

Welcome

The Greater Albuquerque Regional Value Proposition





Welcome & Opening Remarks

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HB Construction



Welcome to Greater Albuquerque

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AREA

NM/AREA Organizational Structure



State-level assets and business support mechanisms drive opportunity and strengthens industry value propositions.



Regional business identity drives opportunity generation and strengthens investment opportunities within targeted industries.



Strong, unique, and distinctive community brands bolster the region's business identity are cornerstones to the region's value proposition.

Why Choose Greater Albuquerque?

Some of the most compelling reasons to live in the area go far beyond statistics and figures. They are rooted in the vibrant pink and purple sunsets, the aroma of fresh roasted chile at a farmers market, growth of high-paying jobs, hassle-free commuting, opportunities for homeownership and an abundance of outdoor open areas to explore.

Greater Albuquerque:

Where the Spirit of the Southwest Comes to Life.



Welcome to

Greater Albuquerque

The Spirit of the Southwest



Welcome to Greater Albuquerque, a region where deep cultural roots thread through an ever-growing tapestry of industry, arts, entertainment and beyond.

Here, awe-inspiring scenery, time-honored traditions and pioneering growth converge to create a dynamic community brimming with unparalleled vitality and unlimited potential.

As New Mexico's primary commercial hub and a leading market for companies and top talent alike, the Greater Albuquerque Region is a destination on the rise. In many ways, the region represents the Spirit of the Southwest, embodying a culture renowned for its rich heritage and vibrancy.

A man with dark hair, seen from the side and back, is looking out a window. The view outside shows a city street with several cars in motion, some blurred. In the background, there is a large, multi-story brick building with many windows. The sky is blue with some clouds. The text "the spirit of the southwest?" is overlaid on the image in a white, serif font.

the spirit of the southwest?

Regional Portrait



1,047,699

POPULATION

Population within a
60-minute drive
time of I-40/I-25
Interchange
(Esri
2023)



63%

DIVERSE POPULATION

Compared to 42% nationally
(Lightcast 2024)



93.8

LOW COST OF LIVING

on a national
scale of 100
(C2ER 2024)



\$412,332

MEDIAN HOUSING VALUE

**National
\$416,633**
(Realtor.com
2024)

EXCEPTIONAL QUALITY OF LIFE

5,312 feet in elevation - higher than Denver

24.2 minute average commute time

Abundant outdoor adventure options

3rd-largest art market in the U.S. located in Santa Fe

Award-winning breweries, wine bars and restaurants

Eclectic and iconic culture, arts and entertainment



Most Diverse Workforce

60% of All Workers Identify as
a Person of Color

(Lightcast 2024)

WORKFORCE

36.4% have a Bachelor's degree or higher

106,934 students enrolled in two-year and four-year
colleges and universities

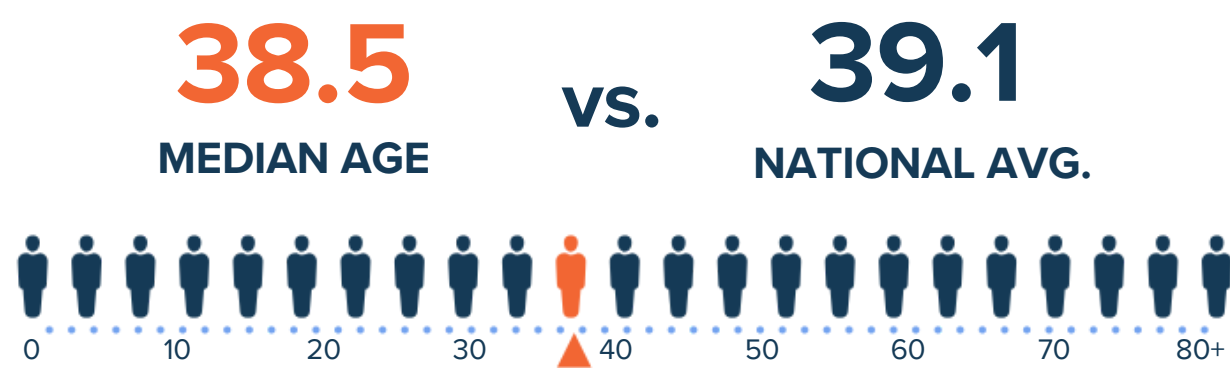
7% increase in college enrollment from 2021 to 2023

Who We Are

Total MSA Population: **923,076**

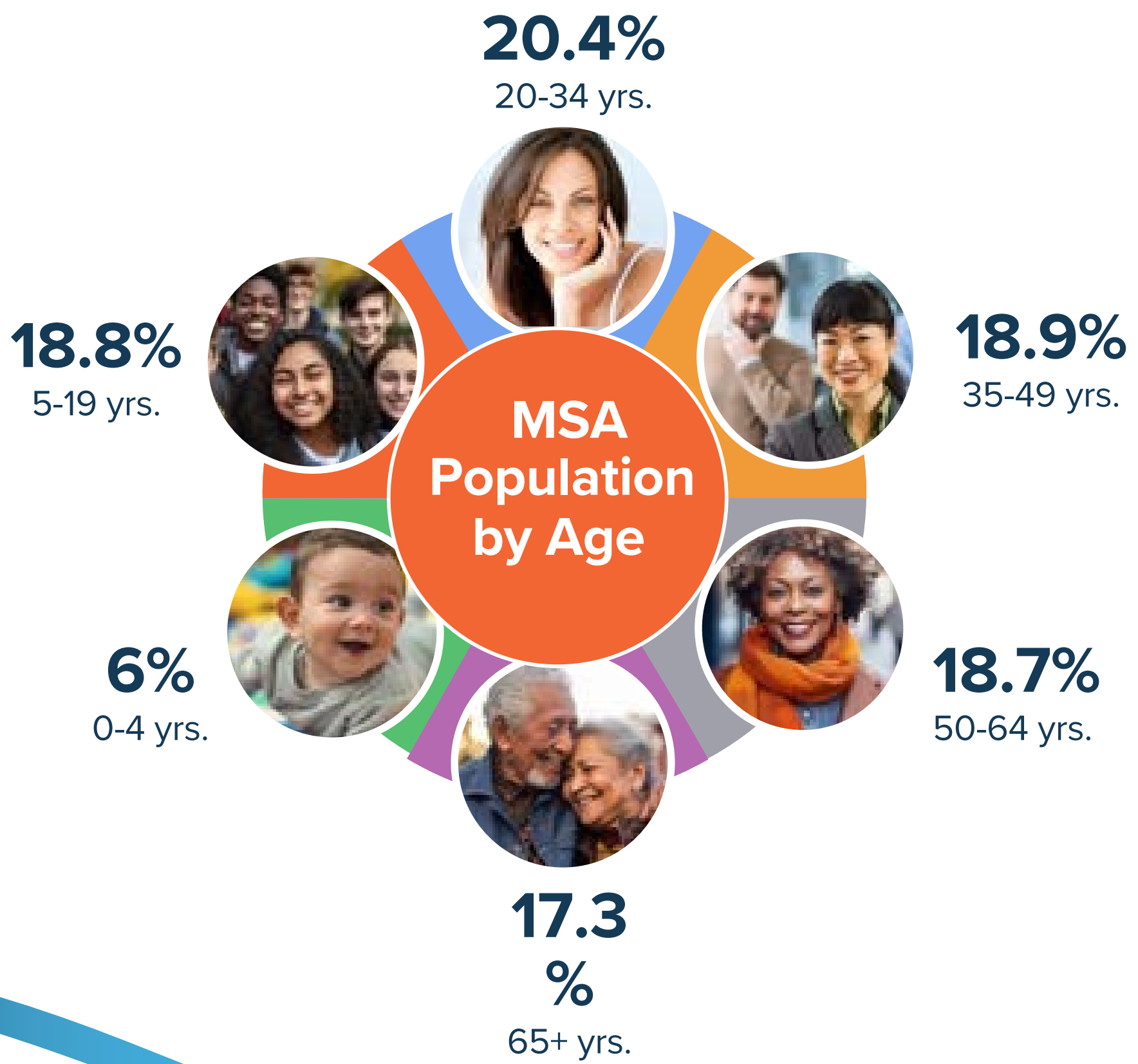
Home to more than 923,076 residents, Greater Albuquerque is a bustling hub. Expanding to a 60-minute drive time from the I-25/I-40 intersection, you'll find a thriving population of over 1,047,699 individuals. This region is a highly coveted destination for top talent, boasting plentiful high-paying jobs, exceptional educational opportunities, a unique cultural scene and a wealth of top-notch amenities.

These factors continue to fuel the region's impressive growth, with a projected five-year growth rate of 0.53% - nearly double the expected national growth rate of 0.30%.



Source: Esri

MSA POPULATION BY AGE



Our Workforce



127,147

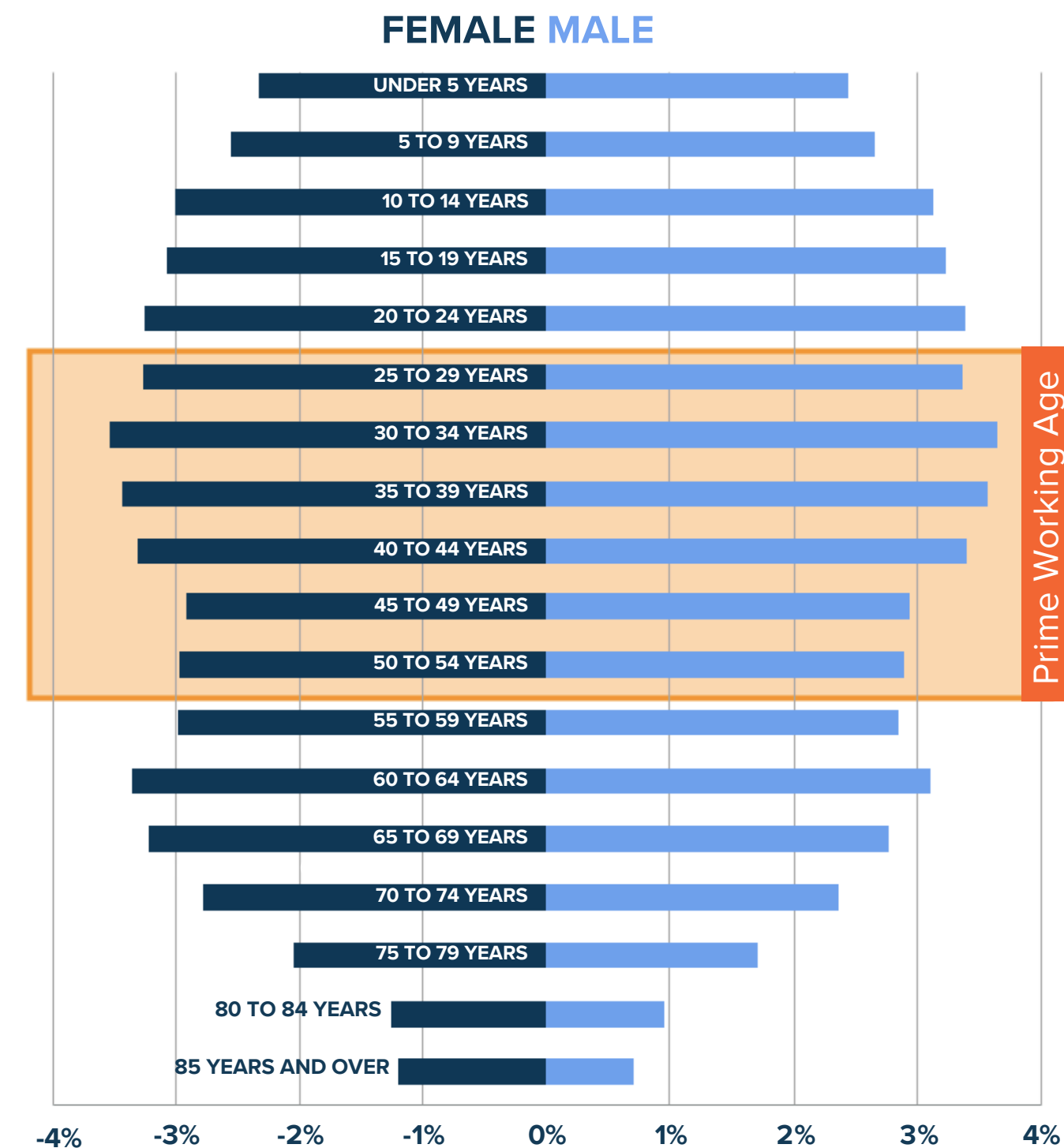
Young Professionals
(aged 25-34)

361,317

Prime Aged Workforce
(aged 35-54)

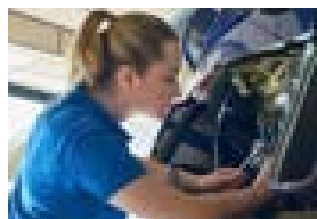
40% of the population is
prime working age

Male vs. Female Ratio by Age Category



Source: Lightcast 2024

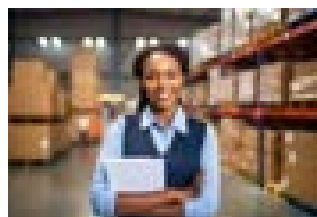
Our Diverse Workforce Leads in Innovation



#1 for female **Aerospace Engineers and Operation Technicians.**
(Metro Areas 500K-1M, SOC 17-3021, 23% of jobs are held by females)



#2 for female **Mechanical Engineering Technicians**
(Metro Areas 500K-1M, SOC 17-3021, 25% of jobs are held by females)



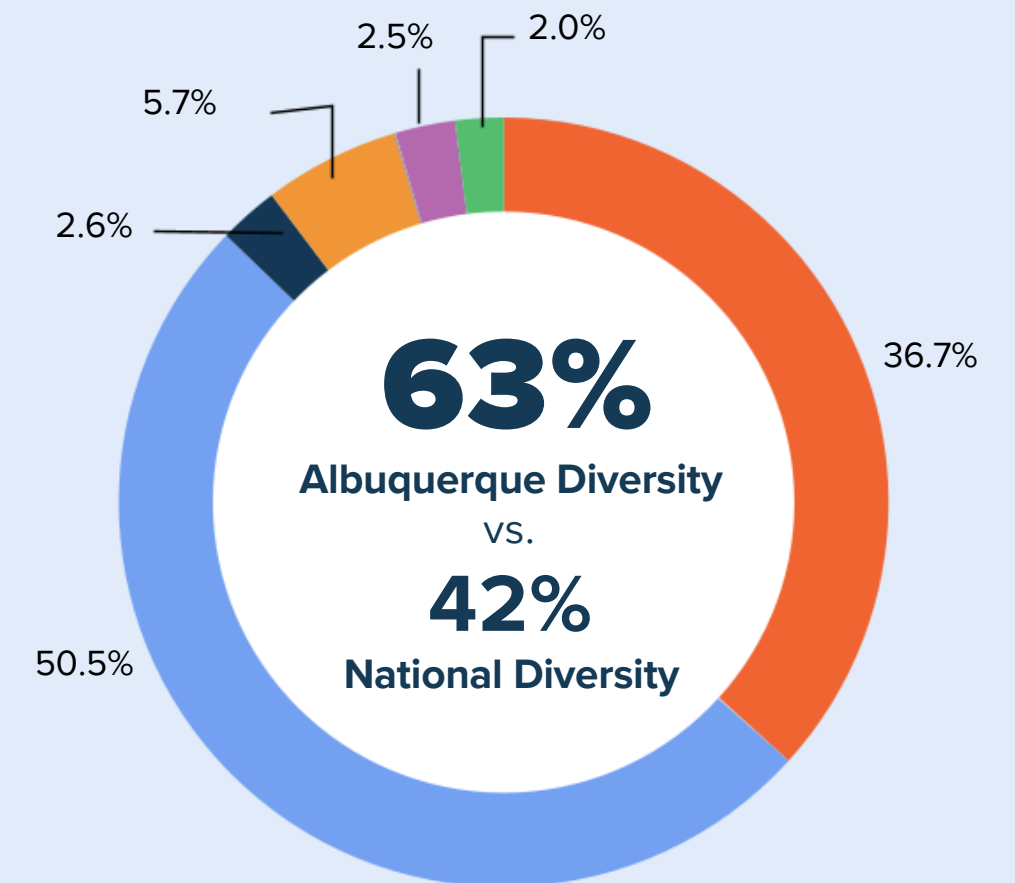
#2 for female **Industrial Production Managers**
(Metro Areas 500K-1M, SOC 11-3051, 24% of jobs are held by females)



TOP 3
for diverse **Semiconductor Processing Technician talent**
(65% of occupation are considered non- white, Metro Areas 500K-1M, SOC 51-9141)

Source: Lightcast 2024

2024 Population by Race/Ethnicity



Hispanic, All Races
White, Non-Hispanic
American Indian
Asian / Pacific Islander
Black / African American
Two or more races

Source: Lightcast 2024

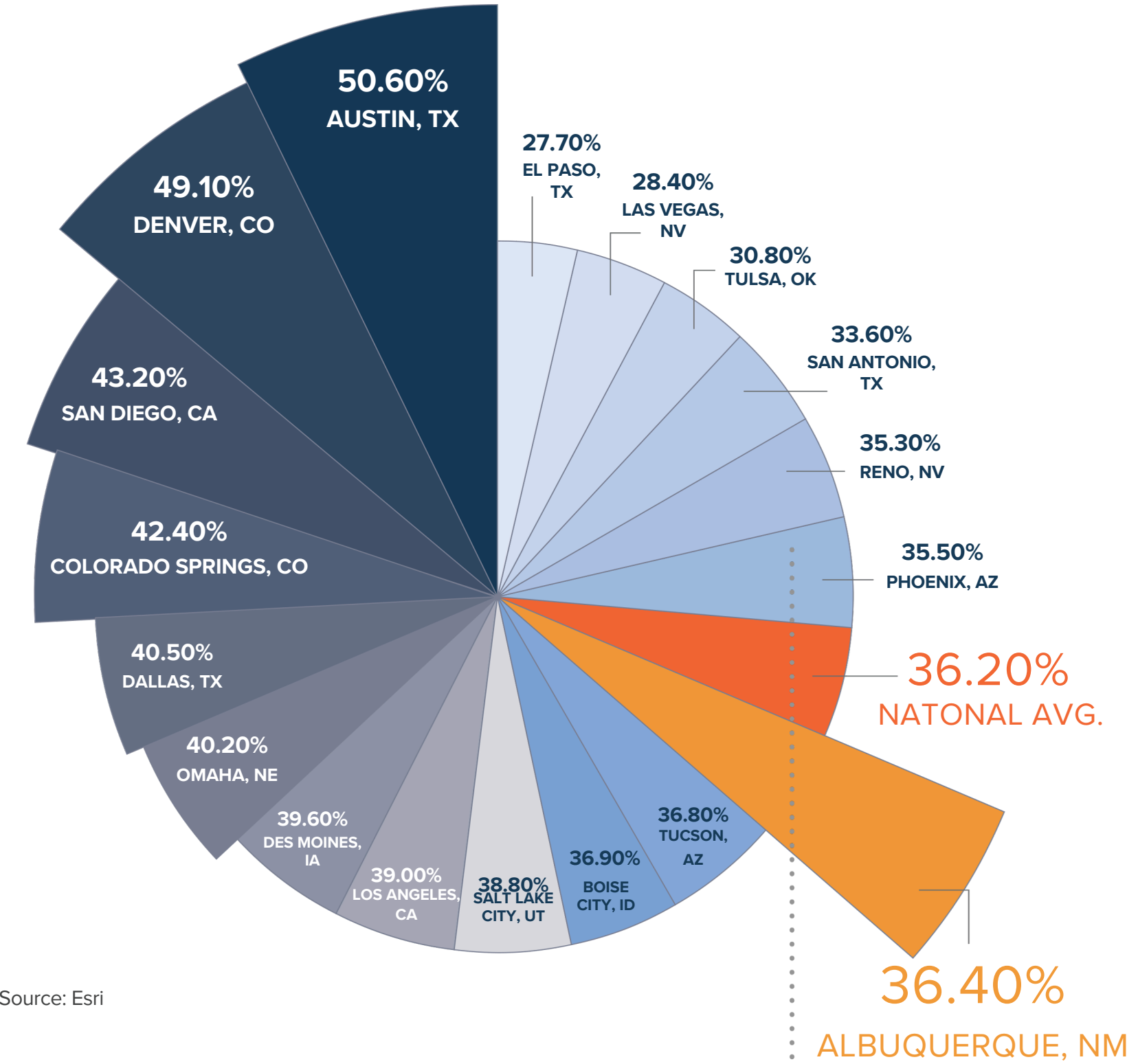
14.3%

of the population is bilingual
in English and Spanish,
compared to 7.9% of the US.

Source: American Community Survey - 2022: ACS 5-year
estimates

Graduate Populations

Metro percentage of population with bachelor's degree or higher



106,934

Students enrolled in 2-and 4-year colleges

Source: National Center for Education Statistics



7% INCREASE

in college enrollment since 2021

Source: NM Department of Education

Graduate Diversity

Over 1.5X the national average for graduate degrees awarded to Black/African American students

Source: Lightcast 2024



Tuition-Free College and Career Training

New Mexico recently created a **\$959 million trust fund** for free college tuition. The New Mexico Higher Education Trust Fund is the largest Higher Education Trust Fund for tuition-free college in the nation.

**MORE THAN
60%**

of students on the Opportunity and Lottery Scholarships are students of color

**7%
INCREASE**

in college enrollment since 2021 largely due to investment in Opportunity & Lottery Scholarships



New Mexico Opportunity Scholarship

36,000 Students

The Opportunity Scholarship offers New Mexico residents free tuition and fees at New Mexico public colleges and universities.

(Fall 2023)



New Mexico Lottery Scholarship

10,000 Students

The New Mexico Legislative Lottery Scholarship will pay up to 100% of tuition (up to an undergraduate degree) for students who meet the eligibility criteria.

(Fall 2023)

Source New Mexico Department of Education

Attracting Top Students to the Land of Enchantment Western Undergraduate Exchange

Top New Mexico institutions participate in the Western Undergraduate Exchange. This is a tuition-savings program that helps make out-of-state tuition more affordable.



Leading Growth Industries & Occupations

Percent Change in Job 2018-2023

With an abundance of local talent, Greater Albuquerque offers opportunities for growth across numerous private-sector industries.

Supported by a robust and stable government presence, the job market in this region thrives.

In recent years, the private sector has experienced remarkable expansion, further fueling the region's economic vitality.



Thriving Industries Lead to Thriving People



1st

highest count of jobs for Scientific
Research and Development

Metro Area 500k-1M



3rd

highest count of jobs for Semiconductor
and Electrical Equipment Manufacturing

Metro Area 500k-1M



Top 5

count of jobs for Information
Security Analysts

Metro Area 500k-1M



2nd

highest count of jobs for
Semiconductor Processing Technician

Metro Area 500k-1M



2.8X

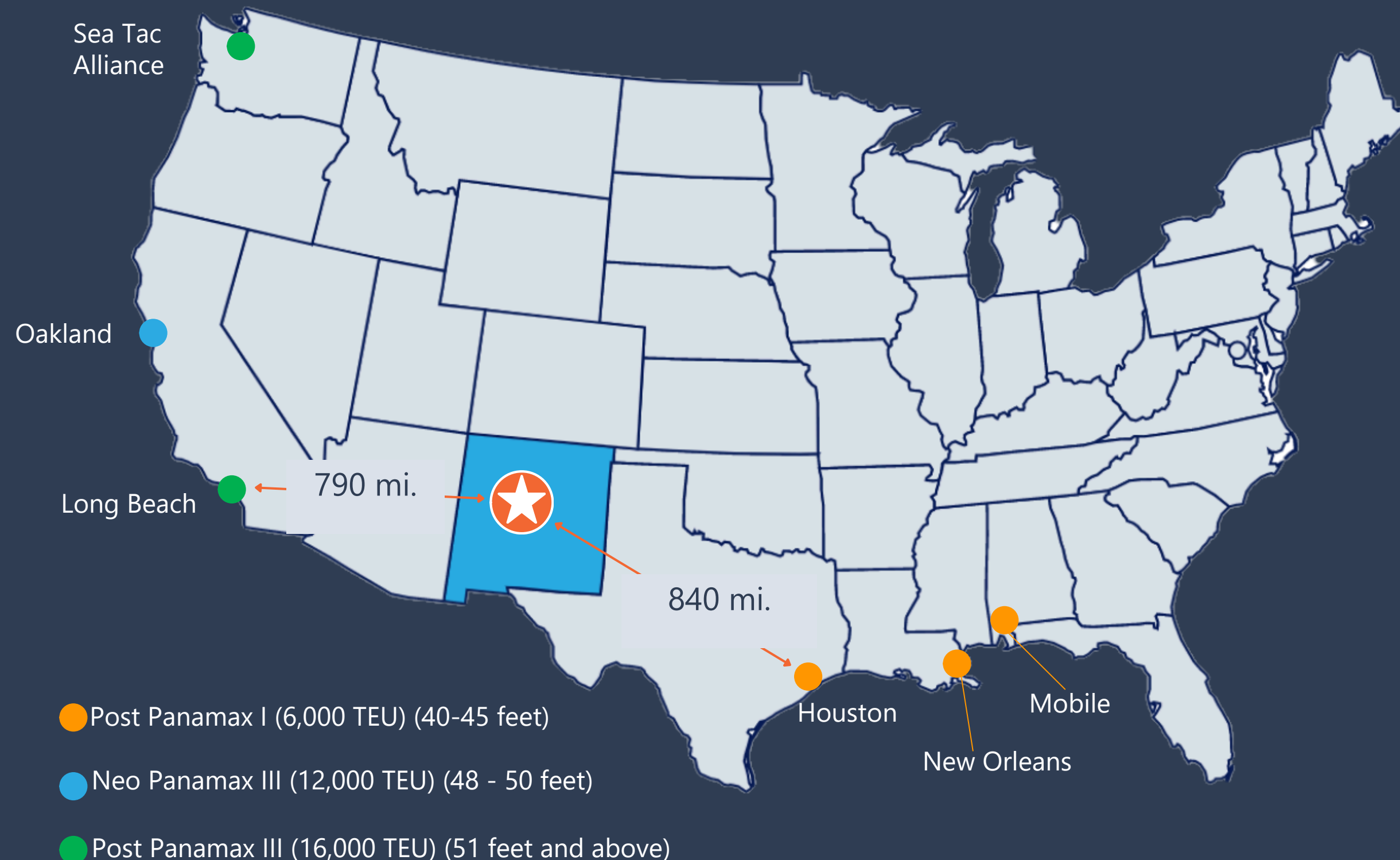
more concentrated than the national
average in Biosciences

Leading Employers

Markets that offer growth potential, high-paying jobs, and work-life balance hold great appeal for top talent.

 KIRTLAND AIR FORCE BASE 23,000 Employees	 PRESBYTERIAN 13,456 Employees	 Sandia National Laboratories 13,361 Employees	 NM HOSPITALS 12,105 Employees	 amazon 3,500 Employees	 3,460 Employees
 Lovelace Health System 3,011 Employees	 intel 2,100 Employees	 BlueCross BlueShield of New Mexico 2,000 Employees	 CNM Central New Mexico Community College 1,866 Employees	 BRYCON 1,150 Employees	 T-Mobile Call Center 1,013 Employees
 NETFLIX 1,000 Employees	 TRICORE 1,000 Employees	 Fidelity INVESTMENTS 900 Employees	 WILSON & CO 500 Employees	 JABIL 473 Employees	 Meta 400 Employees
 BLUEHALO 400 Employees	 General Mills 350 Employees	 Safelite AutoGlass 300 Employees	 TEMPUR-PEDIC 280 Employees	 BOEING 200 Employees	 creation TECHNOLOGIES 200 Employees

Deep Water Ports



Within a two-day truck drive, Greater Albuquerque offers access to major deep water seaports in the United States.

The ports of Long Beach and Houston are just within a two-day drive of Albuquerque.



NEW MEXICO TRANSLOADING

Your Gateway to the Southwest

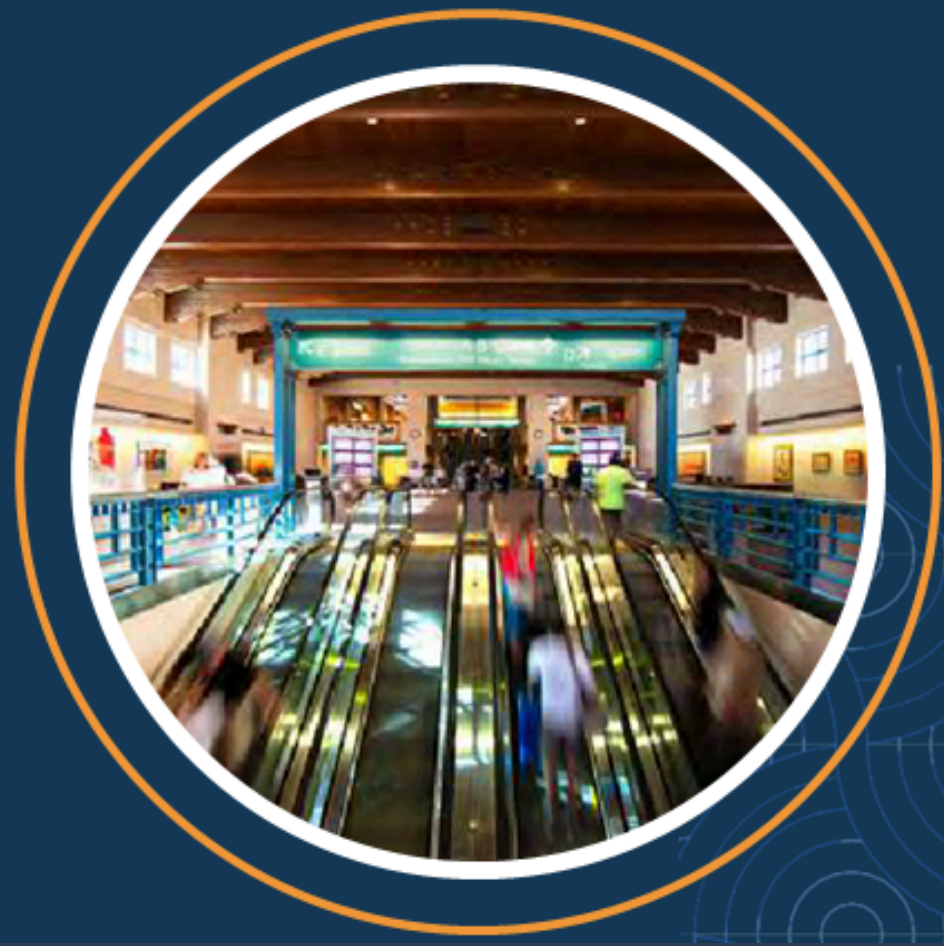
"At NMT we work hard to bring economic growth and development to the state, and we pride ourselves in operating safely and progressively. We have the knowledge and expertise to serve our clients with a superior location and service. We specialize in becoming the "easy button" for your business or project."

Transloading Capabilities

New Mexico Transloading is a premier first-class transloading/transporter facility located in the Albuquerque area and has made it possible for many companies to expand their business or operate their project successfully.

As an active Foreign Trade Zone, importers can take advantage of improved cash flow by reducing redundant or unnecessary costs and obtain some flexibility.

Trains are known to be more eco-friendly in moving freight and NMT is proud to be an extension to the eco-friendly alternative.





Albuquerque International Sunport

5.0 M
Passengers

25+
Non-Stop Flights

\$87 M
Modernization
Underway

SERVICED BY 9 AIRLINES

Source: ABQ International Sunport, 2023



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



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



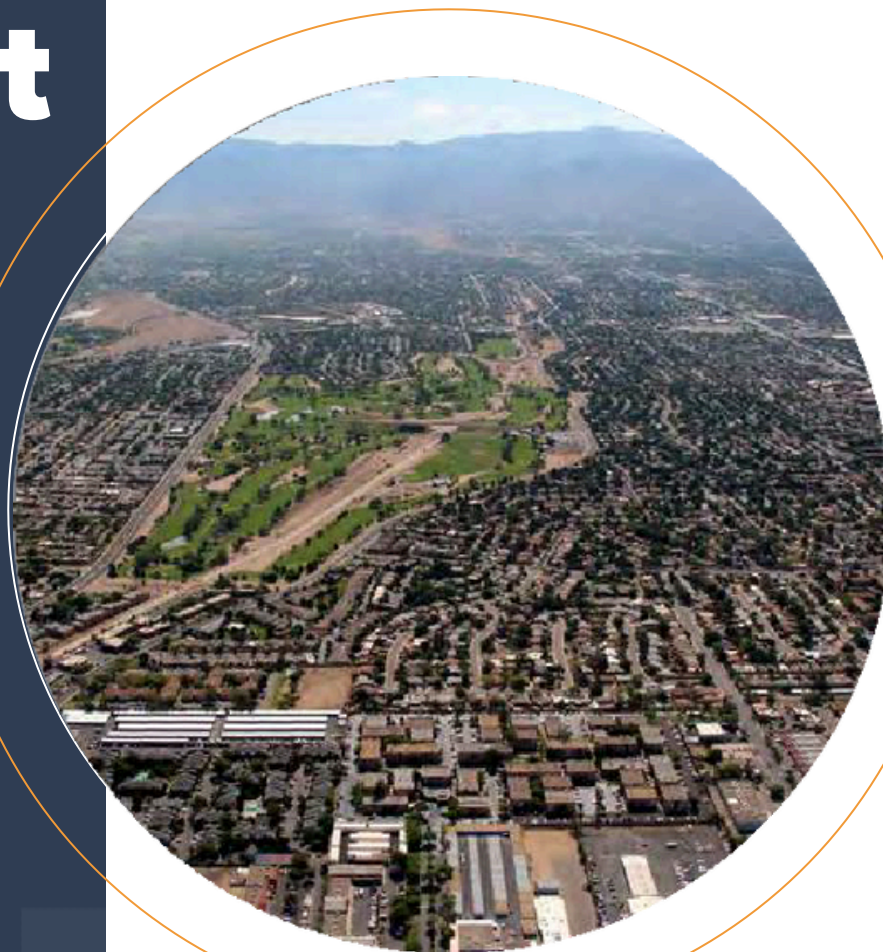
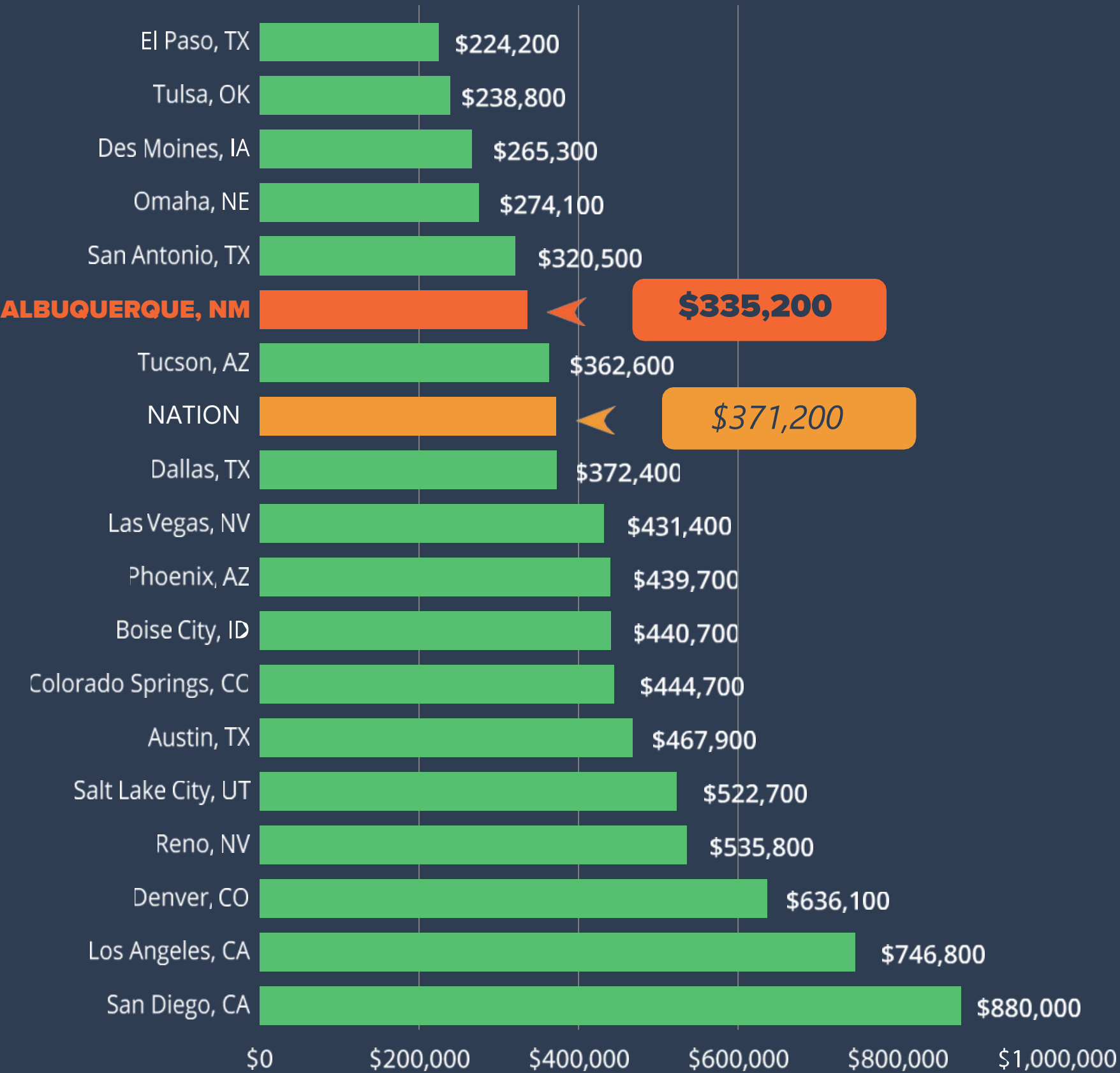
LOS ANGELES, CA
150.6



ALBUQUERQUE, NM

92.9

Comparative Housing Cost



Source: National Association of Realtors, ABQsites.com

Childcare Assistance Program

The New Mexico Child Care Assistance Program subsidizes the cost of child care for families at or below 400% of the federal poverty level that are working, in school, or searching for employment.

The U.S. Department of Health and Human Services defines affordable child care as no more than 7% of a family's annual income. To date, no other state has enacted a child care support program that provides no-cost care to such a broad economic demographic.

Copayments are currently being waived for families on the Child Care Assistance program. ECECD will give providers and families three months' notice prior to reinstatement of copayments.



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





Unlocking Economic Transformation

Strategic Initiatives Underway

The bottom of the slide is decorated with several overlapping, wavy lines in shades of blue and white, creating a sense of movement and flow.

I-40 Tradeport Corridor

Public and private group came together to collaborate on the development of a first of its kind multistate clean energy – logistics – investment system

Not a public project, but a project catalyzed by public and private interests and delivered as a private led investment plan

Port of Los Angeles and public bodies in Arizona and New Mexico, GLDPartners, trucking, rail, logistics, clean energy, risk capital investors



BUSINESS IMPROVEMENT DISTRICTS: WHAT, WHY, HOW?

A well-structured BID offers numerous advantages for both businesses and property owners within a designated district, offering services above and beyond basic benefits offered to all areas of the City. They are concentrated within a distinct geographic area, paid for by a special property owner assessment, and services managed by a not for profit organization governed by a Board of Directors that represents those who pay. Services provided by a BID can include, but are not limited to:

HOW IS A BID CREATED IN NM?:

A petition to form a BID brought before the City Council is only the FIRST STEP in the initial process of exploring the formation of a BID.

A petition to form a BID does not provide any guarantee or requirement that a BID actually be formed. State Statute requirements for the process include:

1. A petition of 51% of property owners OR businesses within a boundary to the City, requesting the establishment of a BID
2. The appointment by the City of a planning group to lead the efforts
3. The creation of a plan through stakeholder input that includes a statement of purpose, a description of the boundaries, and final assessment calculations
4. Following the Plan completion, a Public Hearing must be held following notice by the City Clerk (requires notice to all property owners affected)
5. Final recommendation and potential action by City Council to form the district

1

INCREASED SAFETY

BIDs can invest in additional security measures, such as security patrols or improved lighting, to deter crime and create a safer environment for everyone.

2

ALIGNED ADVOCACY

A BID fosters a collaborative environment where property owners can work collectively to address shared concerns and advocate for the district's interests.

3

MAINTENANCE & BEAUTIFICATION

A BID can allocate resources for improved cleaning, landscaping, and streetscape enhancements throughout the district.

4

MARKETING & EVENTS

A BID can use collective funds to deliver marketing and promotional campaigns, and manage and operate special events to attract visitors.

Other services can include public space regulation like managing parking, sidewalk vending, street performances, public art, etc. Think planter boxes, street banners and signage, lighting, and even facade improvements.



Paving the Way: Transformational Investments





Site Consultant Reflections Q&A

Group Discussion





Final Thoughts and Closing

Danielle Casey
President & CEO
AREA

Thank You!

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