

March, 2022

I. HOUSING RECRUITMENT

A. Michelle- Build Expo – John, Jeff and I attended Build Expo March 16th and 17th in Dallas. The event was successful, many contacts were made with builders/developers. There were 156 exhibitors and 2000 attendees. Currently working on prospecting and invitations to Carlsbad. Have sent out information requested. Will report back on progress.



B. Michelle- Working with developers from North Dakota providing data and information for their housing project. They will be visiting in April.

C. Michelle- Completed new housing brochure and booth posters with updated data.

D. Michelle- Assisting in land availability request for a few other builders & developers

E. Jeff – Continue to work with brokers out of Albuquerque on the Carlston Ranch project. They are looking to set up meetings with larger employers in the Carlsbad area to gauge their need for housing. They indicated April would be their targeted timeframe. I have spoken with a couple of large employers who have agreed to meet with these developers when the time comes.

F. John- Met with the Dallas-based GC/Developer of a project that I will refer to as project Sahara. He was interested in Carlsbad after meeting with me at the 2019 Build Expo in Dallas. He did do two site visits to Carlsbad in late 2019 and February of 2020, but moved on to other Texas projects due to COVID. He is interested again after meeting with us again in Dallas at the Build Expo this month and plans another site visit to find property for two of his products (multifamily apartments and smaller entry level homes). I have met with him twice since then and have provided requested information to him. He is looking for properties that would be suitable for residential building (both small single family and multifamily) in the range of 10-40 acres. He would like City utilities to the edge of the site.

G. John- Met with a developer and builder in Dallas for project Choctaw. This is a project that involves permanent entry-level housing and possibly upper-middle income housing, depending on their market analysis. Provided information on the community and contact information for City planning department. They are planning on a site visit in May.

H. John- Met with owner of Avalon Apartments about possibility of building another complex in Carlsbad. He indicated to me that they “have definitely seen traffic pick up, and are now 98-100% occupied in Carlsbad.” Sent information on extraction industries and local economy along with lender information for our local member banks and other funding sources such as the state’s programs.

II. WORKFORCE RECRUITMENT

A. Michelle –Attended Childcare discussion around workforce and daycare challenges in Carlsbad, NM.

1. Secretary Serna shared information regarding state programs that are available. He spoke on grants available for hospitality training, childcare licensing grants, housing-eviction grants.
2. Community leaders were invited begin a discussion about the need for childcare in Carlsbad.
3. Speakers included officials from the NM Dept of Tourism and NM Dept of Early Childhood-Development. There are currently only 4 operating childcare facilities in Carlsbad. The need has been of concern for employers regarding hiring.
4. The meeting was the beginning talks about what the community can do together to add childcare services. The hospital offered a building for childcare, the process of meeting up to code, training and staffing all were brought together. WIPP and Mosaic were present and began a discussion about opening a facility either as a co-op or private. There will be a follow-up meeting in May-June on the progress and possible outline of the childcare effort.

B. Michelle- Organized and sponsored CDOD Job Fair in early March. We had 25 exhibitors and 110 job seekers attend.

C. Jeff – Unemployment was up to 4.8% for Eddy County in January 2022. This is up a bit from 4.1% in December. Chaves County was at 5.9% and Lea County as at 7.2%. New Mexico as a whole was 5.9%.

III. OIL, GAS & ALTERNATE ENERGY

A. John- Compiled data on oil and gas rig counts and production as well as relative market prices from 2011 to present. Produced a number of related tables and graphics and provided these and copies of related news articles to interested members. If anyone would like to be included in those informational emails please let me or Belenda know.

B. John- Met with representatives from a Houston-based service company looking to establish an office in Eddy or Reeves County. Provided information on Carlsbad and Eddy County as well as contacts for utility companies and our contractors list. They will have 12 people based at this office.

IV. MEDICAL

A. Jeff – Met with two business women looking to start a medical supply company. They have been conducting a good amount of market research, and they have also worked in the medical industry long enough to know how their new business would fit into the local market. Currently there is only one medical supply company here and they are often not able to properly service the needs of our community. I conducted my own research to find out more about the situation and this new company is on a good path to opening.

V. MANUFACTURING

A. John – Met with the owners of project Plastic again. They are still interested in building their plant and Eddy County is still the primary location they are considering (near Loving). They are still concerned about the Federal Government restrictions on federal land and are watching the recent developments from the President.

VI. NUCLEAR

A. John- Continue to assist ECA representatives from City and County plan for spring ECA meeting in Carlsbad from May 4-6. We will be hosting one of the evening dinner meetings. There will be people here from across the Weapons Complex visiting Carlsbad and WIPP.

VII. RETAIL/RESTAURANTS/ENTERTAINMENT/HOSPITALITY

A. Jeff – As reported on last month, Project Whale is working on a major development here in Carlsbad. This project will involve several large box retailers that will fit into the leakage our market suffers from in these areas. The developers reported to us that they have some land under contract at the moment, along with letters of intent from many of the retailers involved. Presently, they are looking to connect with our local general contractors to begin the foundation of this project. I have sent them our preferred contractors listing, as well as reached out to a few of the firms on our list to make a general introduction at their request. If all goes according to plans, the project could begin construction as early as later this year. The developers have previously put together big deals in Carlsbad, and were very impressed at the number of new housing projects going on all over our community when I drove them around.

- B. Jeff** – Project Dumbbell continues to move ahead. I printed out more plans for a local contractor and CDOD member recently. By all accounts, this project should be operational in late 2022 or early 2023.
- C. Jeff** – I was informed recently that Papa Murphy’s Pizza has closed. The space they occupied is now for lease. The reason they gave was not being able to find employees who wanted to work, however other Papa Murphy’s locations have also been closing. The space available is 65 x 35 with a walk in freezer, cooler and drive thru window.
- D. Jeff** – Met with the CEO of a company that would like to expand into Carlsbad. They said they had not been able to find a suitable location just yet, but definitely like our market and feel that there is a need for their operations here. This is Project Benevolence.
- E. Jeff** – Project Ration continues to move towards their July opening date, as reported last month. We have partnered with them and the City of Carlsbad on a press release touting all of the growth Carlsbad continues to see. This is Big Lots.
- F. Jeff** – Spoke to the owner of the Carlsbad Papa John’s Pizza. The building is coming along well, and he plans to be open by mid-April if everything holds up. This is located at 925 N. Canal.
- G. Jeff** – We will be attending the ICSC Red River show, March 30 – April 1, 2022, in Dallas, TX. This has been delayed from the previous dates in February due to COVID concerns. We have a booth reserved, and in the coming weeks we will begin setting up meetings while at the show
- H. John**- Met with a representative from a Texas-based western wear company looking at possibly bringing a store to Carlsbad. Provided requested information on traffic counts and the economy. Their Executive VP over business development is interested in a visit to our community next month.

VIII. ADMINISTRATION

- A. Jeff**- The application period for American Rescue Plan Act grants through Eddy County is open until April 30, 2022 by 5 PM. Marketing efforts are well underway across various forms of media. The applications and instructions can be found on the CDOD website at this address: <https://www.developcarlsbad.org/business/grant-program>
- B. Jeff** – We are eligible for a free website update/redesign as part of our contract with Golden Shovel. We will begin exploring this in the coming weeks. If you have seen anything you’d like changed, or see a need for any functional improvement for the CDOD website, please let me know so we can look into it.
- C. John**- Spoke at the Lions Club this month about the local economy and the new ARPA grant offered by Eddy County. Passed grant out applications and information to the group.

D. John- Met with the Bindels, who are owners of a private shooting and skeet range near Carlsbad called Across the Canal Shooting Sports, LLC. Provided them information on the ARPA grant and our RLF program. Spoke with them about a project they are considering to enhance their facility and grow. I am happy to say that they also joined the CDOD at the level 5 tier. Together with Burlap and Light, and Plateau Telecommunications, that makes three new members that have joined since the start of 2022. We are also happy to welcome back Century 21 and their new owner Stacy Blackmon to our membership.

E. John- Met with the new owner of a local insurance company about the community's economy and membership in the CDOD. They are interested in joining the CDOD.