



NM Partnership Overview

- NMP Origin
 - ▣ Established in 2003 as an economic development recruiting entity, responsible for creating jobs in New Mexico by attracting companies to locate operations within the state, providing additional/enhanced employment opportunities and increasing the wealth/well-being of the state.
 - ▣ Focus on economic base jobs
 - Manufacturers
 - Non-retail service providers
 - ▣ Private, non-profit EDO structure with funding originating from state
 - Benefit to operating as a state-funded private entity
 - Accountable/measurable goals
 - Equal representation of all New Mexico communities
 - Operate outside government beaurocracy
 - Professional/dynamic staff

NM Partnership Overview

- ▣ Board of Directors appointed by Governor and reflect unbiased goal
 - ▣ 7 public sector
 - ▣ 7 private sector
 - ▣ Secretary of Economic Development
 - ▣ Bipartisan representation from all areas of state

- ▣ Accountable Performance/Success Measures
 - ▣ 2,200 total jobs announced
 - ▣ 900 jobs announced in rural communities (40% of total)
 - ▣ 12 company relocations
 - ▣ 120 projects created
 - ▣ 400 leads generated

NM Partnership Overview

- How do we accomplish this?
 - ▣ Marketing
 - ▣ Actively market the state various means as an attractive location for business
 - ▣ Project Management
 - ▣ Facilitate/assist in the information gathering process upon identification of a project
 - ▣ Community Development
 - ▣ Assist communities in becoming prepared for client inquiries/site visits/locates

Strategic Plan

- Marketing
 - ▣ Identified target industries
 - Reviewed industry recommendations from private studies
 - Requested desired industry targets from communities
 - Identified industries most represented by projects sent from site selectors
 - Identified industries we have had the greatest success in locating to New Mexico

Strategic Plan

- Marketing
 - ▣ Target industries include:
 - Aerospace/defense
 - Back office: headquarters/call centers/shared services
 - Distribution & logistics
 - Electronics
 - Energy-related manufacturing
 - General manufacturing
 - Nanotechnology
 - Optics & photonics
 - Pharmaceuticals/Biotechnology
 - R&D
 - Value-added food production

Strategic Plan

- Marketing
 - ▣ 9+ Sales missions per year to visit site selectors and companies in their offices
 - 4 missions will be to California, as it has been identified as one of the best opportunities to attract companies that are relocating or expanding
 - Utilize our 4 brochures comparing the costs of doing business in California and New Mexico
 - ▣ 10+ Tradeshows per year, with no more than two representing any one industry, in order to maintain diversified targets appealing to the greatest number of communities

Strategic Plan

- Project Management
 - ▣ PRO – Potential Recruitment Opportunity – Process
 - Confidentially distribute information requests for qualified projects to designated economic development organizations throughout NM
 - ▣ Host site visits
 - Coordinate community visits to ensure all client issues/concerns addressed from involved parties (private/state/local/federal)
 - ▣ Announcement coordination/client hand-off
- Community Development
 - ▣ Assist communities in preparing for the client response/site visit process

What we're seeing

- General Industry Trends
 - ▣ Significantly fewer projects out there
 - Global economy woes = less expansion projects
 - Economic/political uncertainty causing companies to stall plans
 - Companies striving for efficiencies/profits not job creation
 - ▣ Increased competition for projects
 - States/communities becoming more aggressive
 - NM struggling to stay competitive from operating cost perspective
- NM Partnership Trends
 - ▣ Announcements/Job numbers down from 2007-2008 highs
 - ▣ Focusing heavily on marketing activities
 - ▣ Adjusting to changes

NM Partnership Changes/Updates

- New Board Members
 - ▣ Current Board of Directors
 - Vice Chairman, Sean Ormand – President, First NM Bank
 - Secretary, Gary Tonjes – President, AED
 - Treasurer, Chase Gentry – Executive Director, CIDC
 - Don Power – Chairman & CEO, Jaynes Corporation
 - Lisa Dunagan – Vice President, US Bank
 - Chuck Hamilton – President & CEO, James Hamilton Construction Co.
 - Lisa Hardison – President & CEO, EDCLC
 - Davin Lopez – President & CEO, MVEDA
 - Thomas Hutchinson – President, Citizens Bank of Las Cruces
 - Jo DiGregorio – President & Owner, Six D inc.
 - Jon Barela – Secretary, New Mexico Economic Development Dept.
 - 4 vacant positions

NM Partnership Changes/Updates

- Smaller Budget
 - ▣ Reduction of staff/staff salaries
 - ▣ Reduction of lease rate
 - Move = significantly less expensive
 - Office now at 110 Second St. NW, Suite 602
 - ▣ Smaller staff presence on marketing activities
 - ▣ More cost conscious
 - ▣ Fewer hosted events
 - ▣ Doing more with less

Moving Forward

- Further leverage partnerships
 - ▣ More community participation on marketing events
 - ▣ Increase community coordination on target identification
- Continue to market the state
 - ▣ Focus on best ROI activities
- How can you help?
 - ▣ Advocate need for focus on economic development
 - ▣ Provide NM Partnership staff with feedback
 - ▣ Get involved

Upcoming Activities

- Sales Missions (June – December)
 - ▣ New England
 - ▣ Northern California
 - ▣ New York, New Jersey, Pennsylvania
 - ▣ Southern California

Upcoming Activities

- Trade Shows (FY 2011-2012)
 - ▣ InterSolar North America
 - ▣ AUVSI Unmanned Vehicles North America
 - ▣ IAMC Fall Forum
 - ▣ IEDC Annual Conference
 - ▣ MD&M Midwest
 - ▣ NBAA
 - ▣ Solar Power International
 - ▣ ISPCS
 - ▣ SPIE Photonics West
 - ▣ IAMC Spring Forum
 - ▣ Interphex
 - ▣ AWEA WindPower
 - ▣ NanoTech

Contact



Questions/Comments?

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