

New Mexico

ECONOMIC DEVELOPMENT

Appetite for Growth

Value-added agriculture
businesses feed the economy

plus

Find out how the
state is starring in
the film/television
industry

*Higher Education
keeps talent
flowing*

DISCOVER

*Natural features
draw new residents*

POWER *Player*

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New Mexico is a leader in new energy tech



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TALENT

Hired Ed

The state's higher education institutions keep a pipeline of talent flowing to in-demand industries.

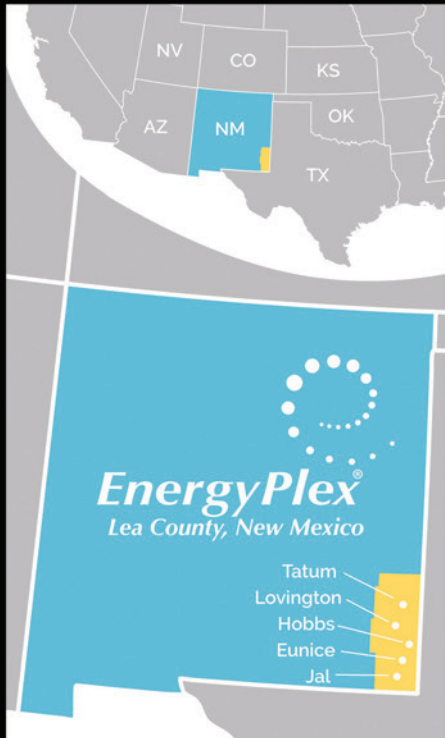
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QUALITY OF LIFE

Enchanting Experiences

Distinctive communities and spectacular natural features draw new residents.

Our Energy is Endless ...
So are our Opportunities



Lea County is the EnergyPlex, dedicated to the diversification and continued growth in economic-based careers and investment in Southeastern New Mexico.



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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.



INNOVATION

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



TALENT

Discover how higher education institutions are keeping a pool of educated talent flowing to in-demand industries.

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New Mexico

ECONOMIC DEVELOPMENT

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ADVANCED MANUFACTURING

Built to Last

New Mexico leverages location and
 talent to craft a robust advanced
 manufacturing sector.

ON THE COVER: The Virgin Galactic Spaceflight System in front of Spaceport
 America. Photo by Virgin Galactic

It's All HERE

From our strategic location and beautiful scenery to the investments in research and development taking place here, New Mexico checks all the boxes when it comes to finding a great place to live and work.



Corrales, a village in Sandoval County



ALL OUTDOORS

It's no wonder New Mexico is called the Land of Enchantment, as it is home to incredible natural attractions, like three national parks, seven national forests and 32 state parks.

SMART STUFF

Sandia National Laboratories, Los Alamos National Laboratory and White Sands Missile Range give the state major research muscle.

DYNAMIC ECONOMY

Since 2019, the state has attracted more than \$2.2 billion in investment in its key industry sectors, such as advanced manufacturing, value-added agriculture, aerospace, emerging technologies, and film and television production.

To New Heights

The future of commercial space travel is being written in New Mexico. The state's deep pool of skilled talent, access to major research institutions, three Air Force installations and facilities such as Spaceport America, the world's first purpose-built commercial spaceport, have made it a launch point for commercial space ventures and unmanned aircraft system development.



HEAD OF THE CLASS

New Mexico is home to three major research universities: New Mexico State University, The University of New Mexico and New Mexico Tech; four comprehensive four-year institutions; seven independent community colleges; three cooperative education sites; and many specialized learning facilities, totaling 50 locations statewide.

EASY ON THE WALLET

One of New Mexico's leading edges is its affordability, especially in terms of housing when compared to coastal locations. New Mexico had the seventh-lowest overall cost of living among states in 2020, and its housing costs were 81% of the U.S. average.

44,405

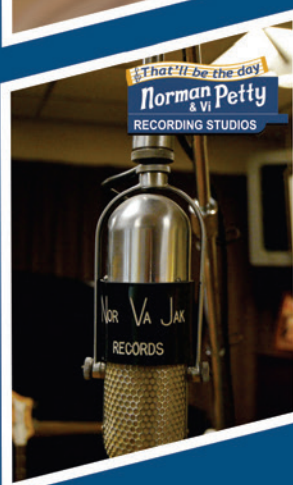
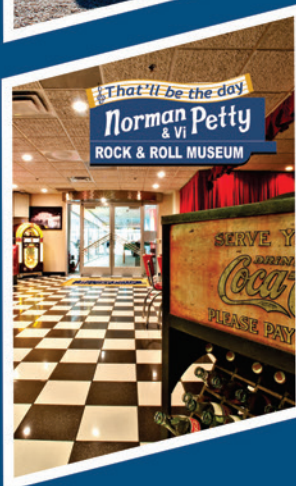
Total enrollment in the state's public research universities

Source: New Mexico Partnership

Well-Traveled

New Mexico provides a location advantage, offering a direct route to much of the U.S., Mexico and Canada. A key to that location advantage is the binational Borderplex region, which provides access to Mexico and gives international companies that need a presence in North America a strategically positioned location.

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Discover NEW MEXICO

PACKAGE DEAL

Wisconsin-based Prent Corporation has announced it will invest \$12.5 million to open a manufacturing plant in Santa Teresa in southern New Mexico.

Prent designs and manufactures rigid plastic thermoform packaging for the medical, electronics and consumer industries.

The new 62,500-square-foot plant is expected to create 85 well-paying jobs when it opens in late 2021 in Santa Teresa Industrial Park.

Prent officials say the majority of parts the company produces are sterile barrier packages for medical devices, and it ships packaging products all over the world.

Expanding to Roswell

Arizona-based Ascent Aviation Services is expanding into New Mexico by setting up an operation at Roswell Air Center.

The company specializes in airplane repair and maintenance services and will hire 130 employee technicians during its first year in Roswell and a total of 360 over five years. Ascent will also offer scholarship and internship opportunities for students studying aircraft maintenance at Eastern New Mexico University-Roswell and Central New Mexico Community College in Albuquerque.

Roswell Air Center is a former U.S. Air Force bomber base that closed in 1967. About 500 private

and corporate aircraft are already parked there, with many needing maintenance and often having to fly elsewhere for service.



NEW MEXICO AND B CORPS

In 2021, New Mexico passed legislation allowing new and existing business corporations to become benefit corporations, or B Corps.

Today, 30 states legally acknowledge companies that can profit while also helping the environment and society.

By becoming a B Corp, qualified and registered companies must adhere to state statutes to improve public health, promote the arts and sciences, invest in employees, have ethical transactions with suppliers and more.

USING ONLY YOUR BREATH

In case COVID-19 surges again, Albuquerque-based RingIR has developed a better testing method. Instead of waiting days or hours for a person's negative or positive result, the outcome can be known in seconds and without a swab inserted into the mouth or nose.

The noninvasive COVID-19 procedure involves breath test technology, using a spectrometer machine to immediately catch cases before they have a chance to spread. RingIR is a company with a workforce comprised entirely of New Mexicans.

Space Place

Albuquerque-based mPower Technologies has developed a new material called DragonSCALES that is used to protect small satellites from heat and the cold when launched into orbit.

MPower's technicians weave tiny silicon solar cells about the width of a human hair into a flexible lightweight mesh. DragonSCALES' cells can be customized to any shape or size and easily integrated into any design.

The company, which employs 14, says the technology will greatly lower the costs for powering up satellites and spacecraft. MPower is also currently working with Honeybee Robotics to develop an electric vehicle charging station.

Lead Act

By Bill Lewis



Creative Media Institute
for Film and Digital Arts at
New Mexico State University

New Mexico takes a starring role in the film and television industry

They may never appear on camera, but thousands of people in New Mexico have starring roles in the state's fast-growing film and television industry, which is creating career opportunities far from the spotlights and attracting hundreds of millions of dollars in new investments.

"It's not just the actors on camera and the directors. The film industry is open to everybody, and at higher than average wages," says Milton Riess, co-department head of the film program at Santa Fe Community College. "They need caterers, set painters, drapers, groundskeepers. They need everybody to put out a film. The film industry needs accountants and welders and everybody in between."

New Mexico has emerged as a major center of film and television production. Netflix established studio operations in Albuquerque in 2019 and now is investing \$1 billion to make its ABQ Studios one of the largest high-tech and sustainable film production facilities in North America. NBCUniversal opened a state-of-the-art film and television studio in Albuquerque and expects to spend \$500 million in the state over the next 10 years.

Creating New Jobs

The film and television industry in New Mexico now supports more than 9,000 jobs with an average wage of more than \$55,000.

Netflix's most recent expansion at its Albuquerque studios is expected to create an estimated 1,000 production jobs in addition to the nearly 1,500 construction jobs required to complete the project. The expansion will generate an estimated 10-year statewide economic impact of more than



Santa Fe Community College's film program



\$4 billion. NBCUniversal set up shop in an 84,000-square-foot former warehouse, where it expects to create 330 jobs over the next 10 years, with an economic impact of more than \$1.1 billion.

Netflix and NBCUniversal join a who's who of global companies with major operations in New Mexico.

Virgin Galactic operates at Spaceport America, the first purpose-built commercial spaceport, and hopes to make space tourism an everyday occurrence.

Intel has announced plans to invest \$3.5 billion in its New Mexico operations and hire more than 700 new workers to create a domestic

Lights, Camera, NEW MEXICO

THE STATE IS A HAVEN FOR CREATIVE
TALENT AND CREATIVE COMPANIES



Hollywood has its famous sign, but when people in the television and film industries and other creative fields think about where they want to live and work, the place they choose is New Mexico.

MovieMaker magazine has named Albuquerque the No. 1 place to live and work as a filmmaker in its Big City category for three years in a row. New Mexico's outstanding quality of life is a major attraction as well as its diverse community of talented individuals working in TV, movies and other creative endeavors.

Companies such as Meow Wolf, which creates immersive, multimedia experiences that transport audiences of all ages into fantastic realms, are drawing creative talent to the state.

Meow Wolf, an arts and entertainment company, was founded in 2008. It creates large-scale immersive art installations and produces arts and music festivals, music videos and streams entertainment.

Santa Fe is home to Meow Wolf's flagship attraction, House of Eternal Return. It is a 20,000-square-foot facility that includes an immersive art installation, learning center and concert venue.

Meow Wolf describes the House of Eternal Return as a mind-bending, explorable art experience for people of all ages. It features more than 70 rooms of art.

Another New Mexico company, Ideum, designs and manufactures multitouch tables and walls using cutting-edge sensing and projection technology. The company's products create interactive, immersive experiences in public places, and its list of clients includes the Smithsonian Institution, Monterey Bay Aquarium, Coca-Cola, Boeing, Google and Starbucks.

Netflix and NBCUniversal are investing millions of dollars in New Mexico. So are other creative businesses. Crafty Apes, a full-service special effects company, opened a 2,000-square-foot facility in Albuquerque. Keslow Camera,

a camera rental business based in Los Angeles, now has an office in Albuquerque.

Production Resource Group opened a camera prep warehouse with nearly 6,000 square feet in Albuquerque where production companies can make use of visual effects technology.

hub for advanced semiconductor manufacturing at its fabrication facility in Sandoval County. Other household-name companies with major operations in New Mexico include Facebook, Hewlett-Packard, Amazon and Boeing.

Since 2019, the state has attracted more than \$2.2 billion in investment in sectors like advanced manufacturing, value-added agriculture, aerospace, emerging technologies, and the film and television industry.

As the film and television industry in New Mexico grows, it is generating growth in complementary industries, including prop construction, set production and costume making.

Reynolds Advanced Materials, a supplier of products used to make props and sets with silicone, urethane rubber, epoxy materials and other products for sculpting, opened in Albuquerque after Netflix and NBCUniversal announced their expansion plans. The company has more than a dozen locations across the United States.

"From an overall film standpoint, I definitely believe Albuquerque is on the map and will just keep growing," says Brandon Green, a spokesman for Reynolds Advanced Materials.



Meow Wolf's House of Eternal Return

Total Nonfarm Jobs (July of each year, jobs in thousands)	
804.6 2011	828.4 2017
802 2012	841.5 2018
808.6 2013	856.7 2019
818.9 2014	779.2 2020
824.7 2015	806.1 2021
825.6 2016	

Source: U.S. Bureau
of Labor Statistics

Pipeline for Talent

New Mexico is committed to providing one of the best business environments for the film and TV production industries. The state has 22 different film and media programs at universities and postsecondary educational institutions, providing a pipeline of new talent for the industry, Allen says.

The University of New Mexico, for example, offers a degree program in film and digital arts. New Mexico State University's Creative Media Institute prepares students to become digital storytellers using state-of-the-art technology.

The state also provides important financial incentives. The Film and Media Tax Credit rebates up to 30% of eligible spending on film and digital media productions in the state.

The film and television industry has created new opportunities

and is reshaping the economy. One northern New Mexico casino, for example, transformed itself into a sound studio, says Riess.

"It's really a great place for the television and film industry,"

he says of New Mexico. "I have students who start getting work before they graduate. Once you show you have that work ethic, you'll have as much work as you want."



PHOTO: REYNOLDS ADVANCED MATERIALS

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ROSWELL-CHAVES COUNTY



- Chaves County's population is over 63,000. Roswell is the county seat of Chaves County and serves as the hub of Southeastern New Mexico.
- We have four-lane U.S. highways in every direction and are served by both rail and commercial air service, with daily direct flights to Dallas and Phoenix.
- We have a diverse economy made up of agriculture, manufacturing and aviation as well as energy and tourism. And we have an abundance of water, as our community sits atop one of the only naturally recharging aquifers in the United States.
- Our Roswell International Air Center is the largest commercial aviation industry in the Southwest. It has a 13,000-foot runway and, with over 4,000 acres, it is the largest used plane parking lot in the world.
- Our newest expansion project is Arizona-based Ascent Aviation Services, who is building a 777 wide-body hangar and will hire 360

employees for airplane repair and maintenance services.

- Our partner, Eastern New Mexico University-Roswell, offers more than 80 certificate and associate degree programs available in a wide range of academic transfer and career-oriented programs, including the only FAA Part 147 Airframe and Powerplant Aircraft Maintenance Technical training program in Southeast New Mexico.
- We are the 12th-largest dairy-producing county in the United States, and with 38 dairies and an estimated 75,950 milk cows, we lead the state in the number of dairy cows.
- We produce many different crops and livestock, such as corn, pecans and hay, as well as cannabis. In 2015, the local pecan industry produced 7.1 million pounds of pecans.
- We are home to Leprino Foods, one of the largest mozzarella manufacturing plants in the world; Red Mountain Arsenal, an ammunition manufacturer; USA Beef Packing, our local beef and bison packing plant; and a FairLife products production facility.



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REACHING FOR THE *Stars*

New Mexico's Space Valley
fuels the state's innovation-
driven economy

By Kim Madlom



The sky is no limit for New Mexico's aerospace industry. With its major research institutions, three Air Force installations, facilities such as Spaceport America and a slate of innovative companies, the state is writing the future of U.S. space exploration.

New Mexico boasts its version of Silicon Valley, dubbed Space Valley due in part to the dozens of private

space-related businesses headquartered in the state.

Spaceport America is the world's first purpose-built commercial facility of its kind and a launch point for commercial space ventures and unmanned aircraft system development. The Sandia and Los Alamos national laboratories, White Sands Missile Range and major research universities, such as New Mexico State University,

The University of New Mexico and New Mexico Tech, help supply the state with a rich pool of skilled workers for the high-paying jobs in the aerospace industry.

EYES ON THE SKIES

The Federal Aviation Administration-licensed Spaceport launch complex, situated on 18,000 acres adjacent to the U.S. Army White Sands Missile Range, includes 6,000 square

Spaceport America

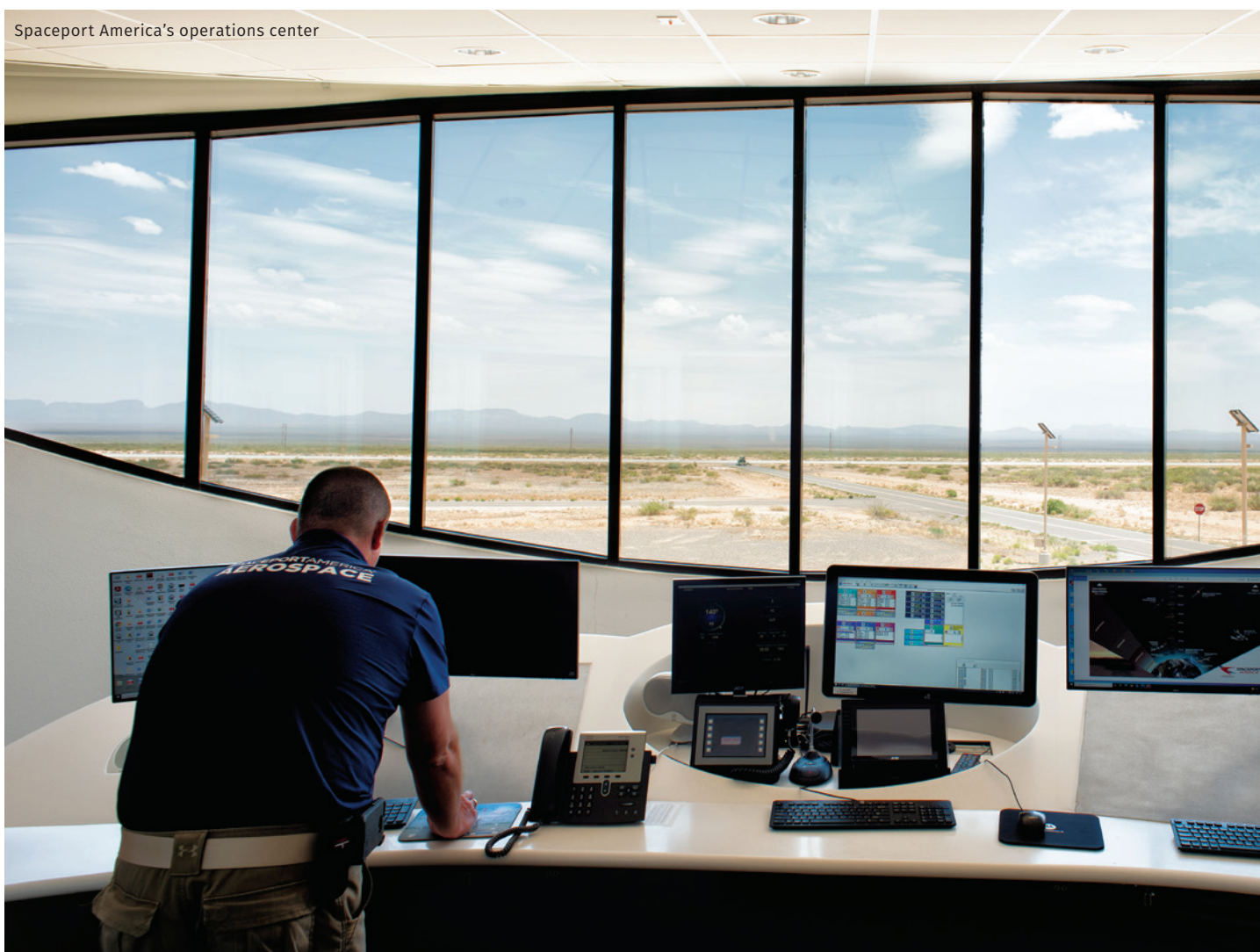


Spaceport America

miles of restricted airspace, a low population density and about 340 days of sunshine and low humidity.

Virgin Galactic Holdings, the company founded by Sir Richard Branson, moved its SpaceShipTwo, VSS Unity, from California to its commercial headquarters at Spaceport America's Gateway to Space building in 2021. In May 2021, all eyes were on New Mexico when the VSS Unity commercial craft launched from Spaceport and into suborbital status and then returned safely to the runway. The ship traveled at more than 2,300 miles per hour and flew 55 miles above the earth. The flight marked an important milestone in the company's plan to create a commercial spaceline to take paying customers to space.

PHOTOS, COUNTERCLOCKWISE FROM TOP: LEFT: VIRGIN GALACTIC/THE SPACESHIP COMPANY; SERGIO SALVADOR; LOS ALAMOS NATIONAL LABORATORY/LEROY SANCHEZ



Spaceport America's operations center

In July 2021, Spaceport was again center stage as the world tuned in to watch Branson's blast into space aboard the VSS Unity.

Spaceport continues to attract aerospace investment. Recent successes include a planned \$8 million investment by HAPSMobile Inc., a subsidiary of Japan's telecommunications operator SoftBank Corp., and partner AeroVironment Inc. to support its "cell-tower in the sky" telecommunications platform.

SpinLaunch, a company developing and testing a mass accelerator to launch satellites into space orbit using kinetic energy instead of rockets, is also expanding at Spaceport America.

KEEPING TALENT HOME

Scott McLaughlin, Spaceport America executive director, says keeping the state's talented workforce at home is good for New Mexico.

"Instead of being an exporter of our top talent, we are creating opportunities for them here at home," he says.

The future looks bright for Spaceport and the state. McLaughlin says the facility's remote location is a key strength.

"Unlike most other nonmilitary, nongovernment test sites, we offer wide-open spaces where we can invite customers to do the type of testing they need," he says.

Spaceport also offers excellent flying weather, vertical and

"Unlike most other nonmilitary, nongovernment test sites, we offer wide-open spaces where we can invite customers to do the type of testing they need."

– Scott McLaughlin/
Spaceport America



Los Alamos National Laboratory

White Sands Missile Range



horizontal launch capabilities, restricted airspace controlled by neighboring White Sands Missile Range and a large scientific community associated with NASA and the state's national laboratories.

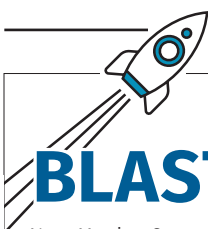
AEROSPACE INDUSTRY GROWS

New Mexico is a significant hub for developments in aerospace. For example, the state is home to material science company Sceye, which is building the world's most advanced high-altitude platforms that operate in the stratosphere to deliver fast internet directly to devices and high-resolution imagery of the Earth. Plus, New Mexico is making a name for itself in the unmanned aerial vehicles and systems (UAV/UAS) industry, especially in terms of testing. In fact, the first FAA-approved UAS test center is here.

Robotic Skies is building a network of professionals equipped to maintain and repair unmanned aircraft systems.

LaSen Inc., a Las Cruces company that uses helicopters and aerial

PHOTOS, FROM TOP: NASA/BILL INGALLS; SCEYE



New Mexico State University (NMSU) was one of just 14 U.S. universities chosen to receive a NASA Early Stage Innovations grant to conduct space technology research. NMSU will receive a total of \$650,000 for work its College of Engineering is conducting to design and manufacture compact heat exchangers needed for cryocoolers – super cold refrigerators that are used in long-duration space missions. If successful, the smaller exchangers could also be used in applications for satellites, data centers, automobiles, energy systems and other high-tech industries.



BUSINESS
SPOTLIGHT

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drones equipped with laser technology to detect pipeline leaks and other hazards, is investing \$8.4 million into a new 37,000-square-foot headquarters facility. The company will add new drones and helicopters.

LaSen's technology, deployed from up to 500 feet above ground, delivers interactive maps of inspection areas and monitors power lines for damage from the elements, wildlife or other factors. LaSen's system has detected more than 40,000 leaks along 500,000 miles of pipeline, preventing nearly 45 billion cubic feet of methane from escaping into the atmosphere.

LaSen President Tim Goolsby notes that while competing technologies find only larger leaks, "ours finds all of them." And it provides clients the advantage of faster inspection.

"Surveying on foot or by vehicle," says Goolsby, "they have issues with access to properties, safety issues, logistics. They can only cover, on a good day, maybe 5 or 6 miles of pipeline, where we cover about 400 miles a day."



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.



SANTA FE COUNTY

santafecountynm.gov

**LOVE
WHERE
YOU LIVE**

Locate your business to Santa Fe County and thrive here.

Creating Space

LEARN HOW A NEW PARTNERSHIP
WILL HELP DEVELOP THE STATE'S
SPACE INDUSTRY

State leaders and aerospace professionals have launched a new initiative – Unite & Ignite Space – that will work to help continue to grow the space industry in New Mexico.

This public-private partnership, which brings together private companies

and government entities, such as the Air Force Research Laboratory and NewSpace New Mexico, will operate out of an office building in Albuquerque and serve as a co-innovation hub. In addition to this shared space, the partnership is

expected to connect space-related companies with potential investors and talent.


NewSpace New Mexico makes connections, advocates for stakeholders and prepares for the future to help foster an

entrepreneurial, business-focused commercial space ecosystem in the state.

For more information on the initiative, visit newspacenm.org.

– Kevin Litwin



A man wearing a light blue t-shirt, dark shorts, a white baseball cap, and sunglasses is sitting on a rocky ledge on the right side of the image. He is looking towards a waterfall on the left. The waterfall is cascading down a rocky cliff face. The surrounding area is a rugged canyon with steep, rocky walls and some sparse green vegetation. The overall scene is a natural, outdoor setting.

There are plenty of places to explore in Santa Fe County.

Room *to* Grow

You can spread your wings in Santa Fe County

Some parts of the country are known for their outdoor activities, arts and culture and spectacular terrain. Others draw accolades for their “brains,” in the form of technological advancements or sustainable practices.

In Santa Fe County, you’ll find both. From Madrid and Los Cerrillos to Lamy and Pojoaque, all activities co-exist in this magical place, where natural beauty and deep cultural roots touch your soul, inspiring a unique lifestyle.

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

“Our temperate four seasons and mountains provide abundant outdoor recreation, including international-class mountain biking and skiing.”

The characteristics that make Santa Fe County exceptional include its business-friendly environment, heightened innovation, striking geography and a lifestyle filled with adventures that feed the soul.

With more than 300 sunny days a year, this high-desert mountain country beckons with mountain biking, horseback riding, fishing and golfing in stunningly scenic surroundings. And then there are the 500 miles of pristine hiking trails, ripe for year-round exploring.

solarize, conserve energy and implement other best practices. Innovation flourishes here, too, with local craft breweries and distilleries as well as state-of-the-art, high-tech industries, and spin-offs from two nearby national labs.

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

– Katherine Miller, Santa Fe County Manager

Few places on earth offer the rich history and cultural diversity of Santa Fe County. From the world-class Santa Fe Opera to the internationally acclaimed interactive art installation of Meow Wolf, this area is steeped in creativity and inspiration.

Sustainability also plays a big role, as Santa Fe County is dedicated to helping residents and businesses

Filmmaking takes top billing here, most recently with “News of the World” starring Tom Hanks. MovieMaker magazine ranked Santa Fe No. 2 on its 2021 list of “Best Places to Live and Work as a Moviemaker” in the Small Cities and Towns category.

“We welcome you and your business to locate and thrive here in the heart of the Southwest,” Miller says.



The University of New Mexico



New Mexico
State University



Health Science Center
at The University of New Mexico



HIRED Ed

The state's higher education institutions keep a pipeline of talent flowing to in-demand industries

By Teree Caruthers

The availability of a skilled workforce is vital to New Mexico's growing economy. Fortunately, the state offers a wealth of higher education resources that provide businesses with a steady stream of top talent and research heft that drives innovation and economic development.

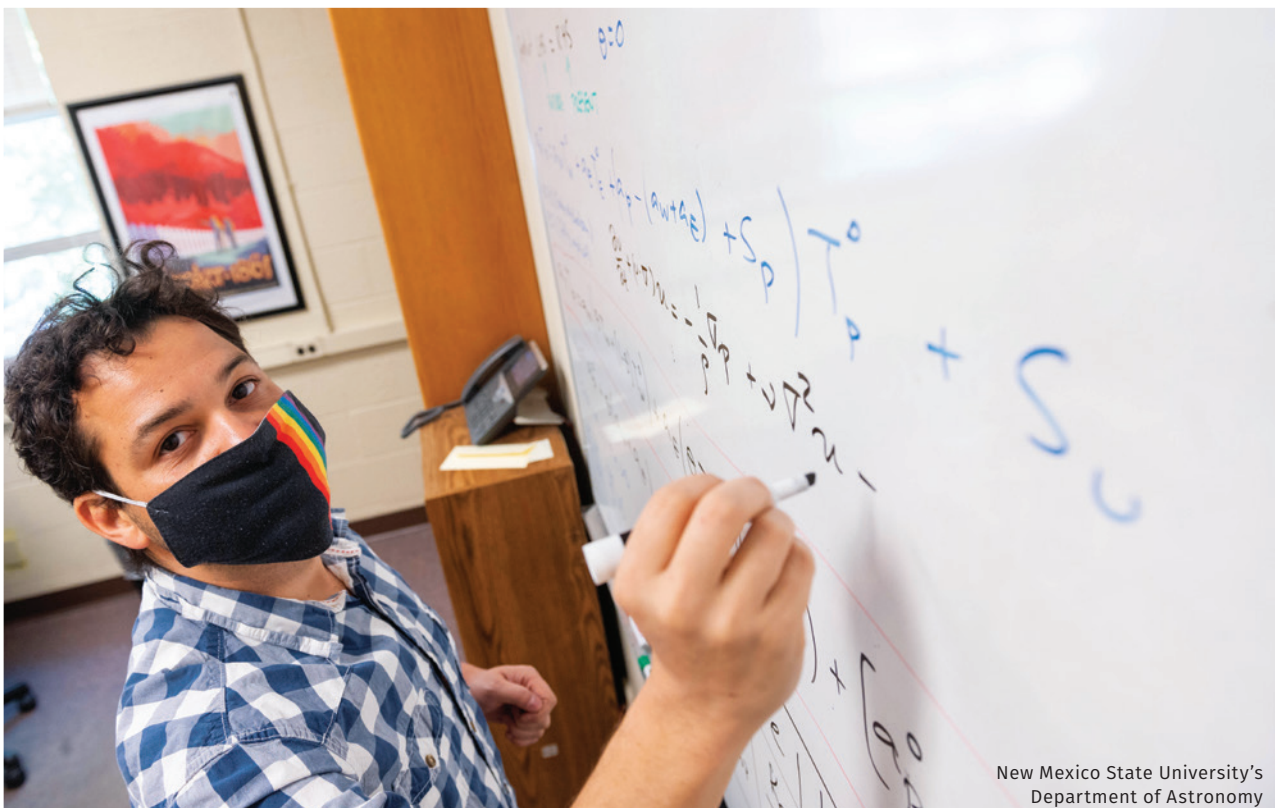
New Mexico's three major research universities, four comprehensive four-year institutions and seven independent community colleges work together to provide access to lifelong learning opportunities and connect industry with a professional, qualified labor force.

Ready for Work

With its main campus in Las Vegas, New Mexico, and satellite centers in Santa Rosa, Springer and Mora, Luna Community College (LCC) offers certificate and degree programs in several in-demand fields, including STEM, early childhood education, building technology, criminal justice and nursing.

The nursing program, in particular, has had a significant impact on the workforce as the need for skilled health care workers surged due to the pandemic. The program prepares

PHOTOS, CLOCKWISE FROM TOP: NATHAN LAMBRECHT (1,3);
NEW MEXICO STATE UNIVERSITY; JOSH BACHMAN



New Mexico State University's
Department of Astronomy

Marissa Archuleta, graduate
of Luna Community College



“I enjoyed my experience very much, and I do not believe I would have had the moral support that LCC provided me with elsewhere.”

– Marissa Archuleta/Luna Community College

graduates to immediately enter the medical field, and some students, such as Marissa Archuleta, have gone on to pursue advanced degrees.

“I enjoyed my experience very much, and I do not believe I would have had the moral support that LCC provided me with elsewhere,” says Archuleta, a 2019 LCC graduate who received her bachelor’s degree from The University of New Mexico and is pursuing her doctorate in nursing at New Mexico State University.

“I enjoyed having good relationships with my mentors and instructors who really pushed me to my limits because they believed what I was capable of becoming,” she says. “I was able to form good networks with preceptors and instructors in the surrounding areas and local hospitals, which has helped me to branch out and start a successful career.”

Small College, Big Advantages

Archuleta says LCC offered her many of the academic advantages of a large four-year university but with the convenience, affordability and community of a smaller college.

“Attending a large university or college far away from home is not the only way to achieve success in your life,” she says. “The avenues and paths I took to becoming a future nurse practitioner came from the trust I had in LCC to provide me with a firm foundation in my education. I had to take the same national board-certified test to become an RN that students at other top colleges and universities took, so that itself shows the high level of education that LCC can provide to students.”

Revolutionizing the Workforce

The state’s universities support the workforce not only through transfer of talent but also through research and new business development.

Together, The University of New Mexico, New Mexico State and New Mexico Tech account

for more than \$350 million in research expenditures, which helps create new businesses and attract top talent.

New Mexico Tech's Office of Innovation Commercialization, for example, helps students and faculty translate their research into market-ready products and services. Every graduating senior in the engineering program completes a "capstone" project and is paired with an industry mentor.

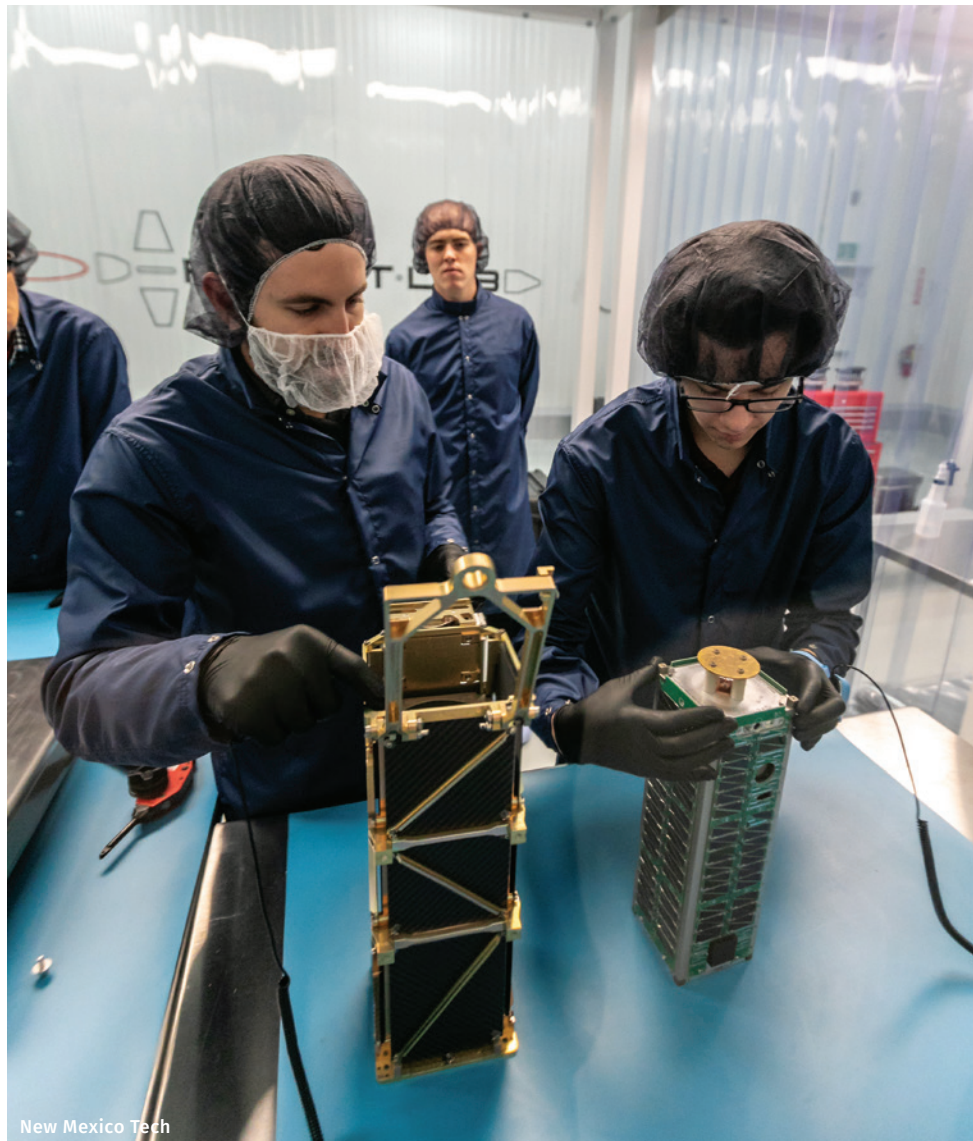
The University of New Mexico's Rainforest Innovations, an Albuquerque-based nonprofit organization, acts as a liaison between the university's research community and the private sector, providing vital support for startups and helping researchers ready their ideas for market.

"Rainforest Innovations is how we transfer the research results to the community and help start new companies. That results in jobs being created," says Lisa Kuuttila, president and chief economic development officer for UNM Rainforest Innovations.

More than 65 companies now active in New Mexico got their start based on UNM technology, and the university spins out eight to 10 companies every year based on faculty research, Kuuttila says.

"This could be anything from a new material to a new instrumentation. We've even spun out companies that develop therapeutics to treat cancer and other diseases," she says. "We have the richest set of science and technology assets in the country on a per capita basis, and over the last 10 years, we've really strengthened our entrepreneurial ecosystem. That makes us an attractive place for entrepreneurs and remote workers as well as larger companies who want to be in an environment where they might be able to partner with a new, innovative startup."

For more information on how the state's higher education institutions are preparing students for career success, visit livability.com/nm.



New Mexico Tech



Lobo Rainforest at The University of New Mexico

POWERING GROWTH

Xcel Energy focuses on a clean
energy economy for New Mexico



The vast landscape of eastern New Mexico has inspired human enterprise since the Clovis people stalked woolly mammoths with advanced stone spear points more than 11,000 years ago.

It's this same spirit of innovation that drives Xcel Energy's New Mexico operations today, but the mammoths have given way to soaring new electric transmission towers and forests of wind turbines, helping to make New Mexico one of the best places in the nation for business development.

"We've invested hundreds of millions of dollars in the electrical systems that power growth in New Mexico, essentially building a new transmission grid across the desert and laying the foundation for the state's clean energy economy," says David Hudson, president of Xcel Energy – New Mexico-Texas, the electric provider for more than 120,000 New Mexico customers in six eastern and southeastern New Mexico counties.

Xcel Energy's "Power for the Plains" transmission grid expansion, launched in 2011, has resulted in close to 1,500 miles of new high-voltage lines built in the company's New Mexico-Texas service area, including a 400-mile, 345-kilovolt power corridor from north of Lubbock to southeast of Carlsbad, vastly increasing the reliability and capacity of the grid in eastern and southeastern New Mexico.

In December 2020, Xcel Energy brought 522 megawatts of wind energy online (enough energy to power 194,000 homes annually) at its new Sagamore Wind Project, south of Portales in rural Roosevelt County, a project that will generate \$234 million in economic benefits in New Mexico over 25 years.

These efforts are tailored to add capacity for future business and industries that will call New Mexico

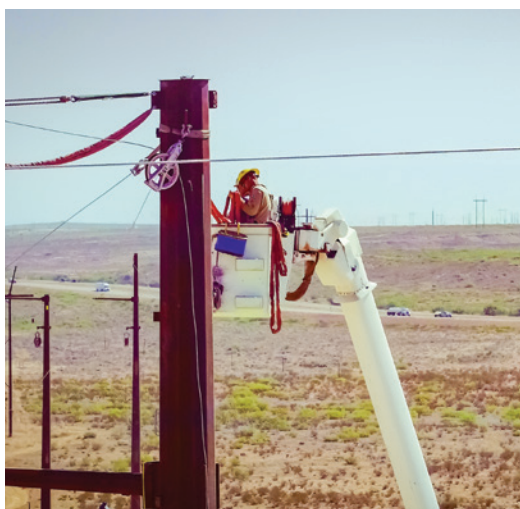
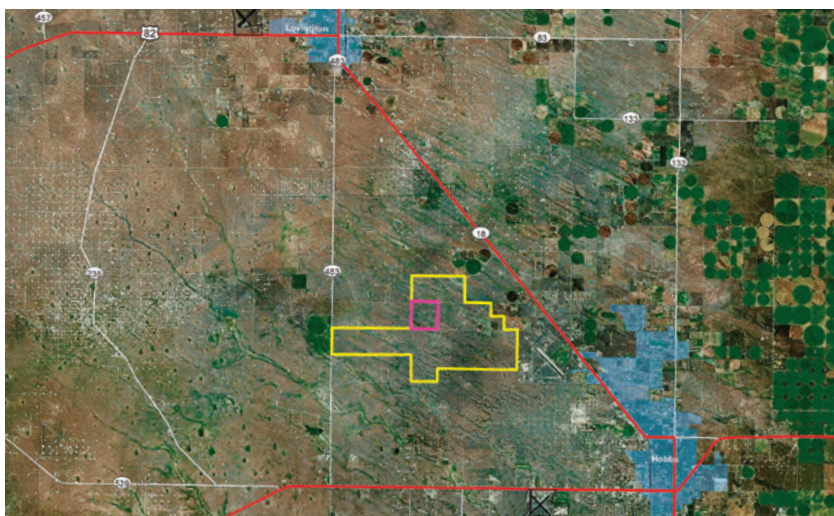
home. Additionally, Xcel Energy has launched a Certified Site program, an online inventory of the area's most marketable industrial sites that are promoted on the company's website, as well as by Xcel Energy's economic development professionals at national trade shows and industry events and in presentations to national site selectors.

Five New Mexico sites are now in the firm's database, with more expected to be added. Mike McLeod, regional manager for community relations and economic development in Roswell, said site selectors accessing the Xcel Energy database will find information on dozens of site characteristics, including

information on the reliability and capacity of power sources, access to transportation and communication networks, and other site criteria designed to increase speed to market.

Xcel Energy is also employing drone technology to bundle this information together in a visual format that makes these sites even more compelling.

"Information marketed through Xcel Energy's Certified Site Program includes attributes such as zoning, ownership, environmental surveys, geotechnical evaluations and additional information critical for a company to gather before successfully developing a site for a new or existing business," McLeod explains.



More information on

Xcel Energy's economic development efforts can be found at **economicdevelopment.xcelenergy.com**.

Details about

Xcel Energy's transmission enhancement initiative can be found at **powerfortheplains.com**.

Xcel Energy embraces a spirit of innovation in its New Mexico operations.



Rail Yards Market
in Albuquerque

Glade Run
Recreation Area



Rafting on the Rio Grande



Enchanting Experiences

Distinctive communities and spectacular natural features draw new residents

By Brittany Anas

After Krista Van Lewen's husband retired from the San Francisco Opera, the couple was scouting places to start their next act. They considered Colorado, where Van Lewen was originally from, but after years in the Bay Area they wanted to move somewhere that still felt somewhat undiscovered.

The couple landed in Santa Fe. The artistic city is just the right size, Van Lewen says, and New Mexico – where the Rockies begin and the Rio Grande runs – appeals to their love for the outdoors.

"We're hiking fanatics," says Van Lewen, a marketing professional. "We've hiked and camped all over the state since moving here."

All roads lead to New Mexico because it's a highly desirable place to live. Distinctive communities, a vibrant arts-and-culture scene, cosmopolitan cuisine and some

of the nation's best outdoor recreation opportunities make it the Land of Enchantment. Plus, the forested mountains, vast desert and crimson red rocks make a spectacular natural backdrop for residents.

Affordable Places

One of New Mexico's leading edges is its affordability – especially housing affordability. The lower-than-average cost of rent and housing prices is especially attractive to remote workers and retirees from coastal locations. In 2020, New Mexico had the seventh-lowest overall cost of living among states. Housing costs were 81% of the U.S. average, meaning your hard-earned dollars will stretch further here.

Those who commute will appreciate how easy it is to get around New Mexico's communities, which



White Sands National Park

are free from the congestion and gridlock found in many urban areas.

Julia Bertram, who grew up in Santa Fe and moved back at the end of January 2021 after living in Denver, works with her family in real estate development and takes on some freelance work for Hotel Parq Central in Albuquerque and clients back in Denver. Being closer to family largely influenced her move, which she made with her boyfriend and their dog, Juniper.

"Some other perks, though, are no big-city traffic and 300+ days of sunshine while still getting all four seasons," Bertram says.



Marble Brewery and Taproom



Zuni Olla Maidens, a renowned dance group in the state

Robust Culinary Scene

Residents have plenty of ways to celebrate the culinary scene throughout New Mexico, from exploring Santa Fe's Margarita Trail to putting the Hatch Chile Festival in Hatch Valley on their calendars.

For Bertram, a perfect Saturday involves sampling some of Santa Fe's cuisine, starting at the farmers market and ending with dinner at The Shed, a local institution serving New Mexican fare.

One thing every new New Mexico resident should know?

"Our love for chile is fierce," Bertram says. "From burgers and breakfast burritos to croissants and sushi, you'll find chile in just about everything."

Welcome Home

Overall, a point of pride for New Mexico is that it's a state that's inclusive and welcoming, and one that embraces its cultural diversity and celebrates its uniqueness. Its rich history and blend of cultures are woven into the New Mexico experience. The state's mosaic includes 22 Native American tribes, and more than 49% of the population is Hispanic or Latino.

Jagdish Khubchandani, who works in public health, moved to Las Cruces from Indiana in August 2020. There are a number of livability factors that he appreciates about New Mexico, ranging from the state's well-managed response to the COVID-19 pandemic to the pleasant weather and the numerous hiking trails. But something that struck him

was how people in New Mexico seem to have strong social ties.

"I've found the people to be very friendly and welcoming," he says.

Build a Career

Between 2015 and 2019, New Mexico added more than 40,000 jobs.

A diverse and dynamic economy here includes advanced manufacturing, aerospace, film and television production, logistics, and value-added agriculture.

New Mexico is also a leader in renewable energy, and thanks to its national labs and startups, it is well positioned to attract new companies and top talent.

In addition to finding ample job opportunities, you can also further your education in New Mexico with a collection of standout colleges and universities that includes major research universities The University of New Mexico, New Mexico State, New Mexico Tech, four complete four-year institutions and seven independent community colleges.

Outside Interests

New Mexico's mild climate, abundant sunshine and postcard-perfect landscapes make it an outdoor lover's dream. The state offers a full range of outdoor experiences to fill up your weekends, from rock climbing to water sports, all amid some of the most breathtaking scenery in the nation.

Here are 5 outdoor experiences that help New Mexico solidify its title as the Land of Enchantment:

International Dark Sky Park



STARGAZING AT NEW MEXICO'S DARK SKIES

High elevations coupled with clear night skies make New Mexico a premier stargazing destination. The state is home to several dark sky-designated parks, including Capulin Volcano and International Dark Sky Park (pictured), where rangers hold "Star Parties" April through September, and Clayton Lake State Park, which has its own 14-inch Meade telescopes.

SCUBA DIVING AT THE BLUE HOLE

In the middle of the desert is a bell-shaped turquoise pool: the Blue Hole.

This geological phenomenon in Santa Rosa is 80 feet deep and has become a snorkeling and scuba diving destination in the Southwest. The watering hole is located off Route 66, which adds to its allure.



Blue Hole Scuba Diving

Carlsbad Caverns



EXPLORE NATIONAL MONUMENTS

New Mexico is home to 15 national parks and monuments. Explore ancient Ancestral Pueblo dwellings amid mesas and canyons at Bandelier National Monument near Los Alamos or peek below the desert terrain and see the Carlsbad Caverns, a system of caves formed when sulfuric acid dissolved surrounding limestone. Or, in Alamogordo, witness the wavelike dunes at White Sands, which is the world's largest gypsum dune field.

SKI NEW MEXICO'S MOUNTAINS

Home to nine ski areas that are dispersed from north to south throughout the state, New Mexico residents can enjoy year-round recreation. There are runs for everyone here, from Taos Ski Valley, which is rugged and draws adventure-seekers, to Angel Fire Resort, which has a family-friendly feel.



Taos Ski Valley

Tent Rocks



PHOTOGRAPH UNIQUE LANDSCAPES

New Mexico is rich with fascinating landscapes that intrigue photographers and nature lovers. Among them are the vivid yellow and red cliffs at Ghost Ranch in Abiquiu, the cone-shaped rock formations that jut into the sky at Tent Rocks and Shiprock, a sacred mountain rising out of the desert plains in the Four Corners region.

10 CULTURAL EXPERIENCES TO TRY IN NEW MEXICO



Las Cruces Wine Festival

1 WINE, CHILE & PIE

Sample the food and wine at festivals such as the Las Cruces Wine Festival, Hatch Chile Festival or the Pie Town Pie Festival, which often sees more than 1,000 pies sold in one day. Proceeds go toward improving the community.

2 IT'S ALL A BIG ACT

Catch a show by Performance Santa Fe, established in 1935 and now the longest-running performing arts organization in New Mexico. The troupe's 2021-2022 season is being staged from September 2021 through May 2022, with 22 performances of music, dance and theater at four venues across Santa Fe.

3 MORE THAN 700 EVENTS

Spend a few hours at the National Hispanic Cultural Center in Albuquerque, 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.



Indian Pueblo Cultural Center

4 EXPLORE GALORE

Explore authentic Native American art and sculpture exhibits at places like the Poeh Museum & Cultural Center in Santa Fe or Indian Pueblo Cultural Center in Albuquerque.

5 GIDDY-UP TO GALLUP

Take in the Gallup Native Arts Market, an impressive annual juried festival run entirely by Native American artists. The event was canceled in 2020 and 2021 due to COVID-19 but is expected to return in 2022.



8 MEET IN LOS ALAMOS

Plan some time to explore Los Alamos Creative District, which includes the Fuller Lodge Art Center and Bradbury Science Museum. The Bradbury chronicles the city's role in World War II's top secret weapons program, and the museum also delves into more modern topics like wildfires, ocean studies and space exploration.



Albuquerque International Balloon Fiesta

9 PARTY HEARTY

New Mexicans know how to throw a party, so mark your calendar to attend signature celebrations like the three-day Roswell UFO Festival, All American CowboyFest in Lincoln County, Silver City CLAY Festival or the Albuquerque International Balloon Fiesta.

6 HEAD TO ARTESIA

See numerous public art displays in the Artesia Arts & Culture District, including downtown murals and a History in Bronze sculpture project that honors the ranching industry. Artesia was designated a New Mexico Arts & Cultural District by the New Mexico Arts Commission in 2013.

7 GOOD FOLK

Be sure to experience the unusual folk art and impressive ethnic wares sold at events like the International Folk Art Market in Santa Fe or the Rio Grande Arts & Crafts Festivals in Albuquerque.



10 TRY TAOS

Visit the galleries and museums in Taos, a city known for its interesting adobe dwellings and multistory apartment-like buildings. Famed artist Georgia O'Keeffe and renowned photographer Ansel Adams both loved residing in Taos.



ALL FOR ONE

The Borderplex region gives New Mexico major logistics muscle

By Kevin Litwin

New Mexico provides distribution and logistics companies with a decided location advantage, offering a direct route to much of the U.S. as well as Mexico and Canada. As a result, the state has fashioned a well-deserved reputation for getting things where they need to go.

Its strong transportation infrastructure includes a network of well-maintained highways and three interstates that crisscross the state, while Class I rail carriers – Burlington Northern Santa Fe and Union Pacific – provide direct service to multiple

markets in the U.S., Mexico and Canada. Also within New Mexico are more than 60 airports, including four international hubs.

A major transportation asset in southwestern New Mexico is Santa Teresa, which is located in the binational Borderplex region that

borders Mexico, New Mexico and Texas. The Santa Teresa land port facility, constructed in 1992 to relieve traffic pressure from the busy nearby El Paso crossings, provides easy access to major consumer markets like Ciudad Juarez, El Paso and Las Cruces/ Dona Ana County.

\$1.2 Billion in Investments

Santa Teresa is home to Union Pacific's \$500 million intermodal facility, one of the largest railyard operations in the U.S.

"It was a big effort to get the Union Pacific facility built 10 years ago at 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, an independent economic development organization that brings jobs and opportunity to the Borderplex region.

Taiwanese manufacturing companies Admiral Cable, Xxentria and Cymmetrik will all open production facilities at Santa Teresa in 2021.

“The Borderplex has one of the most business-

friendly and competitive tax environments in the nation,” Barela says. “Tax relief is one of the major reasons companies from around the world choose to do business in our region.”

Say Cheese

Representing specifically the New Mexico portion of the Borderplex for companies that are considering locating or expanding into

Las Cruces/Dona Ana County is the Mesilla Valley Economic Development Alliance (MVEDA). Over the past three years, MVEDA has assisted with the creation of 1,500 jobs, \$48.9 million in new payroll and \$568.9 million in capital investment.

MVEDA officials have identified seven target industry sectors that are ideal for Las Cruces/Dona Ana County. Those industries are aerospace,

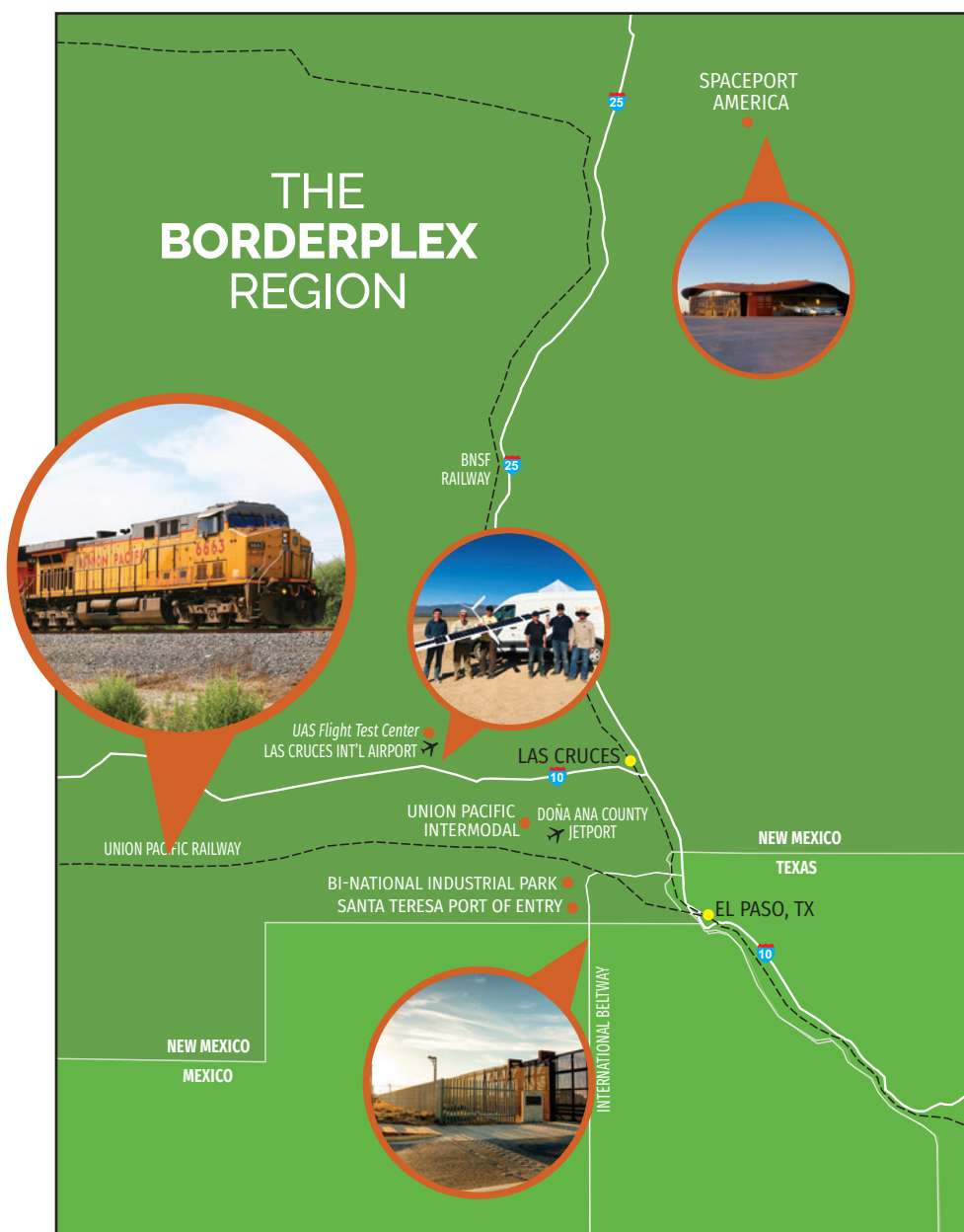
business and financial services, digital media, manufacturing and logistics, renewable energy, technology, and value-added agriculture.

Las Cruces-based LaSen Inc., which specializes in aerial inspection and mapping services by using drones and helicopters, will construct a larger headquarters campus and hire 80 additional employees over the next five years.

Another recent success story for the Mesilla Valley is the 2021 announcement that Saputo Dairy USA will expand its Las Cruces manufacturing operation and add 150 jobs. Saputo is one of the largest cheese and dairy foods producers in the U.S., and the expansion will include investing \$30 million in its existing facility at Las Cruces Innovation & Industrial Park.

Davin Lopez, MVEDA president and CEO, says the expansion is expected to have an economic impact of about \$1.6 billion for New Mexico over the next decade.

“Our collaborative, proactive response with our economic development partners at the state and city highlighted a joint effort to secure this project,” Lopez says. “It further establishes the (Las Cruces) industrial park as the location of choice for growth in the Southwestern United States.”



PRODUCTIVE PARTNERSHIPS

BNSF works with communities and businesses to attract investments and jobs

Doing business is much easier when you have the right partner to grow with you. At BNSF Railway, they have a bias for growth and are focused on creating opportunities for their customers to expand their businesses.

For example, one of BNSF's economic development programs includes Certified Sites, which are shovel-ready locations for rail development, saving customers time and money. Communities also benefit from BNSF's economic development programs by giving them a competitive edge in attracting investment, industry and jobs.

BNSF's Site Certification Program identifies

Certified Sites is just one of BNSF's economic development programs.

optimal rail-served sites and conducts in-depth reviews of 10 economic development criteria to determine if the site meets BNSF's stringent readiness standards.

The Certified Sites designation means the sites meet environmental and geotechnical standards, are served with utilities, and have existing and projected infrastructure available, saving businesses locating on these properties up to a year of development time.

"For more than a century, BNSF Railway has played

an important role in New Mexico's economy," says Colby Tanner, BNSF's Assistant Vice President of Economic Development. "Today the tradition continues with our Certified Sites, which offer access to our 32,500-mile network delivering goods to New Mexico's growing population and helping the state's companies move products around the world."

BNSF's Certified Sites in New Mexico ready for industrial development include:

- ▶ **The City of Clovis Industrial Park**, a 240-acre site ideal for agricultural products located adjacent to US 60, 70 and 84 East.
- ▶ **Gallup Energy Logistics Park**, an industrial development ideal for petroleum or building, construction, chemicals or plastics products with a 365-acre parcel within proximity of Interstate 40 and NM State Highway 491.

- ▶ **The Central New Mexico Rail Park**, a 1,420-acre development open for all types of commodities about 25 miles south of Albuquerque.

For facilities not served by rail and that ship three or more truckloads at one time to distances more than 400 miles, BNSF offers their Premier Transload Service which combines the advantages of trucking and rail.

When you choose a BNSF Premier Transload business you are working with one of the few selected companies chosen by BNSF that demonstrate supply chain expertise and are trusted industry professionals.

If you are considering rail for your business, let BNSF be your train of thought. To learn more about BNSF's Economic Development Programs for your community and business visit bnsf.com/rail-development.



Appetite *for* GROWTH

Value-added agriculture businesses feed New Mexico's economy

By Kim Madlom



New Mexico is home to a thriving value-added agriculture and food processing industry, offering vast open spaces for diverse crop planting and livestock production, favorable weather conditions and an expert workforce.

New Mexico has a long legacy in farming and ranching. Agriculture is the state's third-largest industry. Top commodities include cattle and livestock, cheese and dairy products, pecans and chile peppers. Some of the nation's leading names in food production call New Mexico home, including General Mills, Leprino Foods, Southwest Cheese and Stampede Meat. The industry continues to grow and attract new investment. Companies, including Apple Canyon Gourmet, Beck & Bulow and Bueno Foods have recently announced expansions.



Celebrating its 20th year in business in 2021, Apple Canyon Gourmet is an artisan food products manufacturer located in Albuquerque. The company is the product of the lifelong dream of owner and fifth-generation New Mexican Anna Herrera-Shawver to create handcrafted food products made from traditional family recipes passed down and perfected for generations.

"Much like its culture, New Mexican cuisine is distinctly unique," says Herrera-Shawver, who co-owns the company with her husband, Greg.

Unmatched Flavors

Apple Canyon manufactures a diverse portfolio of products, including hot



Anna Herrera-Shawver
and her husband, Greg, of
Apple Canyon Gourmet

sauce, salsa, condiments, chile products and nonalcoholic cocktail mixers. The company includes brand names such as Santa Fe Seasons, Santa Fe Mixes, Santa Fe

Gourmet Coffee and Holy Chipotle.

"There's a reason we ship our products all over the world," Herrera-Shawver says. "The flavors of New Mexico foods are unmatched. Each of our team members is a

foodie and helps to keep our recipes authentic. They taste our foods when in production; they eat them at home and share them with family and friends.”

Herrera-Shawver says New Mexico flavors result from various cultures that have influenced the foods of Mexico over the years – Spanish, Aztec and Mayan.

“These civilizations brought exotic meats, fruits and vegetables to Mexican cuisine, and the Spanish conquistadors introduced rice and flour to the culinary mix, as well, forever changing the way traditional breads were made,” she says. “Whether the bold flavors of piñon coffee, subtle sweetness of Biscochitos or the world-renowned spice of Hatch green chile, the

flavors of New Mexico are one-of-a-kind.”

Apple Canyon’s product development and contract packaging services helped restaurants around New Mexico have an additional revenue source during the pandemic closures. Apple Canyon worked hard to fulfill orders for co-packing customers, even when it meant putting customer orders ahead of its production.

“We are passionate about our products and our customers,” Herrera-Shawver says.

Thanks to customer loyalty and rapid growth, the company is scheduled to break ground in 2021 on the first phase of its new facility.

Rooted in Tradition

Bueno Foods, a 70-year-old family business, is also expanding in Albuquerque with additional storage and manufacturing capacity so that it can more widely distribute New Mexico chiles and food products throughout the U.S.

Rio Blue Produce and Sierra Madre Produce, both with operations in Chihuahua, Mexico, have selected Santa Teresa for distribution operations that will combine 92,000 square feet of warehouse and distribution space.

Beck & Bulow, a homegrown business that sells high-quality meat and meat products directly to restaurants and consumers, is expanding its operations in Santa Fe.

Founded by CEOs J.P. Bulow and Tony Beck, the company has plans to purchase warehouse, processing and office space. Beck & Bulow specializes in bison, elk, wild boar, beef, lamb and poultry, and also offers wild-caught Alaskan seafood.

Beck & Bulow distributes to restaurants but significantly grew its online business as a result of the pandemic.

“Expansion at Beck & Bulow is all about getting back to the roots of the old world and spreading the fruits of that to all of our customers,” says J.P. Bulow, one of the company’s co-founders.

Beck & Bulow raises its own buffalo and cattle. Buffalo meat makes up 60% of its sales. The company contracted with other butchers to cut its meat, but the expansion changes that. The butchering capability completes the ranch-to-table cycle for Beck & Bulow.

“Sustainable farming is the way of the future for New Mexico,” Beck says. “People need this meat, and we’re providing jobs.”

“Sustainable farming is the way of the future for New Mexico.”

– Tony Beck/Beck & Bulow



J.P. Bulow, left, and Tony Beck, CEOs of Beck & Bulow

PHOTO: KATE RUSSELL



Hot

IT'S ALL THINGS CHILE AT THE CHILE PEPPER INSTITUTE

TOPIC

New Mexico State University (NMSU) in Las Cruces is home to the Chile Pepper Institute, formed in 1992 with a mission to continue improving chile peppers throughout the world. (New Mexico has two state vegetables – the chile and the frijole, or pinto bean.)

The chile is a pungent pepper that can range from the mildest bell to the hottest habanero. It is rich in vitamins A and C and comes in a variety of colors, including red, green, white, purple and orange. Besides being a source of food, the chile is perhaps best known for its chemical compound called capsaicin that is used in pain relief patches and ointments to relieve muscle aches and pains.

NMSU's overall connection to the chile dates to 1888 when scientist Fabian Garcia established the Chile Pepper Breeding & Genetics Program at the university, which still exists today. The institute is currently located on campus in Gerald Thomas Hall in room 265, and visitors are welcome to tour the facility.

One key highlight of the institute is the Amy Goldman Fowler Teaching Garden, which features about 150 varieties of peppers. The public is welcome to visit the garden any day of the week during its main growing season from June through October.

To further celebrate the chile, the institute hosts an annual New Mexico Chile Conference every February. Topics covered during the 2021 conference included COVID-induced

marketing trends as well as new information on mechanization, innovations and disease/pest updates.

Researchers at the conference reported that progress continues for developing ultra-hot chile peppers whose extracts can be used as extreme heat compounds in medicine.

The Chile Pepper Institute also has an online shop that sells food, seeds, books, apparel and other merchandise.

– Kevin Litwin



Sandia National
Laboratories' solar
power systems

PHOTOS, FROM LEFT: RANDY MONTANA; CITY OF ALBUQUERQUE/MARBLE STREET STUDIO

POWER PLAYER

From low-cost hydrogen to deep space exploration, New Mexico is a leader in new energy tech

By Brittany Anas

In 2019, New Mexico's governor signed the Energy Transition Act into law, putting forth a bold challenge for the state: Become 100% carbon free by 2045.

While this may seem mighty ambitious, the Land of Enchantment has an innovation-led ecosystem consisting of national labs and private businesses that are pioneering clean energy solutions. This includes a unique partnership between Sandia National Laboratories and utility provider Public Service Company of New Mexico (PNM) to address energy challenges locally and nationally, plus private companies inventing new ways to produce solar, wind and geothermal energy.

On top of all that, the landscape of New Mexico allows for a diverse energy sector. It's a notable juxtaposition: New Mexico is a major producer of oil and gas, but the state is also paving the way in new energy technologies. New Mexico ranks sixth in the



Red Mesa Wind Farm

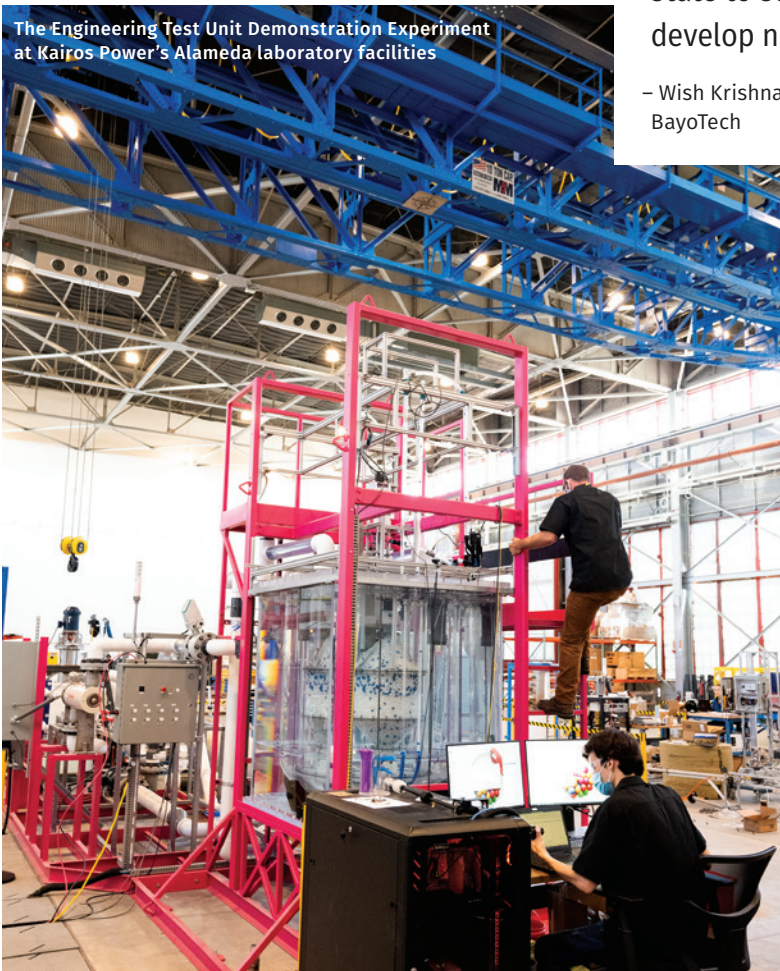
nation for the amount of power generated by wind, solar and energy storage power plants.

"New Mexico is doing it through forward-looking collaboration between leading institutions in the energy ecosystem — national labs, universities, state and local governments, Native American tribes, the Department of Energy, the Department of Defense and private industry," says Charles Hanley, Sandia National Laboratories senior manager for grid modernization and military energy programs. "We really are

Los Alamos National Laboratory's Kilopower technology



The Engineering Test Unit Demonstration Experiment at Kairos Power's Alameda laboratory facilities



"If you think about it, New Mexico is the perfect state to study and develop new energy."

– Wish Krishnamoorthy/
BayoTech

in a leadership position based on this diverse and experienced combination."

A number of novel energy technologies coming out of New Mexico have the potential to propel a clean energy revolution not just in the state, but across the nation and even into outer space.

Carbon Free

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 2040.

PNM, which is the state's largest electricity provider, plans to do so by closing its San Juan

Generating Station, transitioning away from coal and moving toward wind and solar sources.

Simultaneously, Sandia National Laboratories is partnering with PNM to develop resilient, clean energy

technologies. The two organizations will collaborate on large-scale energy storage, solar photovoltaics, power electronics, machine learning and energy equity for underserved communities.

Sandia began working with PNM at the end of 2019 and is in the beginning stages of projects.

"We are already starting to make some progress on tools needed to assess the roles of current and future energy storage technologies in an integrated, nearly statewide grid, with the goal of achieving a 100% clean electric system," Hanley says.

By securing its reputation as a national leader in clean energy, the state can ultimately attract more businesses, leading to unprecedented economic opportunities to manufacture clean energy technologies. As an early example, California nuclear energy

company Kairos Power plans to hire dozens of employees for an expansion at the Mesa del Sol development in southern Albuquerque.

Pioneering New Energy Solutions

New Mexico's energy initiatives are far-reaching, so much so that scientists here have their eyes on space, and a startup company has cracked the code for low-cost, low-carbon hydrogen.

Los Alamos National Laboratory has licensed its nuclear reactor technology, known as Kilopower, to Space Nuclear Power Corp., or SpaceNukes, which is based in Los Alamos. The agreement could speed along a nuclear reactor technology to fuel deep-space exploration and possibly power human habitats on the moon or Mars.

Kilopower is a small, lightweight fission power system that's capable of providing various ranges of power from reactors to power everything from deep-space missions to a lunar or Martian habitat.

In Albuquerque, BayoTech is on a mission to disrupt the centralized hydrogen supply chain with a highly efficient model of local hydrogen production hubs. The company's mobile hydrogen units are able to produce low-cost hydrogen, making it far more accessible. In July 2021, BayoTech announced it acquired IGX Group to become a full-service hydrogen supplier, offering localized production, transport, storage and fueling solutions.

It makes sense for BayoTech to grow its operations in New Mexico. The company launched with technology originally developed by Sandia. But, also, New Mexico has diverse resources, says Wish Krishnamoorthy, BayoTech's chief technology officer.

When it comes to developing ideas for new energy, you fundamentally need all forms of energy. New Mexico excels at this because the state has sunshine, wind, geothermal energy, oil and gas, and nuclear labs, Krishnamoorthy says.

"If you think about it, New Mexico is the perfect state to study and develop new energy," he says.

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Intel

BUILT TO LAST

New Mexico leverages location and talent to craft a robust advanced manufacturing sector

By Bill Lewis

The numbers add up for advanced manufacturing in New Mexico, which offers the advantage of a location within a two-day drive of 75% of the U.S. population and a culture of innovation driven by three major

research universities and three federal research laboratories.

New Mexico is served by three interstates and has a vast rail network. The state is equidistant by rail from two major port regions – Los Angeles–Long Beach and

Houston–Galveston. A shared border with Mexico positions companies in the state to serve markets in Latin America.

New Mexico has large talent pools in key sectors, such as manufacturing and logistics,



Tempur-Pedic



Nature's Toolbox

while also having higher-than-average concentrations of experienced talent in specialized fields like engineering and the sciences. Nearly 200,000 people work in the manufacturing, natural resources and logistics sectors, and more than 133,000 students are enrolled in public higher education institutions across the state, says Melinda Allen, president and CEO of the New Mexico Partnership.

New Mexico has a storied history as a world-class research center and has fostered a culture of innovation that continues today. The state is home to two Department of Energy national labs, Sandia and Los Alamos, as well as the Air Force Research Lab.

INVESTING IN SUCCESS

New Mexico's advantages have captured the attention of some of the world's most-recognizable companies.

Chipmaker Intel is investing \$3.5 billion in its New Mexico operations and plans to hire more than 700 new workers to create a domestic hub for advanced semiconductor manufacturing at its fabrication facility in Sandoval County.

Intel plans to modernize facilities to accommodate its Foveros technology, a breakthrough innovation to meet increasing customer demand for stronger microprocessing performance.

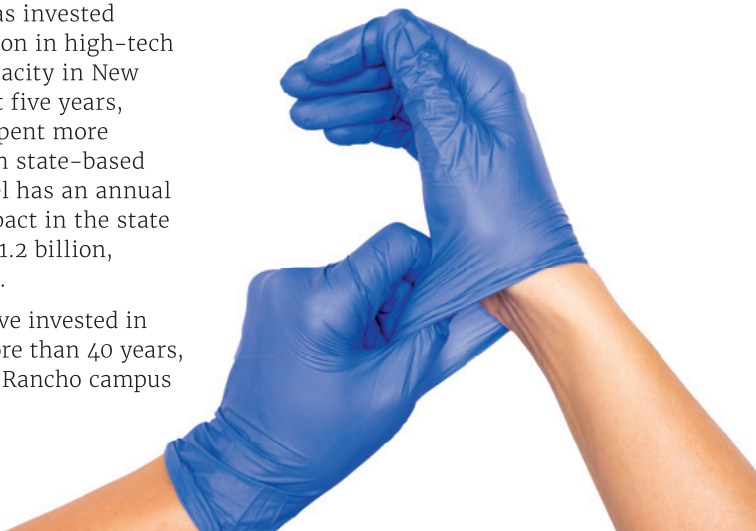
Since 1980, Intel has invested more than \$16 billion in high-tech manufacturing capacity in New Mexico. In the past five years, the company has spent more than \$1 billion with state-based organizations. Intel has an annual total economic impact in the state of approximately \$1.2 billion, based on 2019 data.

"We are proud to have invested in New Mexico for more than 40 years, and we see our Rio Rancho campus

continuing to play a critical role in Intel's global manufacturing network in our new era of IDM 2.0," says Keyvan Esfarjani, Intel senior vice president and general manager of manufacturing and operations.

BUSINESS-FRIENDLY ENVIRONMENT

New Mexico offers a strong value proposition, including lower operating costs, affordable



talent and incentives, Allen says. The state has focused on proactively maintaining a business-friendly environment with some of the strongest incentive programs in the country. Two of the most significant are the Job Training Incentive Program (JTIP) and the Local Economic Development Act (LEDA).

New Mexico's cost advantages for manufacturing include no inventory tax and the lowest effective tax rate for manufacturers in the nine-state Western region.

New Mexico is the destination of choice for companies of all sizes. Raytheon and Tempur-Pedic have major operations in New Mexico.

Virgin Galactic operates the world's first purpose-built spaceport, Spaceport America.

Rhino Health manufactures nitrile gloves at a facility on the Navajo Nation. Jabil, a 3D printing company, manufactures medical devices, surgical tools and orthopedics in Albuquerque.



Virgin Galactic

“New Mexico offers many advantages for businesses.”

– Kalyn Schieffer/Nature's Toolbox



Tempur-Pedic

The company made a \$42 million investment in 2019 to create a center of excellence for 3D printing at the site.

Homegrown biosciences company Nature's Toolbox (NTx) expanded into new research and production space in Rio Rancho. The company is bringing \$30 million in private investment to the project.


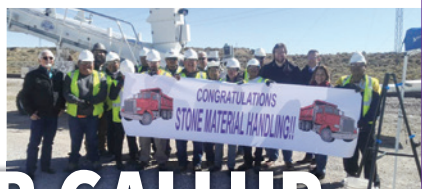
NTx is working to commercialize its cell-free technology that will expedite the development and manufacturing of vaccines and pharmaceuticals using mRNA and protein technology, now being studied and utilized in the fight against COVID-19.

"New Mexico offers many advantages for businesses," says spokesperson Kalyn Schieffer. "The temperate climate allows businesses to operate with ease and helps to attract employees. The tax policy also helps make businesses more profitable as it exempts raw materials used in manufacturing from receipts tax, including electricity and natural gas. The property tax is among the lowest in the nation."

Find more about the state's thriving manufacturing sector at livability.com/nm.

PHOTOS, FROM LEFT: VIRGIN GALACTIC/THE SPACESHIP COMPANY; NATHAN LAMBRECHT





GREATER GALLUP

Utilizing an asset-based economic development plan, the Greater Gallup Economic Development Corporation (GGEDC) seeks to recruit new and retain existing economic base employers to the Gallup-McKinley County region by leveraging proximity and access to state and national transportation assets including US Hwy. 491, US Interstate 40 and the Burlington Northern Santa Fe Railway (BNSF) Southern Transcon rail line.

Through its work, GGEDC seeks to achieve specific goals for the Gallup-McKinley County region. Aligning with the comprehensive plans for the City of Gallup and McKinley County, the Gallup Target Industry Analysis serves as the chief guiding document for all recruitment and attraction efforts undertaken by GGEDC.

Greater Gallup EDC identified through the Business Retention & Expansion program the need for a comprehensive approach to workforce development in the Gallup/McKinley County region. In response to the need, GGEDC established its Industrial Workforce Program (IWP) to supply current and incoming industry with a trained and ready workforce to meet and exceed the needs for regional business retention and expansion. In its first year of operations, GGEDC readily met its annual IWP program goals.

Amid the Coronavirus pandemic, the IWP has developed programmatic safeguards to maintain social distancing guidelines while continuing to train re-careering adults in the field of welding and other hot-metal trades. The IWP program is an effective resource for employers in the region seeking to recertify employees through blended hands-on learning and the use of simulated welding machines.

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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

TOTAL NONFARM JOBS

(July of each year, jobs in thousands)

804.6 (2011)	828.4 (2017)
802 (2012)	841.5 (2018)
808.6 (2013)	856.7 (2019)
818.9 (2014)	779.2 (2020)
824.7 (2015)	806.1 (2021)
825.6 (2016)	

Source: U.S. Bureau of Labor Statistics

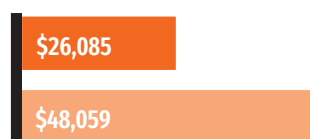
Over-the-Year Employment Growth

(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

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

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

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Located approximately 25 miles south of Albuquerque, adjacent to Interstate Highway 25 and along the western banks of the Rio Grande River, Belén is steeped in deep culture and traditions whose history goes back nearly 300 years to its founding in 1740 by two Spaniards, Captain Don Diego Torres and Antonio Salazar. While Belén preserves and celebrates its history it also very much lives in the present and welcomes change that occurs with the future. The reference to “We Move It” reflects Belén being recognized as a significant transportation hub and is known as The Hub City. As noted, Belén is located along Interstate 25 with three convenient interchange connections and is in close proximity to Interstate 40 which passes through Albuquerque. Belén contains one of BNSF’s largest rail yards and its most critical one serving BNSF’s main east/west continental train line and its primary link into Mexico at El Paso, Texas and on to Mexico’s west coast ports. The Belén rail yard contains a division of BNSF’s engineering and train control/communications operations and is where all trains stop for train servicing and maintenance and crew daily rotation. The rail yard and rail lines leading into and out of Belén have recently been expanded to accommodate increased rail traffic and what is deemed “Long Haul Trains”. Belén’s airport recently added a new cross-wind runway that can accommodate cargo planes and has now been designated a Regional Airport by the FAA. Belén Regional Airport is utilized by the Air Force for C130 training operations and refueling and is now gearing up to accommodate landing and refueling of the Air Force Ospreys. Finally, Belén is the southernmost terminus of the Rail Runner Commuter train running between Belén, Albuquerque and Santa Fe. All of these systems are significant to the City of Belén, the State of New Mexico and businesses.

Belén serves as the industrial hub for New Mexico containing more international manufacturing companies, including international plastics manufacturers, than anywhere else in the State. Belén’s transportation network provides excellent means for importing raw materials into Belén and a very low shipping cost of finished products for distribution throughout the United States as compared to other areas.

Belén has a strong connection with the Film Industry which has gained significant growth in recent years where we have had over 40 films shot here ranging from various specific scene shots to major movie productions that have included Transcendence, The Founder, Better Call Saul, The Marksman, Cry Macho (new Clint Eastwood production), The Space Between Us and many others. Belén offers a desired “Small Town” setting that is conveniently close to Albuquerque and the film studios housed there including Netflix.

Belén is a community in which people love to Live, Work & Play. Belén has Valencia County’s only Downtown and has a very active “MainStreet” organization and Chamber of Commerce. Belén has multiple public events and festivals throughout the year including our Rio Bajo celebration in September, Miracle on Main Street Parade and famous “Bugg Light” holiday display at our Historic Harvey House Museum during the month of December, The World’s largest Matanza in January and our St. Patrick’s Day Hot Air Balloon Rallye featuring over 60 balloons from around the country and the world.

Belén is proud of our artist community and is especially proud that world-renown artist Judy Chicago and her husband, photographer Donald Woodman, call Belén their home and the location of her studio and new art gallery.



Above: Margot Robbie
from movie Dreamland



Right: Cillian Murphy
and Morgan Freeman
from movie Transcendence

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