

DEMING LUNA COUNTY ECONOMIC DEVELOPMENT, INC.

STRATEGIC PLAN: JULY 2019-JUNE 2020

BOARD OF DIRECTORS

1. Justin Alonzo—State Farm, President (2021)
2. Jamie Walsh—St. Clair Winery, Vice President (2019)
3. Kenneth Leupold—WNMU-Deming, Secretary (2019)
4. Mary Lou Cameron—Individual, Treasurer (2020)
5. Mayor Benny Jasso—City of Deming
 - a. Joe Milo—City of Deming
6. Arsenio Romero—Deming Public Schools
 - a. Jessica Etcheverry—Deming Public Schools Alternate
7. David McSherry—County of Luna
 - a. Barbara Reedy—County of Luna Alternate
8. Bruce Ashburn—PNM (2021)
9. Laurie Findley—New Mexico Pest Control (2021)
10. Steven Westenhofer—Community Member (2020)
11. Derrick Perkins—Capitol Power (2020)

Staff:

Cassie Arias, Executive Director



THE PURPOSE OF THIS CORPORATION IS TO SIMULATE ECONOMIC DEVELOPMENT IN DEMING AND LUNA COUNTY THROUGH A PROGRAM OF ORGANIZATION, PROMOTION, DESIGN AND ECONOMIC REVITALIZATION, AND TO RECEIVE, DISTRIBUTE AND ADMINISTER FUNDS IN CONNECTION WITH ACTIVITIES RELATED TO THE ABOVE PURPOSES TO BENEFIT THE ECONOMIC AND SOCIAL WELFARE OF THE RESIDENTS OF LUNA COUNTY. THE PROGRAM AREA SHALL INCLUDE, BUT IS NOT NECESSARILY LIMITED TO THE GEOGRAPHIC AREA OF LUNA COUNTY.

Our Mission is to build and maintain a flourishing community by growing from within. Creating opportunities for our diverse population is our priority.



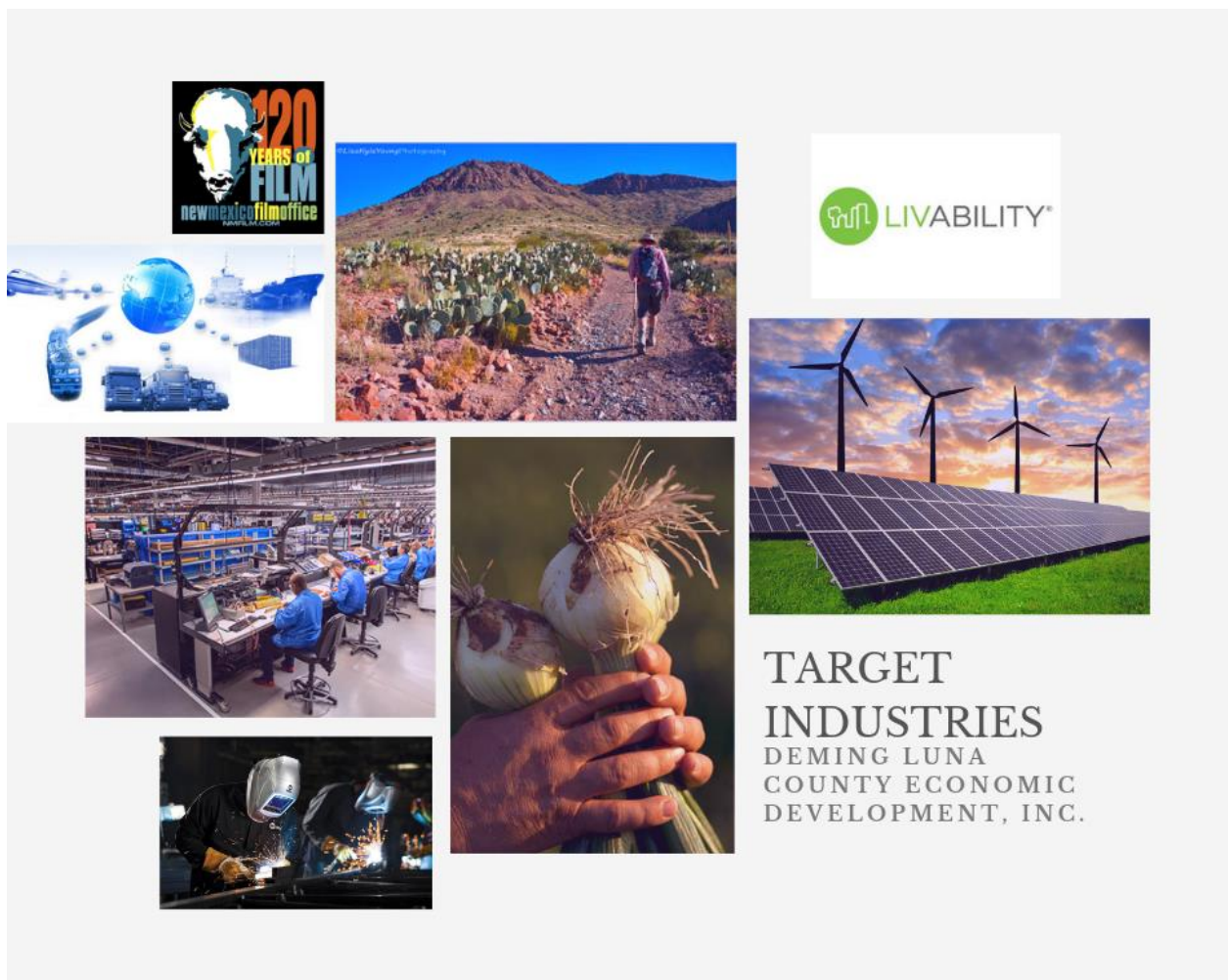
OUR VISION IS: ACHIEVING ECONOMIC VITALITY BY ALL MEMBERS OF DEMING, LUNA COUNTY PARTICIPATING AND COLLABORATING AS ONE COMMUNITY.

PART I: TARGET INDUSTRIES

IN ORDER TO GROW OUR ECONOMY, DLCED WILL FOCUS ON TARGET INDUSTRIES THAT FIT OR EXPAND UPON EXISTING INDUSTRY.

- Agriculture, [Hemp/CBD Industry]
- Manufacturing & Food Processing
- Outdoor Recreation
- Renewable Energy
- Welding, Construction, & Trades
- Retirement as an Industry
- Foreign Trade & Warehousing
- Film & Emerging Media

Tradeshows, conferences, etc. will be targeted toward these specific target industries in efforts to diversify our local economy and build a more sustainable community.



**TARGET
INDUSTRIES**
DEMING LUNA
COUNTY ECONOMIC
DEVELOPMENT, INC.

PART II: PRIORITY AREAS

PRIORITY AREAS FOR DLCED ARE DEFINED BY ACKNOWLEDGING THE KEY ELEMENTS OF ECONOMIC DEVELOPMENT:

- Business Retention & Expansion
- Marketing & Attraction
- Entrepreneur & Small Business
- Technology Commercialization
- Real Estate Development
- Finance
- Workforce Development
- Strategic Planning
- Community Resiliency
- International Opportunities

Priority areas will be focused on the key elements through committees, programs, and events.

1. Standing
 - a. Core Committees
 - i. Organizational— This committee focuses on the overall structure of the organization. The committee meets bi-annually to assess Bylaws, Strategic Plan & Annual Board Retreat, and any other organizational items that may need to be addressed. This committee makes recommendations to the Board and gives updates on progress. This committee is also tasked with ensuring programs and initiatives align with the Mission statement of DLCED.
 - ii. Fundraising & Membership— This committee focuses on ensuring the organization has a recurring revenue stream. Fundraisers, opportunities, and membership recruitment are the primary areas of focus for this committee. This committee meets quarterly and are active planners for the Annual Golf Tournament and Membership Drive, in addition to any other revenue opportunities. This committee also meets to ensure meetings of the membership are effective and assists in planning them along with working with the BRE&A Committee to ensure members needs are being met.
 - iii. Financial— This committee has two primary focuses: Annual Financial Review and Annual Budget Proposal. The annual financial review is an internal process to ensure that all receipts and bank statements align and all expenses are accounted for. The Annual Budget Review is a meeting to outline budgetary expenses and plan for program spending. This committee consists of members of the executive board. This committee also works on partnerships with City and County.
2. Community Economic Development
 - a. Working Committees
 - i. Workforce Development— This committee focuses on workforce development initiatives. The primary focus is giving the community jobs, or the tools to become employable.
 - ii. Business Retention, Expansion, & Attraction— This committee focuses on the existing businesses in Deming, Luna County. The status and needs of local businesses are determined by this committee through partnerships and collaborations with other organizations, surveys, etc. This committee also makes recommendations to the Board on tradeshows/conferences to be attended by the organization to actively recruit new industry to Deming, Luna County.
 - iii. Livability— This committee focuses on ensuring that Deming, Luna County is a community in which individuals of ages want to live in. This committee focuses on: housing, existing and potential community designations, aesthetics of community, and quality of life amenities in Deming, Luna County.
 - iv. Luna County Community & Economic Development—

PART III: GOALS & TIMELINES

WORKING COMMITTEES

Committee	Goal	Strategy	Timeline	Projects/Events
Workforce Development	1. Meet quarterly.	A. Set up meetings and send calendar invites for year	Ongoing	<ul style="list-style-type: none"> • Hump Day Academy • Job Fair • Health Career Academy • Camp Innoventure • Welding Training
	2. Come up with Program to fill gap needed.	A. Identify & prioritize 6 gaps in target industries. B. Come up with at least one program beginning with top priority gap.	December 2019: gaps identified and prioritized—New program designed. July 2020: new program implemented.	
Business Retention, Expansion, & Attraction	1. Meet quarterly.	A. Set up meetings and send calendar invites for year	Ongoing	<ul style="list-style-type: none"> • Business Expo/ Resource Day • Hiring Fair • Local business visits
	2. Property Inventory.	A. Identify vacant commercial properties and develop material to market them. B. Have at least 5 listed on website by December 2019.	December 2019	
	3. Talk with businesses.	A. Prioritize businesses by leading employers. B. Speak with 7 new/large employers by December 2019.	December 2019	
Livability	1. Meet on a quarterly basis.	A. Set up meetings and send calendar invites for year	Ongoing	<ul style="list-style-type: none"> • AARC Annual Conference • AARP Annual Conference • Activity Guide
	2. Increase committee by 5 people.	A. Identify Realtors, Builders, stakeholders.	Ongoing	
	3. Better promotion and marketing to both local community and outside communities about 55+ assets.	A. Identify target markets. B. Identify quality information to send to target markets. C. Create material & design budget to promote. D. Coordinate with City/County on marketing w/consistent message. E. Review Codes	July 2020	

STANDING COMMITTEES

Committee	Responsibilities	Timeline	Projects/Events
Organizational	1. Review Bylaws every 2 years or as needed.	July 2021	<ul style="list-style-type: none"> • Board Retreat
	2. Coordinate Strategic Plan Update & Annual Board Retreat	Annually/Separately in August	
	3. Ensure that programs/initiatives align with Mission.	Ongoing	
	4. Ensure any other organizational items are taken care of such as: filing with the State, ethics/disclosure agreements, etc. are in place and suggest or recommend items as needed.	Ongoing	
Fundraising & Membership	1. Coordinate/Attend fundraisers	Annually in May & October	<ul style="list-style-type: none"> • Give Grandly! • Annual Golf Tournament • Membership Meetings
	2. Actively recruit new members	Ongoing	
	3. Work with BRE committee to ensure current members are satisfied	Ongoing	
	4. Meet to plan effective membership meetings		
Financial [Executive Board]	1. Coordinating/Conducting Annual Financial Review	Annually in June	
	2. Annual Budget Proposal	Annually in July	
	3. Oversight of Revitalization Partnership with City	Ongoing	

BOARD OF DIRECTORS ANNUAL GOALS

Goal	Strategy	Timeline
1. Make an impact on the community we serve.	a. Attract 2 new businesses to Deming b. Have at least 1 aesthetic/ quality of life upgrade project in the community.	a. Ongoing b. Ongoing
2. Create sustainable revenue source for organization.	a. Work to collaborate with the City of Deming on West Side Revitalization Project as opportunity for recurring revenue. b. Explore 2 investment opportunities. c. Re-visit revolving loan fund opportunity.	a. Third & Fourth Quarter of 2019 b. First quarter of 2020
3. Become better known in the community.	a. Have Economic Update/Ad posted in the paper bi-annually. b. Post to social media a minimum of 3 times a week. c. Participate in at least 2 events such as National Night Out/Keep Luna County beautiful	a. End of January and Mid-end of May 2020 b. Ongoing c. Pick 2 specific Annual Community events
4. Increase participation in general meetings.	a. In addition to 11 board members, have 25 members in attendance. b. "Bring a Buddy" to meetings c. Develop and practice a follow up system	a. Quarterly b. Follow up system developed by December 2019 c. Follow up system implemented January 2020
5. Keep revenue in County/Country.	a. Explore foreign trade opportunities. b. Consider Economic Future Forum through IEDC. c. Coordinate with border partners.	a. Foreign Direct Investment & Exporting online class July 2019 Online b. Calgary, Alberta, Canada June 21-23, 2020; Spokane Washington, US June 2021
6. Put Deming on the map with major and mid-size corporations and new home developers.	a. Attend at least one tradeshow in 2020. b. Attend Southwest Familiarization Tour in 2020 for 3rd year. c. Actively engage realtors in Deming by meeting with group at least once a year.	a. TBD b. March 2020 c. Coordinate with Realtor Association

INDIVIDUAL BOARD MEMBER GOALS

Board Member	Term Goals
Justin Alonzo, President	<ul style="list-style-type: none"> • Participation in events • Help where needed
Jamie Walsh, Vice President	<ul style="list-style-type: none"> • More involved with Board & help where needed • Personal growth and experience
Kenneth Leupold, Secretary	<ul style="list-style-type: none"> • Get to know businesses in town better • Learn how to better serve businesses
Mary Lou Cameron, Treasurer	<ul style="list-style-type: none"> • •
Mayor Benny Jasso, City of Deming	<ul style="list-style-type: none"> • •
Joe Milo, City of Deming	<ul style="list-style-type: none"> • •
Arsenio Romero, DPS	<ul style="list-style-type: none"> • Establishing a really strong introductory level of training for our young men and women entering the workforce. • Actively engaging business owners to make sure they have access to the support and experience ED can make available to them.
Jessica Etcheverry, DPS	<ul style="list-style-type: none"> • •
David McSherry, County of Luna	<ul style="list-style-type: none"> • •
Barbara Reedy, County of Luna	<ul style="list-style-type: none"> • Attend all ED Meetings • Meet with AARP Rep in Santa Fe and get clarity on application process for a livable community.
Bruce Ashburn	<ul style="list-style-type: none"> • Establish an income stream for the organization. • Increase membership.
Laurie Findley	<ul style="list-style-type: none"> • •
Steve Westenhofer	<ul style="list-style-type: none"> • Get better connected to efforts taking place • Have more of an impact on direction of ED
Derrick Perkins	<ul style="list-style-type: none"> • Attend at least 10/12 Board Meetings • Bring more to the table from myself on helping to improve and evolve Deming, Luna County.

BROADHEAD RESOURCES RECOMMENDATIONS

1. Enhancing Public Image
 - a. Meet & Greets [i.e., coffee with economic development Board members quarterly]
 - b. Engaging new people to be interested and invested in economic development
 - c. FB videos of “success/challenge” stories from ED Board members
2. Tool Kits –Accessible online
 - a. Tool kits for entrepreneurs
 - b. Tool kits for relocating businesses
 - c. Tool kits for expanding local businesses
3. Committee Follow Up/ Check in after Board Retreat in November/December of same year.