

A large solar panel array is shown in a desert landscape. The panels are dark blue with a grid of white lines. They are mounted on a metal frame and are tilted towards the sky. The ground is dry and brown. The sky is blue with some light clouds. The text "New Mexico Partnership" is written in bold white font, and "Creating Opportunity for New Mexico" is written in a smaller white font below it.

New Mexico Partnership
Creating Opportunity for New Mexico



MISSION

According to the contract in place with the Economic Development Department (which provides funding), the NM Partnership's mission is to create new jobs in New Mexico by recruiting economic base companies from outside the state to establish operations here. Economic base companies export goods and services and thereby bring new dollars into the state, generating wealth rather than merely re-circulating existing monies.

This clear, singular focus for the NM Partnership has resulted in more than 12,000 jobs brought to the state since 2003. At least 40% of the jobs recruited to the state are required to be in rural New Mexico. In fiscal year 2010, the partnership exceeded this goal by locating 95% of its newly-created jobs in rural communities.



Economic development seeks to improve the economic well-being and quality of life for a community, by creating jobs and opportunities that facilitate growth and provide a stable economy. Initiatives include the process and policies by which the community improves the economic, political, and social well-being of its people.

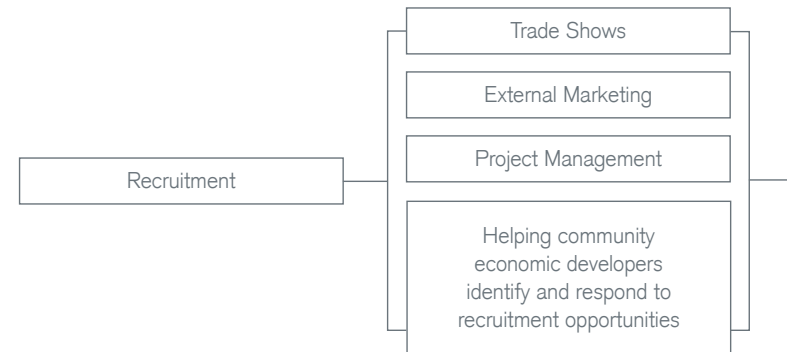
WHAT WE DO

The NM Partnership recruits competitive, quality companies to both rural and urban New Mexico that generate good economic base jobs, increased capital investment, and provide a platform for enhancing and sustaining the state's economic vitality.

Efforts include recruitment at trade shows, sales missions, project management and development. Furthermore, by analyzing the attributes of individual communities across the state, we are able to assist community leaders in determining which industries and companies are most suitable for them.

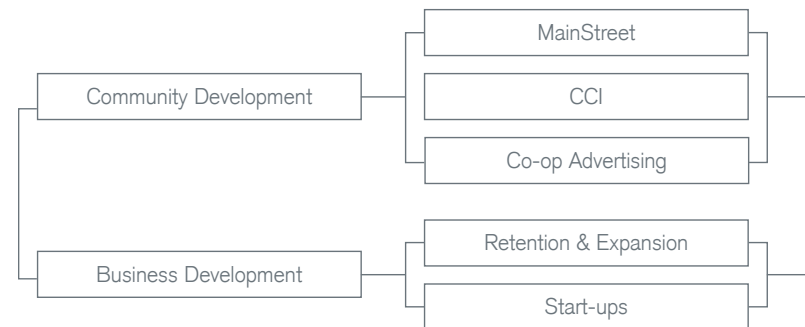
NEW MEXICO PARTNERSHIP

Attracts resources from outside New Mexico



NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT

Develops New Mexico's Internal Resources



**JOB
CREATION**

LEAD GENERATION

Sales Missions
Trade Shows
External Marketing



PROJECT DEVELOPMENT

PROs
Community Responses
Site Visits



PROJECT LOCATION

Leadership Support
Negotiations
Announcement

RECRUITMENT PROCESS

The NM Partnership analyzes the leads it acquires and follows up with those deemed most likely to result in viable projects. A lead is anyone interested in considering expanding or relocating to New Mexico, and when that client can specify real estate and labor needs a project file is created. We cloak each client's identity to protect confidentiality, and then distribute the project file details to every community in the state that has requested notification of such opportunities. It is up to each community to decide whether a particular project would be a good fit for their area. If a community is interested in an opportunity, they respond by sending in the requested local information. We take all local responses, add the requested state information, and send the completed package to the client company. We encourage clients to consider all parts of New Mexico rather than just Albuquerque, and act as a single point of contact for clients to provide a cohesive message and to simplify interactions for them.

The NM Partnership continues to lead the project through the consideration process as New Mexico competes with other states. When the client has selected a community and made a substantive move toward locating in New Mexico, we assist with making a public announcement in which state leaders, the local community, and the NM Partnership all share the credit for successfully bringing the company to New Mexico.

LEAD GENERATION

The NM Partnership attends 10 to 14 trade shows each year, generating hundreds of leads. We attend several shows in the renewable energy industry, an that industry has been a focus for New Mexico, having received international interest from alternative energy companies. We also attend general manufacturing, aerospace and electronics trade shows, as New Mexico has proven to be competitive for such projects. The NM Partnership seeks advice from communities about what trade shows to attend. Attendance at several shows has been at the request of local economic development groups.

Trade shows are useful for making initial contacts, but these need to be succeeded by more intensive follow-ups. Therefore, the NM Partnership goes on sales missions every month to visit companies across the country in their current locations. These sales missions started four years ago, and in those four years we have visited 540 companies in their offices. In addition to visiting companies directly, we visit site selectors who assist companies with location decisions. Long-term relationships have been formed with dozens of site selectors across the U.S. and Canada. These relationships have proven very advantageous and have led to many of the best projects that the NM Partnership has been able to present to local communities.

Some companies contact the NM Partnership after hearing about the organization through word-of-mouth, or after discovering the company's website. Other leads are relayed from the Office of the Governor. We occasionally assist communities in recruiting companies to their areas when the communities have generated their own leads and would like the expertise of the NM Partnership to aid in the recruitment effort.

COMMUNITY TARGETING ANALYSIS

Many rural communities aren't certain what types of businesses would best suit them and would like industry targeting assistance. At their request, the NM Partnership analyzes the attributes of rural communities across the state to determine the best targets for each. Targeting, as this technique is known, is well recognized for successful economic development marketing and assists us in understanding what companies and communities need when searching for economic partnership.

The process of targeting includes reviewing community locations and industry expansions; assessing the economic development strengths and weaknesses of a community; examining a company's supply chains and comparing them to an area's strengths; and selecting the active industries that best match the strengths of a region as the best targets.

Sales missions and trade show targets are altered based on these analyses. Over the last few months we have visited and thoroughly interviewed key people in six rural communities active in economic development, and more analyses will be performed in the future.



Company locates in New Mexico over the last three years

YEAR	U / R	COMPANY	LOCATION	JOBS YEAR 1	JOBS YEAR 3	APPROXIMATE CAPITAL INVESTMENT
10	URBAN	FRAUNHOFER	ALBUQUERQUE	30	40	–
10	RURAL	AERSALE, INC.	ROSWELL	100	200	–
10	RURAL	GA SOLAR	SANTA ROSA	300	450	–
10	RURAL	CD/2	GALLUP	16	39	\$ 2,000,000
10	RURAL	JOHNSON PLATE & TOWER	SANTA TERESA	50	150	–
09	RURAL	ESOLAR	SANTA TERESA	20	20	–
09	RURAL	EXPEDITORS	SANTA TERESA	30	30	–
09	RURAL	PRECHECK (HEADQUARTERS)	ALAMOGORDO	0	50	–
09	URBAN	REELZCHANNEL	ALBUQUERQUE	120	200	–
09	URBAN	MOLINA DATA CENTER	ALBUQUERQUE	15	15	\$ 25,000,000
09	URBAN	HEWLETT PACKARD	RIO RANCHO	200	1,300	–
08	RURAL	MENLO LOGISTICS	SANTA TERESA	66	66	–
08	RURAL	MCS	SANTA TERESA	20	60	\$ 120,000
08	RURAL	SCHAEFER OUTFITTERS	MESILLA PARK	10	50	\$ 540,000
08	URBAN	FIDELITY INVESTMENTS	ALBUQUERQUE	300	1,250	\$ 69,000,000
08	URBAN	SCHOTT SOLAR, INC.	ALBUQUERQUE	350	1,500	\$ 500,000,000
08	RURAL	DA, INC.	SANTA TERESA	42	50	\$ 2,500,000
08	URBAN	ALLSTATE INSURANCE CO.	LAS CRUCES	0	259	\$ 3,000,000
08	RURAL	AMERICAN MEDICAL ALERT CORP.	CLOVIS	100	150	\$ 400,000
08	URBAN	KIMAGING, INC.	ALBUQUERQUE	4	6	–

OVER 12,000 JOBS CREATED SINCE INCEPTION

Our role in the partnership

We assist companies interested in locating to New Mexico with community and site selection, incentives, real estate, workforce, training, operating costs, and state programs. We are eager to address any questions you may have regarding the state and how you can become a part of and prosper in this land of enchantment.



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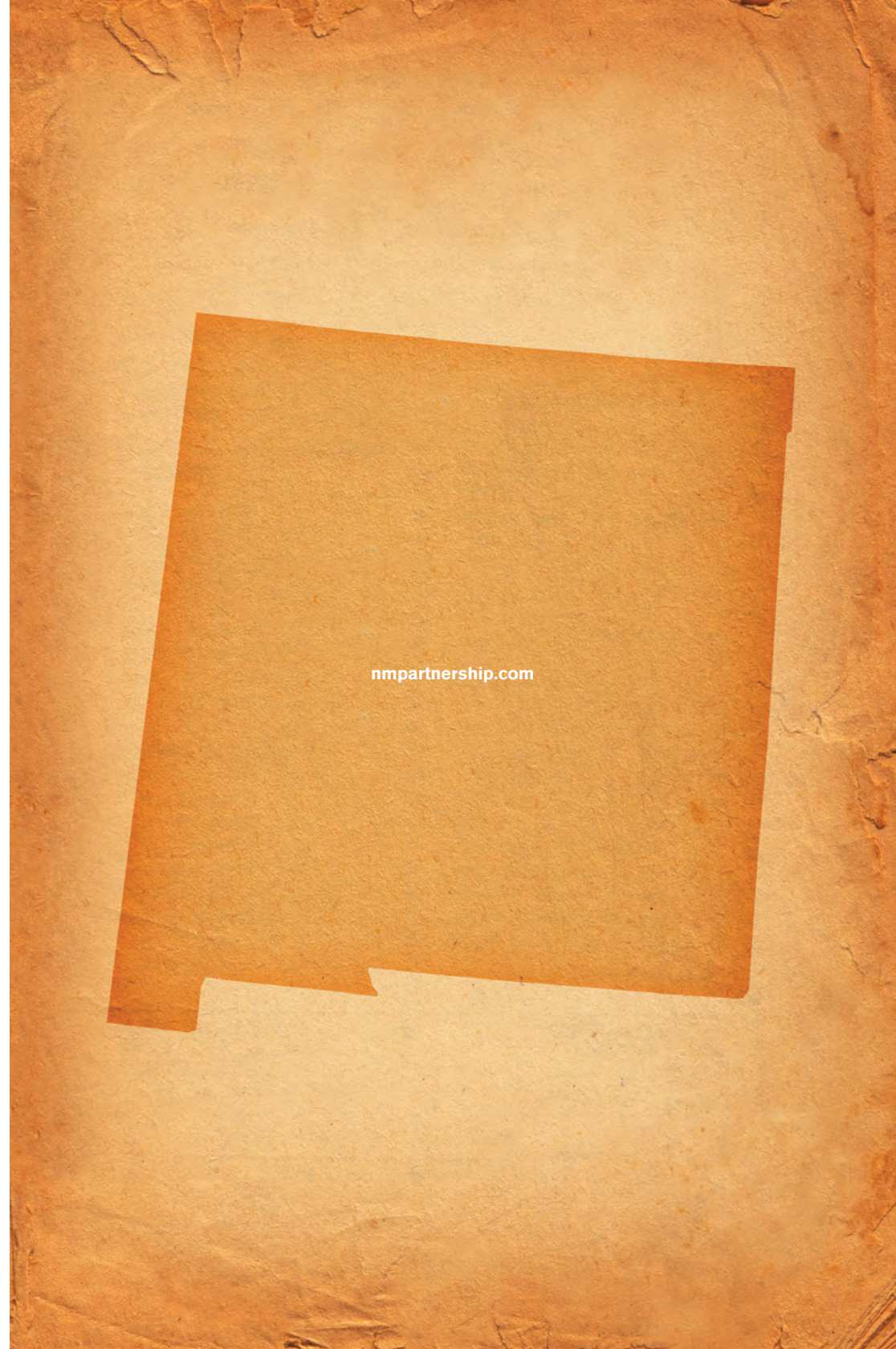
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HISTORY

New Mexico was visionary in creating the NM Partnership. Formed in 2003 at the behest of local leaders and industry across New Mexico, the Partnership was created to be the official business recruiting arm for the state. The business-friendly Partnership is able to be more flexible than a state agency when hosting clients as it does not share the restrictions placed on state agencies by the anti-donation clause of the state constitution. The NM Partnership is a private non-profit organization, funded entirely by the state, but its enabling statute allows it to remain “separate and apart” from the state and act as a non-partisan and unbiased point of contact for clients.

The enabling statute of the NM Partnership requires a mix of both Republicans and Democrats on the Board of Directors, as well as a business person and an economic developer from each of seven regions across the state.

New Mexico was one of the first states to establish a private economic development organization funded by public dollars. Since 2003 several other states (including Arizona this year) have followed suit in privatizing economic development recruitment activities, in large part due to the success of the NM Partnership and other comparable public/private groups.



nmpartnership.com



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