Middle Rio Grande Economic Development Association
— a progress report —

prepared in conjunction with our growing number of partners

Photo courtesy Tom Irion Photography
We Will Explain ...

• Why Sierra, Socorro, Valencia and Catron Counties have joined forces to form MRGEDA
• The SET process
• The SET advantage
• What you can do to help
Our Many Partners

State and Federal Agencies, Local Governments, Universities, School Districts, Private Businesses, Community Organizations — And YOU!
Specific Acknowledgment

Several Individuals deserve special recognition:

• Terry Brunner, USDA NM State Director
• Terry McDermott, USDA Rural Development State Officer
• Dr. Michael Patrick, NMSU
• Christine Logan, NM Economic Development Department
Middle Rio Grande Economic Development Plan

A *Stronger Economies Together*
regional collaboration

- Sierra County
- Socorro County
- Valencia County
- Catron County

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Listening To Constituents

Civic Forum

October 27, 2015
Bodega Burger Co. & Lounge, Socorro
54 attendees
The SET Process

High Quality Plan

Session 4
Goals, Actions, Measures

Session 3
Examines the specific related assets and barriers

Session 2
Regional Economic Advantage

Session 1
The Big Picture

Region’s Economy

RURAL DEVELOPMENT 101 (RD 101)
Examine Funding Resources

Informs

Civic Forum
Explores our region’s overarching demographics, strengths, challenges, values and opportunities

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Regional Strengths, Challenges, and Opportunities

• Regional Strengths
  ✓ Technology - Spaceport, Universities
  ✓ Year-round outdoor opportunities
  ✓ Tourism
  ✓ Strong agrarian culture

• Regional Challenges
  ✓ Lack of trained Workforce
  ✓ Lack of infrastructure (broadband, etc.)
  ✓ Poor K-12 Education
Laying The Foundation

Session 1
Exploring Regional Data

December 2, 2015
Civic Center, City of Truth or Consequences
53 attendees
SET
Stronger Economies Together

The regional team develops and implements a

*High Quality Regional Economic Development Plan*

that builds on the region’s current and emerging economic strengths.

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The Labor Force

In-Commuters
- Population: 8,803

Same Work/Home
- Population: 12,629

Out-Commuters
- Population: 24,838

<table>
<thead>
<tr>
<th>Population</th>
<th>2013 Jobs</th>
<th>Proportion</th>
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<tbody>
<tr>
<td>Employed in Region</td>
<td>21,432</td>
<td>100.0%</td>
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<tr>
<td>Employed in Region but Living Outside</td>
<td>8,803</td>
<td>41.1%</td>
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<tr>
<td>Employed and Living in Region</td>
<td>12,629</td>
<td>58.9%</td>
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</table>

<table>
<thead>
<tr>
<th>Population</th>
<th>2013 Jobs</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region Residents</td>
<td>37,467</td>
<td>100.0%</td>
</tr>
<tr>
<td>Employed Outside Region but Living in Region</td>
<td>24,838</td>
<td>66.3%</td>
</tr>
<tr>
<td>Employed and Living in Region</td>
<td>12,629</td>
<td>33.7%</td>
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Selecting Industry Clusters

Session 2
Evidence Based Planning

January 6, 2016
Los Lunas Transportation Center, Valencia County
37 attendees

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Clusters We Focus On

- Agribusiness, Food Processing and Related Technology
- Arts, Entertainment, Recreation, and Visitor Industries
- Health Care And Social Assistance Services
- Renewable Energy and Forest Products
- Technology, IT, Telecommunications, Workforce, Defense and Security
Selecting A Cluster

- Publicly Acceptable
- Financially Viable
- Scientifically Compatible
- Technically Feasible
- Environmentally Responsible
- Politically/Legally Aligned

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Interpreting The Bubble Chart

- **Mature**: Top left (strong but declining)
- **Stars**: Top right (strong and advancing)
- **Transforming**: Bottom left (weak and declining)
- **Emerging**: Bottom right (weak but advancing)
Industry Cluster Bubble Chart

- Forest & Wood Products, 0.49, 249
- Arts, Ent., Rec & Visitor Industries, 0.85, 1,244
- Ag, Food Proc. & Related technology, 2.82, 3002
- IT, 0.48, 675
- Defense & Security, 0.58, 882
- Energy, 1, 1,942
- Advanced Materials, 0.73, 778
- Transp. & Logistics, 1.43, 1,626
- Biomedical/ Biotechnical (Life Sciences), 0.95, 2652
- Chemicals, 1.24, 538
- Manufacturing Supercluster, 0.2, 239
- Business & Financial Services, 0.52, 2,493
- Printing & Publishing, 0.34, 212
- Apparel & Textiles, 0.38, 101
- Edu. & Knowledge Creation, 0.35, 295
- Glass & Ceramics, 3.62, 223

2014 LQ

- Mature
- Star
- Transforming
- Emerging

Percent LQ change (2009-2014)
The C.A.R.E. Model

Creation  Attraction  Retention  Expansion

Foundation of Economic Growth
Session 3.1
Goals: Getting Started

February 3, 2016
Sevilleta National Wildlife Refuge, Socorro County
31 attendees
SMART Goals Defined

- Specific
- Measurable
- Attainable
- Relevant
- Time Framed
Five SMART Goals

• Support and increase agriculture business in the region.
• Improve economy and quality of life of MRGEDA region via Arts, Recreation and Visitors Industries.
• Grow healthcare industry in MRGEDA region.
• Support and increase renewable industries, such as renewable energy and forest products.
• Grow technology and workforce industries in the region.
Community Capital and Barriers

Session 3.2
Assets and Community Capitals

March 2, 2016
Civic Center, City of Truth or Consequences
31 attendees
Identifying & Locating Resources

The **Seven Community Capitals** framework allows the community to identify and mobilize the assets of individuals, associations, and institutions already present in the community to realize its economic development opportunities and address its needs first... *before* pursuing outside resources – financial and technical.
The ABCs of Successful Planning

We use Assets to

Do Things

To, for, or with People

ABCs

A ttitude, K nowledge or S kill

B ehavior

C onditions

Success
Assuring Success

Session 4.2
Finalizing The Plan

May 11, 2016
Bosque del Apache National Wildlife Refuge
20 attendees
Tracking Success

- What
- When
- How
- How often
- Who

Measuring Success

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Session 5
Finalizing The Plan

June 1, 2016
Event Center in Truth or Consequences
18 attendees
Writing the Draft Plan

Drafting a High Quality Plan
2 Writing Team Sessions, 100s of Hours

June 17 & July 13, 2016
NMT Campus
12 attendees

Plus many off-site hours from lead writers
All The Components

- Evidence-Based
- Practical
- Aligned with Goals
- Broadly Supported
- Focused on Regional Economic Development

Team’s Regional Plan
Achieving Our Goals

Session 6
Reining our High Quality Plan

August 3, 2016
UNM Valencia Campus
Agribusiness, Food Processing and Related Technology

- Support existing agricultural businesses in the region by December 2017.
- Create three skill/technical programs in Middle Rio Grande region that support agricultural business by December 2018.
- Develop and promote brand for regionally-grown and manufactured food (value added) products by December 2021.
Arts, Entertainment, Recreation, and Visitor Industries

• Increase visitors in MRGEDA region by 5% per year over the next 5 years.

• Train 5% of the workforce per year for next 5 years to gain knowledge of regional assets and on the ability to properly serve the public.
Health Care and Social Assistance Services

- Increase the region's health care and social assistance industry cluster by five service providers by December 2020.
Renewable Energy and Forest Products

- Share information about all major existing businesses and government entities engaged in renewable energy and forest products in the Middle Rio Grande region by YE 2019.

- Coordinate a private-public process for forest management and enlist active participation of at least 50% in process in 2017.
Technology

- Determine broadband requirements in the region by July 30, 2017, and write and submit applicable grants by March 31, 2018.
- Develop a program for creating and maintaining a technology trained workforce by August 2019.
- Develop, by Dec. 2019, a workforce training program that prepares entry level employees for jobs in the construction, trades and solar installation industries.
Finally: A High Quality Regional Economic Development Plan

Next Steps

- Stakeholder Meetings & Plan Refinements
- USDA Plan Submittal & Acceptance
- Implementation (requires MRGEDA)
- Research & Apply for Grants
- Monitor and Maintain
- Promote & Sustain MRGEDA
Beyond The Plan: MRGEDA

• MRGEDA is responsible for sustaining effort

• Each of you, please: help market MRGEDA
  ✓ Keep momentum going
  ✓ Give presentation to major stakeholders
  ✓ Solicit paid memberships

• Today: set meeting time, date, venue to discuss
  ✓ November 30th?
  ✓ Establish Board of Directors
  ✓ Seek funds
  ✓ Executive Director