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**City of Las Cruces**<sup>®</sup>  
 PEOPLE HELPING PEOPLE

**Council Action and Executive Summary**

Item # 15

Resolution # 10-11-507

Council District: City-wide

For Meeting of March 7, 2011  
 (Adoption Date)

**TITLE:** A RESOLUTION AUTHORIZING AN AGREEMENT BETWEEN THE CITY OF LAS CRUCES AND THE MESILLA VALLEY ECONOMIC DEVELOPMENT ALLIANCE TO PROVIDE FOR ECONOMIC DEVELOPMENT SERVICES IN FISCAL YEAR 2011/2012 IN THE AMOUNT OF \$200,000 WITH THE OPTION TO EXTEND THE AGREEMENT FOR UP TO THREE ADDITIONAL ONE YEAR PERIODS FOR A MAXIMUM TERM OF FOUR YEARS SUBJECT TO ANNUAL CITY COUNCIL BUDGET APPROVAL.

**PURPOSE(S) OF ACTION:** To continue the economic development partnership between the City and MVEDA and to fund it at its current level.

<b>Drafter and Staff Contact:</b> Christine Logan		<b>Department:</b> Community Development		<b>Phone:</b> 541-2286	
<b>Department</b>	<b>Signature</b>	<b>Phone</b>	<b>Department</b>	<b>Signature</b>	<b>Phone</b>
Department Director		528-3067	Budget		541-2281
			Assistant City Manager		541-2271
Legal		541-2128	City Manager		541-2076

**BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:** The City of Las Cruces has been a participating member of the Mesilla Valley Economic Development Alliance (MVEDA) since its inception in 1994. MVEDA is the first central point of contact and information within the City of Las Cruces and Dona Ana County for economic development services and maintains relationships with NMSU, DACC, Las Cruces Public Schools, The Bridge, Department of Workforce Solutions, Office of Mexican Affairs, Spaceport America, Greater Las Cruces Chamber of Commerce, Hispano Chamber of Commerce, Anthony Chamber of Commerce, Hatch Valley Chamber of Commerce, and the private sector to fulfill its mission. MVEDA maintains real estate databases, regional demographic information, incentive information, and provides customized research to clients.

The City relies on MVEDA to market the region to economic base industries looking to expand or relocate. MVEDA maintains relationships with site selectors and industry leaders around the country and hosts 30 to 40 industry visits to the area each year. In addition to nationwide marketing, MVEDA also prepares and publishes the Business Resource Guide which is distributed locally to help emerging businesses and entrepreneurs locate information and resources available to them.

MVEDA works with the New Mexico Economic Department to secure job training funds and other State incentives for local businesses and acts as a resource for City staff in identifying State incentives and opportunities to apply them locally. MVEDA supports State and Federal legislation to improve the economic position of the Mesilla Valley and provides local legislative delegations with information and recommendations.

Through February 2011 of this fiscal year, MVEDA had assisted in the creation of 227 new jobs in the region (214 of those are within City limits). In addition to creating new jobs, MVEDA was instrumental in retaining 42 jobs with Samson Equipment in the West Mesa Industrial Park and has conducted 12 other retention and expansion visits to date. The completed projects for the first half of the fiscal year will generate \$81.8 million dollars in capital investment and \$4.7 million dollars in wages over the next 3 years.

The MVEDA Board of Directors (which includes a City appointment) sets annual goals for marketing and business development and provides the City Council with written reports quarterly. As a part of the Agreement proposed by this Resolution, MVEDA will continue to provide the City with quarterly reports detailing its performance and accomplishments.

MVEDA is a public/private partnership. To accomplish its mission and to be competitive on a national level, in addition to the financial support provided by the City of Las Cruces, MVEDA is also supported and receives public funding from Dona Ana County, Village of Hatch, NMSU, DACC, Las Cruces Public Schools, and the New Mexico Economic Development Department. MVEDA also receives funding support from over 85 private companies throughout the region who support the objectives of economic based job creation. City funding for MVEDA has been \$200,000 per year since 2004 and continues at the same level in this proposed service agreement.

If approved, this contract would take effect on July 1, 2011 and expire on June 30, 2012. Funding for this service is included in the proposed FY11/12 budget. The agreement could be extended through June 30, 2015 subject to annual City Council adoption of funding.

**SUPPORT INFORMATION:**

1. Resolution.
2. Exhibit "A" - Agreement for Economic Development Services
3. Exhibit "B" - Purchasing Managers Request to Contract
4. Attachment "1" - MVEDA mid year progress report for FY11

**SOURCE OF FUNDING:**

<b>Is this action already budgeted?</b>  <b>N/A, future budgets subject to Council approval &amp; appropriation</b>		
	Yes	<input type="checkbox"/> See fund summary below
	No	<input type="checkbox"/> If No, then check one below:
	<i>Budget Adjustment Attached</i>	<input type="checkbox"/> Expense reallocated from: _____
		<input type="checkbox"/> Proposed funding is from a new revenue source (i.e. grant; see details below)
	<input type="checkbox"/> Proposed funding is from fund balance in the _____ Fund.	

<b>Does this action create any revenue?</b>	Yes	<input type="checkbox"/>	Funds will be deposited into this fund:
	No	<input checked="" type="checkbox"/>	There is no new revenue generated by this action.

**FUND EXPENDITURE SUMMARY:**

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
General Fund N/A	N/A	N/A	N/A	N/A	N/A

**OPTIONS / ALTERNATIVES:**

1. Vote YES. The Mesilla Valley Economic Development Alliance will continue to provide the City of Las Cruces with economic development services such as marketing; recruitment, retention and expansion of industrial employment bases; and coordination of State incentive programs and prospect inquiries.
2. Vote NO. The City of Las Cruces would no longer be a member of the Mesilla Valley Economic Development Alliance but MVEDA would continue to work with the State Economic Development department and other local entities to attract new jobs to the area.
3. Modify the terms of the Resolution and/or the Agreement as desired and then vote on the Resolution
4. Table/Postpone the Resolution and direct staff accordingly.

**REFERENCE INFORMATION**

The resolution(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

1. Resolution 07-367, authorizing existing agreement

**RESOLUTION 10-11-507**

**A RESOLUTION AUTHORIZING AN AGREEMENT BETWEEN THE CITY OF LAS CRUCES AND THE MESILLA VALLEY ECONOMIC DEVELOPMENT ALLIANCE TO PROVIDE FOR ECONOMIC DEVELOPMENT SERVICES IN FISCAL YEAR 2011/2012 IN THE AMOUNT OF \$200,000 WITH THE OPTION TO EXTEND THE AGREEMENT FOR UP TO THREE ADDITIONAL ONE YEAR PERIODS FOR A MAXIMUM TERM OF FOUR YEARS SUBJECT TO ANNUAL CITY COUNCIL BUDGET APPROVAL.**

The City Council is informed that:

**WHEREAS**, MVEDA was created in 1994 through a collaborative effort of the City of Las Cruces, Dona Ana County, New Mexico State University, and the Las Cruces Chamber of Commerce; and

**WHEREAS**, MVEDA is a non-profit corporation whose mission is to aid in the growth of the economy of Las Cruces and the surrounding area by marketing the region for business attraction and through the creation of economic based jobs; and

**WHEREAS**, the City has been a member partner of MVEDA since its inception and wishes to continue the public/private partnership in an effort to attract and expand base industry employment, elevate job quality, and promote investment in the region; and

**WHEREAS**, \$200,000 has been allocated in the proposed fiscal year 2011/2012 City budget for a contract with MVEDA for economic development services.

**NOW, THEREFORE**, Be it resolved by the governing body of the City of Las Cruces:

**(I)**

**THAT** the Agreement between the City of Las Cruces and the Mesilla Valley Economic Development Alliance, attached hereto as Exhibit "A", is hereby approved.

**(II)**

**THAT** the Agreement shall be conditioned upon annual renewal for up to three additional years pending approved budget appropriations and mutual written agreement between the MVEDA and the City.

(III)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE and APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

(SEAL)

APPROVED:

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

Moved by: \_\_\_\_\_

Seconded by: \_\_\_\_\_

VOTE:

- Mayor Miyagishima: \_\_\_\_\_
- Councillor Silva: \_\_\_\_\_
- Councillor Connor: \_\_\_\_\_
- Councillor Pedroza: \_\_\_\_\_
- Councillor Small: \_\_\_\_\_
- Councillor Sorg: \_\_\_\_\_
- Councillor Thomas: \_\_\_\_\_

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney

AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES  
BETWEEN THE CITY OF LAS CRUCES AND  
THE MESILLA VALLEY ECONOMIC DEVELOPMENT ALLIANCE

THIS AGREEMENT, effective July 1, 2011 is made by and between the City of Las Cruces, hereinafter referred to as "City" and the Mesilla Valley Economic Development Alliance, hereinafter referred to as "MVEDA".

RECITALS:

1. MVEDA was created in 1994 through a collaborative effort of the City of Las Cruces, Dona Ana County, New Mexico State University, and the Las Cruces Chamber of Commerce; and
2. MVEDA is a non-profit corporation whose mission to aid in the growth of the economy of Las Cruces and the surrounding area by marketing the region for business attraction and through the creation of economic based jobs; and
3. The New Mexico Economic Development Department and the New Mexico Economic Development Partnership work through MVEDA as the unique central point of contact providing site selection services and assistance to industries considering relocating and expanding into the area; and
4. The City has been a member partner of MVEDA since its inception and wishes to continue the public/private partnership in an effort to attract and expand base industry employment, elevate job quality, and promote investment in the region.

NOW THEREFORE, in consideration of the mutual promise and agreements set forth below, the City and MVEDA agree as follows:

SCOPE OF SERVICES

In pursuit of its mission of growing the economic wealth within the City of Las Cruces, MVEDA's duties shall include but not be limited to:

Marketing

- Implement a multi-faceted marketing campaign to communicate the business advantages of the region, development of customized/targeted collateral pieces, and web and internet marketing campaigns.
- Implement a systematic economic based recruitment plan including periodic direct contact with site location consultants and corporate executives within targeted industries and direct relationship marketing to site selectors.
- Maintain national and international marketing efforts to include participation in industry trade shows, prospecting missions, regional business attraction events such as NAFTA Institute and ISPCS.

Attraction

- Identify, develop, and support leads and prospects considering relocation or expansion into Las Cruces and Doña Ana County.
- Represent Las Cruces in responding to Potential Recruitment Opportunities coming from the State Economic Development Department or other economic development agencies.
- Serve as the initial and central point of access and information for companies to include customized information about incentives, labor, demographics, and State of New Mexico incentive programs.
- Coordinate prospect visits to the region to include customized analysis, information gathering, access to public and private sector services, and introduction to local leadership.
- Provide on-going project management support to clients through establishment of operations in the region.

Retention & Expansion

- Support existing economic based companies in Las Cruces through personal contacts, business evaluation, and information distribution.
- Provide support to retain and expand the presence of major industries in the region such as Spaceport America, the Santa Teresa border port of entry, and White Sands Missile Range.
- Provide business-to-business match making opportunities between economic based companies in the region connecting local businesses, suppliers, vendors, and contractors.

Advisory and Community Services

- Meet with designated representatives of the City to provide advisory information about the competitive landscape, incentive climate and new state programs, and to provide recommendations for future economic development growth objectives.
- Evaluate economic development projects and initiatives and provide City with recommendations and economic impact analysis.
- Participate in City economic development related committees such as the West Mesa Strategic Planning Committee.

PERSONNEL

MVEDA will be staffed by a full time President/CEO and by operations, business development, and research personnel as appropriate to achieve the mission and objectives.

DOCUMENTATION

MVEDA shall provide the City with a comprehensive report on a quarterly basis. Said report shall include detailed information regarding the volume of leads and prospects for

business relocation which have been received and responded to along with the types of industries contacted, marketing programs implemented, and previous year comparative data as appropriate.

On an as needed basis, MVEDA shall provide verbal or written reports on potential or pending industries and/or individuals who have indicated an interest in locating in the Las Cruces area.

#### TERM

The initial period of this Agreement shall be from July 1, 2011 to June 30, 2012 however the Agreement shall automatically renew for up to three (3) additional one (1) year periods subject only to annual City Council approval of funding of MVEDA.

#### PAYMENT

The City shall make monthly payments to MVEDA based on one twelfth (1/12) of the annual budget approved by the City Council plus New Mexico Gross Receipts Tax, if applicable.

#### INDEPENDENT CONTRACTOR

MVEDA is not an employee of the City for any purpose whatsoever. MVEDA is an independent contractor at all times in performance of the services described in this Agreement. MVEDA will furnish all supervision, labor, materials, equipment, supplies, and other incidentals as well as provide transportation, shipping, delivery, and installation of equipment or supplies in conformance with the limits of the approved annual budget. Neither the MVEDA director nor any staff shall be entitled to benefits from the City under the provisions of the unemployment compensation law, workers compensation act of the State of New Mexico, nor to any of the benefits granted to employees of the City.

#### INDEMNIFICATION

MVEDA shall hold harmless and indemnify the City against any claim for injury, loss or damage arising out of negligent acts of MVEDA in performance of this Agreement.

#### TERMINATION

The City or MVEDA may terminate this Agreement for any reason upon providing the other party with thirty (30) days written notice of its intention to do so. Upon termination by either party, City shall make monthly payment prorated only through the date of termination and no other payments shall be made.

#### ENTIRETY

This document contains the entire Agreement of the parties and superseded any and all other Agreements and understandings, oral or written whether previous to the execution or contemporaneous herewith.

#### CHANGES

Changes to this Agreement are not binding unless made in writing and signed by the Chairperson and CEO of MVEDA and approved by the City Council.

COMPLIANCE

In performance of the services and duties described in this Agreement, MVEDA will comply with all applicable federal, state, and local laws and ordinances and will not discriminate illegally against any person or entity. This Agreement will be governed and construed and enforced in accordance with the laws of the State of New Mexico and ordinances of the City.

ASSIGNMENT

Neither MVEDA nor the City may assign any interest in this Agreement without prior written authorization of the other party.

NOTICE

For purposes of giving formal written notices to the City, the City's address is:

City Manager  
City of Las Cruces  
PO Box 20000  
Las Cruces NM 88004

For purposes of giving formal written notices to the MVEDA, the MVEDA's address is:

President/CEO  
MVEDA  
PO Box 1299  
Las Cruces NM 88004

Written notices shall be made either personally or by certified mail. If the notice is mailed, the notice will be completed when deposited in the United States Mail, postage paid. Parties shall provide notice of any change of address within ten (10) days following that change.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

City of Las Cruces

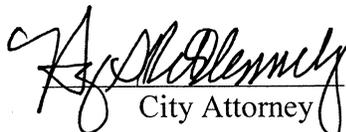
Mesilla Valley Economic Development Alliance

By: \_\_\_\_\_  
Ken Miyagishima, Mayor

By: \_\_\_\_\_  
George Ruth, Chairman

Approved as to form

By: \_\_\_\_\_  
Davin Lopez, President/CEO

  
City Attorney

**CITY OF LAS CRUCES****PURCHASING MANAGER'S REQUEST TO CONTRACT**

For Meeting of: March 7, 2011

Resolution No.: 10-11-507

**Existing Contract Purchase For  
Economic Development Services**

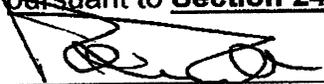
The Las Cruces City Council is provided the following information concerning this request:

**BID/RFP SOLICITATION INFORMATION:**

- |  |  |
|--|--|
| 1. Original Bid/RFP & Due Date:                          | RFP #94-254  |
| 2. Description of Bid/RFP:                               | Economic Development Services  |
| 3. Number of Original Responses Accepted:                | One  |
| 4. Existing Contract Expiration Date:                    | June 30, 2010  |
| 5. Last Contract Renewal by Council:                     | Resolution No. 07-367/ June 4, 2007                                    |
| 6. Using Department:                                     | Community Development  |
| 7. Current Award Recommendation To:                      | Mesilla Valley Economic<br>Development Alliance                        |
| 8. Total Award Amount (includes any tax and contingency) | \$200,000  |
| 9. Contract Duration:                                    | One year plus three (3) additional years<br>subject to budget approval |

**PROCUREMENT CODE COMPLIANCE:**

The City of Las Cruces Procurement Code was administered in the conduct of this procurement and approval to purchase is hereby requested pursuant to **Section 24-316.**

  
 Purchasing Manager

 12/26/2011  
 Date
**CONFIRMATION OF FUND ENCUMBRANCE:**

REQUISITION OR PURCHASE ORDER NUMBER:

PO # 11200407



To: City of Las Cruces Mayor and Councilors  
City Manager  
From: Davin Lopez, President/CEO  
Date: January 21, 2011  
Re: Mid-year Report

The following report summarizes the activities and results of the Mesilla Valley Economic Development Alliance (MVEDA) for the first two quarters of FY 2010-2011

### COMPLETED PROJECTS & SUMMARY OF ACTIVITY

As of December 31, 2010, MVEDA completed its first half of the 2010-'11 Fiscal Year, strongly positioned to meet and surpass our year-end performance numbers. As of December 31, 2010, MVEDA was ahead of schedule in terms of completed projects, jobs created and capital investment. However, MVEDA fell short of our mid-year performance numbers in terms of prospects generated and in the wealth creation category, which is a measurement of average salaries.

As illustrated in the table below, MVEDA's first half fiscal year performance was as follows:

- Generated 19 prospects, which was one short of our mid-year goals.
- Completed 6 projects, 133% ahead of our mid-year goals. Those projects included expansions by Alaska Structures, Sitel, and Sampson Equipment, along with several new projects comprising of NRG, Nextera, and Products USA.
- Generated 227 jobs, 124% ahead of our mid-year goals.
- Generated new capital investment of approximately \$81mm, which is 545% ahead of our mid-year goals.
- Finally, wealth created, which is a function of job numbers multiplied by average salary was approximately \$4.7mm, which was 80% of our mid-year goals.

Objectives	Annual Target	YTD Target as of December 31	YTD Actual as of December 31	Percentage of YTD Goal
<b>Marketing:</b>				
Prospects Generated	40	20	19	95%
<b>Business Development:</b>				
Completed projects	9	4.5	6	133%
Jobs Created <sup>1</sup>	365	183	227	124%
Capital Investment <sup>2</sup>	\$30,000,000	\$15,000,000	\$81,766,800	545%
Average Salary	\$32,500	\$32,500	\$20,981	65%
Wealth Created	\$11,862,500	\$5,931,250	\$4,762,600	80%

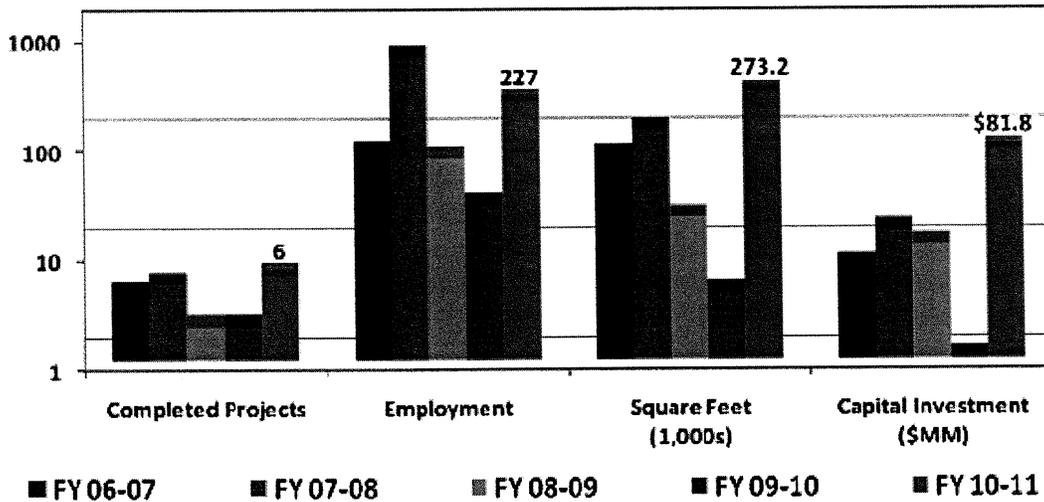
<sup>1</sup> Jobs Created reflects companies' 3-year Full Time Equivalency (FTE) projections

<sup>2</sup> Capital Investment reflects land, building, equipment and annual lease payments

In comparison to past years' results, MVEDA's current mid-year performance show us ahead of or comparable to MVEDA's best performing year of 2007 in many categories, as seen in the chart below.

## MVEDA Completed Projects

July 1 - December 31



MVEDA continues to work with several high priority projects which MVEDA defines as having a realistic chance of closing during the current fiscal year. Those projects include:

- Project Thomas (SunEdison) which will create about 10 full time jobs, hundreds of construction jobs during the build-out phase, and a capital investment of over \$40mm.
- Project Spike (Union Pacific) which will create over 500 full time jobs, up to 3,000 construction jobs during the build-out phase, and a capital investment of \$400mm.
- Project Wind, a UAS manufacturer which will create 10 full time, high wage jobs.
- Project Special K, a scrap metal bailer operation which will create 20 full time jobs.
- Project Vino, a wine production facility which will create up to 100 plus full time jobs, and
- Project Cactus, a logistics and distribution operation which will create up to 300 full time jobs.

Total potential from these projects could add up to 900 additional jobs and over a half billion additional dollars in new capital investment to the region.

### **BUSINESS RETENTION & EXPANSION**

As part of MVEDA's retention and expansion program, we continuously spend significant time getting in front of and meeting with existing companies to understand their growth challenges and what tools MVEDA may be able to assist them with to support their needs. Our success with Alaska Structures and Sampson Equipment as outlined above are direct results of this program. In the first half of this fiscal year, we have met with ten (10) companies which represent 50% of our year end targets. These

companies include: NewTec, Monarch Litho, Tyson Foods, Foamex, Valley Cold Storage, IMAC, Helena Chemical, Sterigenics, and Glaz-Tech Industries, and AmeriCom Automation Services.

However, in addition to meeting with companies one-on-one, MVEDA has begun to explore opportunities to offer services to a broader base of businesses and organizations surrounding the opportunities that have arisen because of the economic based industries in the region. These include:

- Business to Business (B2B) Outreach:
  - Co-developed and co-sponsored Spaceport America Industry Day at the Las Cruces Convention Center which provided outreach and B2B opportunities between Spaceport America prime contractors and potential vendor/suppliers in the region.
  - We are currently in discussions with both Union Pacific and SunEdison to offer similar B2B networking events reaching out to local suppliers/vendors based on their projects.
- Educational Outreach: MVEDA has been working closely with DACC in creation of a program that positions DACC as a one-stop solution for employers seeking employee candidates throughout the region. This program, which is set to be unveiled the second half of the current fiscal year, was a direct result of MVEDA's analysis on the needs of the industrial business base of the region.

#### **MARKETING INITIATIVES**

Although because of the projects discussed above, MVEDA has spent much of the first half of the current fiscal year involved in project management activities, but we nevertheless continue an aggressive marketing campaign.

- Year-to-date MVEDA has developed 43 new leads consisting of approximately 6,200 employees and requiring over two million square feet of space.
- MVEDA has developed a new target marketing plan which in addition to targeting specific industry sectors, also targets geographic regions which have non-stop flights into El Paso. This geographic targeted approach stemmed from outreach the City of Las Cruces, the CVB and MVEDA made with the El Paso International Airport.
- MVEDA has developed new marketing collateral which focuses on our high tech assets and resources in the area. An additional target end-user that we have added to our lists now includes the venture capital community. High tech will not happen without capital to match, and higher skilled and higher paying positions will not take place without high tech growth in the area. An example of our new brochure is shown below:



MVEDA also continues to be active in industry marketing events.

- In August, MVEDA attended the AUVSI trade show in Denver. This is the leading trade show in North America that targets unmanned aerial systems.
- In September, we participated in the Borderlands Trade Show in El Paso.
- In October, MVEDA attended and sponsored ISPCS, The Workforce Summit, and a VC Speed Dating Event hosted by the Arrowhead Center.
- In December, MVEDA participated in the UAS TAAC Conference in Albuquerque, NM.

The second half of the fiscal year will comprise of prospect missions to Southern California, Atlanta, and Washington D.C. We will also be participating as a host community at the International Asset Management Council (IAMC) Conference in Albuquerque, NM. IAMC is the leading conference in the United States for networking with site selectors and corporate real estate decision makers.

#### **COMMUNITY OUTREACH & CAPACITY BUILDING**

This past October, MVEDA hosted our annual Regional Economic Development Forum entitled a “Tale of Two Ports” where leading business people discussed the business needs and challenges of growing our two ports of entry; the Santa Teresa Port of Entry and Spaceport America. Keynote speakers included:

- Francisco Uranga, Corporate Vice President and Chief Business Operations Officer for Latin America for Foxconn. Foxconn is the largest contract electronic manufacturing company in the world with a significant manufacturing presence in San Jeronimo, next to the Santa Teresa Port of Entry;
- Carissa Bryce Christensen, founder and Managing Partner of the Tauri Group, an analytic and engineering firm based in Alexandria, VA, which provides expertise on the economic, market, technology and policy issues associated with commercial space; and
- Dr. Lowell Catlett, Regent’s Professor/Dean and Chief Administrative Officer at NMSU’s College of Agricultural, Consumer and Environmental Sciences. Dr. Catlett is also a national speaker and futurist on trends associated with technologies and their implications on the we live and work.

MVEDA has been active with the Doña Ana County Legislative Coalition (DACLC) in terms of defining and legislative priorities for the region. As in past years, MVEDA is supporting a number of economic development efforts and will continue to support the DACLC and NMIDEA throughout the 60 day legislative session.

In addition, along with CAA, the Hispano Chamber, the Entrepreneurship Center at Arrowhead, and the SBDC, MVEDA have begun conversations on creating lead referral and tracking systems that incorporate all the small business service suppliers in the region so that we can jointly more effectively support the various challenging needs of our clients which include start-up and existing businesses.

MVEDA continually provides assessment and analysis on the challenges facing economic development in our region. Although MVEDA's primary focus is on marketing and attracting economic based jobs to the region, we nevertheless find it necessary to engage in capacity building activities that will assist us in our long term goals. Currently, MVEDA is implementing and leading several capacity building directives that include:

- Colonias/Rural Area Labor Assessment: With the support of an intern from NMSU, MVEDA designed a bilingual workforce survey which we already begun distributing to residents in rural areas. We are receiving support from PICO/CAFE to assist us in survey response. Our first effort took place in November in Anthony, NM. We hope to expand this to Sunland Park and Chaparral before the end of the fiscal year.
- Spaceport America Economic Development Strategies: MVEDA has been involved with Spaceport America and their consultants in trying to identify clear strategies that we can jointly implement that will assist our efforts in developing business opportunities revolving around Spaceport America and the aerospace industry. As a result, several leads have already been identified because of this joint effort.

MVEDA appreciates the continued support and positive working relationship with the City of Las Cruces. We look forward to another successful year of positive job growth.

Sincerely,

Davin Lopez  
President & CEO

*"Growing the wealth of Doña Ana County through the creation of economic based job opportunities for its residents."*