

**Mesilla Valley Economic Development Alliance
(MVEDA) Semi Annual Report**



MVEDA Mid-Year Update

FY 2012-'13

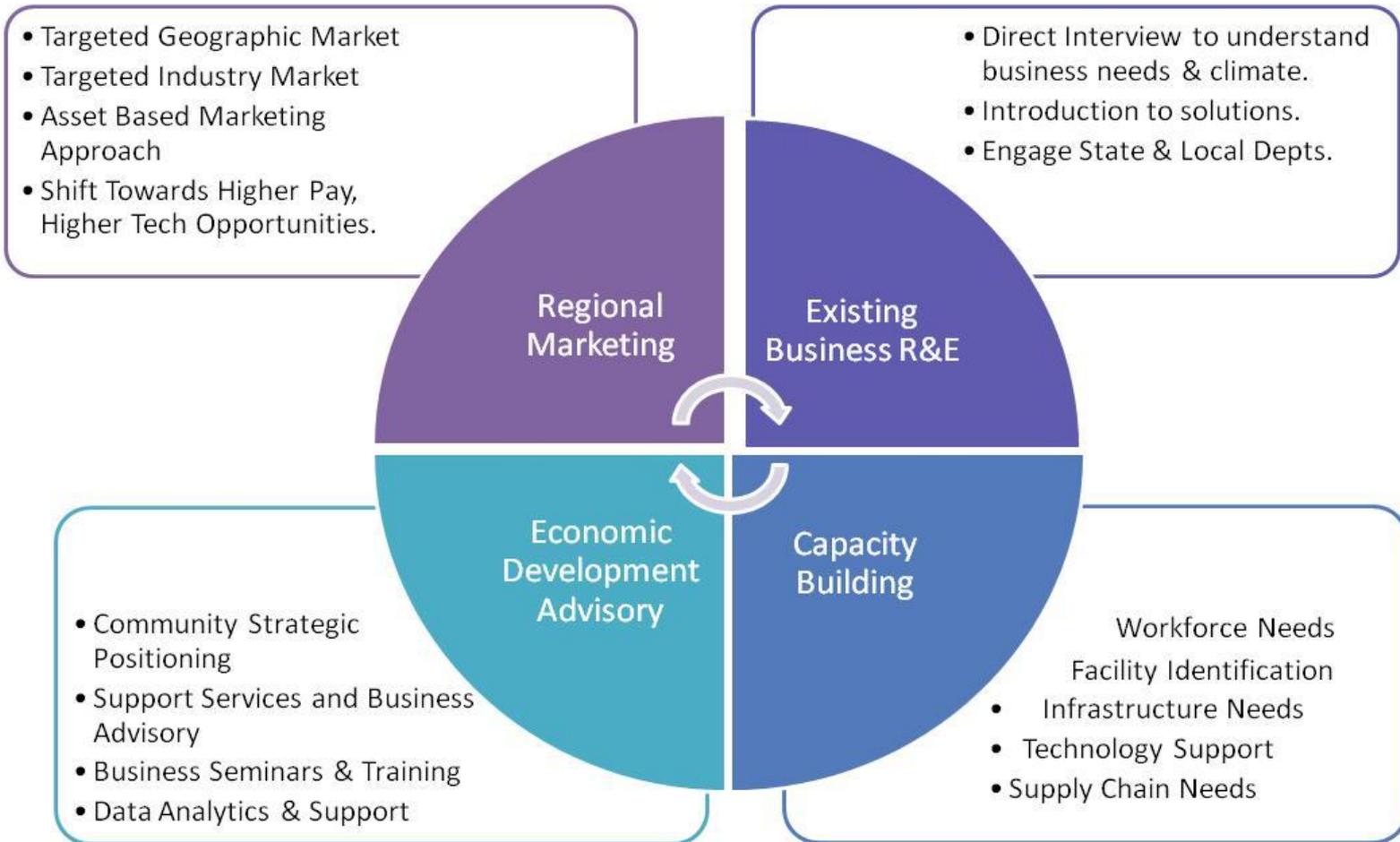
“Growing Wealth & Opportunity through Economic Based Job Creation”

Diverse MVEDA Board Participation

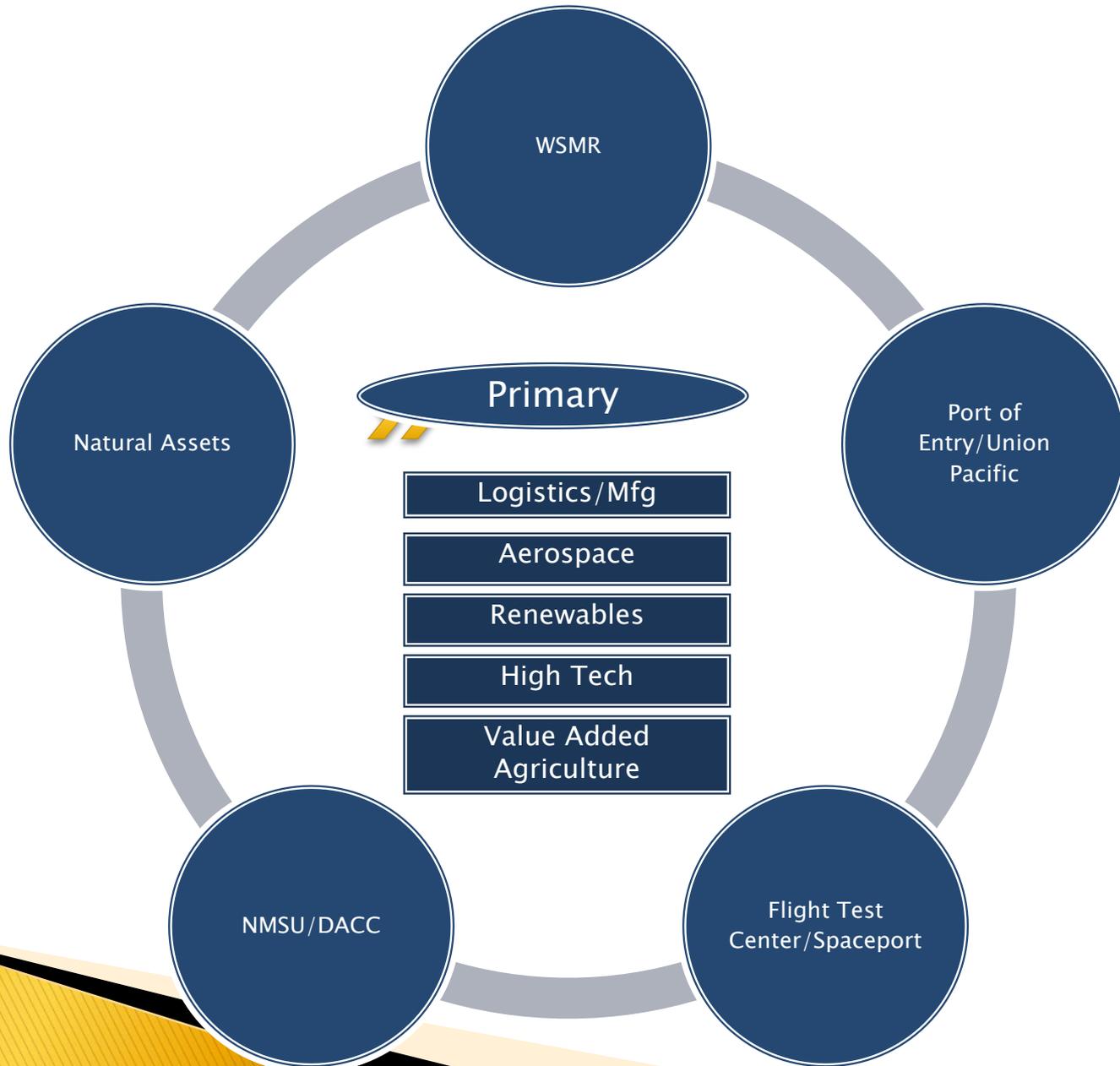
- ▶ City of Las Cruces
- ▶ Doña Ana County
- ▶ NMSU/Arrowhead Center
- ▶ Doña Ana Community College
- ▶ Las Cruces Public Schools
- ▶ Greater Las Cruces Chamber of Commerce
- ▶ Hispano Chamber of Commerce
- ▶ White Sands Missile Range
- ▶ Bridge of Southern New Mexico
- ▶ Private Sector Representation:

Manufacturing *renewable energy * engineering * aerospace *finance & accounting * technology *real estate * and Service sector industries

MVEDA – Operational Strategy



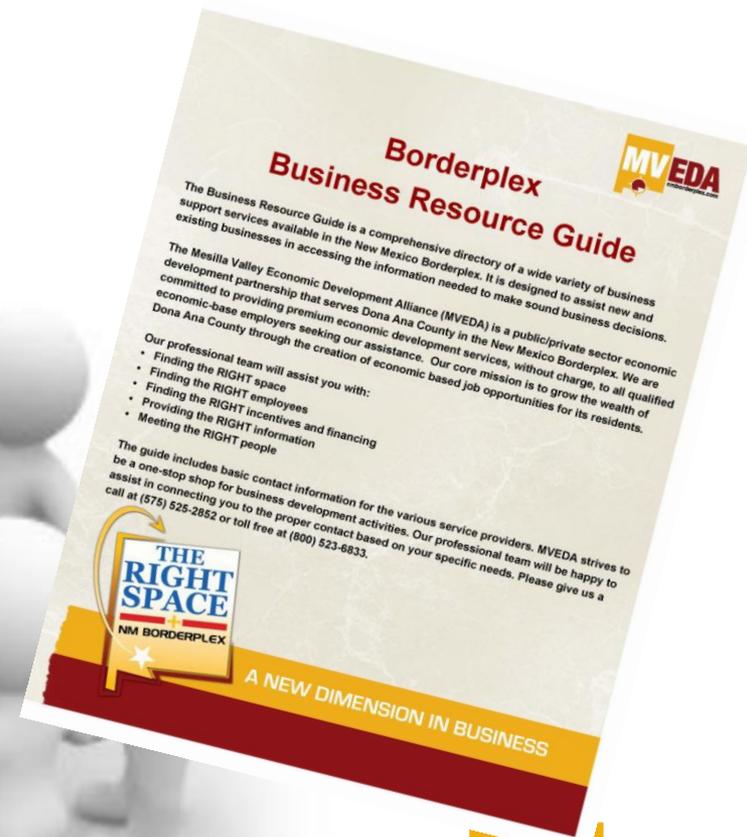
Asset Based Economic Development Strategy



Existing Business Retention & Expansion

Direct One-on-one Engagement

- Meet with 30+ companies on an annual basis.
- Assessment/Analysis of gaps and needs.
- Resource mapping
- Development of social media based collaboration tool for business service providers.



Existing Business Retention & Expansion

Training Seminars/ Business Connections

- ▶ MVEDA's Business Connection Series
- ▶ NMFA's Collateral Loan Program Presentation
- ▶ New Market Tax Credit Presentation/Webinar
- ▶ Job Training Incentive Program Presentation
- ▶ Canadian Trade Commission Visit
- ▶ Mesilla Valley Career Connection

Economic Gardening

integration into Retention & Expansion

▶ ACI Program

- Participated in selection committee for statewide program.
- Involved in on-going strategy development
- Discussions in statewide training and certification program.

▶ One Valley/One Vision 2040

- “Linking existing small business to regional assets such as Spaceport America and the intermodal yard.”
- “Cultivating international trade opportunities made possible by the regions proximity to the international border.”
- “Commercializing university resources and exporting innovation.”

One Valley/One Vision 2040 Economic Development Input	
Take advantage of free-trade, including spill-over business from maquiladores.	✓✓✓
Encourage recycling-related businesses	✓✓
Pursue manufacturing & related aerospace opportunities	✓✓✓
Expand agricultural sales & exports, including value-added processing and large scale farm to market enterprises.	✓✓
Seek opportunities to expand dairy industry and processing facilities.	✓✓
Integrate urban development with mid or small scale agriculture.	
Foster energy industries such as bio-fuel, biomass, solar, wind, etc.	✓✓✓
Promote increased tourism (agricultural tourism, equestrian & nature based)	
Expand agricultural museums in the area.	
Support maintenance & construction businesses	✓✓
Look at retiree-centric services and businesses	✓
Foster more industrial park development	✓✓✓
Support on-going master planning.	✓
Pursue opportunities related to alternative energy and energy efficiency.	✓✓✓

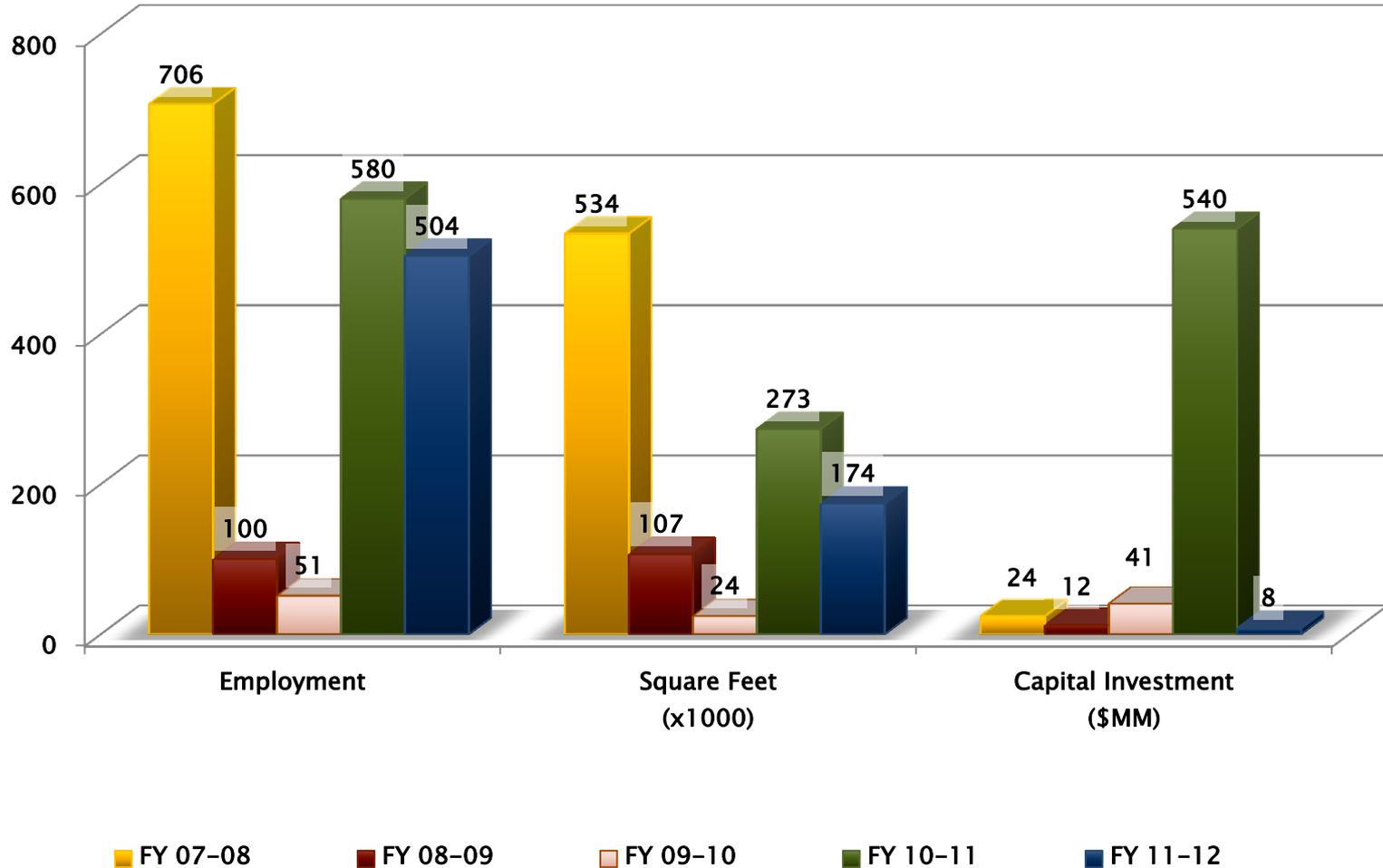
Advisory & Capacity Building

- ▶ NM Economic Development Partnership, Board Member
- ▶ New Mexico IDEA, Board Member
- ▶ Quality New Mexico, Board Member
- ▶ New Mexico Community Capital, Advisor
- ▶ State UAS Stakeholders Group
- ▶ Rural Economic Development Council
- ▶ Doña Ana County Legislative Coalition
- ▶ The Bridge of Southern NM, Board Member
- ▶ Arrowhead Inc, Board Member
- ▶ Greater Las Cruces Chamber, Board Advisor
- ▶ NMSU Research to Economic Development, Committee Member
- ▶ South County Workforce Development Committee
- ▶ Chamber Military Affairs Committee
- ▶ Regional Renewable Energy Initiative
- ▶ NMSU Research to Economic Development Committee
- ▶ HUD Border Economic Development Grant
- ▶ Bi-National Industrial Campus

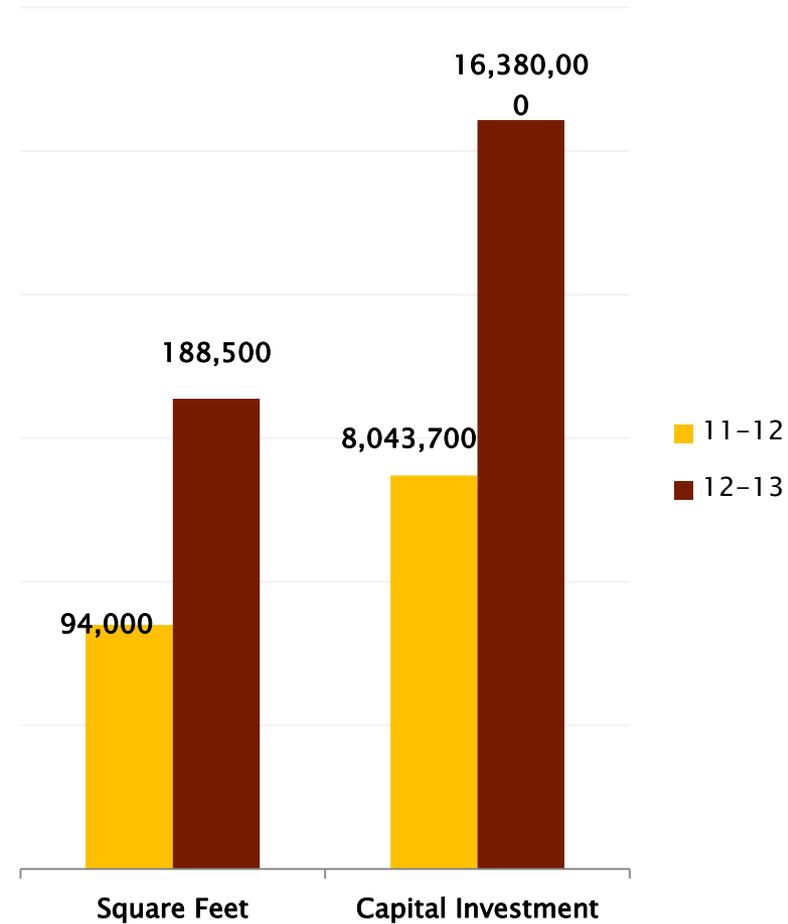
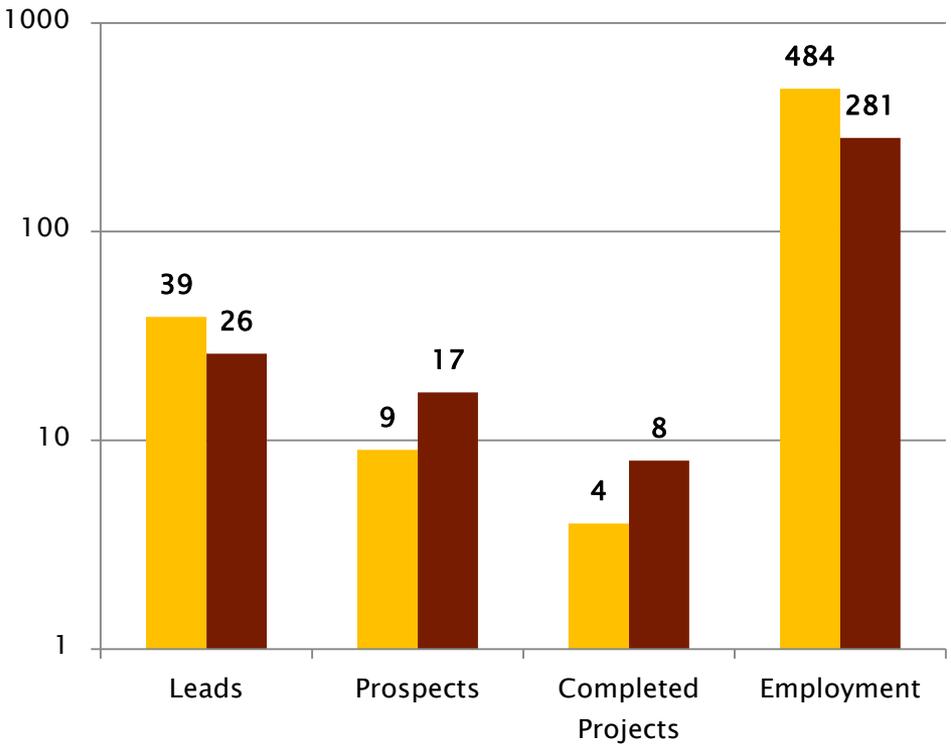
STATE

REGIONAL

Year by Year Analysis



Mid Year Comparisons





“Growing Wealth & Opportunity through Economic Based Expansion”

A promotional flyer for MV EDA is shown at an angle. At the top, the number '1,000,000,000' is written in large, bold, red-outlined font. Below it, the text 'Reasons to do business in the Borderplex' is written in black. The background of the flyer shows a large, modern building with a curved roof and glass facade. In the center, a white sign with black and yellow hazard stripes at the top and bottom is mounted on a black metal stand. The sign reads: 'ECONOMIC DEVELOPMENT ZONE: \$1,000,000,000 IN NEW INVESTMENTS + 2,000 NEW JOBS Support provided by MV EDA'. To the right of the sign, the text 'Looking for a reason to visit the Borderplex?' is written in black. Below this, the text 'Consider the companies we've added in the last two years!' is written in black. A list of companies follows: Union Pacific, Virgin Galactic, Alaska Structures, DARPA-Boeing, TE Connectivity, NextEra Energy, Sapphire Energy, SunEdison, NRG Energy, Sitel, Cyracom, L&M Radiator, Vangent, Convergys, and Pro's Ranch Market. At the bottom of the flyer, the MV EDA logo and website are repeated, along with the phone number 800.523.6833, the website www.nmborderplex.com, and the address P.O. Box 1299 • Las Cruces, NM 88004. A small caption at the bottom left of the flyer reads: 'Image courtesy of Spaceport America, Virgin Galactic "Gateway To Space" Terminal Hanger Facility.'

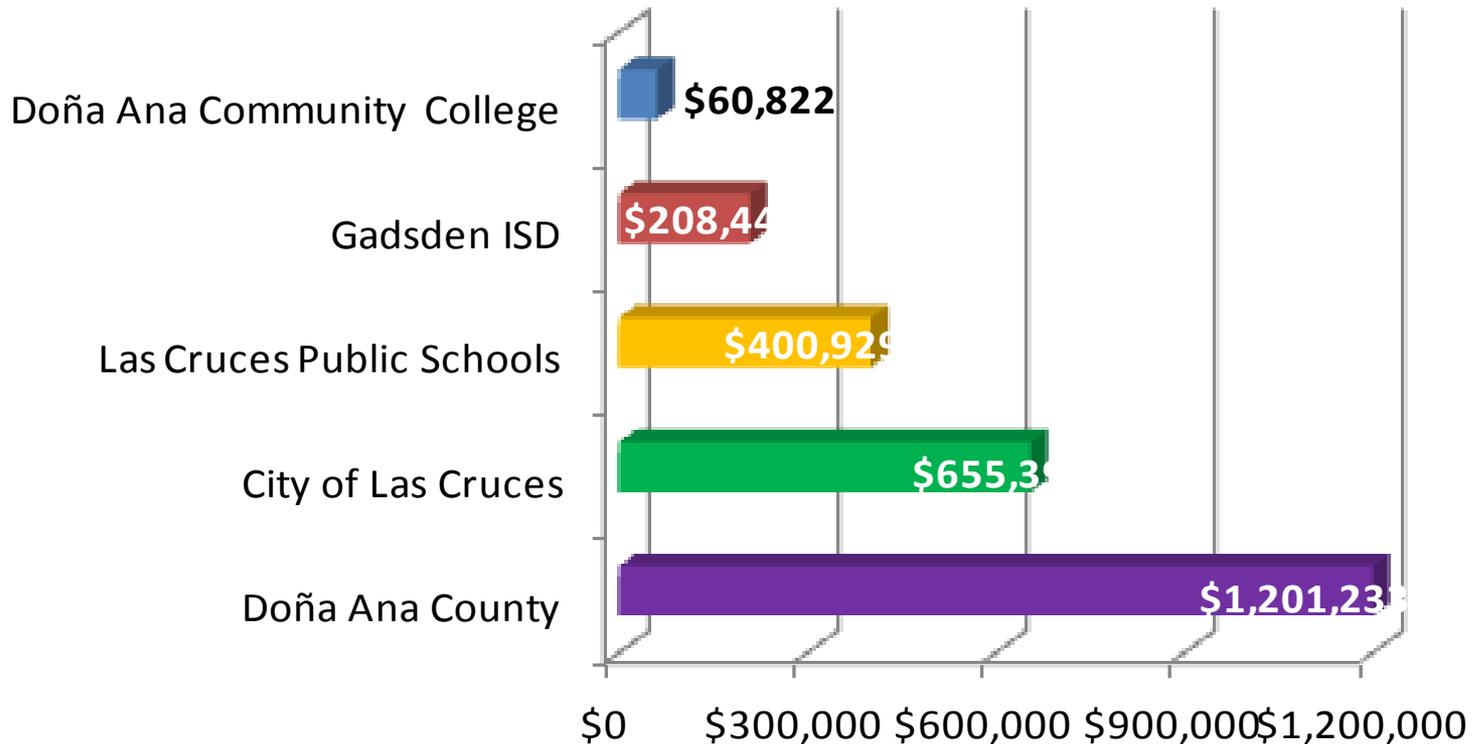
Supplemental Pages



Tax Impact

FY 2011-'12

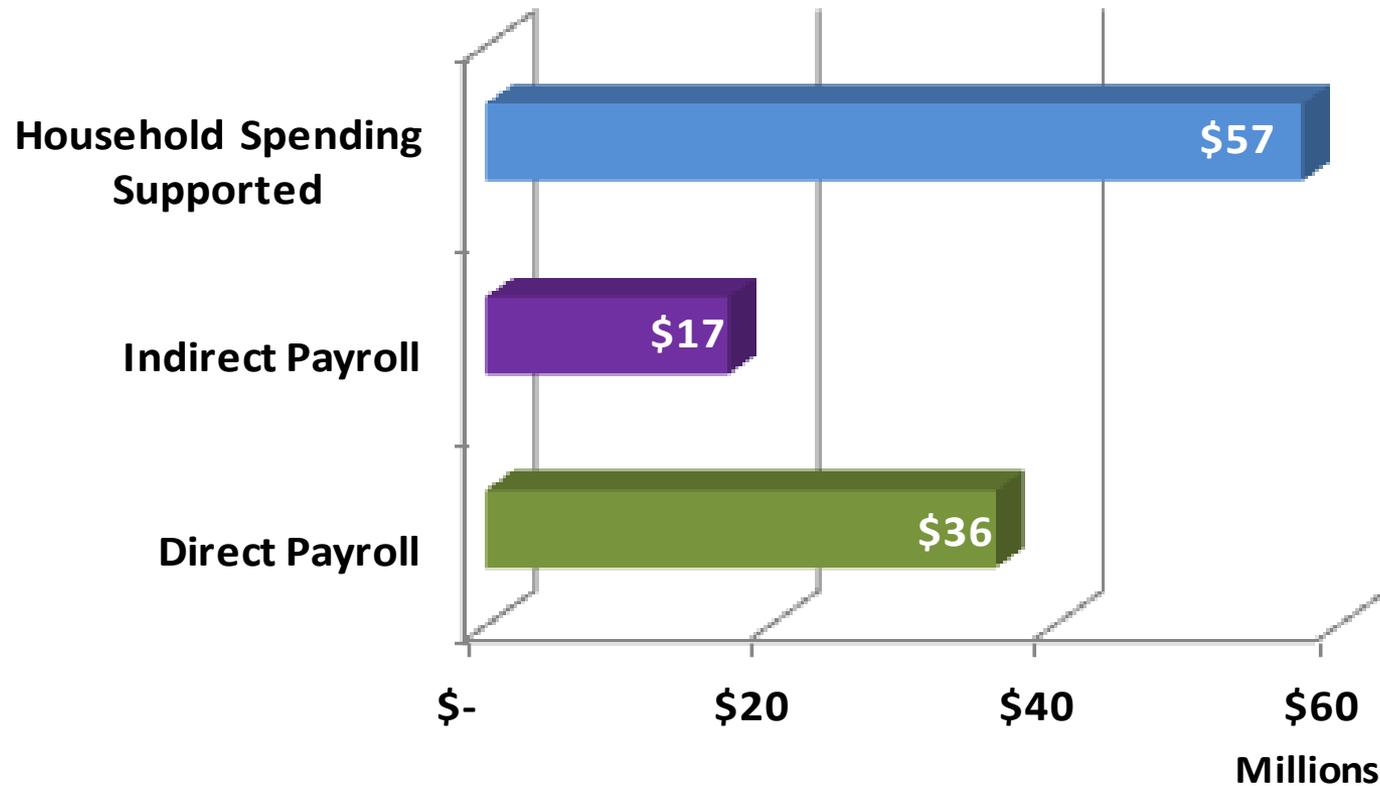
3 Year Tax Revenue



Spending Impact

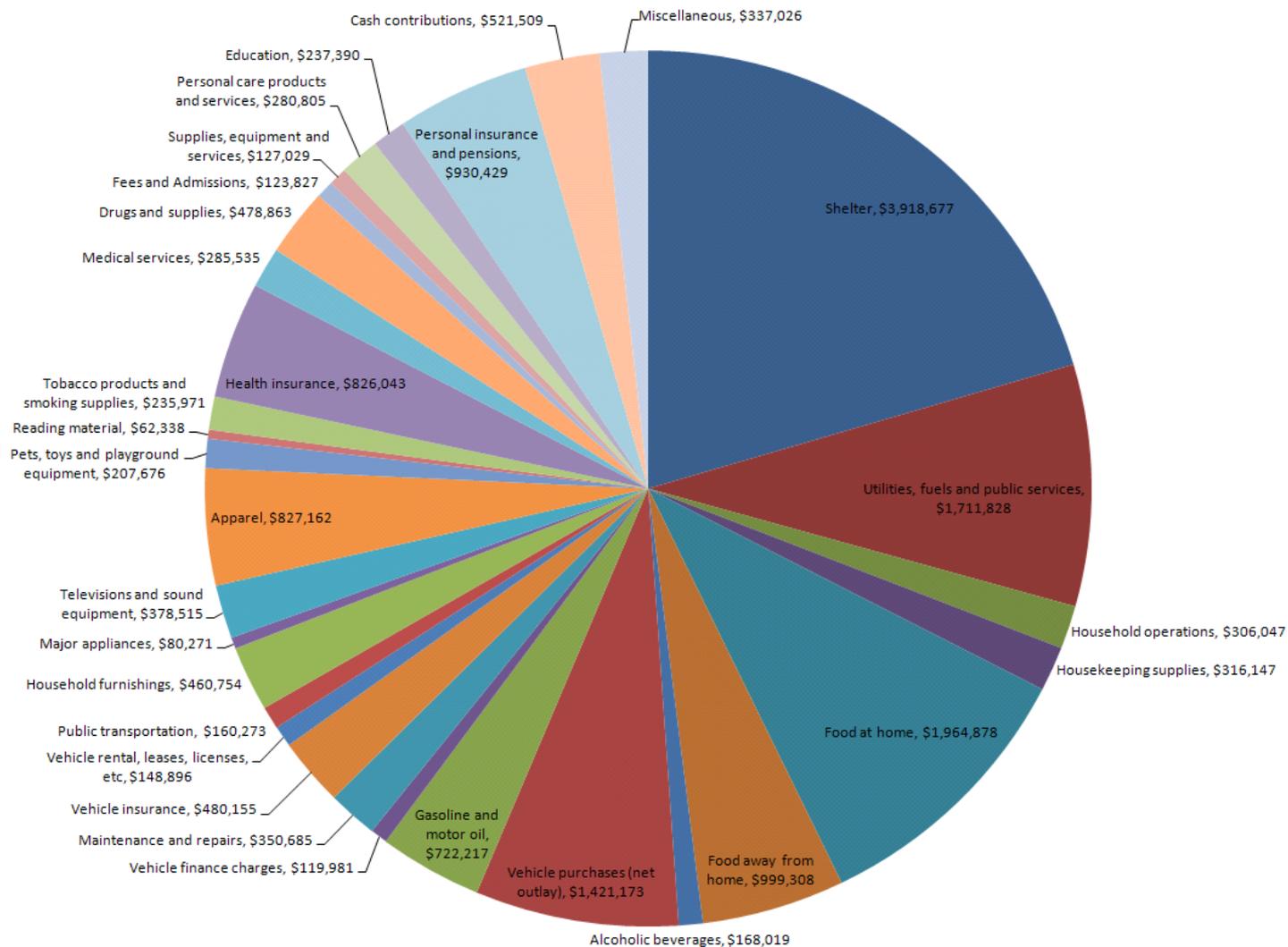
FY 2011-'12

3 Year Economic Impact



Category Spending Impact FY 2011-'12

Total Household Spending



Regional Public/Private Partnership

