



Economic Development 101 Case Study Assignment

Instructions:

Based on the company descriptions provided below, pick one case study and prepare a 3 to 5-minute pitch presentation on why that business should locate to greater Albuquerque. Use the printed PowerPoint slide template provided to create a 'pitch deck' to accompany your talking points. Your presentation should include information that addresses our regional competitiveness in fulfilling the client's needs – put on your economic development hat and make a compelling case for why they need to locate in greater Albuquerque, and/or point to the resources you would use to do so.

Please try to address the following questions in your pitch:

- What locations can the business operate in?
- What kinds of business incentives can the region offer them?
- What are the talent pipelines to fulfill the client's needs?
- What are the regional assets that would make our region a better location than other regions?
- What organizations, partners or contacts would you reach out to for information or engagement?
- What else should they know about our region that they may not have asked about that would make our location more compelling?

Case 1: Faux Food Inc.

Faux Food Inc. is a food research and development startup looking to expand their businesses. Their company specializes in researching and developing clean meat – meat grown in labs. Currently their headquarters are in Seattle, Washington, and they would like to expand their research and engagement department to New Mexico. The company is looking to hire 20 new employees and is looking for cell biologists, biological engineers, research technicians, engagement managers, administrative assistants and operating managers. They are looking for 3,000 square feet of lab space within the region that is affordable. They also need some incentives to help relieve operating and location costs. Because of frequent communications with their headquarters, they also need to be near the airport. They would like their employees to have easy access to transportation and quality community amenities.

Case 2: Project Flugzeug

Flugzeug Ltd is a German technology equipment manufacture for airports and agriculture. They are interested in moving a branch of their business to the United States and will bring 60 employees that could expand to 200 in the future. They are looking to hire mechanical engineers, supply chain managers, procurement officers, warehouse managers, sales managers and representatives and software engineers. They would like to know the region's airport and rail market and any airport statistics to measure the traffic volume. The client also would like to know what government transportation planning offices are in town and other equipment manufacturers in the market. Because they are a manufacturer, they are looking for a flex and industrial building that is 50,000-100,000 square feet and any approximate costs and incentives.

Case 3: Project Tornado

Project Tornado (company name undisclosed by the site selection consultant who is leading the project) is a leading global solar-energy manufacturer looking to expand to efficiently serve its North American customers with its first U.S. facility. The estimated capital investment in land and building is expected to be \$120 million, and the estimated capital investment in equipment is \$230 million. It expects to hire 1,500 employees and build 1 million square feet of industrial space on 120 acres. They have a tight turnaround, needing to be fully operational in 36 months. Their power demand is 16 MW at peak load and will require 800,000 gallons of water per day for operations. They are interested in understanding all incentives available to aid in the cost of their facility development and ongoing operations. They also want to know about the local labor force, and how the region would propose to satisfy its staff training and housing needs and what the cost of that workforce would be.