

Warren Unsicker, CEcD

Economic Development Brief

Focused Strategic Targets for Diversification

- Outdoor Industry/Manufacturing
- Agricultural Value Added Manufacturing
- Petrochemical Manufacturing
- Retirement Facilities/Destination Retirement
- Transportation/Logistics



Outdoor Industry/Manufacturing







Nature's Playground

Located in the famed Four Corners in New Mexico, this region is ideal for year-round outdoor activities. Offering three rivers, innumerable trails, diverse landscapes and neighboring 14ers mountain range, our region is truly nature's playground.

Nature's Proving Ground

We are proud to boast that we offer all OIA categories of outdoor experience, in abundance, making our region the perfect place to design, build, and test all types and all seasons of outdoor recreation gear.

Grow in New Mexico with ORII

Tourism is a **\$9.9 billion** industry in New Mexico. Whether you are building outdoor gear, crafting food for adventures, or creating experiences, the ORII Partners in the Farmington area are poised to help you thrive

Agriculture Value Added Manufacturing

SNAXPO18 MARCH 12-14, 2018 Atlanta, GA





Retirement Facilities/Destination Retirement

Retirees diversify the economy

- Active retirees have access to countless opportunities: golf, world class fly fishing, hiking, biking, and cultural tourism
- New jobs in healthcare, goods & services
- New homes construction
- Stable incomes (not cyclical)
- Increase local and state tax revenue
- Provide an experienced pool of talent & committed volunteers
- Weather and cost of living major factors (which we provide advantages)





Petrochemical Manufacturing

- Customers taking advantage of below Henry Hub prices
- Create internal customers for producers
- Create supply chain that serves our existing industries
- Attract/support companies that need these raw materials (Outdoor goods, fertilizer, medical devices etc.)



Transportation/Logistics

- Airport Commercial and Freight
 - Aerospace Industry
 - Shipping/distribution
- Logistics Demand Study
 - Study nearing completion
 - Provides inputs/outputs
 - Set stage to attract internal suppliers for existing industries, and likewise determine potential for rail.



Marketing/Attraction

- Industry Target Conferences
 - Outdoor Show Outdoors and Ag
 - SNAXPO Ag Value Add
 - Data Center World Tech
 - Breakbulk Logistics
 - MRO Aerospace
 - Among others
- Site Selector Education



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Economic Development Accomplishments/Goals

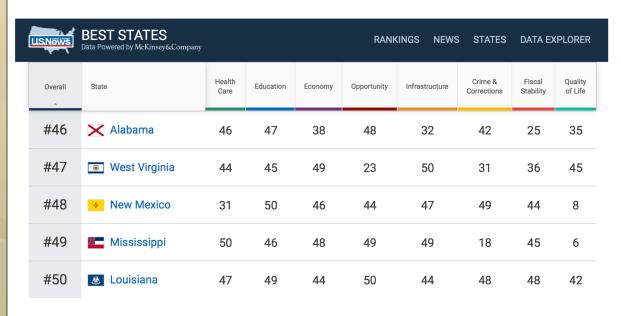
- 2018
 INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS
- Award winning economic development organization by International Peers
 - Real People, Real Jobs BRE Marketing
 - Four Corners Future Forum Regional Initiative
- o 1st ACT WorkKeys Work Ready Community in the State
 - Provide workforce testing/qualification for employers
 - Partner with College to fill skill gaps
- Business Retention and Expansion (BRE)
 - We have garnered over \$1.5m in JTIP (Job training) incentives for the expansion and employment of hundreds of worker over the last 18 months.
- Downtown revitalization as a workforce tool





No Room for Closing Major Industries

#1 for being Dead Last





"49th Worst Schools"

BUSINESS INSIDER

"50th Worst Economy"



"43rd Worst for Business"



"51St Worst Place for Millennials"



Warren Unsicker, CEcD
CEO
505-566-3720
wunsicker@4cornersed.com