

Albuquerque
Regional Economic Alliance



Q1 2023 Quarterly Report



Reflections on 2023 Quarter 1

A new year of opportunities and advancement for AREA 1.0



Greetings,

Wrapping up all of the many activities and efforts that AREA and its many partners and supporters have undertaken in the first quarter of 2023 in a few paragraphs feels a bit like trying to summarize the entire Star Wars Trilogy on a 3 x 5 note card. Clearly, I have just outed myself as a fan...

Instead, I am eager for our quarterly report to speak for itself, highlighting the significant level of local community activity that AREA has delivered while also continuing to aggressively pursue the goals laid out in the AREA 1.0 Strategic Plan.

Regional alignment and involvement has remained top of mind, and to that end we kicked off the quarter and the calendar year with a presentation update to the City of Albuquerque City Council to tell them about our new regional approach and strategic

plan. We brought economic developers and commercial real estate partners from around the region for an update and a general thank you for their support and engagement. We have pushed forward in conversations related to the urban core - downtown Albuquerque - and at the same time, continued to pursue business retention, new lead generation, and project responses resulting in two significant job announcements.

Thank you for your ongoing support as we continue on the long journey to our goal of improving the quality of life for all in the region through our strategic initiatives and steadfast pursuit of economic success.

Danielle Casey, CEcD, EDFP
President & CEO



“Just reading through the annual report packet that you mailed out, and quick a note of thanks for all that you and your AREA team does for our region. It’s also good to see more and more coordination/cooperation with the other nearby EDC’s that border with Albuquerque.”

– Robert Gabaldon, Miller Bonded Inc.



Honors and Recognition: AREA Receive Philanthropy Award

As our investors are keenly aware, the Albuquerque Regional Economic Alliance, formerly known as Albuquerque Economic Development, can trace its roots back to the 1960s.

In 2022, the organization transitioned from a 501(c)(6) to a 501(c)(3) to better execute on its mission to “grow and diversify the economic base of the greater Albuquerque region.”

2022 was indeed a year of intentional evolution.

It included changing our longtime name from AED to AREA, rewriting our bylaws and articles of incorporation to shift to a mission-based focus for the organization, and for the first time ever creating a path for public/private partnership with the inclusion of local government entities across greater Albuquerque.

We have also launched several new industry advisory councils designed to engage business leaders and inform and guide the implementation of our strategic plan.

In 2022 we also successfully completed a capital campaign to increase our annual operating budget while simultaneously decreasing dependency on its sustaining fund for day-to-day operations.

In the year ahead, one of AREA’s main objectives is to concentrate on building the Albuquerque region’s national brand and working on initiatives that ultimately make the region a better operating environment for businesses choosing to locate and grow in the region — creating and delivering jobs and opportunities for all.

We are tremendously grateful for the recognition received by Albuquerque Business First, and proud to be listed alongside the many other deserving nonprofits!

“ I can recall as a child growing up in Albuquerque and going to the Petroleum Club once a year and feeling very fancy – now, there are all new opportunities ahead.”

— Cynthia Schultz, AREA Board Chair and President & CEO of Bradbury Stamm Construction

Metrics Updates

ESTABLISH NATIONAL IDENTITY AS A LEADING LOCATION FOR BUSINESS

ANNUAL METRICS IN PURSUIT OF AREA 1.0 LONG TERM OUTCOME GOALS

METRIC	ANNUAL GOAL	YEAR TO DATE	% OF GOAL
Overall ROI to Region	100:1	39:1	39%
Direct Jobs Created or Retained	1,250	305	24%
Induced Jobs Created	1,875	119	6%
Total New Capital Investment	\$300 m	\$100 m	33%
Total Direct Annual Payroll	\$128 m	\$47 m	37%
Direct Local Fiscal Impact	\$77 m	\$6.5 m	8%
Total Induced Economic Impact	\$780 m	\$291 m	37%
New Leads Generated / Qualified	150	37	25%
New Projects to Pipeline	50	5	10%

*Overall ROI is calculated by the YTD total 3-year economic impact divided by three years or anticipated organizational budget currently estimated at \$2.5 million annually. Figures above do not reflect total project announcement figures such as all jobs at full buildout, but rather the anticipated output within the first three years from announcement.



Leveraging Online Tools and Resources

ABQ.ORG/SITES

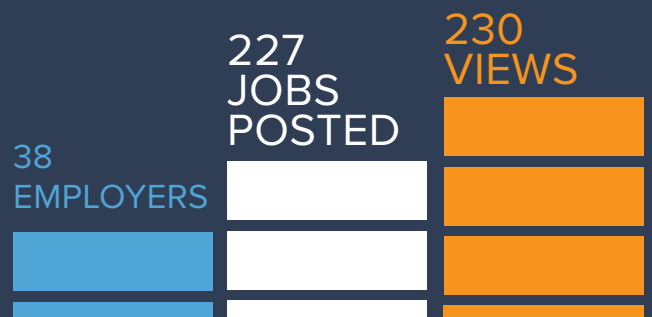
Sites listed on AREA's interactive GIS-based tool received nearly 1,000 targeted views in Q1. Top property listings as a percentage of views include:

PROPERTY	LOCATION	% OF TOTAL VIEWS
Innovation Park by Chirisa	Albuquerque	25%
1300 Desert Willow Rd	Los Lunas	8%
MaxQ	Albuquerque	8%
Double Eagle II Airport	Albuquerque	7%
Central New Mexico Railpark	Los Lunas	6%
Westpointe 40 Spec	Albuquerque	5%
Edgewood Old Town Hall	Edgewood	4%
Keter Plant	Belen	4%
Rio Grande Industrial Park	Belen	4%
Aviation Center of Excellence	Albuquerque	4%
9201 San Mateo Blvd NE	Albuquerque	4%
Mesa Del Sol	Albuquerque	3%
Upper Petroglyphs	Albuquerque	3%

ABQ.ORG/JOBS

AREA's job listing site continues to promote amazing opportunities in the region, and AREA regularly features and promotes them on social media and in local investor newsletters. Many thanks to our leading job promoters!

EMPLOYER	% OF TOTAL VIEWS
Bank of Albuquerque	24%
United Way of North Central NM	18%
Bernalillo County	15%
Dekker Perich Sabatini	14%
Fidelity Albuquerque	13%
FBT Architects	4%
Jaynes Corporation	4%
Robert Half	2%
Submaterial LLC	2%
Manpower	1%
Vexus Fiber	1%
TriCore	1%
Bank of America	1%
Sandoval County	1%
Tamaya Ventures	1%





Q1 Locates and Expansions

AREA is proud to have made a material contribution to the announcements of two significant company investments in the region in Q1.

ARCOSA | MANUFACTURING NEW PROJECT

Wind turbine manufacturer

Jobs Announced: 250

Anticipated Induced Jobs: 76

CapEx: \$60 million

Facility size: 245,000 sq ft

Total 3-Year Economic Impact:
\$186 million

ABB ELASTIMOLD | MANUFACTURING EXPANSION

Electrical components and cable manufacturing

Jobs Announced: 55

Anticipated Induced Jobs: 48

CapEx: \$40 million

Facility size: 90,000 sq ft

Total 3-Year Economic Impact:
\$104 million

“We look forward to expanding our manufacturing capacity to New Mexico, where market demand for new wind projects is robust. Our new facility will strengthen our position in the wind-tower market and enable Arcosa to benefit from growing wind investment in the Southwest.”

- Antonio Carrillo, president and CEO of Arcosa Inc.





AREA Headlines

SOCIAL MEDIA BY THE NUMBERS *compared to Q4 of 2022*

SOCIAL MEDIA CHANNEL	IMPRESSIONS	ENGAGEMENT	NET AUDIENCE GROWTH
TWITTER	2,485 (51% ▼)	38 (77% ▼)	11 (117% ▲)
LINKEDIN	34,983 (22% ▼)	3,665 (14% ▲)	145 (2% ▲)
FACEBOOK	10,927 (9% ▲)	1,684 (189% ▲)	10 (150% ▲)

Q1 MEDIA RELEASES AVAILABLE ON ABQ.ORG WEBSITE

March 23, 2023: AREA Honored at Philanthropy Awards as a Nonprofit of the Year

March 16, 2023: Best Practices and Visionary Ideas Shared at 'The Case for Downtown' Event

March 14, 2023: Arcosa chooses New Mexico for new wind-tower production facility

January 10, 2023: Albuquerque Regional Economic Alliance Announces its 2023 Board of Directors and Welcomes Several New Faces

January 6, 2023: City of Albuquerque approves funding for Universal Hydrogen manufacturing hub; shows support for regional job creation

5
PRESS
RELEASES
ISSUED

1
REGIONAL
AWARD
RECOGNITION

1
KRQE MORNING
SHOW
APPEARANCE



GOAL 2: Attract, Retain, and Align Talent

AREA's Technology and Innovation Council is leading the conversation on key quality of life assets needed to advance this goal.

Making the Case for Downtown

More than 200 attendees joined us in March at the former Petroleum Club space on the 15th Floor of 500 Marquette Ave. NW in downtown Albuquerque, courtesy of ARGUS Investment Realty.

The program brought guest experts and local business leaders together for a positive conversation about the future vision of downtown Albuquerque. According to the International Downtown Association, great cities and regions start downtown and no great city or region can succeed without a strong downtown, the place where compactness and density bring people, capital and ideas into the kind of proximity that builds economies, opportunity and identity.

The event was headlined by guest speakers Amanda Elliott of the Town of Gilbert, Arizona and Brett Roler with the Downtown Memphis Commission. Following the guest speaker presentations centered around challenges and solutions implemented in each of their downtown communities, Charles Rath facilitated a fireside chat with several local leaders and visionaries who are excited and optimistic about the future of downtown: Terry Brunner, the Metropolitan Redevelopment Agency Director for the City of Albuquerque; Dale Armstrong, President and CEO of TLC Plumbing; and Mark Baker, owner of 505 Central Food Hall, Humble Coffee Co. and Moonwalk Brewery and Distillery.

Next steps in this conversation include a series of focus group discussions through June on business improvement district tools with property owners and community leaders in downtown.

Learn more about the Tech & Innovation Advisory Council which is focused on quality of life enhancements that will aid in our ability to attract and retain talent:



Business Retention and Expansion Highlights



11 direct company visits



91% in the manufacturing space



27% of visits converted to projects



Companies Visited in Q1:

- ABB Elastimold
- Atkore - United Poly Systems
- DynaMos Ductless Blasting
- Goodman Technologies LLC
- Jabil
- Lifestyle Compounding
- Relios
- Sidetrack Brewing Company
- Submaterial
- Team 1st Technologies, LLC
- Wavefront Dynamics, Inc.

87
NET JOB INCREASES REPORTED

732
TOTAL JOBS AT VISITED FIRMS

9
COMPANIES EXPANDING HEADCOUNT



Goal 3: Break Down Barriers to Regional Competitiveness

AREA continues to advance public sector partnerships and advocate for the need for site readiness.

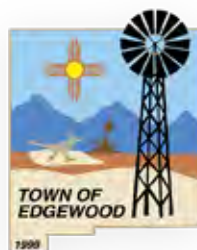
AREA's Public Sector Advisor Council Convenes in the Village of Los Lunas

Walt Benson, Bernalillo County Commissioner for District 4, serves as Chair of the AREA Public Sector Advisory Council. Sterling Donner has been serving as the Town Commissioner for District 5 at the Town of Edgewood since 2021 and serves as Vice Chair. In the Council's first convening of 2023, the Village of Los Lunas graciously hosted the gathering and sharing of information which included a tour of Meta's facility.

Learn more about public sector involvement in AREA:



WITH THANKS TO AREA'S PUBLIC SECTOR PARTNERS:





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Chair of the Board
 Bradbury Stamm Construction, Inc.

Don Tarry
Chair-Elect
 PNM

Caroline Garcia
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 AREA

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 Manpower of New Mexico

Kyle Beasley
 Bank of Albuquerque

Walt Benson
 Bernalillo County Commission

Brian Brown
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Celina Bussey
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Ryan Shell
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Ray Smith
 Klinger Constructors, LLC

Ben Spencer
 Titan Development

Joan Tafoya
 Meta

Janice Torrez
 BlueCross BlueShield of New Mexico

Eric Weinstein
 Aon



“The City’s decision [in January 2023] to provide funding for our manufacturing facility shows a commitment to supporting a modern aviation industry. Our facility will not only create at least 500 well-paying jobs and provide workforce training opportunities for New Mexicans, but it will create measurable results on decarbonizing aviation.”

- Jon Gordon, Co-Founder, General Counsel Head of Partnerships & Government Affairs at Universal Hydrogen



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