

Albuquerque
Regional Economic Alliance



Q3 2023 Quarterly Report



Reflections on 2023 Quarter 3

A new year of opportunities and advancement for AREA 1.0

Greetings,

Mid-way through 2023, communities across the country are faced with significant challenges related to interest rates and inflation affecting an already tight labor market as well as delayed speed to market due to continued supply chain disruptions.

We are fortunate that at the same time, there has been tremendous light shone on the state of New Mexico and the greater Albuquerque region due to the strategic advantages it poses for high value add manufacturing operations.

This has resulted in significant new project announcements this year such as Arcosa Wind Towers and mtex Antenna, and the interest has continued.

However, a robust pipeline has not kept us from concurrently focusing on AREA 1.0, which remains

at the forefront with discussions kicking off on advancement of the biosciences sector, a focus on the need for site readiness for business locations, and advancing our regional brand beyond New Mexico's borders.

AREA is grateful for all of its investors who make these efforts possible and I would like to give a special thanks to several this year who have increased their levels of support, such as Albuquerque Academy, ExhibitIT, Rodey Law, and ARI Graphics.

With gratitude,



Danielle Casey. CECD, EDFP
President & CEO



“Economic development is now more and more an integrated ecosystem. Before, it was taken for granted that a site or workforce would be present. Now, economic developers have to be heavily involved in things like talent, education, entrepreneurship, infrastructure - and of course real estate and quality of place. You now have to be a great economic development team, AND have a great product.”

*- Barry Matherly, Hickey
Global Economic Development
Consulting*



AREA Team Retreat

The AREA team connects with one another, and revisits its goals and strategic plan focus areas twice annually, with its primary retreat occurring in the July time frame.

The team had the opportunity to engage in a Robot Wars competition thanks to the facilitation of Dr. Shelly Gruenig, Executive Director of R4 Creating, and several R4 Creating students.

Economic development is also a highly sales-based industry, requiring all AREA team members to have skills in fundraising, relationship development, promotion of the region, and of course - closing the deal with prospective businesses! They were joined by SCORE Volunteer and sales coach Eddy Mindlin who taught them how to grow sales, and also a little bit about juggling!!



“We are all connected to one another and have to continuously work together to build the infrastructure needed to attract all the industries we want here in New Mexico.”

**— Denise Gonzales, Medical Director for
Presbyterian Healthcare Services**

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	79:1	79%
Direct Jobs Created or Retained	1,250	782	63%
Induced Jobs Created	1,875	727	39%
Total New Capital Investment	\$300 m	\$165 m	55%
Total Direct Annual Payroll	\$128 m	\$112 m	88%
Direct Local Fiscal Impact	\$77 m	\$14 m	18%
Total Induced Economic Impact	\$780 m	\$291 m	76%
New Leads Generated / Qualified	150	51	51%
New Projects to Pipeline	50	31	106%

*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 800 targeted views in Q3. Top property listings as a percentage of views include:

PROPERTY	LOCATION	% OF TOTAL VIEWS
Innovation Park at MDS by Chirisa	Albuquerque	10.6%
Central NM Rail Park	Los Lunas	9.4%
5700 University Blvd SE	Albuquerque	8.5%
7401 Paseo Del Volcan NW	Albuquerque	7.9%
Los Morros Business Park	Los Lunas	5.6%
Crick Ave and Turning Loop	Albuquerque	5.0%
Rancho Cielo Intermodal Facility	Belen	5.0%
1651 Rio Communities Blvd	Belen	4.4%
Gibson Blvd SE & Carlisle SE	Albuquerque	4.1%
NEQ Rio Bravo Blvd and 2nd St	Albuquerque	3.3%
Westpointe 40	Albuquerque	2.7%
Artrisco Vista Blvd	Albuquerque	2.5%
2645 Baylor Dr. SE	Albuquerque	2.3%
723 Silver Ave SW	Albuquerque	2.3%
US 550 and Northwest Loop	Rio Rancho	2.0%

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	20.0%
United Way of North Central NM	10.7%
Dekker Perich Sabatini	10.0%
Bernalillo County	9.8%
Paw and Stripes	8.9%
Fidelity Albuquerque	8.7%
LQ Digital	8.0%
Rio Grande	6.0%
FBT Architects	5.1%
Leadership New Mexico	5.1%
Bank of America	2.4%
Indian Pueblo Cultural Center	2.0%
The Joint Chiropractic	0.9%
Weston Solutions	0.9%
KeyLogic	0.7%



Celebrating New Business Announcements with the President of the United States

On Wednesday, August 9, the state of New Mexico was honored with visit from President Biden to the future home of Arcosa in Valencia County, a wind turbine manufacturing company announced earlier in the year with the assistance of AREA.

mtex Antenna **NEW PROJECT**

Antenna and telescope manufacturer

Jobs Announced: 62

Anticipated Induced Jobs:

Capital Investment: \$16 million

Facility Size: 70,000 sq ft

Wiesbaden-based mtex Antenna Technology USA, an antenna and telescope technology company, announced on Sept. 28, 2023, that it plans to expand its operations into greater Albuquerque to fulfill obligations to North American customers, including the National Radio Astronomy Observatory (NRAO) and the Smithsonian Astrophysical Observatory in Cambridge, MA. They plan to have 62 employees and begin operations in 2027.



mtex | antenna technology



AREA in the Headlines

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

SOCIAL MEDIA CHANNEL	IMPRESSIONS	ENGAGEMENT RATE	NET FOLLOWER GROWTH
TWITTER	745 (91% ▼)	5% (131% ▲)	-18 (3.2% ▼)
LINKEDIN	43,177 (65% ▲)	11.3% (77% ▲)	178 (36% ▲)
FACEBOOK	5,538 (51% ▼)	3.6% (42% ▲)	127 (78% ▼)

Q3 MEDIA RELEASES AVAILABLE ON ABQ.ORG WEBSITE

Sept. 28, 2023: Germany-Based mtex Brings Investments to Albuquerque

August 10, 2023: Gov. Michelle Lujan Grisham announces a billion-dollar solar manufacturing project in New Mexico

July 5, 2023: AREA recruits Director of Business Development to focus on Lead Generation and Marketing the Region

2
RADIO GUEST APPEARANCES

2
PRESS RELEASES ISSUED

3
KRQE MORNING SHOW APPEARANCES

1
NATIONAL WIRE RELEASE 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 education, advocacy and support.

Economic Development Professionals Advisory Council Retreat

In August, the AREA team led a retreat of nearly 30 economic developers from across the region to provide strategic planning updates, connect strategies, and work in unison to development top initiatives to execute over the following year. Regional marketing and efforts related to site readiness assessments were top of the list. The Advisory council also heard a presentation on Foreign Trade Zones from Scott Taylor of Sandler, Travis and Rosenberg.

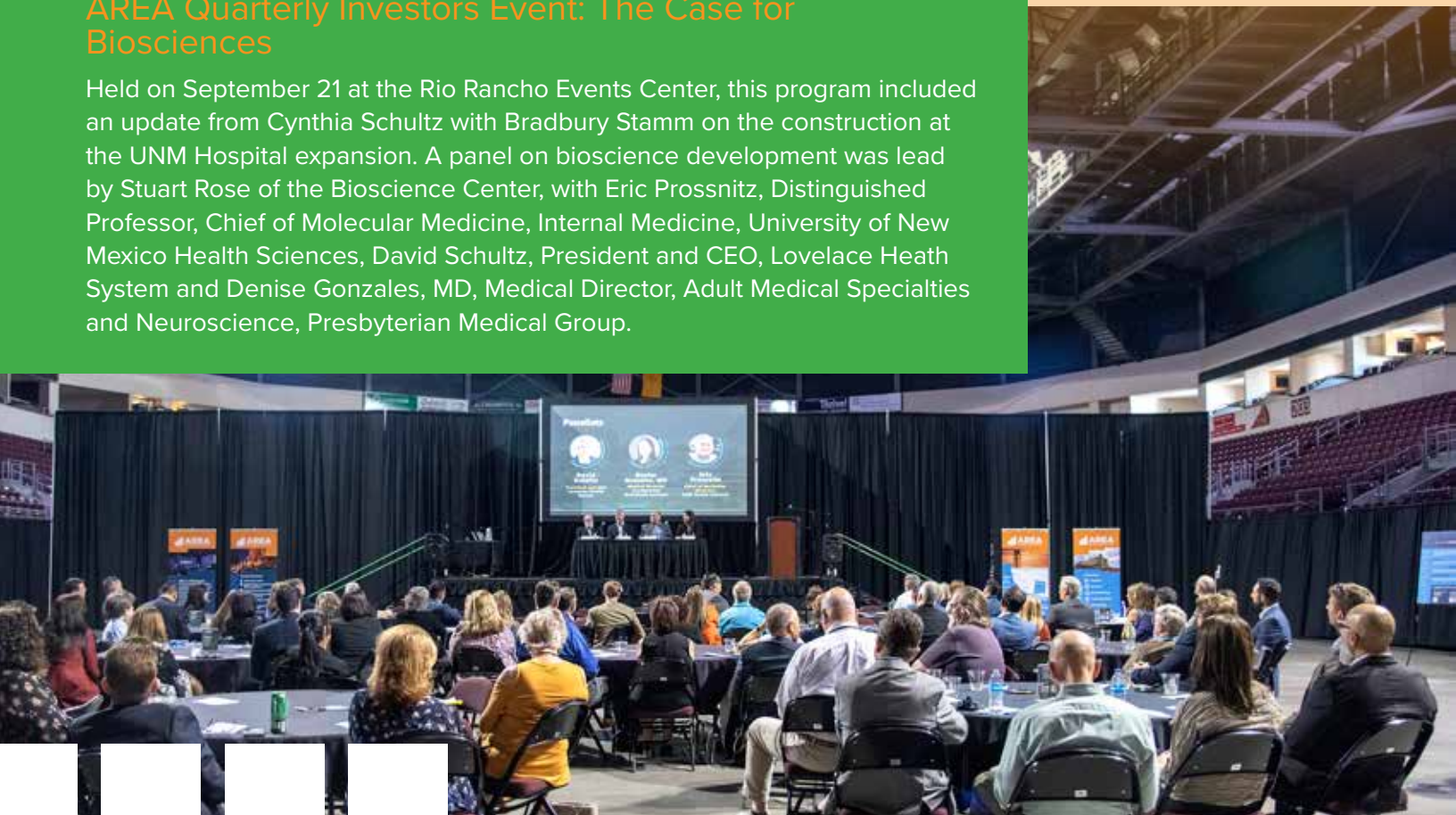
Building a Regional Economy: Site Readiness

Thanks to facility host HB Construction, AREA hosted its second free program of the year, focusing on Partnered with a local organization to discuss the importance of site readiness and site preparedness. Barry Matherly from Hickey Global joined to provide national analysis, as well as local relevance.

AREA Quarterly Investors Event: The Case for Biosciences

Held on September 21 at the Rio Rancho Events Center, this program included an update from Cynthia Schultz with Bradbury Stamm on the construction at the UNM Hospital expansion. A panel on bioscience development was lead by Stuart Rose of the Bioscience Center, with Eric Prossnitz, Distinguished Professor, Chief of Molecular Medicine, Internal Medicine, University of New Mexico Health Sciences, David Schultz, President and CEO, Lovelace Heath System and Denise Gonzales, MD, Medical Director, Adult Medical Specialties and Neuroscience, Presbyterian Medical Group.

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



3 direct company facility tours



100% in the manufacturing space



100% of visits resulted in new listings on the AREA Jobs Board

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



Company Visit Highlights

Rio Grande Jewelry

Founded in Albuquerque in 1944, Rio Grande Jewelry is a wholesale jewelry supplier, selling metals, tools, equipment and gemstones to the jewelry market. Their Albuquerque facility employs more than 300 people and serves companies and private clients globally. Over the course of two visits, the AREA team was able to identify key areas of assistance needed and connect the company with the New Mexico Economic Development Department and the Senior Director of Employer and Industry Engagement at Central New Mexico Community College to assist in tool and die maker recruitment and the custom-made workforce development programs CNM could create to satisfy this need. AREA also provided the company with other resources such as workforce availability data and AREA’s regional job board.

Sumco

Sumco, a Japan-based semiconductor component manufacturer, is located near Balloon Fiesta Park in an approximately 100,000-square-foot-facility. The company has invested more than \$3 million a year to grow operations in Albuquerque and, in 2022, the company also invested \$16 million to add two reactors to the facility and grow the production capacity. They employ approximately 150 employees in Albuquerque and the average job is about \$100,000 with salary and benefits.

Desert Premium Logistics

Desert Premium Logistics is a subsidiary of Flagship Logistics Group and one of the 17 companies that operate within the national Flagship Premium Food Group, one of the largest producers of Southwestern foods in the United States with a strong growth trajectory. The company offers food-grade and organic-certified dry and cold storage warehousing in our market. During their visit, the AREA team outlined potential incentives such as LEDA and JTIP as well as introductions to our workforce development partners.



Conference Leadership and Brand Advancement: Locally and On the Road

The AREA team was a significant participant in Q3 both locally within the community as well as on the road, representing the region at key conferences and programs. In addition to a prospecting market visit to southern California, the team took a leading role in:

Governor's Statewide Conference on Economic Development

For the second time, AREA was pleased to be a producing partner in this highly successful reboot program, bringing keynote speakers such as Del Gines of the International Economic Development Council to New Mexico and participating directly on panels.

Industrial Asset Management Council Fall Forum

AREA maintained its critical presence at this gathering of leading corporate real estate executives to discuss trends, transactions, and build relationships.

Local and National Leadership

The AREA President & CEO had the opportunity to give back to the economic development profession in two ways. First, she served as an instructor at the New Mexico Basic Economic Development Training Program in Silver City, offering education on research and statistics as well as marketing and business attraction tools. Secondly, in her capacity as a member of the Board of Directors for the International Economic Development Council, she was honored at its Annual Conference by being selected as the next Secretary of the IEDC Board at an exciting time when the organization is launching a recently completed Strategic Plan that will guide the direction of the profession globally. A number of well-deserved recognition awards were brought back to New Mexico by other local and state-wide organizations from the conference.



AREA Board of Directors



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Bradbury Stamm Construction, Inc.

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Robin Divine
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Jason Harrington
HB Construction, Inc.

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U.S. Bank

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Rodey Law Firm

Shad James
Jaynes Corporation

Wayne Johnson
Sandoval County

Leean Kravitz
Fidelity Investments

Pepper Lang
Albuquerque Publishing Co.

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Gridworks

Meg Meister
Modrall Sperling

Roxanna Meyers
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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:



“New Mexico is the optimal location for the company in terms of workforce, education, livability, business operating costs, and logistical transportation connections to U.S. customers. We look forward to possible collaborations with University of New Mexico, engineering schools such as New Mexico Tech, and other high-tech companies.”

- Lutz Stenvers, CEO, mtex Antenna Technology



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