

August, 2022

I. HOUSING RECRUITMENT

- A. John-** Stephanie, Jeff and I met with Bob Feinberg, Jeff Williams, and Mike Sivage about potential housing developments in the Carlston Ranch subdivision. Mr. Sivage requested information on growth to permit ration by industry as well as other demographic data on Eddy County and Carlsbad.
- B. Steph** – Preparing for Build Expo (April 12 – 13, 2023) in Dallas, completed registration and marketing material.
- C. Steph** – Introduction to local market contacts since start date 7/18; Realtors, Apt, Man Camps, Hotel/Motels, RV Parks, CDOD members and business community.
- D. Steph** – Re-prospect/new prospect efforts for new housing developments; Jacob Scher, Asher Development, Jeff Williams, High Park Capital in Dallas, former leadership at Hunt Properties in El Paso.
- E. Steph** – Met with SENMC leadership, discussed recent independence launch, workforce challenges and onsite development.
- F. Steph** – Spoke with Pecos Vista’s property manager, Karla Ward, occupancy update; currently at 95% with (15) 2 bed 2 bath left to rent.
- G. Steph** – Visited local construction sites, toured model homes at Oasis and drove Cielo Lindo development.
- H. Steph** – Met with Jeff Patterson, Director, Planning and Regulation Dept. reviewed permit reports and discussed additional scope of work items.
- I. Steph** – Creating an employment growth to housing permit ratio report. Gathering data that will provide a useful tool when selling our community to housing developers/builders as well as for our annual housing report.

II. WORKFORCE RECRUITMENT

- A. Steph** - Preparing for Fort Hood Job Fair (Nov 4, 2022) in Killeen TX. Completed registration, emailed our members with registration forms. Working on final stages of marketing material.
- B. Steph** - Preparing for Carlsbad Job Fair (Oct 5, 2022) Pecos River Village Conference Center. Final stages of marketing material.
- C. Steph** – Met with Marianna Martinez, NM Workforce Connection, building on best practices and setting 30/60/90-day goals.

D. Steph – June 2022 NM unemployment rate estimates; Chaves 5.7%, Eddy 4.1% and Lea 6.6%. NM state rate 4.9%. Compared to June 2021 Chaves 8.4%, Eddy 7.6% and Lea 11.3%.

E. Jeff- Working on new graphics for the CDOD booth to be used for job fairs and employee recruitment.

III. OIL, GAS & ALTERNATE ENERGY

A. Jeff- Assisted a business connect with CDOD member Burlap and Light to get some drone video of their operations completed.

B. John- Working with a company that wants to turn tires into recyclable products. These are different from crumbing operations (they make crumb rubber for parks, street amendments). Like an earlier project that we worked on a decade ago, this company is going to produce class II red diesel, a soil amendment called biochar, and recycle the metals in the radial parts of the tire. We are familiar with the technology and have arranged meetings with the state to look at incentives. This will employ about 15 people and there will be a 80x40 foot building built to do the processing in. Company already has property south of Carlsbad. Set them up with a meeting with the NMEDD and started ball rolling on incentives.

C. John- Met with the new NMOGA Director Doug Ackerman at a reception held at the golf course annex. Discussed the need to be on the same page and get help with messaging before we travel to Washington DC.

IV. MANUFACTURING

A. John- Met with representatives from Project Plastic regarding an ammonia production facility in Eddy County. They are exploring a gas refining facility that produces multiple marketable products. This is another part of that plant they are exploring. The overall size of this plant would be comparable to that of a small fuel refinery and could employ 600 employees.

V. NUCLEAR

A. John- We were officially notified by the DOE that Tularosa Basin Range Services, LLC, a team led by Bechtel International was tentatively awarded the WIPP M & O contract. There is a short period of time allowed for protests. The contract award was protested by two teams and the transition from NWP to the new contractor will occur on November 9, 2022 unless one or both of the protests is upheld by DOE.

B. John- I have already reached out to the new contractor this month. If the award is upheld, Ken Harrawood will be the leader of the new Bechtel-led team coming to Carlsbad. They are hesitant to meet until after protests are resolved.

VI. RETAIL/RESTAURANTS/ENTERTAINMENT/HOSPITALITY

A. Jeff – Current projects being worked on: Wing Stop (under construction), Planet Fitness (under construction), O'Reilly Auto Parts (under construction), HTeaO (under construction) Executive Inn & Suites (set for demolition), Baymont Inn & Suites (under construction), Best Western Plus (under construction), U-Haul (under construction), and Project Whale.

B. Jeff - Big Lots has finally opened its doors at the Carlsbad Mall in the former Bealls location. This was a project we worked on for several years, through changing real estate managers and others.

C. Jeff – Project Whale is still moving forward. They are working through lease agreements with various proposed tenants at the site and will let us know soon what the next step will be. This is located on National Parks Highway, between Big O Tires and the new Allsup's on the corner of Chapman and NPH.

D. Jeff – The Executive Inn & Suites is slated for demolition as mentioned, but they are having difficulties finding a contractor for the right price. I once again sent them our CDOD Preferred Contractors list, and hopefully we will see some movement soon.

E. Jeff – Spoke to a local business owner who is looking for possible new locations. The current location is in a precarious spot with new owners taking over the property, and this business would rather not be involved in a tumultuous situation. I sent them some possible locations and the process is still underway.

F. Jeff – Recently began working with a broker I have worked with several times for various projects here in Carlsbad on a new prospect. They needed some market data and also some preliminary site suggestions. They have taken my information back to their client and will let me know how to proceed next. This particular broker is out of Albuquerque and has brought in the second Dominos and second O'Reilly Auto Parts stores, among others.

G. Jeff – Was contacted by a company that originates loans secured by commercial and multifamily properties in the United States ranging from \$2-200 million. The loans are secured by retail, multifamily, hospitality, self-storage, office, mobile home community, industrial, and other commercial property types located in primary, secondary and tertiary markets. They are working with a client on the viability for a project here in Carlsbad. I provided them with market data and other information for them to consider. In past dealings with this particular company, it has resulted in new hotel projects.

H. Jeff – Spoke to a current retail entity at the Carlsbad Mall. They are talking to their corporate bosses about possibly moving out and finding a different location in Carlsbad. They feel like the mall is a ghost town, and that the current management is not urgently trying to fill in open store fronts. The lack of customers walking around the mall is a big part of this. I have been discussing what kind of space they would need as well as possible locations in Carlsbad.

I. Jeff – Met with a local entrepreneur who is looking at the prospect of opening a bookstore. Research of the market has completed, and they are working on their business plan to see if it will be feasible. Once this step is complete, and if the plan is to move ahead, I will assist with locations.

J. Jeff – Met a couple of times with a local business man who is looking at bringing in a new type of entertainment facility for Carlsbad. He has discussed the market with me and he is working with a partner to move forward. This would be geared towards families and youths.

K. Jeff – Project Tender, a fast-food restaurant, is still looking for the best location they can in Carlsbad. I recently sent them a couple of more possible sites, which they liked, but they are also trying to get additional property located next to each site I submitted. We are locating the property owners for them to negotiate with.

VI. CASCADES

A. John- Met twice with Bob Forrest and Neal Dungan over Cascades progress. Gave him copy of design guidelines. His group is working with some developers to put a building in the center of the horseshoe. Also mentioned to Neal that weeds needed to be cut again due to recent rains.

B. John- Met with Dale Balzano and a local couple of business owners looking to build a facility in the Cascades. Gave them contact information for Bob and Neal Dungan to discuss their needs.

VII. ADMINISTRATION

A. Jeff – Recently spoke with one of the Lions Clubs and provided them an update on projects being worked on and answered questions related to new businesses coming to Carlsbad.

B. Jeff – Working with our website company to find ways to capture more time spent by visitors to the CDOD website. The total time being spent is not low compared with the industry, but if we capture more time, we generate more interest in the market and within our industries.

C. Jeff – Work continues with The Retail Coach on updating our leakage numbers. This can also be referred to as a pull factor analysis. Basically, this information shows us how many dollars we lose to other markets when people shop, dine out, or visit entertainment establishments because we don't have them here. This helps us formulate plans and strategies on which types of businesses to target for recruitment, because we can show them the opportunity being missed in our market. An additional piece to this picture is called a demand projection, and it shows what current market demand is plus what it is projected to look like in five years. I will be presenting this to the board at a future meeting.

D. Steph – Attended Golden Shovel/CDOD website on-boarding webinars.

E. Steph – Attended Lions Club, Focus Friday, Mayors Energy Summit Meeting.

F. John- Attended a ribbon cutting reception for Lakeview Christian Homes new Puckett Place addition to their facility on Pierce Street.

G. John- Staff and I met with a group of NMEDD officials to review our operations and our budget in reference to the Certified EDC Application that was submitted last month. The group also met with Terry Mullins, Councilor Rodriguez, and President Shirley to discuss our community and business impacts.

H. John- President Shirley met with Xcel President Adrian Rodriguez, Community Relations Director Brad Baldrige and James Lackey. Discussed the CDOD, community growth and opportunities to work together in future on outreach and economic development.

I. John- Met with Damien Capello regarding CDOD Membership benefits and opportunities. Sent information on the CDOD and the various levels.

J. John- Councilor Niemeyer, CDOD President Shirley, Susan Crockett, and Beverly Allen visited with various Cabinet Secretaries to reconnect after COVID and have quality meetings with these officials outside the hustle and bustle of the legislative session. We also attended Government Affairs Committee meetings at the Chamber to plan the visit.

K. John- Attended a couple of Coordination Meetings with Mayor Janway, members of the CDOD Executive Committee and other community leaders to discuss and coordinate ongoing projects and issues.

L. John- Provided one of our members information on Titan Lansing's facility for sale east of Carlsbad.

M. John- Following a 45-minute meeting I had with an executive from an Albuquerque construction company, CDOD President Shirley and I met with mayor regarding media coverage of community and the perception generated by outsiders when they see the biased reporting.