

2025 CONTRIBUTORS GUIDE

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.



ABOUT AREA: Greater Albuquerque's Only Regional Public Charity Dedicated Exclusively to Economic Development

Since its creation in 1960, AREA has recruited more than 240 companies and more than 35,000 jobs to the Albuquerque metro area with 8,600+ new jobs created and \$33+ billion capital investment by 55 companies since 2011, including Facebook (META), Fidelity Investments, HP, Netflix, NBCUniversal, and TempurPedic, Arcosa, among others.

In 2022, the organization renamed itself to AREA from Albuquerque Economic Development (AED), to better illustrate its regional focus and converted from a 501c6 to a 501c3 public charity. However, through its history, it has always served existing businesses, new businesses, and job seekers in Bernalillo, Sandoval, Tarrant, and Valencia Counties as well as adjacent areas.

A regional public private partnership is THE proven most efficient and effective approach to attracting businesses, jobs, capital investment and talent to a region as evidenced in markets across the country and beyond. This makes AREA uniquely positioned to propel job creation, new capital investment and economic diversification in the Greater Albuquerque region.

The Albuquerque Regional Economic Alliance (AREA), in collaboration with area businesses and community leaders, developed AREA 1.0 in response to our region's top economic growth challenges, which are significant:

1. INTENSE COMPETITION FOR BUSINESSES, JOBS, AND CAPITAL INVESTMENT:

- **Competitive reality that other regions are also hard at work pursuing the same companies, jobs, and growth opportunities as the Greater Albuquerque region**
- **Lack of national and international awareness about the region, its companies, and opportunities**
- **Lack of industry diversification** and an over reliance on the public sector to sustain the economy
- **Relatively small AREA as well as state level investment in staff and resources** limiting its ability to proactively pursue or unilaterally capture business attraction leads

2. INADEQUATE SUPPLY OF TALENT:

- **Talent / workforce is the top-of-mind issue** for almost every industry and across the region
- Among top 10 competitor markets, **the region has the second lowest percent of Bachelor's Degrees** and **Albuquerque Public Schools (APS) has the lowest four-year high school graduation rate**
- **Current talent pipeline does not align/provide enough local workforce with adequate skills** needed by target industries
- **Qualified workers are leaving or aging out of the workforce:** negative net population growth coupled with the **2nd highest percentage of aging Baby Boomers** of 10 competitive markets

3. SUB-OPTIMAL INFRASTRUCTURE AND BUSINESS ENVIRONMENT:

- **Insufficient commercial "product" (available and shovel ready land and buildings)** – with historically low industrial vacancy rates, an additional 2+ million sq. ft. of space is needed
- **Permitting processes need to be streamlined** to reduce development risk and uncertainty
- **Perception of burdensome government / regulatory environment** motivates businesses to locate in more business-friendly states and regions

The Critical Goals of AREA 1.0

From 2015 – 2020, the Albuquerque Metro area experienced annual job growth at a rate of only 0.7%. This placed it in the BOTTOM 25% of markets in the nation with a population between 500,000 and 1 million residents. In 2021, our metro’s projected five-year annual growth rate was around 1.2% - markedly lower than markets like Boise (3.6%), Colorado Springs (2.3%) or Stockton, CA (2.5%). AREA has set an ambitious goal of moving from the bottom 25% of similarly sized markets TO THE TOP 25%. The five-year plan (2022-2026) includes the following three primary goals and supporting strategies, tactics, and measurable outcomes:

GOAL 1

ESTABLISH NATIONAL IDENTITY AS A LEADING LOCATION FOR BUSINESS

[Role: Leader]

A robust, inclusive economy with population and income growth

- Increased awareness of Greater Albuquerque as a place for business to thrive
- Household incomes grow and every person in the region has the opportunity to prosper
- Regional economic growth and New capital investment
- New jobs in target industries; these “direct” jobs will result in additional “indirect” (supplier-type) and “induced” (service sector) jobs
- Substantial payroll associated with direct, indirect, and induced jobs
- New disposable personal income to be spent in Bernalillo, Sandoval, Torrance, and Valencia Counties and beyond
- New sales and property tax revenue to Bernalillo, Sandoval, Torrance, and Valencia Counties and their municipalities; increased tax base to meet community development goals

GOAL 2

ATTRACT, RETAIN AND ALIGN TALENT

[Role: Convener / Catalyst]

Helping businesses find and attract the talent they need

- Talent development initiatives coordinated and responsive to business needs
- Improved K-12 educational outcomes advocacy which strengthen our region’s competitive position
- More local, national, and international talent to help meet workforce needs and fuel innovation

GOAL 3

BREAK DOWN BARRIERS TO REGIONAL COMPETITIVENESS

[Role: Convener / Catalyst]

A vibrant region of choice for businesses and workers

- Improved quality of life for residents and workers throughout the region as economic development initiatives are synchronized and adequately funded to promote growth
- Improved quality of place and life for residents and workers throughout the region
- Infrastructure is state of the art and supportive of business and population growth
- Political and regulatory certainty that encourages new investment

Events, Programs and Exclusive Tools & Resources

2025 Local Programs and Events

January 22: Building a Regional Economy (Public Program)

February 5: ARE AWebinar Series (Public Program)

April 3: Quarterly Luncheon Program (All Contributors)

April 30: Building a Regional Economy (Public Program)

May 14-16: Site Selector Familiarization Tour (Bronze+)

June: Quarterly Luncheon Program (All Contributors)

July 30: Building a Regional Economy (Public Program)

September 18: Board Retreat with Town Hall Breakfast (All Contributors)

October 1-3: Site Selectors Familiarization Tour (Bronze+)

November 13: 505 Awards and Annual Dinner (All Contributors)

Monthly: Economic Development Professionals Advisory Council (Public Sector)

Six Times Annually: Pipeline Briefing Report (Bronze+)

Three Times+ Annually: Competitiveness Advisory Council

Three Times+ Annually: Talent Insights Advisory Council

Three Times+ Annually: Biosciences Advisory Council

Three Times+ Annually: Public Sector Advisory Council

Three Times+ Annually: Full Board of Directors Meeting

Four Times+ Annually: Board Executive Committee Meeting

CONTRIBUTOR RECOGNITION:

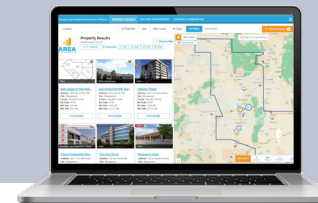
EVERY Bronze+ contributor is recognized at all AREA events and programs on screen, in display boards and in email newsletters.

In 2024, AREA held 39 contributor or governance meetings or programs alone, and another 32 specific to business development. **Silver+ contributors** are also printed on the back of EVERY event name badge we use all year long. **ALL investors are listed in our online directory and receive special investor-only communications and access.** Those interested in taking advantage of additional exposure may also request anytime to be featured in a monthly newsletter, and also on our social media as a testimonial/featured supporter.

List Your Positions on our Regional Jobs Board

AREA provides a high quality showcase of key employers and job opportunities that can be a difference maker when residents are looking at career growth or a newcomer is deciding whether to move to our region. And our investors may list opportunities on the site for FREE, as well as enjoy the benefits of AREA's paid and organic social media and newsletter promotion of opportunities!

ABQ.org/jobs



Promote Your Property or Access Free Data

What buildings or land sites are available? Promote yours for FREE with AREA, or search and filter by square footage, zoning, community, address, keyword or nearby amenities. Identify properties located in local or federal incentive zones. Get free labor force, demographic, and business reports in ready to go formats and identify customers, competitors and suppliers - all offered at no cost to you as an investor!

ABQSites.com

Have Your Company's Statement of Qualifications or Services Shared with ALL New Client Opportunities (NEW offering!)

AREA is the regional responder to 100 or more new prospective leads, and projects as well as expanding local businesses every year that are poised to make significant investments in the market. We have created a new online portal for you to upload a Statement of Qualifications document and materials by category that are then shared in our unique, secure online proposal system with ALL client proposals so that they can quickly and easily identify local providers, from general contractors, to accounting, to healthcare, and everything in between. Take advantage of this special feature for investors!

ABQ.org/document-submission-page



Exclusive Contributor Engagement Opportunities

INDUSTRY ADVISORY COUNCILS

Newly created in 2022, these advisories are designed to offer guidance to AREA on strategic initiatives, and act as advocates for industry and subject matter experts, driving new initiatives for the organization. Check the contributor benefits for guaranteed participation eligibility levels!



COMPETITIVENESS ADVISORY COUNCIL

Focusing on key site selection issues such as access to talent cost of labor, and availability of commercial property and site readiness.



TALENT INSIGHTS ADVISORY COUNCIL

This council serves to unify and empower the regional workforce development ecosystem by fostering collaboration between education, industry, and government. It is committed to identifying cross-sector partnerships and utilizing complex data sets with the intent to build a resilient and adaptable workforce that meets the demands of today and designing it to serve the needs and challenges of tomorrow.



BIOSCIENCES & HEALTHCARE ADVISORY COUNCIL

Focusing on bioscience cluster industries, this council will work to identify top potential firms for attraction and growth for the market, coordinate with regional and state entities for out of market promotion at key trade shows, and address obstacles such as talent pipeline and other industry needs.

AREA AMBASSADORS

All contributor organization employees are eligible to participate in Ambassador activities, become certified Ambassadors, and to apply to serve on its steering committee.

AREA Ambassadors are highly visible, prestigious group of volunteers who help champion and support the mission and strategic vision for overall growth in our region. Because economic development cuts across every industry and impacts the economic security of our community, AREA has developed the Building a Regional Economy training series.

The AREA Ambassador program connects participants with industry experts and business leaders across all facets of the economic landscape in the greater Albuquerque region.

Leveraging case studies, examining best practices, and hearing from local and national experts, the program pairs data with discussion around issues, opportunities, and plans for our continuous growth and economic future. In addition, Ambassadors will gain valuable insight into the current economic state of the region and the efforts to attract and retain companies, catalyze place-based economic growth, and support local talent. Receive invitations to special events and behind-the-scenes tours. Make a personal difference in the region's economic vitality and prosperity.

Certified Ambassadors are representatives of AREA investors who have taken the initiative to immerse themselves in learning the concrete knowledge that supports our community and who regularly and proactively work to disseminate this knowledge. **SIGN UP TODAY>>>**



Additional Support Opportunity: 505 Awards & Annual Dinner

AREA's only event it actively raises sponsorship funding for is the 505 Leadership in Economic Development Awards & Annual Dinner.

Support of this program allows AREA to continue its work to lead and execute 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 - and most importantly, recognizes tremendous community leaders for their regional efforts. Examples of benefits received by 2024 Awards & Annual Dinner sponsors:

- Promotion of event and program in all of AREA's social media channels, awardee press releases and website, recognizing all sponsors in each promotion, from March 2024 until following the event conclusion in late November.
- A promotional postcard with sponsor logos was mailed to more than 1,000 local business leaders.
- More than 420 of greater Albuquerque's influential business leaders, governmental officials and decision-makers attended our event.
- Company names and logos were featured throughout the venue: in our program and printed materials, on digital and physical signage, on stage, and of course on screen and in decor
- Event sponsors received VIP Gift Boxes prior to the event!

Albuquerque Business First has been a recurring media sponsor of the program. Not only were the 505 Awards highlighted in articles, but sponsors were featured in ads issued weekly leading up to the event in the print edition. These ads honored the awardees and thanked our sponsors resulting in a direct value of over \$1,000 per sponsor and exposure to ABF's 13,267 weekly edition readers, 113,167 monthly unique web visitors, and 14,815 daily newsletter subscribers.

Interested in securing your sponsorship for the 2025 Annual Dinner and 505 Awards? Please contact Mary Tieman, at mtieman@abq.org or by phone at (505) 705-3777.

STRATEGIC INITIATIVES GRANT FUNDING & CHARITABLE DONATIONS

Does your corporate giving fund include opportunities to support specific projects for community benefit with charitable organizations? There may be a match between your corporate foundation and its giving mission, and the mission and goals of AREA as executed in various specific research projects or activities benefiting target populations or outcomes. Please contact us today to discuss charitable giving alignment opportunities.



In addition, as AREA is a 501c3 public charity, please also consider making a fully deductible contribution to support our operations as part of your annual charitable giving plans.

SCAN TO VIEW 2024 AWARDS AND ANNUAL DINNER EVENT PHOTOS AND SEE LISTS OF ALL HONOREES AND SPONSORS:



Contributor Benefits

STRETCH GOAL, \$12.5 MILLION

Tier	President's Circle	Diamond	Platinum	Gold	Silver	Bronze	Advocate
Annual Contribution	\$100,000+	\$75,000+	\$50,000+	\$25,000+	\$15,000+	\$10,000+	\$3,000+
<i>Recognition as top tier supporter at all AREA programs and events*</i>	✓						
Top tier placement on AREA website and in all marketing materials	✓						
Board of Directors Executive Committee seat representation opportunity**	✓	✓					
Premier seating placement at all signature and standard events	✓	✓					
<i>Board of Directors seat representation opportunity*</i>	✓	✓	✓				
Presentation/Speaking opportunity at an exclusive AREA event	✓	✓	✓				
<i>Minimum one exclusive briefing with AREA CEO per year*</i>	✓	✓	✓				
Annual Newsletter Spotlight with social media promotion	✓	✓	✓				
<i>Complimentary admission to AREA QIL programs & webinars*</i>	TABLE	TABLE	4 SEATS	2 SEATS			
<i>Complimentary tickets to AREA's Annual Dinner & 505 Awards*</i>	TABLE	4 SEATS	2 SEATS	2 SEATS			
<i>Membership opportunity in Competitiveness Advisory Council*</i>	✓	✓	✓	✓			
Highlighted as top investor on AREA website and Annual Report	✓	✓	✓	✓			
Sponsorship recognition at non-signature events and programs	✓	✓	✓	✓			
Invitations to exclusive VIP and Site Selector programs	✓	✓	✓	✓	✓		
Hosting opportunities for corporate relocations	✓	✓	✓	✓	✓		
<i>Inclusion in proposal materials to prospects as preferred provider*</i>	✓	✓	✓	✓	✓		
<i>Membership opportunity in Industry Advisory Council(s) or task forces*</i>	✓	✓	✓	✓	✓		
<i>Access to exclusive bi-monthly Prospect Pipeline briefing report*</i>	✓	✓	✓	✓	✓	✓	
Prominent Placement on AREA website and select marketing	✓	✓	✓	✓	✓	✓	
Access to AREA in-house research and site location expertise	✓	✓	✓	✓	✓	✓	
<i>Invitations to quarterly AREA 1.0 Implementation progress updates*</i>	✓	✓	✓	✓	✓	✓	
Digital subscription to monthly contributors newsletter	✓	✓	✓	✓	✓	✓	✓
<i>Access to free posting ability on TrueJob board and ABQSites*</i>	✓	✓	✓	✓	✓	✓	✓
Reduced admission rates and access to all AREA programs and events	✓	✓	✓	✓	✓	✓	✓
Membership opportunity in Ambassadors program	✓	✓	✓	✓	✓	✓	✓
Listing in contributors directory on AREA website	✓	✓	✓	✓	✓	✓	✓

*New contributor benefit since 2023.

**Private sector only.

Albuquerque Regional Economic Alliance

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(PNM)*

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*Margaret Meister
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*Adrian Montoya
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*Rebecca Napier
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*Robert Nelson
KPMG*

*Megan Oblack
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*Ryan Shell
New Mexico Gas Company*

*Joan Tafoya
Meta*

*Janice Torrez
BlueCross BlueShield of New Mexico*

*Eric Weinstein
Aon*

201 Third St. NW, Suite 1900

Albuquerque, NM 87102

abq.org | abqsites.com

