

Albuquerque
Regional Economic Alliance



Q2 2023 Quarterly Report



Reflections on 2023 Quarter 2

A new year of opportunities and advancement for AREA 1.0

Greetings,

It has been an incredibly busy quarter with many site visits, ribbon cuttings and exciting announcements throughout the greater Albuquerque region.

In June we held our annual Board Retreat and incorporated a Town Hall component. Productive conversations were had and meaningful work was accomplished as we continue to bring key stakeholders to the table, working together to accomplish a common goal

Site readiness and aggressively pursuing the goals laid out in the AREA 1.0 Strategic Plan remain our key focus.

In May, AREA again partnered with CBRE for another edition of our now annual Talent and Industry Profile, which is an incredible tool with extensive data commonly requested by site selectors but also and equally as important, talent.

We continue to bring economic developers and commercial real estate partners together from across the region through many of our events and we're incredibly appreciative to all our attendees for their engagement with AREA.

There is much more to tackle and accomplish as I feel we are on the cusp of greatness in our future and I remain optimistic about where we are headed as we grow and shape our community.

Thank you for your ongoing and continued support as we work toward improving the quality of life for all in our region. We could not do this incredibly important work without our partners and incredible supports.

With Gratitude,



Danielle Casey, CEcD, EDFP
President & CEO



“Transformational regional leadership requires:

Presence of a table where **leaders representing public, private, and non-profit sectors of the economy can come together** regularly to collaborate on important issues

A commitment of those leaders to collectively develop priorities and initiatives to improve the economy and quality of life for all residents, institutions, and businesses in the region.

Action by those leaders to challenge existing government, business, and non-profit institutions to pool their collective intellectual assets, energy, people, and resources to support the collective regional priorities.

Through action and long-term commitment, **establishing a community mindset of continuous regional improvement as the norm.**

The creation of an **expectation for key regional leaders that they must be present and accountable at the table** for regional improvement and success.”

- Michael Langley, Langley Economics, LLC; Board Retreat Facilitator



Board Retreat and Town Hall

During AREA’s 2023 Board Retreat and Town Hall, a significant step forward was made. It was clear that AREA has an established Strategic Plan that has the support and buy-in not only of the Board, but of community partners and stakeholders. The organization has implemented key structural changes to allow for it to succeed - now, it is time for it to accelerate ACTION to accomplish its job creation, economic impact, and competitiveness goals.

Consensus was established to provide clarity on whether the organization will LEAD, PARTNER, or SUPPORT on various initiatives, and each of these items were prioritized to offer clear direction to the AREA President & CEO, staff, team, and Board members.

Thanks to all who dedicated significant time to participate in this critical discussion!



“This was the best board retreat I’ve attended since my involvement with AREA. We had productive conversations and the content provided to the board was thorough and concise.”

— Dale Dekker, Dekker/Perich/Sabatini

Metrics Updates

PROGRESS IN ESTABLISHING A 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	51	34%
New Projects to Pipeline	50	31	62%

*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

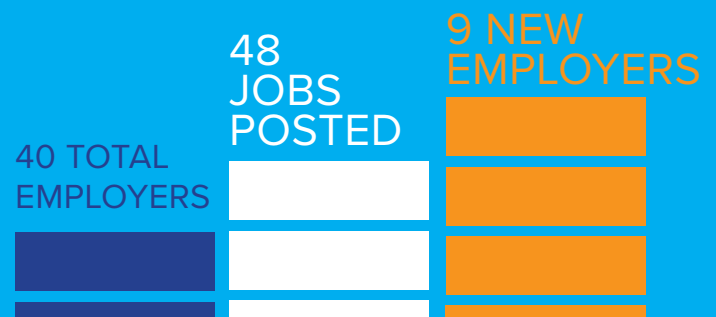
Sites listed on AREA's interactive GIS-based tool received nearly 1,000 targeted views in Q2. Top property listings as a percentage of views include:

PROPERTY	LOCATION	% OF TOTAL VIEWS
Westpointe 40	Albuquerque	13.0%
Innovation Park @ Mesa del Sol	Albuquerque	9.6%
Rio Grande Industrial Park	Belen	6.3%
Mesa del Sol Industrial Spec Development by Panattoni	Albuquerque	4.5%
Rio Bravo Industrial Park	Albuquerque	4.5%
7401 Paseo Del Volcan NW	Albuquerque	4.3%
Huning Business & Tech Park	Los Lunas	3.7%
Albuquerque Sunport Land	Albuquerque	3.5%
1300 Desert Willow Rd	Los Lunas	3.4%
3750 Prince St SE	Albuquerque	3.1%
723 Silver Ave SW	Albuquerque	2.7%
Mesa del Sol - South Broadway	Albuquerque	2.5%
Aviation Center of Excellence	Albuquerque	1.6%

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	26.1%
Dekker Perich Sabatini	15.9%
United Way of North Central NM	14.7%
Fidelity Albuquerque	10.6%
Bernalillo County	7.1%
TriCore	6.9%
Key Logic	6.5%
Jaynes Corporation	3.0%
Sandoval County	3.0%
Weston Solutions, Inc.	2.8%
Nutex Health	1.8%
Fresenius Medical Care	1.1%
AREA	0.2%
Eclipse Aerospace	0.2%
Manpower	0.2%



Consultants Familiarization Tour

Site selection consultants provide location strategy to corporations nationally and internationally across regions and industries. They are tasked with eliminating locations from consideration to identify the best location for their clients in which to expand or relocate. Their considerations include everything from labor cost and availability to transportation, cost and availability of property, quality of life, and overall operational costs and business environment. **In April, AREA hosted a group of seven national site selection consultants, touring them around the region and educating them on the region's value proposition and ability to support their clients' needs.**

Firms represented by attending consultants included:

- Atlas Insight
- Cresa Phoenix
- Foremost Quality Logistics
- American Corporate Location Services
- Biggins Lacy Shapiro & Co.
- Austin Consulting
- Colliers

How they responded to our follow-up survey:

Q: What did you enjoy the most about the AREA fam tour?

A: Meeting the community partners – it helped me to better understand the partnership that the region has in attracting new business, which I think is really important for a smaller population region like Albuquerque.

Q: What messages resonated the most with you during your stay?

A: That you have a highly skilled and educated workforce. That you can get a lot done with less resources than some of your competitors have. That all of the regional and state partners have bought into AREA's goals for the future, and everyone is working towards the goal of bringing high quality industry and jobs to the region.





WEATHER HEADLINES

- ▶ **Even Warmer Temperatures**
- ▶ **80s On The Way**
- ▶ **Unsettled Mid-Late Week**



AREA in the Headlines

SOCIAL MEDIA BY THE NUMBERS *compared to Q2 of 2022*

SOCIAL MEDIA CHANNEL	IMPRESSIONS	ENGAGEMENT RATE	NET AUDIENCE GROWTH
TWITTER	1,937 (90% ▼)	6.6% (234.9%▲)	-19 (1.2% ▼)
LINKEDIN	34,434 (32% ▼)	8.4% (8% ▲)	162 (37% ▲)
FACEBOOK	8,893 (64.7% ▼)	4.1% (18% ▲)	101 (0% ▲)

Q2 MEDIA RELEASES AVAILABLE ON ABQ.ORG WEBSITE

June 1, 2023: Pueblo of Santa Ana & Tesla Host Grand Opening for a New Mexico First

June 6, 2023: AREA and CBRE Release Annual Greater Albuquerque Region Talent and Industry Profile

June 13, 2023: AREA Joins New Mexico Partnership representing New Mexico at Global Energy Show

June 13, 2023: AREA Recruits Director of Marketing and Communications to Advance the Region’s National Brand

5
PRESS RELEASES ISSUED

3
KRQE MORNING SHOW APPEARANCES

3
NATIONAL WIRE RELEASES ISSUED



Partnerships in Action

In addition to calling on local firms, driving lead generation and offering best in class regional responses to business inquiries, AREA has been highly active in the community offering support and advocacy.

Making the Case for Downtown

Following the highly successful March Quarterly Investors Event which focused on the importance of the urban core, AREA continued to drive conversations forward with three focus groups on the topic of business improvement districts as a key tool for enhanced downtown services, driven by its Tech & Innovation Advisory Council.

America's Competitiveness Exchange

AREA's President & CEO was honored to represent the region as well as the International Economic Development Council at this important gathering in Seattle, WA which included the opportunity to tour the Boeing facility.

Tesla Grand Opening

Congratulations to Tamaya Ventures and the Pueblo of Santa Ana for this tremendous success!

NAIOP Bus Tour

Yet again AREA has been invited to partner with NAIOP on the hosting of a bus tour, this time for Councilor Fiebelkorn's district - and due to travel alignment, a visiting site selector from Hickey & Associates in Atlanta was able to join and share perspectives on national trends.

Atrisco Vista Corridor Tour with Congressman Vasquez

At the invitation of Bernalillo County, AREA was pleased to provide economic impact scenario data to illustrate local Return on Investment in proactive public infrastructure development and join a tour including the Congressman and staff.

Learn more about AREA's Advisory Councils and their critical role in guiding the execution of our regional Strategic Plan:



Business Development, Retention and Expansion Highlights



4 direct company visits



100% in the manufacturing space



50% of visits converted to projects

Request an outreach visit, or download our existing business support brochure:



Companies Visited in Q2:

Vitality Works:

A national supplement supplier, with nearly 300 employees and growing.

Airnov:

A desiccant manufacturer and desiccant packaging solutions for pharmaceutical industry located in Valencia County with clients including the most major pharmaceutical companies across the globe.

Hydrocut, Inc.:

A precision cutter of materials for hundreds of customers in stainless steel, aluminum, copper, brass, exotic metals, rubber, plastic, fiberglass and more.

Trinseo - Aristech Surfaces:

A solid surface manufacturer of counter tops, hospitals, and cleanrooms.



AREA and CBRE Release 2023 Talent & Industry Profile

The Albuquerque region is New Mexico’s primary commercial hub and, in recent years, has emerged as a leading market with opportunities for companies and top talent alike. This report outlines all the factors that set our region apart and make Albuquerque one of the best places in the country to live and do business.

It is designed to walk readers through everything from cost-of-living and industry incentives to all the cultural offerings that the region is known for. For this update, the report has been significantly enhanced with an interactive online version that includes video components.

AREA and CBRE unveiled the 2023 report in person in May while also sending a postcard promoting it to more than 600 national site selection consultants.

See the full talent report on AREA’s website:



The Greater Albuquerque Region

Talent & Industry Profile

Thrive in the Greater Albuquerque Region with a highly skilled workforce, unparalleled quality of life and low cost of doing business.



2023



AREA Board of Directors



Cynthia Schultz
Chair of the Board
Bradbury Stamm Construction, Inc.

Don Tarry
Chair-Elect
PNM

Caroline Garcia
Treasurer
KPMG LLP

Josh Parsons
Secretary
Sandia National Laboratories

Joe Farr
Immediate Past Chair
Duke City Commercial

Danielle Casey
President & CEO
AREA

Beth Barela
Manpower of New Mexico

Kyle Beasley
Bank of Albuquerque

Walt Benson
Bernalillo County Commission

Brian Brown
Presbyterian Healthcare Services

Celina Bussey
Deloitte Consulting LLP

David Campbell
Mesa del Sol, LLC

Mike Canfield
Indian Pueblo Cultural Center

Phil Casaus
BRYCON Corporation
Ryan Centerwall
Affordable Solar

Jim Chynoweth
CBRE Inc. Albuquerque

Teresa Costantinidis
The University of New Mexico

Kent Cravens
Greater Albuquerque Association of
REALTORS®

Michelle Dearholt
Nusenda Credit Union

Dale Dekker
Dekker/Perich/Sabatini

Robin Divine
TriCore Reference Laboratories

Erika Edgerly
Intel Corporation

Debbie Harms
NAI Sun Vista

Jason Harrington
HB Construction, Inc.

Tracy Hartzler
Central New Mexico Community
College (CNM)

Howie Herbert III
U.S. Bank

Justin Horwitz
Rodey Law Firm

Shad James
Jaynes Corporation

Wayne Johnson
Sandoval County

Leean Kravitz
Fidelity Investments

Pepper Lang
Albuquerque Publishing Co.

Richard Luarkie
Tamaya Ventures

Meg Meister
Modrall Sperlberg

Roxanna Meyers
Century Sign Builders

Adrian Montoya
Summit Electric Supply Co., Inc.

Julie Morgas Baca
Bernalillo County

Megan Oblack
Lovelace Health System

Ryan Shell
New Mexico Gas Company

Ray Smith
Klinger Constructors, LLC

Ben Spencer
Titan Development

Joan Tafoya
Meta

Janice Torrez
BlueCross BlueShield of New Mexico

Eric Weinstein
Aon

WITH THANKS TO AREA'S PUBLIC SECTOR PARTNERS:



“AREA has been such a great partner to CBRE over the years. In given their mission to improve the standard of living in our community, I think its only natural that we help out and try and recruit more people and create more wealth in the greater metro area.”

- Jim Chynoweth, Managing Director, CBRE



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