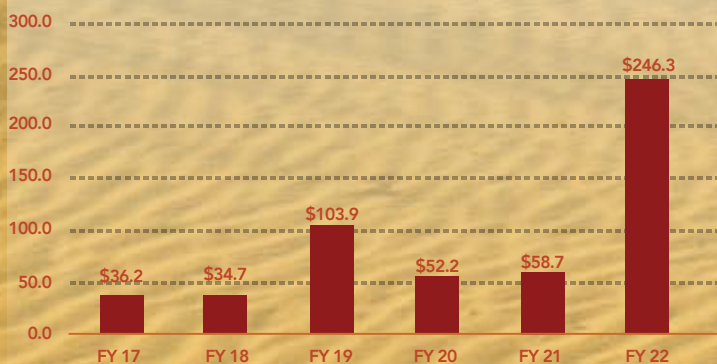
Jobs Created



Square Footage (Thousands)



Capital Investment (Millions)



OVER
\$245 MIL
 FY 22

NEW INVESTMENTS

Brought into the region!



EXPANDING



CAPITALIZING ON INDUSTRY TRENDS

Supply chain disruptions and the challenges that industry and consumers face as a result have dominated much of the business headlines over the past year. The term “Just-in-Time Inventory” has been replaced with “Just-in-Case” as companies expand their warehousing footprints to have more inventory on hand and provide greater reliability. Additionally, the terms “onshoring” and “nearshoring” have become almost colloquial as international companies seek to bring their production back to North America in order to shorten the supply chain and be in closer proximity to their U.S. customer base. To address this, MVEDA has partnered with the Border Industrial Association to develop a marketing campaign specifically addressing how our region’s robust logistical infrastructure and assets support the needs of onshoring production. More can be found at NMTradeport.com. Additionally, MVEDA also partnered with Doña Ana County in an application to the USDOT for consideration as a “Regional Infrastructure Accelerator,” to become a piloting and deployment hub for the integration of renewables and technologies that support freight, fleet, cargo, and intermodal efficiencies.



LEVERAGING THE REGION

Since 2009, MVEDA has integrated the term “Borderplex” into our marketing and outreach efforts in order to more effectively illustrate to industry the demographic size that a bi-national region of 2.7 million people and over 140,000 postsecondary students can provide to their success. Since this time, the NMBorderplex term has been utilized to describe this dynamic. The need to regionalize is even now more essential as we try to compete for industry attraction and job creation on a global scale. MVEDA is now doubling down on this regional branding and the NMBorderplex will take center stage on all marketing campaigns and collateral. The effort, however, will continue to be “Powered by MVEDA”.





STRATEGIES



BUILDING CAPACITY TO MEET INDUSTRY NEEDS

Over the past 24 months, MVEDA has seen a significant increase in advanced manufacturing related projects seeking potential locations and sites within the NMBorderplex. Advanced manufacturing processes are being integrated across all industries whether that be electric vehicle manufacturing or food processing. Along with these new processes, new advanced manufacturing required skillsets have become a primary concern for expanding companies. To better understand the workforce needs and to address skill gaps that our region needs to fill, MVEDA partnered with DACC in an Advanced Manufacturing Skillset Analysis that identifies the types of training, certificates, and degrees required by industry, as well as the necessary transferable skillsets. This is Part 1 of a multi-phase strategy that will enable MVEDA to better quantify the quality of our regional workforce as it applies to this growing sector.

EDA
nmborderplex.com



EXPANDING OUR TOOLS

Competing for industry attraction on a global scale requires unique and flexible incentives that will enable the NMBorderplex to compete against more robust and well-funded programs found in other states throughout the U.S. When the El Paso Electric New Mexico Economic Development Fund became available, MVEDA applied through CFSNM to create a "Regional Closing Fund"; a post-performance, metric driven, yet flexible incentive grant for economic based industries expanding in the region. In the Regional Closing Fund's 1st year, \$375,000 has been awarded across four projects, with an expected 566 new jobs that will be created and an estimated \$67 million in new capital investments into the region.

MARK

BRANDING OVERHAUL

- Expanded Regional Branding of NMBorderplex
- NM Branding on a multi-state & bi-national region
- Updated NMBorderplex.com
- Re-designed Business Cards
- Unified Branding for Collateral



SITE SELECTORS

- Site Selector Magazine (2 Editions)
Print – 126,000 Site Selectors & Executives
Digital – 40,000
- Site Selector Outreach
Gifts and Mailers
- Site Selector Shows
Site Selectors Guild, IAMC, Consultants Forum



INDUSTRY FAMILIARIZATION TOURS

- Newmark (NM Economic Development Department)
Cold Storage & Value-Added Ag
- Portugal Delegation (Global Ties ABQ)
Aerospace
- Taiwan Delegation (NM Economic Development Department)
Manufacturing & Logistics
- Chihuahua Outreach (City of Las Cruces)
Advanced Manufacturing
- Juarez Outreach (City of Las Cruces)
Advanced Manufacturing
- Mexico Delegation (City of Las Cruces)
Aerospace



MARKETING

MARKETING

Digital Marketing



POWERED BY **MVEDA**



• 140,000+ Impressions • 3,117 Clicks • 8 Leads



IN PARTNERSHIP
WITH
THE BORDERPLEX ALLIANCE



• 10,611 Impressions • 452 Contacts
• 187 Companies • 899 Interactions
• 351 Personal Touch Emails

Trade Shows

IANA: Intermodal
USMCA: Automotives Summit
Outdoor Retailer
Xponential: UAS/Drones
Mexico Supply Chain Summit



ASSET BASED TARGET INDUSTRY OUTREACH

MVEDA incorporates an "asset-based" marketing strategy to identify the target industries we recruit.

This approach leverages our region's unique industry supporting assets enabling us to compete at a higher level against other regions and states.



AEROSPACE

UAVs, Commercial Space



LOGISTICS & MANUFACTURING

Advanced Manufacturing
International Trade
Border Logistics



VALUE-ADDED AGRICULTURE

Plant & Animal Sciences, Greenhouses,
Food Processing



DIGITAL MEDIA & GAME DEVELOPMENT

Video Game Development,
Film & TV Production

- Sales trips to high-priority markets
- Marketing to MVEDA's top 125 site selectors & corporate decision makers
- Trade show and industry conference attendance
- Local industry retention and expansion program
- Site selection consultant in-bound hosting events
- Nurture email campaigns
- National advertising
- Website & social media marketing
- Customized collateral & marketing materials
- Communications & publicity (internal & external)

5 YEAR NET NEW HOUSEHOLD SPENDING IMPACT

**HOUSING
32%**

Mortgage & Rent: \$21,925,526
Utilities: \$11,115,025
Repairs, Furnishing & Other: \$10,201,461
Property Taxes: \$5,329,121

**RETAIL
20%**

Groceries: \$12,637,630
Apparel: \$5,481,381
Education, Personal, & Misc. Services: \$7,003,987
Other Retail: \$4,720,079

**FINANCE &
INSURANCE
20%**

Pensions: \$15,987,363
Cash Contributions: \$5,176,860
Health Insurance: \$5,024,599
Vehicle & Life Insurance: \$4,263,298

**VEHICLE
15%**

Gas & Motor Oil: \$8,222,073
New & Used Cars: \$7,917,550
Vehicle Repairs & Other Expenses: \$4,872,339
Public Transportation: \$1,522,606

**MEDICAL
2%**

Medical Services: \$2,131,648
Drugs & Supplies: \$1,827,127

**ENTERTAINMENT
11%**

Restaurants & Bars: \$8,069,812
Entertainment & A/V Equipment: \$6,394,946
Pets, Toys, Hobbies: \$2,436,169

**OVER
\$152MIL**

POWERED BY
MVEDA

YOUR TAX DOLLARS AT WORK

\$1 INVESTED
FOR EVERY
IN
MVEDA

\$14

**CITY OF
LAS CRUCES**

Total

\$2,789,476

\$40

COUNTY

Total

\$7,952,655

\$815

STATE

Total

\$16,294,607

\$32

DACC

Total

\$1,002,845

**LOCAL
SCHOOLS**

\$6,211,552

5 Year ROI & Net New Tax Estimates Derived from Economic Impact Analysis

All Figures Are a Result of MVEDA's Efforts in Current Fiscal Year and are Calculated Based on Each Sector's Investment into MVEDA

THANK YOU TO



EL PASO ELECTRIC
New Mexico Economic
Development Fund



City of Las Cruces[®]
MOUNTAINS OF OPPORTUNITY

DOUBLE PLATINUM PARTNERS



PLATINUM PARTNERS



OUR PARTNERS!

GOLD PARTNERS

Century Bank
Comcast
Hotel Encanto de Las Cruces
Ironhorse Resources
LoyaWilke Architects
Memorial Medical Center
Pic Quik Stores, Inc.

RT Electric, Inc.
Rehabilitation Hospital of SNM
Strategies 360
The Borderplex Bi-National Alliance
The Las Cruces Economic Forum
Wells Fargo
Zia Natural Gas Company

SILVER PARTNERS

Admiral Cable, Inc.
Beasley Mitchell & Co., LLP
Crestline Building Corp.
Fastwave.Biz
First American Bank
Jaynes Corporation

Jurney Construction
La Posta de Mesilla
NAI 1st Valley Realty
Nusenda Credit Union
Payment 1 Financial
Pioneer Bank

Steel Technologies LLC
Steinborn TCN
Commercial Real Estate
Wilson Binkley
Advertising & Marketing

BRONZE PARTNERS

American Document Service
Axiom CPAs and Business Advisors
Bank '34
BNSF Railway
Bohannon Huston, Inc.
Burrell College of Osteopathic
Medicine
CdP, Inc.
Community Foundation of SNM
Document Solutions Inc.
Doña Ana Title
Hacienda del Camino Real

Hakes Brothers, LLC
HB Construction
Jacobs Technology, Inc.
Las Cruces Association of Realtors
Las Cruces Machine
& Manufacturing
L&M Asset Management
McGinley Construction
New Mexico Gas Company
Omega Trucking, Inc.
Smith & Aguirre Construction
Souder, Miller & Associates

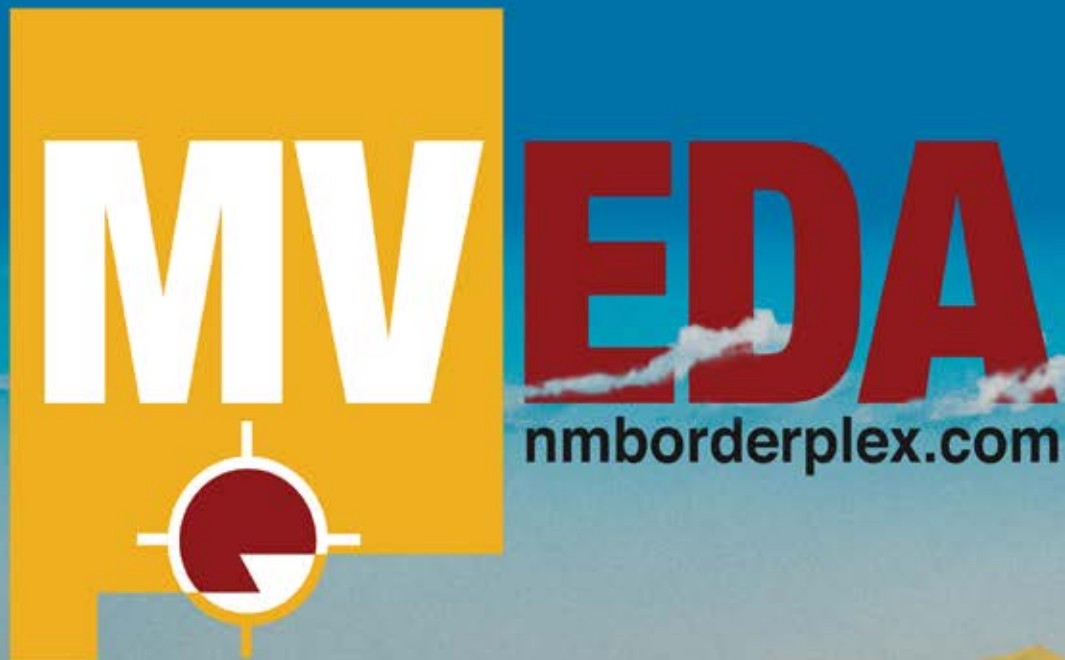
Southwestern Abstract
& Title
Staybridge Suites
Sutin Thayer & Browne
Tresco, Inc.
Union Pacific
Vigil & Associates
W Silver Recycling
WaFd Bank
Western Heritage Bank
WestStar Bank
ZTEX Construction, Inc.

COPPER PARTNERS

Advanced Care Hospital of SNM
ASA Architects, PA
Associated Builders & Contractors NM
Berkshire Hathaway Home Services
Chisholm's LLC
Courtyard Las Cruces
Cymmetrik Technologies USA Southwest
Dekker/Perich/Sabatini
Doña Ana County
Farm & Livestock Bureau

Elephant Butte Irrigation District
First New Mexico Bank of Las Cruces
Hacienda de Mesilla
J.H. Rose Logistics, LLC
KW Consulting
Mesilla Valley Snacks
New Mexico Oil & Gas Association
Pat Campbell Insurance
SDV Construction

Sun City Plumbing & Heating
TGray & Company
Twilight Enterprises
United Way of Southwest
New Mexico
Village of Hatch
WHA International, Inc.
Yearout Service, LLC



**Mesilla Valley Economic
Development Alliance**

**575.525.2852
www.MVEDA.com
NMBorderplex.com**

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Las Cruces, NM 88004**