



# Economic Development Corporation of Lea County

## 2014-2015 Annual Report

- 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



# 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

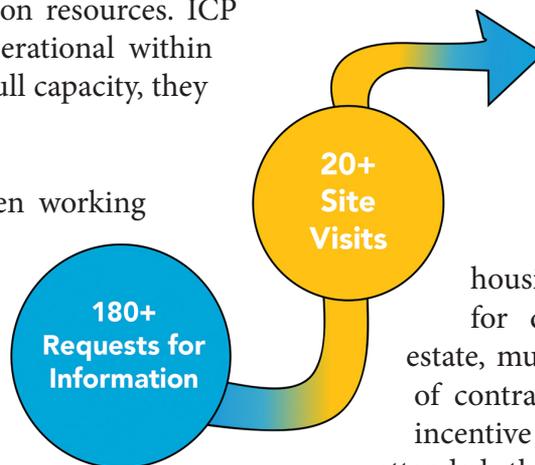
locate in Lea County through facilitating conversations between local leaders and businesses, aiding in the IRB process, providing essential site information, preparing proposals, writing letters of support, and responding to requests for information. These projects could bring in millions of dollars 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.

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## 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.

# The Sky's the Limit for FlyHobbs

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.

FLYHOBBS CREATED NEW MARKETING PROGRAMS INCLUDING FLYHOBBS GIVEAWAY MADNESS AND FRIENDS OF FLYHOBBS TO PROMOTE AIR SERVICE WITHIN THE COMMUNITY

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](mailto: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.



## *Business Retention & Expansion in the EnergyPlex*

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.



**11 New Members  
in 2014-2015**

**4 New Certificate Members  
7 New Associate Members**

**9.3% Increase in  
Membership**

### *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.

Baymont Inn & Suites

Jaynes Corporation

McCarthy Building Co.

The Financial Firm

Dekker, Perich, Sabatini

Miller Bonded

New Mexico NECA

Souder, Miller & Associates

TDS Baja Broadband

Vencor Engineering, LLC



## Evening with Lea County

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.*

## 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 custom

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!



## 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.

The EDCLC offered several opportunities for our members to network with our elected officials at PowerHours and other events. The EDCLC hosted a reception for the Education Study Committee held during their interim meetings in Hobbs which provided our members with an avenue to discuss education issues with state leaders.

During one of Senator Martin Heinrich's tours of the area, the EDCLC invited industry representatives to participate in roundtable discussions with him

pertaining to industry specific issues.

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.

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



## 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/](http://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.

## Powering on with PowerHours



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.

## EDCLC Staff Development & Training

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.



*The EDCLC helped to host, organize, and run SafetyFest, an annual conference featuring speakers and seminars put on in conjunction with the Road Safety Integration Project to promote safety in the workplace and on the roads. This year's keynote speaker was Brad Livingston who survived two back-to-back explosions.*

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



Manufacturing



Management of Companies & Enterprise



Utilities

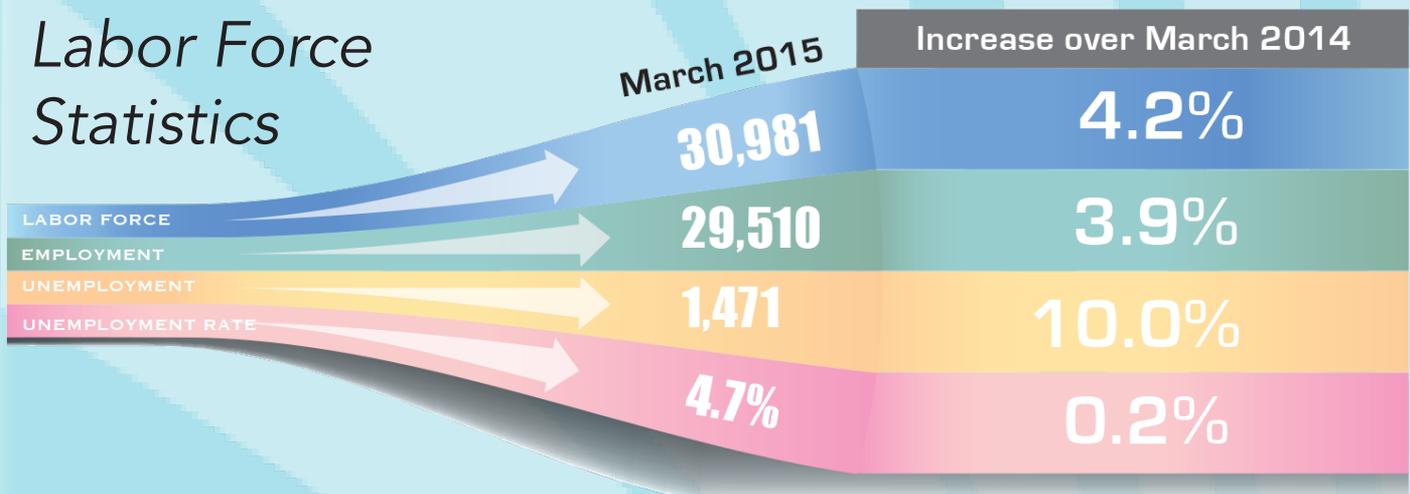


Real Estate & Rental & Leasing

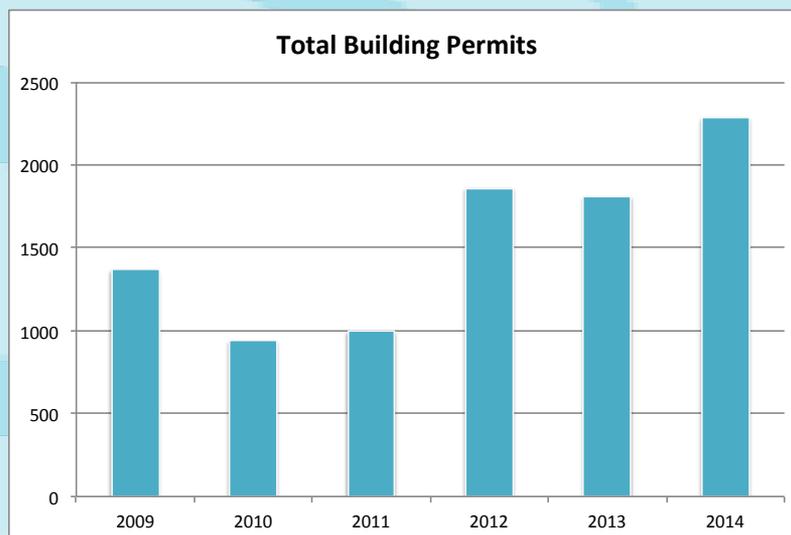


Mining

## Labor Force Statistics



## City of Hobbs Building Permits



# 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.

Lovington Economic Development  
Corporation

Maddox, Holloman & Moran PC

**\*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

# 2014-2015 EDCLC Board Members

**Monty Newman**, Newman & Company  
Chair, Executive Committee

**Finn Smith**, Watson Truck & Supply  
Treasurer, Executive Committee

**Gary Schubert**, Schubert Construction  
Past Chair, Executive Committee

**Lisa Hardison**, URENCO USA  
Secretary, Executive Committee

**Tres Hicks III**, Pettigrew & Associates, P.A.  
Chair Elect, Executive Committee

**Hussain Mahrous**, Zia Park Casino, Hotel & Race-track  
Membership Committee Chair, Executive Committee

**Bobby Shaw**, Bobby Shaw Realty  
**David Pyeatt**, Elliot & Waldron Title Co., Inc  
**David Shaw**, Nor-Lea General Hospital  
**Gary Don Reagan**, Gary Don Reagan, PA  
**Matthew Mulligan**, HB Construction  
**Miguel Perez**, Wells Fargo Bank  
**Robbie Robinson**, Robinson & Associates Real Estate  
**Tim Thornell**, Lea Regional Medical Center



## Our EDCLC Team

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.



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.



Economic  
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Corporation  
of Lea County



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