

# 2022 NEW MEXICO ECONOMIC DEVELOPMENT GRANT REPORT



THE BORDERPLEX ALLIANCE

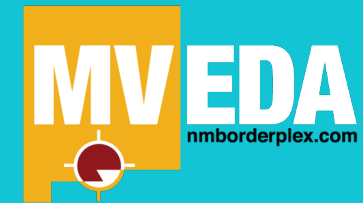
Cd. Juárez - El Paso - Las Cruces





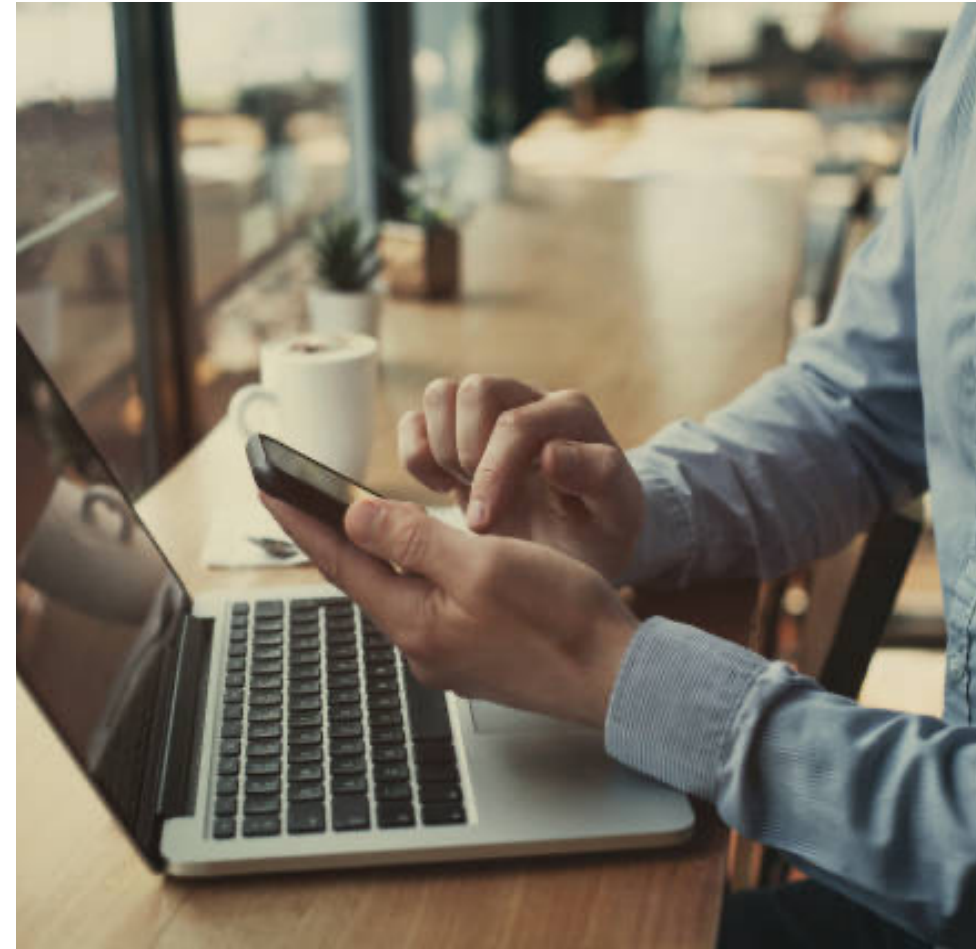
- ❖ Memorandum of Understanding with MVEDA
- ❖ Regular meetings and communications with MVEDA
- ❖ Invite MVEDA to site visits, meetings, and events
- ❖ Coordinate Marketing/Conference Travel
- ❖ Borderplex Alliance is an investor in MVEDA

## DIRECT COLLABORATION AND COMMUNICATION WITH MVEDA



# ACCOUNT BASED MARKETING (ABM)

- The target industries in Doña Ana County were manufacturing, value-added food production, and gaming technology.
- Due to company COVID work and travel restrictions, ABM allowed the continuation of marketing Doña Ana County directly to company decision makers.



# ACCOUNT BASED MARKETING (ABM)

*Strategy for Doña Ana County, NM*

- Establish target account lists for manufacturing, value-added food production, and gaming companies.
  - ✓ Developed an Ideal Customer profile to pursue “good fit” companies.
  - ✓ Sourced company specific data via LinkedIn.
  - ✓ Selected 400 manufacturing, 690 value-added food production, and 200 gaming technology companies.
- Launched targeted, people-based ads to contact specific company contacts one-on-one.
- Created target-specific industry/company content for manufacturing, value-added food processing, and gaming technology in conjunction with Mesilla Valley Economic Development Alliance (MVEDA).

# ACCOUNT BASED MARKETING

## Goals + Results

Metric	Goal	Result
Total Impressions	100,000	94,721
Total Click	1,000	5,942
People Engaged	400	630
Companies Engaged	200	261

*Total Impressions:* The number of times marketing was electronically viewed (email, LinkedIn).

*Total Clicks:* The number of times the person receiving marketing material clicked for additional information.

*People Engaged:* The number of people contacted with interest in Dona Ana County.

*Companies Engaged:* The number of companies contacted with interest in Dona Ana County.

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**LAS CRUCES, NEW MEXICO**

- ▶ **ROBUST LOCAL SUPPLY CHAIN**
- ▶ **U.S. - MEXICO LOGISTICS NETWORK**
- ▶ **COMPETITIVE LOCAL INCENTIVES**

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# ACCOUNT BASED MARKETING

## Outcomes

- Promoted awareness of Doña Ana County outside the region.
- Created valuable marketing materials that may be used for other target industry campaigns.
- Learned the importance of pushing marketing content to targeted industries.
- Learned to cultivate data-driven lead generation.
- Learned about company challenges and needs given the current business environment.



**The Borderplex Alliance | El Paso · Cd. Juarez · Las Cruces** 2,009 followers Promoted

New Mexico offers competitive incentives and tax credits to help gaming companies reach DEI initiatives. See which developers are already here.

**THE BORDERPLEX ALLIANCE** | **NMBORDERPLEX**

**LAS CRUCES, NEW MEXICO**

- ▶ **MINORITY MAJORITY WORKFORCE**
- ▶ **COMPETITIVE LOCAL INCENTIVES**
- ▶ **BUSINESS FRIENDLY ENVIRONMENT**

[Learn More](#)

**Diversifying the Gaming Industry in New Mexico**

[borderplexalliance.org](https://borderplexalliance.org)

# ACCOUNT BASED MARKETING

## CHALLENGES

- ❖ Companies and individuals view marketing material sporadically.
- ❖ Marketing materials require constant update and review.
- ❖ Longer than expected length of time to cultivate viable lead opportunities.
- ❖ Difficulty making in-person contact.

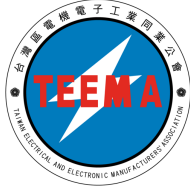
## OPPORTUNITIES

Learn detailed company and individual information used to increase effectiveness of marketing materials.



# INBOUND MARKETING

## TAIWANESE DELEGATION



- ❖ 13 companies and 25 individuals representing Taiwanese manufacturing companies and industry/trade organizations
- ❖ The delegation performed a site visit to Santa Teresa and Las Cruces.
- ❖ The objective of the delegation visit was to become familiar with the business environment and assets in Southern New Mexico.





# OUTBOUND MARKETING

Event	Location	Date
Site Selectors Guild (site consultants)	San Diego, CA	March 2022
Automotive News EV Battery Show (companies/site consultants)	Nashville, TN	April 2022
Select USA (foreign direct investment/companies)	Washington, DC	June 2022
Association of U.S. Army (companies)	Washington, DC	October 2022
Automotive News CEO/Auto Show	Los Angeles, CA	November 2022

*The objective of Outbound Marketing was to educate site consultants and company officials on the business environment and assets in Southern New Mexico including all resources available to businesses seeking to relocate or expand.*

# OUTBOUND + INBOUND MARKETING

## OUTCOMES

- ❖ Establish relationships with companies looking to expand to Southern New Mexico
- ❖ Created a list of site selection consultants who assist Fortunes 500 companies with location data and site options
- ❖ Learned the latest trends in economic development and company recruitment.
- ❖ Gauged the economic development efforts and activity of competing cities.

## OPPORTUNITIES

The reduction in COVID restrictions allowed travel to site selector and industry events to establish and cultivate business relationships.





# IMPORTANCE OF GRANT SUPPORT

- The Grant allowed the investment in technology platforms that **provided real time analysis** of business trends and company site location requirements.
  - As a result, relevant marketing content for target industry sectors was created and distributed in a timely fashion.
- In addition, the Grant **provided opportunity to travel and meet** with site selectors and company decision makers in person.
  - Activity lost during the COVID pandemic was resurrected and allowed in person promotion of Dona Ana County.

# BORDER TRADE ADVISORY COUNCIL (TXDOT)

- Appointed by Governor Abbott
- Charged with master planning all border infrastructure with TxDot
- Included Santa Teresa, NM as part of border transportation master plan
- A years worth of work to create the master plan
- Example of our efforts for infrastructure to provide growth for economic development
  - Improvements to Artcraft Rd. and Pete Domenici Highway
  - Money is available for the flyover at Artcraft Rd., interchanges at Westside Blvd. and Upper Valley Rd.
  - Construction begins in 2024 on the flyover on I-10 and Artcraft
- These improvements were linked directly to the Border Master Plan.



# 2025 ASCEND STRATEGIC PLAN

## HIGHLIGHTS

- ❖ Future of Work Committee – 5 New Mexicans were included on the FOW Committee, which worked for 1 year to produce a detailed future of work report to improve the regional workforce development system. NM business leaders were featured on most of the monthly industry panels.
- ❖ Buyer Supplier Program – New Mexican businesses have been included in the Borderplex Supplier Association projects and programs, including the Buyer Supplier program that brokers relationships between manufacturing buyers and suppliers.

Thank you!



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**Christian Dia**

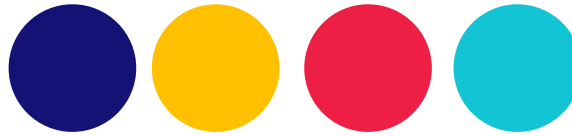


**THE BORDERPLEX ALLIANCE**

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## DESIGN SPECS

### Colors Used



### Slide Title Text

- Font: Gill Sans MT Condensed
- Size: 50
- Color: Navy Blue (on slide)
- Upper Cased

### Regular Text

- Font Daytona
- Size: 14
- Color: Black, Text 1, Lighter 15%