

County Manager's Office

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August 4, 2023

AEDO Review Committee
International Economic Development Council
734 15th Street, NW, Suite 900
Washington, DC 20005

RE: Letter of Support for Albuquerque Regional Economic Alliance (AREA) Accreditation

To whom it may concern,

I am delighted to offer support on behalf of Bernalillo County for the Albuquerque Regional Economic Alliance's application for accreditation as an economic development organization with the International Economic Development Council.

The Albuquerque Regional Economic Alliance has consistently demonstrated a commitment to the advancement of our regional economy and has made tremendous strides in recent years in reorganizing itself into a true public/private partnership.

In 2022, AREA was the successful awardee for a 4-year RFP for regional economic development services with Bernalillo County, solidifying strong regional partnerships to drive the economy forward. Programming provided to Bernalillo County includes:

- Regional data-driven competitive analysis.
- National marketing of the region's business environment for diverse industry, workforce development and private investment opportunities.
- Business retention and outreach initiatives.
- Strategically attract, retain and align workforce needs through direct assistance with employers on talent recruitment and training partnerships.
- Regional economic development resources for unified information dissemination and sharing industry expertise and trends.

Their proactive approach to identifying opportunities, forging strategic partnerships, and collaborating with various stakeholders, has strengthened the sense of community and unity in our region. Efforts in attracting investments and supporting local businesses have resulted in job creation and a boost in economic activity.

Albuquerque Regional Economic Alliance is an ideal candidate for this accreditation, and I am

County Commissioners

Barbara Baca, Chair, District 1 • Adriann Barboa, Vice-Chair, District 3
Steven Michael Quezada, District 2 • Walt Benson, District 4 • Eric C. Olivas, District 5

Elected Officials

Damian R. Lara, Assessor • Linda Stover, Clerk • Cristy J. Carbón-Gaul, Probate Judge
John D. Allen, Sheriff • Nancy M. Bearce, Treasurer

County Manager

Julie Morgas Baca

confident they will continue to excel in their execution of best-in-class economic development.

Thank you for considering this letter of support.

Sincerely,



Julie Morgas Baca
Bernalillo County Manager



Marcos A. Gonzales
Director of Economic Development