



Generating Jobs and Opportunities for the Albuquerque Metro Area

February 18, 2021

Project Ice Age Company Executives
C/O Melinda Allen
New Mexico Partnership
1720 Louisiana Blvd NE #312
Albuquerque, NM 87110
VIA EMAIL

Dear Project Ice Age Company Executives:

Thank you for considering the Albuquerque metro as a potential expansion location for Project Ice Age. We are excited to work with you to demonstrate the many assets our community has to offer companies and their employees.

In the United States, mid-size regions like Greater Albuquerque are becoming more and more attractive to both professionals who want great careers in affordable places and to companies that want access to quality talent while concurrently reducing business expenses. In our market, specifically, call centers have enjoyed tremendous longevity. When considering factors like labor quality and availability, educational system support and lack of business-disrupting natural disasters, the Albuquerque region is one of the lowest-risk locations in the United States.

Specifically, for customer-service talent, the Albuquerque metro is a burgeoning hotspot. With a higher-than-expected supply of well-qualified candidates, you will find it easier to find talented staff, at a cost 13 percent below the national median.¹

These labor facts are well illustrated by the employee-recruitment success of LSI and Carenet Healthcare Services, both of which recently expanded customer-care center operations to Albuquerque. When LSI, a financial-services firm based in Chicago, opened its doors in Albuquerque, the company reported receiving 2,000 applications to fill its first training class of 27. Other employers, such as Fidelity Investments, Comcast and Safelite AutoGlass, continue to grow and expand, reporting that Albuquerque's business climate and pipeline of available workers help to ensure their success.

Project Ice Age will benefit from locating in Albuquerque, in part, for the availability and quality of the workforce, including access to bilingual talent; the attractiveness and affordability of the community; and our experience meeting the needs of other key employers.

Additionally, your company will have access to partnerships with local educational institutions, such as Central New Mexico Community College and the University of New Mexico, to help you develop your workforce. You also will be able to benefit from connections to universities and community colleges throughout the state, where current students and graduates are looking for job opportunities in New Mexico's largest city.

Our team looks forward to highlighting the many assets that Albuquerque has to offer, both for your business and for its potential employees here. Project Ice Age will find an excellent partner in New Mexico and in the local communities throughout the Albuquerque-metro area.

Sincerely,

A handwritten signature in black ink, appearing to read "Danielle Casey". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

Danielle Casey
President & CEO

ⁱ Emsi Occupation Snapshot for SOC code 43-4051