The energy industry continues to grow in Lea County

Construction attraction efforts result in several new offices in Lea County

FlyHobbs marketing strategies help bring in the best booking reports yet
2014-2015 Annual Report

Ongoing Projects in the EnergyPlex

The 2014-2015 year was an exciting one for the EDC of Lea County with projects expanding, moving in, and choosing Lea County as their location of choice. Many current industries and businesses saw expansion and completion of various phases of their projects. This ongoing work puts Lea County at the top of the list in New Mexico for continued growth.

During the year, the EDCLC worked with several different projects to aid them in moving forward. In 2014-2015, Intercontinental Potash Corporation (ICP) completed their environmental impact analysis which marks a major milestone for the project. As a partner, the EDCLC is working with ICP to promote the project and introduce construction resources. ICP anticipates having the mines operational within the next few years, and when at full capacity, they could employ around 450 people.

Since 2010, the EDCLC has been working with the biofuel company, Joule Unlimited, and this year saw several milestones being hit. During the 2014-2015 year, they completed their phase 1 small scale commercial and are beginning to produce product. With this success, they have scaled up employment to 24 employees and recently announced the beginning of a $3 million expansion. The EDCLC assisted with meetings associated with the State Land Office, IRBs, and other meetings as needed by request. In anticipation of the announced expansion, the EDCLC continues to work with Joule on various project needs. The EDCLC also facilitated an exclusive tour of the Joule facilities for the city and county commissioners and EDCLC board members.

There are several projects the EDCLC continues to work with as they go through the process of locating in Lea County. The EDCLC provides support and helps to encourage new businesses and industries to locate in Lea County through facilitating conversations between local leaders and businesses, aiding in the IRB process, providing essential site information, preparing proposals, writing letters of support, and responding to requests for information. These projects could bring in millions of dollars of capital expenditure and provide hundreds of jobs within Lea County.

The EDCLC’s commitment to diversifying the economy includes many projects, from industrial to energy-related industries and everything in between. Another area the EDCLC has focused on in the 2014-2015 year has been retail and housing projects. In order to achieve this, the EDCLC partnered with the City of Hobbs and entered into an agreement with Catalyst Commercial to generate a retail marketing strategy and anticipates it will begin being implemented by the end of the fiscal year. The EDCLC also worked to update housing brochures, provide information for developers such as available real estate, municipal and county processes, a list of contractors, and information concerning incentive programs. Last fall, EDCLC attended the International Council of Retail Shopping Centers (ICSC) conference and met with several retailers to garner interest in Lea County and showcase its growth and potential.

Over the year, the EDCLC met with a variety of companies and businesses such as solar manufacturers, airline industry projects, infrastructure repair companies, energy systems management, and manufacturing companies. With all the new growth, Lea County continues to be a place of high interest for companies looking to expand, and the EDCLC remains committed to supporting and aiding both new and established industries within the county.
The Booming Business of Construction

Drive down a street in any community, and evidence of growth is there. With so many new businesses and so much community growth, construction and subcontractors have come into high demand in Lea County. During the 2014-2015 year, the EDCLC focused some of its efforts on recruiting and attracting contractors and subcontractors to the EnergyPlex.

In a joint partnership with the City of Hobbs and Lea County, the EDCLC invested time and resources to the recruitment of contractors and subcontractors by sending materials to over 200 contractors and subcontractors in the state and attending the Annual New Mexico Infrastructure Conference. At the Infrastructure Conference, the EDCLC arranged meetings with nearly 20 companies. During the year, the EDCLC hosted a local event to showcase materials, presented at a Jaynes Corporation breakfast, and at the Society for Marketing Professional Services. From these meetings, many contacts have been made and additional meetings came to fruition.

Through these efforts, the EDCLC and its partners helped to recruit several new business locations in Hobbs including Souder Miller and Associates and Vencor Engineering, who is currently looking for office space but already has engineers in the area. Several more companies have expressed interest in having additional offices in Lea County by the end of 2015.

Construction recruitment is an ongoing effort to encourage more businesses to locate or have a presence in Lea County, and the EDCLC continues to participate in these efforts through marketing and face-to-face meetings.

Site Selection 2014-2015

The EDCLC implemented several long-term strategies to promote the area, build relationships and create a network of site selectors and industry representatives who are familiar with the EnergyPlex. Part of the strategy includes bringing site selectors and corporate real estate executives to Lea County so they can see the available sites and learn about the area. The EDCLC worked with the Mike Barnes Group to bring in a group of Site Selectors to participate in the Southeast NM West TX Networking Event where they presented a panel discussion. While in Lea County, they were given a tour of the area, met with community leaders, and the EDCLC Executive Committee. This was a great opportunity for the site selectors to learn about the EnergyPlex, provide feedback on our marketing efforts, and meet leaders in the area.

The strategy also includes making visits to see the site selectors and industry leaders at conferences and in their home offices. Staff partnered with the NM Partnership to attend such a tour in Austin and Houston and met with several companies, industry representatives, site selection consultants, and corporate real estate brokerage firms. During the visits, we were able to talk about the advantages of Lea County and the improved business climate in New Mexico. Staff also attended the IAMC conference which is an event that promotes networking between industry, service providers, and economic development representatives.

Competition is high for economic development projects and by investing in our future and establishing these relationships and networks, we ensure that our sites will be considered and remembered for potential projects.
FlyHobbs had a great year with new and fun marketing promotions and growing usage of the airline through an aggressive marketing campaign using social media, new billboards, and special events. Marketing materials have been created to reach out to the Spanish-speaking community; and efforts to connect and educate Houston travel agents about flights to Hobbs continue. A flight schedule change enacted in January changed the noon flight to 9AM. Over the year, rider numbers have increased and fourth quarter of 2014 had the highest load factor yet.

In the last year, FlyHobbs has taken an active role in the community by attending many events including Black and Gold BBQ Blowout, Eunice Business to Business, Chamber banquets and events, Chili Fest, Seminole Ag & Oil Days, Christmas Around the World Celebration, NM State Fair, Lea County Fair and Rodeo and many more, and donating time and efforts to different fundraisers and charities.

FlyHobbs recently had a successful marketing campaign: “FlyHobbs Giveaway Madness” where they partnered with businesses all over the county to give away 20 vouchers for free flights.

As part of FlyHobbs’ continuing marketing strategy, the “Friends of FlyHobbs” promotion has been created. This promotion allows businesses to partner with FlyHobbs to create greater awareness for FlyHobbs and their business. It’s a free program to join and will be a mutually beneficial relationship. Becoming a Friend of FlyHobbs includes benefits such as having your company logo and/or link to your website on www.FlyHobbs.com. The program also gives businesses the opportunity to earn promotional items to give away to employees or use them as an incentive for patrons based on the level of participation in the program. For more information about the “Friends of FlyHobbs” program, email Barry Ricks at barry@edclc.org.

In June, FlyHobbs will be partnering with the County to put on the first ever “FlyHobbs Aviation Day and Fly-In.” This event will be held Saturday, June 20, 2015 at the Lea County Regional Airport in Hobbs, NM from 9 am – 1 pm. This event will be free for the community. Several businesses will have booths set up with games. Pilots from all around the region are invited to display their personal planes in a plane showcase, and there will be food trucks and games for everyone to enjoy. Further details of this event will be released as the event date approaches.

FlyHobbs and the EDCLC continue to work to promote the airport through a steering committee that includes members from Lea County, the City of Hobbs, and Lea Regional Airport to provide guidance on issues that impact commercial air service. With these efforts and new strategies, the EDCLC has had a very successful year with the FlyHobbs campaign.
Here at the EDCLC, we strive to bring you the best quality of work and dedication to the community and local businesses. During the year, the EDCLC meets with approximately 10-12 businesses per month to discuss their needs, identify potential recruitment opportunities, and to better understand our local business community. In order to make that happen, we will be making time to visit our members to see what we can do to improve upon the services we provide. Expect to hear from Barry Ricks or Sally Tomar about scheduling a visit. We look forward to meeting with all of our members and hearing your thoughts.

New Memberships

2014-2015 was a record year for the number of new members to join the Economic Development Corporation of Lea County. We added four new Certificate Members and seven new Associate Members. We appreciate all of our members and their ongoing support.

B&D Industries, Inc.  Miller Bonded
Baymont Inn & Suites  New Mexico NECA
Jaynes Corporation  Souder, Miller & Associates
McCarthy Building Co.  TDS Baja Broadband
The Financial Firm  Vencor Engineering, LLC
Dekker, Perich, Sabatini
The EDCLC hosted more than 150 guests at our largest Evening with Lea County event in Santa Fe. The event provided EDCLC membership, and local, county, and state government an opportunity to network and showcase Lea County. At the event, we celebrated the people, companies, and projects that are making Lea County a better place to live, work, and play.

New Mexico Economic Development Secretary Jon Barela and Lt. Governor John Sanchez were in attendance and spoke to the thriving economy in Lea County.

The EDCLC presented a Live. Work. Play award to MyPower, a community organization dedicated to helping young girls in Lea County; to Pettigrew & Associates, a family-owned civil engineering firm; and to the Quality of Life Committee for their outstanding contributions to making Lea County a better place to live, work, and play.

**Live.** Home is more than a place to live. Quality homes, healthcare, education, libraries, and public safety are essential to providing a happy, healthy, and inviting place to call home.

**Work.** Excel professionally with abundant and diverse career opportunities. An expanding economy with rising median incomes, convenient travel, and ongoing development encourages a stable workforce and promotes a sense of place.

**Play.** Find balance and love of place in a community that supports parks, recreational and outdoor activities, family interests, shopping, dining, arts and culture, and local traditions.

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**New & Improved Websites**

**Welcome Visitors**

The EDCLC redesigned both its websites, edclc.org and flyhobbs.com, and launched them in April 2015 with a clean and modernized layout. This “one-stop shop” experience provides a more intuitive interface for site selectors, businesses, and individuals looking for information about locating in Lea County. New features include EDCLC’s “Live. Work. Play.” campaign, an Events page, Press page, and a Newsletter page featuring current as well as archived issues of PowerBytes. The EnergyPlex website has been integrated into the new layout for easier access. An improved “Tour of Lea County” interactive map allows users to customize view Lea County’s diverse industries, top employers, new retail and much more.

FlyHobbs refreshed its website with a new design and layout. The site’s newest feature includes Friends of FlyHobbs, our marketing campaign which involves collaborating with local businesses to promote air service within Lea County. Be sure to check them out online!
Certified Community Initiative

As a grant program sponsored by the State of New Mexico, the Certified Community Initiative (CCI) program offers grant money for a variety of projects within each community in Lea County. This year will be the last year of the program, to be replaced by the LEADS program in the 2015-2016 fiscal year. This year, the EDCLC was able to secure $18,000 collectively for Tatum, Eunice, Hobbs, Jal, and Lea County.

With the CCI money, Tatum was able to order new street banners to replace old banners and create a new brochure about the community. The EDCLC aided the Eunice Community Development group in creating a logo and using the CCI funds to order marketing materials for future use to promote their efforts in the community. Jal created a new website (cityofjal.us/) and billboard for the town.

The CCI grant was also used to provide trainings and attend various conferences in and around New Mexico to promote Lea County and its communities. The EDCLC supports all communities in Lea County and will continue that support through the new LEADS grant program.

Legislative Relations in the EnergyPlex

The EDCLC supports our local, state, and federal delegations and their efforts to keep New Mexico business-friendly. This year, the EDCLC Board of Directors passed a resolution in support of the Right to Work legislation that would positively impact New Mexico’s ability to attract businesses to the state.

In addition to supporting our elected officials, the EDCLC works with regional and state departments and agencies to support economic development efforts and planning. This year, the EDCLC assisted the NM Partnership in their annual training meeting to provide input on economic development activities, trade show participation, and site selector tours that would benefit the state.

The EDCLC also attended the annual planning meeting for the Eastern New Mexico Economic Development Alliance (ENMEDA) to discuss regional efforts and how we can work together to promote this area. As part of our ENMEDA efforts, the EDCLC sent a staff representative to NAPE, an oil and gas trade show in Houston.
In 2014-2015, the EDCLC hired new staff members and participated in several training courses and Leadership Development opportunities. The staff participated in an annual planning session to set performance goals for the next year as well as in team-building activities. EDCLC staff took part in specialized training to develop skills in data collection, website management, and HR management. Staff also attended training on the LEDA program, conducted by the New Mexico Economic Development Department to learn more specifics on the law. Staff also participated in trainings tailored to their positions.

In late summer, the EDCLC hosted a Dale Carnegie training seminar for young professionals and interns in Effective Communication and Human Relations/ Skills for Success. The class was held over a three day period with a Dale Carnegie instructor and several local companies participated in the class.

EDCLC Staff Development & Training

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The EDC of Lea County hosts quarterly Membership PowerHour Networking Events for EDCLC Members. These events provide excellent opportunities for current and potential members to network and stay informed with area development.

The City of Hobbs and Lea County presented to our membership the upcoming projects going out to bid in the next 5 years, worth more than $200 million. Our members had exclusive face time with the local and county leadership to learn of the upcoming opportunities.

Local and State Representatives provided EDCLC members with information about the anticipated legislation and issues that will be discussed during the upcoming session. The Right-to-Work Bill and legalized marijuana were two of the many topics that generated discussions.

Lea Regional Hospital hosted an EDCLC Membership Meeting PowerHour. Hospital leadership was on hand to provide project updates and guided tours, highlighting their recent partnership with local children’s artwork as well as the renaming celebration of the Pavilion to the Medical Arts Plaza, and the announcement of planned facility improvements.

Training is essential to develop an effective staff that stays current on economic development issues. By enhancing skills and keeping apprised of industry changes and new technology available, the EDCLC staff will remain well-informed and successful in our economic development endeavors.
Top 5 Industry Wages

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average Salary</th>
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</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>$1,415</td>
</tr>
<tr>
<td>Management of Companies &amp;</td>
<td>$1,430</td>
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<tr>
<td>Enterprise</td>
<td></td>
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<tr>
<td>Utilities</td>
<td>$1,504</td>
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<tr>
<td>Real Estate &amp; Rental &amp; Leasing</td>
<td>$1,610</td>
</tr>
<tr>
<td>Mining</td>
<td>$1,669</td>
</tr>
</tbody>
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Labor Force Statistics

- March 2015: 30,981
- Increase over March 2014:
  - Building: 4.2%
  - Permits: 3.9%
  - Employment: 10.0%
  - Unemployment: 4.7%
  - Unemployment Rate: 0.2%

City of Hobbs Building Permits

- Total Building Permits:
  - 2009: 1200
  - 2010: 1000
  - 2011: 1100
  - 2012: 1600
  - 2013: 1700
  - 2014: 2400

For more information, visit edclc.org/economic-indicators
Certificate Members

Accounting & Consulting Group
*B&D Industries
Bobby Shaw Realty
Color Printer
Constructors Inc.
Del Norte Heights, Inc.
Elliot & Waldron Title Co., Inc.
Enrichment Technology US (ETUS)
First American Bank
Forrest Tire Inc.
Geo Group, Inc.
Goff Dairy
HB Construction
Hobbs Iron & Metal
Hobbs News Sun
Hobbs Rental
Intercontinental Potash Corp., USA
International Isotopes
*Jaynes Corporation
Johnson, Miller and Co
Joule Unlimited Technologies, Inc.
Lea County State Bank
Lea Regional Medical Center
LEACO
Leavell Insurance, Inc.
Lovingston Economic Development Corporation
Maddock, Holloman & MoranPC
*McCarthy Building Co., NM
McVay Drilling
Me-Tex Oil & Gas, Inc.
Newman & Company
Nor-Lea Hospital
Nova Mud, Inc.
Nuclear Waste Partnership, LLC
Occidental Petroleum Corporation
PEMCO of New Mexico
Permian Basin Materials LLC
Pettigrew and Associates, P.A.
Pioneer Bank
RMS Foods, Inc.
Robinson and Associates Real Estate
Schubert Construction
Tate Branch Dodge Chrysler Jeep
*The Financial Firm
URENCO, USA
Watson Truck & Supply
Wells Fargo Bank
Western Commerce Bank
Xcel Energy
Zia Natural Gas Company
Zia Park Casino, Hotel & Racetrack

Associate Members

Angell Ranch
*Baymont Inn & Suites
Dalco, Inc.
*Dekker, Perich, Sabatini
Enterprise Holdings
Estacado Federal Credit Union
Fairfield Inn & Suites
Gary Don Reagan, PA
Lea Power Partners
McFadke
*Miller Bonded
*New Mexico NECA
Noalmark Broadcasting Corp.
Rebecca Long Insurance
Rental Self Service Storage
Richards Energy Compression LLC
*Souder Miller & Associates
*TDS Baja Broadband
*Vencor Engineering
Windscape Apartments
Young’s Homes

Public Partners

City of Eunice
City of Hobbs
City of Jal
City of Lovington
Hobbs Municipal Schools
Lea County
New Mexico Junior College
Town of Tatum

* New Member in 2014-2015
The staff at the Economic Development Corporation of Lea County is motivated and strives for excellence, providing Lea County the best available opportunities to succeed in job creation and economic development.

Our EDCLC Team

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Melinda Allen, President/CEO
Sally Tomar, Director of HR & Membership Services
Barry Ricks, Director of Marketing
Elyce Gobat, Coordinator of Research & Special Projects
Sarah Bunch, Coordinator of Digital Media
Mariko Kudo, Executive Assistant

We are here to serve Lea County. We are creative, intuitive, collaborative, global and proud to be a part of the EnergyPlex. The year saw several new staff members including Barry Ricks, Elyce Gobat, Mariko Kudo, and Sarah Bunch.