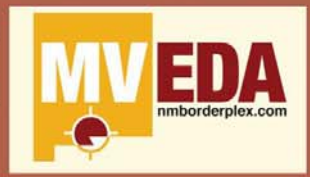


# Investing in NM Borderplex

LAS CRUCES & DOÑA ANA COUNTY

2021  
ANNUAL  
REPORT



# A Letter From -OUR CEO-



All of us here at MVEDA enter the new Fiscal Year 2021-2022 with optimism and excitement. As we are all very aware, the past year has been challenging. Travel restrictions significantly impeded our ability as an organization to conduct traditional outreach and to provide project management services for clients engaged in site selection. We had to quickly pivot and transform our operations to stay productive, relevant, and growing. Trade shows became virtual, Zoom meetings replaced the standard conference call, and digital marketing became the new method for outreach and marketing. However, as the economy opens up again, the excitement of meeting with clients face-to-face and building personal relationships has quickly re-emerged as the preferred method for industry recruitment. This past year has reinforced the fact that economic development is a business of relationships. Decisions for multi-million-dollar expansions and the job creations that comes with them require that clients have the opportunity to spend time on the ground, here in the NM Borderplex, understanding available infrastructure, analyzing workforce skill sets, identifying facilities, and engaging with local leadership. Zoom meetings just cannot replace this. The old cliché "the more things change; the more things remain the same" is never more accurate than it is right now. Moving forward into the new year, we will employ many of the new technology-related marketing tools we have been utilizing, but our staff is excited to hit the road again with an aggressive calendar of site selector prospecting missions, industry trade show interactions, and directly discussing all the advantages as to why companies should invest and locate in Las Cruces & Doña Ana County. Nevertheless, as you read through this report, you will see that we have had a very strong year for industry recruitment and job growth. Qualified prospect leads were up 46% over the previous fiscal year. Direct job announcements increased by 45%, annual associated payroll was up 51%, and capital investments increased by 13%. MVEDA thanks all our partners and stakeholders for your support and we truly hope you share in the pride of this success.

We could not have done this without you!

Sincerely,

**Davin Lopez**  
President & CEO



## OUR TEAM



**LES BALDOCK**

VP Operations



**ERIC MONTGOMERY**

VP Business Development



**BRIAN GARCIA**

Project Management  
& Systems



**ELDELISA NAVA**

Stakeholder Engagement



"We will always have Paris." This seminal line from the classic movie "Casablanca" captures the way I feel about my time as Chairperson for this great organization, "I will always have COVID". COVID-19 is the watermark for my leadership term at Mesilla Valley Economic Development Alliance and I want to thank the board members and staff who lead MVEDA during this trying time. They are all true community servants to the Mesilla Valley and region. Moving towards Fiscal Year 2022, we have great momentum and exceptional results from fiscal year 2021. Growth and onshoring business recruitment are highlights themes of last year and should hold true through 2022 in the MVEDA Borderplex. Our board is more diverse in representing our region, investor industry sectors, gender, and ethnicity than it has ever been - another fact I am very proud of from my tenure as Chairperson. MVEDA is growing it's staff, which allows us to expand marketing both domestically and internationally. Financially we are in great shape thanks to commitments by the board to grow and recruit more investment to MVEDA's mission and vision. Along with staff always closely watching the bottom-line, MVEDA is well positioned to grow.



The outstanding results from staff this COVID year are highlighted throughout our report. MVEDA exceeded many goals set for Fiscal Year 2021 and the pipeline for potential business recruitment is full. Davin Lopez, Les Baldock, Eric Montgomery, Brian Garcia, and Eldelisa Nava will exceed the very high bar set for Fiscal Year 2022. Christine Wright, CPA, CGMA with Beasley Mitchell Co., will begin her tenure as MVEDA's new Chairperson, which leaves MVEDA in very capable hands. I want to thank our board for being very present and accountable as we thrived during these last two years. To MVEDA's executive committee - thank you for your continued leadership. I want to highlight both Kevin Tegmeyer and Terianne Morrison Everhart for your willingness to serve and put the organization first. With that, please enjoy this report and I hope as your read through the report you are left with the optimism I had after reviewing the draft.

Sincerely,  
**Rico Gonzales**  
Board Chairman

## BOARD OF DIRECTORS

### **RICO GONZALES**

Chairman  
El Paso Electric

### **CHRISTINE WRIGHT**

Vice Chair  
Beasley Mitchel & Co.

### **HILDEBERTO MORENO**

Secretary  
Ironhorse Resources Development

### **JACOB SLAVEC**

Treasurer  
NAI 1<sup>st</sup> Valley

### **ED CAMDEN**

Past Chair  
Southwest Steel Coil, Inc.

### **LORENZO ALBA, JR.**

Executive Committee  
Casa de Peregrinos, Inc.

### **SEAN BARHAM**

Las Cruces Public Schools

### **JOE BULLOCK**

First American Bank

### **GIOVANY DANIEL**

Union Pacific Railroad

### **GARY ESSLINGER**

Elephant Butte  
Irrigation District

### **TERRIANE MORRISON EVERHEART**

Berkshire Hathaway  
Home Services

### **JOHN HARRIS**

Memorial Medical Center

### **MIRIAM KOTKOWSKI**

Omega Trucking, Inc.

### **DEBBI MOORE**

Greater Las Cruces  
Chamber of Commerce

### **LENNY MARTINEZ**

New Mexico State University

### **KEVIN MERHEGE**

WestStar Bank

### **CYNTHIA PINA**

El Paso Electric Company

### **COMMISSIONER MANUEL SANCHEZ**

Doña Ana County

### **COUNCILOR GILL SORG**

City of Las Cruces

### **TRAVIS TARRY**

Citizens Bank of Las Cruces

### **KEVIN TEGMEYER**

RT Electric, Inc.

### **MONICA TORRES, PH.D.**

Doña Ana Community College

### **JOHN DARDEN**

Board Counsel  
Darden Law Firm

### **JOHN HUMMER**

Ex-Officio  
Steinborn TCN Commercial Real Estate

### **TOM HUTCHINSON**

Ex-Officio  
La Posta de Mesilla

### **BG DAVID TRYBULA**

Ex-Officio  
White Sands Missile Range



# The **MVEDA MISSION**

**GROW THE WEALTH AND  
HEALTH OF THE REGION  
THROUGH THE CREATION OF  
ECONOMIC-BASED CAREER  
OPPORTUNITIES FOR IT'S  
RESIDENTS.**

---



## **BOARD INVOLVEMENT**

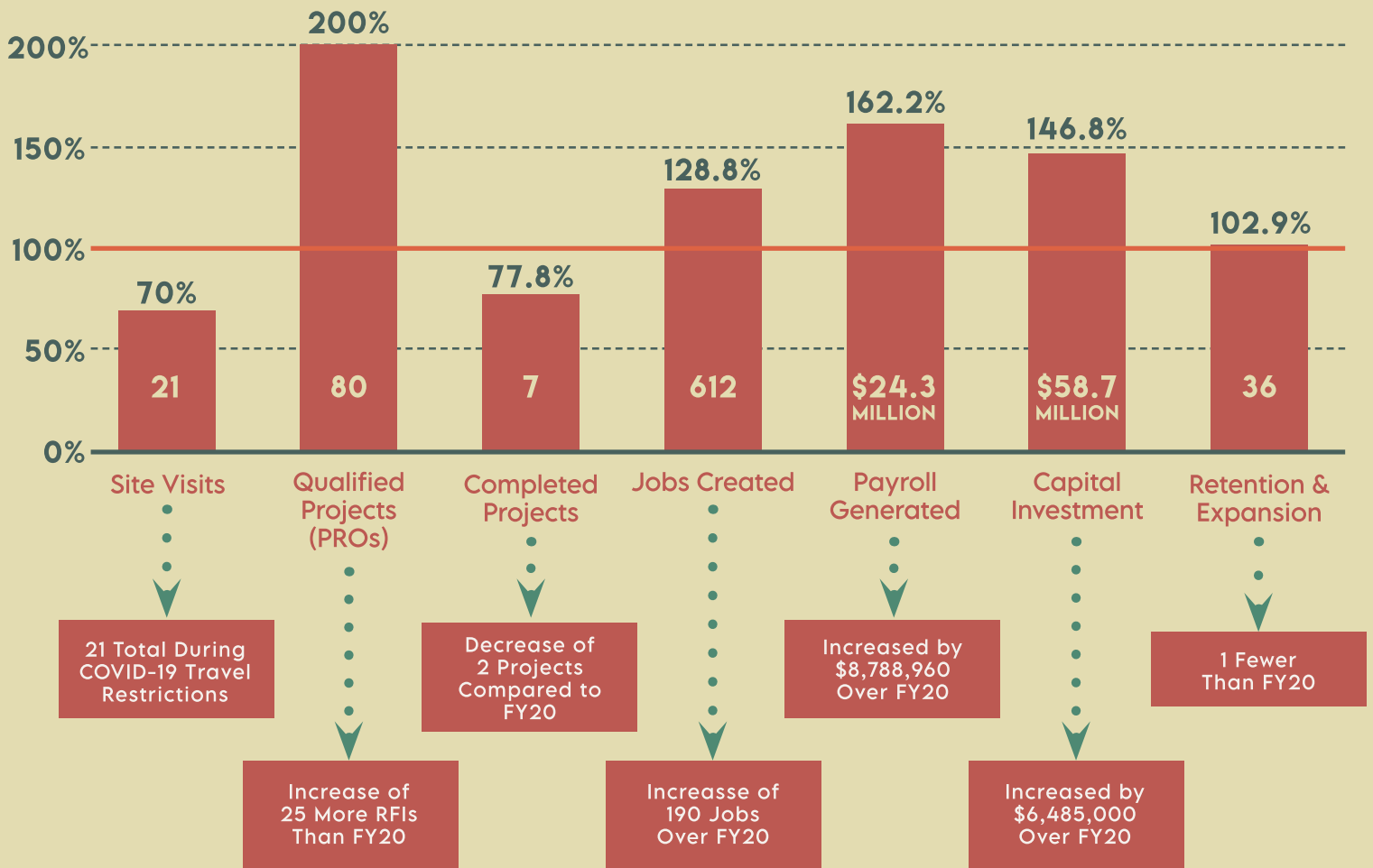
MVEDA staff serves on the following boards to promote our communities' economic development interests:

- » Association of Commerce and Industry (ACI)
- » NM IDEA
- » NM First
- » NM Economic Development Partnership
- » Arrowhead Inc.
- » Bridge of Southern NM



# MVEDA DASHBOARD

Percentages are relative to goals set forth by MVEDA.



## MVEDA WELCOMES

New & Expanding Companies to the NM Borderplex

**MASS MARKETS**

**LASEN INC.**

**XXENTRIA**

**PROJECT H20**

**CONCENTRIX**

**CYMMETRIK**

**PRENT THERMOFORMING**



# Community RO1

5-YEAR NET NEW  
HOUSEHOLD  
SPENDING IMPACT

**\$111.23 MIL**

Powered By



**HOUSING  
32%**

Mortgage & Rent: \$16,016,895

Utilities: \$8,116,675

Repairs, Furnishings, & Other: \$7,452,306

Property Taxes: \$3,892,995

**MEDICAL  
2%**

Medical Services: \$1,557,198

Drugs & Supplies: \$1,334,741

MVEDA utilizes impact analysis systems provided by Applied Economics. Total 5-year household spending figures are estimated forecasts and derived from the total jobs, capital investment, and total payroll MVEDA helped create in FY 20-21, as found on page 9 of this report.

## RETAIL 20%

Groceries: \$9,231,959  
Apparel: \$4,004,224  
Education, Personal, & Misc. Services: \$5,116,507  
Other Retail: \$3,448,081

## ENTERTAINMENT 11%

Restaurants & Bars: \$5,895,106  
Entertainment & A/V Equipment: \$4,671,594  
Pets, Toys, Hobbies: \$1,779,654

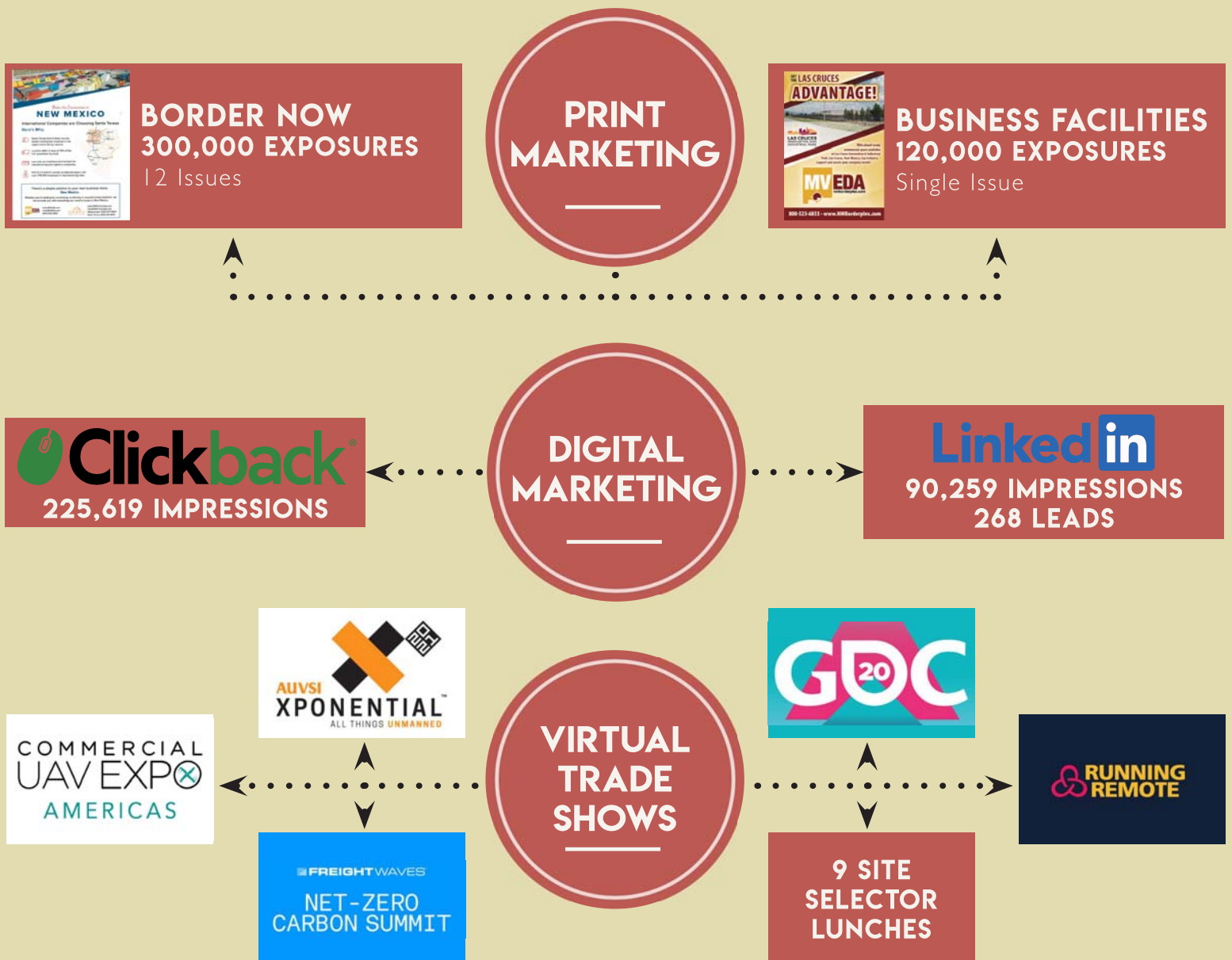
## VEHICLE 15%

Gas & Motor Oil: \$6,006,334  
New & Used Cars: \$5,783,880  
Vehicle Repairs & Other Expenses: \$3,559,309  
Public Transportation: \$1,112,284

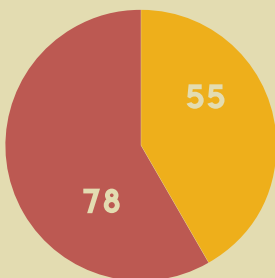
## FINANCE & INSURANCE 20%

Pensions: \$11,678,985  
Cash Contributions: \$3,781,767  
Health Insurance: \$3,670,538  
Vehicle & Life Insurance: \$3,114,396

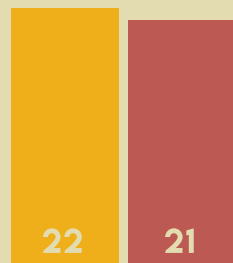
# MARKETING



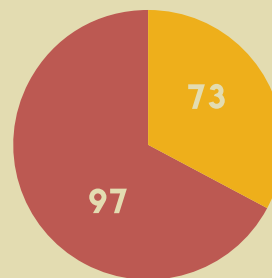
## Results



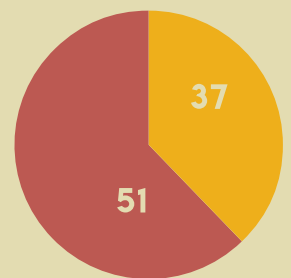
Increase of 41.8% More PROs than FY20



One Fewer Site Visits Despite COVID-19 Travel Restrictions



Increase of 32.9% More Leads than FY20



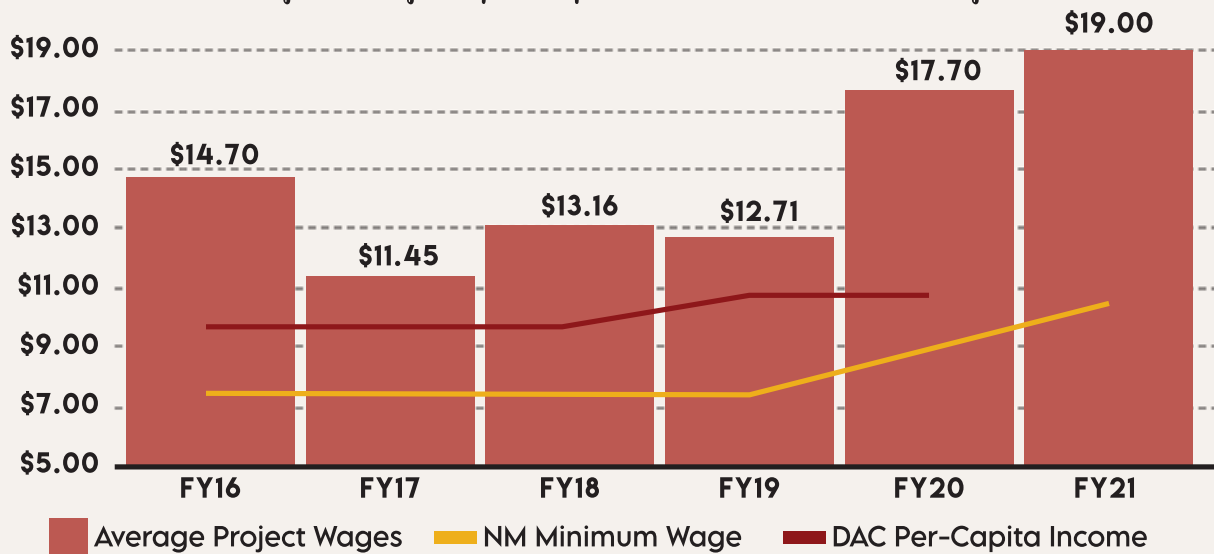
Increase of 37.8% More MVEDA-Driven Leads than FY20

■ FY20 ■ FY21



# 5-YEAR COMPARISONS

## Average Wages of Completed MVEDA Projects



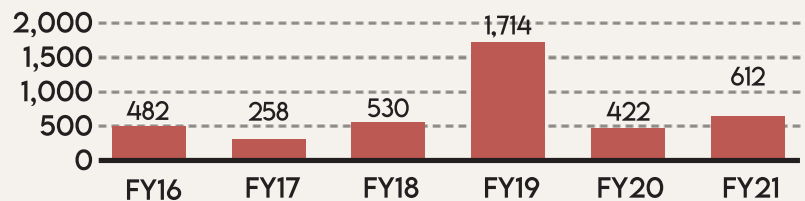
**\$19.00**

**Avg. Hourly Wage  
of Projects brought in  
by MVEDA**

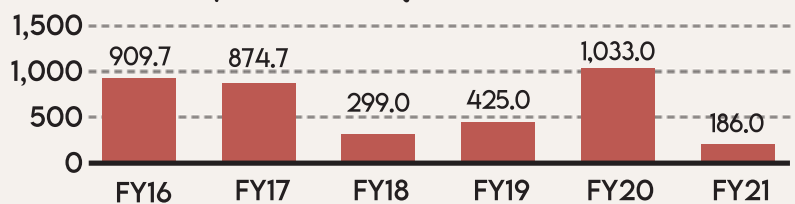
**35.3%**

**Higher  
Than Doña Ana County  
Per-Capita Income**

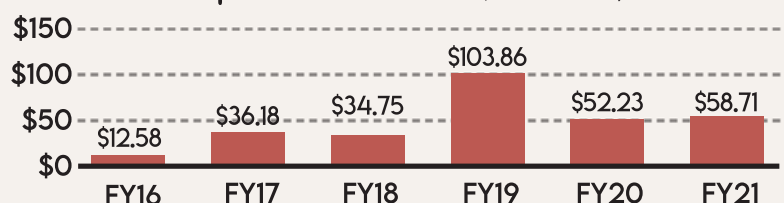
## Jobs Created



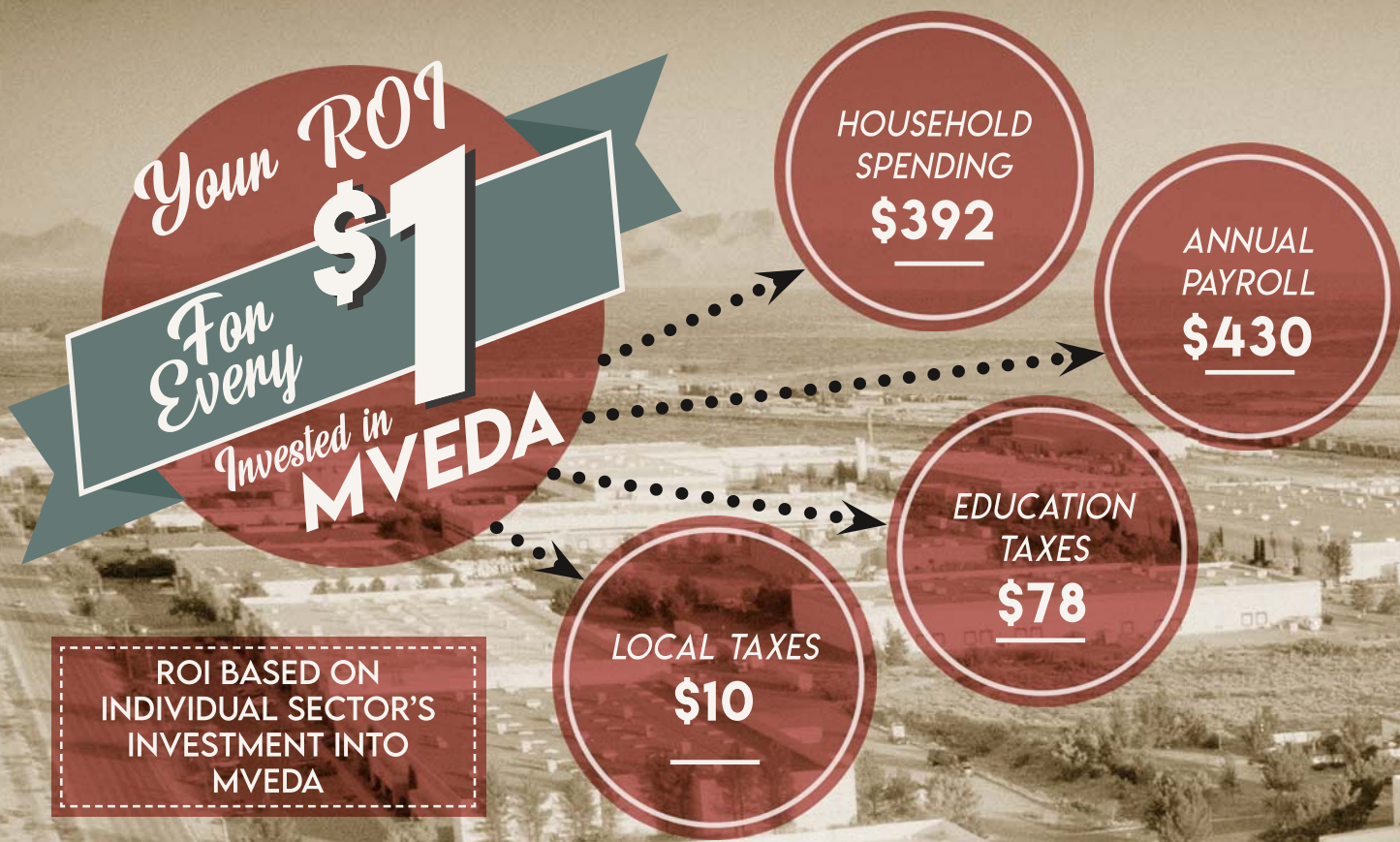
## Square Footage (Thousands)



## Capital Investment (Millions)







## REVENUE BUDGET FY 2020 - 2021

CITY OF LAS CRUCES  
\$200,000

DOÑA ANA COUNTY  
\$200,000

EDUCATION PARTNERS (NMSU, DACC)  
\$31,000

NM ECONOMIC DEVELOPMENT  
\$25,000

PRIVATE SECTOR  
\$250,000

SPONSORSHIPS & SPECIAL EVENTS  
\$33,500

INTEREST INCOME  
\$500

OPERATING BUDGET  
**\$740,000**

## PUBLIC PARTNERSHIPS



**NEW MEXICO**  
ECONOMIC DEVELOPMENT



# THANK YOU TO OUR PARTNERS!



## Gold Partners

Comcast  
Ironhorse Resources  
LoyaWilke Architects  
Memorial Medical Center  
Pic Quik Stores, Inc.  
RT Electric, Inc  
Rehabilitation Hospital of SNM

Strategies 360  
The Borderplex  
Bi-National Alliance  
The Las Cruces Economic Forum  
Wells Fargo  
Zia Natural Gas Company

## Silver Partners

Admiral Cable, Inc.  
Beasley Mitchell & Co., LLP  
Fastwave.Biz  
First American Bank  
Jaynes Corporation  
Journey Construction

La Posta de Mesilla  
NAI 1st Valley Realty  
Pioneer Bank  
Southwest Steel Coil  
Steinborn TCN Commercial Real Estate  
Wilson Binkley Advertising

## Copper Partners

Advanced Care  
Hospital of SNM  
ASA Architects, PA  
Berkshire Hathaway  
Home Services  
Chisholm's LLC  
Courtyard Las Cruces  
Dekker/Perich/Sabatini

Doña Ana County  
Farm & Livestock  
Bureau  
Elephant Butte  
Irrigation District  
First New Mexico Bank  
of Las Cruces  
Hacienda de Mesilla

J.H. Rose Logistics, LLC  
New Mexico Oil & Gas  
Association  
Pat Campbell  
Insurance  
Rawson Inc. Builders  
Supply  
SDV Construction

Sun City Plumbing  
& Heating  
Tammy Gray, Liberty  
Mutual Agent  
Twilight Enterprises  
Village of Hatch  
WaFd Bank  
WHA International, Inc.

## Bronze Partners

American Document  
Service  
Axiom CPAs and Business  
Advisors  
Bank '34  
BBVA USA  
BNSF Railway  
Bohannon Huston, Inc.  
Burrell College of  
Osteopathic Medicine

CDP, Inc.  
Century Bank  
Document Solutions Inc.  
Doña Ana Title  
Hakes Brothers, LLC  
Jacobs Technology, Inc.  
Las Cruces Association  
of Realtors  
Las Cruces Machine &  
Manufacturing

L&M Asset Management  
McGinley Construction  
Omega Trucking, Inc.  
Overhead Door of  
Las Cruces  
Payment 1 Financial  
Smith & Aguirre  
Construction  
Souder, Miller &  
Associates

Southwestern Abstract  
& Title  
Staybridge Suites  
Sutin Thayer & Browne  
Tresco  
Vescovo Toyota  
W Silver Recycling  
Western Heritage Bank  
WestStar Bank  
ZTEX Construction, Inc.



*Mesilla Valley Economic  
Development Alliance*

(575) 525-2852  
WWW.MVEDA.COM

277 E. AMADOR, STE. 304  
PO BOX 1299  
LAS CRUCES, NM 88004-1299

