

SEPTEMBER 2023

I. HOUSING RECRUITMENT

A. Hayden – Housing update: 76 active listings with a price range between \$79k – \$1.5 million. Average price \$340,685. Median price \$277,500. Pending 76. Price range \$41,975 – 545,000. Second quarter sold 2022: 137 and second quarter sold so far in 2023: 128.

B. Hayden- Housing Data – As of August 31, 2023

- Residential City Total Sold in August - \$20,112,488
- Residential City Total Sold Year to Date - \$158,416,516

C. Hayden – Housing Report completed and submitted. Digital version available, printed coming soon.

D. Hayden – attended Planning & Zoning in support for Wayne Ballard and David Guerro’s business, NMT3S and Dunagan Associates for Martin Farms. Both zoning changes passed.

E. Hayden – Met with member Kerri Fowler about housing market trends and data

F. Hayden - Apartment updates from the major suppliers in the market:

- Pecos Vista, 98%, preleased at 100%
- Cavern City Apts – 96%
- Arrowstone – 100%
- Copperstone – 98%
- Villages at Carlsbad – 97%
- Avalon Apartments - 96%
- Dunagan Associates Rental Department - 0 units available.

G. Hayden – Hotel, RV Park, Man Camp updates from major market suppliers:

- Hotels occupancy ranges between 50% to sold out.
- RV Parks occupancy ranges between 40% to sold out.
- Man Camps range between 60% to sold out.

II. WORKFORCE RECRUITMENT

A. Hayden – Carlsbad Job Fair

- Had 42 businesses come.
- Heard some good ideas and constructive criticism as well as lots of great things
- 100+ attendees

- d. -Followed up with businesses about surveys
- e. -Created spreadsheets of businesses and attendees

B. Hayden – Unemployment:

- i. August 2023 NM Labor Analysis Statistics. Released 9/ /23. The state unemployment rate is 3.7%, down from 3.4% the previous year.
- ii. Our region this month:
 - a. Chaves 4.1%
 - b. Eddy 2.8%
 - c. Lea 3.9%
- iii. Compared to August 2022 - Chaves 3.9%, Eddy 3.0%, Lea 3.9%

C. Hayden – Completed the onboarding packet, “Settling In” for new workforce moving to Carlsbad.

- a. -Ordered Booklets
- b. -On table for you to view
- c. -Will distribute around town to apartment complexes, man camps, oil & gas/high transient worker companies, etc.

D. Jeff - I spoke with several of the employers who attended the CDOD job fair to find out what their needs are and what we might be able to do to assist them in recruiting.

III. OIL, GAS & ALTERNATIVE ENERGY

A. Jeff – Working on preparations for the upcoming Mayor’s Energy Summit, taking place on October 19th. We will be in attendance, and will also have a booth set up at this annual event.

B. Jeff – Hayden and I attended Oxy’s grand opening and ribbon cutting for their new facility in the Carlsbad Airport Industrial Park. Their office building is approximately 73,000 square feet, with an additional 100,000 square foot warehouse.

IV. MANUFACTURING

A. Jeff – We are working on web content for the remainder of 2023. One topic we will be covering is the manufacturing industry, especially as it relates to Carlsbad and Eddy County. According to IndustrySelect, an online industrial database, Carlsbad is in the top four cities in the state in terms of industrial jobs, and Eddy County as a whole is third in New Mexico for manufacturing jobs.

V. NUCLEAR

A. Jeff – Board Members and Mayor’s Nuclear Task Force members took part in the Energy Communities Alliance (ECA) meetings in September. These meetings took place in Washington DC and covered an array of topics related to the nuclear industry here in Carlsbad.

VI. RETAIL/RESTAURANTS/ENTERTAINMENT/HOSPITALITY

- A. Jeff – Jeff** – The large shopping center project on National Parks Highway is in a holding pattern for now. As reported last month, the developers are facing high costs associated with the construction due to high interest rates. We are maintaining contact with them to keep the conversation going.
- B. Jeff** – Updating the quick serve restaurant project reported last month: they have a bit of a lengthy leasing process that they typically go through on all new locations. Once they begin this process, the completion percentage is very high, so the developers are almost ready to call it a sure thing and will let us know more as it develops.
- C. Jeff** –The franchise owner for the impending Dunkin Donuts/Baskin Robbins has not given the green light for the project to begin just yet. Still looking for demolition at the site to begin before the year end.
- D. Jeff** – I have been working with an existing business on relocating to a different site for several months. I have toured the new location, and even provided a video tour to the developer at one point. I was told they are still working on the lease agreement.
- E. Jeff** –I spoke with two different local business owners this month. I was able to assist them both with different needs. We are always a viable resource for all local business owners, whether they are just starting out or need some direction.

VII. ADMINISTRATION

- A. Jeff** – We are excited to announce that the CDOD has once again earned the status of Certified Economic Organization from the New Mexico Economic Development Department. Carlsbad was one of seven communities selected for this designation. As a result, we receive a grant of \$40,000, and we can be recertified for up to 10 years. This is our second year.
- B. Jeff** – We have instituted weekly staff meetings to better facilitate operations within the office, and strengthen each other's efforts with support where needed.
- C. Jeff** – I have been connecting our staff with our health insurance representative to go over new coverage we are signing up for going forward as we switch plans.
- D. Jeff** – We continue to maintain the office as a resource for all of our members and community partners.
- E. Hayden**- Created and distributed a press release announcing our recertification with NMEDD.
- Published in over 200 websites around the country
 - 55,707 Impressions - \$0.002/impression
 - Seen in 27 countries

F. Hayden- Attended a Golden Shovel meeting about website with Jeff via zoom.

G. Hayden- Working on updating website

-Updated the BOD page (ongoing as there are conflicting lists)

-Updated Retail, restaurants, and other pages

H. Hayden- Attended Friday Focus

I. Hayden- Got the storage door rekeyed

J. Hayden- Researched conferences and job fairs in NM & TX

-Followed up with the companies and resubmitted for discussion