



COLLABORATION OPPORTUNITIES: BROKER PARTNERS TOOLKIT

Your 7-point guide
to partnering
with AREA for
regional economic
advancement.



OUR MISSION:

AREA leads and executes strategies designed to grow and diversify the economic base of the greater Albuquerque region, creating a prosperous, diverse and inclusive economy and elevating the standard of living for all. As the site selection process becomes increasingly data driven and regional in scope, and competitor markets ever more aggressive, AREA's resources are intended to support all who seek to advance greater Albuquerque in job growth, investment, and quality of life enhancement.

Through collaboration with local, regional, state and national connections, AREA can help to keep all collectively in the running for new investment projects, and ensure your clients enjoy a customized and seamless entry into the market.

BENEFITS OF REGIONAL SERVICE DELIVERY AND COLLABORATION:

CONFIDENTIALITY

Control of communication is critical to a successful transaction

ALIGNED DATA

AREA provides data on regional workforce, demographics, education, economic impact and market comparisons

LIAISON SUPPORT

AREA services as a liaison to the public sector, utility providers, and private associations

RELATIONSHIP DEVELOPMENT

AREA Board, Ambassadors, higher education, site selectors, national associations

NEUTRAL SITE SELECTION

Site selection assistance without bias to any specific site in the region, unless a target location has been identified

POST TRANSACTION SUPPORT

Public relations assistance for locate announcements, talent recruitment, and go to market partnerships

AREA serves as the region's single point of contact, working confidentially to support any client's expansion and relocation needs, providing:

IN DEPTH
MARKET
ANALYSIS

SITE
SELECTION
ASSISTANCE

SINGLE
POINT OF
CONTACT

CONNECTOR
TO KEY
RESOURCES





1

SUPPORT AND CELEBRATE AREA'S REGIONAL SUCCESSES AND STRATEGIC PLAN INITIATIVES TO POSITIVELY IMPACT OUR REGIONAL BRAND.

AREA produces quarterly reports outlining regional announcements, and has a comprehensive social media strategy designed to build positive brand awareness outside of the region. Partner with us on national press releases, co-branded research and reports sent to hundreds of site consultants and target businesses, and social media campaigns. **VALUE ADD: VIEW THESE AND OTHER REPORTS ONLINE AT ABQ.ORG/PUBLICATIONS**

2

UTILIZE AREA'S INDUSTRY RESEARCH REPORTS AND TOOLS TO TELL THE REGIONAL TALENT STORY, AND EDUCATE CLIENTS ON MARKET ANALYTICS.

AREA is a leader in economic development research in New Mexico, having created numerous industry-specific deep dive analysis reports, as well as joint reports with brokerages such as CBRE, for a regional Talent Report updated annually, and NAI SunVista with a focus on industrial development trends. In addition, AREA promotes these tools through targeted marketing strategies to top talent and industry decision makers across the country. Online GIS-based interactive zoom tours have been created so you can show out of town clients what the region is like before they even visit. **VALUE ADD: CHECK OUT INTERACTIVE ZOOM TOURS AT ABQ.ORG/AREA-ZOOM-TOURS**



3

LEVERAGE AREA'S CUSTOM RESEARCH CAPABILITIES TO BOOST YOUR PITCHES.

AREA maintains custom economic impact and market comparison models, as well as national proprietary labor analytics data sets in-house and trains its team to be experts on running calculations on a project-specific basis. Take advantage of these resources!

4

IDENTIFY, NAVIGATE AND ESTIMATE INCENTIVES TO SIMPLIFY BUSINESS DECISIONS FOR CLIENTS.

AREA has created formal partnerships with public sector entities across the region and is your point of contact to identify and navigate all incentive programs to close cost gaps and reduce risk for your clients, including:

- New Mexico Job Training Incentive Program
- Industrial Revenue Bond estimates
- Job Training Incentive Program calculations
- State and local LEDA considerations

AREA also maintains a comprehensive incentives guide on its website, updated annually, **VALUE ADD: DOWNLOAD OR LINK TO THE BROCHURE ONLINE AT ABQ.ORG/INCENTIVES**



ENHANCE ADDITIONAL EXPOSURE OPPORTUNITIES FOR YOUR LISTINGS THROUGH ABQSITES.COM WITH FREE, CUSTOM GIS LAYERS AND DATA SETS.

5

Feature your available listings through our proprietary sites database tool, which now synchs fully with CARNM's listings tool. In addition to increased exposure and inclusion in AREA's regional Direct Project Inquiry responses, you have direct access to big data including workforce and demographic data, talent and wage information, consumer expenditure, utility and transportation infrastructure layers and more. **VALUE ADD: AREA PROMOTES FEATURED SITES ON ALL OF ITS SOCIAL NETWORKS MONTHLY. REACH OUT TO REQUEST A PROMO.**

FORMALLY ENGAGE WITH AREA TO EXPAND CONNECTIONS WITH THE BROADER COMMUNITY.

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AREA represents a collaboration between local and state economic developers, business leaders and partners throughout greater Albuquerque. It also offers the opportunity for formal engagement through execution of a Memorandum of Understanding with brokerage partners, which is then promoted on its website and events, programs and other activities:

VALUE ADD: ENSURE YOU ARE AN MOU PARTNER FOR INCREASED EXPOSURE.



Join AREA for outbound activity to promote the region, drive new interest, and expand your professional network. In addition to ongoing market visits across the country independently and with partners like the New Mexico Partnership, AREA represents the region each year at numerous conferences and trade shows.

Examples include:

- Space Symposium
- Bio International
- MedTech Conference
- Site Selectors Guild
- SelectUSA
- CoreNet Global
- Industrial Asset Management Council

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BUILD INDUSTRY CONNECTIONS THROUGH MARKET VISITS AND TRADE SHOW CAMPAIGNS.

YOUR NEXT STEPS CHECKLIST:

- Participate in our annual Site Selection Consultants Familiarization Tour
- Send new team members to our Building a Regional Economy training sessions
- Introduce us to five new colleagues outside of the local market to jointly promote the region
- Request a promotion of your listings in our newsletter and social media
- Submit a 2-page STATEMENT OF QUALIFICATIONS flyer to our online document library which we share in all client proposals:
www.abq.org/document-submission-page
- Be sure you are an MOU partner
- Sign up for our monthly text updates with key promotional messages – just repost or retweet



Ready to get started, or do you have questions? Contact us at businessdevelopment@abq.org.



AREA

201 Third St. NW, Suite 1900
Albuquerque, NM 87102
www.abq.org
abqsites.com
live.abq.org

