

February 2024

I. HOUSING RECRUITMENT

A. Hayden – Housing update: 60 active listings with a price range between \$100k – 1.6mil. Average price \$362,982. Median price \$289,500. Pending 70. Price range \$69,900 – \$649,000. First quarter sold 2023: 105 and first quarter sold 2024: 47

B. Hayden- Housing Data –December 2023

Residential City Total Sold in December- \$18,786,650

Residential City Total Sold Year End - \$245,477,976

C. Hayden - Apartment updates from the major suppliers in the market:

- a. Pecos Vista, 98%, preleased at 100%
- b. Cavern City Apts – 98%, preleased at 100%
- c. Arrowstone – 98%
- d. Copperstone – 97%
- e. Villages at Carlsbad – 97%
- f. Avalon Apartments - 98%
- g. Dunagan Associates Property Management- 3 units listed as available.

D. Hayden – Hotel, RV Park, Man Camp updates from major market suppliers:

- a. Hotels occupancy ranges between 30% to 80%.
- b. RV Parks occupancy ranges between 40% to 70%.
- c. Man Camps range between 66% to 85%.

E. Jeff – Hayden and I attended the February 13th City Council meeting to show support for NM3TS (CDOD Members Wayne Ballard and David Guerrero). The project was approved.

II. WORKFORCE RECRUITMENT

A. Hayden- Still trying to work on employer’s survey for the workforce report, and have posted it on social medias and emailed to all members. **Please fill it out if you haven’t already!**

B. Hayden – Unemployment – Workforce Solutions has not released January data yet.

- i. December 2023 Employment News Release. Released 12/22/23. The state unemployment rate is 2.4%, up from 2.1% the previous year.
- ii. Our region this month:
 - a. Chaves 3.6%

- b. Eddy 2.4%
 - c. Lea 3.2%
 - iii. Compared to December 2022 - Chaves 3.1%, Eddy 2.1%,
Lea 2.8%
 - C. **Hayden** – The Carlsbad Job Fair was 2/27. Stats to be presented at next board meeting.
 - D. Prep work entailed:
 - a. Location securing
 - b. Flyer revamp
 - c. Social media postings and set up boosting to attract more attendees
 - d. Emailed all members about fair
 - e. Recruited sponsors for social media boosting and refreshments
 - f. Ordered refreshments
 - g. Facilitated the layout of event
 - h. Created sponsor video and lists of businesses and people signed up
 - E. **Hayden-** Assisting Good Will to find staffing for their new location in Carlsbad
 - F. **Hayden-** Assisting U-Haul to find staffing for their new location in Carlsbad

III. OIL, GAS & ALTERNATIVE ENERGY

IV. MANUFACTURING

V. NUCLEAR

VI. RETAIL/RESTAURANTS/ENTERTAINMENT/HOSPITALITY

A. Jeff – CDOD President Ericka Laney, Hayden Barrera and I attended the ICSC Red River show January 31st thru February 2nd in Dallas.

B. Jeff – At the show, I met with the following sample of companies and received information on what they are looking for in a new market:

- 1. Chicken Salad Chick**
- 2. Mr. Gatti's Pizza**
- 3. Launch Family Entertainment**
- 4. Jersey Mike's Subs**
- 5. QuikTrip**

C. Jeff – We also met with a representative from the Pegasus Group, the developers working on the large outdoor mall on National Parks Highway. They had delays due to costs increasing related to rising interest rates and materials last year. They are still very much looking to do the project. We have set up a meeting with the City to discuss possible ways to assist in the costs.

D. Jeff – As is customary at the Red River show, I also spoke to several developers who are always looking for opportunities to get projects into growing markets. We will have follow up conversations as time goes on to see if anything will work.

E. Jeff – Goodwill executives came down to visit with Mayor Lopez, CDOD President Ericka Laney, CDOD Vice President Beverly Allen, Hayden Barrera, and me regarding the new store here in Carlsbad. They explained how they are not just a retail store, but also offer several programs that will help our community like veterans assistance with housing, their Good Jobs program that connects individuals with employers, and what they can accept for donations.

F. Jeff – The Goodwill grand opening and store opening has been moved to March 9th.

G. Jeff – In speaking with Dunkin Donuts representatives, their biggest cause for delay has been finding an affordable contractor. I provided them with the CDOD referred list of contractors but I do not know what their budget looks like, and as a general rule of thumb, we stay out of any type of contract discussions.

VII. ADMINISTRATION

A. Jeff – Met with two different entities looking at the Cascades for projects. They have both met with the Cascades ARC to go over their plans as well. Once the ARC approves them, the next step is a contract between CDOD and the entity for the land.

B. Jeff – We continue to have weekly staff meetings to better facilitate operations within the office, and strengthen each other's efforts with support where needed.

- C. Jeff** – I sit on the board of directors for the Carlsbad Chamber of Commerce as the chair for the Leadership Council. This past month we had Tourism and Economic Development Day. Presentations were given from Carlsbad Caverns (the class toured the King’s Palace area), CDOD, and Jeff Patterson from city planning.
- D. Jeff** – We continue to maintain the CDOD as a resource for all of our members and community partners. Please let me know if any of you need anything!
- E. Hayden-** Helped post exec director position to numerous hiring sites.
- F. Hayden-** Attended City Council on behalf of member NMT3S for upcoming housing project
- G. Hayden-** Attended meeting with Jeff, Ericka, Beverly, Mayor Lopez, and Good Will executive team
- H. Hayden-** Attended ICSC
-Met with multiple prospects who are moving into NM or close who are interested in Carlsbad.
- I. Hayden-** Still assisting in correspondence with a company to fix the Greene St digital sign
- J. Hayden-** Prep for Build Expo in April
- Booking hotel rooms, rental car etc.
 - Registering attendees
 - Working on getting all promo items and ordering appropriate literature
 - Hayden- Revamping and updating the housing brochure