

# Building a Regional Economy

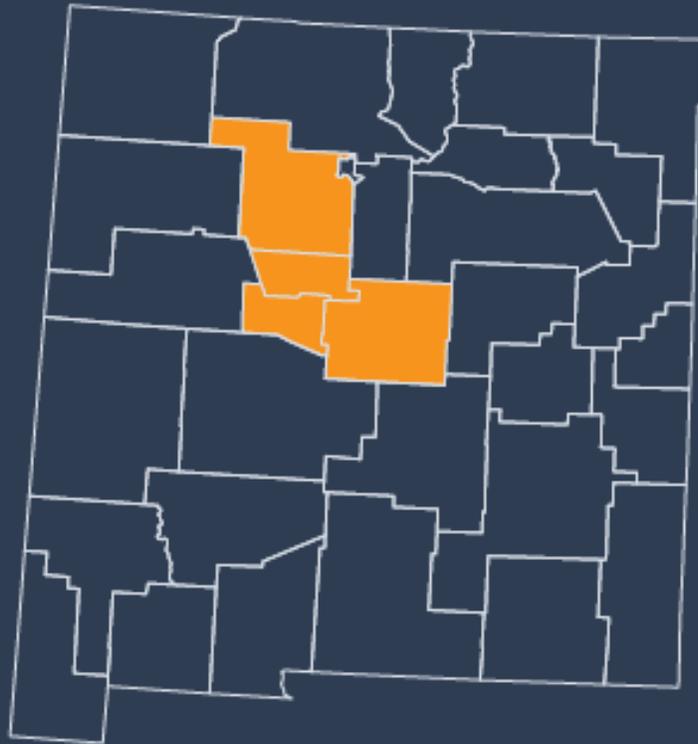
Presentation to  
City of Rio Communities  
Council Special Workshop  
With Economic  
Development Commission  
Oct. 20, 2021



@ABQEconDev

# Supporting the Region

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Servicing **Sandoval, Valencia, Torrance and Bernalillo** Counties with **impact and connectivity opportunities** beyond these specific boundaries

**300** member organizations

**55-member board** of directors

**10 FTE's** on staff

# AED's Impact Over the Years

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- Became a membership organization in 1992 following its evolution from initial roots in 1960
- Assistance offered to more than 1,400 local businesses in outreach program
- Significant advocacy and research efforts in incentive tools and structures
- Since just 2011, recruited/assisted in expansion of 55+ firms and 8,600+ direct new jobs to the metro area

# AED's Impact: 2021 Announcements

*Within 3 years of project announcements, the following direct and indirect impacts are anticipated:*

LOCAL TAX REVENUE

**\$20.1 M**

NEW OR RETAINED  
JOBS

**654**

ADDITIONAL  
INDUCED JOBS

**746**

NEW CAPITAL  
INVESTMENT

**\$112 M**

TOTAL ECONOMIC  
OUTPUT

**\$853 M**

## ANNOUNCEMENTS

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LQ Digital

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Lancs Industries

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American Gypsum/SSC

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Los Poblanos

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Pajarito Powder

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Affordable Solar

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Bueno Foods

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BlueHalo

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MTX Group

# Economies are Regional

WHERE WORKERS WHO LIVE IN CITY OF RIO COMMUNITIES ARE EMPLOYED	COUNT	SHARE
City of Albuquerque	512	40%
City of Belen	119	9.3%
Village of Los Lunas	115	9%
City of Rio Communities	66	5.2%
ALL OTHERS	469	36.6%
TOTAL		100%

Source: US Census On The Map 2018, <https://onthemap.ces.census.gov/>

# AED's Core Areas of Service and Expertise

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Regional, data driven value proposition development, **research and labor analytics**

**Site selection** support, incentive analysis and project advocacy

National consultant and multiplier **marketing, cold lead generation**

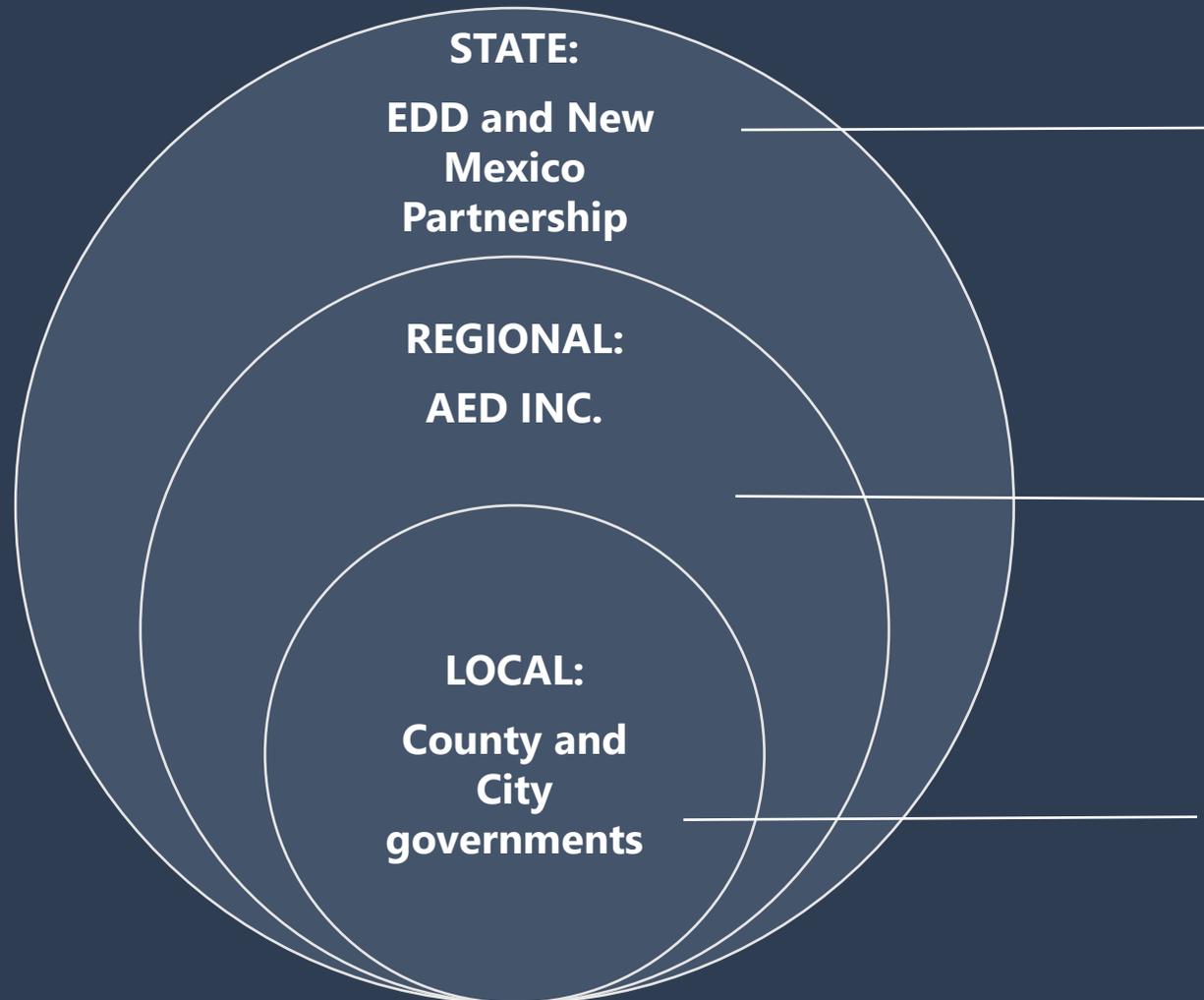
**Existing business growth support and market intelligence**

Regional **workforce strategies and talent** attraction

Policy analysis and toolkit development to **enhance competitiveness**

Membership engagement and programming

# Complementary & Unique Roles of Partner Agencies



## EXAMPLE ROLES:

State level competitiveness and incentive program administration  
State-wide strategy and funding  
Lead generation marketing

Regional data  
Site selection and marketing  
Lead generation and proposal responses  
Toolkit and competitiveness  
Base business growth and market intel

Land use planning, infrastructure  
Local target sector focus  
Permitting and zoning  
Local incentive agreements  
Small business retention and expansion

# ABQ.ORG/2021STRATEGY

**Albuquerque Economic Development**

## 2021 and Beyond: A STRATEGIC PLAN FOR ECONOMIC RECOVERY AND RESILIENCY IN THE ALBUQUERQUE METROPOLITAN REGION

Supporting economic growth in Bernalillo, Valencia, Sandoval and Torrance Counties.

*This plan made possible by:*

- ONE ALBUQUERQUE
- New Mexico GAS COMPANY
- PNM
- Gardenswartz Realty | Century Sign Builders | Dekker/Perich/Sabatini
- Fidelity Investments | Indian Pueblo Cultural Center | Caroline Garcia KPMG

201 Third St. NW, Suite 1900 | Albuquerque, NM 87102 | [www.abq.org](http://www.abq.org)



## Team and Approach

to assist AED in conducting a Strengths, Weaknesses, Opportunities and Threats analysis of the region's competitiveness, target industry clusters, and workforce.

IO, INC was engaged to conduct a Strengths, Weaknesses, Opportunities and Threats analysis through stakeholder input, and in the process engaged directly with more than 80 key individuals, as well as utilized the results of online investor and stakeholder surveys. The firm also reviewed and offered insights and recommendations regarding organizational structure based on best practices regional organizations nationally.

Hickey Global, a part of the Hickey Family of global advisory companies, was retained to complete and deliver a labor analysis, target industry cluster verification and recommendations, competitiveness analysis, ecosystem analysis guidance, and strategic recommendations – all from the lens of a site selection consultancy.

The final recommendations in this Strategic Plan are the result of collaboration and consensus among these independent consulting firms, led by economic development practitioners with a combined 60+ years of experience building and leading best in class regional economic development organizations.

## Team

of an organization and its measures company's culture. It also ensures critical in their shared beliefs and staff brainstorming sessions, team and Task Force feedback:

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partnerships.

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## Takeaways

The Albuquerque region has a positive business cluster message to market nationally.

With against strong competing regions, AED needs to improve organizational capabilities in marketing and business development. A diverse set of high ranking clusters shows the Albuquerque Region to have a balanced portfolio.

Brainpower and IP are already in commercialization.

ity should focus on the

In Renewable Energy, become the green energy capital of the United States, and the model for other markets in the future.

In Manufacturing, focus on reshoring and onshoring opportunities.

## TOP BIG GOAL METRIC:

Rank in the top 25% of mid-sized markets in the U.S. for job growth in 5 years.

# STRATEGIC PLAN SUMMARY CARD

## Guiding Principles

### Collaborators & Connectors

We are collaborators and connectors, starting conversations and enhancing partnerships.

### Ethical & Inclusive

We operate every day ethically and inclusively.

### Educators & Innovators

As experts in our field, we proactively educate, mentor and innovate.

### Resourceful, Reliable & Resilient

We are a resourceful, reliable and resilient team.

## Vision

The greater Albuquerque region will be known and recognized for having the highest quality of life and the most diverse and sustainable economy in the US mountain west.

## Mission

AED leads and executes strategies designed to grow and diversify the economic base of the greater Albuquerque region, creating a prosperous, diverse and inclusive economy and elevating the standard of living for all.

## Strategic Focus Areas

### Diversify the Economy

- Grow site selector outreach
- Develop value propositions and lead gen strategies in target clusters
- Grow existing business program with market intel outreach
- Capitalize on national and global trends

### Establish a National Brand

- Redesign and invest in AED marketing platform
- Launch comprehensive media strategy
- Leverage video content
- Enhance the website, online presence and conversion rate of visitors

### Increase Regional Competitiveness

- Development an ecosystem communication platform
- Align talent attraction, retention and development efforts
- Address opportunities in mobility and transportation
- Support commercial space development
- Deliver evidence based legislative recommendations

### Modernize the AED Organization

- Address organizational structure to enable fundraising needs
- Increase investor engagement and value
- Invest in the pursuit of excellence as an organization, a team and as individual economic developers

## Major Initiatives

- **Think:** Think big and develop a long-term actionable approach for capturing the economic impact that our research institutions make possible.
- **Ensure:** Ensure awareness at all times of our economic standing as a region.
- **Shift:** Shift our perspective and approach to transform to a truly region-serving organization.
- **Respond:** Aggressively respond to needs and opportunities presented as a result of COVID-19 impacts.
- **Create:** Create unique programs targeting the attraction of target cluster companies and knowledge workers. Champion and expand talent need solutions for now and in the future.
- **Establish:** Establish the region as the single most prominent location for aerospace related innovation in the country, actively engage with leading partners and institutions.
- **Expand:** Expand the existing business efforts to a model regional market intelligence program, driving local business growth and informing attraction pipelines.

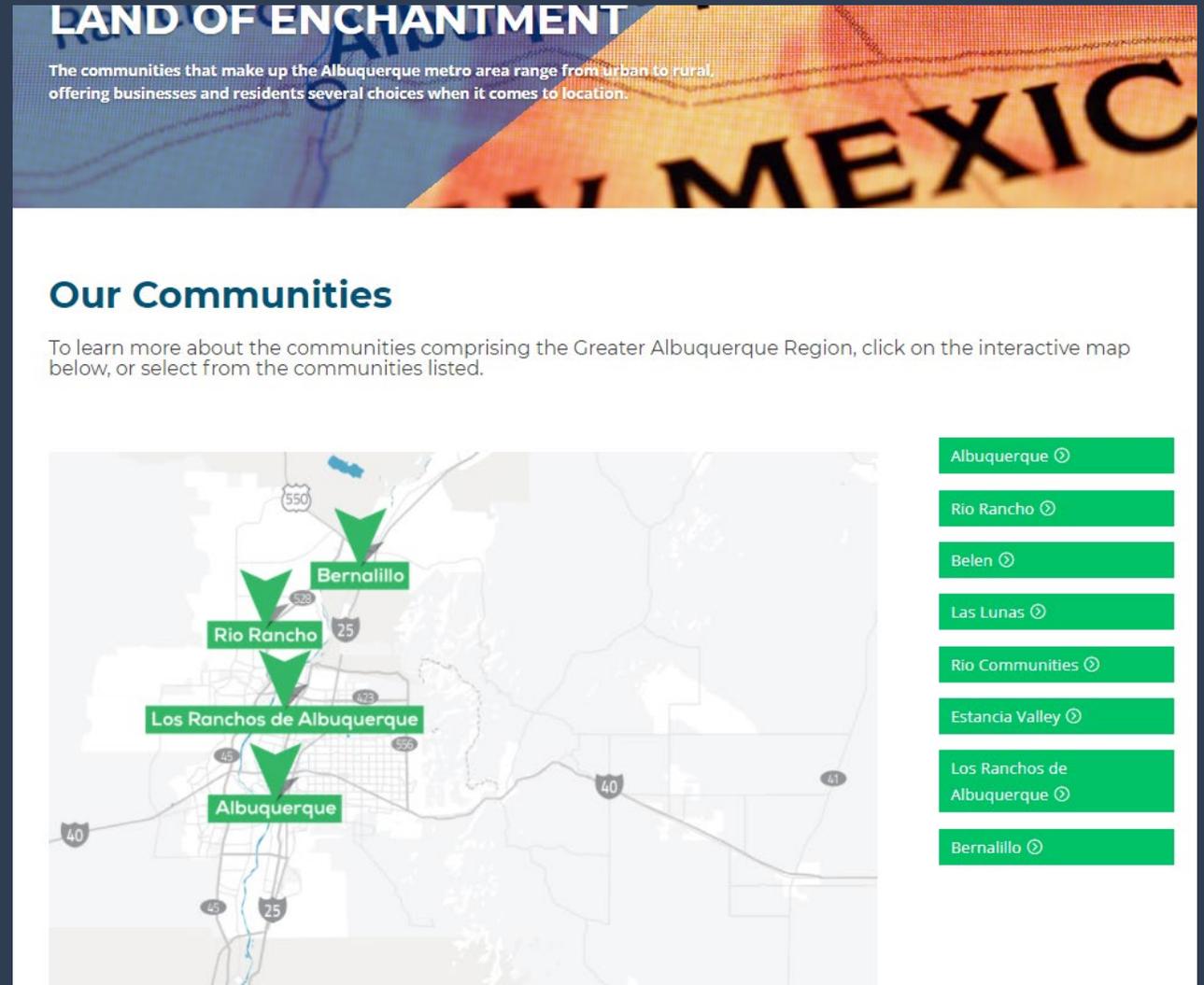
# 2021 Immediate Next Steps

Task	July	August	Sept.	Oct.	Nov.	Dec.
Regional 'ED Pros' Monthly Update Meetings						
Policy Priorities & Plan on Legislator 'Roadshow'						
Fundraising Feasibility Study						
<b>501c3 Transition: Task Force and Execution Launch</b>						
<b>Naming Refresh Task Force: Discussions and Recommendations</b>						
<b>Board Retreat</b>						
Ecosystem Communication Platform Launch						
Website Refresh and Marketing Plan Development						
BRE Program Expansion						
Capital Campaign Launch						

# NEW WEBSITE DESIGN TO HIGHLIGHT COMMUNITY PARTNERS

An interactive map will allow visitors to view community information, including:

- Preferred contact
- Referral URL
- Summary paragraph
- Top 5 featured facts
- Key industries/employers and local goals
- Embedded live custom business and demographic data infographics for each community

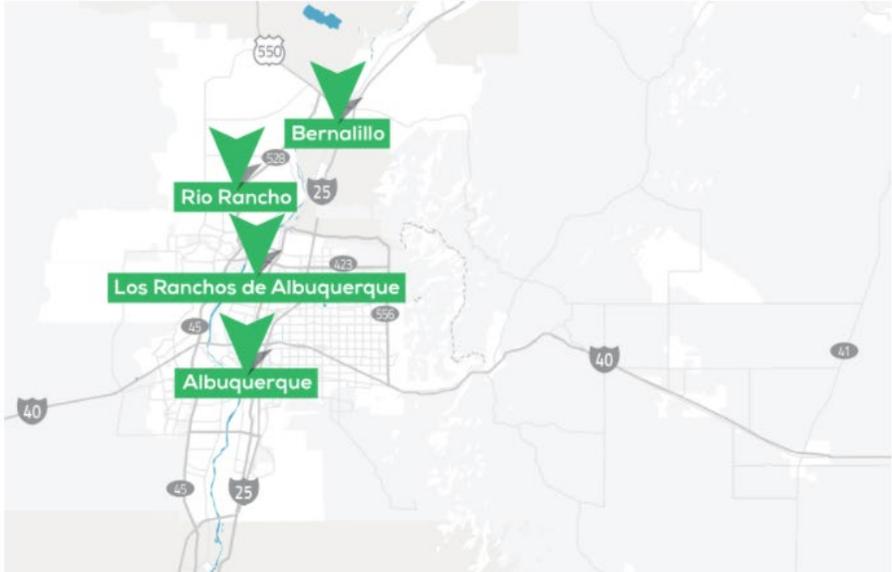


**LAND OF ENCHANTMENT**

The communities that make up the Albuquerque metro area range from urban to rural, offering businesses and residents several choices when it comes to location.

## Our Communities

To learn more about the communities comprising the Greater Albuquerque Region, click on the interactive map below, or select from the communities listed.



- Albuquerque
- Rio Rancho
- Belen
- Las Lunas
- Rio Communities
- Estancia Valley
- Los Ranchos de Albuquerque
- Bernalillo

# EXISTING BUSINESS SURVEY ON COVID-19 IMPACTS

- How can AED and its partners help businesses get back on track?
- BRE tools consultations and assistance
- <https://www.surveymonkey.com/r/AED-covid-impact-survey>

## Covid-19 Impact Survey

### Why this survey?

Since March 2019, the COVID-19 pandemic has impacted almost every area of life. Businesses especially were severely impacted by lockdowns and interrupted supply chains.

Our team at Albuquerque Economic Development wants to know how COVID-19 has impacted the businesses in our community and how we can help your company to get back on track coming out of COVID-19. Please note that the data from this survey will remain strictly confidential.

Whether your firm needs assistance with financing, workforce training, or state and local incentives, a member of AED's Existing Business Development team should be your first call. We can help you learn about the programs, tools and resources available to help you grow your business.



# Available Data Resources and Services for Region

<b>MARKETING &amp; WEB PRESENCE, VIDEO PRODUCTION AND PAID AND EARNED SOCIAL MEDIA</b>	<b>GIS BASED BUSINESS DATA TOOLS, ZOOM TOURS &amp; COMMERCIAL REAL ESTATE LISTINGS</b>	<b>GRANULAR LABOR DATA ANALYSIS AND CUSTOM LOCAL DEMOGRAPHICS</b>	<b>LEAD GENERATION AND PROSPECTING TOOLS FOR NEW OPPORTUNITIES</b>	<b>ECONOMIC IMPACT ANALYSIS AND METRO COMPARISON MODEL</b>
<p>Big Data available through ABQSites.com along with property listing tools and custom community layers, demographics, business data and infographics. A soon to launch regional JOBS BOARD will allow growing firms to post opportunities that will then be marketed to skilled labor.</p> <p><i>Est. Value: \$80,000</i></p>	<p>Website hosting and maintenance cost to provide a trackable, regional promotional tool with integrated data sets and sources, along with social media management and tools. Community-specific level data and comparisons available for all jurisdictions in region.</p> <p><i>Est. Value: \$10,000</i></p>	<p>Using EMSI, AED can analyze labor, job posting, demographic, industry and occupational trends to the 6-digit NAICS code level for any geography in a 10-state region. Cost of living C2ER database provides cost comparisons to articulate value proposition to prospects. The recently launched SizeUp small business tool supports local small business and is free to all seeking regional data.</p> <p><i>Est. Value: \$25,000</i></p>	<p>AED subscribes to data sets such as external market lists, D&amp;B, Site Selector Contact Database, Fortune 500 and Inc. 5000 for lead generation purposes for the region. In addition, hosting of virtual and in person familiarization tour with regional focus.</p> <p><i>Est. Value: \$8,000</i></p>	<p>Hosting and maintaining an economic impact model custom to areas in the region and a metro comparison model allows AED to produce impact reports for all projects and analyze return on investment for local incentives.</p> <p><i>Est. Value: \$23,000</i></p>



ABQSITES.COM

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[ABQ.ORG/SIZEUP](https://ABQ.ORG/SIZEUP)

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# LAUNCHED: ONLINE JOBS BOARD

- <https://www.abq.org/jobs/>
- Free to communities and businesses in the region
- Will allow for marketing of positions by local firms to then be promoted externally

## REGIONAL OPPORTUNITIES

SPONSORED BY



Keeping true to New Mexico's official nickname, the Land of Enchantment, the greater Albuquerque region attracts and retains an educated, skilled and diverse workforce, thanks to the exceptional quality of life, low cost of living and abundant amenities. This is a trifecta that is hard to find in larger metropolitan areas.

Search by job title, company, or keyword...



Relevance

Date

6 jobs



### Lead Qualification Expert

LQ Digital

Albuquerque, NM

Last updated 7 days ago



### Assistant Maintenance Manager

USC Bag Manufacturing, LLC.

Albuquerque, NM

Last updated 2 days ago

Apply on TrueJob



### Warehouse Assistant

USC Bag Manufacturing, LLC.

Albuquerque, NM

Last updated 2 days ago

Apply on TrueJob



### Wide Web Flexographic Printing Press Operator

USC Bag Manufacturing, LLC.

Albuquerque, NM

Last updated 2 days ago

Apply on TrueJob



### PRINTING PRESS TRAINEE

USC Bag Manufacturing, LLC.

Albuquerque, NM

Last updated 2 days ago

Apply on TrueJob



### Bag Machine Operator

USC Bag Manufacturing, LLC.

Albuquerque, NM

Last updated 2 days ago

Apply on TrueJob

MADE POSSIBLE BY





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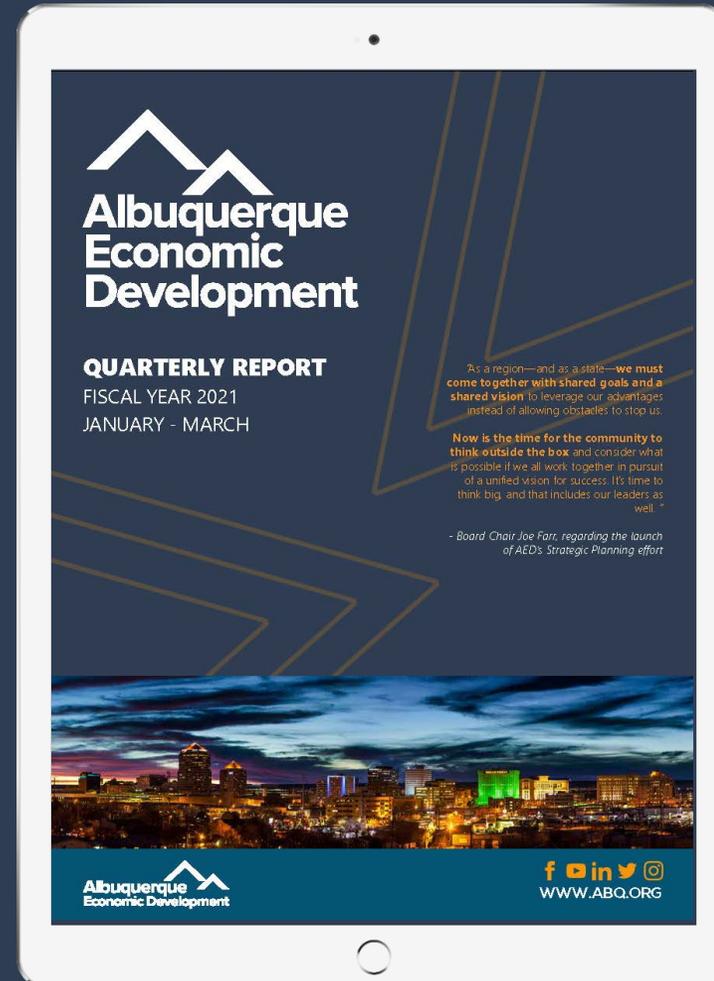
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## FEATURED NEWS

# QUARTERLY REPORTS AVAILABLE

Visit [www.ABQ.org/publications](http://www.ABQ.org/publications)



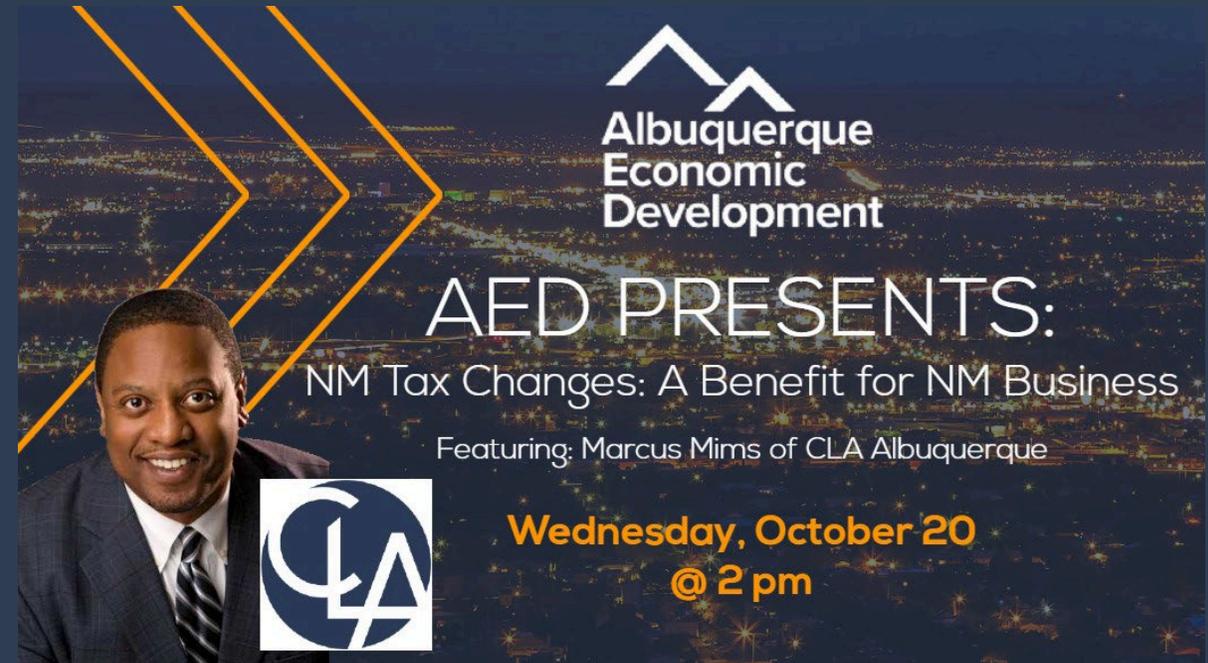
## UPCOMING EVENT

# NM TAX CHANGES WEBINAR

Update from Marcus Mims of CLA Albuquerque regarding new GRT sourcing rules and other changes.

**Free Registration:**  
[www.ABQ.org/events](http://www.ABQ.org/events)

Wednesday, Oct. 20 @ 2 p.m.



Albuquerque  
Economic  
Development

**AED PRESENTS:**  
NM Tax Changes: A Benefit for NM Business  
Featuring: Marcus Mims of CLA Albuquerque

**Wednesday, October 20**  
**@ 2 pm**



## UPCOMING EVENT

# AMBASSADOR TRAINING PROGRAM

This educational program is designed to bring together individuals from AED's far-reaching membership base and community at large – giving them the tools to promote economic development from within.

Location: Valencia County

**Free Registration:** [www.ABQ.org/events](http://www.ABQ.org/events)

Friday, Nov. 19, 2021, 2 – 5 p.m.



## UPCOMING EVENT

# 505 AWARDS AND INAUGURAL ANNUAL DINNER

505 Award Winners will be announced in early November

**Registration:** [www.ABQ.org/2021dinner](http://www.ABQ.org/2021dinner)

December 9, 2021

6 – 9 p.m.



**Albuquerque Economic Development**

# Inaugural Annual Dinner

featuring the 505 Awards

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**Thursday, December 9, 2021**  
**6 – 9 p.m.\***  
**Hotel Albuquerque**

*\*For members, the Annual Business Meeting will be held from 5 – 6 p.m.*

**Business or cocktail attire is requested.**

**Sponsorship, registration and additional details at**  
**[www.ABQ.org/2021Dinner](http://www.ABQ.org/2021Dinner)**

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[www.abq.org](http://www.abq.org)     

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*Nusenda*

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*Rodey Law Firm*

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*Titan Development*

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**Dale Dekker**  
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**Ray Smith**  
*Klinger Constructors, LLC*

**Vincent Herrera**  
*Unite Private Networks*

# THANK YOU



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