



# Competitiveness Advisory Council

The Albuquerque Regional Economic Alliance's Competitiveness Advisory Council serves as the leading strategic advisory group to AREA's Board of Directors and professional staff regarding approaches to advancing the region's competitive position. The Competitiveness Advisory Council is made up of regional leaders with unique expertise for delivering competitiveness recommendations, but also the drive and capacity needed to put them into action. Top focus areas will include those identified in AREA 1.0 (2022-2026) the organization's five year strategic plan for economic growth and resiliency.

## MISSION

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To advance the greater Albuquerque region's relative competitive position in relation to top competitor markets by offering expertise, insight and support to the AREA Board of Directors for strategic plan implementation.

## CURRENT PRIORITIES

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Focus on key site selection issues such as access to talent, cost of labor, and availability of commercial property and site readiness. Analyzing national best practices in these respective areas, offer administrative and legislative recommendations, and assist with education on issues.

## COUNCIL EXPERTISE

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Members of the Competitiveness Advisory Council are thought leaders in the region, representing a diverse mix of public and private experience to bring inclusive, regional issues to the forefront. In general, members are affiliated with AREA contributors at the Gold level or higher.

## INTERESTED IN GETTING INVOLVED?

*Contact us today.*

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