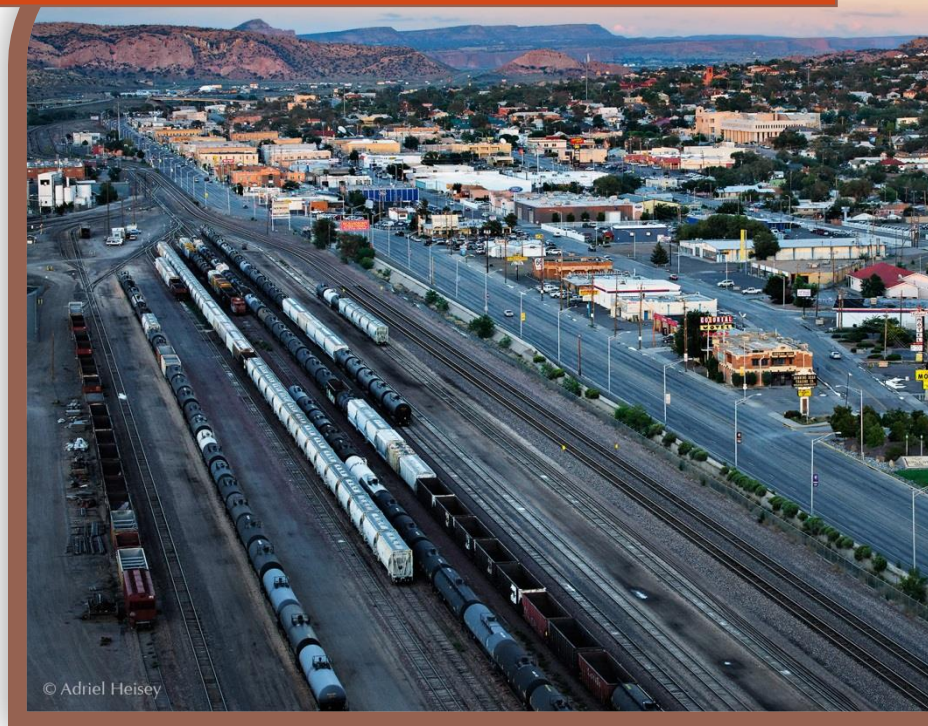


# Performance Report: FY12 – FY14



Greater Gallup Economic Development Corporation

PO Box 1795

102 W. Hill Avenue

Gallup, NM 87301

[www.GallupEDC.com](http://www.GallupEDC.com)

## Contents

Contents .....	1
Executive Summary .....	2
Recruitment.....	3
Marketing .....	4
Website .....	5
Resource & Partnership Development.....	6
Fact Finding Missions .....	7
State Transportation Commission .....	8



## Executive Summary

It has been an exciting two years for the Greater Gallup Economic Development Corporation. Since our creation in March 2012, we have been hard at work to implement an economic development program which seeks create good high paying jobs for residents of the Gallup-McKinley County area



GGEDC has put forth an asset-based economic development program to recruit and attract economic base employers to Gallup-McKinley County by leveraging local proximity and access to state and national transportation assets including US Hwy 491, US Interstate I-40, and the Burlington Northern Santa Fe Railway (BNSF) TransCon rail line.

GGEDC has confirmed the existence of economic opportunity for the Gallup-McKinley County area. We have the right model and program in place to capitalize on the economic development opportunities available to Gallup-McKinley County. We have developed partnerships in the right places to achieve the goals outlined. Much momentum has been generated since the 2 years of the organizations inception.

## Overview

Greater Gallup Economic Development Corporation (GGEDC) is a 501(c)3 non-profit organization organized around the experience and talent of its Board of Directors and the professional economic development and management expertise of its Executive Director. GGEDC serves as the official economic development organization (EDO) for the City of Gallup and through the Certified Communities Initiatives, reviews all LEDA applications submitted to the City of Gallup.

Through this work, GGEDC seeks to achieve four specific goals:

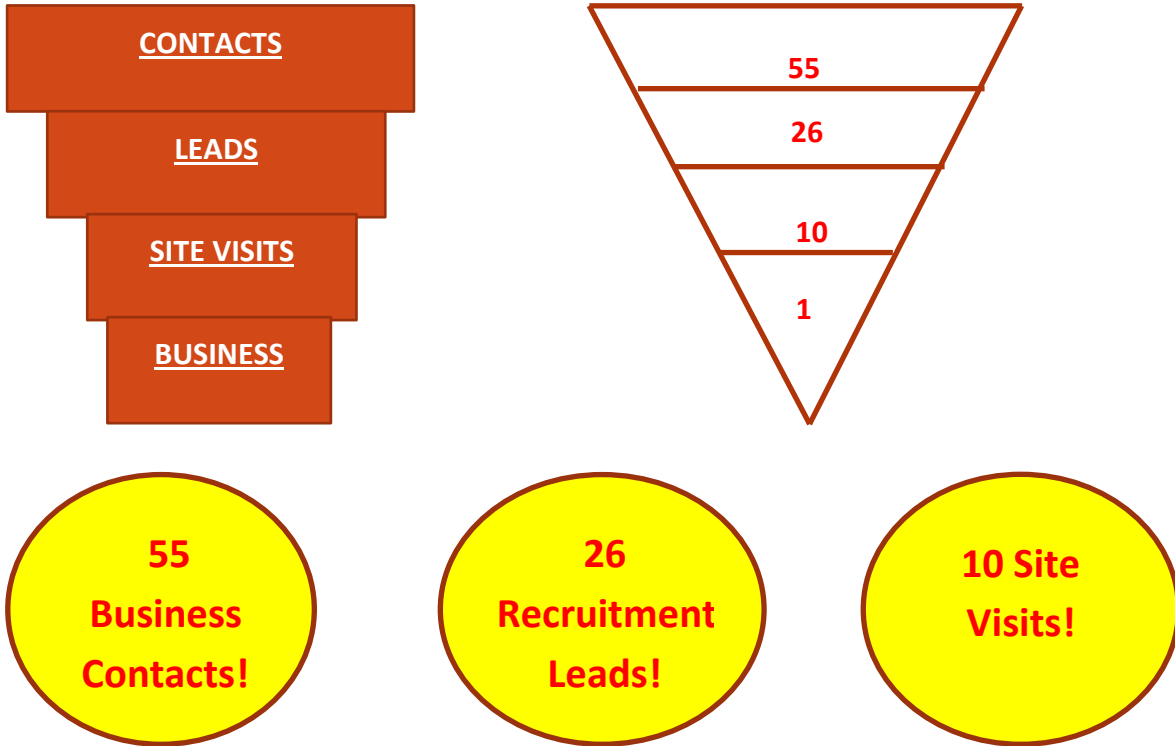
1. To increase economic base job opportunities and per capita income in Gallup-McKinley to reach parity with the nation.
2. To strengthen the capacity of the people of Gallup-McKinley County to compete in the global economy.
3. To develop and improve Gallup-McKinley County's infrastructure to make the region economically competitive.
4. To build the Gallup-McKinley County Regional Broadband Network to reduce Gallup-McKinley County's broadband isolation.

## Mission Statement

*It is the mission of the GGEDC to drive economic growth through building on local assets and strategic partnering to target, attract and recruit business and industrial employers that provide economic-base jobs in the Gallup-McKinley County area*

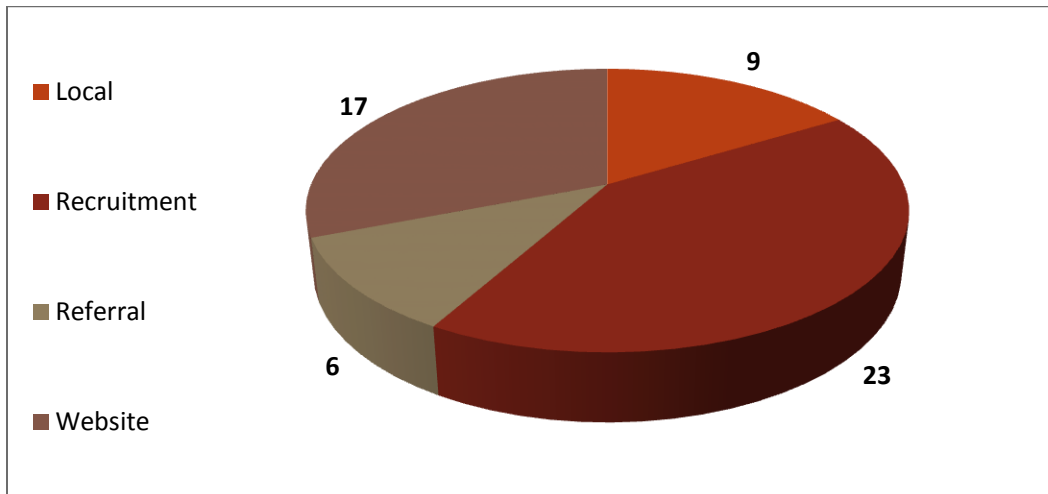
## Greater Gallup EDC identifies 55 Business Contacts!

*Business Contacts generate 26 recruitment leads.*



## Business Contacts by Mean of Identification

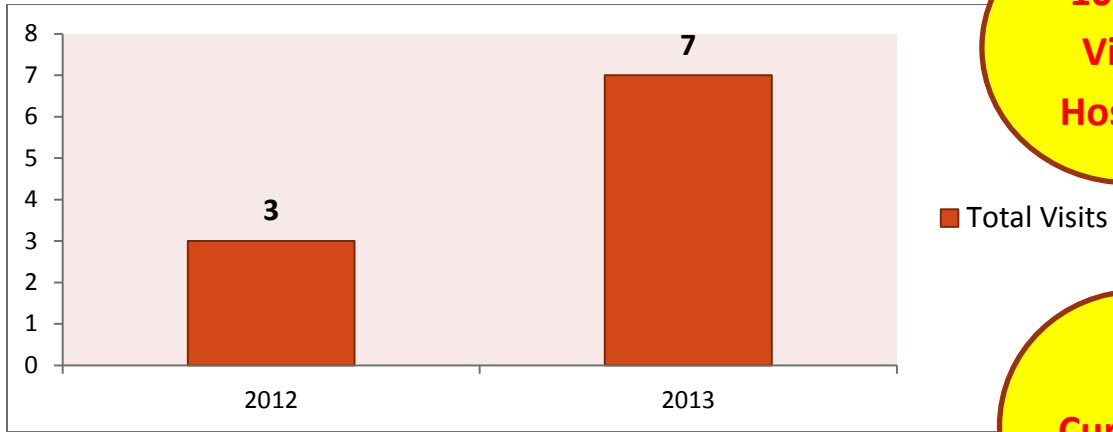
*41% of business contacts generated through recruitment!*



Business Contacts: 2012 - 2014

## Greater Gallup EDC conducts 10 Business Prospect Site Visits!

*Opportunities abound for Gallup-McKinley County.*



**10 Site Visits Hosted!**

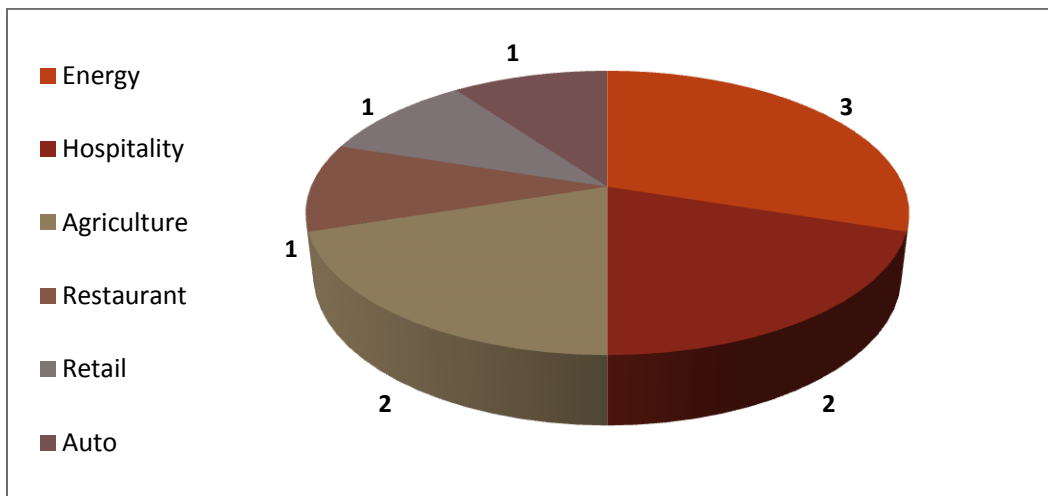
**4 Currently Active!**

Business Prospect Site Visits: March 2012 – February 2014

	2013 Q1 Jan - Mar	2013 Q2 Apr - Jun	2013 Q3 Jul - Sep	2013 Q4 Oct - Nov	2014 Q1 Jan - Mar
Project Dining	●	→			
Project Lodging		●	→		
Project Transport		●	→		
Project Auto			●	→	

## Business Prospect Site Visits by Industry

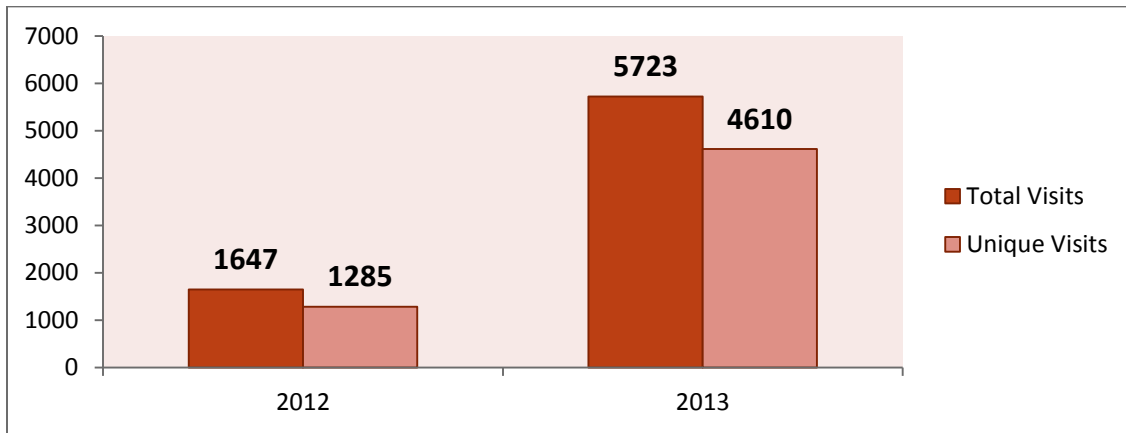
*Energy, Agriculture, and Hospitality comprised 70% of all site visits.*



August 2012 – March 2014

### Over 7,300 Visitors to GGEDC Website!

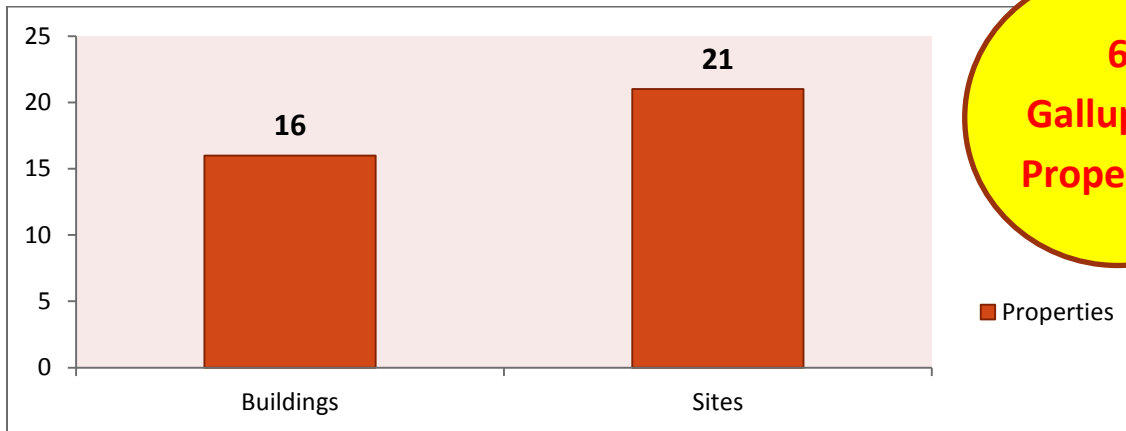
GGEDC website ([www.GallupEDC.com](http://www.GallupEDC.com)) was launched in September 2012.



GGEDC Website – Total Users by Year

### The Most Comprehensive Commercial Database for Real Estate in Gallup!

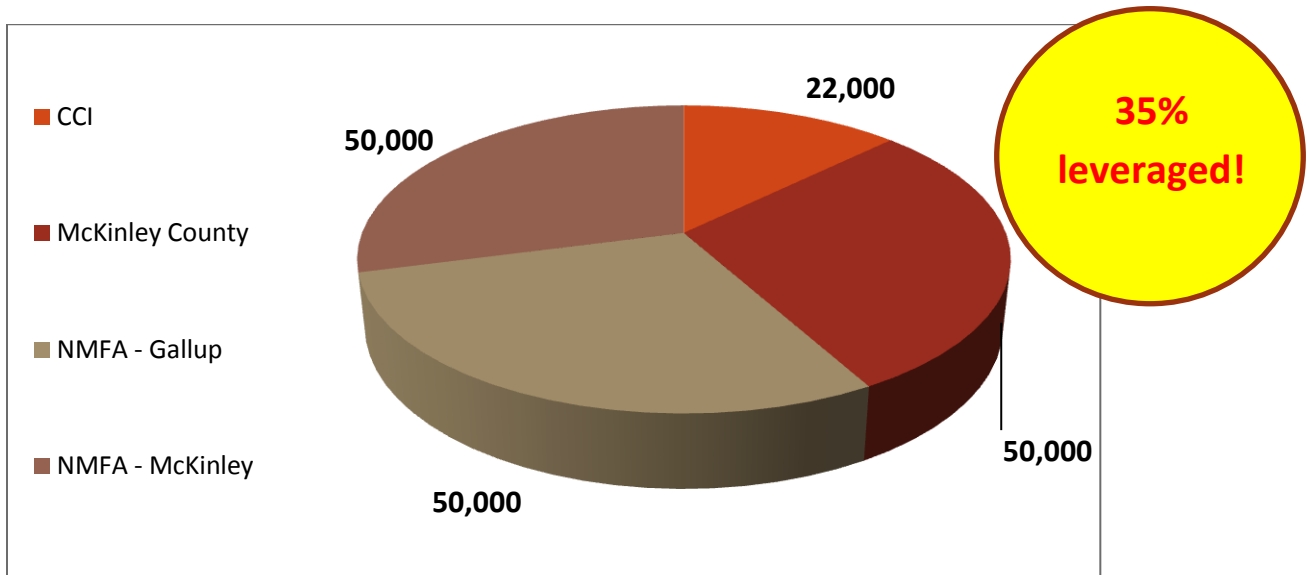
#1 website on Google for Economic Development in Gallup



GGEDC Website Commercial Database – as of March 1, 2014

## Resource Development generates \$177,000!

35% matched in grant and other funding.



Resource Development: 2012 - 2014

## Partnership Network

Strategic partnerships to achieve results!

 <p><b>RECRUITMENT</b></p> <ul style="list-style-type: none"> <li>• NM Partnership</li> <li>• NM Econ. Dev. Dept</li> <li>• Gallup Land Partners</li> <li>• BNSF</li> </ul>	 <p><b>WORKFORCE</b></p> <ul style="list-style-type: none"> <li>• UNM - Gallup</li> <li>• AGC - NM</li> <li>• Navajo Tech Uni.</li> </ul>	 <p><b>TRANSPORTATION</b></p> <ul style="list-style-type: none"> <li>• BNSF</li> <li>• NM State Trans Comm.</li> <li>• NM Dept. of Trans</li> </ul>	 <p><b>BROADBAND</b></p> <ul style="list-style-type: none"> <li>• City of Gallup</li> <li>• McKinley County</li> <li>• UNM - Albuquerque</li> <li>• NWNMCOG</li> </ul>
--	--	---	---

## Recruitment Missions for Greater Gallup EDC

1. Calgary, Alberta, Canada
2. Memphis, Tennessee
3. Albuquerque, New Mexico
4. Hobbs, New Mexico
5. Phoenix, Arizona



## BNSF 'Gallup Rural Outpost' Fact-Finding Missions:

1. BNSF Logistics Park Chicago  
*Joliet, Illinois*
2. BNSF Network Operations Center  
*Ft. Worth, Texas*
3. Union Pacific Santa Theresa Intermodal Ramp  
*Santa Theresa, New Mexico*



## States Requesting Information from Greater Gallup EDC

1. Arizona
2. California
3. Washington, DC
4. New Mexico
5. Texas

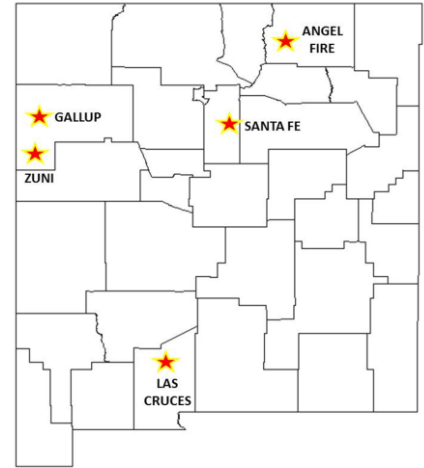




## NM State Transportation Commission

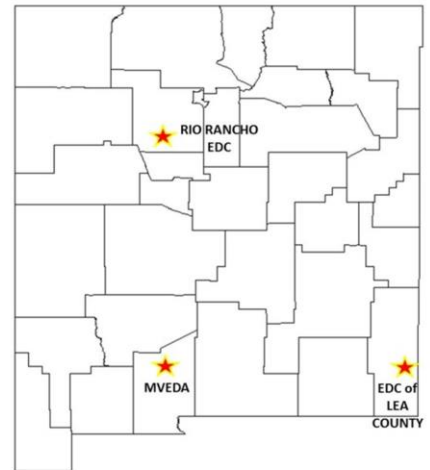
### US Hwy 491

1. Gallup, NM – May 16, 2013
2. Angel Fire, NM – July 18, 2013
3. Zuni, NM – September 19, 2013
4. Las Cruces, NM – December 5, 2013
5. Santa Fe, NM – January 23, 2014



## Economic Development Peer Visits

1. Rio Rancho Economic Development Corporation  
*Rio Rancho, NM*
2. Mesilla Valley Economic Development Corporation  
*Las Cruces, NM*
3. Economic Development Corporation of Lea County  
*Hobbs, NM*



## Professional Development Associations

