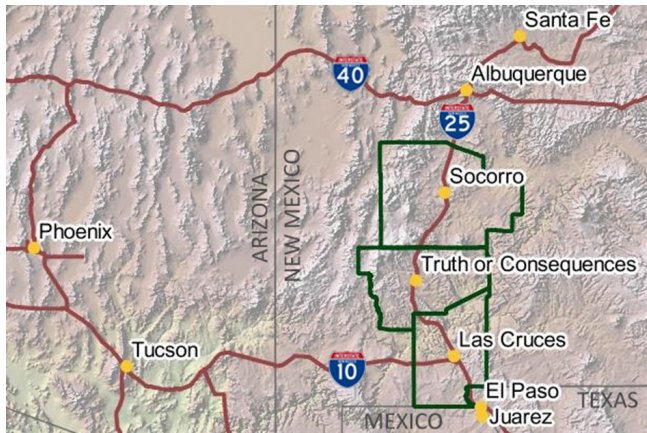


OUR REGION

New Mexico Planning & Development District 7

New Mexico Planning and Development District 7 comprises Sierra, Socorro, and Doña Ana counties (the “region”). Our region extends for 14,581 square miles down the center of New Mexico from the middle of the state to its southern border with Mexico and Texas.



Our region is friendly, laid back, and multicultural. Our cuisine features our region’s red and green chile. We enjoy local festivals such as the Hatch Chile Festival, county fairs with 4H exhibits, and wine festivals showcasing wines from our region’s vineyards. Our dramatic desert and mountain scenery provides a backdrop for relaxing motorcycle rides along back roads and hiking adventures for those of us who enjoy the outdoors.

PREPARED BY THE SOUTH CENTRAL COUNCIL
OF GOVERNMENTS

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COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

New Mexico Planning & Development District 7

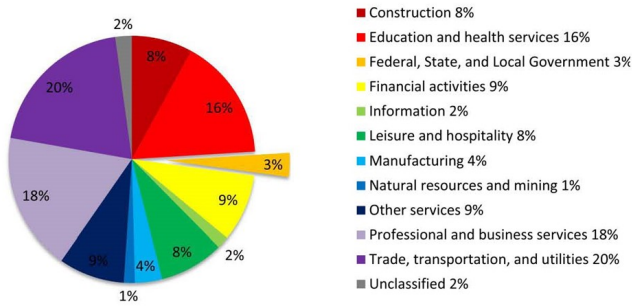


WHAT IS THE CEDS?

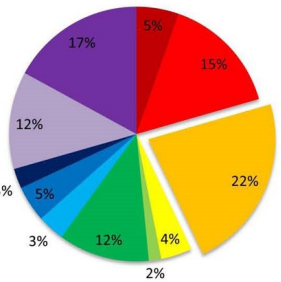
The Comprehensive Economic Development Strategy (CEDS) for New Mexico Planning and Development District 7 is a roadmap to diversify and strengthen our regional economy. This CEDS brought together the public and private sectors in a three county area through a broadly inclusive process to analyze the regional economy and establish regional goals and action plans.

Adopted by the Board of Directors of the South Central Council of Governments – July 8, 2016

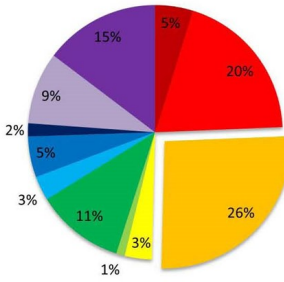
Data: Government Employment



Employment Percentages in the United States.



Employment Percentages in New Mexico.



Employment Percentages in the Region.

Employment Percentages in the United States, New Mexico, and the Region. U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, 2015 NAICS-Based Data Files.

Our region relies heavily on government employment. This leaves our region vulnerable to cuts in government spending.

CEDS Goal #1

We will reduce our reliance on government employment by 5% by 2025.

Goal #1: Action Plan #1

We will diversify our regional economy by investing in infrastructure to support private investment and job creation.

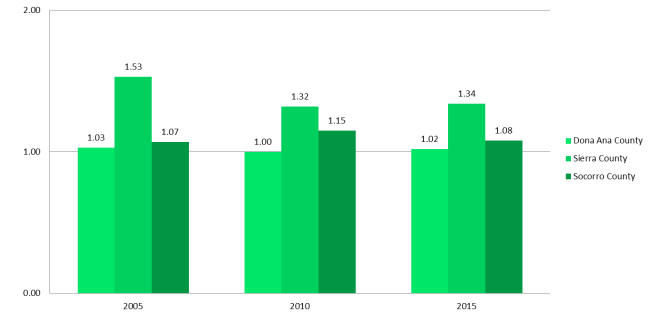
Goal #1: Action Plan #2

We will launch a regional economic gardening initiative by creating a web portal containing flow charts for how to construct projects, such as business facility expansions, in each of our communities.

Goal #1: Action Plan #3

We will launch a regional entrepreneurship initiative by creating a web portal containing flow charts for how to start a business in each of our communities.

Data: Leisure & Hospitality Employment



Comparison of Leisure and Hospitality Employment Location Quotients in the Region from 2005 to 2015
Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, 2015 NAICS-Based Data Files.

The Leisure & Hospitality industry is more concentrated in our region than in the nation as a whole. This is an important industry for our region.

CEDS Goal #2

We will increase regional tourism by 5% by 2025 as measured by accommodation and food services gross receipts.

Goal #2 Action Plan #1

We will create an interactive web-based regional tourism map featuring areas of interest throughout our region.