Issue 3 | August 2016

EDC Visions

Economic Development Corporation of Lea County, New Mexico

- www.EDCLC.org -

FlyHobbs FROM HERE TO ANYWHERE
LIVE. WORK. PLAY. Lea County
EnergyPlex Lea County, New Mexico

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Meet Our Team

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Coordinator of Digital Media

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Miguel Perez
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David Pyeatt
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Robbie Robinson
Robinson & Associates Real Estate

Russ Doss
Souder Miller & Associates

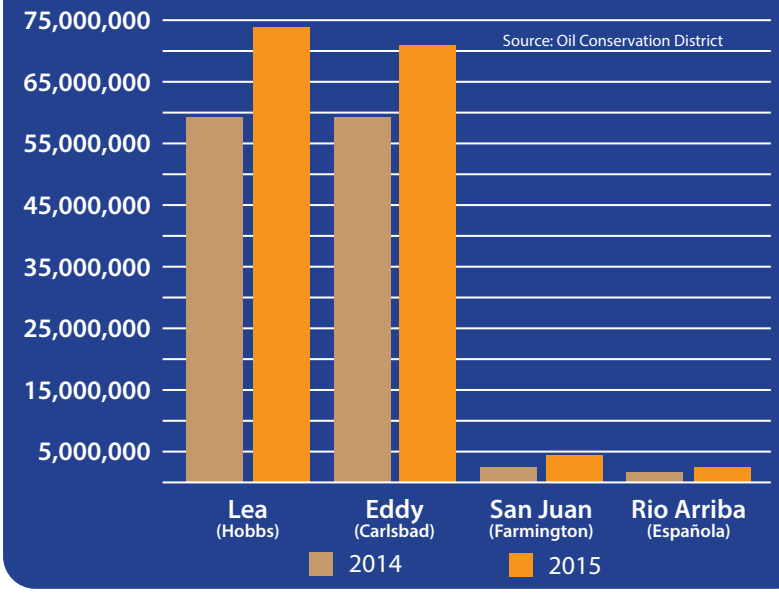
Key
FMA: Financial/Audit Committee
MC: Membership Committee
LC: Legislative Committee
BLC: Building & Land Committee

Economic Indicators

Population

Eunice	3,412
Hobbs	47,349
Jal	2,202
Lovington	15,886
Tatum	1,442
Lea County	70,291

Top 4 Oil Producing Counties in NM



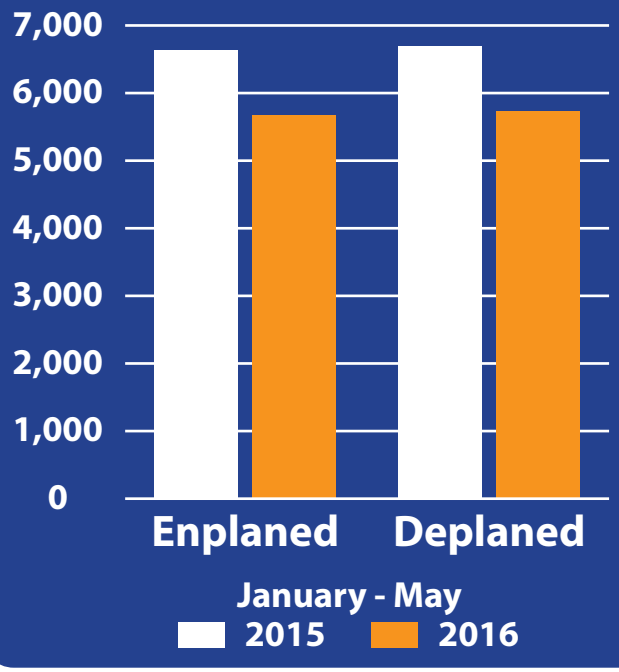
Gross Receipts Jan-May 2016

$1,931,833,489

Rig Count June

11

Lea County Regional Airport



Top 10 Largest Employers in Lea County

Hobbs Municipal Schools	1,460
City of Hobbs	500
Nor Lea Hospital	478
New Mexico Junior College	410
Walmart Supercenter	387
Lea Regional Medical Center	340
Lea County	330
Ferguson Construction Co.	330
McDonald's Restaurant	250
GEO LC Correctional Facility	247

FlyHobbs
FROM HERE TO ANYWHERE

Aviation Day 2016 a Success!

The 2nd Annual FlyHobbs Aviation Day and Fly-In came and went and was a big success once again! Held on June 18th, 2016, the event attracted over 70 planes and over 3500+ community members attending. Though it was hot outside, attendees had a great time checking out the planes, consuming food and drink from local food vendors, and checking out the large hangar where local businesses had giveaways and games for the kids!
Aside from great food and entertainment, attendees were able to view modern planes, like the express jet flown in by United Airlines (the very same that provides United service from Hobbs to Houston), to much older planes that flew during WW2. Inside the hangar,

games and prizes drew provided entertainment, giveaways, and games for both kids and adults.

In addition, the EDC of Lea County and FlyHobbs gave away five FREE flight vouchers to some lucky winners!

With this second successful event put together by the EDC of Lea County team, we are already planning the 3rd Annual event for next year. So keep your calendars open and keep yourself up to date through our website, www.flyhobbsaviationday.com, when we announce the date for next year's event.

Thank you to all those that helped, volunteered, participated and attended the event!

Potash Industry in Lea County

Lea County is home to many industries both large and small, including a growing sector dedicated to potash mining. Potash, a specialized fertilizer used worldwide, is plentiful in southern New Mexico and Lea County which draws investment from several companies to the local economy. First discovered in 1925, Potash has proven to be a steady industry which continues to grow with the addition of new mines planned by Intercontinental Potash Corporation.

Lea County plays host to several potash mining operations including Intrepid Potash, and Intercontinental Potash Corporation, the newest operation based out of Hobbs. Potash mines overlap into neighboring Eddy County and provide hundreds of jobs for local residents as well as temporary construction jobs during the building processes.

Intercontinental Potash Corporation (ICP), Lea County's latest potash project, will create around 400 full-time jobs and over 500 construction jobs. This project has been in process for several years, through permitting and land acquisition. The mine will have a fifty year life and will extract polyhalite potash, a more profitable and higher-quality form of potash than the traditional sylvite extracted by other mines. ICP is now in the final stages of preparation before the official groundbreaking, which is expected in 2017.

The energy industry in Lea County remains strong with the prospect of new mines, increasing oil prices, and a growing renewable energy sector. With the plentiful potash in the area, mines can look forward to long, profitable life in Lea County.

For more information, visit:

www.ICPotash.com
OR
www.IntrepidPotash.com

Property Spotlight: *Bealls Building on Turner Rd.*

Retail has exploded in Hobbs and Lea County! In the past couple years, multiple restaurants and retail locations have opened or expanded in Lea County. Space for retail is at a premium, and it couldn't be more convenient than the Bealls building on Hobbs' Turner Road. The 23,280 sf building is the former location of Bealls department store, which has recently rebranded and moved into the nearby Broadmoor Mall.

- **23,280 sq ft**
- **$10 sq ft for year contract (amount negotiable depending on length of contract)**
- **Up to date and modern amenities set up for retail**

Located in a lot shared with several other retailers, including the Mall, the Bealls building offers easy access from Turner Rd, a main thoroughfare through Hobbs that connects northern Hobbs to downtown. The facility is up-to-date with modern amenities and set-up for a retail operation including storage areas, delivery drop-offs, and front retail space.

The building itself is available for lease of $10/sf for a one year contract and may be able to be negotiated depending on the length of the contract. It's a great building for an established chain or a newer business! For more information, please contact Donnie Roberts at 1-940-399-0983.

New Aquatic Center in Eunice

Live. Work. Play.
Parks and Recreation

Quality of Life is an important aspect in any town, and it ranges from activities to places to do those activities! The word 'greenspace' doesn't automatically bring Lea County to mind for many people, but they'd be surprised to know of the numerous parks and literal green spaces there are in Lea County. Many communities have made their parks a priority in the past few years with renovations and improvements made in a number of areas including adding splash pads, new playground equipment and improving turf on play fields.

Hobbs, Lea County's largest city, boasts many city parks as well as a State Park, Harry McAdams, where residents can camp, fish, and enjoy the trees and green grass. One noted greenspace in Hobbs is the new Rockwind Community Links golf course, which has been rated one of the top public courses in the US. Hobbs has made many improvements to their parks including installing solar-powered lights at the dog park and gathering/picnic areas, new athletic courts, a splash pad, new restrooms and more parking at Hobbs' City Park.

In addition to Hobbs' many parks, the Hobbs Health, Wellness, & Learning Center, a partnership between Hobbs Municipal Schools, the City of Hobbs, JF Maddox Foundation, New Mexico Junior College, University of the Southwest, and Lea County, is expected to break ground in late summer 2016. This new 160,000 sf facility will feature three pools, several gym areas, a jogging track, party rooms, a racquetball court, and more.

LIVE. WORK. PLAY.
Lea County

Other communities in Lea County also look to their parks as gathering places for citizens including Lovington's Chaparral Park which features picnic areas, revamped turf, a lake, and a new splash pad for kids to enjoy! In addition to their parks, Lovington also has a new planned recreation center, expected to break ground in Fall 2016. The 40,000 sf center is expected to include a competition-sized pool, a therapy pool, a gym with a jogging track, rock-climbing wall, concessions, and conference areas. The center is a collaboration between the City of Lovington, Nor-Lea Hospital District, and Lovington Municipal Schools.

With the assistance of grants, Lea County's smaller communities including Eunice, Jal, and Tatum have also made improvements to their parks and recreation areas. Tatum recently renovated their baseball fields and Eunice added new splash pads to their parks. Jal's Jal Lake Park features a lake in the shape of the name, JAL, and is a popular destination for outdoor enjoyment and exercise with its walking trail.

Jal Lake Park

Upcoming Events

TITANIC: The Artifact Exhibition

Thursday, July 28th - Sunday, November 6th
Western Heritage Museum & Lea County Cowboy Hall of Fame
Hobbs, NM

The galleries in this fascinating Exhibition feature over 200 real artifacts recovered from the ocean floor along with room re-creations and personal stories; each highlighting a different chapter in the compelling story of Titanic's maiden voyage.
For more information on this event, visit **www.NMJC.edu/Museum**

81st Annual Lea County Fair and Rodeo

Friday, August 5th - Saturday, August 13th
Lea County Fairgrounds
Lovington, NM

Come enjoy the arts & crafts showcase, carnival, concerts, Xtreme Bull Event, PRCA Rodeo, Livestock Shows, Commercial Vendors, and enjoy some of the best fair food in the area!
For more information on this event, visit **www.LeaCountyEvents.com**

Zia Park Racing Season

Sunday, September 11th - Sunday, December 4th
Zia Park Casino
Hobbs, NM

Come experience the thrill of live horse racing at Zia Park Casino every Saturday through Tuesday!
For more information, visit **www.ZiaParkCasino.com**

Jack Maddox Distinguished Lecture Series - Theoretical Physicist: Michio Kaku

Thursday, October 6th at 7:00 PM
Tydings Auditorium
Hobbs, NM

The Jack Maddox Distinguished Lecture Series is sponsored by the J. F Maddox Foundation in honor of its founder, Jack Maddox. The purpose of the Series, which has been hosted by University of the Southwest since its inception, is to contribute to the quality of life in Lea County and the surrounding area by providing nationally recognized speakers for intellectual stimulation and entertainment.
For more information about this event and the speaker, visit **www.USW.edu**

For a full list of events, see our community calendar at **EDCLC.org/LWP**

Doing Business in the *EnergyPlex*®

Member Spotlight

Maddox, Holloman & Moran, P.C.

Brothers Don Maddox and Jim Maddox began practicing law together in Hobbs on July 1, 1970 as partners in Maddox & Maddox. Over the decades, since its founding, the firm has served thousands of clients—individuals and businesses—and multiple generations of residents and business owners. The firm just celebrated its 46th Anniversary.

Founding member, Jim Maddox, maintains a busy practice while Don Maddox left the firm in 2000 to serve the community as a District Judge for the Fifth Judicial District where he served for ten years.

Current members of the firm include Scotty Holloman, who started at the firm in 1983; Kathy Moran who has been practicing law for approximately twenty years, the last eleven at the firm; and Karen McReynolds who first worked at the firm while in law school and returned in 2010 to practice in her home town. Scotty Holloman is originally from Clovis and Kathy Moran grew up in Hobbs.

Maddox, Holloman & Moran, P.C. is a business oriented firm providing comprehensive legal services to many of the major businesses within Lea County and the surrounding areas as well as many of our local small and mid-sized businesses. We also have a regional (Southeastern New Mexico and West Texas) business, estate planning and probate practice.

Community involvement is another hallmark of the firm, historically and today. Members of the firm have served on the Board of the EDC and Energy committee and have supported and been leaders on the boards of numerous local non-profit organizations. Scotty Holloman is slated to become President of the New Mexico State Bar for 2017.

Through its focus on bringing primary employers to Lea County, the EDCLC (and its predecessor organization IDC) have provided and continue to provide a tremendous service to all who work in our community as service professionals. Whether you are a lawyer, teacher, accountant, health care professional or retail business owner, a strong job base across diverse sectors is the foundation for a successful professional enterprise. Maddox, Holloman & Moran, P.C. is proud of its association with and involvement in EDCLC.
For more information, visit:
www.hobbsnmlaw.com

The EDCLC Welcomes Tammie Brooks

Tammie Brooks was born in Santa Fe but has been a long-time resident of Hobbs. She comes to the EDCLC with extensive office experience–the most recent of which was based around the oilfield industry. She is married with very active twin boys who are four. When she's not chasing them around, she enjoys reading, cooking, and being with her family. Tammie enjoys her new position as an Executive Assistant for the EDCLC and the involvement it gives her with the community.

New Businesses in Lea County

Hobbs

- Bookkeeper Rescue, LLC.
- Gone In a Giffy Landscaping
- DeCeleste Photography
- Stage Mobile Dance Supply, The
- Taylor, Eric D. Insurance Agency, LLC.
- Cannon Oil Gas, LLC.
- Le Chateaux Rejuve
- MJ Concrete & Construction
- Doggie Styles Mobile Dog Grooming
- Get It Rite Handy Man Services
- CTI Services NM
- N and G Rentals
- Rebel Small Engine Repair
- Beyond the Bridge
- Planet Fitness
- Escandon Trucking Services, LLC.
- Rolling Paw Spa
- High End-RG Productions, LLC
- Lily Ann's Flower Beds & Gardens
- RA&J Office Works
- Dependable Parts Service, LLC.
- Sassy Chics
- B&D Industries, Inc.
- C&N Investments, LLC.
- STAT Nursing
- Art Auto Glass
- La Esperanza Meat Market-Tihara, LLC.
- Lea County Janitorial Services, LLC.
- Major League Hot Dogs
- Divine Hope Services, Inc.
- Triple 'A' Lawn & Landscaping Services
- L&S Transport Services DBA Sandra Perez
- Carl's Jr.
- Anchondo Shoe Shine Stand
- Rio Tires
- New Tex Auto, LLC.
- Wilkinson Dermatology DBA Wilkinson Dermatology Solutions, LLC.
- Chapin Speech Services
- Native Gypsie, The
- Panchito's Mobile Wash
- Gallegos Mobile Services
- Thiessen, Chelsea Master Barber
- Jump In
- Red Carpet Promotions DBA RCP
- Ramirez House Cleaning Service
- Vaquero Taquero Mucho #2
- Yardian Angels
- Gala's Mexican Food and Burgers
- Oxy USA, Inc.
- AB Kitchen Cabinets Inc.
- Aley Records
- Brad's Inc.
- Hair by Kelli
- Meridyth, Jaqueda DBA Elite Accounting
- Dusters Cleaning Services
- Le Reve Salon
- Dagger Draw, LLC. DBA Tunnel Xpress Truck Wash
- Bettis, Ross R., Attorney at Law
- Mendoza, Izaiah DBA Hobby Rentals
- Production & Environmental Services, LLC.
- Erika's Bridal & Quinceanera
- "New Mexico
- Cooperative DBA Heart is Home Cooperative Care"
- 777 Transportation
- The Sweeping Maid Cleaning Services
- Mesalands, LLC DBA Mesalands Ammo and Guns
- Sunshine Spa
- Fonseca, Adolfo DBA Fonseca Trucking
- The Moto Re-Cycler
- Consolidated Industries: DBA KC's Portable Buildings

Lovington

- Body & Sol Fitness
- Vida Saludable - Herbalife products
- Ruff to Fluff - Dog grooming
- Herba Lawn Care - Lawn Care
- Abigail Mendoza - Hair Salon
- JP Construction - Fencing & Welding
- BrosPros Lawn Services - Lawn Care
- J's Chop Shop - Hair Salon
- Whitehorse Properties - Property Rental
- Tavo's Tire & Mechanic Services
- 505 Body Works - Auto repair
- Rectify Wellness - Food take out, education & retail
- Advantage Training Solutions - Training business
- Obtainum/Goldworks - retail sales, repair
- EZ Oilfield Services
- Ramiro Acosta - Safety Consultant
- Rafter Cross Realty - Real estate
- Yaya's Boutique & Laser Engraving - laser engr., clothing, wood work
- Julian Construction - residential
- The Wright School of Dance - dance school
- Jinita's Hands on Health - Massage Therapy
- Jabez Mobile Wash
- Agritech Environmental, LLC - environmental consulting
- Valencia Plumbing
- Smarty Pants - clothing retail
- Fire & Safety Compliance - fire & safety services
- Phoenix BCD Enterprises Ltd - Auto

Eunice

- Creative Touch
- Southern Charm
- Eunice Donuts

Jal

- Black Gold Oilfiend Services
- DC Carwash
- El Porvenir
- TNT Fireworks
- Ice Baby Ice
- Ice Queens
- J and S RV Park
- Morgan Micham
- Rachel's Family Salon
- TLC Company Inc