

2022: DETAILED OUTCOMES OF PROJECT SUCCESSES



Blue Halo Albuquerque Expansion

AREA (formerly known as AED) has worked on a contractual basis in delivering economic development marketing, business assistance and other support **services for the City of Albuquerque on an annual basis for more than two decades, and for Bernalillo County at least as far back as 2003.** Contracts have varied in size and scope over those timeframes but to AREA's knowledge they have all been delivered on time and on budget with consistency.

Examples of Project Successes Made Possible Through AREA's Involvement: 1960 – 2022

2ND GEAR
Adacen
AeroParts Manufacturing & Repair, Inc.
AgShift
Alstate Steel
American Society of Radiologic Technologists
BendixKing by Honeywell
Blue Halo
Carenet Healthcare Services
CFV Solar Testing Lab and Fraunhofer R&D Center
Comcast Customer Support Center
Curia Global
Jabil National 3D Printing Center of Excellence
Facebook

Fidelity Investments
Flagship Food Group, Inc.
Gap Inc. Corporate Shared Service Center
General Mills
Hewlett-Packard
Intel
Kairos Power
Lance Industries
Lowe's Customer Support Center
LSI
LQ Digital
Manna Capital Partners & Ball Corporation
MTX Group, Inc.
NBCUniversal
Netflix
NORC at the University of Chicago

PR Newswire
Rogers Foam
Rural Sourcing, Inc.
Safelite Autoglass
Sandia Hard Cider
Sennheiser Electronics
Social Security Administration
Southwest Airlines Reservation Center
SUMCO
Tempur-Pedic
Torc Robotics/Daimler
T-Mobile
United Poly Systems
Universal Hydrogen
U.S. Cotton
U.S. Forest Service

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Manna Capital Partners | Business Services

Jobs Announced: **969**
Total Economic Impact Over 3 Years: **\$65.9 million**

In May 2022, Manna Capital Partners announced the creation of 969 direct new jobs over a 10-year time horizon. Over this time, both the Village of Los Lunas and surrounding communities will realize an increase in economic activity. Upon full operation and after full economic ripple effects, the Manna Capital Partners announcement is estimated to create an additional 2,565 indirect and induces jobs and ultimately spur \$1.37 billion in new economic sales activity to the region. The jobs will pay an average of \$68,000 a year. Manna chose New Mexico in part because of its competitive business climate, proximity to a transportation network including rail service, the growth in can-making facilities across the Southwestern United States, and New Mexico Gov. Lujan Grisham's commitment to sustainable energy.



1,421

Total Jobs Announced
in 2022

Curia | BioScience Manufacturing

Jobs Announced: **183**
Total Economic Impact Over 3 Years: **\$43.6 million**
Facility size: **65,000 sq. ft.**

Curia, formerly AMRI, a leading contract research, development, and manufacturing organization, is expanding its operational facilities in New Mexico and plans to add substantially to its workforce. The 65,000-square-foot expansion includes the addition of a new advanced isolated highspeed, fill-finish vial line at its Alexander Blvd. facility. The project is estimated to have a potential economic impact of over \$1 billion in the next decade, enabled in part by this expansion.



**\$437.9
million**

Total operational
impact of 2022
successes over 3 years

Universal Hydrogen | Aerospace Manufacturing

Jobs Announced: **120**
Total Economic Impact Over 3 Years: **\$150.8 million**

Universal Hydrogen has chose a 50-acre parcel of property northeast of the passenger terminal at the Albuquerque International Sunport to manufacture and distribute its hydrogen storage modules, assemble airplane retrofit kits, perform aftermarket maintenance services, and manage administrative activities. Universal Hydrogen will spend one to two years on the planning and construction of its New Mexico facilities, with a goal of commencing full-scale manufacturing by 2024. It anticipates investing over \$254 million into New Mexico and aims to hire 500 employees over the next seven years. These jobs will include highly skilled engineers and composite technicians with attractive salaries and benefits.



**\$1.36
billion**

Total economic
impact from 2022
successes over 3 years
(including construction)

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Blue Halo | *Aerospace Manufacturing*

Jobs Announced: **45**
Total Economic Impact Over 3 Years: **\$60 million**
Additional 83,000 sq. ft. lease

Blue Halo's latest lease at 1300 Eubank Blvd. SE will bring the company's total Albuquerque footprint to over 200,000 sq. ft. This state-of-the-art campus is being built specifically to accommodate continued technology innovation and rapid transition to manufacturing for Blue Halo products across multiple mission areas, including Advanced Radio Frequency (RF) Systems; c-UAS and Directed Energy; Laser Communications; and Space-Qualified Electronics and Systems, such as Stabilized Precision Optics and Tracking (SPOT) products.

Rogers Foam | *Manufacturing*

Jobs Announced: **20**
Total Economic Impact Over 3 Years: **\$35 million**
Facility size: **40,000 sq. ft.**

Rogers Foam converts flexible materials for customers in the medical, automotive, consumer goods, industrial, packaging, furniture, and bedding industries. Their expansion into the region was spurred by a longstanding relationship with Tempur Sealy International. The Rogers Foam facility will be located at 5415 Edith NE in Albuquerque in a 40,000 square-foot production facility.

AgShift | *Software/Tech*

Jobs Announced: **10**
Total Economic Impact Over 3 Years: **\$11.8 million**

AgShift, aims to use artificial intelligence to analyze crops, increase cost-efficiency and decrease waste. AgShift's technology utilizes what is essentially a high-tech box outfitted with cameras. The images are uploaded to the cloud, and the startup's artificial intelligence algorithms analyze and provide feedback on quality. Now that the California-originated startup is in New Mexico, most of its hiring will occur here.

Alstate Steel | *Manufacturing*

Jobs Announced: **59**
Total Economic Impact Over 3 Years: **\$51.6 million**

Alstate Steel, Inc., is primarily engaged in fabricating iron and steel and other metals for large structural purposes. AREA made proactive contact with Alstate Steel to learn more about the company's needs, growth opportunities or impediments, and upon connecting with Alstate, AREA determined that the company was at immediate risk of leaving the market. AREA then immediately brought local and state partners to the table. A comprehensive incentives package was created to support Alstate, which ultimately remained in the market due to the partnership offered as incentives and access to talent in the competitor market were bigger.

Sandia Hard Cider | *Food & Beverage Manufacturing*

Jobs Announced: **15**
Total Economic Impact Over 3 Years: **\$19.2 million**

Sandia Hard Cider is a local cidery producing many products available all around NM and parts of Texas. Already located in Albuquerque, Sandia Hard Cider decided to expand into a larger space that would allow it to increase production in the longer term. Improvements at the new facility include upgrading electrical service, installing floor drains, installing HVAC, completing electrical distribution improvements, plumbing upgrades, and some build out of the facility.

“Our facility will not only create at least 500 well-paying jobs and provide workforce training opportunities for New Mexicans, but it will create measurable results on decarbonizing aviation.”

**Jon Gordon | Co-Founder
Universal Hydrogen**