

# NEW MEXICO

## ECONOMIC DEVELOPMENT

2020

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OIL, GAS,  
SOLAR,  
WIND KEEP  
STATE'S  
ENERGY  
SECTOR  
STRONG

*Opportunities  
for hemp  
production*

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# Gateway *to the* SKIES

Civilian space exploration uses  
New Mexico as a launch pad

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Explore Acoma Big Game Hunts



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[www.skycity.com](http://www.skycity.com)





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2020 EDITION • VOLUME 2



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Air Force Research Laboratory New Mexico leads the way in laser, optical and space supremacy technologies. The laboratory is one of the major research assets that have helped the state develop a thriving technology sector.

Photo by **Marble Street Studio/City of Albuquerque**





# See what's happening @ LIVABILITY.COM/NM



## QUALITY OF LIFE

Whether it's digging into the state's best dishes or diving into its lively cultural scene, locals are living their best lives. Explore how New Mexico plays during the day – and night.



## STAY INFORMED

Moving to New Mexico might make sense for your bottom line. See how the numbers add up.

## Read the Digital Magazine

### TWICE THE VIEWS

Each article can be read as a stand-alone feature on [livability.com/nm](http://livability.com/nm) or within the digital magazine.

### SOCIAL IN A SNAP

Share an interesting article or captivating image on your social platforms easily and quickly.

### EMBED IN YOUR SITE

Post the digital magazine on your website and share it with the world!



## INNOVATION

Explore the state's cutting-edge business technologies, forward-thinking community planning strategies and much more.



## TALENT

Discover how educational institutions and local businesses are drawing talent from around the world.



# NEW MEXICO ECONOMIC DEVELOPMENT

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**VISIT NEW MEXICO ECONOMIC DEVELOPMENT ONLINE AT LIVABILITY.COM/NM**

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# Career Destination

New Mexico offers a highly diverse economy with technology-driven industry sectors in advanced manufacturing, aerospace, agribusiness, energy and natural resources, and information technology. The state added more than 31,000 jobs to its civilian labor force in the last 18 months alone.

## DIVERSE AND WELCOMING

New Mexico thrives on diversity, offering a multicultural experience, and it is one of just four states with a majority-minority population.

## EXPLORE THE OUTDOORS

New Mexico boasts **five** national forests, **15** national parks and monuments, **34** state parks and **26** wilderness areas.

THE  
**4-1-1**  
ON LIVING AND  
WORKING IN NEW  
MEXICO

## A DOLLAR GOES FURTHER

New Mexico boasts affordability, with overall costs below the national average and housing prices at just

**77.8%** OF THE U.S. AVERAGE

## LIGHTS, CAMERA, NEW MEXICO!

New Mexico is a hub for the convergence of creative and technical talent that has helped make it a center for film and television production. With the likes of Netflix and NBCUniversal making major investments in production facilities, the state estimates the film and television industry generated more than \$525 million in direct spending in fiscal year 2019.

## On the Move

An integrated infrastructure includes a network of highways and three interstates that crisscross the state and Class I rail service from Burlington Northern Santa Fe and Union Pacific. Santa Teresa, located in the binational Borderplex region, is home to Union Pacific's \$500 million intermodal facility, one of the carrier's largest operations in the U.S.



Air Force Research Laboratory

## RESEARCH POWERHOUSE

The state hosts two Department of Energy laboratories, Sandia National Laboratories and Los Alamos National Laboratory, as well as other research facilities, such as the Air Force Research Laboratory (AFRL) at Kirtland Air Force Base and the White Sands Missile Range, that give it powerhouse research capabilities.

PHOTO: MARBLE STREET STUDIO/CITY OF ALBUQUERQUE



# Discover New Mexico

Innovative companies find a home in the Land of Enchantment

## Kicking and Screaming

New Mexico put its best foot forward with a professional soccer franchise.

**New Mexico United**, founded in 2018 and based in Albuquerque, plays its home games at Isotopes Park. The squad competes in the 35-team USL Championship, which is the second division of U.S. soccer.

Its season runs from mid-March through mid-September.

In its inaugural season, the team boasted the highest average attendance among other USL teams.



New Mexico United

## All in Good Tastiness

An Irish company has found a lasting partnership with a dairy cooperative in New Mexico.

**Southwest Cheese Company** was formed in 2006 in a joint venture between Irish-based Glanbia PLC and dairy cooperatives of the Greater Southwest Agency, including Dairy Farmers of America and Select Milk Producers.

From its lone U.S. plant in Clovis, Southwest Cheese has 300 employees who annually process nearly 4 billion gallons of milk and produce about 375 million pounds of block cheese for a variety of name brands.

The Clovis facility is one of the largest natural cheese plants in the U.S., making high-quality American, cheddar, Monterey Jack, Colby Jack, Asadero, queso quesadilla and pepper jack cheeses. The company also manufactures about 30 million pounds of whey protein powders each year.



PHOTOS, TOP-BOTTOM: RILEY RUSSELL/NEW MEXICO UNITED; ISTOCK.COM/FCAFOTODIGITAL



## Big Data

Some of the world's most complex problems are being addressed through the work of a company in Santa Fe.

Established in 2014 by a team of scientists from Los Alamos National Laboratory, **Descartes Labs** is a predictive intelligence company that has designed a data-agnostic platform for performing global-scale analyses.

The company, which has raised more than \$58 million in venture funding, is the first company founded to create a geospatial data refinery to fuel predictive models. It combines a scalable geospatial data processing and modeling platform with a massive, diverse geospatial library.

The company's scientists are recognized leaders in the field who create competitive advantages through scientifically validated analytics. They are instrumental in helping



governments, organizations around the world and industries that include agriculture, mining and metals, oil and gas, shipping and logistics, power and renewables, and insurance.

Above: Research taking place in laboratories across New Mexico is helping to solve some of the world's most complex problems.

## Clear as Glass

An Albuquerque company is making a name for itself manufacturing glass-based, three-dimensional devices used in high-speed communications and data transfer technologies.

**3D Glass Solutions** (3DGS) is an RF passive device design and manufacturing company that develops novel, high-frequency 3D components. 3DGS' patented technology spans the GHz spectrum and allows high-performance RF communication needed for commercial consumer and complex avionics as well as space and security systems operating at high frequencies.

The company, which secured an investment from aerospace and global security leader Lockheed Martin in 2019, operates from a state-of-the-art, 20,000-square-foot manufacturing facility.

## More Face Time

**Facebook** is investing more than \$1 billion to add five additional buildings to its Los Lunas Data Center Campus, with construction expected to last well into 2023.

The social media giant opened its first building in Los Lunas in 2019, and the expansion will bring the data center campus size to 2.8 million square feet.

Once completed, the Los Lunas Facebook workforce is expected to top 150 employees. The entire campus will be 100% powered by renewable energy.

The Facebook campus is expected to have a \$2 billion annual impact on the state's economy.



Los Lunas Data Center

# \$1B

investment by Facebook in its New Mexico campus



## Did You Know?

Advancements and discoveries are taking place in New Mexico, thanks to the work taking place in its two Department of Energy national labs, Sandia National Laboratories and Los Alamos National Laboratory, research facilities, such as the White Sands Missile Range, and major corporations, such as Intel.

# 375M

pounds of block cheese produced annually at Southwest Cheese Company in Clovis

# \$58M

venture funding raised by Descartes Labs



# *For the* **LONG HAUL**

New Mexico's location, transportation infrastructure make it a logistics leader

*By Kevin Litwin*



**N**ew Mexico has fashioned a well-deserved reputation for getting things where they need to go.

A strong transportation infrastructure includes a network of well-maintained highways and three interstates that crisscross the state, positioning it to serve several major markets in the United States, Mexico and beyond. In addition, Class I rail carriers

Burlington Northern Santa Fe (BNSF) and Union Pacific provide direct service to ports in Long Beach/Los Angeles, Houston and Galveston that are approximately equidistant from the state as well as ports of entry at the Mexican and Canadian borders.

BNSF has established a Site Certifications Program that identifies optimal rail-served sites and conducts in-depth reviews of 10 economic development criteria

to determine if the site meets stringent readiness standards.

### **3 BNSF-Certified Sites in NM**

Three of just 18 BNSF-certified sites nationally are in New Mexico:

- The 1,420-acre Central New Mexico Rail Park in Los Lunas
- Gallup Energy Logistics Park in northwest New Mexico, which includes 11,000 linear feet of new rail connecting to

BNSF's Southern Transcon line

- The 240-acre Clovis Industrial Park in the east-central part of the state

"Becoming BNSF-certified is a great designation, as we really look to market Clovis Industrial Park," says Chase Gentry, executive director of Clovis Economic Development. "Over the last 10 years, we've invested \$5 million in infrastructure, and the park contains



New Mexico's wealth of transportation assets, such as rail and quality highways and interstates, help connect businesses and industries with a number of major markets.



PHOTOS: FLICKR.COM/JERRY HUDDLESTON; MARBLE STREET STUDIO/CITY OF ALBUQUERQUE

approximately 240 acres of prime industrial property that is currently subdivided into 25 lots. We are also a certified site with Excel Energy.”

Gentry says the industrial park offers convenient truck access to U.S. Highways 60, 70 and 84. A main rail spur with two mainline switches provides rail access to most of the lots. Clovis Industrial now has two tenants – Quality Liquid Feeds (feed for dairies) and Renewable Energy Group

(biogas) –leaving 215 acres remaining to lease.

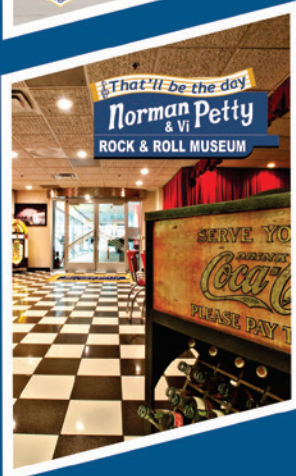
“We are constructed to handle large truck traffic and heavy rail hauling,” Gentry says. “And because of the BNSF certification, businesses and industries looking to locate at any of our properties could save six to nine months of construction time as a result of this designation.”

**On the Borderplex**

Another major logistic asset in New Mexico is



# Visit CLOVIS



BNSF Railroad  
 Cannon Air Force Base  
 Southwest Cheese/Glanbia  
 2nd Largest Zoo in New Mexico  
 Norman Petty Recording Studios  
 Norman & Vi Petty Rock & Roll Museum

[www.clovisnm.org](http://www.clovisnm.org)



240 acre shovel ready  
 Certified Industrial  
 Park

Certified Gigabit  
 Internet City



Direct daily flights from  
 Clovis to DFW

Low Cost of Living

Quick & Easy Construction  
 Permitting/Inspection

Cash Grants for  
 Job Creation

30 Year Property  
 Tax Exemption







THE UNIVERSITY OF  
NEW MEXICO®



# WE COME FROM A PLACE OF PRIDE.

After all, The University of New Mexico is an R1 research institution. That means we're a "Very High Research Activity" doctoral university according to the prestigious Carnegie Classification—one of only 131 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.

[INNOVATEABQ.COM](http://INNOVATEABQ.COM)

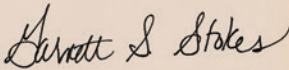
### INNOVATION ACADEMY

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.

[GO.UNM.EDU/INNOVATION](http://GO.UNM.EDU/INNOVATION)



“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 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.

[GRANDCHALLENGES.UNM.EDU](http://GRANDCHALLENGES.UNM.EDU)



# SOMETHING FOR EVERYONE



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300 STUDY ABROAD  
PROGRAMS IN  
40+ COUNTRIES



THE ONLY DANCE  
DEGREE PROGRAM IN  
THE WORLD OFFERING A  
CONCENTRATION  
IN FLAMENCO



NUMBERS DON'T LIE IN  
FORENSIC ACCOUNTING:  
MGMT641

degrees.unm.edu

# 230

## DEGREES AVAILABLE

95 baccalaureate programs  
89 master's programs  
41 doctoral programs  
5 professional practice doctoral programs

# 6



## TOP 25 RANKED

programs & colleges nationwide  
according to U.S. News & World Report

Photography .....	#5
Nursing-Midwifery .....	#7
Family Medicine .....	#8
Law, Clinical Training .....	#15
Nuclear Engineering .....	#13
Medicine, Primary Care .....	#21

## SCHOOLS & COLLEGES

Anderson School of Management  
College of Arts & Sciences  
College of Education  
College of Fine Arts  
College of University Libraries  
& Learning Sciences  
College of Nursing  
College of Pharmacy  
College of Population Health  
Graduate Studies  
Honors College  
School of Architecture & Planning  
School of Engineering  
School of Law  
School of Medicine  
University College



# AN ECONOMIC ENGINE

**Our economic impact is immense.**

Faculty, staff and students at The University of New Mexico conduct cutting-edge research across a spectrum of disciplines and attract a generous amount of funding each year. And, our technology-transfer and economic-development organization, STC.UNM, was created specifically to foster innovation and entrepreneurship by helping UNM researchers commercialize their inventions, which drives our state's economy.

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.

**\$350+ MILLION**

IN GRANT & CONTRACT FUNDING  
IN FY 2019

**185 PATENTS ISSUED**

A RECORD NUMBER IN 2017-2019  
FOR STC.UNM TECHNOLOGIES

**448 NEW MEXICANS**

EMPLOYED AT START-UPS  
AFFILIATED WITH STC.UNM  
IN 2017

**\$28 MILLION**

IN LABOR INCOME BY START-UPS  
AFFILIATED WITH STC.UNM IN 2017

**\$56.1 MILLION**

TOTAL ECONOMIC OUTPUT  
GENERATED BY STC.UNM  
START-UPS IN 2017

---

"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





golobos.com

# TOGETHER WE ARE LOBOS

OUR TEAMS AREN'T JUST OURS,  
**THEY'RE NEW MEXICO'S.**

When it comes to sports, all eyes are on us.

Every game is a big game. Exciting.

And competitive. Because we take our job seriously. We play our hearts out. And give people reasons to howl and lose their voices and their minds, year in and year out.

## A CITY WITHIN A CITY

INSPIRE YOUR HEART AND MIND ON CAMPUS.

### CENTER FOR THE ARTS


Catch a touring Broadway show at the state's premier arts venue, Popejoy Hall, right on campus.

### GALLERIES

Give our world-famous galleries a visit. We have three on campus, including the renowned Tamarind Institute.

### MUSEUMS

We have six museums right on campus, featuring everything from meteorites from all over the universe to art from all over the world.



unmtickets.com



# THE UNIVERSITY OF NEW MEXICO HEALTH SCIENCES

At UNM Health Sciences, our scientists conduct groundbreaking biomedical research that has led to major breakthroughs in Alzheimer's, brain trauma, cancer, diabetes and other diseases that will have life-changing significance around the world. With nearly 1,100 full-time faculty and more than \$185 million in research grants, UNM Health Sciences is educating future healthcare providers, treating patients from throughout the state and tackling global issues. The healing that starts here spreads out with every graduate from its school and colleges.

## NEW MEXICO'S ONLY ACADEMIC HEALTH CENTER

### UNM HEALTH SYSTEM

UNM Hospitals

UNM Sandoval Regional  
Medical Center

UNM Medical  
Group

#### UNM HOSPITALS INCLUDE

New Mexico's only Level 1 Trauma Center, only burn center, most advanced stroke center and only dedicated Children's Hospital

- Carrie Tingley Hospital
- UNM Adult Psychiatric Center
- UNM Children's Hospital
- UNM Children's Psychiatric Hospital
- UNM Main Hospital
- UNM Comprehensive Cancer Center

The only Comprehensive Cancer Center in the State of New Mexico

#### UNM SANDOVAL REGIONAL MEDICAL CENTER

is a teaching hospital with an emphasis on providing improved access for Native Americans

**320,000+ UNIQUE**

**PATIENT ENCOUNTERS  
WITHIN THE UNM HEALTH  
SYSTEM**

**10,800+ PEOPLE**

**EMPLOYED BY THE  
HEALTH SCIENCES CENTER**

**\$185+ MILLION**

**IN ANNUAL RESEARCH  
FUNDING**

**900+ CUTTING-EDGE  
RESEARCH  
PROJECTS**

OFFERING MORE THAN 40 ACADEMIC HEALTH CARE PROGRAMS

### ACADEMIC UNITS

College of  
Nursing

College of  
Pharmacy

College of  
Population Health

School of  
Medicine





WE ARE A COMMUNITY OF UNIQUE PERSPECTIVES EMBRACING  
OUR DIFFERENCES. WE ARE A CULTURE OF CONTRAST  
RATHER THAN A CONTRAST OF CULTURES, **UNAFRAID TO**  
**LET OUR COLORS RUN** AND BLEND AND LET THE VERY  
THINGS THAT DIVIDE US BECOME THE THINGS THAT **CONNECT**  
**US TO EACH OTHER.** SO WE CAN **CREATE, COLLECT** AND  
**SPREAD KNOWLEDGE**—ABOUT EVERYTHING FROM NUCLEAR  
ENGINEERING AND FINE ART TO ENZYMATIC FUEL CELLS,  
REVOLUTIONARY MEDICINE AND FORENSIC ACCOUNTING.  
**WHAT MAKES US DIFFERENT MAKES US STRONG—**  
**AND A FORCE TO BE RECKONED WITH.**





a location in the binational Borderplex region, home to 2.5 million residents and one of the world's largest bilingual workforces.

The region includes five major universities, three medical schools and three military installations. It is the seventh-largest manufacturing hub in North America and a globally competitive advanced manufacturing center, with over 340 significant manufacturing operations, employing over 275,000 workers.

In 2019, exports from New Mexico to Mexico grew by 68%, more than any other state. In fact, New Mexico's overall global exports grew by 31%, also the highest in the U.S.

Santa Teresa is a vital port of entry because it borders Mexico and Texas, with easy access to major markets, including Ciudad Juarez and El Paso. Commercial vehicles

crossing into the U.S. at Santa Teresa reached more than 114,000 in 2017, up from just over 40,000 a decade earlier, according to the Santa Teresa-based Border Industrial Association.

Santa Teresa is also home to Union Pacific's \$500 million intermodal

facility, one of the carrier's largest operations in the U.S.

"It was a big effort to get the Union Pacific facility built nearly 10 years ago in Santa Teresa, and it has been a lot of fun seeing it grow and prosper with all the jobs that have been created since then," says

Jon Barela, CEO of The Borderplex Alliance, which promotes economic development for its three-state, two-country region. "The Santa Teresa area still has enormous potential for continued growth. It has an ideal location for competitiveness that is difficult to match."







Virgin Galactic

# *Dream* STATE

*New Mexico's authentic culture draws business and talent*





Spaceport America

By Bill Lewis

**W**hen the first commercial space tourists launch from Spaceport America, they will join a long line of pioneers, innovators, entrepreneurs and businesses reaching for the stars in New Mexico.

These include Virgin Galactic, Intel, Hewlett-Packard, Boeing, Facebook, Fidelity Investments, Netflix, NBCUniversal and many more.

All are drawn by New Mexico's unique combination of advantages, including an unmatched lifestyle and natural beauty, rich cultural experiences and a deep pool of skilled talent.

Enhanced incentive programs, a pro-business environment, affordability and a strategic location that offers

easy access to major markets across the globe add to the state's appeal for expanding and relocating businesses.

### Authentic Culture

"New Mexico is different. The state maintains a unique and authentic culture and lifestyle that resonate with companies and the talent they need. In a world where a company's choices for their next expansion location are increasingly similar,

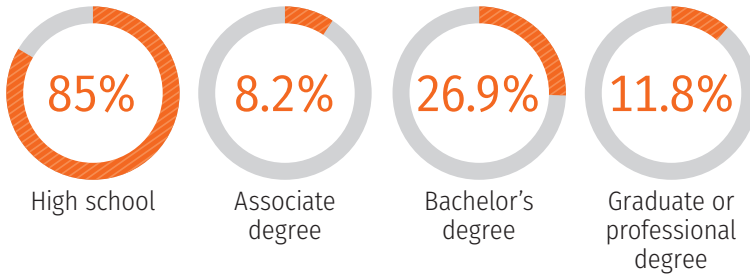
New Mexico stands out. It's uniqueness has long served to inspire innovators and creators to achieve their best," says Tim Nitti, president and CEO of the New Mexico Partnership.

Additionally, New Mexico does not suffer from oversaturated labor markets that make attracting and retaining talent difficult, and the quality of life, lack of congestion and lower cost of living mean that talented workers won't feel the need to leave their own state.

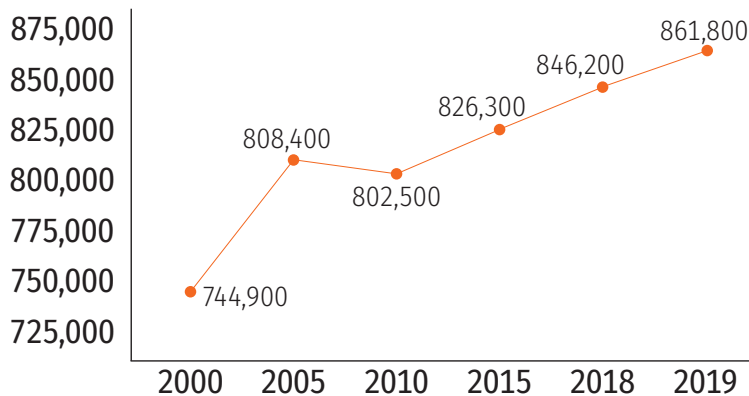
"The state's smaller population scale makes it easy to stand out, and companies have easy access to other businesses and government



## Educational Attainment in New Mexico



## Non-Farm Employment



Source: U.S. Bureau of Labor Statistics

officials,” Nitti says. “Everyone from the local business community up to the political leadership in the state is eager to help companies thrive when they choose New Mexico.”

## Changing the World

Innovators are at home in New Mexico, and in 2019, many more made the state their destination of choice.

Kairos Power, headquartered in California, chose Albuquerque for a new R&D center focused on modular reactor technology. The company will initially employ 67, with an average salary of more than \$100,000, and invest as much as \$125 million.

Virgin Galactic is in the final stages of moving the remainder of its operations team from Mojave, California, to Spaceport America in anticipation of beginning launches from the facility.

Additionally, New Mexico has become a major center for the film and television industry. In late 2018, Netflix chose the state for its first-ever U.S.-based production hub. In early 2020, the company began moving forward with plans to employ more than 1,000 people per year. NBCUniversal also announced plans for a studio in Albuquerque, creating 330 jobs and investing more than \$500 million.

The success of the film industry and the availability of the Film and Digital Media Refundable Tax Credit, which rebates 25–30% of eligible spending on film and digital media production in New Mexico, are helping to launch the growth of another industry – video game production. Ganyমে Games selected Las Cruces as the location for its new headquarters in 2019. They will hire an initial team of 51 in the near-term to begin development of their first game.

## Growing a New Industry

When federal law legalized industrial hemp, New Mexico leveraged its position as an agricultural leader to encourage



Rich Global Hemp

PHOTO: JEFF ADKINS





**“Everyone from the local business community up to the political leadership in the state is eager to help companies thrive when they choose New Mexico.”**

– Tim Nitti/New Mexico Partnership

the industry’s growth. One of the first companies to capitalize on this was Rich Global Hemp (RGH).

RGH relocated its headquarters from Nevada to Mesilla, New Mexico, where it renovated a greenhouse facility with about 800,000 square feet of space.

RGH announced it will hire 180 people and invest more than \$19 million. A key factor in the company’s decision was New Mexico’s favorable regulatory environment and the eagerness of New Mexico State University to collaborate with the company. The university is one of the nation’s premier agricultural sciences institutions.

At the end of 2019, New Mexico demonstrated that it continues to be a major player in financial and business services when Faneuil, the Virginia-based business process outsourcing company, announced a new site

in Albuquerque. The company joins other leaders in the sector, such as Fidelity Investments, T-Mobile and Bank of America. Faneuil plans to rapidly grow to 700 employees, Nitti says.

### **Economic Momentum**

“New Mexico added more than 15,000 jobs in 2019, placing it among the top 10 states for job growth during six consecutive months. This remarkable momentum is a result of economic strength among a wide range of industry sectors, including manufacturing, professional services, film, energy and aerospace, to name just a few,” Nitti says. “And it’s coming from all sources; recruitment of new companies, the rapid expansion of existing employers and a vibrant entrepreneurial ecosystem of cutting-edge, innovative startups.”

# Strong Incentives

## NEW MEXICO INVESTS TO ATTRACT BUSINESSES AND HELP THEM GROW

New Mexico offers numerous advantages for business investment, including a highly skilled workforce, powerhouse research assets and a strategic location.

The state’s suite of incentive programs encourages job creation and investment. The state offers incentives aimed at a wide range of industries, such as advanced manufacturing, aerospace and defense, sustainable and value-added agriculture, back office and technical support, logistics, energy, film and digital media, and emerging technologies, just to name a few.

Among New Mexico’s incentive programs are:

- ▶ The Local Economic Development Act (LEDA), a discretionary cash-grant incentive program that can be used toward reimbursing costs associated with land, building and infrastructure improvements.
- ▶ The Job Training Incentive Program, which provides cash reimbursement for on-the-job and classroom training for newly created jobs in expanding or relocating businesses by reimbursing employers for 50-75% of employee wages for up to six months.
- ▶ The High Wage Jobs Tax Credit, a refundable tax credit for each new high-wage economic-base job (paying over \$40,000 in a rural area or \$60,000 in a metro). The credit reimburses 8.5% of compensation paid for four years for each such job created.
- ▶ Film and Digital Media Refundable Tax Credit, which offers a 25-30% refundable tax credit on all direct production and post production expenditures that are subject to taxation by the state of New Mexico.

State lawmakers in 2019 increased the LEDA fund to \$75 million and more than doubled the amount of annual Film Tax Credit reimbursements, which can rebate up to 30% of costs related to producing film or other digital media spent in New Mexico, to \$110 million.



# Land of Recreation, jobs, arts, food make New Mexico an attractive place to live **ENCHANTMENT** and Opportunity

*By Kim Madlom*

**N**ew Mexico's many career opportunities, diverse and welcoming environment, rich arts and cultural traditions and abundant outdoor recreation opportunities create an inviting atmosphere to attract talent.





PHOTO: MARBLE STREET STUDIO/CITY OF ALBUQUERQUE





New Mexico checks all the boxes on any list of amenities that make a state – and its communities – an inviting place to live.

Thirty-five state parks and 10 national monuments, hiking, biking, horseback riding, skiing, hunting, fishing and just about every other outdoor activity are available here. This makes New Mexico particularly attractive to those who enjoy active lifestyles, with a beautiful view to match.

Newcomers can easily find a career that matches any skill set. The state’s highly diverse economy includes technology-driven industry sectors in advanced manufacturing, aerospace, agribusiness, energy and natural resources, and information technology. The state added more than 31,000 jobs to its civilian labor force in the last 18 months alone.

New Mexico thrives on diversity, offering a multicultural experience, and it is one of just four states with a

majority-minority population. Plus, the cost of living is affordable, with overall costs below the national average and housing prices at just 77.8% of the U.S. average.

Every community in New Mexico offers its own unique identity with amenities to match, creating a sense of place that attracts young professionals and retirees alike looking for a high quality of life.

### Transformed Downtowns

Farmington is investing in its downtown and is one of 30 communities affiliated with the New Mexico Main Street program, which supports downtown revitalization and economic development efforts. In Farmington, for example, an effort around “complete streets” concepts



#### ▲ LAS CRUCES

##### Farm & Ranch Heritage Museum

The Farm & Ranch Heritage Museum, which brings to life the 4,000-year history of farming and ranching in New Mexico, attracts people from all over the world to its 47 acres.

#### ▼ TRUTH OR CONSEQUENCES

##### Riverbend Hot Springs

Riverbend Hot Springs is an open-air hot springs resort on the banks of the Rio Grande that aims to help attendees heal, rejuvenate and recharge their mind, soul and body.



## ► FARMINGTON

### E3 Children's Museum & Science Center

E3 Children's Museum & Science Center offers hands-on, science-related interactives in its main gallery and hosts special programs throughout the year.

## ▼ SILVER CITY

### Chocolate Fantasia & Southwest Print Fiesta

Chocolate Fantasia allows guests to stroll through galleries and shops in the historic district while sampling handmade, gourmet chocolate confections. Southwest Print Fiesta showcases the work of printmakers from all over New Mexico as well as El Paso, Tucson and Phoenix.

created a more walkable and inviting downtown.

“The transformative nature of these projects can’t be underestimated,” says Warren Unsicker, Farmington’s economic development director. “It brings vibrancy to downtown and the community as a whole.”

Farmington is the economic hub for the Four Corners region and serves a market of more than 300,000 people from the region and all four states. The city is also the center of jobs, retail and recreation in the region.

“Farmington is a great place to live,” Unsicker says. “We have a low cost of living and are central to incredible outdoor recreation assets.”

New Mexico is a state that values its arts and culture tradition. Visual and performing arts are presented in every community. Local, national and global artists are showcased in the more than 40 art museums and hundreds of galleries. Eight state museums highlight everything from farm and ranch history to space exploration.

“New Mexico is an untapped wilderness of beauty and incredible intelligence,” Unsicker says. “Los





Alamos and Sandia national laboratories are innovative. We have vistas and views and parks and national landscapes that you can't find anywhere else. People can come and find fulfilling and exciting jobs in science, technology, space transportation and the arts. At the same time, our residents can escape into the wilderness and enjoy nature."

## Always Something to Do

Megan Pauly of Albuquerque agrees. She grew up in Aurora, Colorado, and moved to New Mexico to attend school and play on the women's soccer team for the University of New Mexico. After graduating, she chose to stay in New Mexico and pursue her career in marketing.

She currently works for both TLC Plumbing and Viante New Mexico and helps both organizations with their marketing initiatives. Additionally, she does contract work for a local marketing firm called High Tide. Her husband, Sean, works for Sandia National Laboratories.

"One of my favorite things about New Mexico is the abundance of outdoor recreation," she says. "Even during the winter, I can take my son for a walk down by the river or go for a run with my dog."

She also enjoys taking her son, Bodie, to Meow Wolf, a popular Santa Fe-based arts and entertainment company that creates immersive, multimedia experiences and also features a hands-on immersive experience at their Santa Fe House of Eternal Return exhibit. *Time Out* ranked it No. 4 on its list of 50 best things to do in the world right now.

## Cultural Cuisine

New Mexico also offers distinctive cuisine, with restaurants that are flavored by the various cultures that give the state its history. There's even an official state question that centers around an iconic condiment. "Red or green?" refers to the color/flavor of the chile used in enchiladas, carne adovada and other New Mexico specialties.

"The answer to that question is Christmas," Unsicker says. "Why choose when you can have both?"



# Raise Your Glass

WHETHER IT'S CRAFT BEER, WINE OR SPIRITS, NEW MEXICO OFFERS A FLAVORFUL WAY TO UNWIND

With more than 85 breweries, 50 wineries, a dozen or so distilleries and a handful of cideries, New Mexico has a growing and thriving craft beer, wine and spirits industry.

Craft beer production in the state has increased 2,000% in the last 20 years. Craft beer producers turned out more than 135,000 barrels in 2018 and the state ranked 10th for breweries per capita, according to the Brewers Association trade group.

The state's long history of winemaking dates back to 1629, when the first grapes were planted along

the banks of the Rio Grande, creating the foundation for the American viticulture industry. Today, New Mexico's wineries and tasting rooms are a destination for thousands of visitors each year.

New Mexico wineries produce almost 1 million cases annually and the state has more than 1,200 vineyard acres.

D.H. Lescombes Winery is the state's largest, operated by the Lescombes family, sixth-generation French winemakers. They operate a 200-acre winery 50 miles outside of Deming as well as wineries and bistros in several other New Mexico communities.

Founder Hervé Lescombes came to New Mexico from Burgundy, France, where he ran a successful winery. He planted his first grape vines in New Mexico in 1981 and bottled his first vintage in 1984. Today, his son, Emmanuel, is the viticulturist and oversees the vineyard while his other son, Florent, serves as president and manages the winery.







D.H. Lescombes Winery & Bistro in Las Cruces



Multiple Lescombes wines have won awards in tasting competitions.

The Lescombeses say New Mexico's climate of hot days and cool nights is ideal for growing wine grapes, and they plan to continue into the future.

"It's who we are and what we do every day," Florent says. "We're sixth-generation and hoping the seventh comes on board. It's important to keep that legacy. In the wine business, when you grow and sell grapes, it takes more than one generation to have a successful business. It's a long-term project that requires a lot of passion."

— Kim Madlom



**Santa Fe County creates a special quality of life we all appreciate.**

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# Rio Communities,

a true New Mexican gem, is located an equal distance from the busy city life of Albuquerque and the quiet town of Mountainair. It is served by Highways 47 and 304. The City is located 4.4 miles from I-25 and 6 miles from the Belen Regional Airport KBRG. It is also a 30-minute drive from hiking, biking and exploring in the gorgeous mountains, and only 40 minutes from incredible Native American Ruins.



## Rio Communities offers some of the best views in New Mexico.

Evening skies are filled with stunning sunsets over the unobstructed views of the Manzano Mountains to the East and Rio Grande River lined with beautiful native Cottonwood trees to the West.



## Stay here. Play here.

Rio Communities was originally developed around the golf course by the Horizon Group in 1968. The Tierra del Sol Golf Club, which is privately owned, is around to stay. It is the only golf course in Valencia County and is open to the public. Our residents are on the greens as often as possible. Custom homes are now being built in the golfing community and more homes and retail are soon to come with incredible views of the river valley and the majestic mountains.



## Population Information

At six years old, the City of Rio Communities is one of the newest cities in the State of New Mexico. The City has grown 12% since 2014. There are 6,000 residents within the city limits. With another 8,500 residents within 5 miles and 50,000 within 10 miles of Rio Communities, there is a great base of potential clientele.



# The Business-Friendly City

## With Room To Grow



### Opportunity Zone

Rio Communities is willing to help businesses. The majority of Rio Communities' city limits fall within the Opportunity Zone. We would love to have your business take advantage of the great tax incentives.

### It's Great To Be Green

Rio Communities is proud to have two solar farms in the city limits. As a new city, we think it is important to be as green as possible. All new designs and updates within the City are made to be economically and environmentally friendly.



### A Well-Planned Development

As one of the only planned cities in New Mexico, Rio Communities was well-designed. The water and sewer capacities were designed to support twice the current population as well as retail without further improvements. Rio Communities is ready for your business. We are welcoming all types of business, whether manufacturing, retail, restaurants, or residential developers. For information about bringing your business to our beautiful city, contact **Leisa Haynes** at [lhaynes@riocommunities.net](mailto:lhaynes@riocommunities.net) or by calling **505-861-6803**.



### Ride The Rails

Rail spurs will make shipping your manufactured products easy. The industrial park not only has room for large manufacturing companies, it also has easy access to the railroad to make transporting products a breeze. Rio Communities could be the perfect fit for your manufacturing company.



# GATEWAY to the SKIES

Civilian space exploration  
uses New Mexico as a launch pad





Virgin Galactic



By Bill Lewis

**N**ot even the sky's the limit in New Mexico, where aerospace innovators are making space travel accessible to private individuals using sunshine to power spacecraft and advancing the development of robotics and unmanned aerial vehicles.

New Mexico has deep bench strength in aerospace, thanks to advantages that include a full pipeline of talent, major research institutions and facilities, and the presence of three major Air Force installations.

Commercial space initiatives took a major step forward when Virgin Galactic moved more than 100 people from its Mojave, California, headquarters to join 45 workers already in New Mexico at its newly opened Gateway to Space operations

center at Spaceport America, located on 18,000 acres of State Trust Land in the Jornada del Muerto desert basin.

Virgin Galactic will provide a regular schedule of spaceflights for private individuals and researchers from Spaceport America, the world's first purpose-built commercial spaceport.

### To the Moon

In Albuquerque, SolAero Technologies Corp. is designing and manufacturing components that will provide power for NASA's Gateway, a small space station that will orbit the moon. Gateway will serve as a way station for astronauts between Earth and the surface of the moon.

Gateway is part of the Artemis program, NASA's push to return American astronauts, including the first woman, to the moon by 2024 before heading on to Mars.

SolAero is a leading provider of high-efficiency solar cells, solar panels

and composite structural products for satellite and aerospace applications. The company will design and manufacture Solar Power Modules (SPMs) that will supply nearly 70 kilowatts of power to Gateway.

"SolAero has had the honor of participating in over 30 NASA missions in our 20-year history, and we're once again very proud to have the opportunity to support NASA on a trailblazing endeavor," says Brad Clevenger, president and CEO of SolAero.

The SPMs will be designed and manufactured in SolAero's state-of-the-art production facility in Albuquerque. The SPMs will incorporate SolAero's latest-generation solar cells, which have superior resistance to radiation in space. The facility will use automated assembly methods pioneered by the company for high-volume production.





SolAero Technologies is a leading provider of solar cells and panels and composite structural products.

## Research Heft

SolAero was founded in 1998 with technology developed at Sandia National Laboratories. It is part of an aerospace sector that leverages the research heft of the Sandia and Los Alamos national laboratories, which employ around 20,000 combined, White Sands Missile Range, the Air Force Research Lab and major research universities, such as New Mexico State University, the University of New Mexico and New Mexico Tech.

The presence of those institutions as well as Kirtland, Cannon and Holloman Air Force bases provide New Mexico with a plentiful supply of job-ready talent for defense contractors and other aerospace employers.

A host of major aerospace companies have operations in the state, among them Boeing, whose Laser & Electro-Optical Systems business unit is adding 80 jobs in Albuquerque.

New Mexico's combination of technical expertise and open space makes the state a major hub for UAV/UAS testing, including the first Federal Aviation Administration (FAA)-approved UAS test center. There is little air traffic in the restricted air space in the vicinity of White Sands Missile Range and Spaceport America, which allows UAV and UAS operations to avoid the need for pre-approval by the FAA.



NASA, Boeing and White Sands Missile Range teams rehearse landing and crew extraction from Boeing's CST-100 Starliner.





White Sands Missile Range

PHOTOS, CLOCKWISE: JEFF ADKINS; WHITE SANDS MISSILE RANGE; NASA/BILL INGALLS

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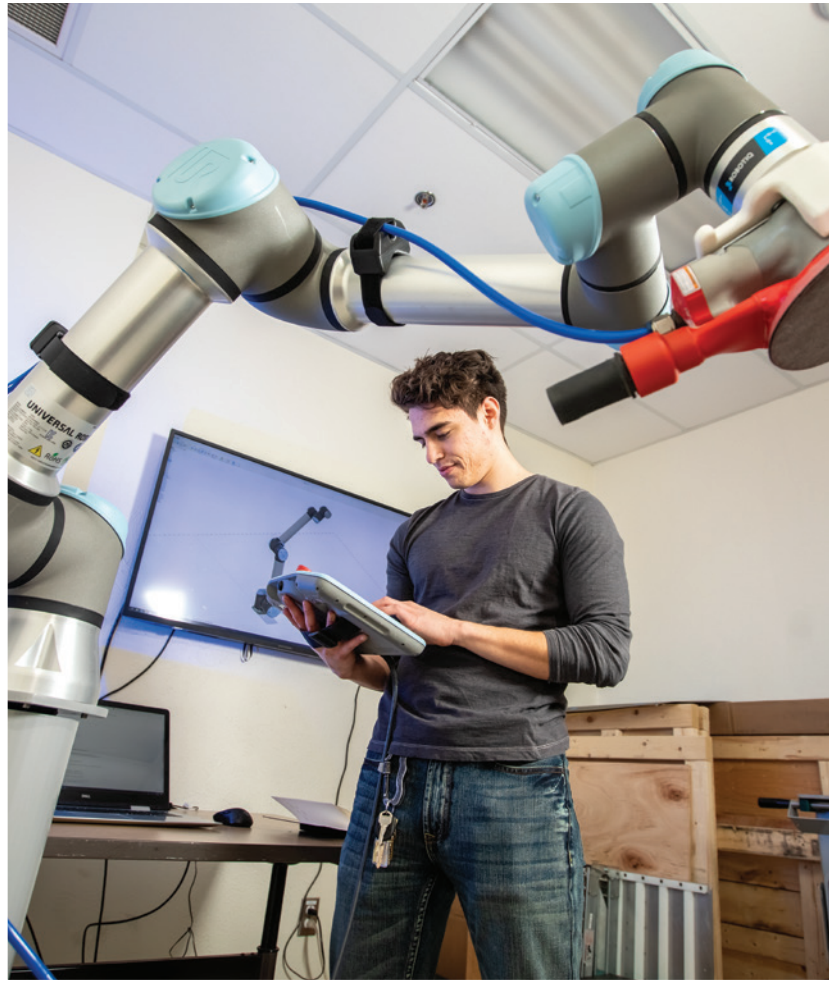
## Robotic Solutions

Kane Robotics, a California startup that spun out of a defense contractor, selected Albuquerque for its permanent headquarters.

The company, a spinoff of Kane Aerospace, is working through a partnership with Albuquerque's Build With Robots, a company located in Central New Mexico Community College's Fuse Makerspace that develops robotic solutions for improving efficiency.

Kane will hire and train workers to develop robotic systems that finish aerospace structures using technology developed in partnership with Build With Robots.

"We were looking for a way to further automate repetitive processes and (Build With Robots) was able to offer us new technology that will reduce the time it takes our customers to finish products, increase productivity and decrease waste," says Kane Aerospace CEO John Spruce.



Photos: Kane Robotics



## Innovation Leader

New Mexico has attracted a number of advanced technology companies that can leverage its deep roster of research assets and knowledge workforce. Here are just a couple of examples:

- Resilient Solutions 21 (RS21) is a data science company that studies and provides intuitive feedback to companies and government agencies on complex issues like crime, climate patterns, terrorism and population health problems. RS21 is based in downtown Albuquerque and recently underwent a \$2 million expansion, increasing its staff of data scientists, tech engineers and software developers from 20 to 100.
- Indica Labs in Albuquerque generates software development for cancer research and other medical applications, providing fast digital images for pathologists to review. One of its breakthrough software products is HALO, which shows whole-slide tissue images. HALO is used by pharmaceutical, health care and research organizations worldwide in fields such as oncology, immuno-oncology, neuroscience, ophthalmology, metabolism, respiratory and toxicological pathology.



ILLUSTRATION: ISTOCK.COM/TRETY

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# Ready For Their Closeup

New Mexico's film, television, video game development industries benefit from the state's highly skilled workforce

By Teree Caruthers

**W**ith the announcement that streaming giant Netflix and NBCUniversal will open multimillion-dollar studios in Albuquerque, New Mexico's film and television industry is stepping into the spotlight. In fact, *MovieMaker* recently named Albuquerque, for a second year in a row, the No. 1 Best Place to Live and Work as a Moviemaker in 2020 and ranked Santa Fe No. 3 on its Best Places to Live and Work as a Moviemaker in the Small Cities and Towns category. To meet the workforce needs of this growing industry, colleges and universities, such as the University of New Mexico and New Mexico State University, are ramping up programs to prepare students to fill highly skilled jobs.

## Creative Development

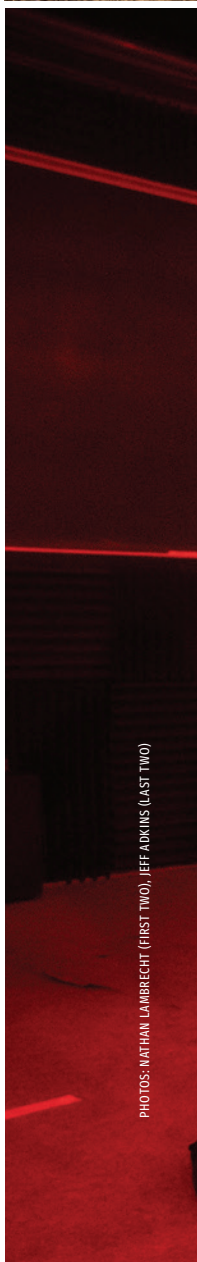
The Creative Media Institute at New Mexico State University offers a bachelor's degree in creative media, with an emphasis on either digital filmmaking or animation and visual effects.

"We teach a program that is grounded in storytelling," says Amy Lanasa, head of the Creative Media Institute for Film and Digital Arts at New Mexico State. "Many students are technologically adept, so our job is to teach them how to use that technology to tell a story that only they can tell. We also built a curriculum around our classes collaborating and working together, so students have the opportunity to immerse in each aspect of the craft for an entire semester while working on as many as 15 short projects."

As students progress and rotate through courses in our program, they build diverse and extensive



Clockwise from top left: University of New Mexico students look over a take during their short film shoot; Albuquerque Studios, located across the street from the University of New Mexico Cinematic Arts' campus; camera building in Cinematography 1 class; New Mexico State University students perform movements in the motion capture lab at the Creative Media Institute for Film and Digital Arts



PHOTOS: NATHAN LAMBRECHT (FIRST TWO), JEFF ADKINS (LAST TWO)







portfolios of work, which prepares them for any aspect of the industry upon graduation.

“We also have been offering classes in feature filmmaking, so our students are prepared to enter the more intensive side of the professional world,” she says. “I would imagine that Netflix would never have made the move here if they hadn’t recognized that an available workforce exists, and that there are educational programs across the state actively training more available members for that workforce.”

### Training Time

In fact, both Netflix and NBCUniversal are contributing \$55,000 a year over 10 years to enhance workforce training, says Bruce Krasnow, public information

officer for the New Mexico Economic Development Department. Krasnow says companies like Netflix, which plans to invest more than \$1 billion to acquire and develop ABQ Studios in Albuquerque into a production studio complex that will create more than 1,000 jobs, can take advantage of some 21 film and media programs across the state.

In addition to universities, there are also community colleges and two-year certificate programs as well as mentorship and training offered by the industry trade groups, Krasnow says.

### Game On

The state’s pool of skilled workers and low-cost business climate have also attracted companies in the state’s burgeoning video game development industry. Founded

by Jerry Prochazka and Lynn Stetson, Ganymede Games established its headquarters in Las Cruces in 2019. The company, launched by a team of video game industry veterans, expects to hire more than 50 additional employees within the next five years, including engineers, artists, writers, designers and other production staff.

“Our team is excited to have found such a business-friendly and welcoming community in New Mexico. Creating career opportunities for local developers, artists, writers and other creatives will infuse our team with smart and passionate local talent,” Prochazka says.

A highly skilled and available workforce is just one of many advantages New Mexico offers the film, television and gaming industries. New Mexico also offers the Film and Digital Media Refundable Tax Credit that rebates 25–30% of production costs, says Krasnow, noting that Ganymede Games selection of Las Cruces was aided by economic assistance from the state for building costs and job training.

### Natural Attractions

In addition, accessibility to Los Angeles, which is a mere 90-minute flight from Albuquerque, nearly 300 days of sunshine a year and a diversity of landscapes can be counted among the state’s advantages.

“Our weather is pretty incredible, especially in the southern part of the state. There are a few exceptionally hot days in the summer, rarely any rain and sunshine the rest of the time, and the landscape is incredible. We have mountains and deserts and areas that look like Mars. It’s a fascinating-looking state,” Lanasa says.

## Let It Rain

A \$35 million mixed-use project is anchoring downtown Albuquerque’s innovation district and serving as a hub of collaboration.

A public-private partnership that includes the city of Albuquerque, the University of New Mexico, Central New Mexico Community College, Bernalillo County and Nusenda Credit Union developed Lobo Rainforest, a six-story building in downtown Albuquerque that houses innovative companies and startups on the first floor. Floors two through six feature living spaces for 310 students.

Lobo Rainforest is designed to provide a work-live-play concept that encourages innovation, collaboration and economic development. Among Lobo Rainforest tenants are the Air Force Research Lab, General Atomics, Sandia National Laboratories and a Cecchi VentureLab business incubator.



PHOTO: DEKKER/PERICH/SABATINI



# Where INNOVATION THRIVES

Santa Fe County is home to cutting-edge companies amid beautiful surroundings

You already know Santa Fe County for its incredible arts scene, top-notch cuisine and rich history and culture. But this vibrant region is also a hub for boundary-pushing innovation.

Between two national laboratories and state-of-the-art research facilities, the county is home to forward-thinking companies that are developing solutions to global challenges, advancing groundbreaking technologies and performing cutting-edge research.

“We are a confluence of science and technology, outdoor adventure and culture,” says Katherine Miller, Santa Fe County manager. “Our temperate four seasons and mountains provide abundant outdoor recreation, including international-class mountain biking and skiing. We welcome you and your business to locate and thrive here – in the heart of the Southwest.”

You’ll find businesses like Pebble Labs, a biotechnology firm working to address challenges related to food,



health and the environment. Pebble Labs is tackling some big problems, such as how to stop the spread of diseases like Zika and dengue and how to reduce the need for antibiotics and chemicals in aquaculture.

Santa Fe County is also home to NTxBio, a bioinformatics and biomanufacturing startup that’s working to streamline drug development and pharmaceutical

production. Co-founders Alexander Koglin and Michael Humbert chose to locate their business in Santa Fe County because of the area’s well-rounded offerings.

“If you have any interest in a diverse, actively lived and respected history and a vibrant arts and crafts scene, and you value the beauty of multifaceted nature while hiking, cycling or skiing, then this is a place to be,” Koglin says.



“Santa Fe County is a confluence of science and technology, outdoor adventure and culture.”

– Katherine Miller/  
Santa Fe County Manager









# THE NEXT **BIG THING**

New Mexico sees new opportunities  
in hemp production

By Kevin Litwin // Photos by Jeff Adkins

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**N**ew Mexico's deep roots in agriculture have already cultivated a thriving food production industry that contributes more than \$1.5 billion to the state's GDP. The state is ideal for agriculture, thanks to its exemplary growing conditions, diverse climate zones suitable for a wide variety of crops, abundant water sources, favorable business environment and access to vast consumer markets.

Although it has a long history in agriculture, New Mexico is always looking forward, leading the way in development of new products and markets. That includes the production of hemp and CBD oils, with those products expected to become a \$1.1 billion industry in the U.S. by 2025.



## 400 Licenses

Looking to capture a significant piece of that growth, New Mexico enacted legislation in 2019 that gives hemp producers a statewide framework for growing the plants. The state worked closely with growers and processors to develop specific policies that ensure the regulatory environment is tailored to their needs.

“In 2019, during the inaugural year for growing hemp in New Mexico, we expected to issue 75 to 100 licenses, but actually issued more than 400

licenses to growers,” says Jeff Witte, director/secretary of the New Mexico Department of Agriculture. “About 300 were issued for outdoor growth over 8,000 acres, and another 100 licenses for indoor growth in about 8.4 million square feet of year-round greenhouse operations.”

The hemp plant can be processed into clothing, paper, insulation products and even consumables, like additives to salads. CBD oil, the non-psychoactive ingredient found in the plant, can be extracted and used in a variety of products designed for pain

relief, insomnia, muscle aches and relaxation. This is just the tip of the iceberg with regard to possible uses for hemp, Witte says.

“There is talk down the road for hemp becoming an alternative to some plastics, like making single-use food storage bags out of hemp so they can biodegrade,” he says. “There is also talk about replacing some car interior parts with hemp. At New Mexico State University, one of the main things being researched these days is additional opportunities for hemp.”



New Mexico's hemp production has spiked in recent years, with more than 400 licenses issued to growers in 2019 alone.



## 'Good Stewards of This Amazing Plant'

As hemp growing gains momentum, several individual companies are investing in the industry in New Mexico.

Heath Grider is a hemp farmer in Portales who wanted to get in on the ground floor, noting that the plant is a prime product for the state because it requires much less water than corn or alfalfa.

A major producer, Rich Global Hemp has moved its headquarters from Nevada to New Mexico. They are renovating a greenhouse facility of approximately 800,000 square feet in Mesilla and will begin growing hemp plant clones that will later be processed into CBD. The company plans to hire 180 people.

"Our team behind Rich Global Hemp has a long history of patient advocacy and has worked with both doctors and patients on severe conditions, including neurological pain management, chemotherapy side effects and cellular regeneration," says Kai Kirk, co-founder of Rich Global Hemp with partner Glen Astrove. "We are here to be good stewards of the industry and this amazing plant."

Kirk says hemp and its therapeutic values have been known for centuries, but only recently has it become available for full legal use.

"As an industry, hemp is still very young and immature, and we saw an opportunity to help push the industry in a positive direction," he says. "In New Mexico, we are creating clones and seeds for farmers from proven genetics that will yield a viable and profitable crop. It all starts with good genetics and continues with good farming practices. We are here to help ensure there are more good stories about hemp than bad ones."

Kirk adds that his company has received great support from the state government, the Department of Agriculture and New Mexico State University.

"For the 2020 season, we are producing nearly four times the clones and seeds we did for 2019," he says. "There is much on the horizon in this ever-changing market."



## Growth Process

### NAVAJO PRIDE AMONG STATE'S TOP CROP PROCESSORS

New Mexico has a rich heritage in agriculture, and today, the state is home to nearly 25,000 farms and 43.9 million acres of farmland.

New Mexico's top commodities include beef cattle and calves, pecans, hay, sheep, onions, chiles, cotton, corn, greenhouses and nursery products. It is a heritage that has created a robust value-added agriculture industry that includes General Mills, Leprino Foods, Mizkan and Stampede Meat.

In addition, New Mexico has a host of top crop processors, among them Navajo Agricultural Products Industry (NAPI), which has 72,000 acres of contiguous irrigated farmland for crops that include alfalfa, corn, small grains, potatoes and pinto beans.

"Our farmland is owned and operated by the Navajo people, with all crops labeled with the Navajo Pride brand," says Rae DeGroat, NAPI public relations coordinator. "We are also certified to grow Navajo Pride Organic products such as watermelon, squash and corn."

NAPI has 300 full-time employees and 600 during the growing season, and the company also sells forage to several dairy farms across Arizona, Colorado, Florida, Kansas, New Mexico, New York, Oklahoma, Texas and Utah.

"NAPI has also developed a very close relationship with New Mexico State University," DeGroat says. "We work in conjunction with the NMSU Science Center to further research and provide pilot projects on growing hemp, Kernza, peanuts, apples, peaches, cherries, blackberries and a variety of beans. The vision for NAPI is clear: Farming sustainably across generations to cultivate a healthy nation."



— Kevin Litwin



# NOT YOUR Granddad's Factory

New Mexico excels at tech-driven manufacturing

By Bill Lewis

**What could a global computer chipmaker, an interactive arts company and a producer of technical bicycle products possibly have in common?**

All of them have business addresses in New Mexico, where advanced manufacturers combine technology-driven innovation with craftsmanship to produce products in demand around the world. They are thriving in the state, thanks to a skilled, job-ready workforce, a wealth of training resources, lower costs and major logistics and supply chain advantages.

Three major interstates that cross the state, a vast railway system and a number of regional and international airports provide direct access to much of the U.S. and Mexico.

New Mexico offers the lowest effective tax rate for manufacturers in the nine-state Western region and no inventory tax.

Those advantages appeal to a diverse collection of companies, such as aerospace components manufacturer Sun Country Industries, medical device manufacturer Ethicon Endo-Surgery, a Johnson & Johnson company, and computer chipmaker



Meow Wolf





Intel



Tempur-Pedic

Intel, which has invested more than \$15 billion in its Rio Rancho operations since it came to New Mexico in 1980.

## The Experience Economy

The state has attracted a growing list of technologically driven manufacturers, such as Ideum, which was started in California 20 years ago but is now based in Sandoval County.

Ideum deploys emerging technologies to create unique products and engaging interactive exhibits with immersive digital tools like touch tables, video walls and projection mapping to tell stories and create compelling visitor experiences.

“We are thrilled to be here,” says Jim Spadaccini, Ideum’s founder

and creative director. “It is a great place to live and work. Over the years, we’ve assembled a fantastic interdisciplinary team that feels the same way.

We’ve been able to work on creative projects with some of the best-known museums in the country and Fortune 500 companies while calling New Mexico home.”

Meow Wolf, the experiential arts company founded in New Mexico, is expanding with an infusion of funding from investors. As the experience economy grows – the idea that people are more interested in experiences than in buying possessions – the Santa Fe-based company is growing with it.

Meow Wolf acquired a former heavy equipment plant in Santa Fe that now serves as a fabrication, welding, wood shop, art, design and manufacturing facility for its creative exhibits. The company is expanding nationally and bringing its experiences to Las Vegas, Denver, Washington, D.C., and Phoenix, where the exhibit will include a 400-room art hotel.

“Guests are always asking about staying overnight inside of our House of Eternal Return project

in Santa Fe, so doing an intertwined exhibition and hotel just made sense to us,” says CEO and co-founder Vince Kadlubek.

While Meow Wolf is seeing this success and expanding all over the nation, they are choosing to stay headquartered in the state.

New Mexico has several business parks dedicated to advanced manufacturing. The Sandia Science and Tech Park, for example, is home to dozens of companies that support the Sandia National Laboratories. One of its newer tenants is Raytheon Missile Systems, which, in late 2017, opened a

72,000-square-foot facility in the park to develop and make range-monitoring and telemetry systems for the U.S. and its allies.

## The Right Climate

For Bicycle Technologies International (BTI), New Mexico’s mild climate and wide-open spaces also offer advantages for a company that is a part of its growing outdoors industry.

BTI has been a distributor of technical cycling products and accessories for 27 years, the last 24 in Santa Fe. Offering more than 20,000 items and 300 global brands, BTI supplies bike dealers with a wide variety of components, tools and staple items necessary to successfully run an independent bicycle shop.

“I am often asked, why did you relocate your business to New Mexico? I typically respond that I went to the University of New Mexico in Albuquerque on student exchange from Oregon. That one semester had a big impact on me. The mild climate with four seasons and vast open spaces were ideal for all of the outdoor activities I enjoy,” says CEO Preston Martin.



# Fueling

Oil, gas, solar, wind keep state's energy sector strong

## NEW MEXICO'S ECONOMY

By Kim Madlom

**T**hird in the nation for oil production and 10th for natural gas, New Mexico is an energy powerhouse. Though those rankings tell an exciting economic story about the Land of Enchantment, they are just one facet of a diverse and growing energy sector.

Red Mesa Wind Farm

“It has been an incredible privilege for us to be part of the Permian Basin, not only for economic opportunity, but also for quality of life,” says Missi Currier, president and CEO of the Lea County Economic Development Corp. “Oil and gas have allowed for improvements in education, roadways, recreation and quality of life that we could have not accomplished without this revenue.”

The Permian Basin, located in western Texas and southeastern New Mexico, is one of the most prolific petroleum-producing areas in the world. Oil production in New Mexico

has almost tripled since 2009, and the industry continues to grow. In 2019, oil and gas production funded an estimated \$3.1 billion, or 39% of the state budget. That is up from \$2.2 billion in 2018 and \$1.7 billion in 2017.

### No End in Sight

“We’ve had our third straight year of record setting production with no end in sight,” says Ryan Flynn, executive director of the New Mexico Oil & Gas Association.

According to the latest numbers from the state Oil Conservation Division,

as of November 2019, production on New Mexico’s side of the Permian Basin had reached 297 million barrels, up 33% from the first 11 months of 2018. When December numbers are in, 2019 output is expected to total above 300 million barrels.

“Oil and gas are the foundation of our economy,” Flynn says. “The revenue generated provides an unprecedented opportunity for the state to take bold steps in public education and to make strategic investments in infrastructure and diversifying New Mexico’s economy.”



Flynn says the film industry is a notable example. Growing that industry requires offering tax incentives, and New Mexico's competitive incentive package is made possible from revenues generated by the production of oil and gas.

"As we work to diversify and build on our economy, we are appreciative that oil and gas are the cornerstones of what makes our community a wonderful place," Carrier says.

Lea County, which produces over half of New Mexico's oil, is the No. 2 oil-producing county in the U.S.

New Mexico hosts operations from a number of major players in the oil and gas sector, including ConocoPhillips, Devon Energy, Enterprise Products Partners L.P. and Occidental Petroleum as well as a number of supplier companies that specialize in oil and gas exploration.

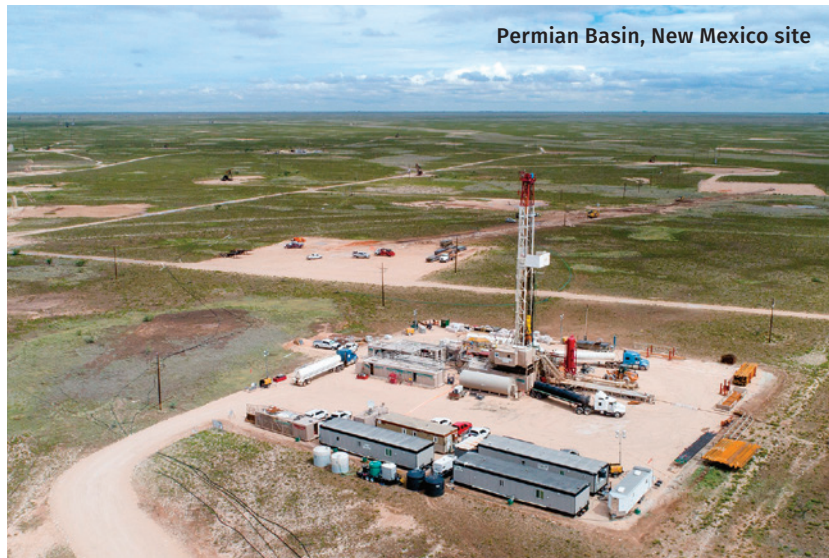
The oil and gas industry is the largest private employer in the state, with more than 100,000 jobs ranging from engineers and scientists to skilled laborers.

Two refineries operate in the state, and a network of pipelines connects them to local and national markets. In addition to the Permian Basin, New Mexico has another longstanding oil and gas-producing region in its northwestern corner, the San Juan Basin.

### Innovative Energy Projects

The state is also at the forefront of innovation in new energy technologies. It has the nation's second-greatest solar potential and 11th-greatest wind potential. Plus, New Mexico is home to two of the 11 labs in the nation affiliated with the U.S. Department of Energy – Sandia National Laboratories and Los Alamos National Laboratory.

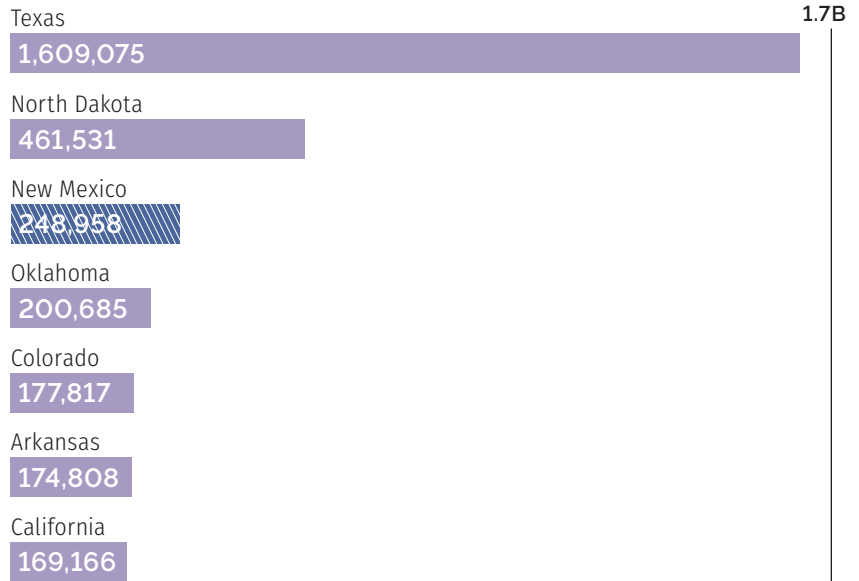
A number of factors, including access to Sandia and Los Alamos laboratories and highly regarded public universities, swayed California-based Kairos Power to choose Albuquerque for a new engineering center to support the development of its advanced reactor technology.



Permian Basin, New Mexico site

## Crude Oil Production by State

(barrels in 000s, 2019)



Source: U.S. Energy Information Administration

The facility will be located in Albuquerque's Mesa del Sol master-planned community in an existing building on 32 acres of land, allowing room for future expansions. Over the next few years, the company plans to invest up to \$125 million on the campus and create more than 65 high-paying jobs.

Sweeping energy legislation signed into law in early 2019 calls for New Mexico's major electric utilities to get 100% of their power from carbon emission-free sources by 2045. PNM, the largest electricity provider in the

state, says it will meet that goal five years sooner than the 2045 deadline, equaling a reduction in carbon in the state by over 32 million metric tons or the equivalent of 6.9 million cars on the road for one year.

Some other key projects include Pattern Energy's 545 megawatt, \$1 billion wind energy and transmission facility in Curry County – one of the largest wind projects in North America. And NextEra Energy's \$290 million 170-megawatt solar project in Chaves County, one of the largest solar farms in the Southwest.



# DEMING-LUNA COUNTY

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- Access to rail
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- Certified AARC Community
- Environmentally stable climate

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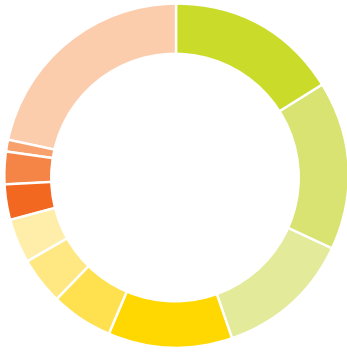
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# ECONOMIC PROFILE

## EMPLOYMENT SECTORS



(% of total nonagricultural jobs, 2019)

- Educational & Health Services **16.6%**
- Transportation & Utilities **16%**
- Professional & Business Services **12.8%**
- Leisure & Hospitality **11.8%**
- Construction **6.1%**
- Manufacturing **4.5%**
- Financial Activities **4.1%**
- Other Services **3.3%**
- Mining & Logging **3.1%**
- Information **1.3%**
- Government **21.7%**

Source: U.S. Bureau of Labor Statistics

## NONFARM EMPLOYMENT

861,800 (2019)  
 846,200 (2018)  
 826,300 (2015)  
 802,500 (2010)  
 808,400 (2005)  
 744,900 (2000)

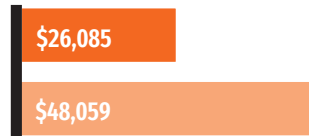
Source: U.S. Bureau of Labor Statistics

**Over-the-Year Employment Growth**  
 (Dec. 2018 to Dec. 2019)

**1.7%** NM    **1.4%** U.S.

Source: New Mexico Department of Workforce Solutions

## INCOME (2018)



- Per-capita income
- Median household income

**Households: 2,522,204**

## POPULATION

**2,096,829**

(2018)

**2,059,199**

(2010)

**Change: 1.8%**

## MSA POPULATION (2018)

Albuquerque: **915,927**

Las Cruces: **217,522**

Santa Fe: **150,056**

Farmington: **125,043**

**COST OF LIVING** (2019 Average Annual Cost of Living) U.S. Average=100

<b>84.8</b> Mississippi	<b>88.2</b> New Mexico	<b>99.6</b> Arizona
<b>86.5</b> Oklahoma	<b>88.5</b> Kansas	<b>104.8</b> Colorado
<b>87.1</b> Arkansas	<b>91.9</b> Texas	<b>137.7</b> California

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

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# NEW MEXICO

# LIMITLESS OPPORTUNITIES



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New Mexico has always been on the cutting edge; pushing the boundaries of science, business, art and culture.

If you're enchanted by the prospect of limitless opportunities and always being on the frontier of what's possible then we want to show you all that the **Land of Enchantment** has to offer.

### ABOUT US

**The New Mexico Partnership** is here to help you explore how your business can achieve its full potential in New Mexico. The Partnership is designated by the state to be the single-point-of-contact for helping businesses locate in New Mexico and can provide expertise on talent, critical infrastructure, educational and R&D institutions, real estate and facilities, incentives, and all the other factors that go into a business location decision. We're here to provide all the information and support you need to make New Mexico your new home.

**We can't wait to introduce you to New Mexico!**

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