



Economic Developments

APRIL 2010

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Green2V Brings Solar Cell Manufacturing Facility and New Jobs to Rio Rancho, New Mexico

The State of New Mexico and the City of Rio Rancho welcomed a new solar energy company who will spend \$500 million over the next five years to build a 1 million-square-foot plant in Rio Rancho that eventually will employ 1,500 and have an annual payroll of \$64 million.

Green2V CEO Bill Sheppard, who ran Intel Corp.'s Rio Rancho plant in the 1990s, said the company expects to break ground on the 124-acre site in the next few weeks.

"We are a fully integrated renewable energy company, and our motto is 'Sand to kilowatts,'" Sheppard said. "We will take sand and make wafers and glass and produce solar cells and the modules and the frames that the glass will go in."

Sheppard said he and the company's seven other founders have 220 collective years of experience in the high-tech industry. He said Green2V's approach of controlling the entire manufacturing process — from obtaining the sand to producing wafers and glass — will help reduce the cost of solar-generated electricity.

"Although there have been numerous renewable projects announced in the United States, a small percentage of them are ready to go to shovel" because the cost of renewable energy is still higher than coal or nuclear-generated power and firms can't get financing for their projects, Sheppard said.

"We will address our costs by controlling the entire food chain," he added. "We will address our costs by controlling the entire food chain," he added. The deal involves the sale of 124 acres of land held by the New Mexico State Land Office to the city of Rio Rancho. The city will purchase the three separate tracts from the state Land Office for \$6.9 million with money provided by Green2V, a city spokesman said. The proceeds from the sale will go into the state's Land Grant Permanent Fund.

Rio Rancho has committed to fast-tracking the project and installing \$7.2 million of public roads and sewer infrastructure, a city spokes-

man said.

Green2V also will seek \$500 million in industrial revenue bonds from Rio Rancho.

Noreen Scott, President of Rio Rancho Economic Development and her staff worked diligently with Green2V for more than six months to help them locate to Rio Rancho.

"I want to take a moment to thank the New Mexico Partnership for their support and assistance that made this project possible. Corporate locations are a complicated process that requires team work and trust. I want to thank the Partnership for exhibiting both in the location of Green 2v," said Scott.

"The journey to the state, city and other necessary stops along the way was mapped out by Noreen Scott, Executive Director of the Rio Rancho Economic Development Corporation (RREDC) and her staff. The RREDC team provided the expertise, guidance and support that fast tracked the process from a November meeting with the governor to today's announcement. Green2V Corporation also wishes to thank the New Mexico Partnership for providing tax and incentive comparisons and for its continued support."

The company will be working directly with the New Mexico Partnership as they roll out other sites in the state

The firm hopes to begin delivering its solar energy systems to customers by the summer of 2011.

New Mexico Contingent Strong at the International Film Industry Conference

The New Mexico Film Office, Cerelink, Albuquerque Studios, the Computing Applications Center, film liaisons from Albuquerque, Santa Fe, Lincoln County and the Zia Pueblo teamed up to showcase the state's film industry at the of Film Commissioners International Locations Trade Show in Santa Monica, Ca.

"New Mexico's impressive showing sends a clear message that we continue to lead the way in creating a production-friendly environment with state-of-the-art facilities and support businesses, a world-class crew base and the most responsible, efficient incentives in the industry," said New Mexico's Governor Bill Richardson. "With states competing for production business it is important to show film and television executives why it makes the most sense for them to locate their projects in New Mexico."

The conference runs through Saturday and is the largest event of its kind in the world. On Fri-

day, the New Mexico contingent will host a special forum on film finance and opportunities for those interested in doing business in the state.

Cerelink is a Corrales, New Mexico-based company that provides high performance, high-capacity computing and infrastructure to businesses seeking the cost efficiencies of private "cloud" computing. Recently Cerelink worked with DreamWorks Animation on the 3D motion picture *How to Train Your Dragon*. The Cerelink display at the trade show features 3D video from the movie.

Albuquerque Studios features the largest, state-of-the-art soundstages in North America. The studios have hosted a number of major motion pictures including *The Book of Eli*, *Due Date*, and *Terminator-Salvation*, and television series including *In Plain Sight*, and *Breaking Bad*.

The New Mexico Computing Applications Center works with federal institutions, other states and private companies to run their own applications or develop new ones using its super-computer named 'Encanto' which is based at Intel's New Mexico headquarters in Rio Rancho.

Since Governor Richardson took office in 2003 more than 137 major film and television productions have been made in New Mexico, with an estimated economic impact of more than \$3-billion. There are 10,000 direct and indirect film-related jobs in the state, and more than 250 businesses and services directly related to the industry.

filmmexico

Attention Shoppers! Grocery Store Opens in Carrizozo

The Carrizozo Market opened officially at 8 a.m. Wednesday, April. 7. With fully stocked shelves and a staff waiting to serve, the long awaited vital service to the community became a reality. Carrizozo has been without a grocery store since September 2005.

Peter and Suzi Wolfe have had the dream since they bought the building that houses the store in 2006.

Navigating through, over and around stumbling blocks and road blocks, the couple finally landed a "win" when they teamed up with General Distributors Inc., (GDI) of Albuquerque.

The store offers a full line of grocery and household needs along with meat and produce departments each directed by experienced managers. A coffee bar and pastry cart adds the opportunity to make that particular corner a

neighborly spot.

Sale flyers offer bargain prices on a number of items during the period of April 7-13. Peter Wolfe said there will be weekly sales, all beginning on Wednesday and running for seven days.

A "wish list" is posted at each register for customers to make requests for items they would like to see the store stock to better serve the local community.

Clark Krause, President & CEO of the New Mexico Partnership along with Andrew Corona visited the Carrizozo Market during their tour and PRO training session in the area last week.

"Andrew and I were fortunate enough to take a tour of this beautiful new facility last week. What an amazing win for the community. Opening a rural grocery store



Dirk Norris & Andrew Corona
(NM Partnership)

in today's current market is truly a grand slam," said Krause.

The store currently employs eight people including the Wolfes.

Hours are 8 a.m. - 8 p.m., Monday through Saturday and 10 a.m. 5 p.m. Sundays and holidays. The phone number is 648-2788.

Congratulations Carrizozo!

Lincoln County Film Commission Formed

On March 18th the Mayors of each of the 5 municipalities or their designees and County of Lincoln representatives met in Ruidoso to discuss the formation of a county film commission.

The group felt it was important for a county film commission to be formed by participants from the entire county. It was decided there would be one representative from each of the municipalities plus one from the county at large. The name of the commission will be Film Lincoln County NM and its members are:

AnnMarie LaMay – Capitan
Dirk Norris – Carrizozo
Denise Williams – Corona
Debbie Jo Almager – Ruidoso
Dee Kessler – Lincoln and Ft. Stanton State Monuments
TBA – Ruidoso Downs
Curt Temple – Lincoln County

The purpose of Film Lincoln County NM is to promote Lincoln County as a film location and to foster the art and education of filmmaking in Lincoln County. While Film Lincoln County NM plans to provide information about resources and filming in Lincoln County, each municipality

will conduct business with film companies however it best suites their community.

A web site is currently being constructed that will consist of photographs from around the county as well as a directory of professionals and service companies in the county that are related to the film industry. People who live in the county or whose business is located in Lincoln County will be able to register on the website to be listed in the directory. The web address is www.filmlcnm.org

L.E.S. Brings 90 New Jobs to Lea County

Louisiana Energy Services (L.E.S.) is expanding its operations in southeastern New Mexico, creating 90 new jobs for the Lea County area.

Governor Bill Richardson announced on February 3rd that 30 of those jobs will be permanent positions with an average salary of \$75,000 and be located in a renovated building in Jal that will serve as warehouse and provide office space. The 60 additional jobs will be construction positions for work on expansion projects through 2015, including upgrading the existing Burke Junior High School

building.



NM Partnership To Attend InterSolar Munich

The New Mexico Partnership and the New Mexico Economic Development Department will once again attend the InterSolar Munich Trade Faire, being held June 9-11 in Germany.

The show boasts 1,500 exhibitors and more than 60,000 visitors from over 145 countries and is the perfect opportunity for New Mexico to meet target audiences; both established solar companies and newcomers to the industry. The trade faire will focus primarily on photovoltaics and solar thermal technology.

The New Mexico contingent which will include Cabinet Secretary Fred Mondragon, will meet with a variety of solar companies in order to apprise them of New Mexico's goals to build a comprehensive

green economy in New Mexico as outlined in by the Governor's Green Jobs Cabinet.

The first quarter of 2010 proved to be a memorable one for the creation of green energy jobs in our state. Secretary Mondragon joined Governor Richardson at four project announcements that helped to create nearly 1000 new green energy jobs. GA Solar, Solar Distinction, Inc., Johnson Plate & Tower and C/D2 all located into New Mexico.

Additionally, New Mexico's Green Grid Initiatives took another step forward with the signing of a Memorandum of Understanding with the Galvin Electricity Initiative. The MOU covers specific activities, including assessments of technical progress, policy de-

velopment and educational outreach in order to attract clean business to New Mexico.

For more information about the show, please visit their website at:

www.intersolar.de



New Mexico Rural Forum Presents “New Ideas For Rural Economic Development,” July 7-9 at the Angel Fire Resort

The New Mexico Rural Alliance is proud to sponsor the 2010 New Mexico Rural Forum. This year’s theme is “New Ideas for Rural Economic Development”. The event will take place from July 7-9, 2010 at the beautiful Angel Fire Resort in Angel Fire, New Mexico. The registration is \$150.00 per person with a \$25.00 early bird discount if you register before June 25th.

The Rural Alliance will host an opening networking reception on Wednesday evening followed by speakers presenting new ideas in an IGNITE format. Three ideas will be chosen from the first nights’ presentations to be covered more extensively in break out sessions on Thurs-

day. Thursday afternoon a roundtable discussion with Mayors will discuss various economic development issues. There will be a presentation from the New Mexico Economic Development on a current topic. Thursday evening provides attendees the opportunity to meet the 2011 host community of Gallup at a reception sponsored by the City of Gallup’s Economic Development Department and the Convention and Visitors’ Bureau.

The Rural Alliance Awards Dinner on Thursday evening is a must. The Economic Development Awards recognize communities for outstanding achievement in New Mexico for economic development marketing and pro-

motion activities. Awards are also given to encourage and recognize excellence in materials, individuals and organizations.

If you would like to be a sponsor for one of the events listed or apply to be the host city for 2012, supply a basket from your community for a drawing or to get further information or participate in the awards contest, please see our website at

www.nmrural.org or contact Jim Covell at 505-899-2762 or Noreen Scott at 505-891-4305.

The New Mexico Rural Alliance is a private not-for-profit corporation focusing on economic development education.



Angel Fire Garden Club’s Signature Garden

Calendar of Partnership Activities

Below is a list of activities in which the Partnership will participate in. Please contact us at your earliest convenience if you are interested in joining us.

- **April 12-14:** Northern California Sales Mission
- **April 24-28:** IAMC Spring Forum, Colorado Springs, CO
- **May 17-21:** Chicago Sales Mission
- **June 9-11:** Intersolar Munich, Germany
- **July 7-9:** Rural Economic Development Forum, Angel Fire
- **July 13-15:** Intersolar North America, San Francisco, CA
- **October 12-14:** Solar Power International 2010, Los Angeles



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Jobs. Investment. Opportunity.

Our Mission:

We are committed to attracting competitive, quality companies to the State of New Mexico; generating good paying jobs, increasing capital investment and providing a platform for enhancing and sustaining the State of New Mexico's economic vitality

Our Goals:

- *To partner with the New Mexico Economic Development Department and local economic development organizations to develop and implement an effective research and target marketing program*
- *To aggressively market New Mexico's competitive benefits to targeted markets*
- *To facilitate an effective prospect management protocol to ensure achievement of performance metrics*

www.nmpartnership.com

This Newsletter created by Lea J. Harrison, Director of Marketing & Communications