



NM ECONOMIC DEVELOPMENT GRANT

2022 Activity

Our Mission

“ Grow the **wealth** of **Doña Ana County** through the creation of **economic-based job opportunities** for its **residents**. ”

ABOUT MVEDA

MVEDA is a

FULL-SERVICE

501-c-3 economic development organization

VALUE PROPOSITION:

- Diverse Board Leadership
- Staff has 50+ years of experience
- Accountability through metrics
- Operating Budget: \$1,165,000
- Leveraged funding



INDUSTRY ATTRACTION

Asset-based & targeted industry marketing approach focused on value additive to industry.



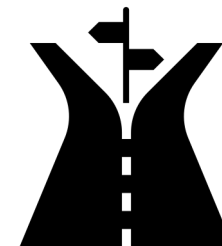
RETENTION & EXPANSION

Work with existing economic-base employers to identify needs and align state and local resources



ECONOMIC DEVELOPMENT ADVISORY

Analysis and advisement on economic development competitive landscape and trends impacting growth.



CAPACITY BUILDING

Understanding factors of production gaps (i.e. workforce, infrastructure, policy) and strategies to address them.

Grow the Wealth of Doña Ana County Through the Creation of Economic-Based Jobs for Its Residents

Goals:

1. Build-out a Full-Service Economic Development Team
2. Expand Borderplex Branding, Value Proposition, & Marketing Reach
3. Expand Outreach & Support to Existing E-Based Companies
4. Industry Strategic Positioning & Capacity Building

HUMAN RESOURCES

- Retention & Expansion Specialist
- In-House PR & Graphics Art Expertise
- Business Development Support

DATA RESOURCES

- Jobs EQ – Targeted Workforce Analytics
- D&B Hoovers - Company Analytics and Contacts
- GSLI – Industry Direct Lead Generation Tools

EXPANDING RESOURCES



NM BORDERPLEX

LAS CRUCES • DOÑA ANA COUNTY



BRANDING BORDERPLEX

Three States, Two Nations, One Region

REGION OF
2.7
POPULATION **MILLION**

Top
25
MSA

SEVEN
REGIONAL
UNIVERSITIES

150
THOUSAND
POST SECONDARY
STUDENTS

NM BORDERPLEX

LAS CRUCES • DOÑA ANA COUNTY



VALUE PROPOSITION BEST OF BOTH WORLDS MANUFACTURING & LOGISTICS

5TH
LARGEST
MANUFACTURING REGION
IN NORTH AMERICA
○○○○○○○○

MANUFACTURING
LABOR FORCE
295
THOUSAND



569,000
Industrial Labor Force

LOGISTICS HUB



2 CLASS-1 RAILS, 2 MAJOR INTERSTATES, PORT OF ENTRY
2 INTERNATIONAL AIRPORTS and UP INTERMODAL

MULTI-MEDIUM MARKETING



Earned Media

Industry Tradeshows



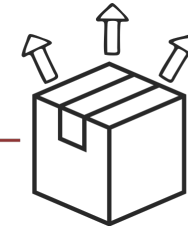
Print Advertising



Email Nurture Campaigns



MARKETING



Site Selector Marketing



Lead Capture Landing Pages & Website Redesigns

POWERED BY MVEDA

Advertising & Content Creation



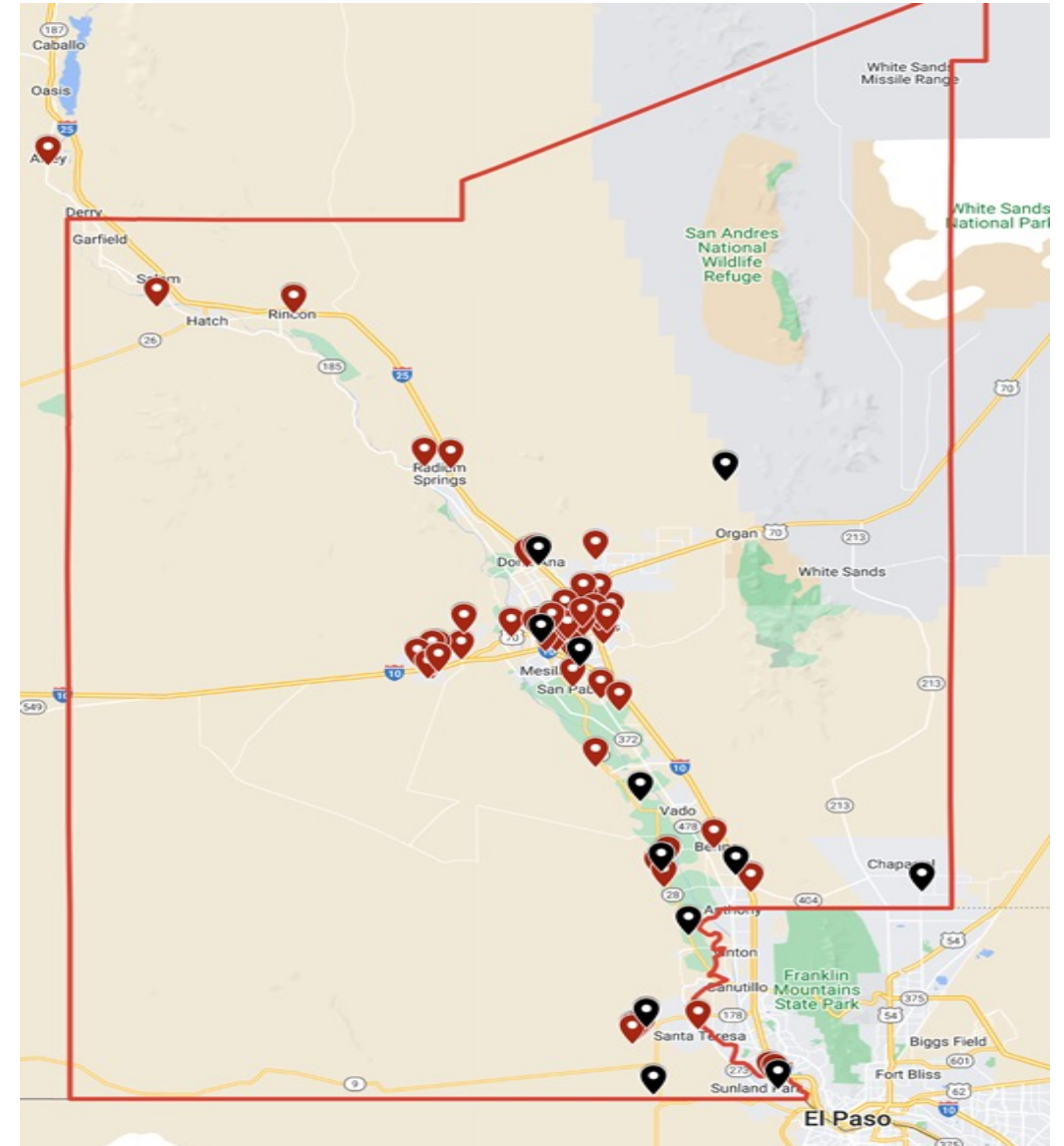
FAM Tours



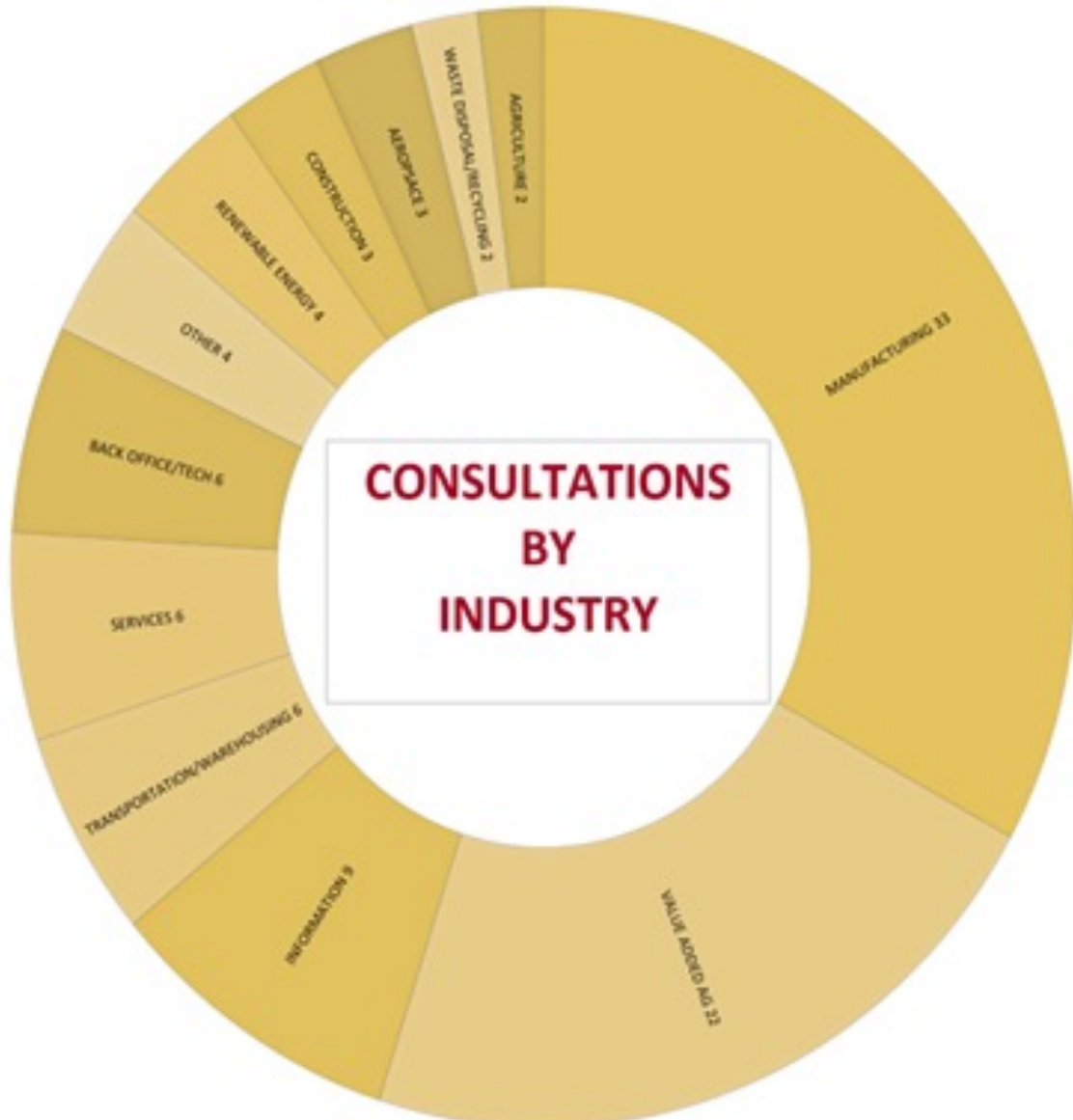
Business Retention & Expansion Efforts

2021-2023 (YTD)

- 100 Companies Visited throughout Doña Ana County
- 12 Industries Captured
- Over 60 hours canvassing in past 7 months



R&E Data Capturing



Area of Opportunity Doña Ana County



INDUSTRY TRENDS & CAPACITY BUILDING



Advanced Manufacturing Growth

- Growth in Automation/Robotics
- Adoption Across Industries

Supply Chain Disruptions

- “Just in Case” vs “Just in Time”
- Warehousing & Stockpiling Increase
- Predictability in Logistics

Domestic Production Increases

- OnShoring/NearShoring
- Proximity to U.S. Consumer
- US Content Requirements

ADVANCED MANUFACTURING REGIONAL SKILL SET ANALYSIS



27,200+

Advanced Manufacturing
Workforce

Goals:

- (1) Quantify Existing Advanced Manufacturing Skill Sets within Borderplex Region.
- (2) Quantify Existing Pipeline of Skill Sets Produced through Regional Educational Institutions.
- (3) Recommend new pipelines for advancing skill sets within Dona Ana County.

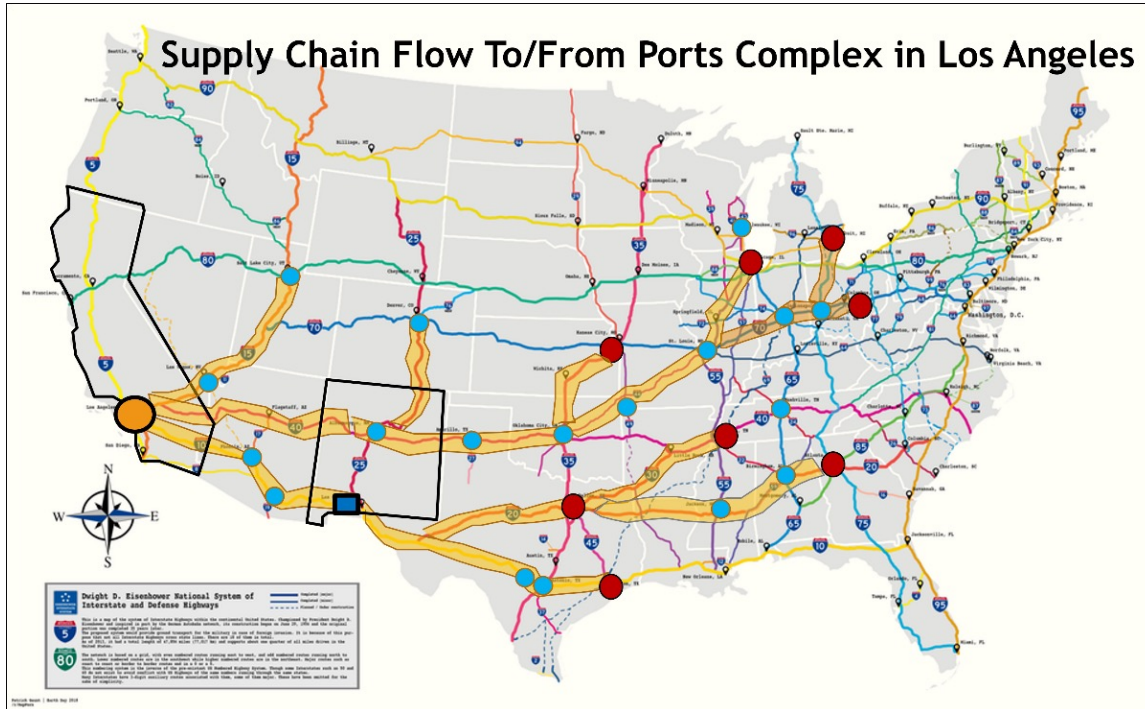
NEXT STEP:

GROWING ADVANCED MANUFACTURING CAPACITY

ADVANCED LOGISTICS

NMTRADEPORT

USDOT REGIONAL INFRASTRUCTURE ACCELERATOR



Over 40% of all inbound container traffic in North America arrives through LA / Long Beach

Goals:

- (1) Merge existing logistics with renewable and automation technologies to become most efficient logistics hub in the southwest providing systemic solutions to the US supply chain challenges.
- (2) Become efficient warehousing/distribution relief valve to the congestion surrounding the ports.

NEXT STEP:

STAKEHOLDER DEVELOPMENT & INTEGRATED MARKETING

NMBorderplex Closing Incentive

Goals:

1. Post performance closing funds
2. Expand E-Base Opportunities
3. Create Jobs

ESTABLISHED PROTOCOLS

PROJECT MANAGEMENT

PROJECT CLOSEOUT

CLOSING FUND PROCESS

- Communication Protocols (MVEDA-CFSNM-Advisory)
 - Guidelines, Criteria & Application Documentation
 - 2 Level Project Approval Process
 - Impact Analysis and Award Recommendations
-
- Project Identification
 - Project Vetting & Due Diligence
 - Project Tracking
-
- Analysis & Confirmation of Milestones
 - Project Reporting

2022 CLOSING FUND RESULTS

Artico Cold Management



60 Jobs
\$36.6 Million Investment

\$100,000 funded

Electronic Caregiver



770 Jobs
\$8.5 Million Investment

\$100,000 funded

Bitwise Industries



24 Jobs
\$8.4 Million Investment

\$100,000 funded

Worthington Farms LLC



8 Jobs
\$632 Thousand Investment

\$30,000 funded

Louisiana Pepper Exchange



20 Jobs
\$24.3 Million Investment

\$100,000 funded

Diamond Onion



55 Jobs
\$26.6 Million Investment

\$100,000 funded

Highlights

- Awarded \$530,000 > 6 Projects
- 937 New Economic-base Jobs
- Average Wage \$22.48
- CapX > \$105 Million

Impact

- Over \$126 Million in Net New, 5-Year Household Spending
- \$461 Million Economic Impact to the Region

GROWING OUR TOOLBOX NMBorderplex Closing Incentive



RESULTS TO DATE

2 Year Total Funding Received: \$1,178,000

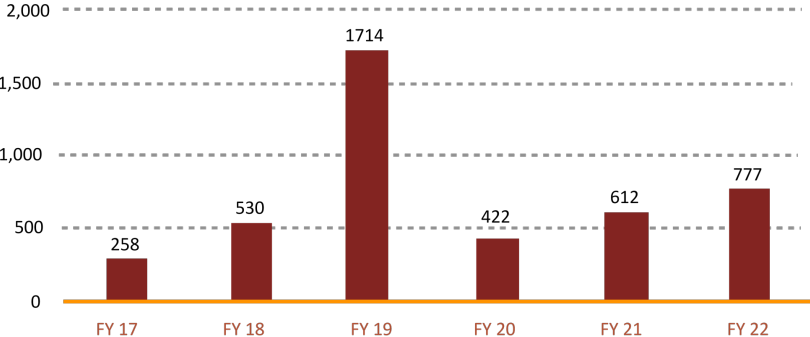
Funding Commitments:

- \$805,000 Deployed
- 9 Companies
- 1,400 New Economic Based Jobs

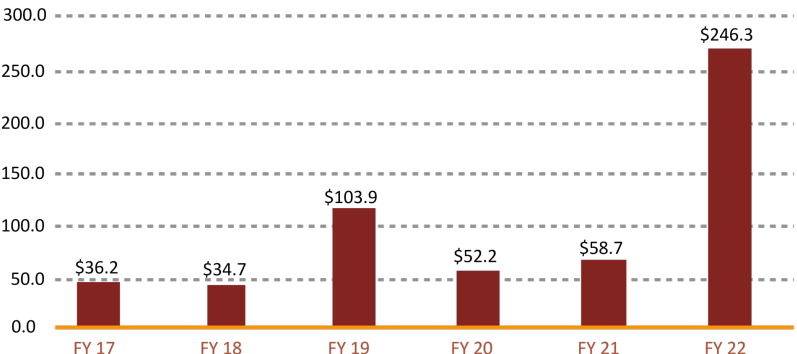
RESULTS

2021-'22 FISCAL YEAR

6 YEAR COMPARISONS
JOBS CREATED

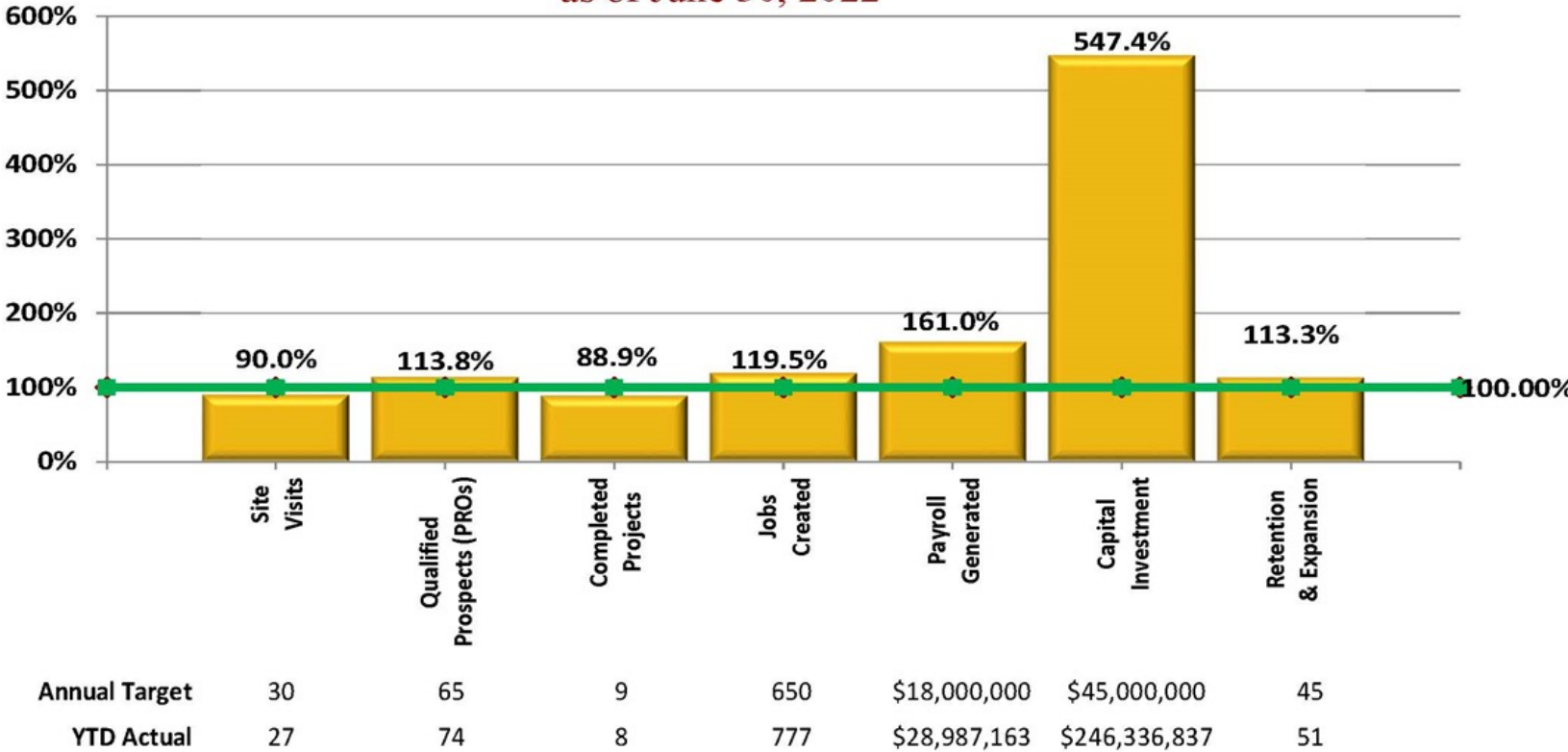


6 YEAR COMPARISONS
CAPITAL INVESTMENT (millions)



MVEDA Dashboard

FY 21-22 Progress to Date vs Annual Goals
as of June 30, 2022



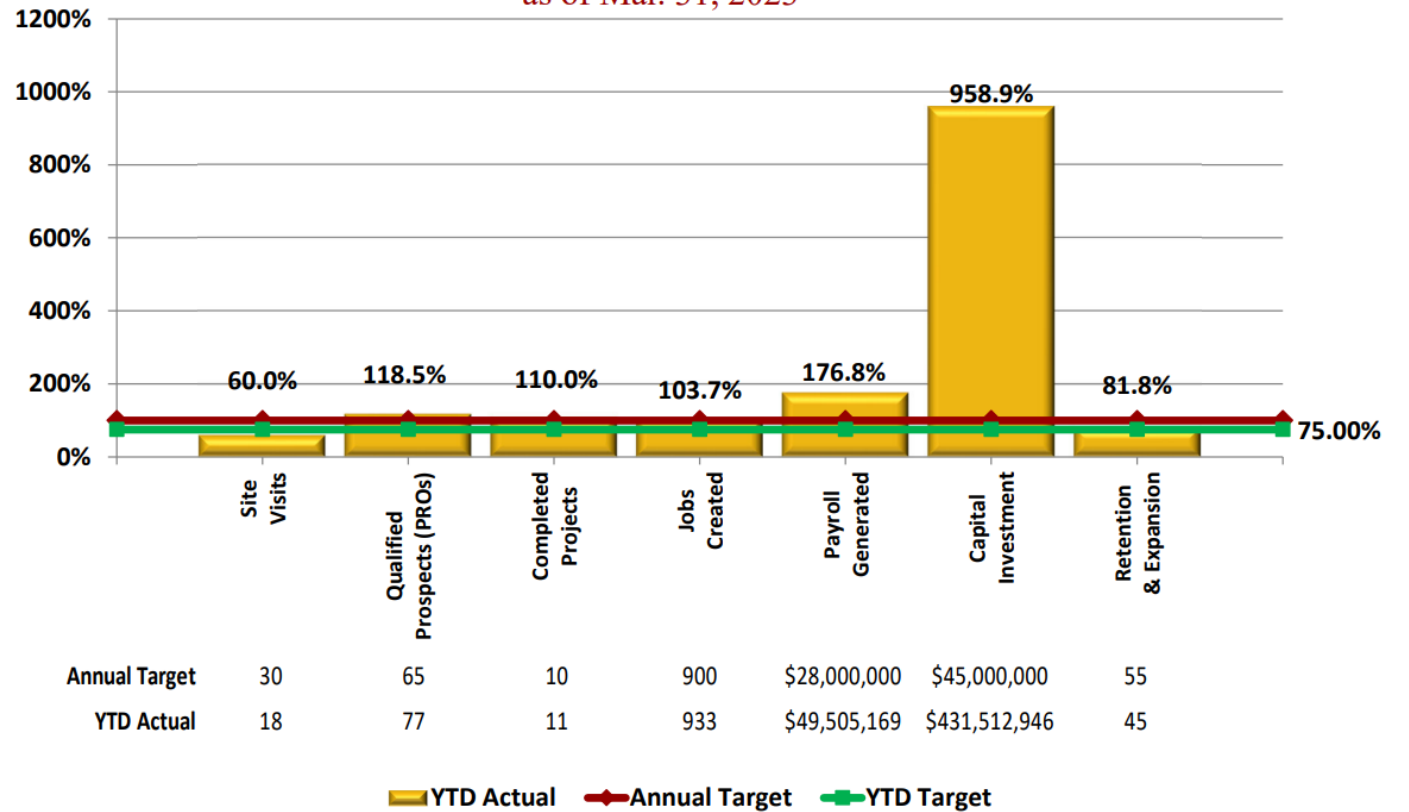
YTD Actual Annual Target YTD Target

COMPLETED PROJECTS

- Electronic Caregiver
- Bitwise Industries
- Worthington Farms LLC
- Aries Worldwide Logistics
- EDF Renewables
- GaleHead Dev
- Diamond Onion
- Palladium Diagnostics LLC
- The Fresh Chile Company
- Trust Waste
- Louisiana Pepper Exchange

MVEDA Dashboard

FY 22-23 Progress to Date vs Annual Goals
as of Mar. 31, 2023



MVEDA's Mission: Grow the wealth of Doña Ana County through the creation of economic-based job opportunities for its residents.

Average Annual Job Creation = 500

Questions