



Annual Report

Fiscal Year 2010-2011

**Mesilla Valley Economic
Development Alliance**

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Las Cruces, NM 88004
U.S. Bank Tower
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LOCATION: 32.18N, 106.46W

DISTANCE TO U.S. METROPOLITAN CITIES:

El Paso, TX	47 miles (55 min.)
Albuquerque, NM	220 miles (3.5 hrs.)
Tucson, AZ	275 miles (4.45 hrs.)
Phoenix, AZ	393 miles (6.25 hrs.)
Amarillo, TX	400 miles (7.65 hrs.)
Dallas, TX	676 miles (11.6 hrs.)
Los Angeles, CA	779 miles (12.1 hrs.)
Houston, TX	793 miles (12.8 hrs.)
Atlanta, GA	1,464 miles (24 hrs.)
Chicago, IL	1,555 miles (25 hrs.)
Seattle, WA	1,683 miles (27 hrs.)
New York, NY	2,217 miles (37 hrs.)

TRANSPORTATION:

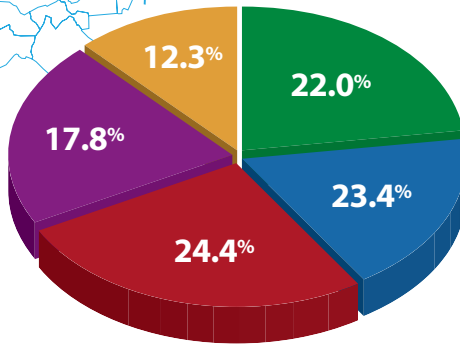
- Ground:**
 Interstate 10 (east/west)
 Interstate 25 (north/south)
 U.S. 70-82 (northeast)
- Air:**
 Las Cruces International Airport (FTZ)
 Doña Ana County Airport (FTZ)
 El Paso International (1 hour via I-10)
- Rail:**
 Union Pacific-Southern Pacific (UPSP)
 Burlington Northern-Santa Fe (BNSF)

Age Distribution Las Cruces, NM MSA

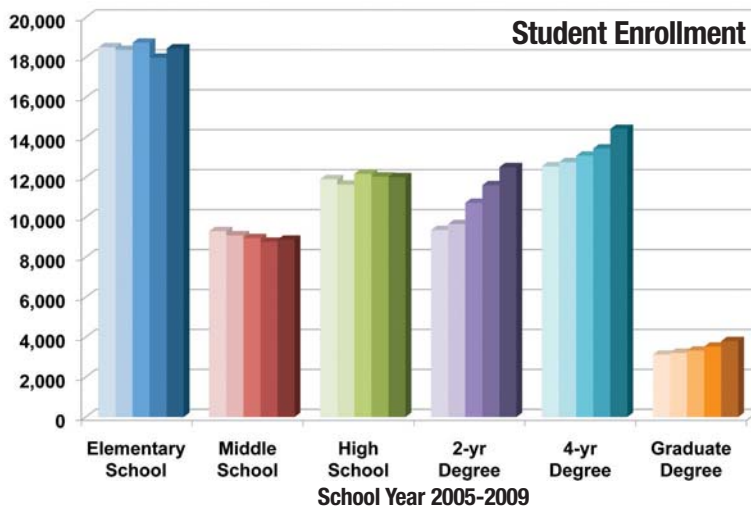
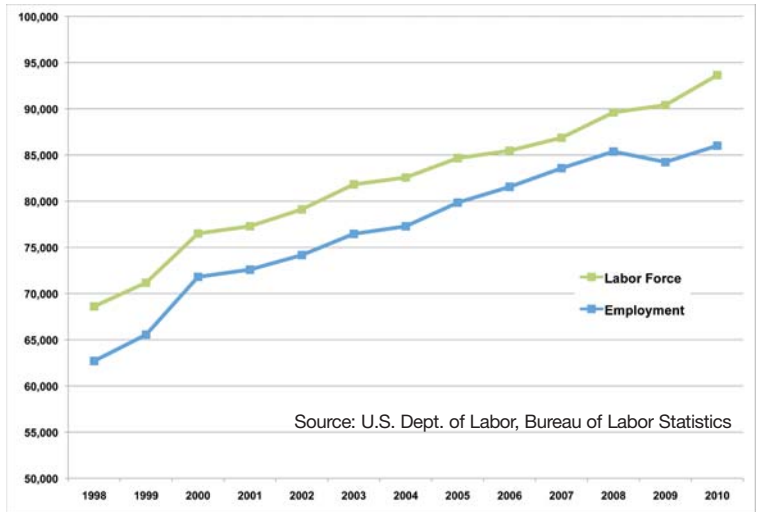
Median Age: 32.4 yrs.

Source: US Census Bureau, Census 2010

- 0 to 14 years
- 15 to 24 years
- 25 to 44 years
- 45 to 64 years
- 65 years and older



Labor & Employment Las Cruces, NM MSA



City of Las Cruces New City Hall Building Completed Spring 2010



MVEDA's Mission



MVEDA's mission is to increase the wealth of Doña Ana County through the creation of economic based jobs for its residents.

For Sapphire Energy, our future relies heavily here in the heart of New Mexico. This state, and in particular the Mesilla Valley region, is rich in what we need most – from the land to the people to the economic resources and business support. With our 100-acre R&D facility in Las Cruces and our planned Integrated Algal Bio-Refinery in Luna County, New Mexico and MVEDA are playing an integral role in developing a renewable, scalable, low carbon transportation fuel that will change the world.

C.J. Warner, President, Sapphire Energy

$$LQ = \frac{e_i/e}{E_i/E}$$

Importance of economic based jobs:

The importance of economic based job creation is unparalleled as a strategy in building the foundation for a sustaining and growing economy. Economic based jobs support industries that export a value added product or service outside the region thereby importing more cash into the local economy and stimulating demand for local services and goods. The foundation of economic based job growth is rooted in principals on how the U.S. grew to its prosperity. Maintaining those principals will be the key to future growth and how we grow out of the current economic crisis we currently live in.

From our Chairman

It is with a great deal of excitement and anticipation that I began my term as Chairman of this excellent organization on July 1st. Through the hard work of staff and the guidance of our board, MVEDA met or exceeded all of our goals this past year, and we are well poised to continue this success in the new fiscal year. What does this mean? It means in a time when we face economic challenges, our organization has helped create jobs for our citizens and capital investment in our region. This translates into increased tax revenues for our City, County, and Schools Districts. It also means increased opportunity for our area businesses to be successful.



To all of our public and private partners, I want you to know that this success is impossible without your support. I look forward to your continued support and I look forward to working with each of you as we extend this success into the future. Make no mistake, we face challenging times and staying the course in our economic development efforts will never be more important than it is at these times.

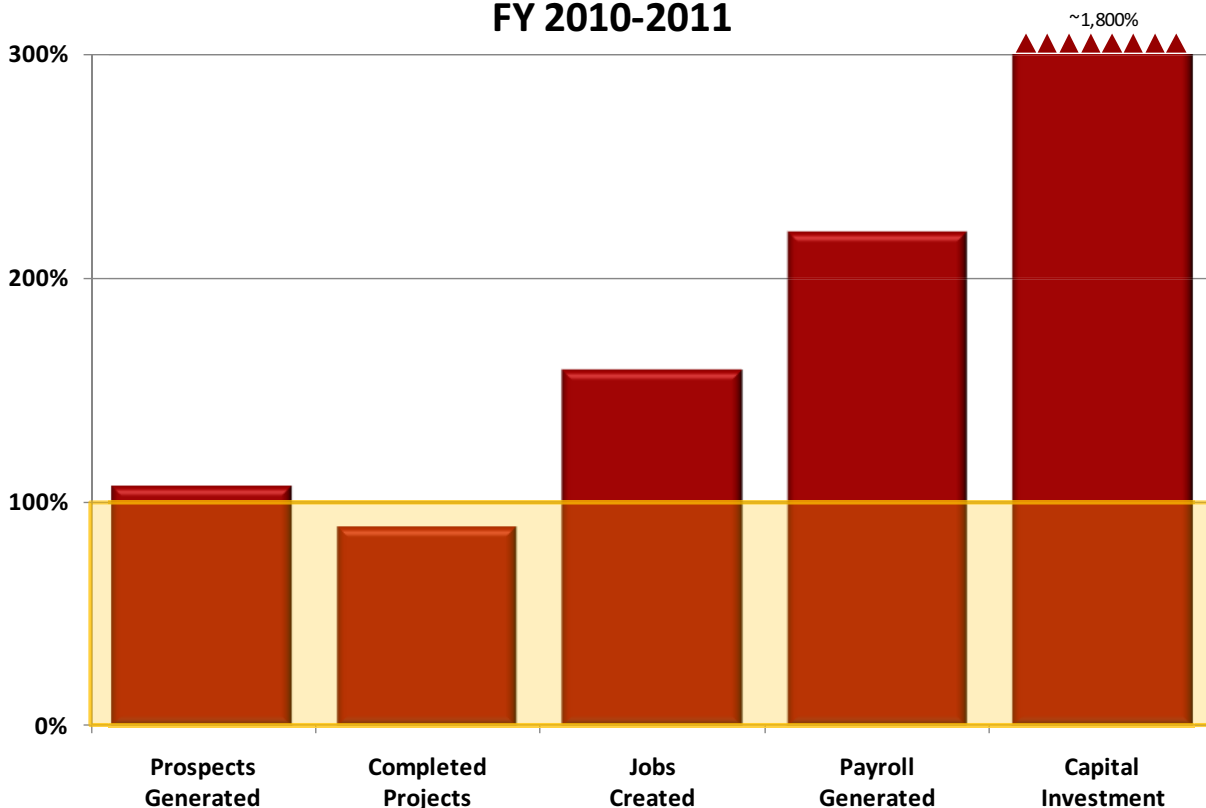
Finally, I would like to thank the Staff and Board of Directors for their dedication and hard work under the leadership of George Ruth. George has guided the organization through some challenging times these past two years and deserves our thanks and gratitude for his service. I look forward to his counsel as I begin my term, and know with George as with all our past chairs, I have some big shoes to fill.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Lenzo". The signature is fluid and cursive.

Gary Lenzo
Chairman

MVEDA Goals vs Results FY 2010-2011



From our President

I am proud to present the results of MVEDA's 2010-'11 Fiscal Year which by almost all accounts has been a record setting year. Not only has it been MVEDA's 2nd best performing years in terms of job creation and square footage absorption, but the organization also far exceeded any past operating year in terms of capital investment and wealth creation. Highlights of the year included the introduction of three solar projects to the region representing nearly \$100MM in investment, the expansion of several companies such as Sitel and Alaska Structures who added hundreds of new jobs to the payroll, and the announcement by Union Pacific to invest over \$400MM in Doña Ana County and create hundreds of permanent, high paying jobs.



MVEDA's ultimate goal is in the creation of economic based jobs. But these goals cannot be obtained without first laying the necessary foundational blocks that allow for growth. Those blocks include access to adequate infrastructure, an available and skilled workforce, and leadership with policies that welcome business growth. We cannot accomplish job growth without the tireless work and support of several partner organizations; The Border Industrial Association, The Greater Las Cruces Chamber of Commerce, The Hispano Chamber of Commerce, New Mexico State University, Doña Ana Community College, The New Mexico Economic Development Department, and the New Mexico Partnership. I am proud of the cohesive relationships that MVEDA has created with these organizations and the role we play as advocates for business growth and as advisors to leadership on positioning the Mesilla Valley and the NM Borderplex as a premier destination for business.

Of course our achievements cannot take place without the financial support of our Partner organizations (a list of which you will find at the end of this report) and the dedicated leadership of our volunteer Board of Directors.

We look forward to another great year ahead.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Lopez'.

Davin Lopez
President & CEO

MVEDA Staff



Fred Shepherd
Business Development Manager



Les Baldock
Operations Manager



Jaclyn AaronsCooke
Research Analyst



Sandi Metz
Executive Assistant

Board of Directors

Chair of the Board

Gary Lenzo
Century Bank

Vice Chair of the Board

Kiel Hoffman
Pioneer Bank

Past Chair of the Board

George Ruth
Citizens Bank of Las Cruces

Members

Keith Beck
Jacobs Technology Inc.

Kevin Boberg, Ph.D.
Arrowhead Center

Craig Buchanan
U.S. Bank

Clay Doyle
El Paso Electric

Lance Harkey
Sunland Nursery Company

Margie Huerta, Ph.D.
Doña Ana Community College

Ex-Officio

John Darden, Board Counsel
Darden Law Firm

Dino Cervantes
Cervantes Enterprises

Bryn Davis
Sapphire Energy

Theresa Olguin-Fisher
Anthony Chamber of Commerce

Dan Hicks
White Sands Missile Range

Secretary

Dolores Connor
City of Las Cruces

Treasurer

Jim McGonnell
Memorial Medical Center

Executive Committee Member at Large

Jack Darnall
Verde Realty

Scott Krahling
Doña Ana County Commission

John Muñoz
Hispano Chamber of Commerce de Las Cruces

David Pruett
Northrise Ventures, LLC

Gabe Ruiz
New Mexico Gas Company

Ron Saavedra
Moss Adams, LLP

Jeffrey Silva
Bank '34

Tom Hutchinson
La Posta de Mesilla

Kari Mitchell
Las Cruces Machine & Manufacturing

Marcia Nordyke
Hatch Valley Chamber of Commerce

Stan Rounds
Las Cruces Public Schools

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MVEDA's Services



Economic based industry and job creation does not happen organically or naturally. It takes commitment, resources, and dedication by the community and its leadership. It takes the concerted effort and mutual collaboration of many groups and individuals to develop strategies that lead to the desired economic impact and results. MVEDA was born through such collaboration in 1994 through the joint efforts of the City of Las Cruces, Doña Ana County, New Mexico State University, the Greater Las Cruces Chamber of Commerce, and the now dissolved Mesilla Valley Development Corporation.

In 2002, MVEDA's board was reorganized to include private-sector participation and redefined its mission to focus on growing the economic based of Doña Ana County. Today, MVEDA continues the mission of growing economic based job opportunities through the recruitment and expansion of economic based companies. MVEDA also acts as an advisor to economic strategies to communities within Doña Ana County and works closely on identifying gaps in capacity that affect economic based growth.

Since January 2003 through the 2010-2011 Fiscal Year, MVEDA assisted in the expansion or location of 68 projects in Doña Ana County, creating over 3,200 jobs with annual payroll in excess of \$96 million.

MVEDA's current board incorporates representation from the City of Las Cruces, Doña Ana County, NMSU, DACC, The Greater Chamber of Commerce, The Hispano Chamber of Commerce, The Anthony Chamber of Commerce, and the Hatch Chamber of Commerce as well as a diverse group of leaders from the business community. Today, in addition to our public sector partners, over 80 leading businesses from the region also financially contribute to MVEDA and its mission.

“Where, in the past, our economic development efforts were reactive, primarily answering inquiries, the Mesilla Valley Economic Development Alliance (MVEDA) is our county's proactive organization recruiting and exposing Dona Ana County to industries willing to relocate and expand. By "growing the pie" if you will, MVEDA's efforts provide additional opportunities for existing businesses while growing the area's tax base and minimizing the need to raise taxes. More importantly, the industries they recruit have good paying jobs and benefits that, in the long run, will help alleviate the socio-economic challenges associated with our border region.”

Tom Hutchinson
Owner
La Posta de Mesilla

Marketing & Recruitment Services



“As Union Pacific was in the process of making the Santa Teresa rail yard & intermodal facility a reality, which is a \$400 million investment in Southern Dona Ana County, gathering local support for the project was critical. Mesilla Valley Economic Development group was one of our partners, assisting us with grassroots outreach. They understood the economic benefits of our facility to the region and were able to help us garner support for this very important project.”

Zoe Richmond

**Director of Public Affairs
Union Pacific**

“Sun Edison’s solar project at the West Mesa Industrial Park has been supported by several years of effort working with MVEDA. Specifically, MVEDA worked with our team to help establish and facilitate critical relationships with the City of Las Cruces and Dona Ana County which helped enable our project to move forward. We look forward to future growth in the region and continuing to work with MVEDA in identifying new opportunities.”

Jared Schoch

**Western US Director of Utility Sales
Sun Edison**

Through MVEDA, Doña Ana County and the City of Las Cruces have one of the strongest and aggressive marketing and business attraction programs in the country for a region of its size. Every year, MVEDA staff meet with dozens of site selector consultants and companies across the country discussing the advantages of locating in the Mesilla Valley and NM Borderplex. MVEDA offers a one-stop resource to companies interested in the region in providing relevant, concise, accurate, and timely information so that they can make a qualified business expansion decision. In our current fiscal year MVEDA has worked with over 40 companies expressing interest in the region resulting in 8 new company locates/expansions, totaling over 575 new jobs and over \$500 million in capital investment. Word is spreading! Las Cruces and Doña Ana County still consistently rank as one of the best places for business.

Projected Employment Growth

5th in US (2009-2011), Moody’s Analytics, 2010

Best Performing Cities

*8th of 179 Small Metropolitan Areas
Milken Institute, September 2010*

Strongest Job Markets

*8th of 372 Metro Areas, Garner Economics,
September 2010*

Top Recovering Job Markets

9th in US (1st Qtr. 2010), Business Week

Where the Jobs Are...

*14th in Job Growth (2000-2009)
CNN Money, July 2010*

Retention & Expansion Services



The strength of a community relies first on supporting the needs of its existing economic based companies. Happy companies grow and in turn create more employment opportunities. MVEDA works one-on-one with companies in the Mesilla Valley and the NM Borderplex to understand their growth challenges. We then work with our State and regional partners to design and employ unique strategies to help overcome barriers and obstacles to growth. This fiscal year MVEDA assisted several local companies which led to the expansion of over 200 jobs in the region. MVEDA also hosts a number of business information seminars and our Business Connection Series allows local business to access potential opportunities that result from economic based industries growing in the region.

-Samson Equipment was landlocked in their current location. MVEDA worked with the City of Las Cruces to conduct a land swap with the Department of Transportation which freed up adjacent land.

-Sitel was seeking to attract a major new client. MVEDA provided research and demographic evidence illustrating the business advantages which assisted Sitel in winning the account which led to the creation of over 140 new jobs.

“During our start into the Las Cruces market and through our recent expansion, MVEDA has been an Invaluable resource and support to Sitel Las Cruces. The staff and leadership of MVEDA have a strong sense of urgency, follow-through, and professionalism. Most importantly, the MVEDA team understand what it takes to penetrate or grow business in New Mexico.”
John Munoz
Site Director
Sitel

Capacity Building Services



“Workforce development is a core aspect of our mission at Doña Ana Community College. Through MVEDA, and their efforts in identifying industry growth areas and trends, DACC is then better prepared to implement workforce training programs that create the greatest future opportunities for our students and to have an available skilled workforce ready for future employers in Doña Ana County.”

**Dr. Margie Huerta
President**

Doña Ana Community College

“We are appreciative of MVEDA’s support for the Border Industrial Association’s legislative efforts by helping to educate legislators pertaining to these efforts. This new legislation will make our border region more competitive and enable continued job growth and development.”

**Jerry Pacheco
Vice President**

Border Industrial Association

There are many factors that affect business attraction and growth. But there is not one single factor more important to business than having access to a qualified workforce and infrastructure ready sites. In this respect, MVEDA works closely with its educational partners to identify both short and long term industry trends so that they may begin preparing students for those future opportunities. Additionally, MVEDA works with its current clients to understand their immediate skill set requirements so that customized training programs may be implemented. MVEDA also actively works with its industrial partners to identify solutions impeding infrastructure growth in critical areas of the region.

-The Union Pacific refueling station and intermodal facility is one of the largest private sector investment opportunities ever to come to Doña Ana County. MVEDA created a partnership between the Doña Ana Community College and Union Pacific that will create a training program for their 600 future hires.

- Santa Teresa Industrial Parks represent a robust, growing manufacturing sector. Yet critical infrastructure is lacking to accommodate its full potential opportunity. During the 2011 legislative session, MVEDA worked with the Doña Ana Legislative Coalition to support the legislative requests of the Border Industrial Association (BIA). The Governor subsequently signed into legislation a Border Job Bill package this past April 2011.

Economic Advisory Services



MVEDA Board Members and staff sit on a number of regional and state boards and committees and play a critical advisory role in developing the economic policy and vitality of the region. These boards and committees include the New Mexico Economic Development Partnership, the Bridge of Southern NM, Arrowhead Research Park, the Greater Las Cruces Chamber of Commerce, The Hispano Chamber of Commerce, New Mexico Industrial Development Executives Association, and the Doña Ana County 2040 Advisory Committee to name just a few. MVEDA also works regularly with City and County leaders to develop strategies that allow the Mesilla Valley and the NM Borderplex to continue to compete for business both nationwide and internationally.

- In 2004, MVEDA played a critical role in helping develop the Local Economic Development Plan for the City of Las Cruces. This plan set the foundation for the development of land incentives at the West Mesa Industrial Park.

-In 2009, MVEDA lead an effort in the passage of the Local Economic Development Act (LEDA) in Doña Ana County which was unanimously passed by the County Commission. This act has already allowed commitments of state dollars to flow through to Doña Ana County for the creation of economic based jobs.

-MVEDA is currently working with the City of Las Cruces, the Physical Science Laboratory, and Arrowhead Center at NMSU to strategically position and market Las Cruces' airport as a niche and the center for UAV testing and future UAV manufacturing.

“MVEDA plays an integral role in the development of Dona Ana County's economic development strategy. As the primary economic development organization in Dona Ana County, MVEDA works directly with our county staff to be sure that we are positioning ourselves to compete for business and job opportunities.

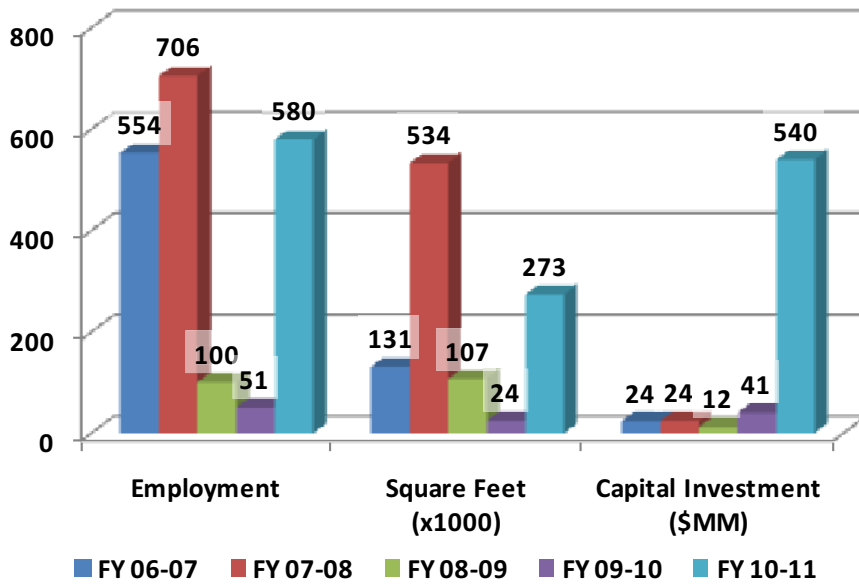
Our partnership provides us with the most cost effective way to position Dona Ana County for economic success.”

**Commissioner Scott Krahling
Doña Ana County**

“Bringing new jobs and creating new opportunities are the focus of MVEDA and the Board of Directors. The partnership between the City of Las Cruces and MVEDA has been exceptional, which has lead into some great projects through many years. The West Mesa Industrial Park continues to bring in companies that are relocating or expanding and the land incentives encourage steady growth. Continuing to support the successes with MVEDA we can build together on future business that will choose Las Cruces as the place to be.”

**Councilor Dolores Connor
City of Las Cruces**

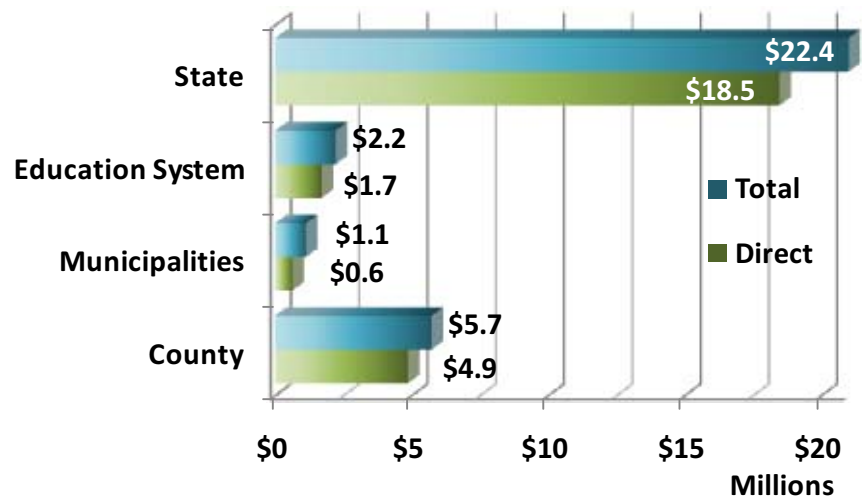
2010-2011 Fiscal Year Results & Impact



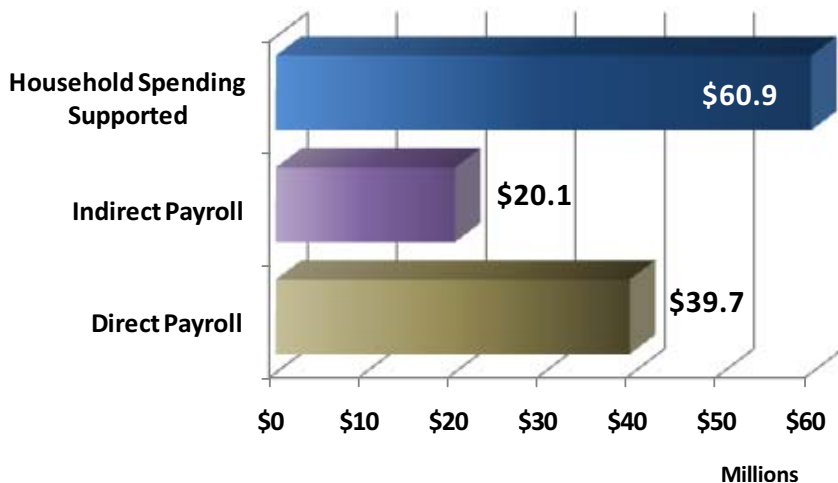
MVEDA capped off one of its best performing years ever helping create over 580 new jobs, contributing to over 270,000sf in commercial real estate absorption, with capital investments totaling over \$540MM. The average salary for these new jobs exceeds \$47,000 per year, nearly 28% above average wages for Doña Ana County.

Economic based jobs provide significant new tax revenues to the State, County, City and School districts. Business growth allows leaders to invest in infrastructure, parks, utilities and everyday services we rely upon each day.

3 Year Tax Revenues



3 Year Economic Impact

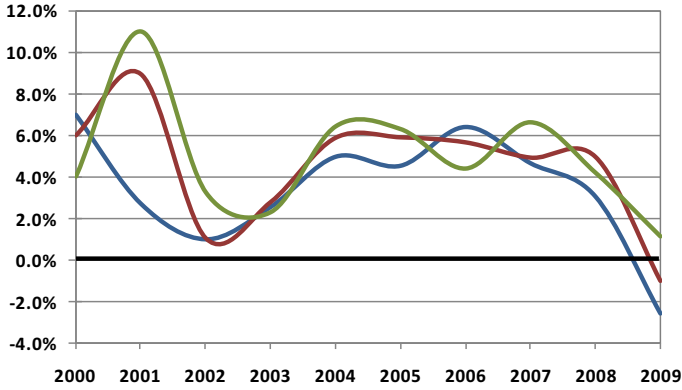


Economic based industries create demand which in turn lead to indirect and induced job creation in other companies. Although MVEDA only reports the direct jobs created, impact analysis shows us that the multiplier of jobs will add over \$20MM in indirect payroll.

Local Economy Dashboard

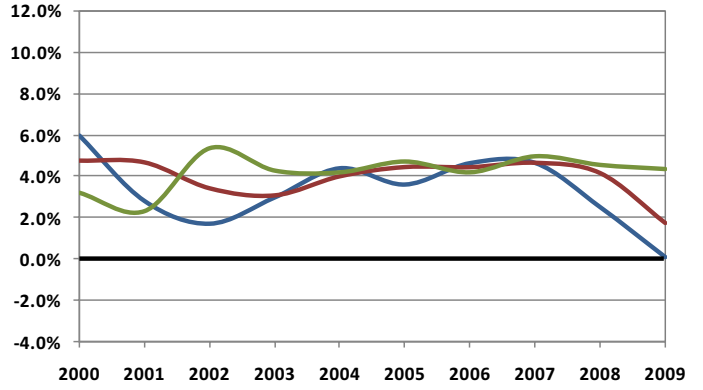
— **US**
 — **NM**
 — **Dona Ana County**
 — **Las Cruces**

**Per Capita Income
Annual % Change**



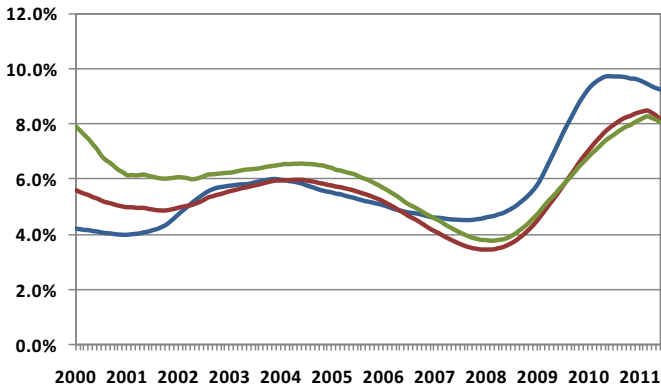
Source: Bureau of Economic Analysis

**Average Wage per Job
Annual % Change**



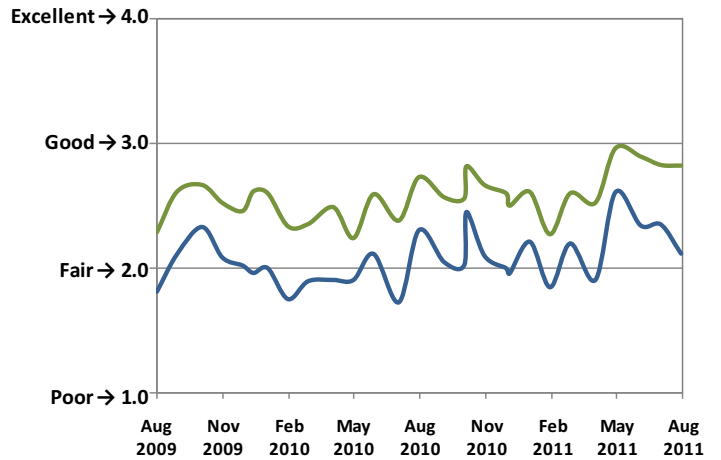
Source: Bureau of Economic Analysis

**Unemployment Rate
12 Month Average**



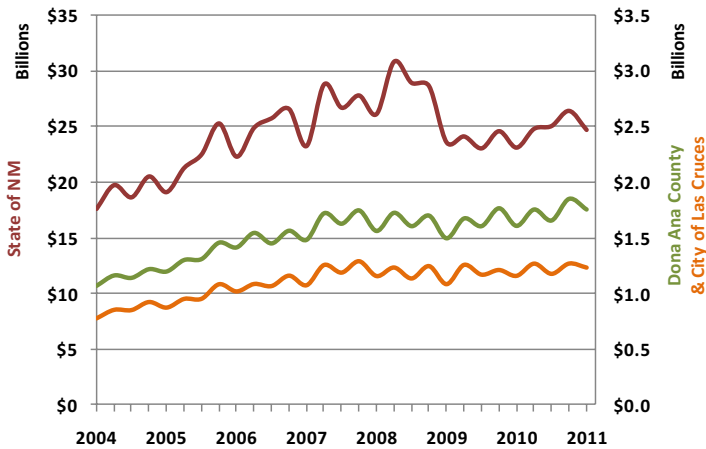
Source: Bureau of Labor Statistics

Business Climate Rating



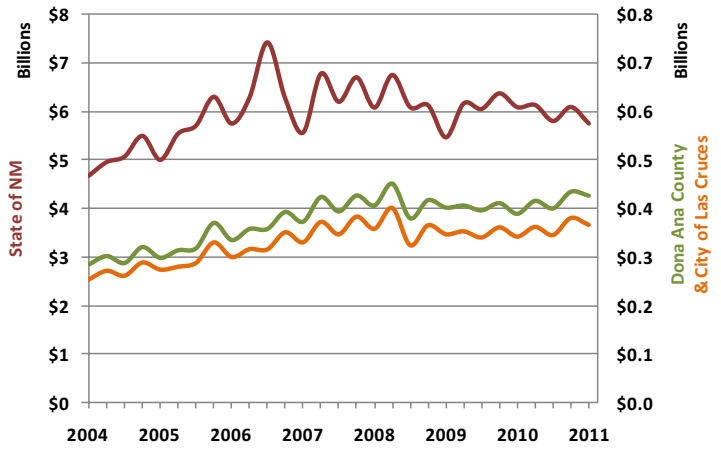
Source: MVEDA Business Climate Survey

Total Reported Gross Receipts



Source: NM Taxation & Revenue Dept.

Total Reported Retail Gross Receipts



Source: NM Taxation & Revenue Dept.

Special Appreciation to Our Partners



City of Las Cruces Doña Ana County Village of Hatch	New Mexico State University Doña Ana Community College Las Cruces Public Schools	New Mexico Economic Development Department
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El Paso Electric
U.S. Bank

Citizens Bank of Las Cruces
 Memorial Medical Center
 MountainView Regional Medical Center
 The Las Cruces Economic Forum
 Union Pacific Railroad
 Wells Fargo Bank New Mexico



Advanced Care Hospital of SNM
 Century Bank
 Comcast
 Las Cruces Sun-News
 Northrise Ventures, LLC
 Rehabilitation Hospital of SNM
 RT Electric, Inc.
 Verde Corporate Realty Services

BBVA Compass
 First American Bank
 Gerald A. Martin, LTD
 Hotel Encanto de Las Cruces
 Jacobs Technology, Inc.
 Jaynes Corporation
 La Posta de Mesilla
 Las Cruces Bulletin
 Las Cruces Machine & Manufacturing
 Pic Quik Stores, Inc.
 Pioneer Bank
 Sapphire Energy
 Steinborn & Associates Real Estate
 Wilson Binkley Advertising & Marketing



Action Equipment Rentals Bank of the West Binns Construction & Realty Bohannon Huston, Inc. Bright View Land Company Brownstein Hyatt Farber Schreck, LLP Builders Source Appliance Gallery Carlisle Energy Services Clifford, Ross & Cooper, LLC Darden Law Firm	FirstLight Federal Credit Union GenCon Corporation Ibarbo Consulting Group, LLC Insta-Copy Imaging Manpower, Inc. Mathers Realty, Inc. McGinley Construction Moss Adams, LLP NAI 1st Valley Realty New Mexico Gas Company	New Tec Ortiz & Lopez, PLLC Pecos, LLC Picacho Mountain PNM Resources Smith & Aguirre Construction Southwestern Abstract & Title SunEdison Wal*Mart Supercenter Wooten Construction
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Art Schobey Interactive ASA Architects, PA Bank '34 Bank of the Rio Grande Central Alarm Chisholm's LLC Dekker/Perich/Sabatini Enchantment Land Certified Development Co.	First New Mexico Bank of Las Cruces Hampton Inn & Suites of El Paso Highland Enterprises Holt-Babington-Mynatt-Martinez, PC Jamie Stull Real Estate Las Cruces Association of Realtors Pat Campbell Insurance Primera Technologies	Roadrunner Pecans Spaceport America Consultants Staybridge Suites Sunland Nursery Co. Telstar Networks The Double Eagle Restaurant The Stringham Law Firm Wendell Hull & Associates
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TOP RANKED: LAS CRUCES NEW MEXICO

“Best Small Metro Areas For Business & Careers”
RANKED 14TH, 2011 Forbes.com

“Best Performing Cities in the U.S.”
RANKED 8TH, Milken Institute 2010

“Top Counties For Jobs”
RANKED 14TH, CNN Money 2010

“Top Recovery Cities in the U.S.”
RANKED 3RD, RelocateAmerica.com 2010

“America’s Top Places for Boomers to Retire”
RANKED 3RD, CNBC 2010

“Top 10 Cities for Real Estate Steals”
RANKED 6TH, U.S. News & World Report 2010

“Best Performing Cities in the U.S.”
RANKED 9TH, Milken Institute 2009

Average Las Cruces elevation: **4,210 feet**

Elevation range within county: **3,730-9,012 feet**

Area Size of City: **76 square miles**

Area Size of County: **3,804 square miles**

Avg. Temperatures (°F):

January	High - 58.1	Low - 28.0
April	High - 77.8	Low - 43.6
July	High - 94.8	Low - 67.2
October	High - 78.5	Low - 45.7

Avg. Annual Sunny Days: 330

Avg. Growing Season (days): 230

Avg. Annual Precipitation: 9.27"

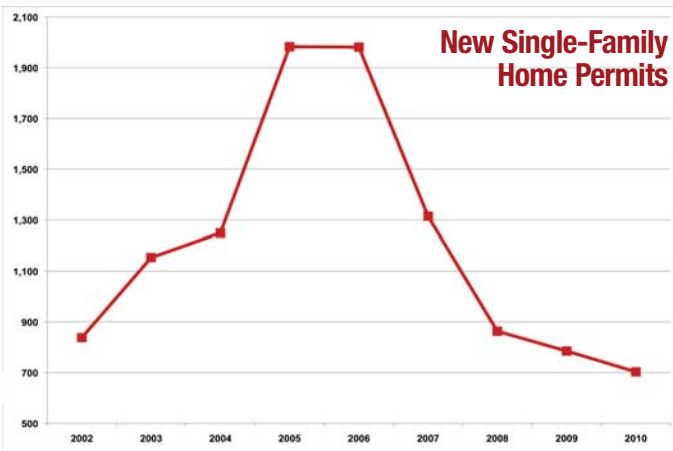
Avg. Annual Snowfall: 3.8"

Avg. Relative Humidity: 27%

Prevailing Winds: Southwesterly

Hospitals:

Hospitals:	4
Hospital Beds (medical):	454
Hospital Beds (RTC/Psychiatric):	157
Churches, Synagogues & Mosques:	215
Hotel Rooms:	2,500
Golf courses:	7
Libraries:	3
Museums:	9
City Parks & Facilities:	81
Crime Rate (2009)	
Violent Crimes per 100,000:	410.5
Property Crime per 100,000:	3,243.3



Housing Costs

Median Sale Price of Existing Home: \$165,000

Median Sale Price of New Home: \$161,880

Housing units available: 1,137

Source: Las Cruces MLIS (2010)

Avg. Monthly Rent for 2 Bdrm. Unfurnished Apt: \$724

Source: ACCRA, 2010 Annual Average

City of Las Cruces

City Manager
City Council
6 Elected by district
Mayor
Elected at large
1,505
164 Officers
Doña Ana County Sheriff's Dept.,
New Mexico State Police
123 firefighters

Class 4
Yes
Yes

Type of Government

**Councilors / Commissioners
Leadership**

**Employees
Police / Sheriff's Department
Other Law Enforcement**

Fire Department

**Fire Insurance Rating
Planning Commission
Zoning Regulations**

Doña Ana County

County Manager
Board of County Commissioners
5 Elected by district
Commission Chairman
Elected by Commissioners
806
143 Officers (main office in LC)
New Mexico State Police

15 firefighters and 350 volunteer
firefighters in 16 volunteer districts
Varies by location/capacity
Yes
Yes





Davin Lopez, President & CEO—davin@mveda.com
Fred Shepherd, Business Development Manager—fred@mveda.com
Les Baldock, Operations Manager—les@mveda.com
Jaclyn AaronsCooke, Research Analyst—jaclyn@mveda.com
Sandi Metz, Executive Assistant—sandi@mveda.com

Helping You Grow Your Business Is Our Business



**Mesilla Valley Economic
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