

2023 RETREAT

Economic Development Professionals Advisory Council



Welcome and Opening Remarks



Advisory Chair

Dora Domínguez

Sandoval County



Advisory Vice Chair

Kristen Gamboa

PNM

Overview:

The Benefits of a Foreign Trade Zone



Scott Taylor, Esq.

Member & FTZ Practice Leader

Sandler, Travis & Rosenberg, P.A.



SANDLER, TRAVIS & ROSENBERG, P.A.
International Trade, Customs & Export Law

What is a U.S. Foreign-Trade Zone?

Scott Taylor, Esq.
Sandler, Travis & Rosenberg, P.A.

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What is a U.S. Foreign-Trade Zone?

- Foreign-trade zones are restricted-access sites that are considered outside the U.S. Customs territory but located in the United States.
- Companies that operate in foreign-trade zones can defer, reduce, or eliminate Customs duties on foreign products admitted into zones for storage, exhibition, testing, quality control, kitting assembly, processing, and production.
- FTZ's help companies better compete in the global economy.
- They create and retain jobs and investment in the United States.



FTZ Statistics

- 299 General-Purpose Zones with Grantee sponsors
- Each of these zones may have dozens of company sites and subzones
- 480,000 JOBS
- 3,400 COMPANIES which includes Operators and Users
- \$835.6 billion in receipts (of which \$465.8 billion is production)
- 65% IS DOMESTIC MATERIAL!
- \$123.6 Billion in Exports!



FTZ Statistics Cont'd.

- U.S. FTZ's are highly regulated secure facilities!
- Similar to concept of Free Zones in other countries
- Each country has its own FTZ program and laws
- Implementation during 1934 “New Deal”
 - High Customs Duty rates at time and Great Depression
- FTZ Board uses “Public Interest Criteria”
 - Foreign-Trade Zones Act 19 U.S.C. § 81(a) – 81(u)
 - Foreign-Trade Zones Board Regulations 15 C.F.R. § 400
 - Customs Regulations 19 C.F.R. § 146



New Mexico has 2 FTZ's, 5 Sites and 3 Subzones

According to last FTZ Board Annual Report to Congress and OFIS
Top Foreign-Status Products by Value

- Other Electronics (98%)
- Vehicle Parts (2%)



New Mexico FTZ Activity Summary

- Merchandise Received: \$1,000 - 5,000 mil
- Exports: \$1,000 - 5000 mil
- Total Shipments: \$1,000 - 5,000 mil
- Employees: 10 - 150



New Mexico FTZ's

Zone	Grantee	Location	State	Service Area	Port of Entry
110	City of Albuquerque Aviation Department	Albuquerque	NM	Bernalillo and Valencia Counties and the Cities of Santa Fe, Rio Rancho, Bernalillo and Moriarty	NM, Albuquerque

Site Number	Site Name	Status	Activated Acres
001	Albuquerque International Sunport airport complex	Active	0

Subzone Number	Company Name	Status
00A	Oso BioPharmaceuticals Manufacturing, LLC	Active
00B	Louisiana Energy Services	Approved
00C	New Mexico Transloading, LLC	Approved



New Mexico FTZ's

Zone	Grantee	Location	State	Service Area	Port of Entry
197	Board of County Commissioners of Dona Ana County	Doña Ana County	NM	Dona Ana County, New Mexico	NM, Santa Teresa

Site Number	Site Name	Status	Activated Acres	Sunset/Expiration Date
001	Santa Teresa Business Center		1.84	06/30/2027 (S)
003	Santa Teresa Bi-National Park		2.02	06/30/2027 (S)
004	Santa Teresa Airport Industrial Park		0	
006	Aries Worldwide Logistics	Approved	0	10/31/2025 (S)

Sites and Subzone

Zone ▼	Site ▼	Subzone ▼
110	1	3
197	4	0

Example With or Without a Zone

Harmonized Tariff Schedule of the United States Revision 5 (2022)
Annotated for Statistical Reporting Purposes

XVII
88-3

Heading/ Subheading	Stat. Suf- fix	Article Description	Unit of Quantity	Rates of Duty	
				1 General	2 Special
8802 (con.)		Other aircraft (for example, helicopters, airplanes, except unmanned aircraft of heading 8806); spacecraft (including satellites) and suborbital and spacecraft launch vehicles: (con.)			
8802.30.01		Airplanes and other aircraft, of an unladen weight exceeding 2,000 kg but not exceeding 15,000 kg.....		Free ^{iv}	30%
		New:			
		Military aircraft:			
	10	Fighters.....	No.		
	20	Other.....	No.		
		Other:			
		Multiple engine airplanes:			
	30	Of an unladen weight exceeding 2,000 but not exceeding 4,536 kg.....	No.		
		Of an unladen weight exceeding 4,536 but not exceeding 15,000 kg:			
	40	Turbofan powered.....	No.		
	50	Other.....	No.		
	60	Other.....	No.		
		Used or rebuilt:			
	70	Military aircraft.....	No.		
	80	Other aircraft.....	No.		
8802.40.01		Airplanes and other aircraft, of an unladen weight exceeding 15,000 kg.....		Free ^{iv}	30%
		New:			
		Military aircraft:			
	15	Fighters.....	No.		
	20	Cargo transports.....	No.		
	30	Other.....	No.		
		Other:			
	40	Passenger transports.....	No.		
	60	Cargo transports.....	No.		
	70	Other (including passenger/cargo combinations).....	No.		
		Used or rebuilt:			
	80	Military aircraft.....	No.		
	90	Other aircraft.....	No.		
8802.60		Spacecraft (including satellites) and suborbital and spacecraft launch vehicles:			
8802.60.30	00	Communications satellites.....	No.	Free ^{iv}	Free
8802.60.90		Other.....		Free ^{iv}	27.5%
	20	Military.....	No.		
	40	Other.....	No.		
8804.00.00	00	Parachutes (including dirigible parachutes and paragliders) and rotachutes; parts thereof and accessories thereto.....	kg	3% ⁱⁱ	Free (A, AU, BH, CL, CO, D, E, IL, JO, KR, MA, OM, P, PA, PE, S, SG) 50%

Without a Zone

- Product is imported into U.S.
- Customs Entry is made at port of arrival
- HTSUS Classification and duty rate are declared
- Customs duty is paid
- This is based on Harmonized Tariff Schedule of the United States (HTSUS)
- There is no deferral of payment of Customs duty

With a Zone

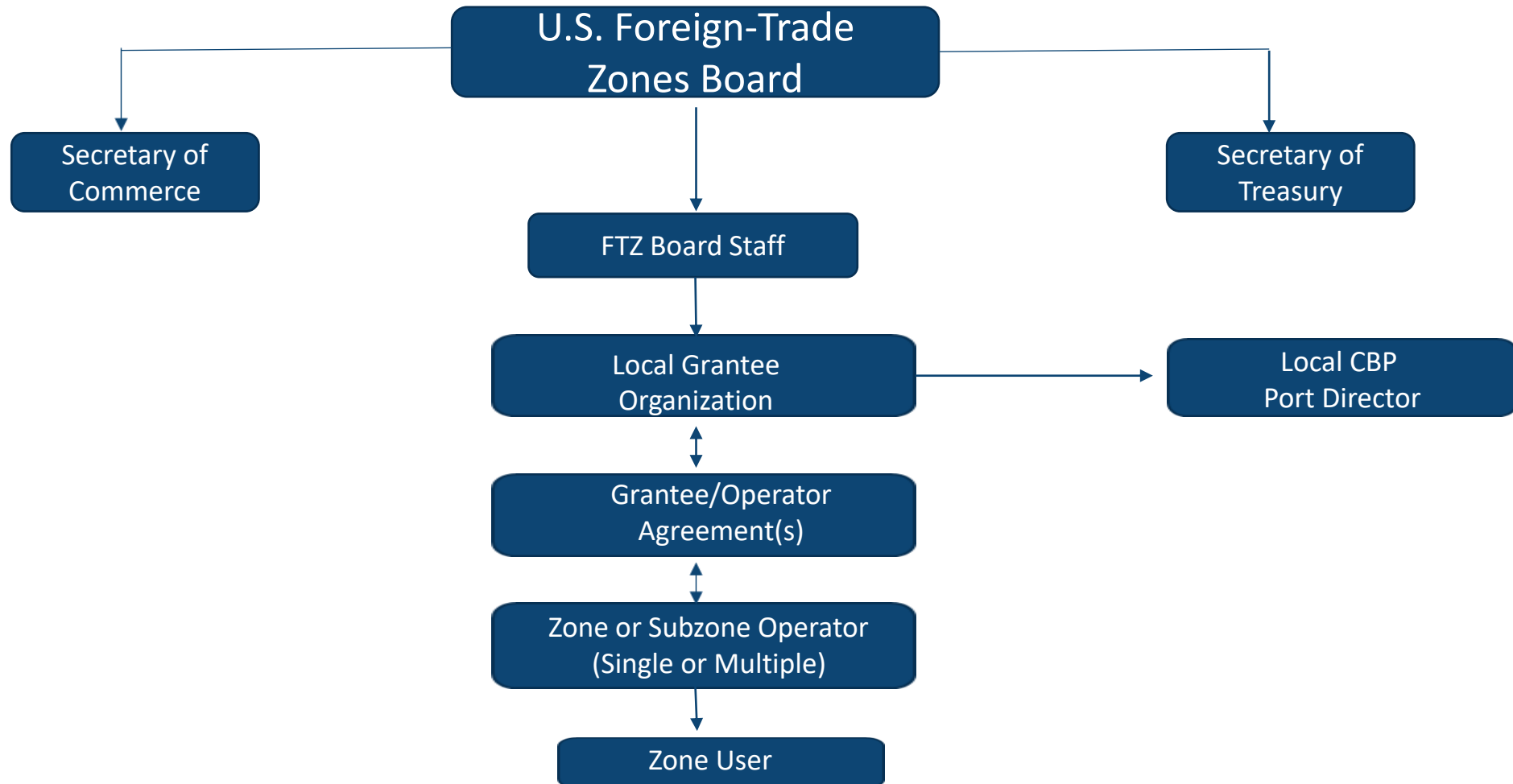
- Product moves into same Port and no duty payment yet
- Product is shipped In-Bond to New Mexico
- Product is admitted to a Zone (which is outside U.S. Customs territory)
- Eventually Customs entry is made and duty is paid or product is exported and duty does not need to be paid.

Key People in FTZ Board Process

- Secretary of Commerce - Ms. Gina M. Raimondo
- Executive Secretary – Ms. Elizabeth Whiteman
- FTZ Board Staff – Ms. Camille Evans, Ms. Diane Finver, Mr. Christopher Kemp, Ms. Marsha Foust, Ms. Juanita Chen, Ms. Qahira El-Amin, Mr. Chris Wedderburn
- Assistant Secretary of Commerce – Ms. Lisa Wang
- Secretary of Treasury - Ms. Janet Yellen
- Deputy Assistant Secretary for Tax, Trade, and Tariff Policy- Mr. Tim Skud just retired, replacement TBD
- Acting Commissioner of Customs - Mr. Troy A. Miller



Structure of FTZ Program



Who Benefits?

- Footwear/Apparel
- Aircraft/Spacecraft
- Optical Photographic Equipment
- Pharmaceutical/Chemical
- Medical Equipment
- Machinery/Equipment
- Motor Vehicles/Parts
- Engine Production
- Consumer Electronics
- Oil Refineries
- Shipyards/Offshore Drilling Rig Production
- Electrical Machinery
- FTZ Warehouses



Basic FTZ Savings

- Duty Deferral/Cash Flow
- Inverted Duty ex. – 6.5% → 0% (chemicals), 5% → 2.5% (vehicles)
- Exports
- Scrap/Waste/Obsolete Material
- Weekly Entry Savings
 - - Merchandise Processing Fee Savings
 - - Customs Brokerage Expense Savings
- Trade Remedy Deferral
- Production Equipment Duty Deferral
- Direct Delivery



Basic FTZ Savings

- Other Savings Not Always Considered
- Indirect Imports
- Finished Product Staging Warehouse
- Parts Warehouse
- Kitting ex. Liquor Kitting, Automotive Parts Kitting, Electronics Kitting
- Additional Tax Savings in Arizona, Texas, Kentucky, Louisiana,
- Oklahoma and Puerto Rico
- Need Bona Fide Customs Reason for Zone for Tax Savings



Potential Costs of setting up FTZ

- Annual Fee to Grantee/One-Time Application and Activation Fees
- Annual Cost of FTZ Operators Bond
- IT Expense
- Allocation FTZ Administrator Salary / Benefits
- Oversight / Audit / Training

ALTERNATIVE SITE FRAMEWORK



What is ASF?

- The Alternative Site Framework (ASF) is to make it easier and quick for companies to secure FTZ status.
- FTZ Staff consulted with Grantee organizations and zone stakeholders to develop the ASF.
- Each of the 300 zones had the option of moving into the ASF to provide streamlined benefits for their local companies.
- Over 90% of active zones (at least one FTZ operator) have moved into the ASF.



What Are the Main Benefits?

- Companies can secure FTZ designation in 30 days or less.
- The FTZ Board staff has ability approve without signoff from several other agencies other than CBP
- A public comment period is not required.
- There is not the old \$6,500 U.S. Department of Commerce application filing fee for companies with ASF.



Key ASF Terms

- “Service Area” is the geographic area where companies benefit from ASF.
 - ❖ Zone 110 Service Area: Bernalillo and Valencia Counties and the Cities of Santa Fe, Rio Rancho, Bernalillo and Moriarty.
 - ❖ Zone 197 Service Area: Dona Ana County, New Mexico.
- Any company within the Service Area eliminates the need for Federal Register notices, public comment periods, and \$6,500 filing fee.
- Any company outside the Service Area may still apply under the Traditional Site Framework as a Subzone but all above apply.
- Traditional Subzones require CBP concurrence and 3-5 months to be approved.



Key ASF Terms (cont'd.)

- “Subzone or Usage-Driven Site” are basically the same and same application used for one company or warehouse operator.
- “Magnet” site is usually a larger industrial park that was originally designated as a whole.
- Any company in the magnet site can be activated.
- “Sunset limits” A company must use it or lose it.
- For Subzone/Usage driven sites it is 3 years and a bona fide use of the zone.
- For Magnet sites it is 5 years and at least one activation approval by a company.



Subzone or Usage-Driven Site Boundary Modification

Streamlined application

- Address. Please provide the address of the facility.
- Acreage. Please provide the total number of acres of the facility, including any outside land that should be included for potential outside storage in a fenced area.
- Activity Description. Please provide a descriptive summary of activities that will occur at the site, including warehousing, packaging, testing, repairs, kitting, manufacturing, and distribution operations and the type of products.
- Type of Land. Is the company located in an industrial park? Yes or No. If yes, please provide the name of the industrial park.
- Zoning. Please provide the name of the local property zoning designation such as Light Industrial. Agricultural zoned property not ready for zone use.
- Square Footage. Please provide the square feet of each building and outside storage areas if applicable.



Subzone or Usage-Driven Site Boundary Modification Streamlined Application (cont'd.)

- Property Owner. Please provide the name of the property owner or owner corporate entity with ending. A property owner concurrence letter or Operator Right to Use letter will be required.
- Site Plan. Please provide a site plan of the boundaries of the property that will be designated as a foreign-trade zone. This boundary should be highlighted in a red outline, as required by the Foreign-Trade Zones Board. This site plan should also include sufficient detail to show surrounding street names that are clearly marked. There should also be a north-south-east-west arrow located on the map for reference. Any other reference points are important. The site plan does not have to include any level of detail within the building. The building outline is sufficient for this particular application. The red outlined area should include an acreage total that matches the acreage total provided. If the area is different, please explain the difference.



FTZ PRODUCTION AUTHORITY



FTZ Production Authority

- Any company that manufactures, assembles, or kits in an activated area must have advance authority from the FTZ Board.
- Application Process has been streamlined in the last decade.
 - U.S. Department of Commerce supports for small/medium manufacturers (SMMs)
 - FTZ Staff was directed to benchmark U.S. program with similar programs and procedures abroad
 - They researched similar zone programs in 77 countries
 - They determined that some countries provide SMMs with quicker and simpler access to zone procedures



FTZ Production Authority (cont'd.)

- Production Notification is streamlined application that can be filed even before the subzone or usage-driven site request
- It should list imported part descriptions, six-digit HTSUS, and duty rates
- If any imported parts are subject to Section 301 from China or Section 232 or ADD/CVD this must be mentioned in the application.
- Second list is for finished product classifications, six-digit HTSUS and duty rates



FTZ Production Authority (Cont'd.)

- Non-controversial applications
- 40 Day Public Comment Period

120 Day Approval Process Total Exactly to Day

Interim approval can be secured with CBP Concurrence in a few days in some cases.

- If negative comments are received a full Production Application may have to be filed.



Production Application

Production Application requires more data elements and justification

- Company background
- Product description
- Industry background
- Zone benefits to company
- Public benefits
- Impact on domestic industry
- Use of public zone

Usually, it is known in advance a Production Application will be required.

Sensitive industries such as textiles, silica gel, steel, and others.

It is important to assess the potential opposition before the Production Notification is filed in first place.



ACTIVATION OF FTZ



Activation of FTZ

Once a company secures the FTZ designation from the FTZ Board for its property, it must still “activate” the FTZ with approval from the local U.S. Customs and Border Protection office.



Activation Process 19 CFR 146.6

This requires an Application for Activation

- Purpose of activation
- Description of area to be activated
- FTZ bond amount calculation
- FTZ background check information
- Site plan of area to be activated (may be smaller than designated area)



Activation Process 19 CFR 146.6 (Cont'd)

- Grantee concurrence letter
- FTZ Operations Manual
- FTZ Security cargo security survey request
- Zone inventory management method (UIN or Lot)
- Request for Specific Authorities (ability to break and affix Customs seals by the Operator, direct delivery, yearly blanket admission authorization).



Questions? Contact:



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Albuquerque Sunport:

Investment Outlook and Opportunities



Manny Manriquez

Innovation and Commercial Development Manager

Albuquerque Sunport

Business Development Update



President & CEO

Danielle Casey, CEcD EDFP

AREA



Senior Vice President

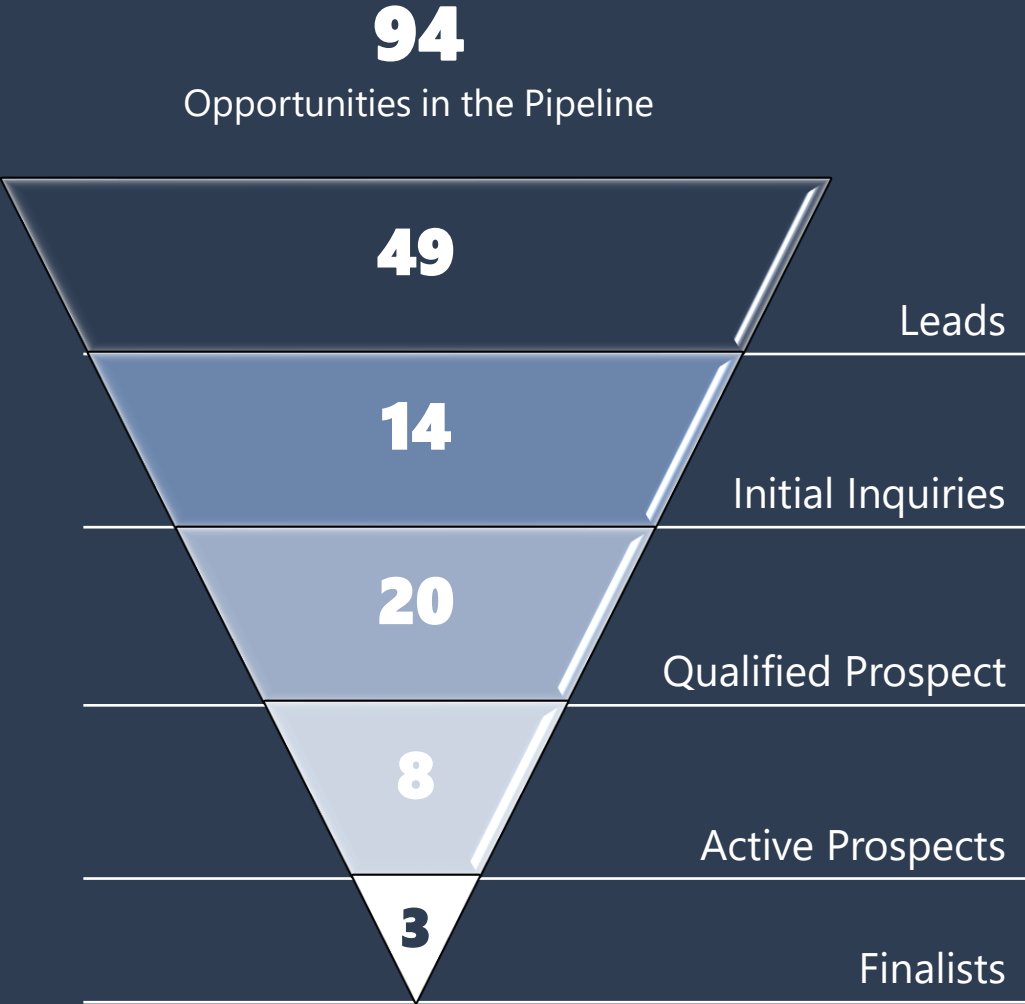
Chad Matheson

AREA

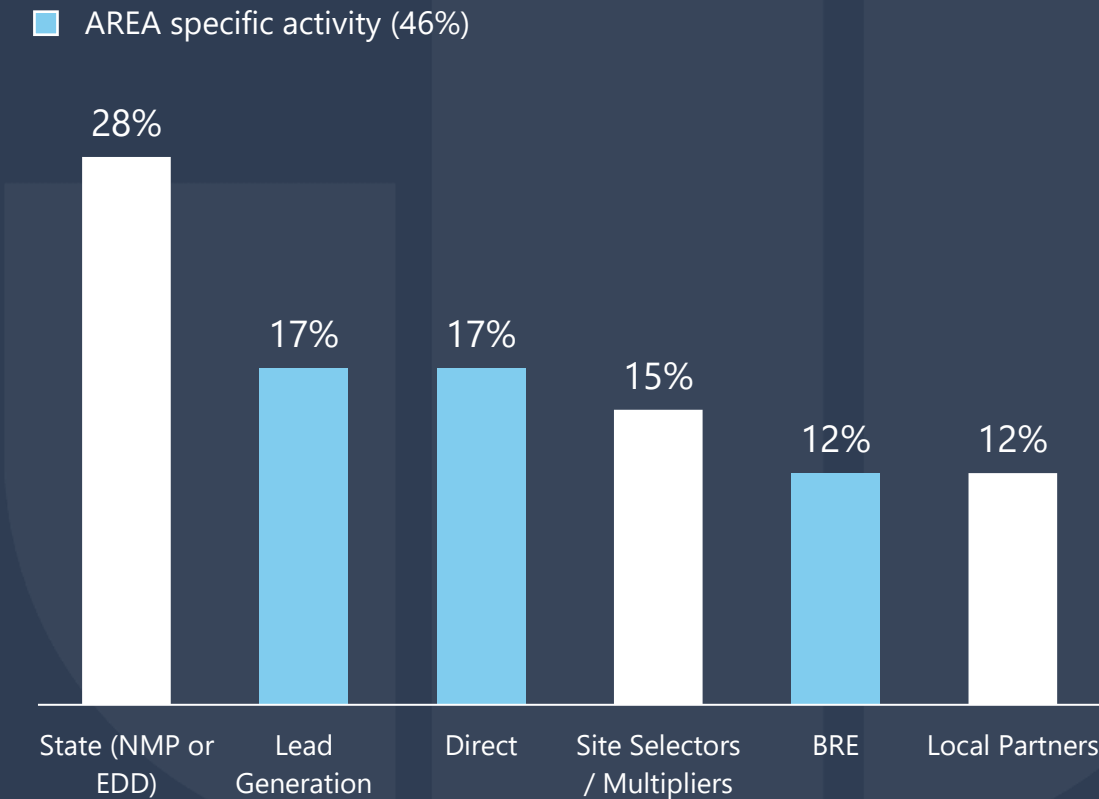
Current Pipeline | Aggregate Volume

n=94

Confidential | Not for Distribution



New Opportunities by Lead Source



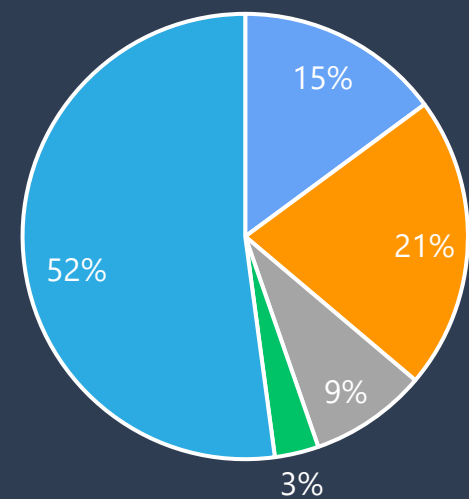
*Pipeline figures as of July 2023

Current Pipeline | Macro Highlights

n=94

Opportunities by Stage

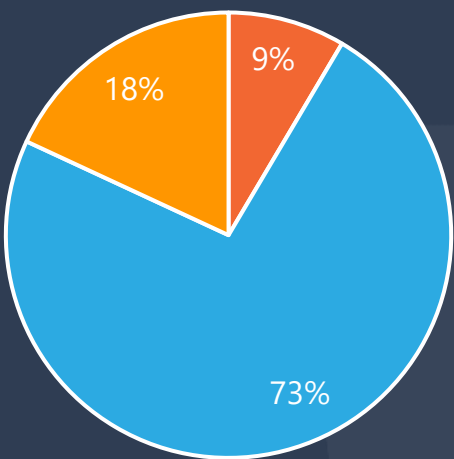
56% of active opportunities were created YTD 2023



- Lead
- Initial Inquiry
- Qualified Prospect
- Active Prospect
- Finalist

Opportunities by Type

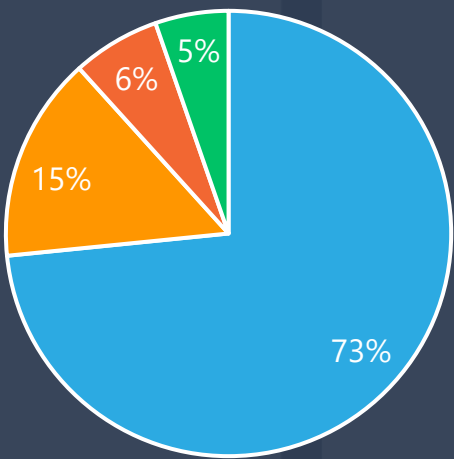
73% of active opportunities represent an attraction project for new investment.



- Attraction
- Expansion or Retention
- Assist

Opportunities by Industry

73% of active opportunities fall within a manufacturing or production-based industry.



- Manufacturing
- Office
- Transportation /Distribution
- Undefined/ Early Stage

*Aggregate volume only reflects deals with reported data and are subject to change as data becomes available

Current Pipeline | Aggregate Potential

n=94

Job Potentials by Sector

12,810

Manufacturing

1,380

Office

100

Transportation/
Logistics

All Sectors |
Project counts
by job size

<50 FTEs 50-100 101-250 251-500 501+



59

Early Stage | Unreported

35

Total Potential
Jobs and CapX

14,290

Active opportunities sum
to 14,290 potential jobs

\$3.2B

Active opportunities sum
to \$3.2 Billion in capital
investment potential.

*Aggregate volume only reflects deals with reported data and are subject to change as data becomes available

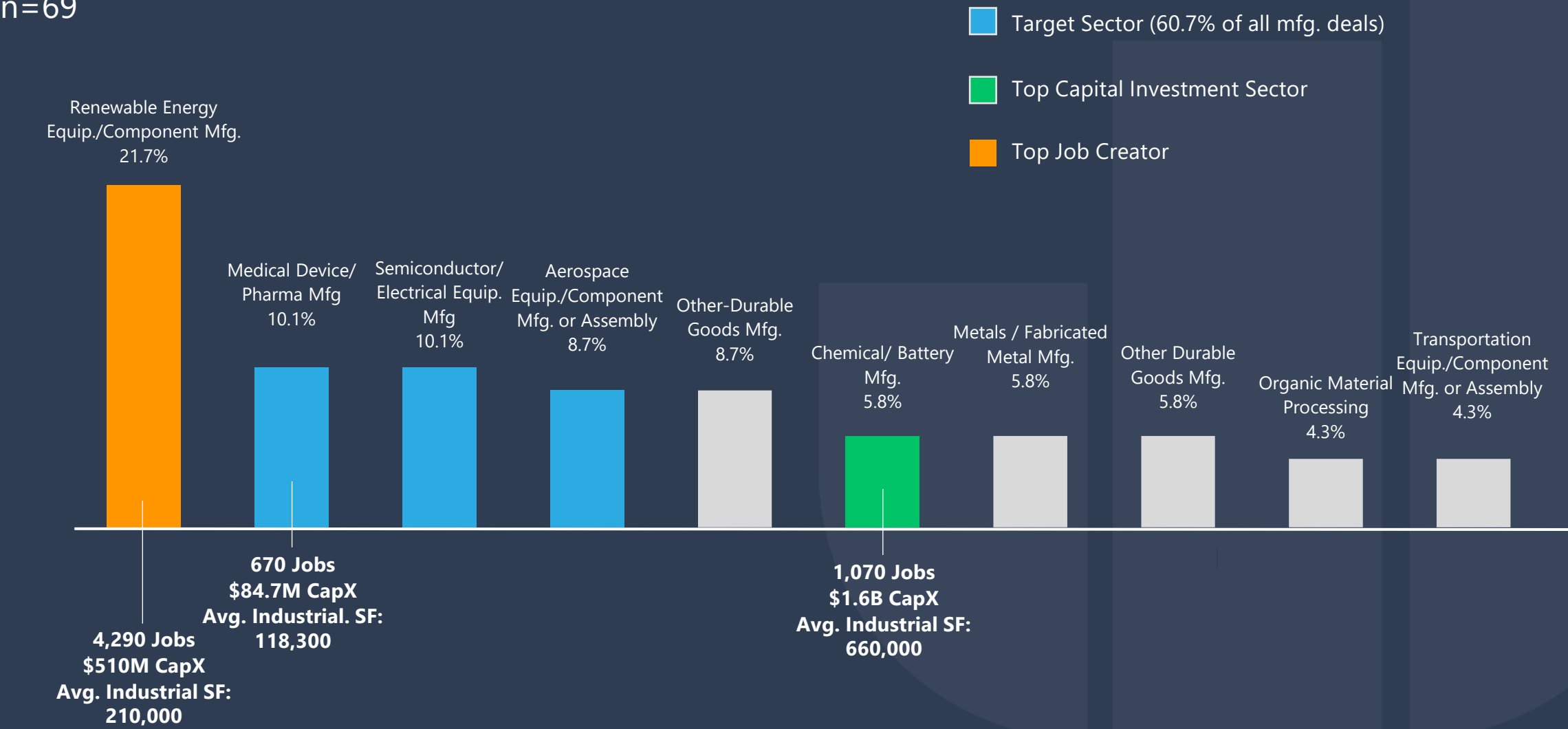
Aggregate Potential | Jobs and Capital Investment

n=94

Sector	Number of Projects	Share of projects	New jobs	Share of new jobs	Capital investment	Share of Capital Investment
	Number	Percent	Number	Percent	Number	Percent
Regional total	94	100.0%	14,290	100.0%	\$ 3,177,604,080	100.0%
Manufacturing	69	73.4%	12,810	89.4%	\$ 3,042,079,490	95.7%
Corporate / Office	14	14.8%	1,380	9.7%	\$ 107,024,600	3.4%
Distribution/Logistics	5	5.3%	100	0.7%	\$ 10,000,000	0.3%
Other	6	6.3%	40	0.3%	\$ 18,500,000	0.6%

DEEP DIVE | Top 10

Share of Deals by Manufacturing by Sub-Sector
n=69

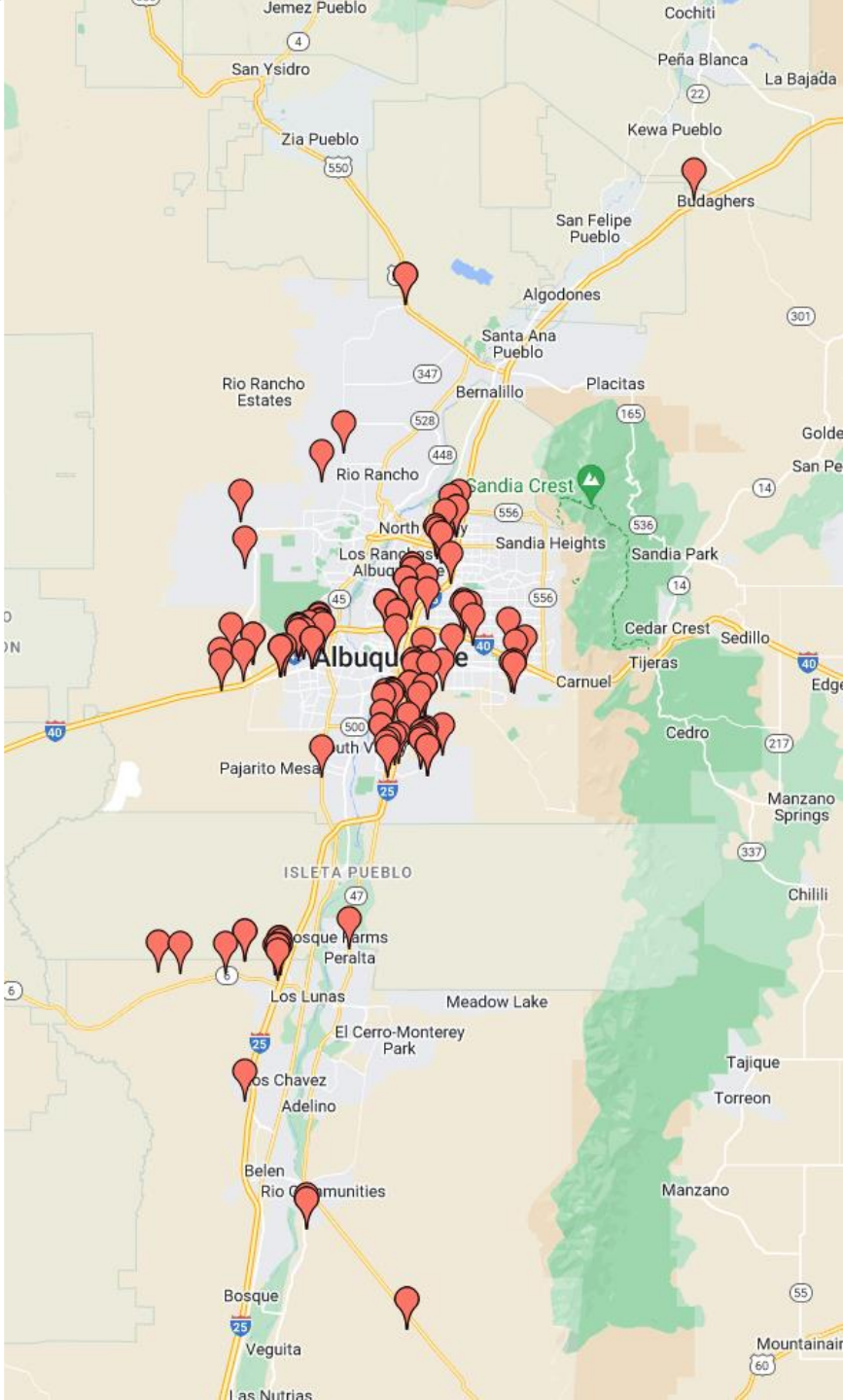


*Aggregate volume only reflects deals with reported data and are subject to change as data becomes available

Project Proposals | Distribution by Property

January-July 2023

County Name	Approved	Percent of Total
Bernalillo County	170	78.2%
Sandoval County	6	1.9%
Valencia County	38	19.9%
Total Properties	211	



Building our Brand



CBRE/AREA 2023 Joint Report

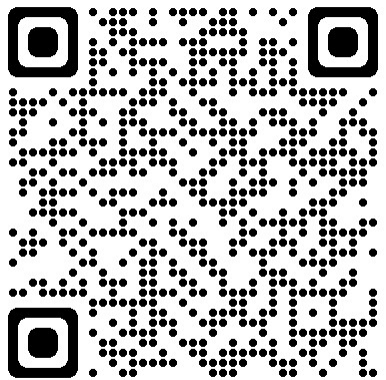
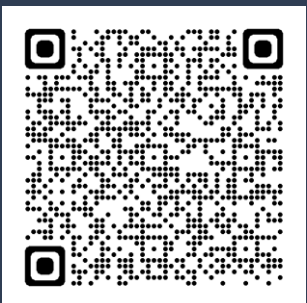


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NAI SunVista/AREA Collab
New Industrial Insights coming this fall!

2022 MARKET REPORT

BIOSCIENCES IN GREATER ALBUQUERQUE, NEW MEXICO

2022 MARKET REPORT

AEROSPACE IN GREATER ALBUQUERQUE, NEW MEXICO

Talking Shop

Responding to Deals:

An inside look and overview



Daniel Schmuck


Business Development Manager

AREA



The Proposal Process Timeline

Regional Collaboration Overview



Daniel,

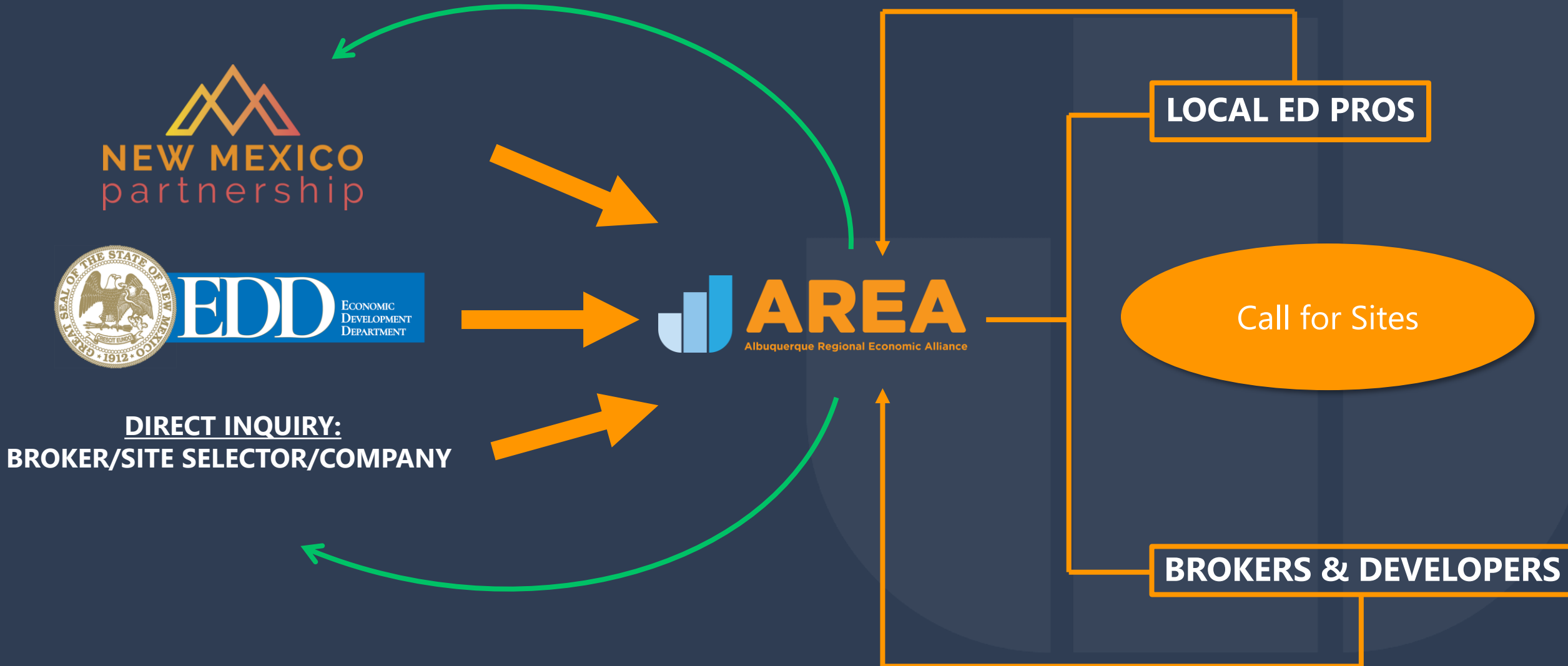
Project Manager
Sample
Project Deadline Open Tuesday, August 22, 2023
Please submit any questions via email.

Project Overview
The NM Partnership is working with a company that is looking for greenfield sites to build a new, state-of-the-art manufacturing facility. The company manufactures parts used to modify engines and generators and their installation/modification. This project could create between 100-120 jobs within the first few years. Key factors for the project are access to an interstate or divided highway. There will be a significant number of semi-trucks passing the site every day, so ingress and egress from the site and a direct path to the interstate will be key. Sites that require significant commercial development between the interstate and the proposed site will be eliminated. Preference for communities such as Gallup, Albuquerque, Moriarty, Santa Fe, Deming, Lordsburg, and others. We are willing to consider any community and site with great access to an interstate or divided highway.

Site Details
*8-10 acres (more acreage may be needed if there is not sufficient ingress/egress to the site)
*Roads and path to interstate must already be established
*Electricity – the plan is for this to be a green, solar, powered facility and “off-grid”
*Water – there are minimal water needs for the plant, there will be a water distillation process on site for the manufacturing process
*Wastewater – for employee use only
*Within 90 minutes of major airport (or have direct regional flights to major markets and ability to land)

Jobs
*100 manufacturing jobs
*20 executive positions (accounting, marketing, legal, finance, leadership)
*Ramp up over 2-3 years

How our 'Direct Project Inquiry' call for proposals work



PROJECT SAMPLE *LIVE DEMO*

REGISTERING AS AN ED PRO



SUBMITTING SITES AS AN ED PRO



Cover Letter

Summary of Proposal



Export Properties as KML



August 8th, 2023

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

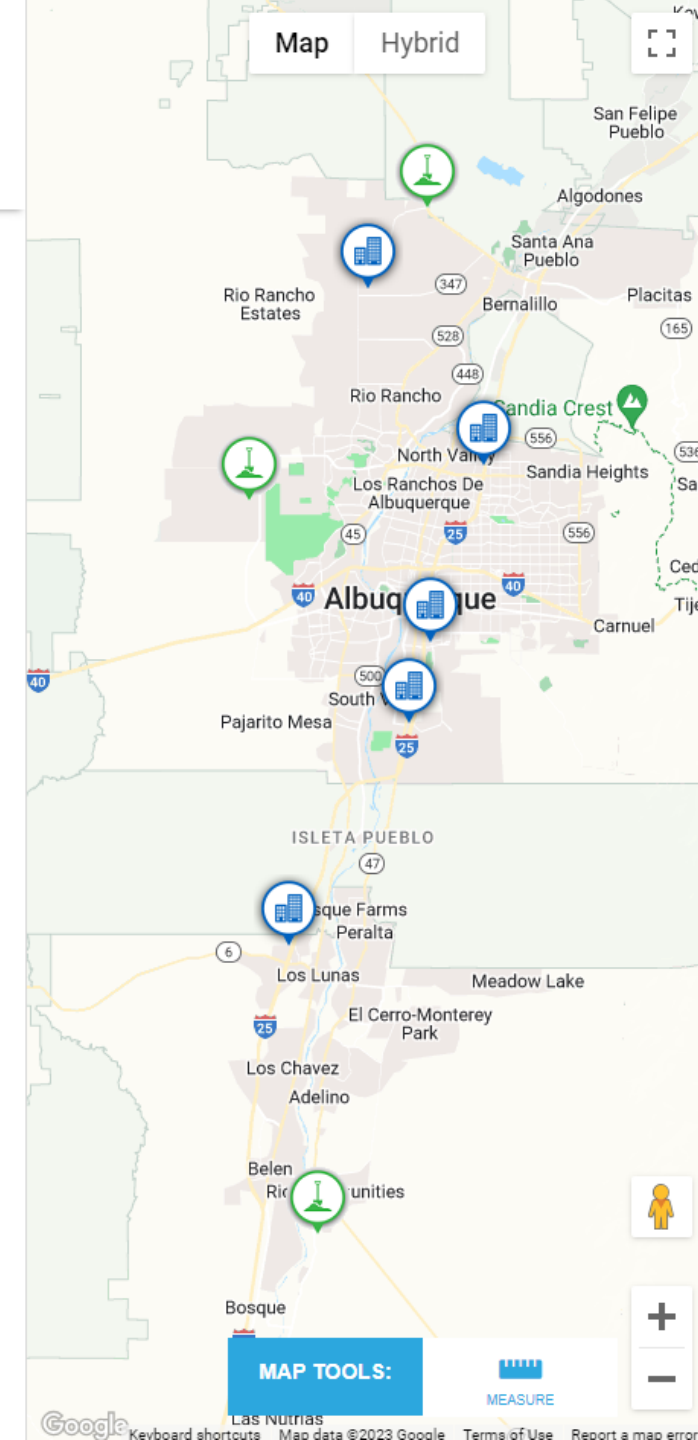
Dear Company Executives,

The Albuquerque Regional Economic Alliance (AREA) is delighted to provide you with this customized online proposal package. Through the answers and materials, we provide herein, we demonstrate that the four-county Albuquerque metro is equipped with the talent, services and incentives to offer Project Sample a prime manufacturing site in the center of the Southwest.

A key local incentive poised to support this project is an **industrial revenue bond (IRB)**, which allows for significant abatement of real and personal property tax on land, building and equipment, typically over a period of 20 years. Additionally, an IRB allows for the exemption of compensating tax or gross receipts tax on equipment purchases. When we have a clearer picture of the breakout of capital expenditures between equipment and the land and building, AREA can provide you with a more precise estimate of your property tax savings through an IRB.

On top of our competitive local IRB incentive, over the past decade, New Mexico has dramatically transformed how it fosters business investment. One very attractive incentive is the **100-percent deduction** on gross receipts tax or compensating tax paid on manufacturing consumables, including electricity, natural gas and industrial gases. Effective January 1, 2022, that tax deduction now applies to purchases or leases of qualified manufacturing equipment, as well. Also, there is no inventory tax in New Mexico.

As a manufacturer, if the majority of your client's product sales are to those outside New



CALL FOR SITES – MATERIALS TO SUBMIT

1. Any real estate or site, which fulfills the project requirements, and you would like to be included in the final proposal.
2. If required, the filled-out project response form.
3. Letters of support, outlining how the community would generally support the project to bring it to a successful completion. This could include:
 - Project alignment with the community's economic development goals.
 - Willingness to consider fast tracking permitting approvals or assigning a dedicated ombudsman.
 - Support for zoning changes (if necessary)
 - **Any other creative solutions to help the company...!**

The screenshot shows the 'ED PROS: Sample' web application. At the top is a navigation bar with links for 'ZPE Admin', 'Properties', 'Users', 'Proposals', and 'Help'. Below the navigation bar, there are tabs for 'Add Properties', 'View Properties', 'Add/View Documents', and 'View My Submission'. A search bar is present with the text 'Search through the list of properties below, and propose them for the current need. Click the "Add" button to propose a property, and "Remove" to remove the property from the proposed properties listed for your customer.' Below the search bar is a 'Filter Properties' section with a note: 'Click on any of the filter areas to expand it, and filter properties by things like name, county or user. To show just your own properties below, either click here, or select your name Basic Information filter group.' The filter section includes expandable categories: 'Basic Information', 'Approved/Active', 'Dates', and 'Assets'. Below the filters is a box titled 'Active Need Requirements:' containing the following information: 'Deadline: 09/30/2023', 'Building: [checkbox]', 'Site: [checkbox]', 'For Sale: [checkbox]', 'For Lease: [checkbox]', 'Geography: [checkbox]', 'Rail Access: [checkbox]', 'Min. Ceiling Height: 24 ft', 'Max. Distance to Interstate: 4 miles', 'Size Requirements: 50000 (Min) - 100000 (Max) in Square Feet', and 'Project Description: AREA has been contacted by a company, that is involved in the renewable energy sector and searching for a site for an advanced manufacturing operation. The company plans to create 100 jobs and invest a total of \$65 million. They prefer either an existing building or BTS with an estimated move-in date of Q2 2025.' Below the requirements box is a 'View Project Requirement Documents:' link. The main section is titled 'Properties (250)' and includes a dropdown menu for 'Are you participating in this proposal?' with 'Yes' selected. Below this is a 'Sort by' section with a dropdown menu set to 'Date Modified - Descending' and a 'Go' button. A pagination bar shows 'Viewing Page 1 of 4' with navigation arrows and a '(Show All)' link. The bottom section is a table with columns: 'Name', 'Address', 'User', 'Subtypes', 'Added', 'Modify', and 'Exp'. The table contains four rows of property data, each with 'Add', 'View', and 'Edit' buttons.

Name	Address	User	Subtypes	Added	Modify	Exp
3841 Midway Pl NE Add View Edit	3841 Midway Pl NE Albuquerque, NM 87109	Albuquerque Catylist Data Feed albuquerquenm_catylist_datafeed@gisplanning.com	Industrial	3/13/23	8/11/23	
1500 N Renaissance Blvd NE Add View Edit	1500 N Renaissance Blvd NE Albuquerque, NM 87107	Albuquerque Catylist Data Feed albuquerquenm_catylist_datafeed@gisplanning.com	Industrial	7/28/23	8/11/23	
4374 Alexander Blvd NE Add View Edit	4374 Alexander Blvd NE Albuquerque, NM 87107	Albuquerque Catylist Data Feed albuquerquenm_catylist_datafeed@gisplanning.com	Industrial	3/13/23	8/11/23	
3520 3530 and 3540 Pan Add View Edit	3520 3530 and 3540 Pan Albuquerque, NM 87107	Albuquerque Catylist Data Feed	Industrial	7/28/23	8/11/23	

Best Practices: Example Local Letters of Support with 'soft' Incentives



President & CEO

Danielle Casey, CEdD EDFP

AREA

June 1, 2011

President & CEO
Greater Phoenix Economic Council
2 N. Central Ave., Suite 2500
Phoenix, AZ 85004

RE: Project SAMPLE

Dear President & CEO:

The City of Maricopa is pleased to submit site and incentive information for Project SAMPLE. This represents a noteworthy opportunity for the attraction of a quality firm to the Valley that will bring prosperity to not only the local area but the entire GPEC-served region and the State of Arizona.

Why Maricopa?

We are not afraid of risk. This project represents a tremendous number of jobs at a level of quality well beyond that of typical business attraction projects. It is one that could propel Maricopa into reaching its vision of establishing a sustainable, local employment base years ahead of currently anticipated goals – but in a manner consistent with the community’s growth experience in recent years. If Maricopa knows how to do one thing, it is to make things happen quickly. In 2003, the city had only 1,500 residents and now is home to more than 43,000 within our city limits. After taking over municipal operations in July of 2004, it has since established full-service Police and Fire Departments (and boasts the second lowest crime rate per 1,000 residents in the Valley), put into place a full range of City policies and services expected by its residents, and is in the process of making significant capital investments into the local quality of life and places needed for successful growth. We are a can-do community, and do not believe in the phrase “because we have always done it that way,” or in the word “no” when discussing business development opportunities. An aggressive economic development strategy has led to an Economic Development Department that is one of the best funded in the Valley per capita and the City’s investment in the creation of a [private 501\(c\)\(3\)](#) developed specifically for creative incentive tools.

We have locational advantages. Maricopa is uniquely situated only 20 minutes southwest of Phoenix, and 35 minutes from Phoenix Sky Harbor International Airport. Our location allows us to provide a comfortable and short reverse commute for workers residing in the southeast Valley. In addition, housing prices in Maricopa are highly competitive in comparison to regional markets and therefore offer greater opportunities for homeownership for out-of-area employees interested in locating near this operation. There is also significant capacity for additional residential growth in already entitled and buildable lots. Rail access is also located within the Maricopa community and we are the [Valley’s AmTrak location](#).

Maricopa has an excellent local workforce. Our residents are highly skilled, with more than 52 percent holding a bachelor’s degree or higher and 88 percent with some post-high school education (according to a [2009 Labor Study conducted by Elliott Pollack & Co.](#)). A local labor pool of nearly 25,000 adults – most of whom are commuting and would rather work locally, even for a pay cut – as well as significant housing development options and ease of travel for labor commuting from nearby Metro areas can support Neptune’s needs.

We have significant projects moving forward in community today. Projects that will break ground in the next 12 months or less: Holiday Inn Express & Suites, 145-acre City Recreational Complex, Pinal Power 30MW Biomass Electric Generation Facility, 217-acre Central Arizona College Campus, 140-acre City Municipal Complex and Banner Health Center (doors to open in May 2012).

Site Proposal(s)

- Option 1: San Trava (recommended option with conceptual site plan)**
100-acres of property (with an additional 59 available) as shown in the attached exhibit is available in the City of Maricopa, with utilities all at or sufficiently near site and with appropriate zoning in place. This property is adjacent not only to the 217 acres recently purchased by Central Arizona College with planning for development underway, but is within one-quarter mile of the future City Services Complex with a groundbreaking planned for Q1 of 2012 and one-half mile from the Banner Health Center which will break ground July 2011. The property is currently being offered for purchase at \$3.00 per square foot. **Property representative:** John Doe, Property Holdings; 602/**** or john DOE@propertyholdings.net. As this is the City’s recommended site location for Project Neptune, a conceptual site plan has been developed to depict its use at full build-out for a one-million square foot, Class A Office development.
- Option 2: Eagle Sample**
Approximately 100-acres of property (more available if desired) as shown in the attached exhibit is available in the City of Maricopa, with utilities all at or sufficiently near site and with appropriate zoning in place. This property is adjacent to the Maricopa-Casa Grande Highway, one-half mile from the Central Arizona College campus and one and one-half mile from the City Services Complex. The property is currently being offered for purchase at \$1.50 per square foot. **Property representative:** Jim Kenny, El Dorado Holdings; 602/328.0900 or john DOE@propertyholdings.net.

Talking Shop

2024 Business Development and Outbound Marketing Strategy



Paul Dahlgren

Director of Business Development,
Lead Generation and Marketing

AREA

In 2023, new partnership models have been shared to elevate the regional pitch

In 2024, you will see noticeable increases in AREA's outbound activity

AREA Outbound Business Development

AdvaMed

The Med Tech Conference

**October 9-11, 2023
Anaheim, California**



Overview of Content and Topics

Bringing together more than 3,500 attendees and 1,500 companies the Med Tech Conference is a must-attend event for the industry's prominent and most promising companies. This conference attendees are decision makers, thought leaders and investors in the medical technology space. Attendees are looking for new opportunities to grow and partner and the sessions will provide insight into the future of the industry.

Attendee Demographics

3,500 Total Attendees

1,500 Companies

- 18% CEO/President Chairman
- 20% Director
- 22% EVP/SVP/VP or General Manager

Website

<https://themedtechconference.com/>

Goals of Attendance

1. Stay updated on newest insights and industry trends occurring in med tech industries.
2. Conduct targeted meetings with 6-10 companies that could have an interest in potentially expanding to the greater Albuquerque region.
3. Build regional awareness by generating 3-5 targeted, co-branded, social media posts per day with relevant industry data and partner insights.

Partnership Opportunity

Join AREA as a bioscience partner during the Med Tech Conference in Anaheim, CA.

Collaborative Deliverables

1. Opportunity to co-host greater Albuquerque exhibition booth.
2. Partnership in AREA coordinated business development conversations.
3. Logo recognition on all conference related materials, digital and print.
4. Co-branded and coordinated social media strategy during event.
5. AREA will coordinate flight and hotel reservations.

By partnering with AREA for the Med Tech conference, your company or organization can show its support for the medical device industry while simultaneously creating brand awareness for the greater Albuquerque region.

Displayed on the following page, AREA has organized partnership rates to include flight, hotel, and full-access pricing or exhibit hall access pricing. **Please let us know if you would like to schedule your own travel.**

In addition, AREA will activate outbound lead generation efforts, targeting key decision makers present at the conference as well as to firms located in the surrounding Anaheim area.

If interested:

Need to Know By: July 28, 2023

Target Outbound Activities (DRAFT)

Jan-June 2024

Conference Name	Date(s)	Location
SXSW	March 8-16, 2024	Austin, TX
Site Selector Guild	April 3-5, 2024	Nashville, TN
Space Symposium	April 8-11, 2024	Colorado Springs, CO
Spring Consultants Forum	June 3-5, 2024	Virginia Beach, VA
Bio International	June 3-6, 2024	San Diego, CA
Collision Conference	June 17-20, 2024	Toronto, CA
Select USA	June 23-26, 2024	National Harbor, MD

Breakout Session

Lead — Partner — Support

At the beginning of the session today, you wrote down two priorities and two challenges you hope to address over the next 12-months.

AREA staff has organized these into conversation themes.

Break into small groups and identify where AREA can lead, partner, and support you to advance your priorities or challenges.

20 minutes per topic

Select a group reporter to report out after the discussion

Guidelines

The purpose of this breakout discussion is to **dive deeper into AREA's role in key issues** and **build collective consensus** by hearing many points of view and exploring many options and solutions.

Everyone is encouraged to participate.

You may be asked to share what you think, or we may ask for comments from those who haven't spoken. It is always OK to "pass" when you are asked to share a comment.

Ground Rules

One person speaks at a time -
Refrain from side conversations.

If you think you will forget an idea that comes to mind, **write it down**.

Listen to and respect other points of view. Do your best to understand the pros and cons of every option, not just those you prefer.

Be as objective and fair-minded as you can be. Seek first to understand. **Ask questions to seek clarification.**

Breakout Session

Group Report Outs

Final Remarks &

Happy Hour!