

# CIBOLA COUNTY

## Target Industry Analysis

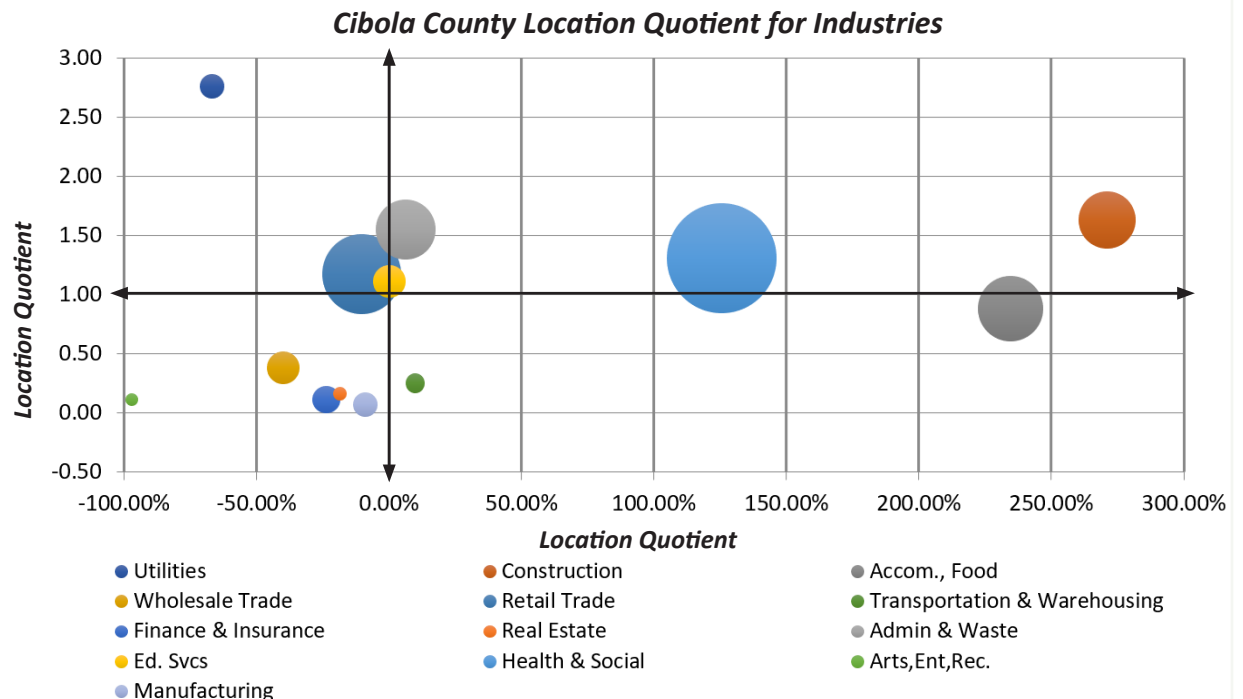


### What is a Target Industry Analysis (TIA)?

Target industry analysis is an analytical methodology used to identify business clusters that best fit and would likely benefit from a community's assets. If the business clusters succeed, the resulting economic activity provides stimulus to the community. Effective target industry analysis forms the foundation of a successful business attraction program. It provides a focused approach to conducting outreach and external marketing activities, thus appealing more directly to corporate decision-makers in the identified target industries.

### What is a TIA used for and how will it benefit the County?

This study is primarily aimed at identifying strategic recommendations that support economic diversification, job creation, capital investment, workforce development and re-employment opportunities that will counteract the declining demand for coal from the Northwest New Mexico region.



## Targeted Industries

The Target Industries based on analysis of the Cibola County economy, the Albuquerque MSA, and business locates in the U.S. Four Corners Region is as follows:

- 31-33 – Manufacturing
- 42 – Wholesale Trade
- 48-49 – Transportation & Warehousing
- 51 – Information
- 54 – Professional, Scientific and Technical Services
- 71 – Arts, Entertainment, & Recreation
- 72 – Accommodations & Food Service



**Manufacturing** showed the greatest activity in the region. The diversity of projects within the Manufacturing industry presents an opportunity for Cibola County to establish a foothold and create a niche capacity. Manufacturing in support of Wholesale Trade, Transportation & Warehousing, Information, and Recreation would provide synergistic momentum for business recruitment.



**Wholesale Trade and Transportation & Warehousing** are recognition of e-commerce and the growth of distribution and fulfillment centers. Within New Mexico, the majority of distribution and fulfillment centers are located in the Albuquerque MSA in close proximity to Cibola County.



**Information** is synonymous with the Internet and flow and managing of data. Within New Mexico, the largest Information project is located in Valencia County, which borders Cibola County.



**Professional, Scientific and Technical Services** supports a regional aviation cluster focused on space and defense. The presence of Los Alamos and Sandia National Labs, the U.S. Air Force Research Lab, Spaceport America, and White Sands Missile Range are New Mexico assets with a focus on space and defense.



**Arts, Entertainment, and Recreation** will leverage the bountiful assets located in Cibola County. Local assets such as the Cibola National Forest, El Malpais National Monument, and Zuni Mountain Trails can be leveraged.



**Accommodations and Food Services** will focus on Interstate I-40. Increasing market share of the Interstate 40 traffic passing through Cibola County and the State of New Mexico will generate opportunities for economic growth. Daily traffic counts on Interstate 40 are expected to see continuous year over year growth.

