

# November, 2022

## I. HOUSING RECRUITMENT

- A. Steph** – Steph – Homes sales update: 124 active listings with a price range between \$83k – \$1.6 mil. Average price \$303,466 Median price \$253,950. Pending 68, price range \$62,000 – \$565,000. 442 home sales YTD Jan – Nov 28.
- B. Steph** – New construction, The Wells in Artesia with 198-unit multifamily apartment project. Anticipation for completion February 2024. Monarch Management of Albuquerque will be the management company. Westmoreland Builders out of Southlake, TX. Rental rates not confirmed yet.
- C. Steph-** Apartment updates from the major suppliers in the market:
- Pecos Vista completely waitlisted.
  - Cavern City Apts. with 22 units available total for 2/2 \$1300. And 3/2 at \$1650.
  - Arrowstone at 97.7% utilizing a waitlist.
  - Copperstone 96.2%.
  - Canyonstone (Artesia) 85.9% range \$1805. - \$1625.
  - Dunagan Associates Rental Department 360 units total with 18 units available. Price range, studios suites \$750 to 3/2 \$3,000.
- D. Steph** – Hotel/motel sector has dropped in occupancy and ADR for Nov on average trending in mid-60-73%. RV Parks in mid-50% occupancy as an average and Man Camps dropped to mid-80%.
- E. Steph** – Working on the Settling-In Service (onboarding project) for new employees to the area of Carlsbad/Eddy County. As they transition into their new community, we will provide information for various employment levels in addition to spousal/partner assistance and family members.
- F. Steph** – Attended a YARDI student housing online event, speakers offered a high-level view of 2022 and 2023 outlook. The country stats, showing enrollment across all school types and higher education resulting in a consolidation of university, junior and community colleges. Housing is expected to be moderate in 2023

## II. WORKFORCE RECRUITMENT

- A. Steph** – John Waters, Jason Shirley and I attended the Fort Hood Job Fair on Nov 4, 2022 in Killeen, TX.
1. 187 employers with over 143,000 jobs available for employment.
  2. Approximately 1200 job seekers.

3. Carlsbad Survey results 15 employers.
  - ❖ 40 onsite interviews conducted.
  - ❖ Would you participate in the future: All yes with 1 maybe & 1 likely.
  - ❖ What could we do better next time.
    - More visibility & better room.
    - Would like to better understand the transition timeframe.
  - ❖ Overall quality of the event.
    - Great event for the right employer.
    - Well planned and organized.
    - Great networking and event.

**B. Steph** – Upcoming Workforce Events confirmed:

1. Fort Bliss Army Base, El Paso TX Job Fair on Dec 6, 2022.
2. San Juan College, Farmington NM Career Fair on Feb 16, 2023.

**C. Steph** – Assisting the Carlsbad Municipal School team regarding the Energy Career Pathway project on Dec 5, 2022. Connected CMS to workforce recruiter contacts.

**D. Steph** – Met with Steven Gonzales, HR Director at SENMC, reviewed workforce items, opportunities to attend job fairs that are the right fit and internal efforts to fill open positions.

**E. Steph** – Unemployment:

1. October 2022 NM State unemployment rate 4.3% (up from 4.2% compared to Sept and down from 6.1% previous year, Oct 2021).
2. Our region is down.
  - a) Chaves 4.2%.
  - b) Eddy 3.3%.
  - c) Lea 4.8%.
3. Compared to Oct 2021- Chaves 6.3%, Eddy 5.5%, Lea 8.0%.

#### **IV. EDUCATION**

**A. John-** Met with mayor and SENMC Board President Ned Elkins about getting trades program funded and moving forward. Talked with EDA Regional Director Trisha Korbass about \$1 million planning grant and requirements.

#### **V. OIL, GAS & ALTERNATE ENERGY**

**A. John-** Senator Heinrich's office asked for the links to the data on the pollution coming from Juarez area. They indicated that they were going to look into the ozone impact that this large city of 1.3 million people has on southern New Mexico.

**B. John-** Met with a couple of CDOD members from oil and gas industry concerning a meeting with the new delegation member for our Congress district. There are a few requests to host a meeting/ welcome dinner for the new congressman this month or next.

**C.** **John-** Met with owner of a small (i.e. 3-4 office employees) Odessa-based service company looking to set up a small office in Carlsbad or Loving. He asked for information on our two communities, and contacts with the real estate industries here. Provided contact information for City planning and water department as well.

#### **IV. MEDICAL**

**A.** **Jeff** – Met with CDOD member, Artesia General Hospital, to go over marketing strategies as they are trying to expand services and presence throughout the county. I helped their new director of public relations get re-established with the chamber of commerce, and provided other pertinent information and contacts. Also helped spread the word on an event they held on November 30<sup>th</sup> about living with diabetes.

#### **V. NUCLEAR**

**A.** **John-** Still working with French Embassy on arranging a visit to the La Hague reprocessing facility in France for community and CDOD leaders. Waiting for correspondence from Senator Lujan’s office, who indicated an interest in this type of project for us when we visited him this fall in DC.

**B.** **John-** Arranged meeting between new WIPP M&O SIMCO’s (Salado Isolation Mining Corporation) President/program manager Ken Harrawood, Communications Manager George Rangel, Mayor Janway, Jack Volpato, and me to discuss the transition, the community, and other items. Mentioned the importance of our department’s relationship with the WIPP M&O since the beginning. Looking forward to working with them in future.

**C.** **Jeff** – Updated the Eddy-Lea Energy Alliance with a meeting notice and agenda for a meeting to be held on December 14<sup>th</sup> in Lea County. One of the agenda items is to discuss comments from the NRC to Holtec.

#### **VI. RETAIL/RESTAURANTS/ENTERTAINMENT/HOSPITALITY**

**A.** **Jeff** — Wing Stop is now open! The restaurant had a huge opening day, beating the \$13k set in Roswell. There was a nice ribbon cutting ceremony put together by the Chamber of Commerce. They experienced a closure due to not having their final health inspection completed, but all was cleared up within a day of this occurring.

**B.** **Jeff** – Planet Fitness continues to build on the lot in front of Lowes Home Improvement. They have begun the hiring process and their projected opening date is early 2023, possibly late January.

**C.** **Jeff** – Executive Inn update: I have been in touch with the developer of the property. The costs for demolition have still been prohibitive to them based on quotes received by New Mexico companies. They are now looking in Texas to see if they can find a cheaper option.

**D. Jeff** – Met with the financial development person for Project Whale. They are still working on leases with proposed entities, and they asked us to facilitate a meeting with the state economic development department to see if there were any available incentives for the project. The state does not provide anything related to retail incentives, however. We did find out that the project is 40 acres in total, with 20 to 25 acres dedicated to retail, and the remaining acres targeted for a housing development.

**E. Jeff** – The Red River ICSC show will take place in January, 18-20<sup>th</sup>. We will have a booth presence there and have already begun scheduling meetings. As mentioned previously, this has been our best trade show to attend historically, as we have generated numerous leads, site visits, and new businesses here in Carlsbad.

**F. Jeff** – Had a meeting with a film producer who is working on setting up a presence in Carlsbad. He plans, as reported last month, to base a TV series about a racecar driver here in Carlsbad, but would need a studio. He has also been working with Dianne Joop of the Carlsbad Arts Council, and Dianne and I have been discussing how best to help this project come to fruition. He is planning an in-person meeting again in January.

**G. Jeff** – HTeaO is now projected to open in 2023. Construction continues, as they are working on the parking lot now

### III. ADMINISTRATION

**A. Jeff** – We are excited to announce another new member! KCCC Radio has joined the CDOD. To date, I have been able to bring in the following members this year:

1. Century 21 Associated Professionals
2. Terracon
3. Means Real Estate
4. Burlap and Light
5. Beyond Engineering
6. Bock Electric
7. Plateau Wireless
8. Little Digger Man
9. KCCC Radio

**B. Jeff** – Replaced the CDOD billboard across from Wal-Mart on South Canal. Here is the new sign:



- C. Jeff** – In working with the Retail Coach, we have finalized the Carlsbad Leakage and Opportunity Analysis. This will be presented in its entirety at January’s board meeting, before we head off to the ICSC Red River show in Dallas.
- D. Jeff** – Redesigned and updated the CDOD preferred contractor’s list. It now falls in line with our overall branding guidelines.
- E. Steph** – Met with and provided a tour for new NMEDD representative Jim Lucero. This was Jim’s first official in-depth tour of Carlsbad. Provided an overview of recent retail openings and business, 2 hotel construction sites in progress, Cavern City apartments, housing communities and more.
- F. John**- Met with a Mr. Kunial Patel, who is a Senior Business Economist with the Dallas Federal Reserve Bank, regarding economic outlook for SE New Mexico and our experience in Carlsbad.
- G. John**- Sent several lists of grant information from Senator Heinrich’s office to city, county, schools, and college leadership. Offered our help with grant if needed.
- H. John**- Continuing to pass on relevant County bid opportunities to members that can provide services. Most recently, passed on information on Electrical Services RFP to applicable members.