



## Albuquerque as seen by corporate expansion decision makers

BY REBECCA SWANSON

ALBUQUERQUE REGIONAL ECONOMIC ALLIANCE

With a state rich in culture, a diverse workforce, leading target industries, and a climate arguably unmatched to any other region in the nation, it's no surprise a group of consultants who recently visited greater Albuquerque were impressed.

The Albuquerque Regional Economic Alliance, recently hosted six national site selectors, hailing from all over the United States including Chicago, Phoenix, Nashville, and Dallas. Site selectors provide location strategy to corporations across the globe and for every industry, sector, and function.

Often their outreach is based on trust and past communication, and for AREA, 25% or more of its pipeline of new business activity is sources through these consultants. Their job is often to eliminate markets from consideration, and quite frequently, a community does not even know it was being considered before it is eliminated as an option for a new corporate investment or expansion.

The consultants certainly know big cities and have seen economic growth, but all had incredibly positive feedback about the Albuquerque region.

"One of the things about New Mexico that never ceases to amaze me, is the growth that you have," said Bryan Farlow of Thomas and Hutton.

"You're stuck between a couple very strong states, Texas and Arizona, and the development and some of the growth I've seen during this trip, you all are on the right track. One thing I would say is don't be afraid to invest in your infrastructure and don't be afraid to invest in your sites."

The consultants included Bryan Farlow of Thomas and Hutton, Scott Kupperman of Kupperman Location Solutions, Dave Laszlo of Austin Consulting, Eric Levenhagen of RSM US, Brad Migdal of Cushman and Wakefield, and Garet Tomlinson of Mohr Partners.

The consultants were in town for several days and began with a tour of key development sites in the region. The group enjoyed a driving tour of the significant