

December 2019 to January 2020

I. AVIATION

A. John – I have been speaking with another interested company looking to possibly bringing in a satellite aircraft maintenance shop in the Carlsbad airport. This company, Cutter Aviation, is very interested in our airport, but they are only interested in it if they can be the FBO and maintenance facility.

II. EDUCATION

A. Sidney – Spoke with Tracey Bryan about the Career and Technical Education (CTE) program. There will be a regional meeting held sometime between the end of February and first week of March.

III. NUCLEAR

A. John- Helped ELEA-Chairman Heaton with presentation materials for speeches that he is giving around state to support the Holtec application. Made a number of color copies of these presentation for him to hand out.

B. John- Continue to participate in Mayor's Nuclear Task Force and support members with travel needs. This month administrative staff is handling handled the registration and accommodations for local government officials that are travelling to Washington DC this month for the ECA Conference. I will be attending this as well.

C. Jeff – Updated the Eddy-Lea Energy Alliance webpage to include all the minutes of every meeting they have ever had. Also, updated information for a meeting ELEA had in December as well.

IV. MANUFACTURING

A. John- In December, I met with representatives from Project Plastic in Santa Fe. They are still moving forward with their plans and have continued to meet with different midstream companies.

V. MEDICAL

A. John- Project Tooth Fairy is moving forward on N. Canal Street. It will be a 13,000 sf full-service dental complex when completed. First building will be a 2,200 sf orthodontist office and is scheduled for completion in early 2021.

B. Jeff – Artesia General Hospital, a CDOD member, called and asked how we could assist them in marketing their new services being offered in Carlsbad. I told them we could provide an email notification to all CDOD members with their marketing flyer. I also suggested a press release that we could distribute using our press release company. This is an ongoing process.

VI. OIL, GAS & ALTERNATE ENERGY

- A. John** – Met with Bloomberg reporter Simon Casey about our oil and gas industry and our basin compared to the Midland basin. Discussed housing needs, safety, and roads.
- B. John**- Met with an Austin investment company partner regarding a project to build an office and laydown yard for an unspecified oilfield service company in Carlsbad. Provided information on local brokers, local property, and the City’s planning department.
- C. Jeff** – A broker representing an oilfield disposal company was looking for sites just outside city limits. They were wanting information related to Extra-Territorial zoning in the county. I referred them to Steve McCrosky in the Eddy County Planning and Zoning department. I was told that Steve was very helpful.
- D. Jeff** – There is a truck maintenance facility for sale located on Norris Road. The 15 acre yard is fully fenced, with 20,994 sf of improvements. The main building consists of 4,600 SF with an office/showroom and a lounge area. The repair shop is 7,430 SF with 5 bays and a garage that is approximately 200 SF. The alignment shop is 7,000 SF with 14' clear height. On-site living is 1,764 SF containing 3 bedrooms, and 2 baths. The mobile home is in great condition and may be utilized as office space or for an onsite manager staying full time.
- E. Sidney** – John and I met with Luke Mawhinney, the vice president of CWR Energy, an energy management company, based out of southern California. CWR is looking for a 20-50 acre parcel of land in Eddy County to install solar panels. I will be sending over contacts and potential properties that meet their criteria.
- F. Sidney** – Attended the Energy Summit Planning meeting at the Steven’s Inn. The meeting covered the upcoming luncheon, details for the September summit, and when the next meeting will be held.

VII. CASCADES

- A. John**- Ken Britt and I accepted an award from the United States Department of Commerce for our Cascades at Carlsbad project. The award, called the Star of the Southwest is given to the best examples of public private partnerships on economic development projects. Hubert Quintana and Dora Batista nominated us for the award.
- B. John** – Sidney and I met with Jennifer Moyers on the Omega Point project. They are stalled at this time while they “make some changes.” She asked Sidney and I for information to help them on their application, which are providing to them.

VIII. RETAIL/RESTAURANTS/ENTERTAINMENT/HOSPITALITY

- A. Jeff** – Attended the Red River States ICSC Conference, January 8-10, 2020, in Ft. Worth, Texas. Over 3,700 people were in attendance, along with over 300 companies with exhibits. There is a great deal of interest in the Carlsbad market from developers representing not only retail and restaurants, but other types of business as well. Some of these businesses include gas stations, medical offices, housing projects, and general real estate inquiries. Here is a breakdown of the companies I visited with:

RETAIL/RESTAURANT

Sportclips
Wingstop
Raising Cane's Chicken
Spirit Halloween
Gamestop
Burlington
Auto Zone
Murphy's Gas

DEVELOPERS

Met with 10

MUNICIPALITIES

Met with 7

B. Jeff –The Weinerschnitzel and T-Mobile site is under construction on Pierce. The restaurant should be open by mid-year if all goes according to plan.

C. Jeff – Have been working with representatives for Raising Cane's Chicken since November. Recently I spoke to their Senior Real Estate Manager, and he said they are currently looking at Albuquerque for some locations. He indicated that they would like to see how stores do there before coming into smaller markets like Carlsbad. I will endeavor to change their mind, but also continue to provide them with our market information and reasons why we are a viable market right now.

D. Jeff – I continue to meet with the realty company on the Planet Fitness project for Carlsbad, as well as with the company's director of real estate. They reiterated their position of getting into the Carlsbad market sooner rather than later. They need 2 acres, preferably with an existing building. They are looking at the Northgate center where Dollar General is currently located. Behind that business is about 20,000 square feet they would like to swap with Dollar General to get the street visibility. They and I have been trying to work with the property owner to see if something can develop from this. I also explained to them the population numbers for our market, and they will use this information to determine what size facility to put here. They had also indicated they might be open to purchasing the entire Northgate property, and the current owner suggested they make an offer. They are also working on another possible location, but that cannot be disclosed at this time.

E. Jeff – Continue to work with Lowe's on filling the two parcels out front of their location. There may be specific site criteria they are looking for that we have not been made aware of. I have sent several businesses to them only to have them not work out or be turned away.

F. Jeff – Project Double D is still moving forward. I met with their broker out of Albuquerque and we discussed possible sites, as well as other market factors. They are looking to open two locations before they get here, one in Albuquerque and one in Hobbs.

G. Jeff – Spoke to Whataburger during the Red River States show. They are still looking at both Carlsbad and Hobbs, but are concerned about servicing any new stores in these markets out of Midland. They indicated that they would need a number of stores to make it cost effective.

H. Jeff – The Real Estate Director for Focus Brands is interested in potential properties in Carlsbad. They are looking to expand heavily into New Mexico with both Schlotszky's and Jamba Juice.

I. Jeff – HTeaO is a tea vendor based out of West Texas that sells flavored teas and water by the bulk. They are specifically targeting locations with heavy oil field influence. They currently have a franchisee in Hobbs that would be interested in potentially locating in Carlsbad. I will be sending them market information, and potential sites, in the coming weeks.

J. Jeff - A broker out of Dallas who works with TJ Maxx, has said they have been given direction to shift the strategy towards targeting markets that they haven't gone after in the past in order to fill the void on the current map. Part of the expansion will be to shrink the store footprint and backfill 2nd generation space. I will be preparing market information on Carlsbad for them and sending it over with possible sites as well.

K. Jeff – Factory Connection is eyeing Eastern New Mexico for future expansion but are currently working to backfill the West Texas region. Once they cross the state line they will be looking for 3,000-4,000 sf of in-line shopping center space. Preferably a previous use clothing space that can be easily retrofitted.

L. Jeff – Met, via telephone, the new director for the New Mexico Film Office, Todd Christensen. There was a location inquiry that involved caves, so they thought of Carlsbad of course. Once we talked about that and sent them the Caverns' filming guidelines, Todd asked me to create a resource list for Carlsbad that will be used for future film site selectors. I will be compiling this and sending it in the coming weeks.

M. Jeff – Met with the General Manager of Sleep Inn & Suites. He was looking for information we had on the hospitality industry so he could better gauge his property and inventory of rooms.

N. Jeff – Met with two representatives from a retail company out of Albuquerque. They were looking for potential locations for a second location of an established pizza chain here, and they also wanted the information on housing here in Carlsbad as well.

O. Jeff – Met with representatives from another firm out of Albuquerque. They inquired about property on the south side of town on National Parks highway for a couple of projects they are looking into.

P. Jeff – Working with Retail Strategies to develop a plan and tools we can utilize over the next year to identify areas in Carlsbad that would match up with prospects. This firm will also help us better understand and identify our consumer base in order to gauge what they really are looking for and help us compare ourselves with other similar communities to retailers and commercial entities going forward.

Q. John- While at the ICSC Red River Show, we met with a number of representatives from different companies. Some of the companies I specifically met with included: Chipotles, Popeye's, Kendra Scott, Valvoline Quick Change, RBI, Jeremiah's Italian Ice, Huddle House, and YesWay (the new owner of Allsup's Convenience Stores).

IX. HOUSING RECRUITMENT

A. John- Worked with the developers of the proposed townhome project on corner of N. Canal and Cherry Lane (elevations below). Attended second P & Z Meeting to speak in their favor for the townhomes. The P & Z voted against the project 3-2, which developers appealed to the council. I spoke at both in support of this type of needed housing for our community. The Council unfortunately upheld the decision of the P & Z in a split decision.

B. Sidney – John and I attended the Austin Build Expo, a two day regional building and construction show, where we ran a booth and networked with local developers, builders, and business owners.

C. Sidney – Following the Austin Build Expo, I have been reached out to the contacts we made and invited them to visit our area.

D. Sidney – John and I attended a meeting in Austin with the President of Brigham Development, Dave Carter. Brigham has projects in the Bakken, Eagle Ford, and Permian, and they are currently looking at our area for a housing development project. Three members of their team will be visiting Carlsbad and meeting with myself, a board member, and the mayor next week on 1/30.

E. Sidney – John and I met with Mark Lester and John Quinlin who have been looking at properties for development in Carlsbad. They have looked at the 960 property and were interested in what they may encounter with a project in this area in regards to labor, utilities, etc.

F. Sidney – Toured some of the available units at Pecos Vista apartments and met with the new community manager of the property, Stephanie Lengers. They currently have 40 units available (2/1 and 2/2) and hope to have one bedroom units opening in February. In total, a third of their units are currently occupied or available with the other two-thirds still under construction. I gave Stephanie a list of companies and contacts that may have internal needs for housing.

G. Jeff – Met with a developer we spoke to at the Red River States show regarding multifamily housing. At the show, this developer was originally talking to us about Raising Cane’s Chicken and Chipotle. Afterwards, he is now pursuing multi-family housing. This is an example of how attending tradeshow can pay off in multiple ways. It is very early on, but they are looking for 6-10 acres for a possible site. I have begun researching for them.

H. Jeff – Working with Christensen Building Group on a ribbon cutting for their new apartment complex called the Post Time. The potential date for this is February 14th. More details as they become available

I. Jeff –Target Hospitality opened their new workforce housing community recently in Carlsbad. The Seven Rivers Lodge is located at 3401 Boyd Drive. The community is drug free and cohabitation is not permitted. They strive to focus on safety for all of their workers, given the dangers of the oil industry. This location gives them approximately 8,000 beds in the Permian basin.

J. John- While in Austin at the Home Expo, we spoke with a number of interested developers and investors. Specifically, I spoke with ten developers that expressed enough information that they asked me to send them additional information on Carlsbad and our economy. Three are trying to arrange their schedules and one has visited once already and is bringing their management down to Carlsbad next Thursday, as Sidney mentioned above.

K. John- Have met with an El Paso-based development company this month regarding apartments in Carlsbad area. Am providing additional information.

L. John – Met in December with Lance Frazier out of Austin. They visited Carlsbad a couple of times but we have not heard from them since.

M. John- Met again with David Shaffer of Monarch Investment & Management Group regarding the oil and gas industry and any changes from what we saw at Mayor’s Summit. They are still looking to possibly put an apartment complex in Carlsbad this year.

N. John- While at the ICSC Red River Show, I met with four developers and two investment companies interested in multifamily housing in Carlsbad. Have responded to each and am providing information they requested.

O. John- Met with Kevin Hanford who told me that his apartments do have vacancies for first time in a long time. There are 4 in Avalon and a handful in the Village.

X. WORKFORCE RECRUITMENT

A. Sidney – John and I met with Priscilla Rodriguez, a recruiting assistant for the census, who is looking to attract census takers in the Carlsbad area. I have given her the contact for Angie Barrios-Testa, the manager of the senior centers, and I am working to set up a meeting to plan a job fair with assistance from the chamber.

XI. ADMINISTRATION

- A. John-** Continue to attend County's Census Committee that Councilor Rodriguez and I chair for the County. They are moving forward with a marketing services package that will start in January to get the census number up.
- B. Jeff** – Working on compiling a list of roads and intersections so we can begin a comprehensive traffic study. The goal of this study is to obtain counts on key locations in the city and county for all organizations to have and be able to utilize.
- C. Sidney** – First day at CDOD was January 8, 2020.