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NEW MEXICO

ECONOMIC DEVELOPMENT

2019



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SKY'S THE LIMIT

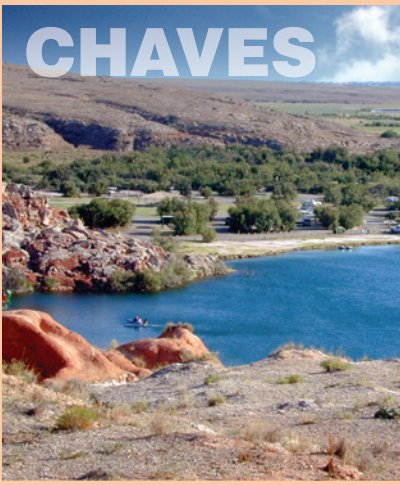
Space industry soars
in New Mexico

COMMUNITY THROUGH
creativity

Innovation Landscape Attracts Top Tech Talent

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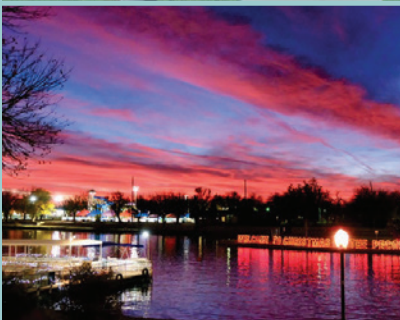
CHAVES



CURRY



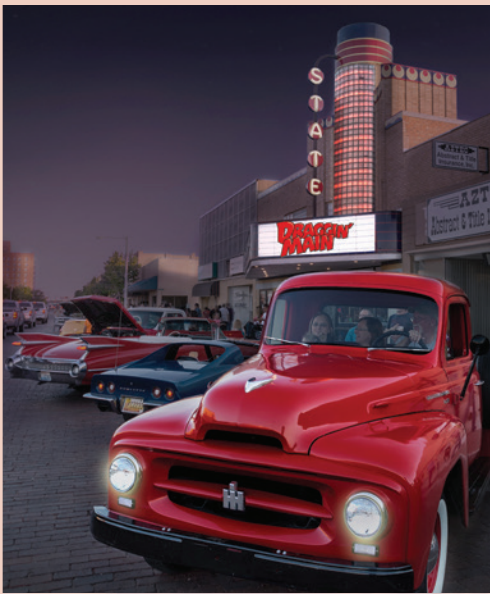
EDDY



DID YOU KNOW?

Energy

- New Mexico is now the third leading oil producing state in the U.S. with over 91% of its production coming from just two counties – Lea and Eddy
- Southeast New Mexico is already home to 975 MW of wind power generation projects bolstered by class 4 winds. With more to come as Roosevelt County will soon become home to the state's largest wind project
- Pattern Energy's 545 MW \$1 billion wind energy and transmission project located in Curry County is one of the largest wind projects in North America.
- Nextera Energy's 170 MW \$290 million solar project in Chaves County is one of the largest solar farms in the entire Southwest
- Southeast New Mexico is a growing center for nuclear processing and storage facilities including URENCO's \$4 billion uranium enrichment facility and the federal government's Waste Isolation Pilot Plant for low level nuclear waste
- Intrepid Potash is the largest producer of potash in the United States
- Eddy County is home to Navajo Refinery and over 30 midstream gas processing plants



Agriculture

- New Mexico is the nation's 8th leading dairy producer with over 75% of the state's milk produced in the southeastern region
- Southwest Cheese's plant in Clovis is the world's largest cheddar cheese plant
- Roosevelt County is among the largest producers of Valencia peanuts in the U.S
- All Boca Burgers (a subsidiary of Kraft Foods) in the U.S. are produced in Lea County



www.chavescounty.net



www.clovisnm.org



www.developcarlsbad.org



www.edclc.org



www.rooseveltcdc.org



NEW MEXICO'S

Energy and Agricultural

POWERHOUSE

Over 250,000 people live in these five counties
in southeastern New Mexico:

CURRY

ROOSEVELT

CHAVES

LEA

EDDY

It is one of the foremost areas
in the U.S. for the production
and processing of energy
and agricultural products.



The Bright Spot of New Mexico

30th *Rio Rancho*
BEST PLACE TO LIVE
in America ~ Money magazine



LOW COST OF LIVING

(2018 year-end COLI was 91.2)



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Level2 Offices Winrock Town Center

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BUSINESS CLIMATE

8

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2019 EDITION • VOLUME 1

MARBLE STREET STUDIO/CITY OF ALBUQUERQUE



ARTS & CULTURE

30

MARBLE STREET STUDIO/CITY OF ALBUQUERQUE

ON THE COVER

New Mexico offers a vibrant and diverse cultural scene, such as Meow Wolf, an immersive art experience in Santa Fe. Staff Photo by **Nathan Lambrecht**

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Favorable business conditions and an ideal lifestyle draw talent and investment to New Mexico.

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Vibrant downtowns, diverse communities, lively culture give New Mexico lifestyle appeal.

42 CUISINE A Magnificent Menu

Sure, there is the chile pepper, but New Mexico's cuisine is flavored by so much more.



Plenty of Culture

New Mexico has more working artists, open studios, artist owned galleries, fine arts galleries, specialty and artisan-oriented shops than any other state per capita.

INNOVATION DESTINATION

World-renowned institutions such as Sandia National Laboratories and Los Alamos National Laboratory and major military installations such as the White Sands Missile Range draw scientific and technical expertise from all around the globe. More than 20 federal, state and privately funded laboratories in the state offer a large diversity of aerospace and related technologies.

DIVERSE & GROWING

The state has built innovative, technology-driven industry clusters in areas such as advanced manufacturing, aerospace, value-added agriculture, information technology, and energy and natural resources. New Mexico's economy leads all other states in job and wage gains since January 2017, according to analyses by the Federal Reserve Bank of Philadelphia.

THE
4-1-1
 EIGHT REASONS FOR NEW MEXICO'S APPEAL AS A PLACE TO LIVE, WORK AND INVEST IN

Plenty of Value

Residents of New Mexico enjoy a lower cost of living than most Southwest states and housing costs that are 84 percent of the national average.

HEALTHY

A roster of major health systems serves the state, providing residents with access to the latest technologies and treatments, including Presbyterian Healthcare and Lovelace Health Systems.

The University of New Mexico (UNM) is a nationally recognized Class I research institution committed to innovation in the medical field.

Well Schooled

More than 133,000 students are enrolled at public higher education institutions in the state. The University of New Mexico, New Mexico State University and New Mexico Tech are recognized research leaders.



Good Connections

An integrated transportation system that includes three major interstates, Class I rail and a number of regional and international airports. New Mexico offers direct access to much of the United States. Markets in Texas, Arizona, Colorado, Kansas, Oklahoma and Utah are within one day's trucking, and California markets are within two days.

DISTINCTIVE COMMUNITIES

New Mexico offers a diversity of experiences in its communities, from the cosmopolitan vibe of Albuquerque to the vibrant arts scene of Santa Fe to the mountain charm of Los Alamos, three times named one of Livability.com's Top 100 Best Small Towns.

PHOTO: MARBLE STREET STUDIO/CITY OF ALBUQUERQUE

Discover New Mexico

New Mexico offers a highly skilled and educated workforce, world-class research assets, unparalleled natural beauty and a rich and diverse cultural experience

Snow Wonder

New Mexico offers plenty of sunshine and warm weather, but it can also offer cold weather fun, too. The state is a major snow skiing destination and outdoor recreation lover's dream, thanks to eight alpine and three Nordic ski areas spread throughout the state.

Popular destinations include **Ski Santa Fe**, which sits in the Sangre de Cristo Mountains and offers 77 trails, and **Sandia Peak**, the only ski area in the immediate Albuquerque area. Sandia Peak has a summit of more than 10,000 feet.

Taos Ski Valley features 110 trails and a lift-accessible vertical drop of 2,612 feet, while **Ski Apache** in South Central New Mexico features 50 trails – including 10 suited for beginners.

For more on skiing in New Mexico, visit skinewmexico.com.



Did you know?

Santa Fe is the highest capital city in the United States at 7,000 feet above sea level

THE RIGHT TOUCH

If you've ever interacted with a multitouch table or video display wall at a museum, business or other gathering spot, there's a good chance you've touched the work of a New Mexico company.

Founded in 1999, **Ideum Inc.** is a digital exhibit development company that has worked on custom exhibit projects for influential museums, *Fortune 500* companies, universities, governments and well-known iconic brands. The company's clients include Amazon, Boeing, Caterpillar, Coca-Cola, Google, Lockheed Martin, Mercedes-Benz, NASA, NBC Universal, the Smithsonian Institution, Starbucks and Yale University.

The Corrales-based company, founded by Jim Spadaccini, former director of interactive media at San Francisco's Exploratorium, employs 45 people at a 22,000-square-foot headquarters. In August 2018, Ideum debuted a 5,500-square-foot facility in Corrales that gave it more space to prototype its displays and expand its product line.

Ideum has sold its hardware projects to clients in more than 40 countries. The company works to create exhibits that evoke wonder and surprise, using multitouch tables and touch walls to create visitor-centric interactive experiences that help people better understand products and concepts.



That's the Spirit

When entrepreneur Colin Keegan decided to open a craft distillery in 2010, he found Santa Fe was the ideal location.

Santa Fe Spirits product line includes Silver Coyote Whiskey, Colkegan Single Malt Whiskey, Expedition Vodka, Wheeler's Gin, Santa Fe Spirits Apple Brandy, Atapiño Liqueur and Slow Burn gin liqueur.

Many of the ingredients that go into Santa Fe Spirits' products are grown locally, including nuts harvested from Santa Fe National Forest that are roasted and infused into the two liqueurs. Apples grown in Keegan's backyard are in the apple brandy.

Santa Fe Spirits offers tours and tastings. The distillery also offers cocktail classes.



120K

TONS OF CHILE PRODUCED EACH YEAR IN NEW MEXICO, MORE THAN ANY OTHER STATE

RAISE THE STEAKS

An Illinois company has no beefs with New Mexico.

Stampede Meat in 2018 announced a \$36 million investment to upgrade and reopen a vacated Tyson Foods manufacturing plant in Sunland Park. The New Mexico venture, which began operating in December 2018, was Stampede's first expansion out of its Chicagoland headquarters area.

The company plans to create up to 1,295 new food processing and manufacturing jobs over the next five years.

Stampede Meat is now the No. 1 steak supplier in the U.S., with a customer base that includes restaurants, retailers and food service distributors. The Sunland Park site will allow the company to double production capacity to an eventual target of nearly 400 million pounds each year. The expansion was supported by New Mexico's closing fund, LEDA, as well as the Job Training Incentive Program known as JTIP.

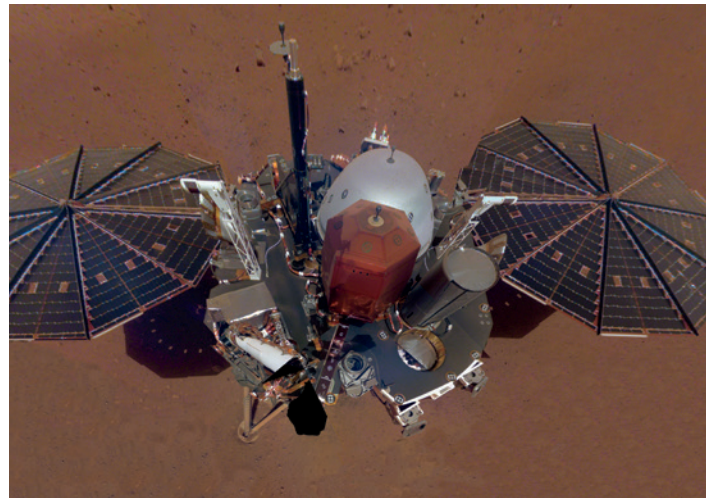
ARE THEY AMONG US?

Maybe you saw it and maybe you didn't.

Roswell is the site of an alleged UFO crash landing that catapulted the nation into angst and fervor in July 1947.

The mysterious happenings of Roswell are on display at the **International UFO Museum & Research Center**, dedicated to the preservation of the phenomena's history.

The building on North Main Street is in a former movie theater that dates to the 1930s. The museum features exhibits on the history of UFO encounters. One of the most popular displays is an Alien Life Form Autopsy Room. The museum is open daily.



Seeing Red

When the Mars lander touched down on the Red Planet in 2018, it brought along some equipment manufactured in New Mexico.

Two large solar panels engineered and manufactured by Albuquerque's **SolAero Technologies Corp.** were part of the InSight lander that safely landed in November 2018.

SolAero Technologies has a lengthy history with NASA, working on various near-Earth and deep-space projects. Its solar panels have powered the InSight spacecraft ever since it landed on Mars. The panels provide about 600 watts of electricity so that the spacecraft can conduct exploratory work and communicate with Earth.

SolAero has supported 41 NASA missions over the last 20 years, building solar panels that powered flights to the moon, Mercury, Jupiter and even the sun. The company has 325 employees who work out of Albuquerque's Sandia Science & Technology Park.



“NEW MEXICO
IS IN THE
HEART OF
THE FASTEST-
GROWING
REGION IN THE
NATION, WITH
A BUSINESS-
FRIENDLY
ENVIRONMENT
TO MATCH.”

— Tim Nitti/
New Mexico Partnership

New Mexico offers world-class research assets, such as the
Air Force Research Laboratory at Kirtland Air Force Base.



Perfect CLIMATE

Favorable business conditions and ideal lifestyle draw talent, investment

By Bill Lewis

The sun is shining on New Mexico, where a low cost of living and doing business, favorable tax policies, plentiful land at affordable prices, a mild climate and unparalleled quality of life are attracting businesses creating the jobs of tomorrow as well as the skilled workers they need to succeed.

“New Mexico is in the heart of the fastest growing region in the nation, with a business-friendly environment to match,” says Tim Nitti, president and CEO of the New Mexico Partnership, the state’s lead economic development organization.

The state is the location of choice for corporate offices or shared service support operations and data centers for major employers including social media giant Facebook,

Gap and Fidelity Investments. Facebook is building a \$1 billion data center in Los Lunas powered by renewable energy.

Intel: \$15B and Growing

Chipmaker Intel established operations in New Mexico in 1980 and employs more than 1,200 at its Rio Rancho campus. The company in fall 2018 announced it was transferring development of new storage and memory technology there.

Rio Rancho has also been an important site for development and manufacturing of Intel Silicon Photonics, a new class of high-speed optical connectivity. In the future, Intel’s 3D Xpoint Technology Development and NAND Pathfinding and Research teams will work at the site.

Intel has invested more than \$15 billion in building its high-tech manufacturing capacity in New Mexico. Its economic impact is even broader. The company prefers to buy local when possible and over the past five years has spent more than \$1 billion with organizations based in New Mexico.

The Intel Foundation and the company’s employees gave \$13 million in grants, donations

and in-kind gifts to New Mexico schools, universities and nonprofits over the past five years.

New Mexico's technology industry includes clusters in areas such as advanced manufacturing, aerospace, value-added agriculture, information technology, and energy and natural resources. World-leading research assets include Los Alamos National Laboratory, Sandia National Laboratories and the Air Force Research Laboratory at Kirtland Air Force Base.

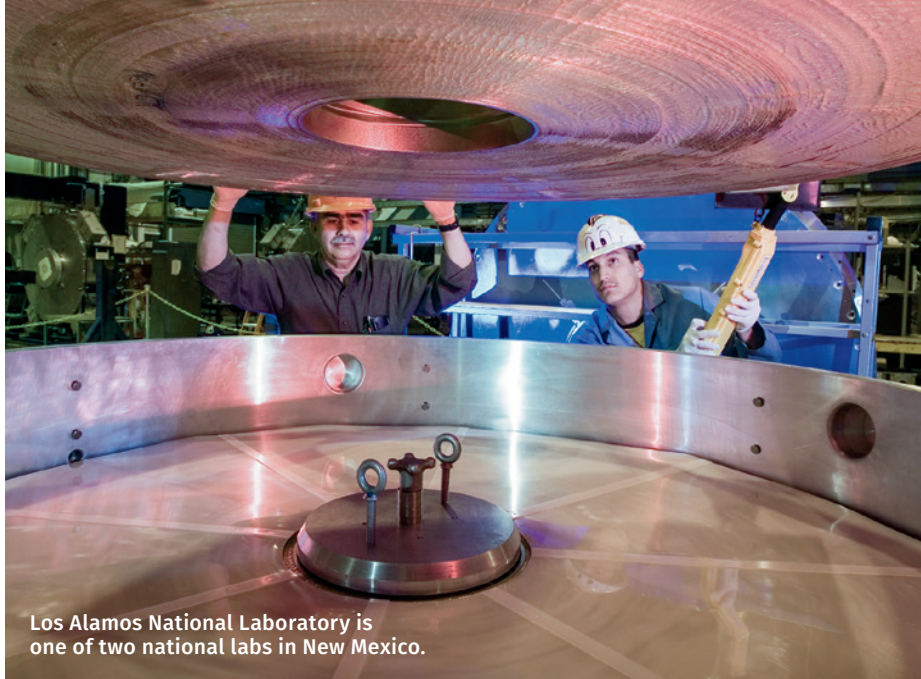
Strong availability of talent, plentiful land, low commercial and residential real estate costs, a lack of congestion and favorable tax policies have helped keep the cost of living and doing business in check, says Nitti.

“We attract experienced talent from all over the world, much of it with advanced degrees in science and engineering coming here to work at two Department of Energy national laboratories as well as other federal and military R&D institutions like the Air Force Research Lab. Additionally, there is a very strong pipeline of new talent coming from our universities and colleges. Over 133,000 are enrolled in our higher educational institutions,” says Nitti.

Creating Opportunity

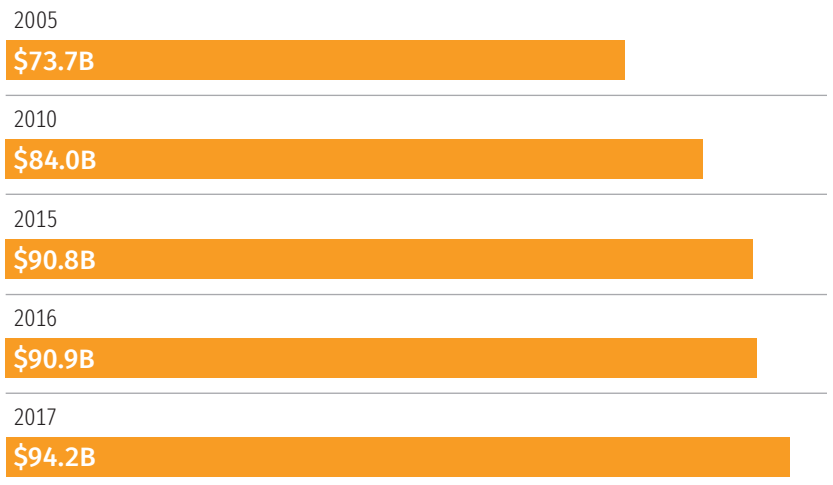
Access to 75 percent of the U.S. within a two-day period and one of the fastest commercial crossings to Mexico, via the Santa Teresa crossing, has caused a large uptick in companies that rely on logistics.

The state offers a number of high-quality industrial parks. Two of them, the Gallup Energy Logistics Park and the Central New Mexico Rail Park in Los Lunas, received certification as part of BNSF Railway's site certification program, which ensures a site is ready for rapid acquisition and development.



Los Alamos National Laboratory is one of two national labs in New Mexico.

GDP TRENDS

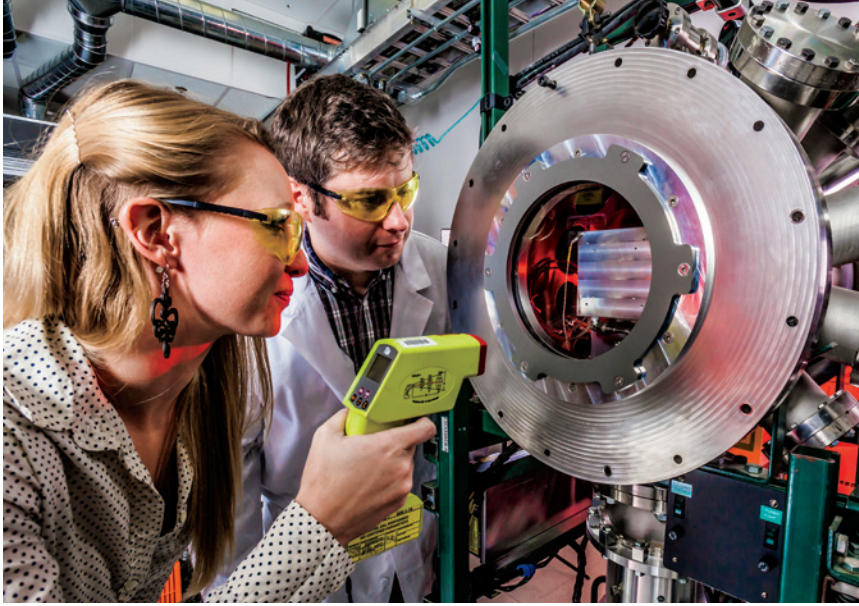


Source: U.S. Bureau of Economic Analysis



The Air Force Research Laboratory in New Mexico delivered a total economic impact of \$659 million and supports more than 4,100 jobs in the state.

PHOTO - TOP: LOS ALAMOS NATIONAL LABORATORY; PHOTO, BOTTOM: RANDY MONTOVA/SANDIA NATIONAL LABORATORIES



The state has enjoyed a strong of recent investment successes, such as Stampede Meat, a food products company that is bringing 1,295 jobs to Sunland Park, and Admiral Cable, a cable and power supply manufacturer from Taiwan that is bringing more than 300 jobs to Santa Teresa.

The state is also seeing growth in

energy, business services, advanced manufacturing and high technology as well as in the tourism and hospitality industries.

“We’ve consistently worked to make the state’s policies, regulations and taxation business-friendly, and we’ve implemented some of the strongest incentives programs in the U.S.,” says Nitti.

EDUCATIONAL ATTAINMENT

86.9%

High school graduate

8.2%

Associate degree

26.9%

Bachelor’s degree

11.8%

Graduate or professional degree

Source: U.S. Census Bureau, American Community Survey



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Starring Role

Film and digital media production finds a location in New Mexico

Staff photos by Nathan Lambrecht

New Mexico has emerged as a center of film and digital media production. Direct spending from film production done in the state totaled more than \$750 million over the past two years.

And that figure is sure to grow thanks to Netflix, which chose Albuquerque as the site of a new U.S. production hub. The streaming service and content producer acquired ABQ Studios, where it will produce film and television series as well as at

locations around the state. Netflix plans to bring \$1 billion in production to New Mexico over the next 10 years, creating up to 1,000 jobs.

New Mexico has served as a location for a string of major motion picture and television productions including *The Avengers*, *No Country for Old Men* and *Breaking Bad*. The Netflix apocalypse dramedy *Daybreak*, supernatural drama *Chambers* and suspenseful drama *Messiah* have created jobs for 700 New Mexican crew members alone.

New Mexico offers one of the most competitive incentives package in the industry, which includes a 25 or 30 percent Refundable Film Production Tax Credit and the Film Crew Advancement Program.

The state is also drawing investment from digital media companies, as well. Ganymede Games, a company formed by

video game veterans Jerry Prochazka and Lynn Stetson, selected Las Cruces as its headquarters in early 2019.

Las Cruces' international reach – it is about an hour from El Paso and the U.S.-Mexico border – expanded the talent funnel for Ganymede. Las Cruces is home New Mexico State University and Doña Ana Community College, and the company also expects to recruit at New Mexico Institute of Mining and Technology, about two hours north of Las Cruces.

“We left the high cost, noise and density of high-tech cities when we discovered Las Cruces, which is affordable, offers a higher quality of life, and now we have plenty of wilderness to explore both in-game and out-of-game,” Prochazka says. “The affordability allows us to maximize value to our investors with an experienced, world-class team.”



Students in the University of New Mexico Cinematic Arts program work on a short film.

Santa Fe County's Outdoor Adventures *Inspire Entrepreneurs*

It's easy to love where you live and work when you're in Santa Fe County

In addition to its rich blend of culture, art and technology, the area offers unrivaled outdoor adventures that feed the soul and spark the creative spirit. With nearly 500 miles of world-class hiking and biking trails and some of the best skiing in the Southwest, this outdoor paradise provides spectacular escapes from work's daily demands.

With the help of business-friendly Santa Fe County, you can put your business where you want to live and watch it flourish. For instance, when Brian Lock, owner of the award-winning Santa Fe Brewing Company, wanted to expand his 31-year-old business, he partnered with Santa Fe County to receive funding through the Local Economic Development Act (LEDA).

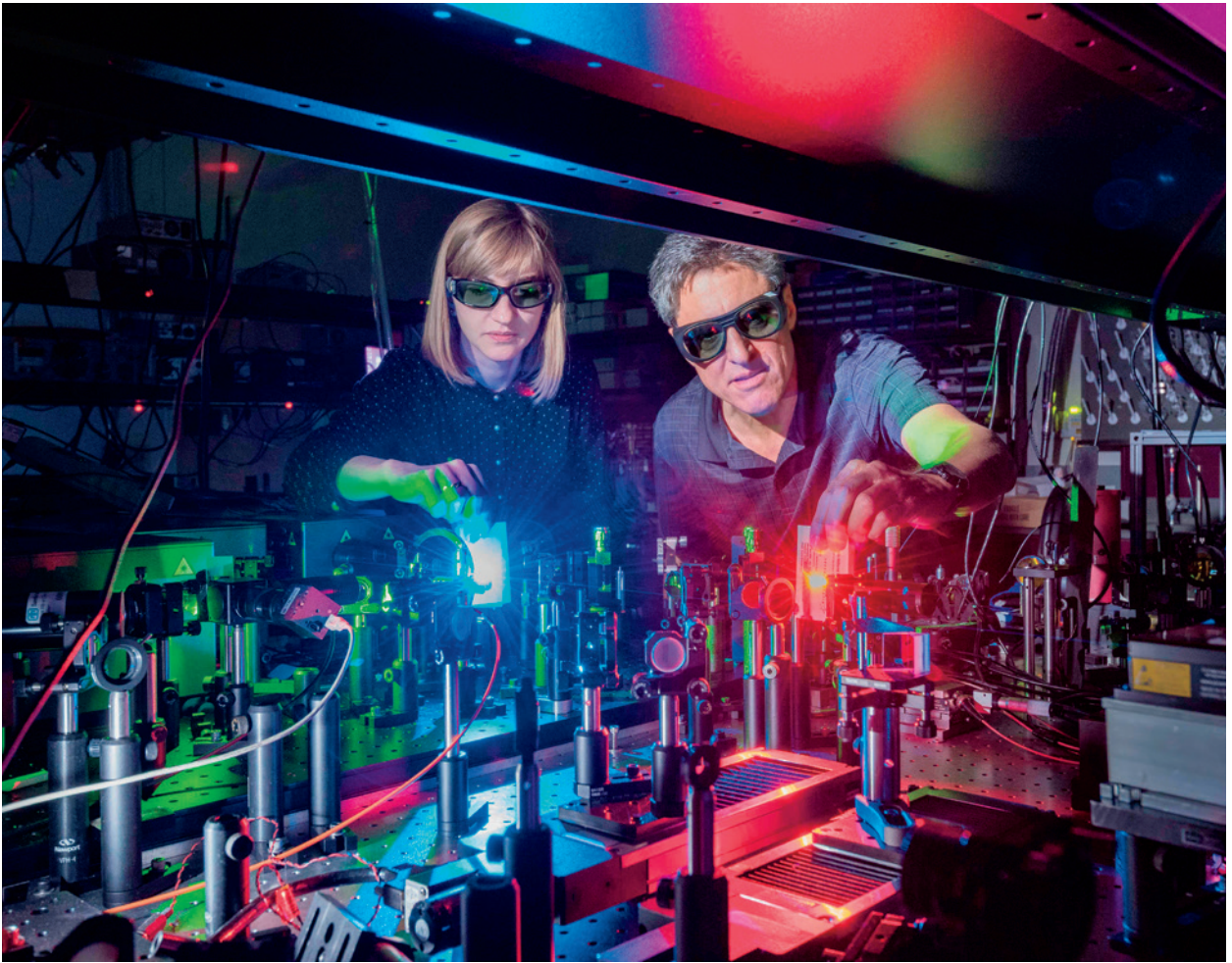
"It's been a great County to do business in," says Lock, who keeps busy brewing beer but still finds time to ski, raft and even grow his own hops near the banks of the Rio Grande.

Descartes Labs Co-Founder and CEO Mark Johnson also enjoys the outdoors. It's one of the reasons he chose Santa Fe as the headquarters of his company, which crunches big data to better understand natural resources.

"The kind of people who love the outdoors are often the people who want to preserve the outdoors," he says. "How cool is it to go hiking in the forest and then work on models that help to preserve the earth's natural resources? Because of [Santa Fe's] proximity to national forests and year-round outdoor activities like mountain biking and world-class skiing, it's been relatively easy to recruit talent."

With its breathtaking landscape and premium quality of life, Santa Fe County is a great place to be. Whether you're launching a new business or relocating an existing company, you'll find living and working in the area to be inspiring, invigorating, rewarding and inviting.





Beautiful MINDS

A rich innovation landscape helps New Mexico attract top science and technology talent

By Tere Caruthers

Groundbreaking research and development at New Mexico's national laboratories, military complexes and universities have led to breakthroughs in a variety of industries, including software development, defense and renewable energy.

These R&D efforts have also created a STEM ecosystem that is a magnet for high-caliber talent and entrepreneurs.

R&D Recruiter

Sandia National Laboratories in Albuquerque and Los Alamos National Laboratory attract top scientific and technical talent from around the world. Sandia researchers work on solving some of the country's key challenges in areas such as counterterrorism, cybersecurity, global defense and homeland security.

Sandia National Laboratories, one of two national laboratories in New Mexico, is one of the world's premier science and engineering research centers for national security and technology innovation.

“Our position is one of seeking out and attracting the top talent in science, engineering, technology, and business from across the United States,” says David Martinez, recruiting manager for Sandia National Laboratories. “It’s a really exciting position to be in because we have access to just some of the greatest minds in education in the talent marketplace.”

A critical piece of Sandia’s talent development plan is an internship program. Locally, Sandia partners with the University of New Mexico, New Mexico State University and New Mexico Institute of Mining and Technology (New Mexico Tech) to offer students real-world experience and introduce them to careers in growing high-tech fields.

“The internships really help students grow and develop within a national laboratory environment. They get the firsthand experience of working in a world-class environment with lots of wonderful laboratories and testing environments, and we’re able to create a longer-term strategic pipeline of talent,” Martinez says.

Homegrown for High Tech

The state’s universities also play a major role in STEM talent development. New Mexico Tech in Socorro offers more than 30 undergraduate and graduate-level degrees in the sciences, technology management and engineering. The university holds a career fair each spring and fall that bring in dozens of the country’s leading tech-based private and public organizations to recruit students for internships, apprenticeships and full-time jobs.

Companies that attend the events are able to see firsthand the top-flight students the university produces. School officials note that increasingly, many companies are sending New Mexico Tech graduates back to recruit.



Top: Cody Eilar, left, and Mark Chavez work inside the STC.UNM offices in the Lobo Rainforest Building in Albuquerque. Lens’ technology enables users to keep their online data private. The University of New Mexico’s STC.UNM initiative helped Lens get off the ground.

Talent Incubator

Another way the state’s research community helps grow the workforce is through high-tech entrepreneurship.

STC.UNM, an acronym for Supporting Technology Transfer and Catalyzing Economic Development at The University of New Mexico, is the university’s technology transfer arm and works to commercialize research at UNM. STC.UNM helps develop and transfer talent to the business and scientific community by facilitating the startup of new companies that create jobs.

According to a 2018 impact study, STC startups created 448 high-paying jobs across the state.

“In addition to the economic impact of university operations, student expenditures and alumni human capital, the university has made great strides over the last several years in the area of entrepreneurship and innovation. We are a core component of New Mexico’s innovation ecosystem and an economic driver of high-tech industry in the state,” says Lisa Kuuttila, CEO and chief economic development officer for STC.UNM.

Kuuttilla says STC also plays a part in talent development by hiring University of New Mexico students as STC interns.

“More than 120 students have ‘graduated’ from STC and are working in positions in technology transfer, economic development, business incubation, patent law, and venture capital – all the areas STC works in,” she says. “We also partner with the university’s Innovation Academy to train the students themselves to be entrepreneurs.”

NM ENERGY

246M

OIL PRODUCTION OUTPUT IN BARRELS IN NEW MEXICO IN 2018, A RECORD

1.49T

CUBIC FEET OF NATURAL GAS PRODUCED IN NEW MEXICO IN 2018, NINTH AMONG STATES

774

MEGAWATTS OF INSTALLED SOLAR POWER

2,500

SOLAR JOBS IN NEW MEXICO

1,732

MEGAWATTS OF INSTALLED WIND CAPACITY

3,000+

WIND ENERGY JOBS

Source Top: American Wind Energy Association, Solar Energy Industries Association, U.S. Energy Information Administration



More Power to You

ENERGY PRODUCTION FUELS NEW MEXICO’S ECONOMY

Already a leader in traditional energy production including oil and natural gas, New Mexico is also at the forefront of energy innovation involving solar power, wind and biofuels.

The state’s rich reserves in the Permian Basin, which includes the communities of Lovington, Hobbs, and Carlsbad, and the San Juan Basin, which includes Farmington, have helped make the state a top 10 in the U.S. for oil and natural gas production.

The state’s energy research assets include Sandia National Laboratories and Los Alamos National Laboratories, two of just 17 national labs affiliated with the U.S. Department of Energy.

New Mexico is one of the leading regions in the U.S. for renewable energy resources, possessing the country’s second-greatest solar potential, 11th-greatest wind potential and seventh-greatest geothermal potential. Currently, there are 1,732 megawatts of installed wind and 792 megawatts of solar operating in New Mexico.

“The energy industry has played an important role in New Mexico’s economy over the last 50 years, and New Mexico has substantial sources of energy that include wind and solar energy,

hydroelectricity and geothermal energy,” says Myrriah Tomar, director of the New Mexico Office of Science and Technology. “Wind farms populate the eastern part of the state and contribute to almost 14 percent of New Mexico’s electricity generation, and the 300+ days of sunshine in the state also make it attractive for solar energy generation.”

Powerfully Good

The Office of Science and Technology identifies companies statewide that are developing innovative research, ideas and products, then assists those companies in reaching the commercial marketplace.

“New Mexico is a rich environment for science and technology businesses and their economic activity,” says Alicia J. Keyes, cabinet secretary with New Mexico Economic Development.

“The Office of Science and Technology connects New Mexico’s national labs, universities, incubators and funds to the entrepreneurs and innovators. This connection creates many economic development opportunities for the state.”

– Kevin Litwin



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WE COME FROM A PLACE OF PRIDE.

After all, The University of New Mexico is an R1 research institution. That means we're a "Highest Research Activity" doctoral university according to the prestigious Carnegie Classification—one of only 115 such institutions in the country and the only one in the state. And perhaps even more impressive is our distinction as a minority-majority university. The majority of our student body identify as multi-ethnic or as racial minorities, which means points of view are as expansive as our landscape. This leads not just to different solutions being discovered, but to entirely different challenges being addressed and real-world problems being solved. Students, faculty and staff excel together in a wide range of research, from neuroscience to anthropology.

Expect a mind-broadening collaborative environment unlike any other.

UNM CAMPUSES

Our main, branch and extension campuses are situated across the state of New Mexico.

ALBUQUERQUE—MAIN CAMPUS

GALLUP

LOS ALAMOS

TAOS

VALENCIA

HEALTH SCIENCES RIO RANCHO CAMPUS

IDEA INCUBATORS

INNOVATE ABQ

This 7-acre Innovation District in the heart of Albuquerque is where inventive students and local entrepreneurs come together to do real research that culminates in pioneering startups and regional jobs. It's where you'll find the Cecchi Venture Lab, which helps bring technologies developed at UNM to market. It's also home to a new bioscience business incubator, expected to create 155 jobs and leverage \$2.5 million in private investment.

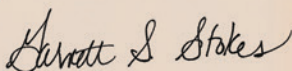
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INNOVATION ACADEMY

Our entrepreneurial program offers a curriculum for students who are interested in innovation, creativity and entrepreneurship. The program allows students to create new companies while completing their degree program. Through a partnership with the Rainforest Student Pitch Competitions, the Academy has spun out 29 student startups.

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“Learning and discovery are central to our mission and interconnected to driving economic and social prosperity in New Mexico. UNM continues to work with our state’s primary economic drivers—generating an ecology of innovation that fosters a dynamic economy built on ongoing innovation. UNM faculty are engaged in a remarkable and diverse array of research and creative work at the leading edges of knowledge and innovation.”



Garnett S. Stokes, UNM President



GrandChallenges

Research, innovation and collaboration are part of our institutional DNA. As New Mexico’s flagship institution, we will draw upon our research excellence and creative innovation to address issues of importance to New Mexico and effect positive changes in our community.

The UNM Grand Challenges Initiative (GCI) is an opportunity to broaden our student and faculty perspectives and better serve New Mexico by providing opportunities to collaborate through interdisciplinary research and problem-solving.

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7



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AN ECONOMIC ENGINE

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Our research is a core component of New Mexico's innovation ecosystem and high-tech industry, and creates highly qualified individuals for our workforce. All of which keep our economy firing on all cylinders.

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IN GRANT & CONTRACT FUNDING

74 PATENTS ISSUED
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AFFILIATED WITH STC.UNM

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IN LABOR INCOME BY STARTUPS
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\$56.1 MILLION
TOTAL ECONOMIC OUTPUT
GENERATED BY
STC.UNM STARTUPS

“RESEARCH UNIVERSITIES ARE BIG ECONOMIC DRIVERS FOR THEIR COMMUNITIES. THE LEARNING AND DISCOVERY MISSIONS THAT ARE CENTRAL TO THESE INSTITUTIONS ARE INTERCONNECTED TO THE MISSION TO DRIVE ECONOMIC AND SOCIAL PROSPERITY.

UNM IS MAKING A LARGE ECONOMIC CONTRIBUTION TO OUR STATE.”

Garnett S. Stokes, UNM President



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200,000 PATIENTS

IN THE UNM
HEALTH SYSTEM

10,500+ PEOPLE

EMPLOYED BY THE
HEALTH SCIENCES CENTER

\$203 MILLION

IN ANNUAL RESEARCH
FUNDING

900+ RESEARCH PROJECTS

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Sky's the Limit



Technologies being developed in New Mexico launch new pathways to space

Spaceport America was the world's first purpose-built commercial spaceport.

By Bill Lewis

The future of space and air travel is being crafted today in New Mexico, where technologies that take astronauts, tourists, satellites and cargo into orbit and beyond, enable unmanned aerial vehicles to safely fly in the nation's airspace and enhance national defense are being developed by a robust and growing aerospace industry.

Aerospace companies that have become household names and others that are known within industry circles are active in New Mexico, where they find a highly skilled workforce and a supportive regulatory environment coupled with an ideal climate and weather conditions.

New Mexico's aerospace infrastructure includes the Unmanned Aircraft Systems Flight Test Center at New Mexico State University, the first center to be approved by the FAA, and the General Dynamics SpacePlex.

The UAS test center, located in Las Cruces, collects data during unmanned flights in public, non-restricted airspace to assist the FAA in the development of standards and regulations for UAS operators. Tests are conducted over 15,000 square miles of coordinated airspace.

SpacePlex is a state-of-the-art facility providing space, communications and infrastructure services supporting the NASA Space Network ground system and other government programs. Located at New Mexico State University Arrowhead Park in Las Cruces, SpacePlex is close to the NASA Space Network Ground Terminals located at the White Sands Complex.

White Sands Missile Range, the Defense Department's largest fully instrumented open-air range, provides the military and defense technology innovators with the world's premiere facility.

Aerospace Infrastructure

More than 20 federal, state and privately funded laboratories operate in New Mexico, offering a range of aerospace and related technologies. The U.S. Air Force has three bases in the state, and the White Sands Missile Range supports military missile development and test programs as well as NASA, other government agencies and private industry.

In addition, New Mexico is home to familiar names in aviation

including Boeing, Honeywell, GE Aviation and Lockheed Martin.

Spaceport America, the world's first purpose-built commercial spaceport, provides 18,000 acres of secure space as well as 6,000 miles of protected airspace for research, engineering, testing and launching.

A who's who list of innovators using the facility includes Sir Richard Branson's Virgin Galactic, which plans to offer sub-orbital flights to ticket-holding customers, and Elon Musk's SpaceX, which designs, manufactures and launches advanced rockets and spacecraft.

"Spaceport America was conceived and developed to be a significant source of economic development for the state. There are currently well over 100 jobs for spaceport



PHOTO: SPACEPORT AMERICA/JESSE RAMIREZ



Left: Dozens of off-the-shelf drones are prepared for a systems check at White Sands Missile Range. Above: Engineers lower an Air Force Air Launched Cruise Missile (ALCM) from a frame following a test at White Sands.

employees, its contractors and its customers and that number will rise significantly when Virgin Galactic commences operations here,” says Spaceport America spokesman Bill Gutman.

“We work with our tenants and customers to locate as much of their operations at or near the spaceport as possible. For example, UP Aerospace recently began manufacturing the motors it uses for its rockets at the spaceport,” he says.

Launching New Possibilities

UP Aerospace, a space launch and flight test service provider specializing in advanced engineering, launch technology development and state-of-the-art rapid and low-cost launch operations, has successfully launched from Spaceport America

carrying experiments for NASA.

EXOS Aerospace Systems & Technologies Inc., a leading developer of reusable space launch vehicles, successfully launched its SARGE rocket from Spaceport America in 2018. The rocket is designed to carry payloads of up to 50 kilograms on suborbital flights.

New Mexico’s vast renewable energy potential, universities and deep talent pool brought SpinLaunch to Spaceport America. The company is developing a kinetic energy launch system that does not rely on fossil fuels. The technology would spin spacecraft at high speeds on the ground and catapult them upward.

Spaceport America’s customers include EnergeticX, the University of Southern California, the New Mexico Institute of Mining and Technology, Princeton University and Boeing Helicopters including a program to test a helicopter auto-land system capable of safe

landings on moving platforms, says Gutman.

“Many of our launches bring positive recognition to New Mexico. A launch conducted by UP Aerospace for NASA last September was used to test hardware for future planetary exploration missions. It was featured on NASA TV and received extensive national level coverage. Virgin Galactic continues to bring positive recognition to the state,” he says.



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New Mexico's manufacturing
sector built on skilled
workforce, cost advantage

By Kevin Litwin



INDUSTRIAL **STRENGTH**



New Mexico has built a sophisticated and diverse manufacturing sector that ranges from computer chips and building materials to sophisticated audio equipment, medical devices and high-end mattresses.

The state offers a number of economic advantages for manufacturing investment, including the lowest effective tax rate for manufacturers in the nine-state Western region and no inventory tax.

The New Mexico Jobs Package, created in 2013, has reduced the state's corporate income tax rate to 5.9 percent, a cut of more than 20 percent. The state also has one of the lowest property tax burdens in the nation, according to the Balance personal finance website.

"In addition, there is much available land to build on at

reasonable prices per square foot," says Jennifer Sinsabaugh, CEO of the New Mexico Manufacturing Extension Partnership, a statewide organization that helps manufacturers remain competitive. "For manufacturers that also distribute their products, there are three interstates, several rail hubs, regional and international airports, and good weather with rarely any natural disasters to ever hinder transportation."

Markets in Texas, Arizona, Colorado, Kansas, Oklahoma

Left: At work in production and cleanroom facilities at Intel Corp.'s facilities in Rio Rancho. Above: Manufacturing Tempur-Pedic mattresses at the company's 853,000-square-foot production facility in Albuquerque. The company employs 180 people in New Mexico.

Top Export Categories

\$2.03B

Computer and Electronic Products

\$217M

Miscellaneous Manufactured Commodities

\$112.2M

Chemicals

\$170.7M

Electrical Equipment, Appliances & Components

\$192.6M

Fabricated Metal Products

\$133.3M

Food Manufactures

\$214.3M

Transportation Equipment

Source: U.S. International Trade Administration

New Mexico Top Export Destinations

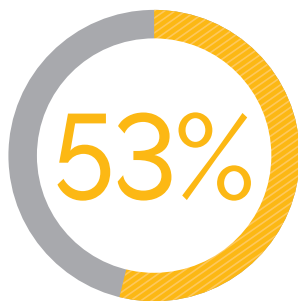
Source: U.S. International Trade Administration



Borderplex Advantage

New Mexico is at the crossroads of the Southwest. Three interstate highways – I-25 (north-south), I-40 (east-west) and I-10 (east-west) – provide access throughout the U.S., as well as to the international borders of Mexico and Canada. The state has long been a critical hub for the flow of goods into the U.S. from Mexico and Latin America.

The bi-national Borderplex is home to 2.7 million people in three states and two countries, and includes Las Cruces, New Mexico; El Paso, Texas; and Juarez, Chihuahua, Mexico. Approximately \$1 billion a day in trade flows



More than 53 percent of New Mexico's total exports pass through the Santa Teresa region on their way out of state.

each day between the U.S. and Mexico. As companies look for the most efficient ways to bring either their finished goods across the border or to deliver raw materials to Mexico, New Mexico continues to be a top choice.

Santa Teresa, New Mexico, has become one of the most important commercial ports of entry on the U.S.-Mexico border. The region is unique in that there are no geographic barriers, such as rivers, which leads to an efficient crossing. More than 53 percent of New Mexico's total exports pass through this region on their way out of state.

Investment in new rail lines and roads, and the implementation of smart policies such as overweight truck zones, contribute to Santa Teresa's success, continually making this port of entry a leader in trade.

and Utah are just a day's drive, and California markets are only two days away.

New Mexico is geographically well-positioned to serve major markets in both the U.S. and Mexico by both road and rail. It's long been a critical hub for the flow of goods into the U.S. from Mexico and Latin America.

Today in New Mexico, the manufacturing workforce numbers more than 26,000, and the sector contributed more than \$3.85 billion to the state's export activity in 2017. New Mexico has a highly productive workforce and abundant training resources, and it leverages highly skilled transitioning military.

"Manufacturing is a high-paying, technologically advanced industry in New Mexico," Sinsabaugh says. "Also helping the sector is a number of laboratories that help bring innovative ideas to manufacturing companies."

Many Big Names

Major companies in the state's manufacturing sector include Boeing, General Mills, Georgia-Pacific, Intel, Ram Motors, Raytheon, Siemens, Thomas & Betts and U.S. Cotton. Bed maker Tempur-Pedic recently added 60 more people to its Albuquerque manufacturing plant, while ThreeSixty Inc. moved its communications software manufacturing operation to Rio Rancho into a plant that is four times larger than its previous facility in neighboring Albuquerque.

The renowned chip maker Intel has invested more than \$15 billion in its Rio Rancho operations since it came to New Mexico in 1980. More than 1,100 employees manufacture microprocessor technology that powers data centers and hundreds of millions of smart



The Boeing Co. is one of New Mexico's major manufacturing employers.

and connected devices worldwide. Rio Rancho has been an important development and manufacturing site for Intel Silicon Photonics, a new class of high-speed optical connectivity that uses fiber optics instead of copper wires for data communications.

PESCO (Project Equipment and Service Co.) completed a \$7.5 million expansion in 2019 to add 80,000 square feet to its manufacturing operation in San Juan County. The expansion added 180 jobs, bringing PESCO's workforce to 500. PESCO makes oil field equipment that separates oil from water and natural gas when it comes out of the ground.

"Only about 5 percent of our production equipment is sold within New Mexico, with most of our customers in other states," says John Byrom, PESCO business development manager. "Those

customers are in hot spots like the oil-rich Bakken shale formation in North Dakota, in Colorado north of Denver, and in West Texas and South Central Texas."

Byrom says PESCO recently began to diversify and is now also constructing miniature portable chemical plants that are transported by truck to agricultural locations in order to produce on-site hydrogen and nitrogen fertilizer.

"We are working with an Albuquerque startup company called BayoTech that utilizes technology developed at Sandia National Laboratories to produce fertilizer right where it's used," Byrom says. "As for PESCO overall, our technology and strong labor force allows us to compete on a national basis, and the state is very supportive in our efforts. New Mexico is a great state for companies in the manufacturing industry."

Rooting Interests

NEW MEXICO CULTIVATES A GROWING VALUE-ADDED FOOD SECTOR

Eat your veggies? That's easy to do in New Mexico, where the state's agriculture sector accounts for \$2.5 billion annually in economic impact.

The National Agricultural Statistics Service reports that New Mexico in 2019 has more than 24,700 farms and nearly 70 farmers markets. The state's top 10 agricultural products in order of annual sales are dairy products, cattle and calves, pecans, hay, onions, chile peppers, cotton, corn, wheat and sorghum. New Mexico ranks second among states in pecan production and fifth in cheese production.

Well-known food manufacturing companies with operations in New Mexico include Bimbo, Dean Foods, General Mills and Leprino. State officials say New Mexico is ideal for ag-based operations thanks to its typical desert climate, with lots of sun, wide temperature ranges and plentiful wind.

The state's diverse growing season ranges from 60 days in the north to 110 days in the Rio Grande. New Mexico houses seven "life zones" – each featuring animals and plants that grow and live in certain temperatures and elevations.

New Mexico is also tapping into the craft brewing movement, and today the state's 65 breweries produce more than 70,000 barrels each year. New Mexico ranks 12th for craft breweries per capita. Albuquerque has the highest concentration of breweries – the city even hosts an annual Albuquerque Beer Week.

Nicknamed "liquid tourism," visitors to New Mexico can find information and directions to all breweries and taprooms via an online map produced by the New Mexico Brewers Guild and the New Mexico Tourism Department.

– Kevin Litwin



To YOUR HEALTH

University of New Mexico Health Sciences Center delivers new discoveries and best medical practices to patients

By Teree Caruthers

Renowned academic and research resources combine with a cadre of top-ranked providers to bring high-quality health care, expertise and facilities to every corner of New Mexico.

An impressive network of health care systems and providers, including Presbyterian Healthcare, Lovelace Health Systems and the University of New Mexico Health Sciences Center give the state a competitive advantage by providing residents with cutting-edge treatments and innovative medical practices.

An Academic Enterprise

“There are only a few organizations like the UNM Health Sciences Center that have their hospitals,

colleges and research all under a single umbrella,” says Richard Larson, executive vice chancellor, University of New Mexico Health Sciences Center. “Not only do we train the health care professionals of tomorrow, but we also bring the latest and greatest discoveries to the patients we serve, and we do it in a very robust clinical platform.”

UNM Health Sciences Center has a roster of about 900 active research projects, funded by a variety of private and public organizations and agencies, such as the American

Using a patient simulator, a student learns how to inject medication at the Health Sciences Center at the University of New Mexico.





Lung Association and American Heart Association, that are not only focused on developing new drugs and new technologies, but also on developing the best practices for how the health care system takes care of its patients.

“We have active [research] programs in the study of substance abuse and traumatic brain injury and Alzheimer’s disease. We have very strong programs that study diabetes and several that study children’s health. We also have a whole menu of cancer programs,” Larson says. “We’ve had discoveries with using MRIs to better diagnose and understand brain trauma, and in particular, strokes. And we are a part of cutting-edge clinical trials related to dementia and slowing dementia in the elderly. We try to

conduct research that’s necessary to impact the diseases that most affect New Mexico.”

Larson says over the past decade, the university’s research efforts have doubled, leading to bigger projects and more productive partnerships, such as the new \$90 million University of New Mexico Cancer Center, which offers world-class treatment and clinical research, and the Lovelace Respiratory Research Institute, a partnership with Lovelace Health System focused on the prevention and treatment of respiratory issues.

“We also work with most large pharmaceutical companies to help them with their clinical trials, and we work with many biotechnology firms to develop new devices or new testing

tools for medical application. We work with hundreds of other universities throughout the country and the world on a variety of projects directed at the whole spectrum of disease treatment and prevention,” he says.

Collaborative Care

Larson says these collaborations allow researchers to hone best practices to provide the highest level of complicated care of any health care system in New Mexico.

“We have a Level I Trauma Center. We have an NCI designated cancer center. We have a nationally recognized stroke center. But because we are an academic health center with a research component, it allows us to bring the cutting-edge drugs, new diagnostic



Left: New Mexico offers high-quality health systems, such as Presbyterian Healthcare, which employs more than 11,300 people in New Mexico. Right: Students participate in a pharmacy class at the Health Sciences Center at the University of New Mexico.

PHOTO: PRESBYTERIAN HEALTHCARE

techniques, new ways of preventing diseases to New Mexico as soon as they're available — and in many cases before they're available in other places. So we have the ability to take care of complex diseases in ways that no one else in New Mexico can," Larson says.

The UNM Health Sciences Center has also been a catalyst for growth within the state's health care industry through transfer of R&D.

"When we make discoveries in our laboratories, we take those discoveries and we partner with private startup companies, or sometimes a larger company, and let the company further develop the discovery into a product," Larson says. "Since 2004, 53 companies have started, 26 of which located in New Mexico using technology that we discovered at the UNM Health Sciences Center."



“Since 2004,
53 companies
 have started, 26 of which
 located in New Mexico
 using technology that we
 discovered at the UNM
 Health Sciences Center.”

— Richard Larson/
 University of New Mexico
 Health Sciences Center

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Community Through Creativity



New Mexico is a state rich in history, tradition and culture

By Kathryn Royster
Staff photo by Nathan Lambrecht

In New Mexico, the arts are not just about creative expression – they are also about building strong communities.

The state has a lengthy history as an arts epicenter, beginning centuries ago with traditional indigenous art. Today, New Mexico has more working artists and arts facilities per capita than any other state.

“The arts are often overlooked as a way to develop economies and build communities,” says Rose Eason, executive director of GallupARTS, an organization that has a twofold mission: to engage the community with the arts and provide a way for artists to show and sell their works.

That role is crucial in a county where one in four residents is an artist.



Through the efforts of **gallupARTS**, supported by the Northwest New Mexico Council of Governments, the city of Gallup qualified as a state arts and cultural district. **gallupARTS** runs a full calendar of public events, exhibits and workshops, plus the **LOOM** Indigenous Art Gallery, which is managed by an advisory council of native artists.

Eason is especially proud of the way Gallup's local artists, many of them from the nearby Navajo and Zuni reservations, are tackling tough issues such as alcoholism and homelessness.

"They're showing a lot of cutting-edge work, both in terms of technique and relevance," she says. "The reception has been overwhelmingly positive, so I think it's shown Gallup that art can foster dialogue and progress in the community."

Arts in Santa Fe

The Santa Fe Art Institute (SFAI), founded in 1985, advances similar goals. The institute's flagship residency program has hosted more than 1,200 artists since its inception. In 2013, SFAI decided to focus the residency program on social justice, and residencies became tuition-free in 2017.

"We believe in artists as leaders to provide a real sense of our humanity," says Jamie Blosser, SFAI's executive director. "We eliminated tuition to broaden access and make sure we're providing opportunity to artists from diverse backgrounds."

Past residency themes include food justice, immigration/emigration and water rights. The goal is to encourage cross-disciplinary engagement between artists as they complete themed projects.

SFAI also offers the Story Maps Fellowship, a nine-month program that pairs young artists of color with mentor artists. The artists and their mentors collaborate with government departments and other non-arts organizations to create stories, maps and other artworks of the community.

"It's a new way to invest in the capacity of young creative people, to give them more of a voice and a chance to learn more about their civic systems," Blosser says.

Contemporary and Traditional

Ezra Hubbard, an interdisciplinary artist with roots in Taos, also appreciates the arts' connection-building potential. He participates in and helps run Pecos' annual studio tour.

"New Mexico has a long-standing tradition of interest around

“NEW MEXICO HAS A LONG-STANDING TRADITION OF INTEREST AROUND TRADITIONAL ART. WITH ALL THE NEW EXCITEMENT AROUND CONTEMPORARY ARTS, IT’S A NICE JUXTAPOSITION.”

— Ezra Hubbard/Artist

traditional art. With all the new excitement around contemporary arts, it’s a nice juxtaposition. And it ties into the studio tour: The old model of four white walls in a gallery just doesn’t work as well anymore,” Hubbard says.

He believes that studio tours, a staple of New Mexico’s arts scene, benefit both the artists and their patrons. Particularly in rural areas, sales made during a weekend studio tour can provide several months’ worth of income – the difference between being a

hobbyist and making a full-time living as an artist.

Patrons, by turn, get access to pieces that are not available to the general public, plus a more intimate connection to the artist and the work. And that connection, ultimately, is what the arts are all about.

“Any time someone buys someone’s work, they’re supporting the arts. It doesn’t have to be a large contribution to a nonprofit or a museum,” Hubbard says.



Georgia O’Keeffe Museum

The Georgia O’Keeffe Museum in Santa Fe is dedicated to perpetuating the artistic legacy of the renowned artist and to the study and interpretation of American Modernism. It is the

first art museum dedicated to the work of a woman artist of international stature. Its permanent collection of O’Keeffe works is the largest of any museum in the world and includes more than 1,000 of her work and extensive archival materials. The

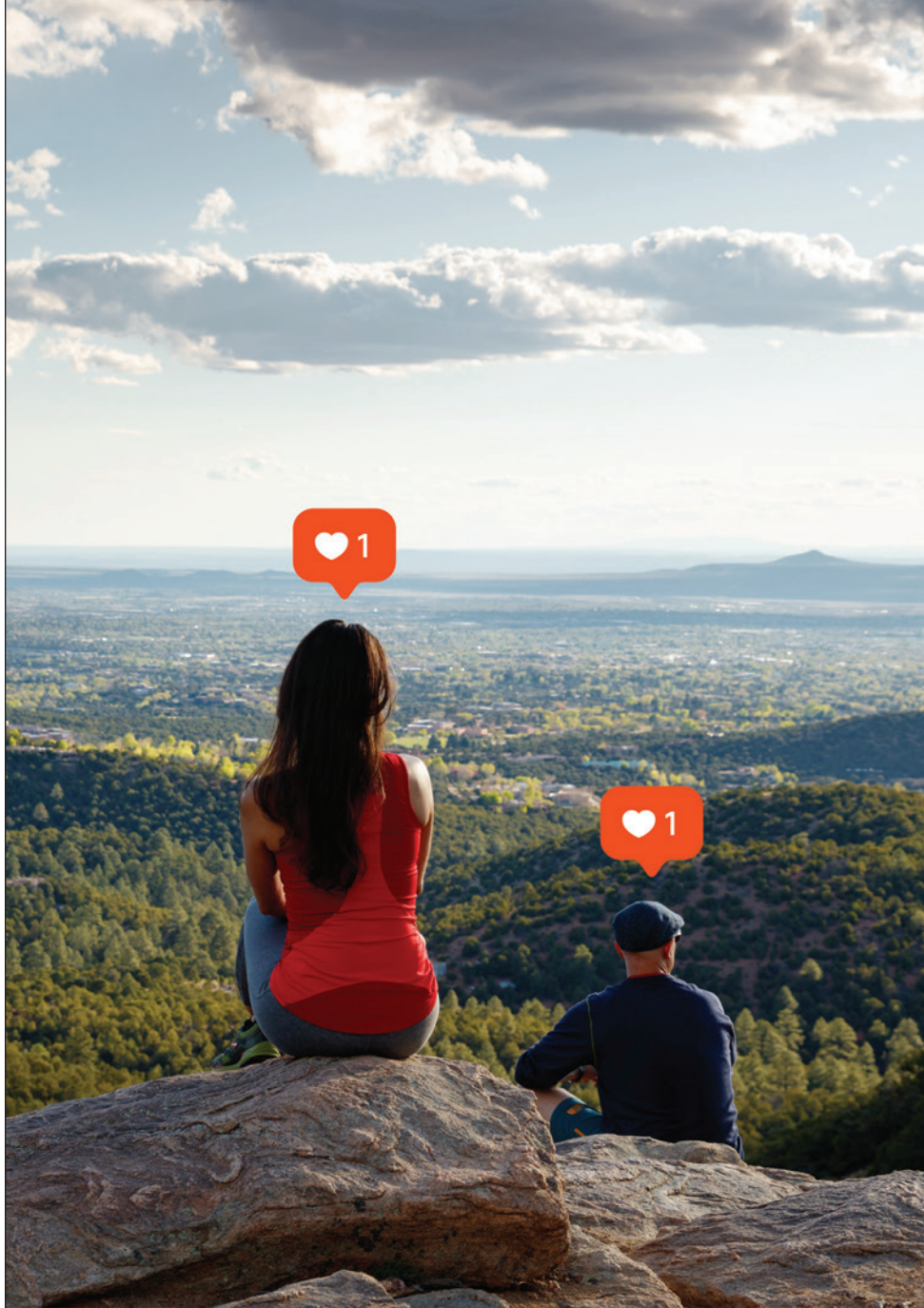


museum building, opened in 1997, was designed by architect Richard Gluckman, whose projects have included the gallery addition at the Whitney Museum of American Art’s permanent collection in New York City and the Andy Warhol Museum in Pittsburgh.



Lighter than Air

The Anderson Abruzzo Albuquerque International Balloon Museum takes its name from Albuquerque balloonists Ben Abruzzo and Maxie Anderson, who with partner Larry Newman, completed the first nonstop crossing of the Atlantic Ocean in a gas balloon in 1978. The museum's exhibits combine unique historic artifacts with modern multi-media technology to show the art, culture, science, history, sport and spectacle of ballooning. Each October, thousands of visitors come to Albuquerque for the Albuquerque International Balloon Fiesta, which takes place at the 365-acre Balloon Fiesta Park. The event showcases more than 700 balloons and is billed as the world's largest balloon festival.



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Sensory Perception

AT SANTA FE'S MEOW WOLF IMMERSIVE EXPERIENCE, YOU ARE CORDIALLY INVITED TO TOUCH THE ART

Staff photo by Nathan Lambrecht

Most museums you've been to probably have stern warning signs: "Do not touch the art."

But, Meow Wolf is the antithesis of most museums. At this interactive Santa Fe fantasyland, where art meets sci-fi, not only can you touch the artwork, but you're encouraged to enjoy a multisensory experience.

So, go ahead, swing open a refrigerator door and climb into another dimension; crawl through a fireplace mantle to discover a hidden portal because in the popular House of Eternal Return exhibit, it's your imagination's task to roam free and come up with a good ole conspiracy theory about how a family disappeared from the home. Unraveling the storyline is all part of the experience when you walk (and crawl and creep and poke and plod) through this rad museum, which has a psychedelic bent and is bursting with a kaleidoscope of color.

Meow Wolf began as an art collective in 2008. A group of artists wanted to do something wildly different. They had a desire to create immersive experiences for their audiences. They wanted to let their creativity explode.

In 2016, with funding from Santa Fe resident and *Game of Thrones* author

George R.R. Martin, Meow Wolf took over an abandoned bowling alley, transforming it into a 22,000-square-foot entertainment complex.

Since its debut, Meow Wolf has been winning over fans with its trippy funhouse. A behemoth robot welcomes guests in the parking lot, so you know you're in for an out-of-this-world experience when you step inside.

You've got lots of options for experiencing the glory that is Meow Wolf. Its permanent digs in Santa Fe just got fresh exhibits, including one from Australian artist Pip & Pop who created an installation that feels like you're cast in a real-life game of Candyland.

Though Meow Wolf is expanding, with permanent locations in Las Vegas and Denver, an art theme park ride in Denver and a planned immersive arts hotel in Phoenix, New Mexico remains home base and it has affirmed its commitment to the state for the long haul.

Curious about how the name Meow Wolf came about?

At the very first meeting of the collective in 2008, the artists each put two words into a hat. Then they picked two random words out of the hat: Meow Wolf.

—Brittany Anas



6 Must-See Arts, Culture and Historic Attractions in New Mexico

1 Billy the Kid Museum
The rifle belonging to outlaw Billy the Kid is on display at the Billy the Kid Museum in Fort Sumner. The Kid was a frequent visitor to Fort Sumner until getting shot to death at age 21 in 1881. The museum is known for having one of the best Old West collections in the Southwest.

2 Casamero Pueblo Ruins
In the northwest part of the state in McKinley County are the Casamero Pueblo Ruins, an 11th-century community highlighted by a two-story pueblo with 28 rooms. The pueblo was excavated in 1966 and stabilized, and today the site is open via a short trail. Interpretive signs assist visitors.

3 IAIA Museum of Contemporary Native Arts
More than 25,000 visitors travel annually to the Institute of American Indian Arts Museum of Contemporary Native Arts in Santa Fe. The museum showcases a collection of about 7,500 authentic pieces of jewelry, basketry, pottery, paintings and prints created by well-known Native American artists.

4 National Hispanic Cultural Center
Located along the Rio Grande River in Albuquerque is the National Hispanic Cultural Center, which presents more than 700 events each year to promote the advancement of Hispanic arts and culture. Programs are featured in the areas of culinary arts, dance, film, history, literary arts, music, theater and visual arts.

5 Norman & Vi Petty Rock & Roll Museum
Memorabilia from Buddy Holly, Roy Orbison, Waylon Jennings and other stars is on display in Clovis at the Norman & Vi Petty Rock & Roll Museum. The Pettys owned 7th Street Studio, where many artists recorded, and today visitors hear a jukebox playing 1950s rock 'n' roll songs as part of the tour experience.

6 Tinkertown
An unusual folk art environment built from recycled materials is on display in Sandia Park at Tinkertown, an attraction open each year from April 1-Oct. 31. Local artist Ross Ward created Tinkertown over 40 years, with attractions like an old western town, three-ring circus, a 1930s sailboat and a wall of 50,000 glass bottles.

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PHOTO: CITY OF ALBUQUERQUE / MA RAY / STREET STUDIO

Enchanted LIVING

Vibrant, diverse communities give New Mexico lifestyle appeal

By Jessica Walker Boehm

“It’s a good time to be here, and there’s something for just about everyone.”

— Mandy Leatherwood Guss/
City of Las Cruces



STAFF PHOTOS BY NATHAN LAMBRECHT

If you're searching for the perfect place to put down roots, look no further than New Mexico. The Land of Enchantment has seemingly countless advantages – a thriving arts and culture scene, plenty of natural beauty, a strong workforce and an array of diverse communities. And it's affordable, with the state's housing costs more than 20 percent below the national average.

‘A Cool Place to Gather’

From large metropolitan areas to small towns, New Mexico has it all, and each community offers its fair share of cultural attractions.

Arts and entertainment enthusiasts will fall in love with Albuquerque, named to Livability.com’s ranking of the Top 100 Best Places to Live in 2019.

Along with the Downtown Albuquerque Arts & Cultural District, the city features Green Jeans Farmery, a unique collection of locally owned restaurants,

Clockwise from left: The landmark KiMo Theatre in Albuquerque is a popular spot for live performances, movies and events; Santa Fe Brewing Co., one of the gathering spots at Green Jeans Farmery in Albuquerque; A yoga class in a communal room at Green Jeans Farmery.



Top: The Santa Fe Farmers Market is one of the oldest and largest growers' markets in the U.S. Bottom: Students in colorful costumes perform authentic Mexican folk dances during the annual Cinco de Mayo Fiesta in the historic village of Mesilla near Las Cruces.

breweries and shops constructed entirely with shipping containers.

“Green Jeans Farmery gives people a cool place to gather and offers a diverse range of dining options for kids, teens and adults, so everyone can find something they’re excited about,” says Roy Solomon, the Green Jeans Farmery developer who is in the process of creating a similar development in Albuquerque’s Northeast Heights neighborhood called Tin Can Alley.

Los Alamos, which scored a spot on Livability.com’s list of Top 100 Best Small Towns for four consecutive years, is home to the Los Alamos Creative District. Comprising approximately 13 blocks of the city’s downtown, the district includes museums, galleries, restaurants and retailers, and it hosts a variety of unique events throughout the year.

“The district works collaboratively with other community organizations to host four large annual events that draw thousands of people from our community and surrounding areas,” says Jennifer Loveless, creative district curator and events manager for Los Alamos MainStreet.

A signature event is the award-winning Los Alamos ScienceFest, a five-day celebration of science, technology, engineering, art and math (STEAM), Held in mid-July, the event attracts visitors from around the world.

Downtown Las Cruces is also a mecca for arts and entertainment as it lays claim to destinations such as the historic Rio Grande Theatre, Las Cruces Museum of Art, Branigan Cultural Center and Plaza de Las Cruces, an open-air spot that hosts community events.

One of downtown’s biggest draws is the Las Cruces Farmers & Crafts Market.

“It’s been named one of the best farmers markets in the nation,

Five Standout Festivals in New Mexico

They know how to celebrate in New Mexico, whether it’s music, culture or cuisine. Here is just a small sample of the signature festivals that take place throughout the state:



International Folk Art Market

Every July in Santa Fe, the International Folk Art Market sells artworks made by more than 150 artisans representing 60 countries. About 20,000 visitors attend and purchase more than \$3 million in folk art, and another highlight is an International Food Bazaar with booths ranging from Cambodian to Indian to Mediterranean cuisine.



Pie Festival USA in Pie Town

Celebrating its 39th anniversary in September 2019 is Pie Festival USA, which occurs in Pie Town southwest of Albuquerque. More than 1,000 pies are sold in one day, with visitors arriving from throughout west-central New Mexico. A morning 5K run features participants running downhill half the race, then uphill the other half.



Mardi Gras in the Mountains

Red River hosts a Mardi Gras in the Mountains festival every early March, with six days packed with costume balls, Cajun-food cookoffs, crawfish boils, a ceremonial burning of a loup-garou (werewolf) and a downhill gator race. A Mardi Gras parade culminates the week with bead tossing, singing and dancing.



Taos Winter Wine Festival

For four days in early February, the Taos Winter Wine Festival offers tasting sessions of more than 150 wines from 35 participating wineries. The long weekend also features delicious food from 24 of the area’s best restaurants, and a silent auction sells rare pinot noirs and chardonnays.



Hatch Chile Festival

The village of Hatch heats up every Labor Day weekend with its two-day Hatch Chile Festival that attracts about 30,000 visitors. Celebration of the village’s famous crop has been documented by The Food Network and the BBC, and events include chile-eating contests, artisan booths, a carnival and live music.



Carlsbad Caverns



Navajo Lake State Park

and everything is handmade, grown or produced by Doña Ana County residents,” says Mandy Leatherwood Guss, business development administrator for Las Cruces. “Plus, downtown Las Cruces is growing, with several new restaurants and fun attractions opening all the time. It’s a good time to be here, and there’s something for just about everyone.”

Outdoor Adventure

In addition to a flourishing cultural landscape, New Mexico has 35 state parks, three national parks and 10 national monuments.

One of those national parks features the can’t-miss Carlsbad Caverns in the Guadalupe Mountains, which include more than 119 below-ground caves formed when sulfuric acid dissolved limestone millions of years ago. Visitors can hike in on their own via the natural entrance or take the elevator directly to the Underground Lunchroom some 750 feet below and grab a bite to eat.

Looking to cool off? Head to Navajo Lake State Park, home to the second-largest lake in New Mexico and 150 miles of shoreline. Located in the northern region of the state, the park offers ample opportunities for water-based recreation like boating and fishing – particularly on the San Juan River, famous for its abundance of trout – as well as activities such as camping, hiking and biking.

Another top spot to make a splash is Bottomless Lakes State Park, situated near southeastern New Mexico’s Roswell. Highlighted by *Travel+Leisure* in 2017, the park has nine lakes, which are actually sinkholes filled with water that range from 17 to 90 feet deep. Anyone can visit eight of the nine lakes, but only one, Lake Lea, permits swimming – and because it’s so deep, the lake has become a favorite scuba diving destination.

A woman in a black shirt and blue cap points towards a high cliff face. A child in a red shirt stands beside her. They are on a wooden walkway with a metal railing, overlooking a deep, rocky canyon. The canyon walls are steep and layered, with some greenery at the top and bottom. The lighting is bright, suggesting a sunny day.

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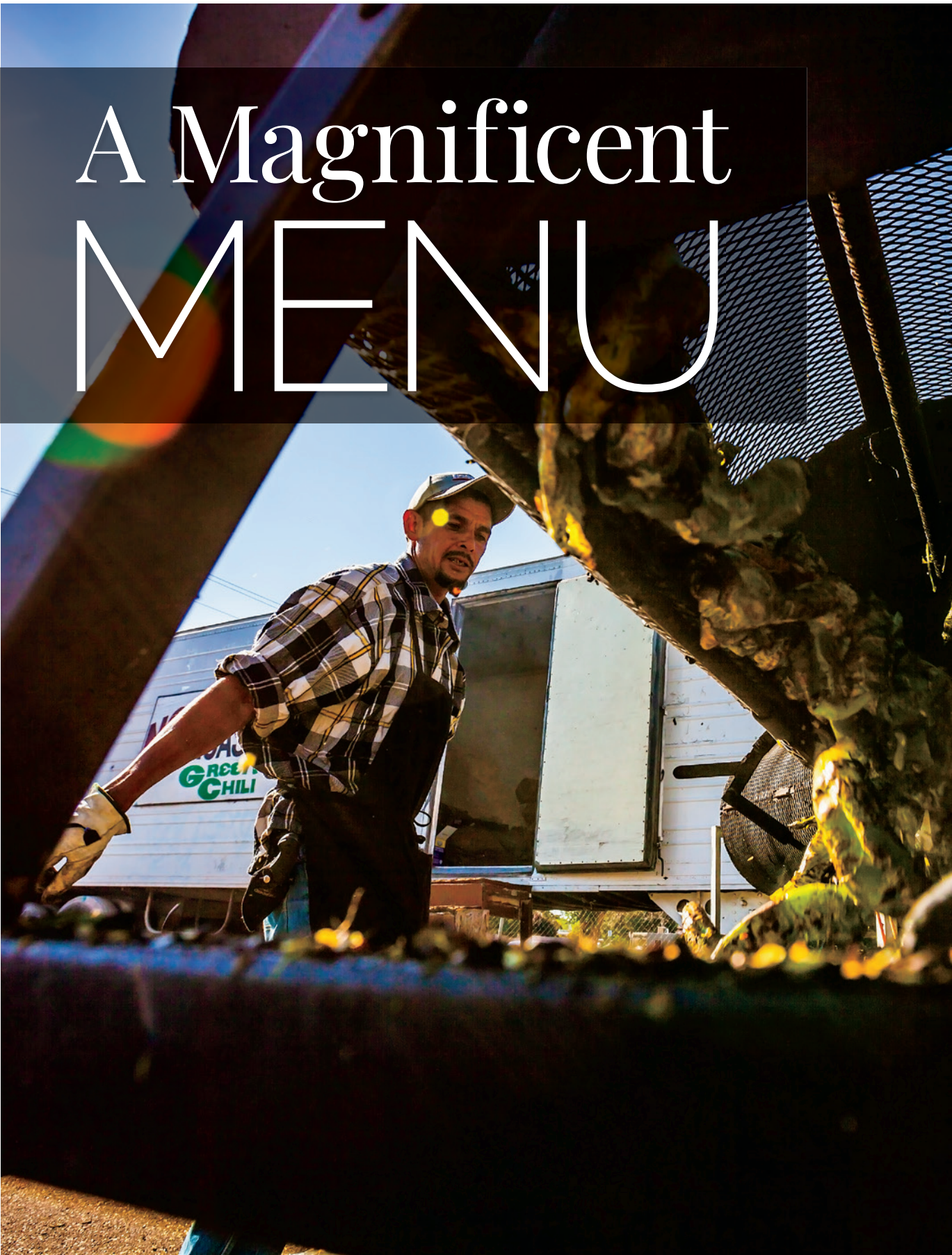
- Individualized secondary education
18:1 student to teacher ratio
- Western New Mexico University

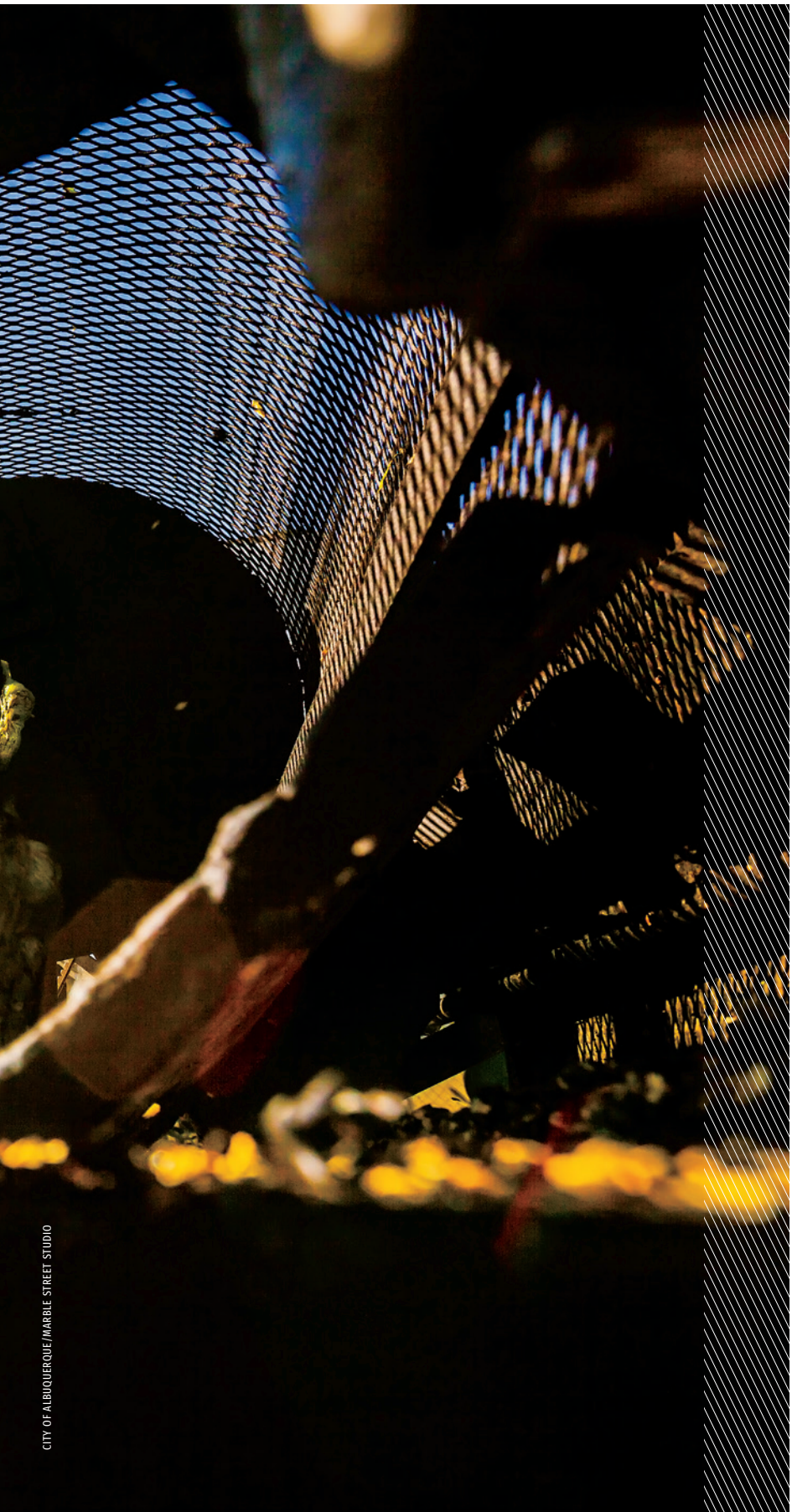
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A Magnificent MENU





CITY OF ALBUQUERQUE / MARBLE STREET STUDIO

New Mexican cuisine is flavored by much more than just the chile pepper

By Cary Estes

Most chefs will tell you that one of the best ways to create a savory meal is through slow-cooking, allowing the flavors of the various ingredients to gradually mix and meld into a delectable dish.

Well, food in New Mexico has been simmering for more than 400 years, bringing together a blend of Spanish, Native American and Mexican influences to produce a rich depth and diversity in local cuisine in every part of the state.

“There are a lot of deeply rooted cultural influences in this state,” says New Mexico native Jonathan Perno, executive chef of Campo at Albuquerque’s Los Poblanos Inn, and a James Beard Award

semifinalist in 2019. “We’ve had all these different cultures move through here, including some from Europe. So there is a wealth of things we get to draw from. We have a deep well.”

Not Just a Peck of Peppers

Any talk of New Mexican cuisine begins with the beloved chile pepper – both red and green –

versatile when it comes to cooking. There are all these facets of what you can do with them. And they have different nuances depending upon where they’re grown in the state.”

Indeed, the popular chiles grown in the rural community of Chimayo, approximately 30 miles north of Santa Fe, are distinctly different from the ones produced

the chile. Perno points out that the rich soil of the Rio Grande River corridor, which runs the length of the state, is fertile ground for growing a wide variety of fruits, vegetables and even spices.

“There are a lot of different food producers along that corridor,” Perno says. “Rio Grande Valley cuisine is not something a lot of people know about, but it’s a great environment for things you might not expect (to come from New Mexico) like squashes, leafy greens and ginger.”

A Plateful of Restaurants

As a result of this bountiful buffet of food choices, the cuisine scene in New Mexico is both wide and deep.

Perno is one of several chefs in the state to have received national attention in recent years. This list includes Martín Rios, chef at Restaurant Martín in Santa Fe, who also was named a James Beard Award semifinalist in the Best Chef: Southwest category.

Speaking of Santa Fe, the city has become something of a food mecca, home to more than 400 restaurants. With a population of approximately 84,000, that averages to about one restaurant for every 200 people. In 2018, Thrillist magazine named Santa Fe one of the 15 American Cities That Secretly Have Great Food Scenes, noting that it offers “pretty much everything you love, done the best it can be done.”

No matter where you go in the state, there are plenty of places focused on local foods. Back in Albuquerque, for example, Farm & Table puts a New Mexican twist on its American cuisine by using locally sourced products in approximately 80 percent of its ingredients. Housed in a historic stagecoach stop, Farm & Table cultivates a two-acre produce farm and a nine-acre alfalfa farm



“Chiles are our lifeline. We’re addicted to them. They’re extremely versatile when it comes to cooking. There are all these facets of what you can do with them.”

— Jonathan Perno/Executive Chef, Campo

whose origins in the region date to the 1580s. This is butter on a vine, an ingredient that can be used in almost everything, from sauces and soups to dressings and fillings. And, of course, they can be enjoyed all on their own.

“Chiles are our lifeline. We’re addicted to them,” Perno says with a chuckle. “They’re extremely

in the southern towns of Los Cruces, Socorro and Lemitar.

“There is a versatility and flavor profile from the pepper in this state that you cannot truly achieve from chiles that are roasted and peeled in other parts of the country,” Perno says.

But there is so much more to New Mexican cuisine that just



Farm & Table, housed in a historic stagecoach stop, cultivates a two-acre produce farm and nine-acre alfalfa farm.

located directly behind the restaurant.

Finally, in order to wash down all this succulent fare, there are more than three dozen independent beer operations scattered throughout New Mexico, including microbreweries, brewpubs, brew houses and taprooms.

“Our food doesn’t just revolve around great chiles. It revolves around the people and the product they are producing,” Perno says. “We are all trying to show what New Mexico has to offer.”



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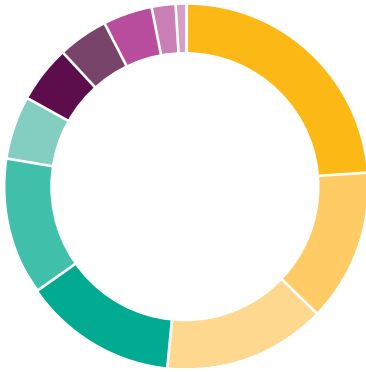
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EMPLOYMENT SECTORS



(% of total nonagricultural jobs, December 2018)

- Government: 22.0%
- Educational & Health Services: 16.6%
- Transportation & Utilities, Transportation: 16.0%
- Professional & Business Services: 12.7%
- Leisure & Hospitality: 12.4%
- Construction: 5.8%
- Financial Activities: 4.2%
- Other Services: 3.4%
- Manufacturing: 3.2%
- Mining & Logging: 2.6%
- Information: 1.3%

NONFARM EMPLOYMENT

808,400	827,500
2005	2016
803,200	830,800
2010	2017
826,200	845,800
2015	2018

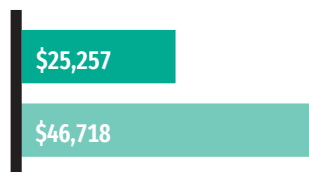
Source: U.S. Bureau of Labor Statistics

Over-the-Year Employment Growth (Dec. 2017 to Dec. 2018)

2.4% NM 1.8% U.S.

Source: New Mexico Department of Workforce Solutions

INCOME (2017)



- Per-capita income
- Median household income

Households: 2,522,204

POPULATION

2,088,070

(2018)

2,059,207

(2010)

Change: 1.8%

MSA Population (2017)

Albuquerque: 910,726
Las Cruces: 215,579
Santa Fe: 148,750
Farmington: 126,926

COST OF LIVING (2018)

U.S. Average = 100

92.8	108.3	91.3
New Mexico	Nevada	Texas
97.7	98.2	88.1
Arizona	Utah	Oklahoma
138.7	105.5	90.5
California	Colorado	Wyoming

Source: Council for Community & Economic Research (C2ER) and University of Missouri

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