

2026 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 Public/Private Regional Economic Development Organization

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, throughout its history, it has always served existing businesses, new businesses, and job seekers in Bernalillo, Sandoval, Torrance, and Valencia Counties as well as adjacent areas.

Since the adoption of the 1.0 strategic plan, AREA has recruited more than 20 companies and more than 5,000 jobs to the Albuquerque metro area with over \$5 billion in capital investment, including investments from companies like; Curia, Pacific Fusion, Castelson, Kairos Power and Arcosa, among many others.

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 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

- 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

2026 Local Programs and Events:

April 8-10: Site Selector Familiarization Tour (Bronze+)

April 15: Economic Outlook (Public Program)

June 18: Leadership Roundtable (Board Members + Partners)

July 23: Workforce Summit (Public Program)

September 24: Board Retreat (Board Members Only)

September 30-2: Site Selectors Familiarization Tour (Bronze+)

November 12: 505 Awards and Annual Dinner (All Contributors)

Monthly: Economic Development Professionals Advisory Council

Monthly: AREA Ambassadors Program (All Contributors)

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:

All Bronze+ contributors are recognized at every AREA event and program through on-screen displays, signage, and email newsletters. In 2025 alone, AREA hosted 39 contributor and governance meetings and 52 business development programs. Silver+ contributors also appear on the back of every event name badge all year. All investors are listed in our online directory and receive exclusive communications and access, with additional opportunities for featured newsletter and social media spotlights upon request.

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 Project Opportunities

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

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.

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. Ambassadors 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 dedicated representatives of AREA investors who take the initiative to immerse themselves in learning what drives our community forward and who proactively share that knowledge to help grow and strengthen our region. **SIGN UP TODAY>>>**



Additional Support Opportunity: 505 Awards & Annual Dinner

AREA's premier annual flagship event is the 505 Leadership in Economic Development Awards & Annual Dinner.

Held each November, this program honors outstanding community leaders from across the greater Albuquerque region who are making a meaningful impact on our economic future. Awards recognize excellence across a range of categories, including leadership, small business, advocacy, workforce development, and public service.

Examples of benefits received by 2025 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 2025 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 480 of greater Albuquerque's influential business leaders, governmental officials and decision-makers attend 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 event 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 \$1,600 per sponsor and exposure to ABF's 32,610 weekly edition readers, 74,448 monthly unique web visitors, and 17,531 daily newsletter subscribers.

Interested in securing your sponsorship for the 2026 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 2025 AWARDS AND ANNUAL DINNER EVENT PHOTOS AND SEE LISTS OF ALL HONOREES AND SPONSORS:



Contributor Levels & Benefits

We offer six investment levels designed to align with the varying engagement goals, brand visibility priorities, and data insight needs of our investors. Ensuring each organization receives meaningful value and tailored opportunities for impact.

ENGAGEMENT

	<i>Diamond \$75,000+</i>	<i>Platinum \$50,000+</i>	<i>Gold \$25,000+</i>	<i>Silver \$15,000+</i>	<i>Bronze \$10,000+</i>	<i>Advocate \$3,000+</i>
AREA Ambassador Program Membership Opportunity	●	●	●	●	●	●
Access to All AREA Programs and Events	●	●	●	●	●	●
Digital Subscription to Monthly Newsletters	●	●	●	●	●	●
Industry Advisory Council Membership Opportunities	●	●	●	●	●	
Board of Directors Seat Representation Opportunity	●	●	●	●	●	
Opportunity to Participate in Quarterly Investor Connections	●	●	●	●	●	
Invitations to Exclusive FamTour and Site Selector Programs	●	●	●	●		
Board of Directors Executive Committee Seat Representation	●	●	●	●		
Hosting Opportunities for Corporate Relocations	●	●	●			
Complimentary Tickets to AREA's Annual Dinner and 505 Awards	4	2	2			
Competitiveness Advisory Council Representation Opportunity	●	●	●			
Presentation/Speaking Opportunity at AREA Events	●	●				
Premier Seating Placement at AREA Events	●	●				

BRAND RECOGNITION

Listing in Contributors Directory on AREA's Website	●	●	●	●	●	●
Free Posting Ability on TrueJobs Board and ABQSites	●	●	●	●	●	●
Logo Displayed in AREA Office Lobby and on Investor Web Page	●	●	●	●	●	
Prominent Placement on AREA Website and Select Marketing Materials	●	●	●	●		
Sponsorship Recognition at Non-Signature Programs and Events	●	●	●			
Highlighted as a Top Investor on AREA's Annual Report	●	●	●			
Annual Newsletter Spotlight with Social Media Promotion	●	●				
Top Tier Placement on AREA Website and All Marketing Materials	●	●				
Recognition as Top Tier Supporter at All AREA Programs and Events	●					

DATA & RESEARCH

Access to Exclusive Bi-Monthly Prospect Pipeline Briefing Report	●	●	●	●	●	
Access to AREA's In-House Research	●	●	●	●	●	
Access to All-Inclusive Site Location Expertise	●	●	●	●	●	
Inclusion in Proposal Materials to Prospects as Preferred Provider	●	●	●	●	●	

Albuquerque Regional Economic Alliance

2026 Board of Directors

Josh Parsons, Chair
Sandia National Laboratories

Tracy Hartzler, Chair Elect
Central New Mexico Community College

Michelle Dearholt, Secretary
Nusenda Credit Union

Rebecca Napier, Treasurer
UNM Health System

Don Tarry, Immediate Past Chair
Public Service Company of New Mexico (PNM)

Chad Matheson, Interim President & CEO
Albuquerque Regional Economic Alliance

Hank Andrews
Verus Research

Kyle Beasley
Bank of Albuquerque

Brian Brown
Presbyterian Healthcare

Celina Bussey
Deloitte Consulting LLP

Kurt Browning
Titan Development

Phil Campagna
Yearout Mechanical

Jim Chynoweth
CBRE Inc.

Teresa Constantinidis
The University of New Mexico

Robin Divine
TriCore Reference Labs

Joe Farr
Duke City Commercial

Frank Gallegos
Intel Corporation

Steve Garcia
BRYCON Corporation

Benjamin Gardner
Dekker

Jeff Garrett
Garrett Development

Marcos Gonzales
Bernalillo County

Joanie Griffin
Sunny 505

Zach Gruen
HB Construction

Justin Horwitz
Rodey Law Firm

Ruth Huning-Gonzales
Huning, LLC

Shad James
Jaynes Corporation

Wayne Johnson
Sandoval County

Mayor Tim Keller
City of Albuquerque

Pepper Lang
Albuquerque Publishing

Adam Leyba
Klinger Constructors

Dan Long
Gridworks

Lori Anne McBride
Manpower of New Mexico

Meg Meister
*Modrall Sperling
Roehl Harris & Sisk*

Robert Nelson
KPMG LLP

Cynthia Schultz
Bradbury Stamm Construction

Ryan Shell
New Mexico Gas Company

Ryan Swinney
*Greater Albuquerque
Association of Realtors*

Janice Torrez
*BlueCross BlueShield of
New Mexico*

Eric Weinstein
Hub International

Cliff Wilson
Lovelace Health System



**201 Third St. NW, Suite 1900
Albuquerque, NM 87102**

abq.org | abqsites.com

