Economic Development Corporation of Lea County

EnergyPlex®
Lea County, New Mexico

LIVE. WORK. PLAY.
Lea County

FlyHobbs
FROM HERE TO ANYWHERE

Annual Report

2016-2017

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EDCLC Staff

Steve Vierck
President & CEO

Sally Tomar
Director of Human Resources
& Membership Services

Barry Ricks
Director of Marketing
& Business Development

Elyce Gobat
Coordinator of Research
& Special Projects

Sarah Bunch
Coordinator of Digital Media

Tammie Brooks
Executive Assistant

Board of Directors 2016-2017

Tres Hicks, Chair
Pettigrew & Associates

Finn Smith, Chair Elect
Watson Truck & Supply

Lisa Hardison, Secretary
URENCO USA

David Shaw, Treasurer
Nor-Lea Hospital District

Gary Schubert
Schubert Construction

Stuart Roberts
TDS Broadband

Bret Moody
First American Bank

Joshua Grassham
Lea County State Bank

Steve Lambert
Zia Park Casino Hotel & Racetrack

Brett Beckett
Elliott & Waldron Title & Abstract Co.

Tim Thornell
Lea Regional Medical Center

Miguel Perez
Wells Fargo Bank

Tate Branch
Tate Branch Auto Group

Robbie Robinson
Robinson & Associates Real Estate

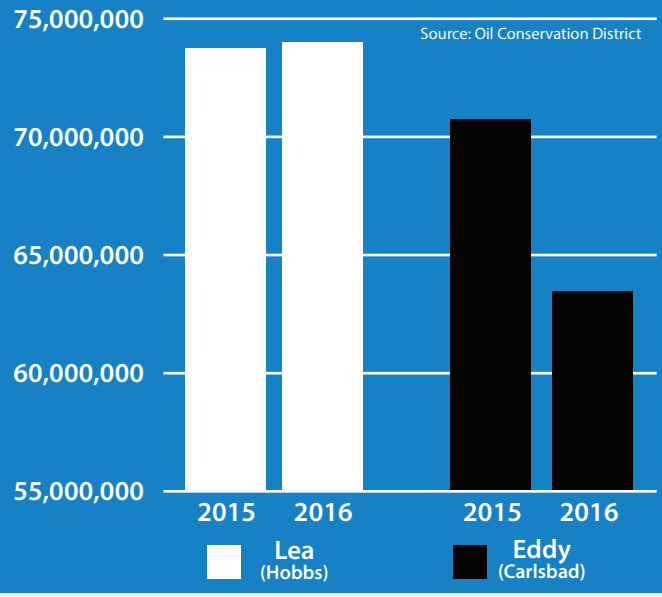
Russ Doss
Souder Miller & Associates

Economic Indicators

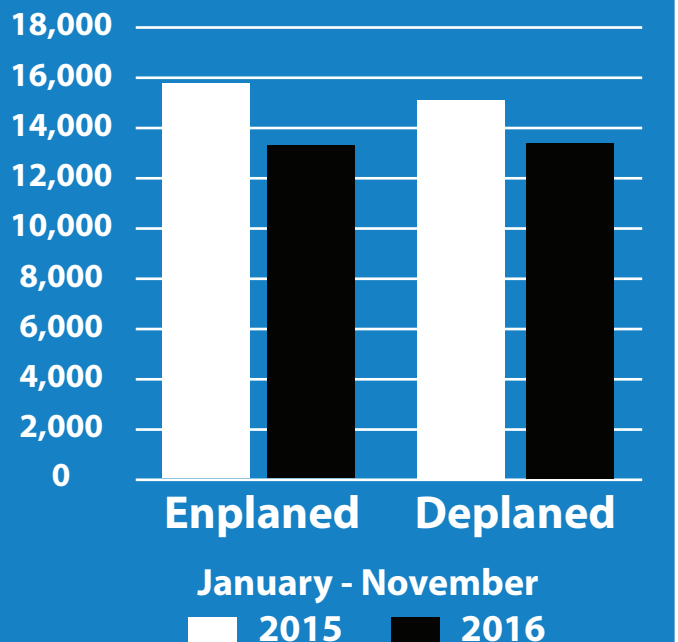
Population

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

Top 2 Oil Producing Counties in NM



Lea County Regional Airport



Gross Receipts

January 2017

$ 453,249,882

Rig Count

March

21

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

Business Development

It was an active year for the Economic Development Corporation of Lea County, with projects ranging from oil and gas, solar, nuclear, logistics, and more being worked on. Many of the projects are in the beginning stages, and several are further along. This year, the EDCLC helped to locate and expand several companies in Lea County including CLC Pecans, a pecan manufacturing and processing facility, Coastal Trucking, a logistics company, and Watson Hopper, a manufacturer.

The EDCLC worked on several on-going solar projects, both small and large-scale that will bring substantial investment to the county. These projects are in various stages, from purchasing land to exploring incentives to signing power-purchase agreements with electric companies. The EDCLC has set up several meetings to help these projects including with the Secretary of Economic Development and New Mexico Department of Tax and Revenue.

Other energy projects run the gamut from oil and gas to nuclear. The EDCLC continues to assist projects such as International Isotopes, Eden Radio Isotopes, Holtec's new nuclear storage site, Intercontinental Potash, and more. Several oil and gas companies have also asked for the EDCLC's help in connecting them to other entities regarding their investments and projects in Lea County.

As oil and gas has rebounded, Lea County's economy has followed, and there is renewed interest in Lea County's assets. The EDCLC continues to also work with several manufacturing and food processing companies not within the energy sector that would contribute to the diversity of our economy.

Marketing Trips

Travel is a staple when it comes to marketing a region. One of the most important aspects of marketing is brand recognition, or in the EDCLC's case, location recognition. In the 2016-2017 year, the EDCLC traveled all over the country, promoting Lea County, meeting with prospective companies, and visiting corporate headquarters. These visits are imperative to getting our name out there and creating relationships that could develop into projects in the future.

This year, the EDCLC did several different types of trips including sales missions, trade shows and conferences, and independently-organized group trips with local leadership. The EDCLC joined the New Mexico Partnership for several trips and trade shows including the Natural Foods Expo, the NMP's Site Selection Familiarization Tour, Chicago Sales Mission, and will finish the year with the Global Petroleum show and SelectUSA. Attending trips with the Partnership allows the EDCLC to join in on preset meetings with companies that meet our objectives.

Other trade shows attended included FabTech, a manufacturing conference, CoreNet, a corporate real estate conference, International Council of Shopping Centers, and the Permian Basin Oil & Gas show. The EDCLC attends some of these shows every year as they have proven to be helpful to economic development as well as fostering relationships.

This year, the EDCLC organized two trips to headquarters of large oil and gas companies with Lea County operations including those in Houston, and Midland. Companies visited included Chevron, EOG, Concho, Devon Energy, Occidental, Apache, and others. These meetings helped to create and expand relationships as well as increasing these companies' understanding of Lea County's advantages. The meetings were very productive and several leads have manifested as a result.

The EDCLC's initiatives include traveling as an important part of marketing and in this upcoming year, the EDCLC will continue to reach out to companies and visit headquarters, trade shows, and go on sales trips to widen the knowledge of Lea County and all it has to offer.

Legislative Actions/Events

Evening with Lea County

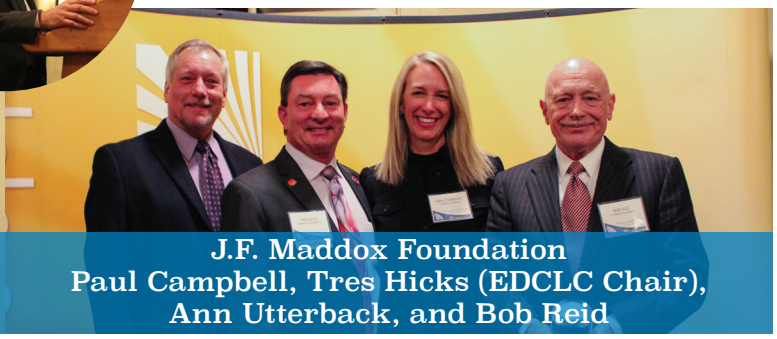
During the 60 day session, the EDCLC hosts 'Evening with Lea County,' an event set during the legislative session in Santa Fe. Months of planning went into the event, which featured speaker Ken McQueen (pictured center), Cabinet Secretary for the NM Energy, Minerals, and Natural Resources department, as well as a civic award for the J.F. Maddox Foundation and a business award for Lea County State Bank.

The event was well-attended by over 180 people including state senators, representatives, and other State officials. To kick off Lea County's centennial, the theme of the event was '100 years of energy' and featured a video about Lea County's contribution to New Mexico and our energy diversity.

Along with the event, the EDCLC also set up additional meetings with several State departments including New Mexico Land Office, Governor Martinez's Chief of Staff, Economic Development Department Secretary Matt Geisel, the Association of Commerce and Industry, the Energy, Minerals, and Natural Resources Department, the Environment Department, New Mexico Oil & Gas Association, and the Department of Transportation.

The EDCLC is already looking ahead to 2019 and the next event. We hope to see you all there!

Lea County State Bank
Joshua Grassham, Tres Hicks (EDCLC Chair), and Sam Spencer



J.F. Maddox Foundation
Paul Campbell, Tres Hicks (EDCLC Chair), Ann Utterback, and Bob Reid

New Mexico EnergyPlex Conference

The EDCLC has hosted several events this year, including Power Hours and the Buyer-Supplier event. One upcoming event is the EnergyPlex Conference, scheduled for June 27-28 at the Lea County Event Center. This conference will be a gathering for energy businesses and professionals to learn about what's going on in Lea County and New Mexico.

Speakers for the event will include Cabinet Secretary Ken McQueen of the State Energy, Minerals, and Natural Resources department, Aubrey Dunn, New Mexico State Land Commissioner, and Bureau of Land Management State Director, Amy Leuders. The conference will consist of speakers, breakout sessions, discussion panels, and booths. The focus of the conference is energy in Lea County, specifically oil and gas, nuclear, and renewables. Speakers will cover a wide range of topics from workforce development to growth and opportunities, and assets and resources.

New Mexico EnergyPlex® Conference

The EDCLC hopes the event will be a regular recurrence. Save the date and plan to attend in June!

Partnering Activities

Buyer-Supplier Networking Conference

The EDCLC has partnered with several organizations this year, and continuing into the future, on events that benefit the whole county. This year, the first Buyer-Supplier event was put on as a partnership between the EDCLC, Hobbs Chamber of Commerce, Lovington Chamber of Commerce, Lovington Economic Development Corporation, Hobbs Hispano Chamber, African American Chamber, and the Eunice Chamber of Commerce. The event attracted over 100 attendees including business owners.
Nineteen "buyers" had booths to display their business and talk with suppliers about the types of goods and services they required. The event was an opportunity for businesses to network and create more economic stimulus locally. The event was well-received with many attendees looking forward to participating in the future.

The EDCLC and our chamber partners plan to make this an annual event so look for it next spring.

New Horizons Foundation

This year, the EDCLC also partnered with New Horizons Foundation to put on several meetings and tours for the benefit of Lea County. The EDCLC hosted the ARDEC Army Arsenal Delegation and New Horizons Foundation at a luncheon where members of the delegation provided insight of their areas of expertise and described ways that ARDEC can benefit this area. Along with the luncheon, the EDCLC also attended a tour with ARDEC and New Horizons to show them Lea County.

New Horizons Foundation and the EDCLC also presented a session with Sandia National Lab's Small Business Assistance Program directors who spoke about business opportunities with Sandia and Los Alamos National Labs programs/resources. Around twenty people attended and received valuable information.

Business Retention & Expansion

Business Retention and Expansion is an important program within economic development. This year, the EDCLC is on track to visit with over 100 businesses in Lea County. The purpose of these visits is to get acquainted with local businesses, learn about their challenges, and potentially gather suggestions for other businesses that would be useful to these companies.

BR&E programs are the backbone of a good economic development plan because they create a relationship with local companies and help establish trust and a feeling of security. The EDCLC continues to visit these companies and follow up on any leads generated from those meetings.

The EDCLC Welcomed 5 New Members in 2016-2017

Fulfer Oil & Cattle Co., LLC

Suerte Land Group, LLC

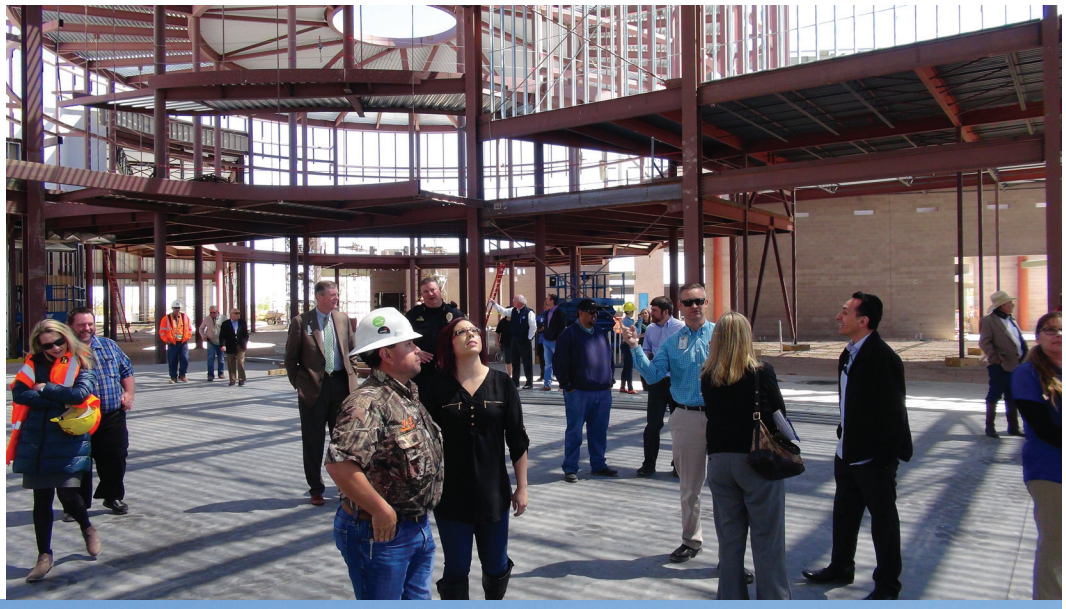
United Rentals Inc.

Concho Resources Inc.

EOG Resources Inc.

EDCLC staff members attended a walk-through of The Center of Recreational Excellence construction site.

The CORE is set to open Spring 2018



FlyHobbs Updates

It's been a busy year for FlyHobbs with the contract renewal with United Airlines on the horizon. This year, focus has been largely on marketing and contract negotiations. FlyHobbs engaged an independent marketing firm, Wilson-Binkley out of Las Cruces, to take over marketing efforts in an attempt to boost ridership numbers.

Wilson-Binkley started in January an expanded marketing campaign focusing on radio, print, and social media to increase visibility and traffic. Efforts include new billboards, newspaper, radio, and TV ads, social media marketing including Facebook, and surveys at the airport. Early indicators show the new material is driving traffic to the FlyHobbs website, and ridership numbers have increased since the campaign began.

Aside from new marketing materials, several trips were made to Houston and Chicago to speak with United executives along with travel agents and sports teams in Houston to encourage partnering on entertainment packages. In addition, FlyHobbs participated in several local events including Halloween on the Plaza in Lovington, Seminole Ag & Oil Days, Christmas Around the World, and Lea County Fair & Rodeo.

Leads Program

This year, the state's Certified Community Initiative was replaced by the LEADS program, a grant program generated through the New Mexico Economic Development Department. Funds were granted on a stricter basis and the EDCLC secured $10,000 in grant funding for business trips, sales missions, conference, and trade shows.

The EDCLC used the LEADS funding to attend the Natural Foods Expo in Anaheim, CA, a trade show featuring many food processors and manufacturers; FabTech, a metal fabrication trade show; CoreNet Global, a meeting of top corporate real estate agents; a sales mission to Houston, TX to meet with energy company headquarters; as well as flights for the upcoming sales mission with the New Mexico Partnership to Chicago and the Global Petroleum Show in Calgary, Canada.

LEADS funding was turned in to the state early May and next year's funding has been delayed due to budget cuts; however, the EDCLC will reapply when the time comes and continue to fund trips and sales missions to market Lea County to the greater economic world.

Power Hours

The EDCLC values its members and puts on quarterly Power Hours as a way of staying connected and connecting members to each other. These meetings allow members time to meet with leaders and explore potential business expansion and partnering opportunities. The EDCLC will continue to host Power Hours in the coming year for our members.

Secretary Matt Geisel

Legislative Update with Senators Kernan and Leavell, and Representatives Gallegos and Scott

EDCLC Members

Certificate

Bobby Shaw Realty
Chevron Products Company
*Concho Resources Inc.
Constructor Inc
Daniels Insurance Inc.
Del Norte Heights, Inc.
Devon Energy
Elliott & Waldron Title Co., Inc.
*EOG Resources Inc.
Enrichment Technology US
First American Bank
Forrest Tire Inc.
*Fulfer Oil & Cattle Co., LLC
Geo Group, Inc.
Goff Dairy
HB Construction
Hobbs Iron & Metal
Hobbs News Sun
Hobbs Rental
Intercontinental Potash Corp., USA
International Isotopes
Intrepid Potash New Mexico LLC
Jaynes Corporation
Johnson, Miller and Co.
Lea County State Bank
LEACO
Lea Regional Medical Center
Leavell Insurance, Inc.
Maddox, Holloman & Moran PC
McVay Drilling
Me-Tex Oil & Gas, Inc.
Nor-Lea Hospital
Nuclear Waste Partnership LLC
Occidental Petroleum Corporation
Permian Basin Materials
Pettigrew & Associates, P.A.
Pioneer Bank
RPC CPA's & Consultants, LLP
RMS Foods, Inc.
Robinson and Associates Real Estate
Schubert Construction
*Suerte Land Group, LLC
Tate Branch Auto Group
TDS Broadband
The Color Printer
The Financial Firm
URENCO, USA
Watson Truck and Supply
Wells Fargo Bank
Western Commerce Bank
Xcel Energy
Zia Natural Gas Company
Zia Park Race Track and Casino

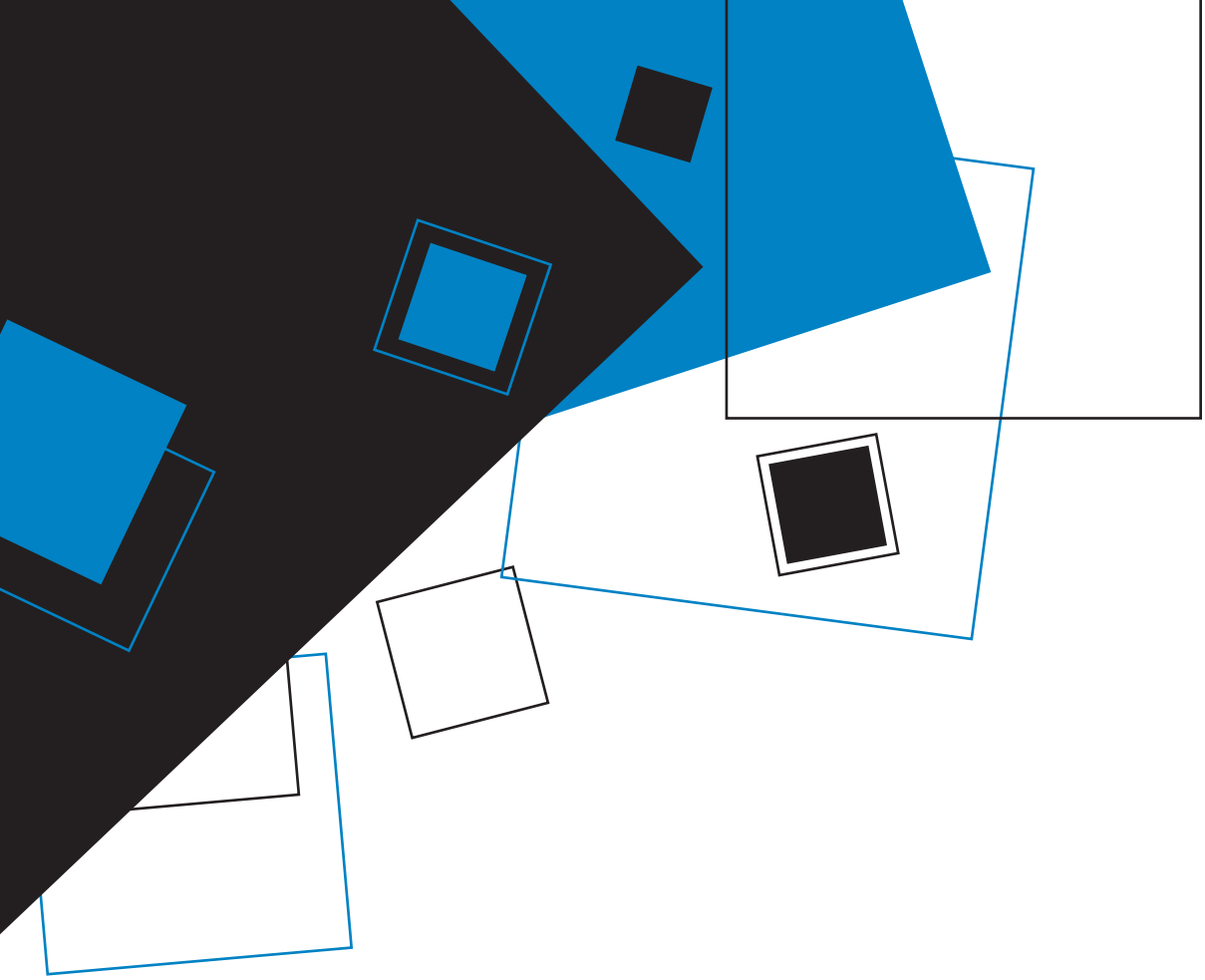
Associate

Angell Ranch
Baymont Inn & Suites
Dekker, Perich, Sabatini
Enterprise Rent-A-Car
Estacado Federal Credit Union
Fairfield Inn & Suites
Gary Don Reagan, PA
Lea Power Partners
McFadke
Noalmark Broadcasting Corp.–Hobbs
Rental Self Service Storage
Richards Energy Compression
Souder Miller and Associates
*United Rentals Inc.
Windscape Apartments
Youngs Homes

Public Partners

City of Eunice
City of Hobbs
City of Jal
City of Lovington
Eunice Chamber of Commerce
Hobbs Chamber of Commerce
Hobbs Hispano Chamber of Commerce
Hobbs Municipal Schools
Lea County
Lovington Chamber of Commerce
Lovington EDC
New Mexico Junior College
New Mexico National Black Chamber of Commerce
Town of Tatum
University of the Southwest

*New Members in 2016-2017



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