



SESSION 3:

EXPLORING THE SITE SELECTION DECISION MAKING PROCESS AND BUSINESS DEVELOPMENT SALES FUNNEL

abq.org/ed101



SESSION PRESENTER

Aida Roberts

Vice President
AREA

How does a 'deal' happen, anyway? When and how do economic development organizations find 'leads' and connect clients? Why are Nondisclosure Agreements important? What does a typical proposal from AREA to a client look like? What typically happens on a site visit? Why in the WORLD do we care about site selectors, and how do we engage with them? Unlock all of these mysteries and more!

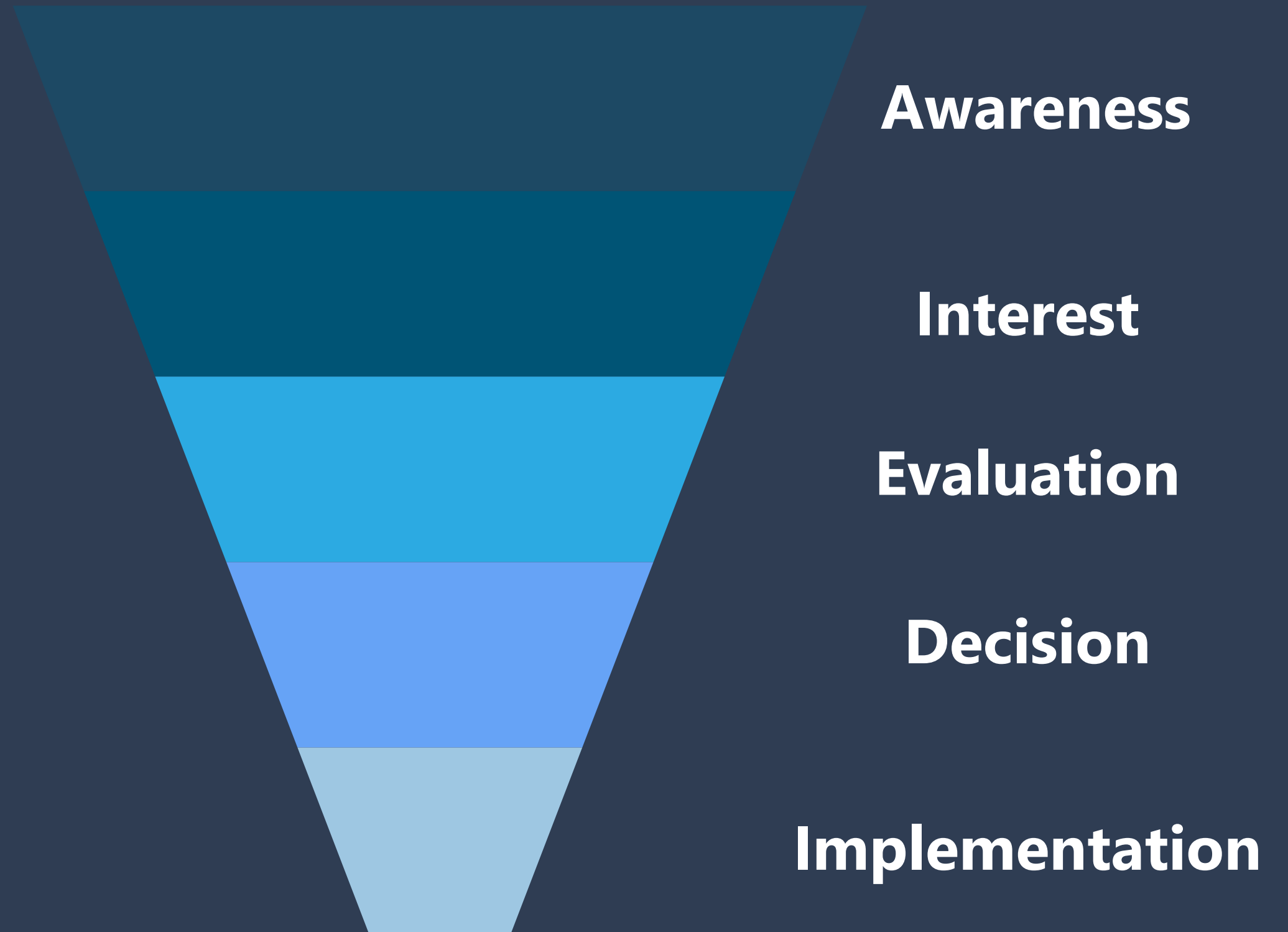


Session **Topics**

- 01 The Business Attraction Sales Process
- 02 Satisfying Requests for Information
- 03 Site Visit & Incentives Considerations



The Economic Development Sales Funnel



Why do companies move/relocate?

- Current location issues or challenges (full move)
- Expand a portion of operations to access or better serve a client market - (expansion)
- Accessing a new market globally (FDI)
- What other ways do new businesses bring benefit to a community?

"The addition of new jobs means either increased employment opportunities for current residents or the growth of the community by providing employment opportunities for new members of a community."

It's a Competitive World

- Business attraction is highly competitive and data is now readily available
- The SALES funnel is very real and it takes many, many, leads to result in a bona fide project and ultimately a locate
- Good and bad: ANY community can play at it, but cost can vary significantly



Prospecting - Lead Generation

Referral and Lead Sources

- Site selectors
- Local brokerage offices
- Local businesses, via your BRE program
- Trade associations and chambers
- Industry publications
- Trade show exhibitor and attendee lists
- Multipliers: patent offices, architects/engineers

Research Tools: From Free to \$\$\$\$\$\$\$\$

- LinkedIn Sales Navigator
- Dunn & Bradstreet Trigger Tracking
- Dealfront or other website lead tracking tools
- LexisNexis, Boston Analytics, Pitchbook
- Custom services through vendors specializing in lead generation deliverables
- Leverage your university's access to expensive data sets



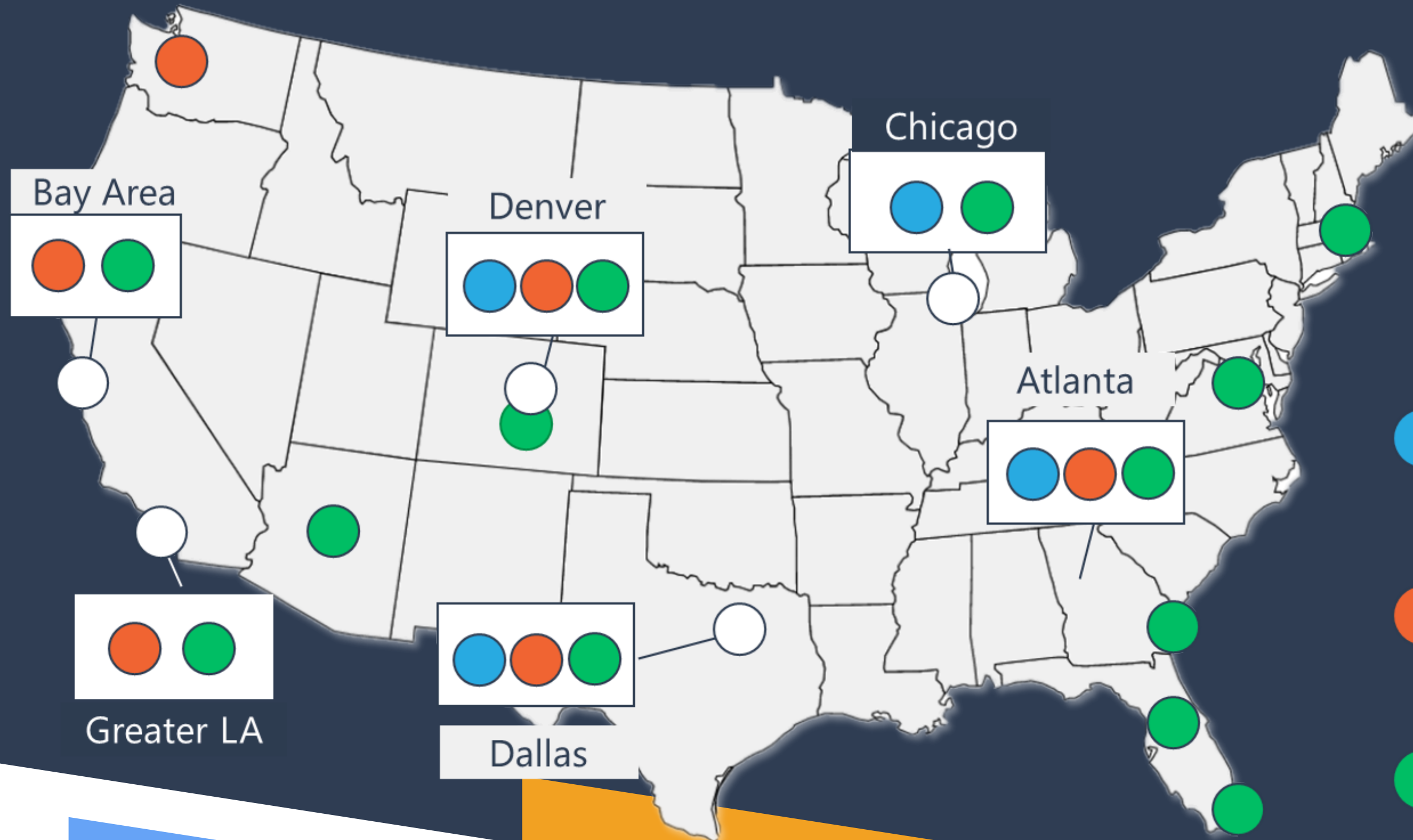
“Mom, where do leads come from?”






2025 National Opportunity Landscape

A regional go-to-market strategy bolsters the region's identity as a location of choice for business investment in targeted industries and runs parallel to targeted company identification within higher-cost west coast markets.



- Markets with a strong presence of consultants and target industry companies
- Markets with rich density of R&D and manufacturing firms.
- 2025 Planned AREA Market Visit

Let's Talk About Site Selectors: Why are they so important, anyway?

- Site selection consultants provide location strategy to corporations nationally and internationally across regions and industries.
 - They may be: Real estate or site selection consultants; in house real estate professionals; consulting firms focused on tax and incentive analysis; firms that offer site selection as a secondary service; HQ or office staff with that company, such as HR
 - Their JOB is to find the BEST sites for their client operations
 - It is often a job of ELIMINATION of sites as the process advances
 - 80/20 rule: 20% of them are doing 80% of the deals
 - A LOT of folks are advertising themselves as such – because there is not really a standard
- 

ALL the ways that economic developers connect with site selectors



Network and Learn
Best Practices at
Industry Events



Bring Consultants
to Your
Community



Visit Consultants
on Their Home
Turf



Stay Face-to-
Face, Virtually



E-Newsletters



Go Old School with
Postcards or other
physical items: gifts!!



Pick up the phone



William Floyd, Senior Vice President

Company: Vista Site Selection



This is my first FAM tour, and I feel like you guys set the standard really high for the rest of the U.S.. As for suggestions, when something's perfect, there's no room for improvement, right?

Economic Development Table Talk



Session **Topics**

- 01 The Business Attraction Sales Process
- 02 **Satisfying Requests for Information**
- 03 Site Visit & Incentives Considerations



Workflow Overview

Economic Development Site Selection in New Mexico

Workflow based on if the State Economic Development Agency is the primary project manager.



Non-Disclosure Agreement (NDA)

This CONFIDENTIAL INFORMATION / NONDISCLOSURE AGREEMENT ("Agreement") is made as of this ____ day of _____, 2024 by and between the Albuquerque Regional Economic Alliance, a 501c3 nonprofit public charity, with an address of 201 3rd Street NW #1900, Albuquerque, NM 87102 (hereinafter, "Recipient"), and _____, a _____ company with offices located at _____ (hereinafter, "Discloser").

WITNESSETH:

WHEREAS, the Discloser may disclose Confidential Information to Recipient for purposes of _____ whether Recipient desires to enter into one or more business relationships; which disclosure is subject to the terms and conditions provided herein;

WHEREAS, if Discloser and Recipient enter into any business relationship(s), Discloser may provide Confidential Information to Recipient; and each such disclosure is also subject to the terms and conditions provided herein.

NOW, THEREFORE, in consideration of the premises, the promises made by each party to the Agreement, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each of the Parties hereby agrees as follows:

Definitions. When used in this Agreement the following terms have the definition set forth below:

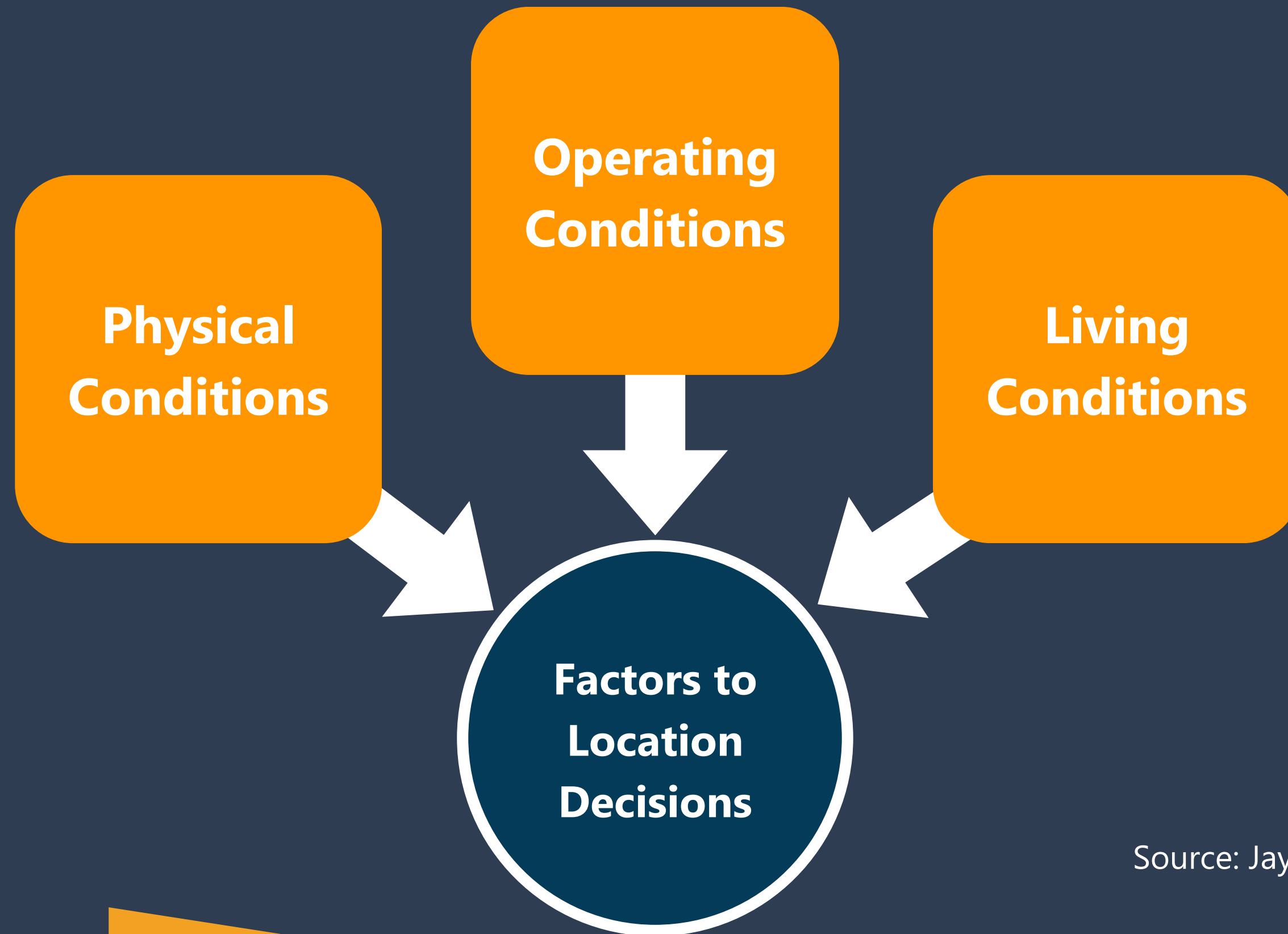
"Confidential Information" means information and Trade Secrets, whether oral, written, recorded, magnetically or electronically or otherwise stored, coming into the possession or knowledge of Recipient, which is possessed by or developed for Discloser and which relates to Discloser's existing or potential business, which information is not reasonably ascertainable by Discloser's competitors or by the general public through lawful means, and which information Discloser treats as confidential, including but not limited to information regarding Discloser business affairs, plans, strategies, products, designs, finances,

The RFI Process Ingredients

- What is important to the Prospect
- Where the RFI fits into the site selection process
- Community specific information that is helpful in preparing the RFI
- How AREA composes a RFI/Proposal



What's important to the Prospect?

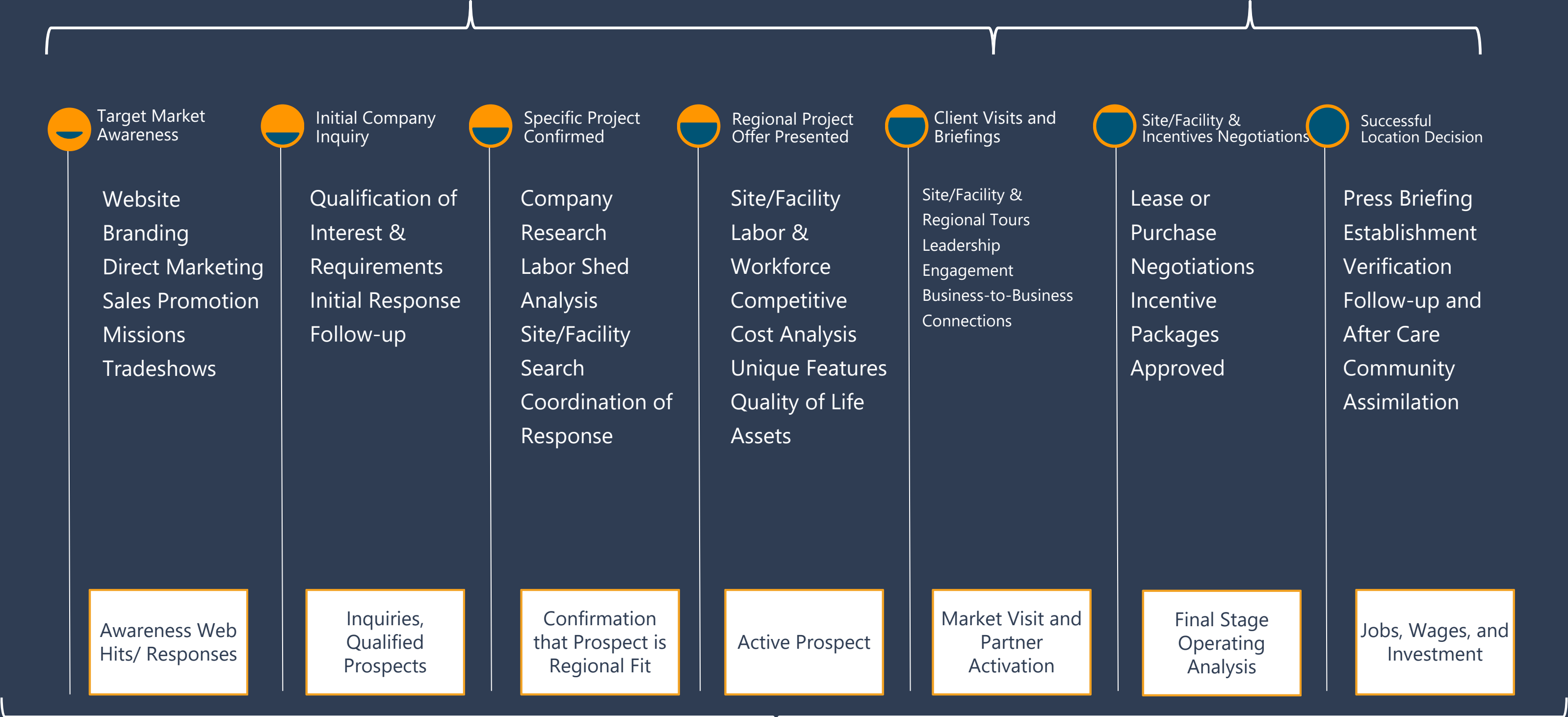


Source: Jay Garner, Garner Economics

The Site Selection Continuum

Span of Control

Sphere of Influence



Performance metrics must be tied to linked at each stage of the continuum

The Community Response

"The Standard RFI"

- Building or site details
- Utility capacities & costs
- Labor availability, skills & costs
- Permitting & Taxes
- Accessibility & transportation costs
 - highway/interstate, rail & port access
- Incentives

RESPONSE
TIME
MATTERS



YOUR
RESPONSE
REQUIRED



Example RFI Data Request

Proposed Locations
City
State
County
Full Address
Availability
Is the site for sale or for lease?
What is the asking price/rate?
Who is the owner/broker?
Site Details
Acres/Sq. footage available
Is site/building vacant?
Does site need clearing?
Is site "shovel ready"? If not, how soon can it be?
Any environmental concerns? Easements, flooding, wetlands, etc.
Current zoning
Current Use
Previous uses
Briefly describe surrounding businesses
Are there height restrictions?
Any existing structures on site? If yes, please describe
Briefly describe topography of site
Property Tax Rate (%)
Tax District Name
Tax District Number
Is site/building in an opportunity zone?

Transportation
Please describe ingress/egress
Closest Interstate
Distance to Interstate
Nearest International airport
Distance to international airport
Nearest cargo airport
Distance to cargo airport
Nearest regional airport
Distance to regional airport
Rail adjacent to site/building?
Rail provider
Nearest sea port
Distance to sea port
Other
Is site prone to flooding?
Is there heavy industrial that can cause vibrations near by?
Is the site near a landfill?
What are the soil conditions?
Is there any history of chemical disposal on or near the site?

Example RFI Data Request

Electric
Electric on site? Provider?
Line size
Capacity
Distance to substation
Is substation serving other sites?
Cost (per kWh)
Any rate increases expected?
Any upgrades needed to existing infrastructure?
Any additional costs?
Natural Gas
Natural gas line on site? Provider?
Line size
Capacity
Cost (per SCF)
Any rate increases expected?
Location of closest distribution/transmission line
Any upgrades needed to existing infrastructure?
Any additional costs?

Water
Water line on site? Provider?
Line Size
Capacity
Cost (per 1,000 gallons)
Water source
Any rate increases expected?
Any upgrades needed to existing infrastructure?
Any additional costs?
Wastewater
Waste Water line on site? Provider?
Line Size
Discharge limits
Name of waste water treatment facility
Capacity of waste water treatment facility
Discharge cost (per 1,000 gallons)
Other place(s) discharge could if treated on site?
Any rate increases expected?
Any upgrades needed to existing infrastructure?
Any additional costs?

Broadband/Telecommunications
Service Provider
Please describe infrastructure on site
Any rate increases expected?
Any upgrades needed to existing infrastructure?
Any additional costs?

Example RFI Data Request

Taxes and Business Environment
Tax
State Corporate Tax Rate
State Individual Income Tax Rate
Local Average Individual Income Tax Rate
Real Property Tax Rate
Personal Property Tax Rate
State Sales Tax Rate
Local Average Sales Tax Rate
Workers' Compensation Premium Rate Index
Inventory Tax Rate
Unemployment Insurance Tax- New Employer Rate
Unemployment Insurance Tax- Wage Base
Please list rates if below apply
Tax on construction/building materials
Tax on manufacturing equipment
Tax on Gas
Tax on Water/Wastewater
Tax on Electricity
Other
Mean Hourly Wage (county)
Cost of Living Index
Right to Work?
State Credit Rating

Workforce and Education
Workforce Statistics
Current State Unemployment Rate
Current County Unemployment Rate
Labor Force Participation Rate
Inbound or Outbound Migration Trends in last 5 years
of people employed in the industry in a 50 mile radius
of companies in the industry in a 50 mile radius
Higher Ed Institutions with Relevant Programs
Name of Insitution
College, Vocational, University
Location
Degree Types available (certifications, 2 years, 4 years)
Average tuition
Total Graduates per year
Quality of Life
Reasons the location is ideal for attracting employees
Community Resources and Strengths
Community culture and lifestyle quality offerings
Metropolitan area crime rate
K-12 school systems within 20 miles and applicaable ratings

Example RFI Data Request

Incentives

Please note all applicable incentives, including but not limited to, the following:

- Job-related incentives
- Local incentives
- Discretionary cash grants
- Income/franchise tax credits
- Tax rebates
- Infrastructure assistance including but not limited to utility extension/enhancements (e.g., capacity upgrades, rate reductions, existing and expanded fiber connectivity) and road improvements
- Tax exemptions for state and local taxes; Sales & Use tax exemption, including but not limited to building materials and other facility purchases
- Facility financing, including but not limited to low interest government funds, bonds (taxable/tax free), interest rate buy down, creative lease buy backs, and assistance with exiting existing contractual facility obligations
- Tax Increment Financing (TIF) and existence of TIF zones along with their strengths
- Real and/or personal property tax abatements
- Corporate income tax credits, including but not limited to payroll- and investment-based job creation
- Land acquisition, including but not limited to free/reduced cost, free testing/ environmental review, zoning covenant variances, creative options, and creative terms and financing
- Relocation assistance, including but not limited to costs associated with personnel and facility relocation to the new site
- Training reimbursements, including but not limited to instruction space/facility, travel, and wages
- Hiring assistance, including but not limited to recruiting, testing, and screening
- Other human resource incentives, including but not limited to permitting assistance, transitions space, expat relocation assistance, local discounts, daycare, and tuition
- Any other beneficial incentives that distinguish your location for this project

Area Employers

Please list information for the 10 largest employers in the area.

Site 1

[illegible]

Example RFI Data Request

Permitting			
	Type	Agency Responsible	Estimated time of issuance
Environmental Permits			
Construction Permits			
Building Permit			
Electrical Permit			
Plumbing/Mechanical Permit			
Air Permits			
Air Quality Permit			
Water Permits			
Hazardous Waste			

AREA: RFI/Proposal Submission

Project ED 101
(Edit Proposal)

COVER LETTER

PROPERTIES

ELEVATE IN GREATER ALBUQUERQUE

TALENT AND EDUCATION

INCENTIVES

OPERATING COST COMPARISONS

TRANSPORTATION

AEROSPACE OVERVIEW

ADVANCED INDUSTRIES IN NM

TESTIMONIALS & SUCCESS STORIES

LOCAL SERVICE PROVIDERS

DOCUMENTS

Aida Roberts
Vice President of Business Development

AREA

Albuquerque Regional Economic Alliance

Cover Letter

Summary of Proposal

PDF

Export Properties as KML

Ms. Jane Doe

Site Selection & Incentives

Site Selection Group

Dear Ms. Doe,

The Albuquerque Regional Economic Alliance (AREA) is delighted to provide you with this customized online proposal package for Project ED 101 on behalf of greater Albuquerque and the state of New Mexico. It includes the following materials:

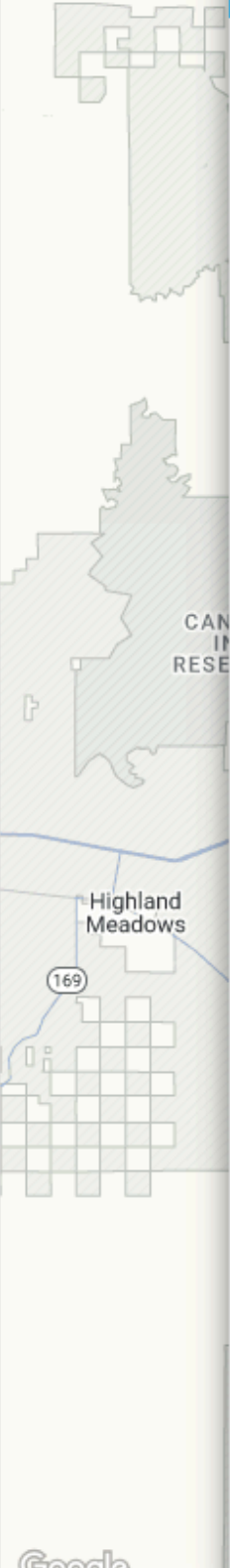
1. **Site Opportunities:** We have identified up to **four** potential site options for Project ED 101. **Detailed maps and all available requested site specific data for each location have been included** in the documents section for your review.

2. **Business Climate and Workforce:** The team has provided a variety of information related to business climate, industry and occupational growth, and graduate output. As you will see, these attributes uniquely define the greater Albuquerque region as a location of choice for this investment. Our educational partners have provided letters of support articulating their strong capability and desire to ensure Project ED 101 is highly successful in our region. We also showcase our region's diverse talent and the opportunities it has created for job creation with our recently published *Greater Albuquerque Region Talent & Industry Profile*, which can be viewed [here](#).

3. **Detailed Incentives Overview:** Through our combined competitive local and state business incentives, New Mexico has been able to recruit and retain significant and diverse manufacturing operations in the greater Albuquerque region. This proposal includes an estimated modeling of potential incentives which may be available for Project ED 101, customized for each proposed site location. Primary incentives include the Industrial Revenue Bond (IRB) which allows for significant abatement of real and personal property tax on land, building and equipment, up to a period of 30 years. Additionally, an IRB allows for the exemption of compensating tax or gross receipts tax on equipment purchases. Thanks to the Local Economic Development Act (LEDA), job-creating companies are considered for **cash-reimbursement grants** from the State of New Mexico and local jurisdictions, historically ranging from \$50,000 to \$17 million, for costs associated with land, buildings and infrastructure. Incentives like LEDA grants require formal approvals from the respective granting entities, but the top leadership of each entity is committed to winning the necessary approvals, and we pledge our commitment to the same. You can download AREA's comprehensive *New Mexico Business Incentives Overview* [here](#).

4. **WHY GREATER Albuquerque? What's so cool about it, anyway? Glad you asked:** In addition to the proposal, we have provided a regional overview presentation which augments our regional narrative. Quite unique to this presentation, I encourage you to peruse the company testimonials on slides 11 - 13. As you can imagine, we are proud of this region and can dive deep on a variety of topics. Check it out here in a live online version: [Why Greater ABQ](#). Finally, AREA is your partner in talent recruitment and attraction through our website and program services through [live.abq.org](#) which includes cost of living comparison tool; housing, culture, dining, recreation and education information from K-20 and much more.

Chamisa Wilderness Study Area



Documents

Find all documents relevant to this proposal

Property Documents

View Property

Soil Report.pdf

Download

Topo Map.pdf

Download

Geotechnical Study.pdf

Download

Biological Assessment.pdf

Download

Cultural Resource Survey.pdf

Download

Wetland.pdf

Download

Project Ranger RFI - CNM Rail Park.docx

Download

Flood.pdf

Download

Phase 1 Environmental Site Assessment.pdf

Download

Project ED 101 Letter of Support_FINAL.pdf

Download

CNMRP Flyer 080123

Download

Download All Property Documents

Download All Documents

Site Selectors View: Comparative Analysis

C11					
	-20%	-10%	100%	10%	20%
A1	4	3	2	1	1
A2	2	2	11	3	3
A3	10	10	9	11	10
A4	1	1	1	2	2
A5	3	4	3	5	6
A6	11	11	10	10	11
A7	5	6	5	6	5
A8	7	7	6	7	7
A9	8	8	7	8	8
A10	9	9	8	9	9
A11	1	5	4	4	4

-20%	-10%	100%	10%	20%
A6	A6	A2	A3	A6
A3	A3	A6	A6	A3
A10	A10	A3	A10	A10
A9	A9	A10	A9	A9
A8	A8	A9	A8	A8
A11	A7	A8	A7	A5
A7	A11	A7	A5	A7
A1	A5	A11	A11	A11
A5	A1	A5	A2	A2
A2	A2	A1	A4	A4
A4	A4	A4	A1	A1

C21					
	-20%	-10%	100%	10%	20%
A1	2	2	2	2	1
A2	3	3	11	3	3
A3	10	10	9	10	10
A4	1	1	1	1	2
A5	4	4	3	4	5
A6	11	11	10	11	11
A7	6	6	5	6	7
A8	7	7	6	7	4
A9	8	8	7	8	8
A10	9	9	8	9	9
A11	5	5	4	5	6

-20%	-10%	100%	10%	20%
A6	A6	A2	A6	A6
A3	A3	A6	A3	A3
A10	A10	A3	A10	A10
A9	A9	A10	A9	A9
A8	A8	A9	A8	A7
A7	A7	A8	A7	A11
A11	A11	A7	A11	A5
A5	A5	A11	A5	A8
A2	A2	A5	A2	A2
A1	A1	A1	A1	A4
A4	A4	A4	A4	A1

C31					
	-20%	-10%	100%	10%	20%
A1	2	2	2	2	2
A2	3	3	11	3	3
A3	9	10	9	10	10
A4	1	1	1	1	1
A5	4	4	3	4	4
A6	11	11	10	11	11
A7	5	6	5	6	6
A8	7	7	6	7	7
A9	8	8	7	8	8
A10	9	9	8	9	9
A11	5	5	4	5	5

-20%	-10%	100%	10%	20%
A6	A6	A2	A6	A6
A10	A3	A6	A3	A3
A3	A10	A3	A10	A10
A9	A9	A10	A9	A9
A8	A8	A9	A8	A8
A11	A7	A8	A7	A7
A7	A11	A7	A11	A11
A5	A5	A11	A5	A5
A2	A2	A5	A2	A2
A1	A1	A1	A1	A1
A4	A4	A4	A4	A4

Session **Topics**

- 01 The Business Attraction Sales Process
- 02 Satisfying Requests for Information
- 03 **Site Visit & Incentives Considerations**





Who's Coming?

- Company Representative:
 - HR
 - CFO
 - Facilities Manager
 - Site Selection Consultant
 - NM EDD Project Managers
 - Statewide Utility Economic Developer (NM Gas & PNM)
 - Real Estate Broker / Developer
 - Property Owner
 - Second or third Site Visits: Dignitaries and Elected Officials
- 

So, who's the company?

- The first thing to know is – you may never know!
- Most companies keep their searches confidential, and projects are assigned codenames to maintain this confidentiality.
- In most cases, the Economic Developer is the only 'allowed' contact in the community, sometimes even for a first visit – don't get your feelings hurt; it's part of the process!
- Benefits of AREA leading a visit: we can quickly do an NDA, and take clients to dinner, etc. (items the public sector cannot)

CONFIDENTIAL
Project Eagle

The Visit: Do's

- Have current, concise, and relevant data
 - Provide an RFI/Binders
- Put your best team in place for each prospect – be flexible and match prospect's needs
- Keep the project manager informed and in the loop
- Meet or exceed deadlines
- Differentiate Your Product – Your Community
- Create a Win – Win environment for everyone
- Maintain confidentiality

To Do List

1.

2.

3.

4.

5.

Working With Prospects - Don'ts


- Don't Over Promise and Under Deliver
- Don't bash NM, Albuquerque or another community
- Don't commit State Incentives unless you are the state
- Stick to the timeframe – Don't allow the prospect or project manager to miss the timeframe
- Don't circumvent your partners
- Say what you can do, not what you can't do!
- Lose on your own terms – don't quit! ("We can't do that") – **Be a Problem Solver**



The Prospect Visit

- What is irrelevant?
 - Initially, Quality of Life (unless it's asked about)-usually important toward the end
 - High School football rivalries
 - References to vague historical figures/facts
 - Processes, procedures or obstacles that do not apply to their project
- Prepare your team in advance
 - Rehearse – down to driving your route AND WHAT YOU DRIVE!
 - Pre-development meetings
 - Relevant Stakeholders and/or Decision Makers

Incentives: Oh, the Controversy!

- Highly scrutinized in the public eye
 - Truly, utilized by site selectors as a final deal-closer or gap filler or tie-breaker, NOT to choose the best location for the client
 - Few communities really analyze the impact of a package or the need for the specific incentive
- 

Types of Incentives

- Statutory vs Discretionary
- Tax incentives, abatements, and credits
- Infrastructure development and financing
- Industrial Development Bonds
- Grants
- Non-Tax Incentives AKA "soft incentives":
 - job training, tech assistance, permitting timeframes, road naming, public relations, signage waivers
- "But-For" Determination

Traditional Approaches to a Win-Win Scenario

- Develop a cost-benefit analysis policy for the use of the incentives
- Use clawbacks to protect the community and ensure that the company delivers upon its promises
- Determine exactly to whom the incentives are targeted
- Be VERY specific about what you are offering
- Undertake an economic impact analysis in order to understand the true benefit of the project - not all are created equal
- Consider offering available incentives not just to new businesses but to expanding existing local businesses as well
- Use performance-based criteria: number and quality of jobs created; capital investment

State and Local Resources Designed to Help Businesses Grow

Job Training Incentive
Program (JTIP)

Industrial Revenue Bond

High Wage Tax Credit

Local Economic
Development Act (LEDA)

NM Childcare Tax Credit



NEW MEXICO BUSINESS INCENTIVES OVERVIEW

Presented by Albuquerque Regional Economic Alliance (AREA)



Session
BONUS:

*A sampling of some of
our value proposition
presentation materials!*

*HINT: it could come in
handy in the case study...*



Market Orientation

1.17 Million Population

Albuquerque – Santa Fe – Las Vegas CSA

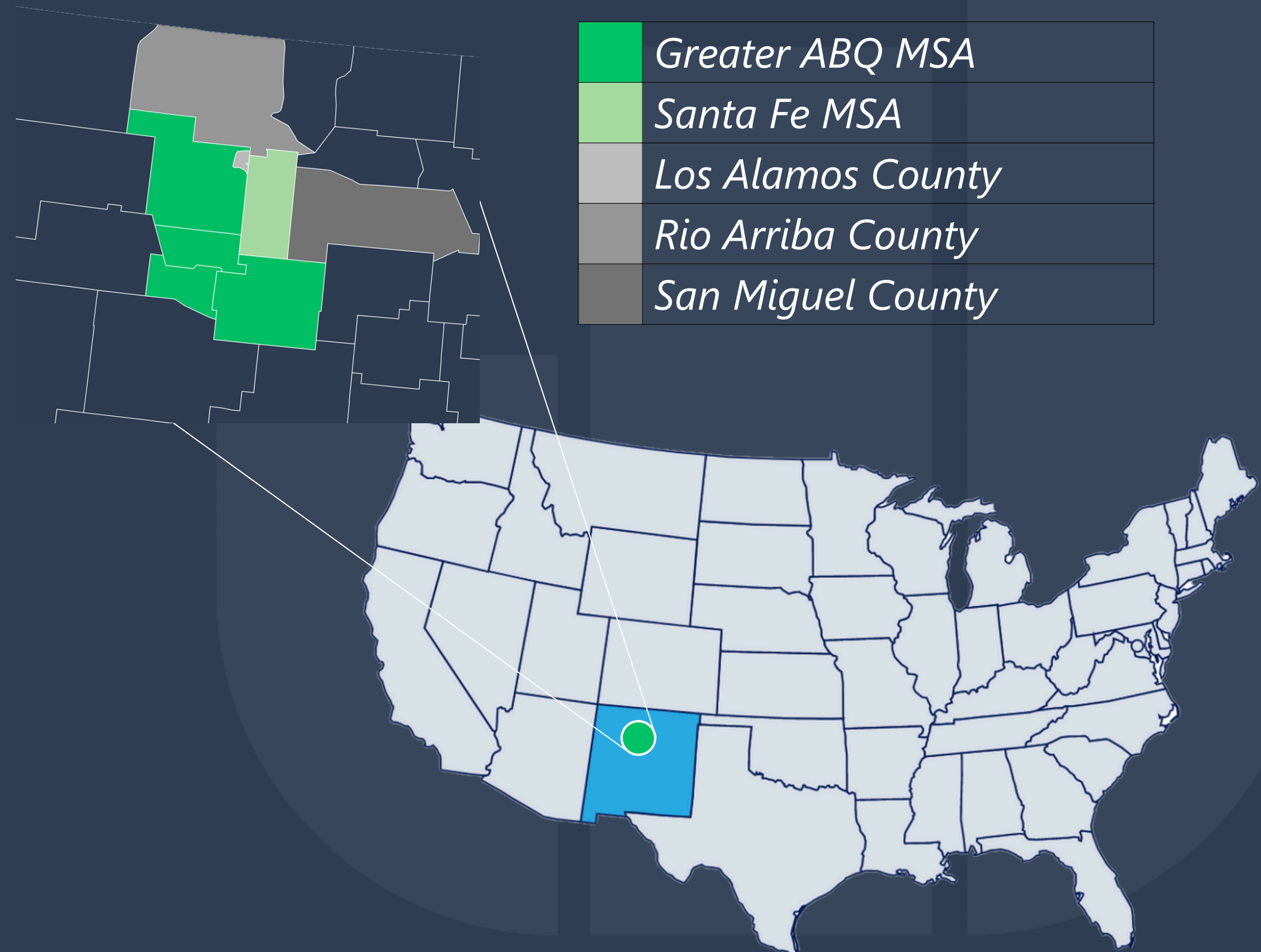
928,800 Population

Albuquerque MSA (80% of CSA total)

Albuquerque MSA (46% of State total)

With over **1 million residents in the combined statistical area**, the greater Albuquerque region is the largest metropolitan region in the state and is a major economic engine for the state of New Mexico, generating 34% of state-wide exports in 2020.

Greater ABQ Combined Statistical Area



Regional Connectivity

Commuting Patterns, Greater Albuquerque

62.5%

Travel less than 10 miles to work

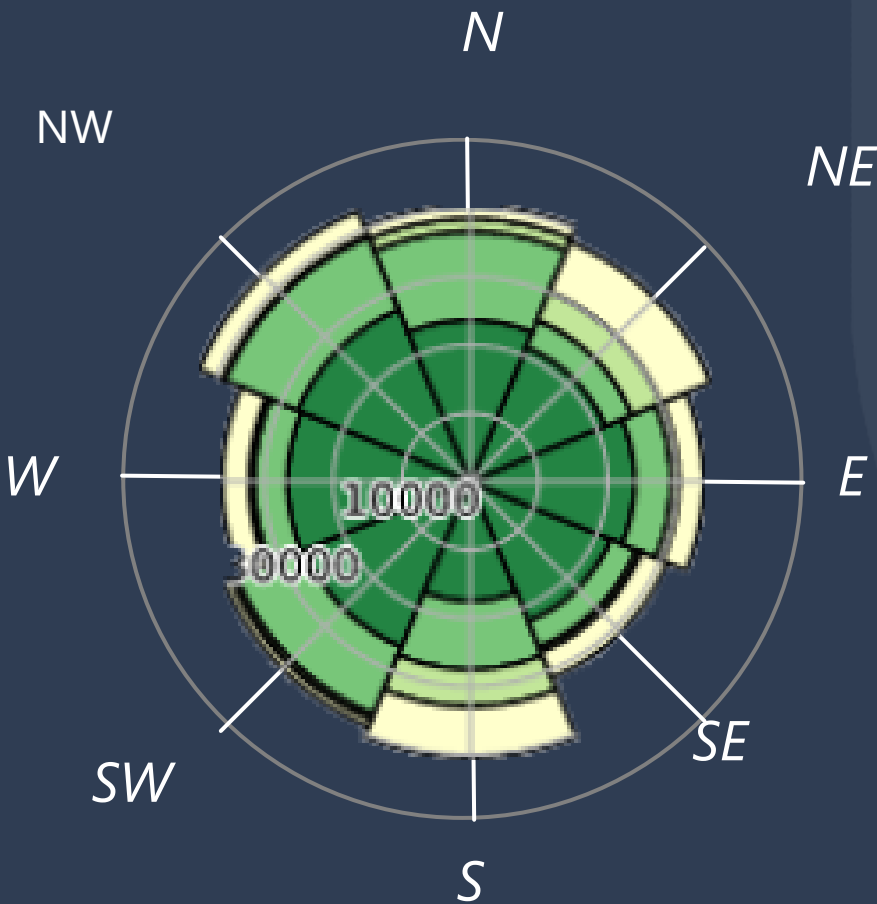
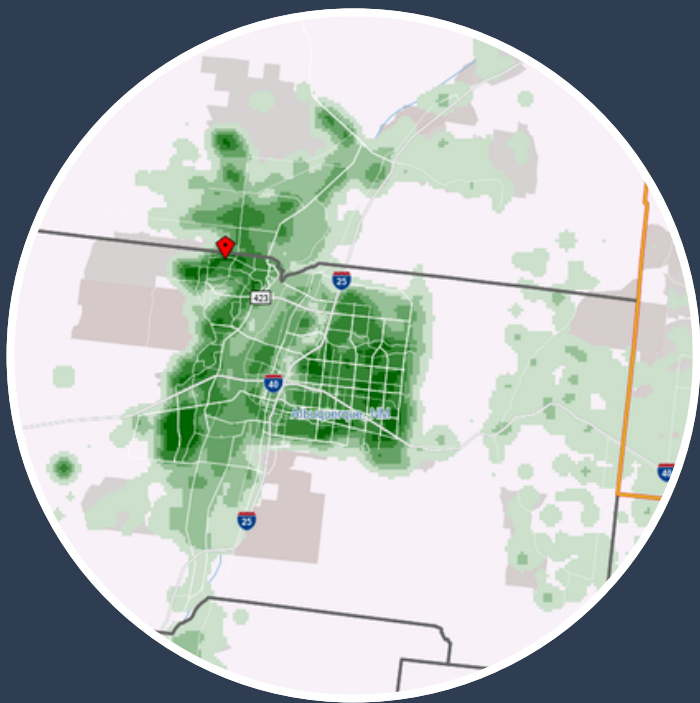
24 minutes

Average regional commute

5.5%

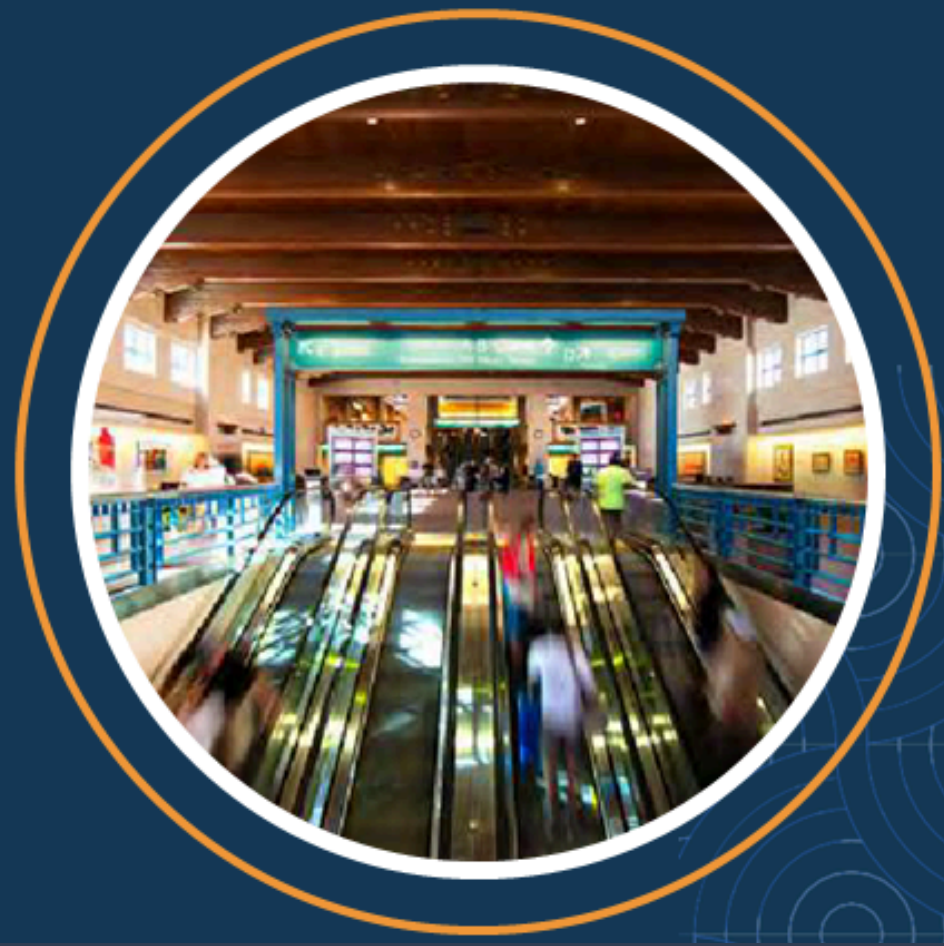
Less than metropolitan peers in the Southwest
500k + in population

Distribution of Commuting Patterns
Greater Albuquerque



		Share
	Total Private Primary Jobs	100.0%
	Less than 10 miles	62.5%
	10 to 24 miles	21.1%
	25 to 50 miles	5.2%
	Greater than 50 miles	11.2%

Source: Lightcast, Q3 2022, US Census Bureau OnTheMap














Albuquerque International Sunport

4.3 M
Passengers

25+
Non-Stop Flights

\$87 M
Modernization
Underway

SERVICED BY 9 AIRLINES

Source: ABQ International Sunport, 2023

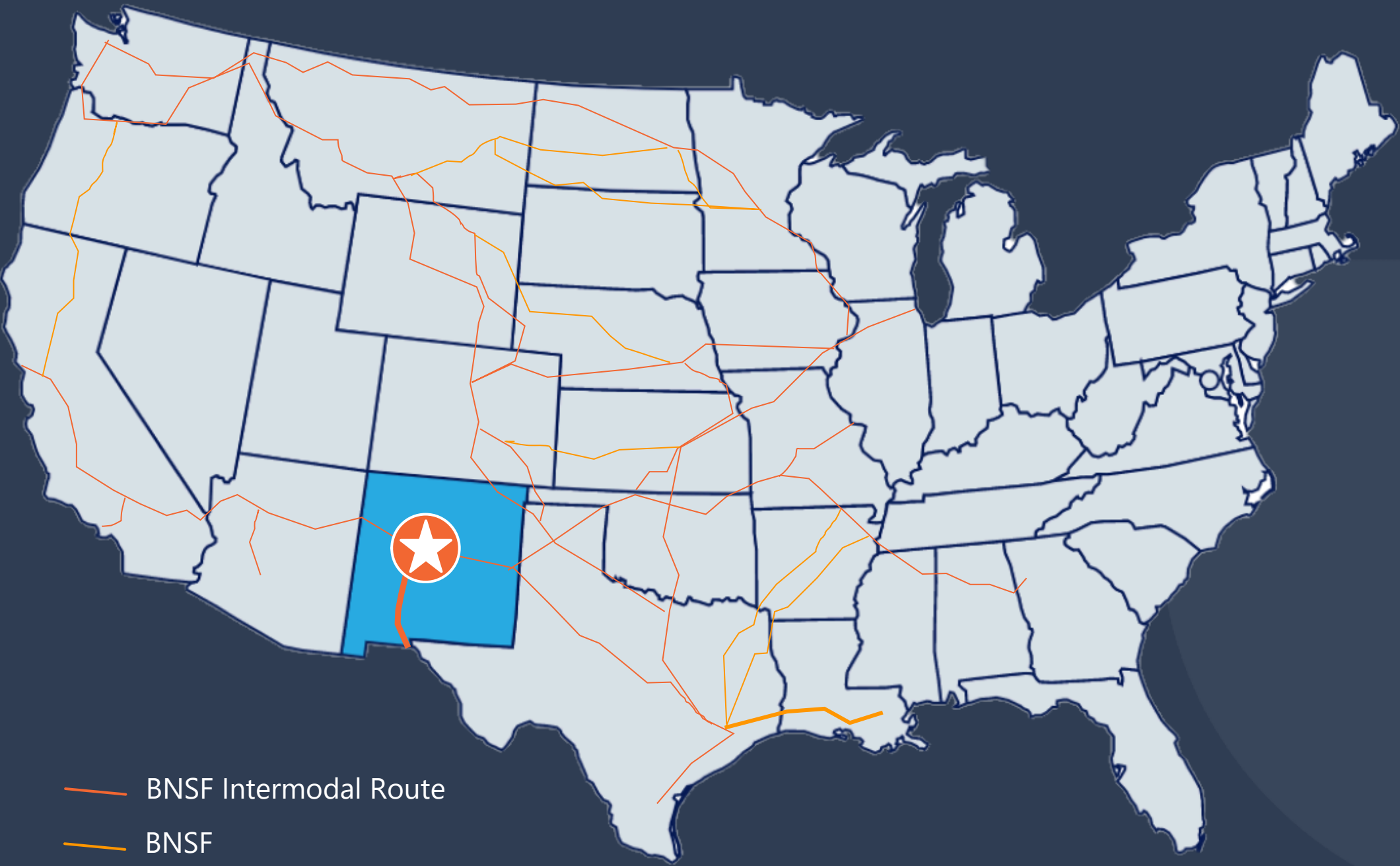
new

 sun country airlines



Freight Rail Network | BNSF Intermodal

FAST. EFFICIENT. ACCESSIBLE.



9.4 Million
Carloads Shipped
(2020)

40+
Ports Served

25
Intermodal
Facilities

The Burlington Northern & Santa Fe Railway (BNSF) offers a north-south line that connects in Los Lunas and an east-west line which connects in Belen, located less than 20 miles south of Los Lunas. A BNSF line intersects both Huning Business & Tech Park and Central New Mexico Rail Park.

The BNSF railway connects Albuquerque to the Los Angeles and Houston ports. These ports process essential products and materials hauled to and from communities across America.

Source: BNSF

Example:

Competitive Operating Costs

40000000.0

18.9%
Total Operating
Cost Savings

4.3%
Payroll Cost
Savings

47.9%
Real Estate Cost
Savings

Investment Profile

Real Estate	
Building Type:	Industrial Manufacturing
Building Square Feet	300,000
Status:	New Construction

Capital Investment	
Machinery & Equipment	\$33 million
Construction	\$67 million

Workforce Profile	
Machine Operators and Assemblers	150
Administrative Support	10
Operations Management	10
Business Operations Specialists	20
Transportation and Material Moving	10
	200

30000000.0

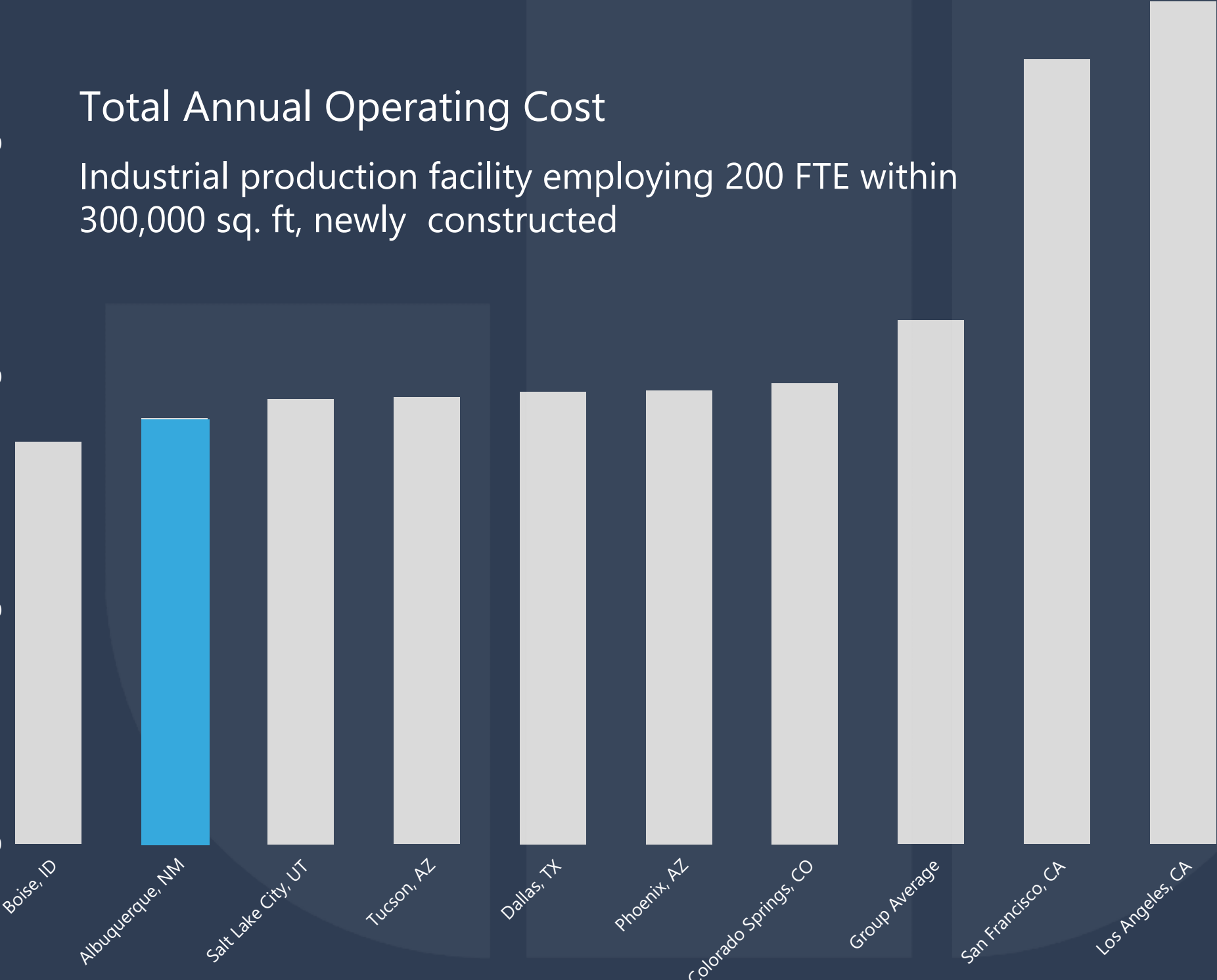
Total Annual Operating Cost

Industrial production facility employing 200 FTE within 300,000 sq. ft, newly constructed

20000000.0

10000000.0

0.0



Top-Performing Industrial Sectors

14,730

Jobs

(2022)

76%

Job Growth

(2017-2022)

\$1.9 B

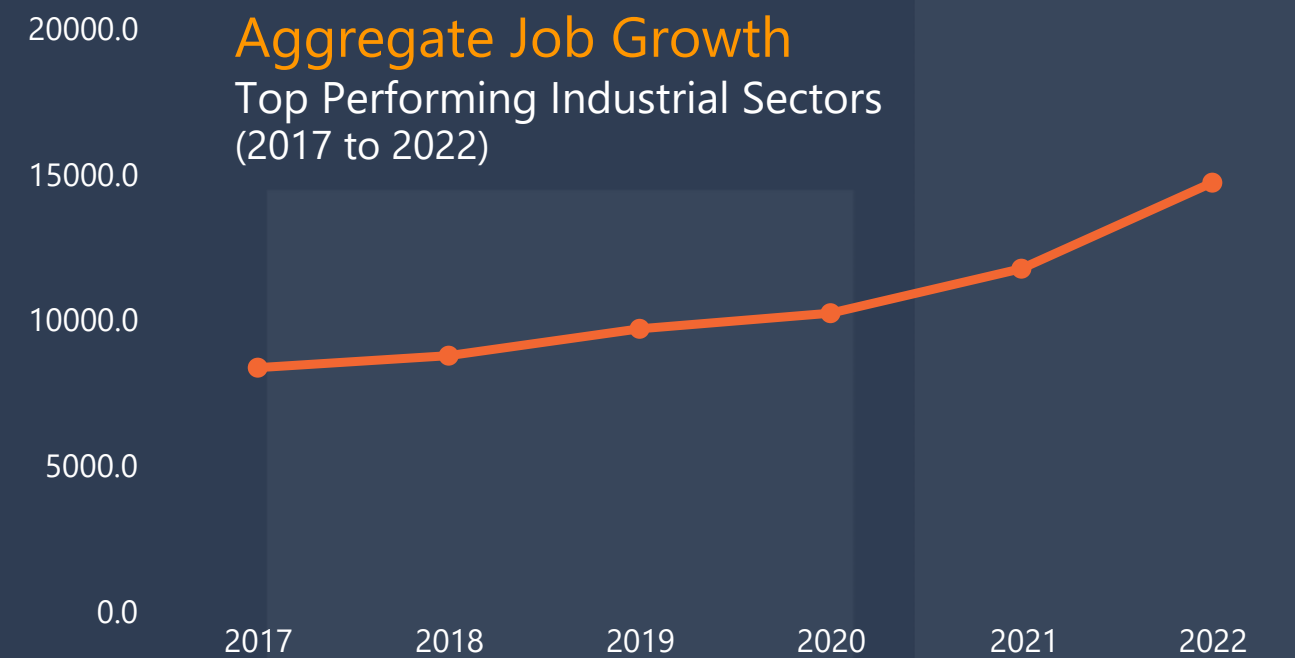
Exported Sales

(2022)

61%

Exported Sales

(2022, %)

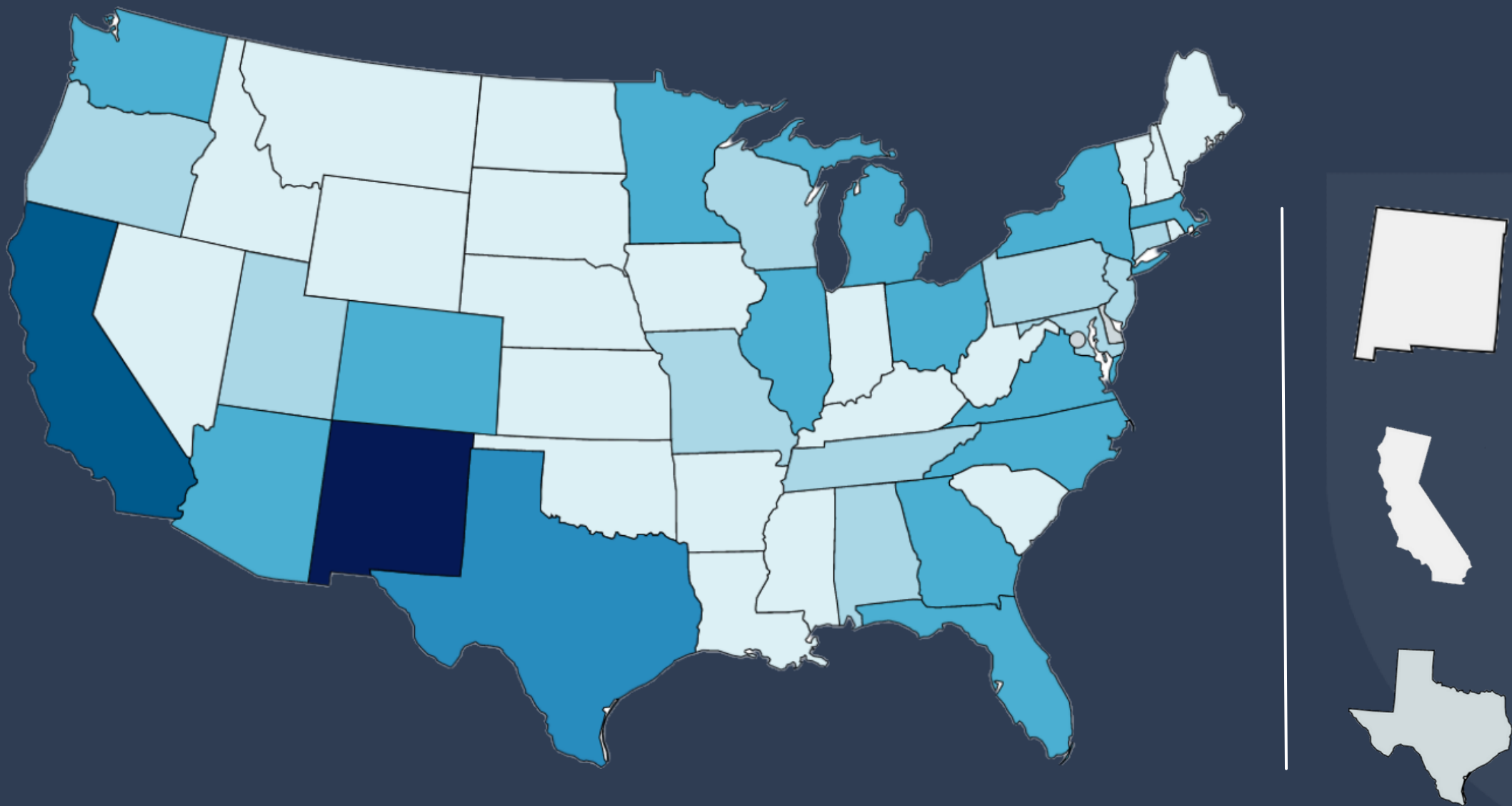


Description	Rank	2022	5-year growth	Current Wages	2022 Exported Sales
Warehousing and Storage	3rd	4,630	317%	\$35,825	\$86,582,118
Data Processing, Hosting, and Related Services	1st	513	140%	\$116,405	\$22,474,068
Pharmaceutical and Medicine Manufacturing	1st	1,070	92%	\$59,092	\$174,773,816
Other Fabricated Metal Product Manufacturing	3rd	264	73%	\$84,925	\$47,268,707
Semiconductor and Electronic Component Manufacturing	3rd	3,849	48%	\$105,072	\$866,442,292
Nonferrous Metal (except Aluminum) Processing	3rd	147	34%	\$63,832	\$111,868,215
Beverage Manufacturing	6th	645	29%	\$32,236	\$99,972,798
Medical Equipment and Supplies Manufacturing	8th	534	25%	\$52,003	\$107,939,175
Specialized Freight Trucking	6th	1,114	14%	\$53,711	\$117,217,995
General Freight Trucking	8th	1,963	14%	\$67,105	\$266,630,040
Greater ABQ		14,728	76%		\$1,901,169,223

Source: Lightcast Q3 2022, Rank reflects Greater ABQ comparison of 5-year job growth (%) within 4-digit NAICS industries amongst metropolitan areas in the southwest with 500k or more in population.

Partnerships: Sandia National Labs

New Mexico Leads the U.S. for number of industry partnership agreements and partners with Sandia National Labs



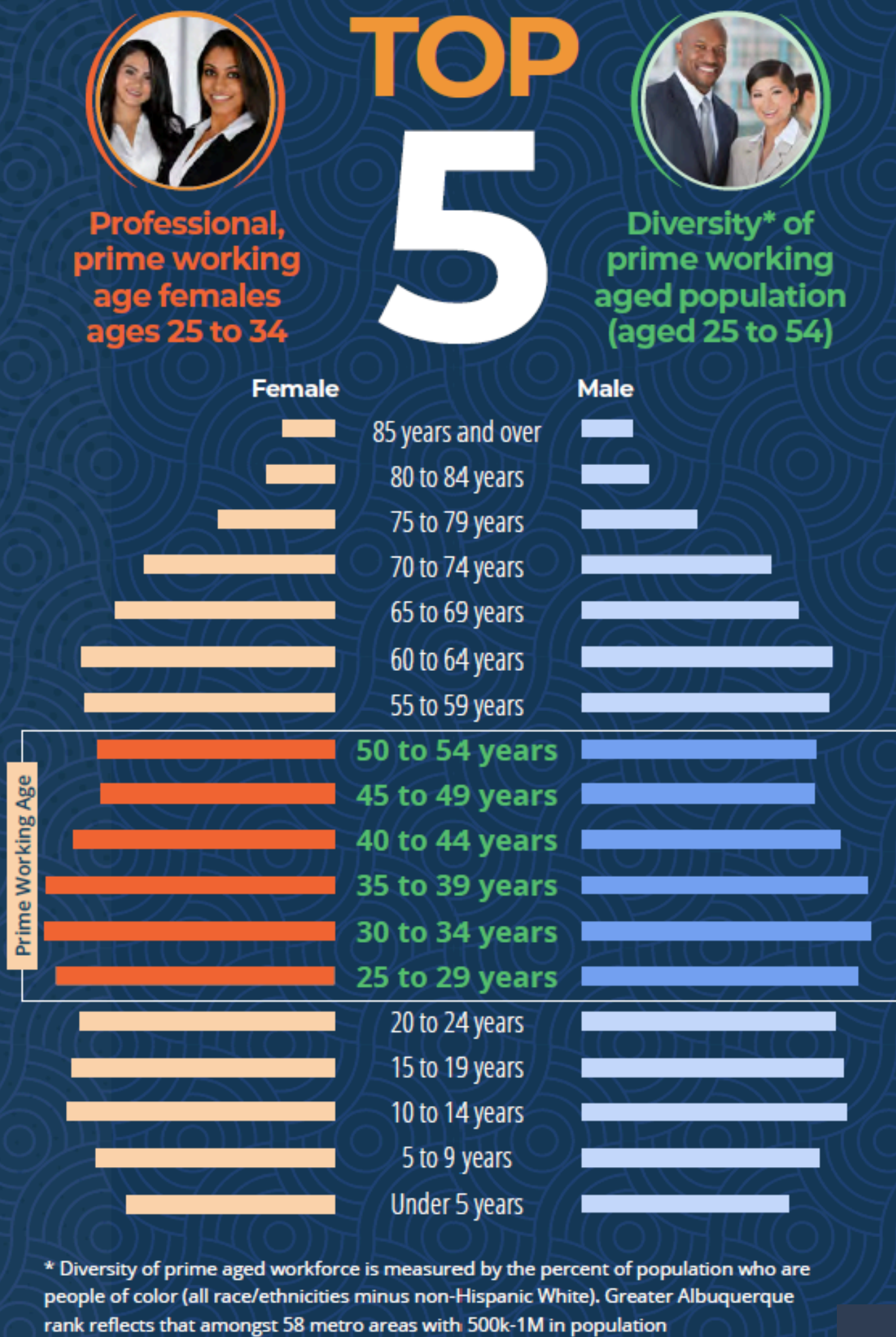
Top 3 States

Number of Agreements and
Count of Partners

State	# Agreements	# Partners
New Mexico	1,745	693
California	711	254
Texas	456	99

Source: Sandia National Labs, Partnerships National Reach, Agreements and Partners reflect cumulative figures for Fiscal Years 2017-2021

928,800 Regional Residents: Albuquerque MSA



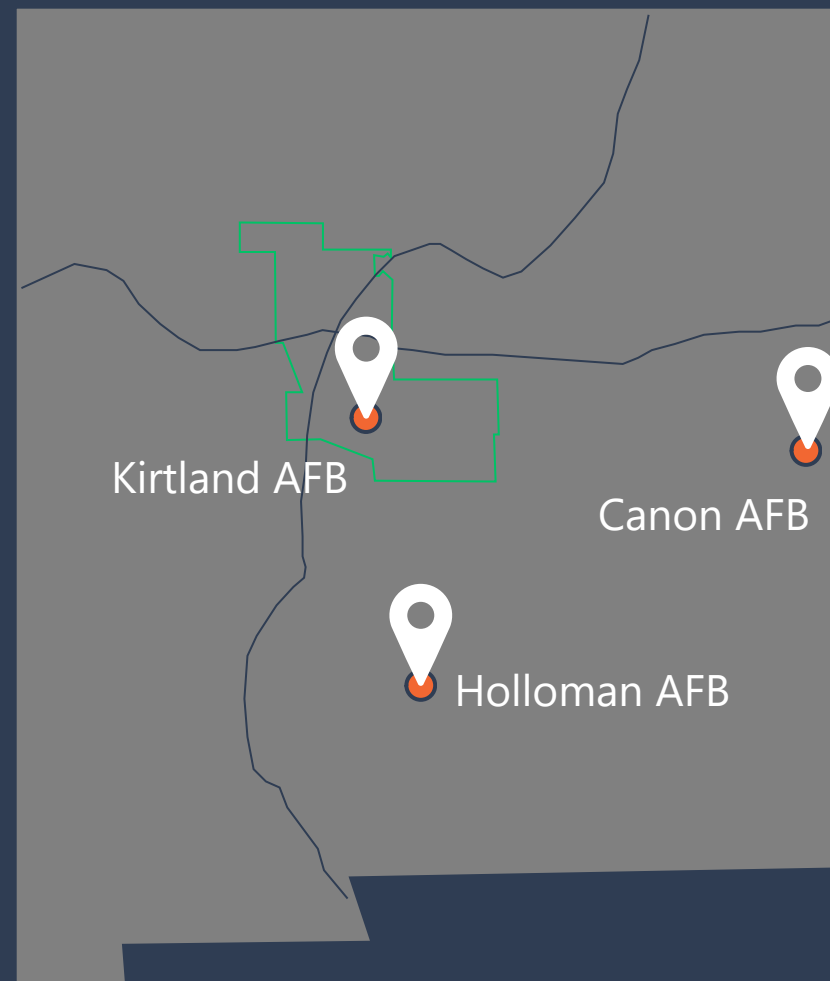
High Concentrations of Specialized Occupations
Select occupations **at least twice as concentrated** as the national average

Occupation	Regional LQ
Semiconductor Processing Technicians	9.18
Engineering Technologists and Technicians	5.76
Computer and Information Research Scientists	4.10
Industrial Engineering Technicians	3.71
Aerospace Engineers	3.04
Electrical Engineers	2.53

40%
Prime-Aged
Workforce

Military Exits

Presence |
Military Installations in New Mexico



Greater Albuquerque MSA

3

1.2k

800

major Air Force installations in New Mexico

Approximately 1,200 active-duty servicemen and servicewomen retire from these bases each year.

(67%) of which are from Kirtland AFB alone.

Source: New Mexico Partnership

Industry Partnership

The Industrial Automation (Mechatronics) Technician program prepares students to work in highly automated industrial manufacturing environments.

"Amazon has a need for a role called a Maintenance Technician II, so we work with both Amazon and our partners at Unmodulated which is a skills-to-job marketplace to design a curriculum to design training for people to be eligible to apply for the Maintenance Technician II job. There are about a thousand of these jobs that Amazon hires for, so this is all about building the workforce pipeline for Amazon fulfillment centers in New Mexico and across the country."

-- Mary Gallivan, Executive Director of Programs
at CNM Ingenuity

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font, with a curved orange arrow underneath it pointing from the 'a' to the 'z'.

CNM In**enuity, Inc.**

The logo for CNM Ingenuity, Inc. features the word "CNM" in a bold, white, sans-serif font, followed by "In" in a smaller, white, sans-serif font, then a stylized yellow lightbulb icon with three horizontal lines below it, and finally "enuity, Inc." in a bold, white, sans-serif font.

University Program Spotlight:

UNM COSMIAC

COSMIAC is a **groundbreaking research center** at UNM's school of engineering – promoting reliable and responsible use of configurable technology in military and aerospace systems. COSMIAC aims to **bridge the gap** between academia, government, and industry while conducting world-changing research and creating unmatched learning opportunities for UNM students.

Thrust Areas

- 1 Agile Manufacturing
- 2 Counter Unmanned Aerial Systems (C-UAS)
- 3 Radio-frequency system
- 4 Small Satellite Development
- 5 Space and Radiation Effects Mitigation
- 6 Virtual and Augmented Reality

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Reach Higher New Mexico

Full Tuition & Fees are covered

Scholarship funds will cover the full tuition and course-specific fees at New Mexico public colleges and universities.

Part-Time & Full-Time Students

Students must plan to enroll in at least 6 credit hours in order to obtain the scholarship.

Career Training Certificates, Associate Degrees, Bachelor's Degrees

Scholarships will support students pursuing credit-bearing career training certificates, associate degrees, and bachelor's degrees.

Available to all New Mexico Residents – NO income cap.

Scholarships are available for established New Mexico residents. New Mexico is offering tuition-free college for all state residents — not just new high school graduates, but also older adults. The offer applies to all public colleges, tribal colleges and community colleges.

www.reachhighernm.com

Access to Education and Childcare

Out-of-state tuition waiver and lottery funded scholarships.

The New Mexico Lottery Funded Scholarship pays for students to attend a state college at a significantly reduced rate. Since the program's inception, over 61,000 students have attended college through the New Mexico lottery funded scholarship. The scholarship is funded by a New Mexico Lottery Program in which 100 percent of lottery net proceeds go to the Lottery Fund.

Childcare Assistance Program

In the state of New Mexico, families who earn less than \$111,000 per year qualify for a discount on childcare services, with a maximum discount rate of 100% depending on household income.

Cost of Living



DES MOINES, IA
86.0



TULSA, OK
89.7



EL PASO, TX
89.8



SAN ANTONIO, TX
92.1



OMAHA, NE
92.5



NATIONAL AVERAGE
100.0



LAS VEGAS, NV
101.0



AUSTIN, TX
101.1



TUSCON, AZ
103.7



PHOENIX, AZ
104.3



COLORADO SPRINGS, CO
105.0



RENO, NV
105.4



BOISE CITY, ID
107.7



SALT LAKE CITY, UT
108.3



DENVER, CO
110.5



LOS ANGELES, CA
150.6



ALBUQUERQUE, NM
92.9

Quality of Place



4 Seasons

New Mexico has four distinct seasons, so residents can enjoy all types of outdoor sports and recreation year-round



4,700+

Traditional, sport and top-rope climbing routes, world-class bouldering and two indoor climbing gyms



400

Miles of on-street bicycle facilities and bike lanes
Albuquerque is a Silver-Level Bicycle Friendly Community by the League of American Bicyclists



13,000+

Running trails and 202 running courses



2

Nearby rivers for canoing and rafting



7,000

Cycling Trails



200

Acres of ski-able area with more than 35 runs



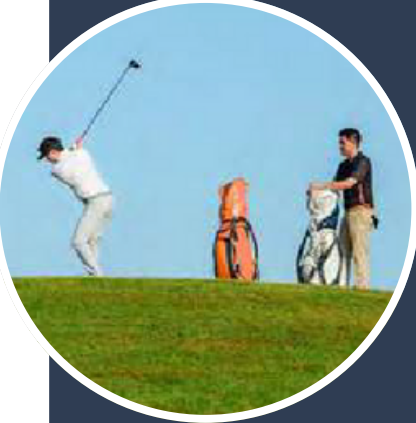
25+

Golf courses with many top-ranking and award-winning public courses



133 & 35m+ acres

Scenic hiking trails with varying elevation changes - total length of 175+ miles and more than 35 million acres of federal public land



Quality of Place Investments

The Albuquerque Rail Trail

This \$70-90 million, 7-mile urban multi-use trail will link Albuquerque's vibrant downtown area to nearby neighborhoods, cultural destinations, entertainment districts, mass transportation options, and the Rail Yards. The trail will also feature zones throughout that highlight artistic representations of the culture and history of New Mexico.

Tax Increment Development District (TIDD) & Metropolitan Redevelopment Area (MRA)

The City of Albuquerque established a TIDD in 2021 that will utilize a portion of gross receipts and property taxes generated from future commercial development to fund public improvements like streets, drainage, water & sewer lines, as well as transit improvements, trails and recreation facilities that is expected to fund more \$500 million worth of investment into the University of New Mexico South campus area. In addition, statewide changes to MRA laws across the state in 2023 have now allowed the MRA in downtown Albuquerque to utilize tax increment financing for public infrastructure investment that is estimated to total nearly \$300 million over the next 20 years.

New Mexico United Soccer

Attendance at New Mexico United games ranks in the top 5 in the United Soccer League

9,600 - Average Match Attendance in 2023

Source: Soccer Stadium Digest via the United Soccer League numbers as of 9/11/2022





Top Takeaways:

1. Match your strong community metrics with your Lead Gen
2. Site Selectors bring a majority of projects - but filling the pipeline requires a comprehensive approach, research and data
3. Filling out RFIs is key to moving to the next selection phase
4. Prepare and understand the objectives of a site visit
5. Create a Win-Win scenario

Thank You!



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