

T-Mobile Launches 5G in Carlsbad, New Mexico

Carlsbad, NM, November, 2020 – T-Mobile has opened its first location in Carlsbad, New Mexico. The wireless giant is bringing a whole new level of freedom and choice to consumers looking to choose the service plan and devices that best serve their wireless needs. T-Mobile's retail store held a grand opening on November 6th.

New business growth in Carlsbad has endured industry fluctuations brought on by the COVID-19 pandemic, with more projects still to come. The Carlsbad market continues to be a viable option for new ventures and expansions of current operations. The opening of the new T-Mobile store brings completion to another project brought to Carlsbad by Retail Southwest Development, a development firm out of Albuquerque, New Mexico.

“Retail Southwest Development (Josh Skarsgard and Trisha Kvern) are so proud to have completed another successful project in Carlsbad, NM with the grand opening of T Mobile and Wienerschnitzel,” said Josh Skarsgard, owner. “We build retail shopping centers across the State of New Mexico, and we appreciate so much the ‘pro-growth’ and ‘can do’ approach of the Carlsbad local government officials.”

Eddy County, in which Carlsbad is located, was found to be the leading county in New Mexico in business growth, according to financial consulting firm SmartAsset. The study, provided to the Carlsbad Department of Development (CDOD) earlier this year, looked at the number of new businesses, GDP growth, and building permits in counties across the state. Eddy County topped New Mexico with a 7% business growth rate and an incoming investment index of 61.86.

In a statement, T-Mobile had this to say:

“T-Mobile is excited to join the Carlsbad community, and we take that commitment seriously. With our homegrown team of magenta-clad employees, we've already been hard at work supporting friends, family, and neighbors in the area. T-Mobile is looking to support local teachers' needs as they practice social distance learning this year as well as evaluating the needs of the local school district and students learning virtually as a part of Project 10 Million, T-Mobile's Un-carrier initiative aimed at eradicating the homework gap by delivering internet connectivity to millions of underserved student households across the country. And, we won't stop – this is just the beginning of T-Mobile's community support in Carlsbad.”

Strong industrial diversity has led to Eddy County and Carlsbad leading the way in growth for the state. The market relies on more than just one industry, to include nuclear, potash, manufacturing, retail, oil and gas, aviation, construction, and tourism. Several of these have flourished lately, as

the community has seen an influx of new businesses. Commercially, retail and restaurant businesses have added to the market mix as well.

Other projects in the trade area are still underway, and a few have even started construction despite the challenges faced with the ongoing COVID-19 pandemic. Developers see the optimistic view going forward.

“It takes a partnership between private property owners and City government to make construction projects a success,” said Skarsgard. “To that end, we are proud of the partnership we have established with the City of Carlsbad and look forward to bringing new retailers and restaurants in the future!”

Carlsbad’s T-Mobile store is located at 1013 W Pierce St, Suite 1. Current store hours are as follows:

- Monday-Saturday: 10:00 AM to 8:00 PM
- Sunday: 11:00 AM to 6:00 PM

The Carlsbad Department of Development is the economic development agency for the City of Carlsbad and Eddy County, New Mexico.

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[For additional information regarding this release](#)

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