

# Instructions





# Topic 1: Site Readiness

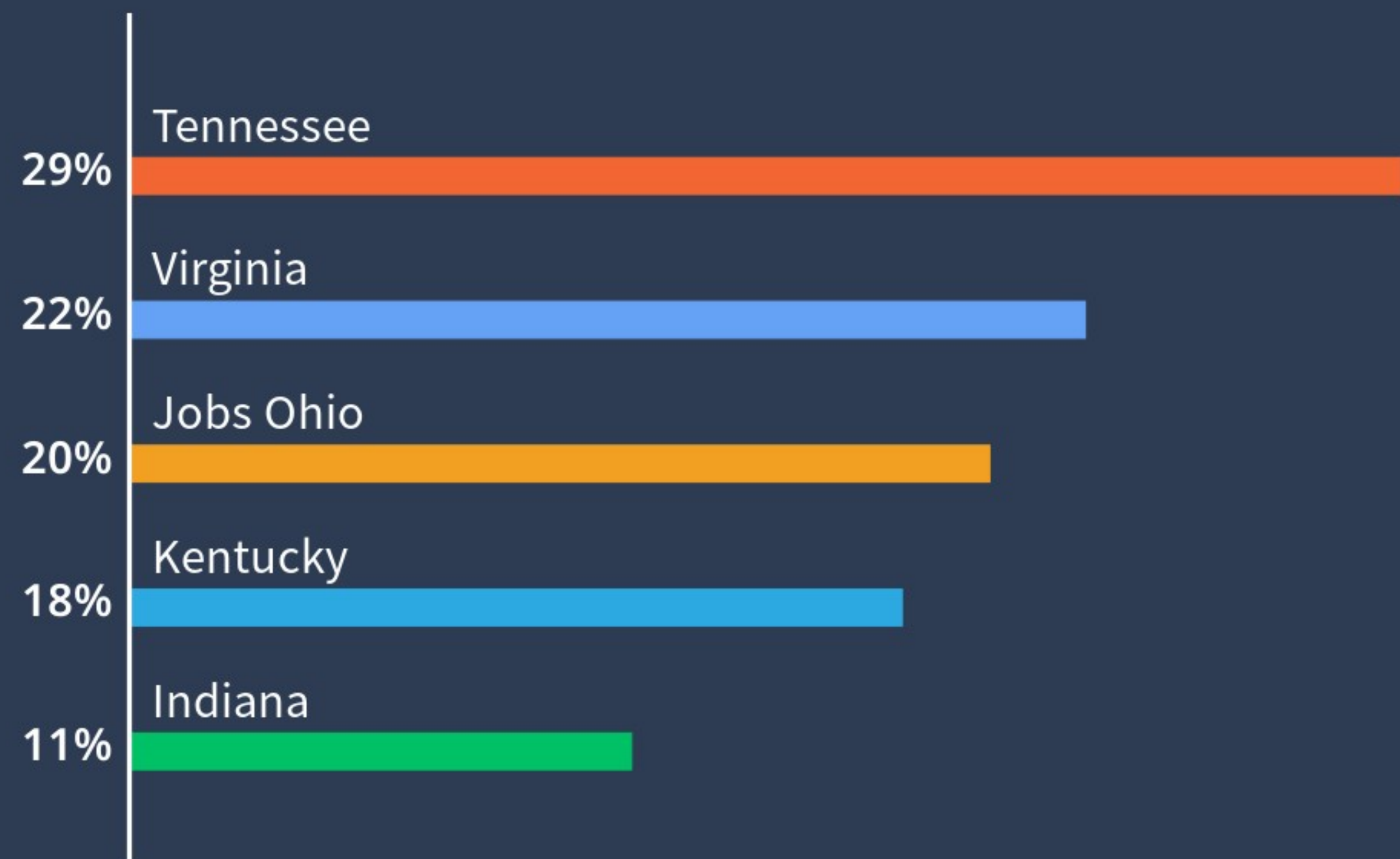
Site readiness programs are pivotal in accelerating economic development by preparing locations for business investment and growth. It is one of the TOP barriers to growth for our region.



# Tell us how your group in general agrees or disagrees with the following statements:



# Which example state program did your group like the best?





# What individuals or organizations must be part of designing a site readiness program?

Bohannon Huston

PNM, NM Gas. Telecom

Utility partner

Water utility authority

Pnm

ABCWUA, Gas Company,  
PNM, DOT

NAIOP

Utilities

# What individuals or organizations must be part of designing a site readiness program?

Water

Chamber of Commerce

Water Authority

State edd

Daniele

PNM

PNM

The state of NMAREAThe  
chambers PNMNm gasOil  
and gas companies



# What individuals or organizations must be part of designing a site readiness program?

Legislators

NM RLD, NMDOT,  
NMEDD, local  
government

Water Authority

AREA, utilities, state  
econ development

Non-grump water  
utilities

Municipalities, NMLEG,  
NMEDD, AREA, NM  
Partnership

State, local  
governments, local  
stakeholders, DOT, EDD,  
AREA,

New Mexico Counties,  
COGs, funders, for-profit  
leaders, state leaders

# What individuals or organizations must be part of designing a site readiness program?

Water

Utilities

Everyone.....city  
.....state.....land  
owners!

Legislators, utility  
companies, developers

NAIOP

County commission.

Cultural preservation  
groups

GovUtilitiesDot



# What individuals or organizations must be part of designing a site readiness program?

City state utilities  
community

State, city, county, local  
utilities

Universities

DOT

Albuquerque  
Underground

Water

Planning and zoning

AREAMayor

# What individuals or organizations must be part of designing a site readiness program?

Water authorities

Partners with land

Pnm

Chambers

Star dot

Chamber of Commerce,  
utility companies,  
infrastructure, state and  
local municipalities

Pnm

Water Authority  
PNMDOTGAS



# What individuals or organizations must be part of designing a site readiness program?

AREA

Labor / workforce  
advisories

City, State, Local  
Infrastructure, Tribal  
organizations,

Govt officials, private  
sector partners,

State legislature

water authority

State, local and municipal  
governments working  
together-legislation to  
enhance collaboration with  
public and private entities  
businesses

Tourism Industry

# What individuals or organizations must be part of designing a site readiness program?

Local and State Governments

State of NM

Community Development/P&Z

PNM

AREA should lead. Bring in big employers, community-based orgs (to check quality of life, learn importance of Econ dev, and become supporters)

UALocal Government  
Private business

PNM, AREA, Water Authority, State of New Mexico, PRC, City of Albuquerque, MRCOG

JEDI EDD



# What individuals or organizations must be part of designing a site readiness program?

PNM

UNM

Construction and  
utilities. Planning and  
zoning. Real estate.

Xcel

Water

UNM

New Mexico Gas

Academic institutions

# What individuals or organizations must be part of designing a site readiness program?

Cultural Groups

Economic development

Utilities funding sources

End usersLand owners

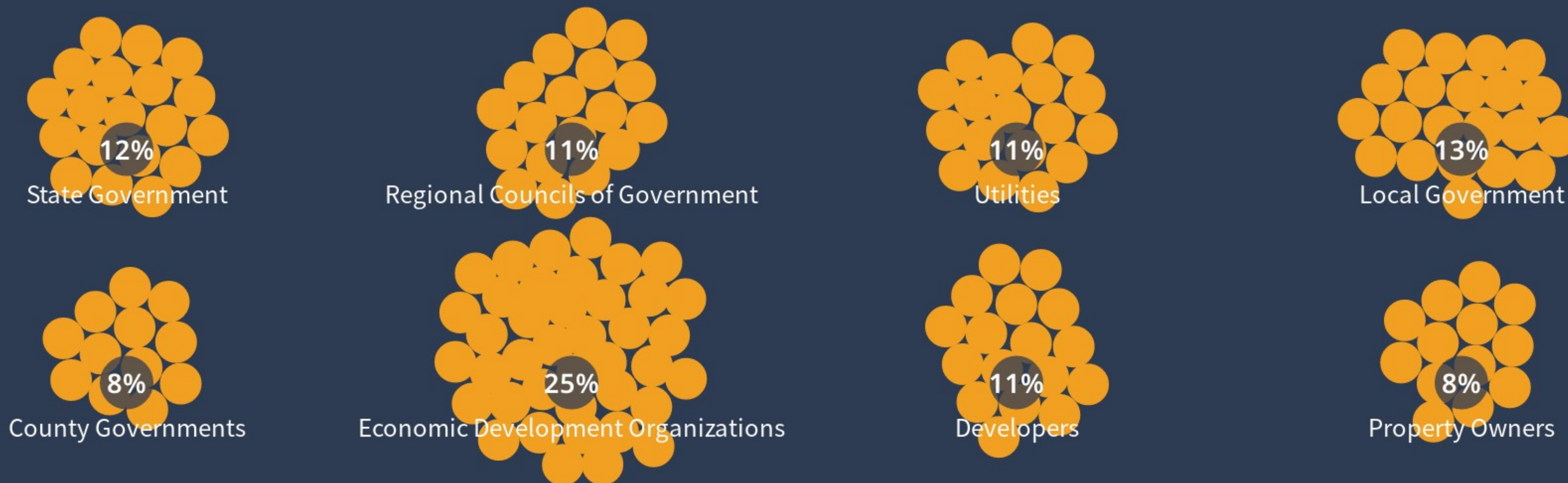
We need a state level entity or delegate to help coordinate and motivate local interests.

Communities

NM EDD



# Who should be involved in ADMINISTERING a site readiness program?





# What can YOU offer to help advance this initiative?

Participate

Advocacy

Communicate

Provide Funding

Advocate

Be bold and take risks

Educate

Educate



# What can YOU offer to help advance this initiative?

Start a conversation.

Talk about it in the community

Talk about the most permitting process and the pain points.

I can participate in meetings and review policies

Advocate

Vote

Get involved in policies for competitive; outside consultation

Talk about what is Great about NM!

# What can YOU offer to help advance this initiative?

Lobby

Advocacy

Leverage assets

Advocacy

Support

Participate

Facilitate professional  
relationships

Educate/Lobby



# What can YOU offer to help advance this initiative?

Help set meetings with  
key partners

Advocacy

Advocate

Be an advocate and  
champion for Site  
Readiness.

Vote

I can help with elected  
official outreach -  
education or lobbying  
Joanie Griffin

Support and promote

Reach out to those  
decision makers outside  
this area and talk up AbQ

# What can YOU offer to help advance this initiative?

Advocate

Foster communication  
efforts and community  
healing

Promote

Advocate

Vote

Advocate participate

Advocate

Trust each other



# What can YOU offer to help advance this initiative?

Vote in elected officials  
that “get it”

Participate in planning

Communicate benefits  
and educate  
community

Support Economic  
Development

Understand strategic  
plan and engage in  
conversation

Lobby legislation

Advocacy, and provide  
matching private  
funding with County  
funding

Offer support historical  
perspective

# What can YOU offer to help advance this initiative?

Consult Businesses to network with all stakeholders to materialize projects.

Advocate with government

Engage

Advocacy. Educate.  
Align assets with regional goals

Design policy, build partnerships

Work with Town Commission government

Work with legislators to provide a bipartisan support structure to overcome funding and design/zoning issues.

Advocate to NMDOT for more consistent and transparent, efficient processes



# What can YOU offer to help advance this initiative?

-

Advocacy and support.

As the government,  
streamline review and  
approval of initiatives.

Advocate for NMP more  
\$\$\$

Advocate

# Topic 2: Workforce Development & Talent Attraction



The first concern of most prospects is the availability of potential employees for their operation.

With that in mind, training and attracting the workforce of tomorrow is one of the most important things a region can do to encourage economic success.



# Which occupations do you believe are going to be most in-demand over the next 5-years?





# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Unm

Universities and public  
education

CNM

Teacher's union

Unm

APS

Educational partners

Healthcare



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Workforce Connection  
of Central NM

Trade schools

Higher Ed, local govt,  
developers

People

Education

Professional  
organizations

United Way

Teachers union

# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

UNM, CNM and need  
visionary leadership.

Union

Universities CNM also

Goodwill

Education

Community colleges

CNM

Umm and Aps



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Aps

UNM

UNM and CNM, Higher Learning

Employers - get them involved in supporting more internship and work-based learning opportunities.

Universities, job training non-profits, business community, schools

Local companies Public schools  
State universities and colleges

Secondary education

Visionary leaders.



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Labs

Universities, labs, film industry, aerospace—highlight the benefits for them.

CTEs

Universities

Private sector!

APS

CNM new trade center coming

The educators and teachers, school administration, state and county



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Labs, universities,  
schools, developers,

CNM

How: real partnership

CNM

Public education

EmployersK1-12  
education Higher ed

Education

Employers

# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Business centers and corporations Incentives and free publicity

Student s

United Way

Legislative Finance Committee

High schools

Education sector, local businesses, local government

Education system

UnmcnmTrade



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Academic institutions

Public schools

Public Schools

Employer training  
depts. union. Cnm

Leaders

Labs

UNM CNM Public  
Schools

Industry

# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Private sector

K-12 entities, Higher Education Entities, and Private Sector.

APS

We lack visionary academic leaders

PED

Empmoyers

Healthcare

Employers



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Private companies

NM Workforce Solutions

PED needs to provide high quality learning materials statewide and an emphasis on vocational training.

CNM,

Private businesses

WESST

Talent development professionals at employers

Accountability

# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Funding advocacy for CTE programs

Volunteer mentor

Hiring

I

Connection to academics

Engagement

Volunteer

Educational



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Provide expert insight and support.

Mentorship

Certified programs in need areas, additional training

Connection to healthcare

Lend industry data

Vote for pro business elected officials

Synchronization.

Volunteer



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Internships, career counseling for high schoolers

Employers

Participate at Local School Boards

United Way can help support the development and implementation of Career Academies in our high schools.

Mentor

CNM and CNM Ingenuity - tell them what employers need, what future workforce is needed

Donate

State entities



# Who are the key stakeholders in our workforce development ecosystem, and how can we ensure their active participation and collaboration?

Thanks United Way!

Internships

Demand that our school boards utilize results and data driven solutions to private sector 's required skills.

Bring them to the table, have them learn what is needed

Parents! Business Leaders!

Public schools and universities

# What can YOU offer to help advance this initiative?



## Topic 3: Regional Business Branding



Training the workforce of tomorrow is one of the most important things a region can do to encourage economic growth. A community that is committed to workforce and talent development as well as attraction is a community that will ultimately achieve a sound local economy. The first concern of most prospects is the availability of potential employees for their operation.



125 responses





# How much does our state currently invest in direct business attraction marketing annually?



# How much SHOULD our state currently invest in direct business attraction marketing annually?





# What can YOU offer to help advance this initiative?

Funding

Funding

Promote

Share positivity

Volunteer

Can do attitude

Speak more positively

Consulting Services

# What can YOU offer to help advance this initiative?

Happy to develop the I  
Choose NM campaign

Grassroot connections

Promotion

Advocacy

Social media planning

Promote

Vibe



# What can YOU offer to help advance this initiative?

Talk us up

Dora's money

Live the brand (NM true)

Positive  
communications

Partnership

Resources and  
connections

Advocacy

Speak out

# What can YOU offer to help advance this initiative?

Connections and  
influence.

Volunteer

Diverse voices in the  
conversation

Marketing and  
Communications  
Department

Partner with DMOs

Be NM's champion

Development expertise

Social media



# What can YOU offer to help advance this initiative?

Advocacy and  
expertise.

Brag “change the  
conversation and be  
positive”

Passion

New perspective

Time, inspiration, drive

Engage

Brag don’t brag

Infrastructure,  
coordination,

# What can YOU offer to help advance this initiative?

Leverage NMTrue

Think critically but  
promote positivity

See EnergyPlex -- pick a  
lane and go.

Participate in interviews,  
expertise, funding, joining  
the roadshow to tell the  
story.....

Feedback on initiatives

Brag don't bag! Post all the  
great opportunities of New  
Mexico whenever possible.

Connecting and  
influencing

Support and  
connections.



# What can YOU offer to help advance this initiative?

Importance of tourism marketing

Promote AREA in all marketing material to national clients

Love NM

Time, inspiration, drive

Keep NM True

Emphasis our strengths

Helping narrow our priority industries

Leverage college platform when go outside region and across the country

# What can YOU offer to help advance this initiative?

Vote in business friendly officials.

Use New Mexico True for business

Pro business support

Collaborate with similar industries to highlight the opportunities in NM.



Please share any key ideas or insights discussed in your group related to this topic:

Sunny505 geniusness

Utilize the NM True campaign for eco Devo

A regional brand requires collaboration.

Every movie made in New Mexico should end with a Zia symbol much like the Georgia Peach!

Thank you for a great event!

# THANK YOU.

Are you passionate about any of these topics?  
Would you like to participate in deeper  
discussions, engage with an AREA Advisory  
Council, or offer some other type of expertise  
or resource?

Send us an email at [info@abq.org](mailto:info@abq.org) or contact  
any member of our team: [www.abq.org/staff](http://www.abq.org/staff)