

Track 1: Competitiveness



Premise: Greater ABQ is in constant competition for jobs and investment. To win, we must build a high-performing economic development ecosystem which is open to investment and is flexible to changing market conditions and the unique needs of industry.

Key Questions

1. What do you see are the most important market factors to influence over the next 12-months for competitive improvements?
 1. Examples might include a deep dive analysis into the region's workforce, a site readiness/gap analysis, accelerated marketing and branding campaigns.
2. What resources are lacking to really influence growth in these sector? Marketing dollars? State funding? Land/facilities? Buy-in?
3. What might be a transformational outcome that redefines our market's identity as a location of choice for investment and opportunity in this industry?
4. What is one big action item or outcome that AREA should work to achieve in this space over the next 12 months?
5. What does this success look like in 12-months? 3-years? 1-years?

Greater ABQ can harness its existing assets, prioritize high potential industries and strengthen key enablers to achieve its long-term objective to **grow quality jobs** and diversify the economy.

