

Kick-off Presentation

March 14, 2026

Columbus, New Mexico

**Border Economic
Development
Strategic
Assessment of
Hidalgo and Luna
Counties**

NEW MEXICO

BORDER AUTHORITY



WILSON
& COMPANY

Project Development Team

New Mexico State University (NMSU) / Wilson & Company, Inc., Engineers & Architects



NMSU Team

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Wilson & Company Team

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Strategic Partners in Mexico

Consejo de Desarrollo Regional
(CODER) Noroeste

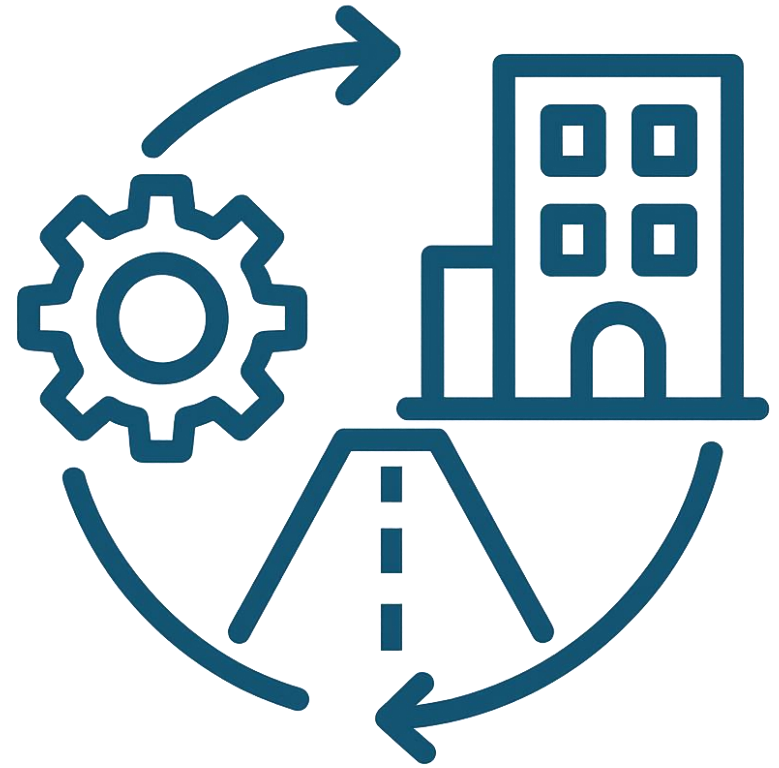


Universidad Tecnológica de Paquimé



Project Purpose

Develop a coordinated infrastructure and border economic development strategy for Luna and Hidalgo counties, integrating comprehensive binational stakeholder engagement.

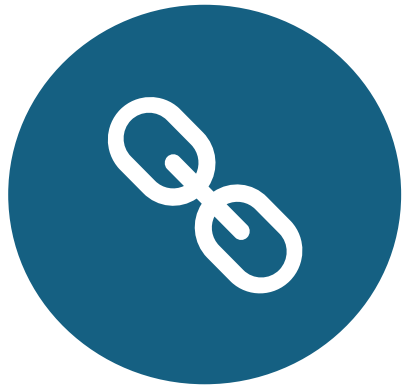


Project Objectives



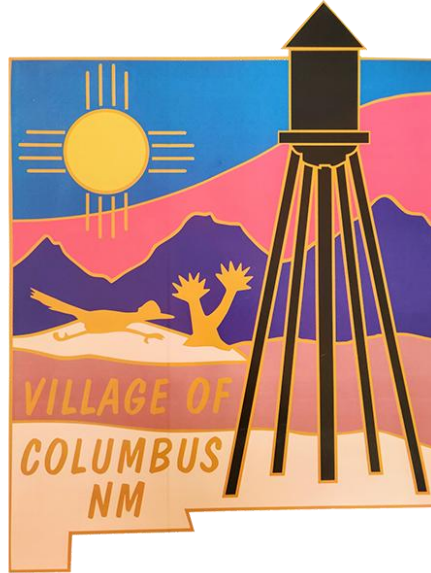
Create tools to support industry recruitment, economic development, tourism initiatives, and funding requests

Develop a prioritized list of infrastructure needs to grow the regional economy



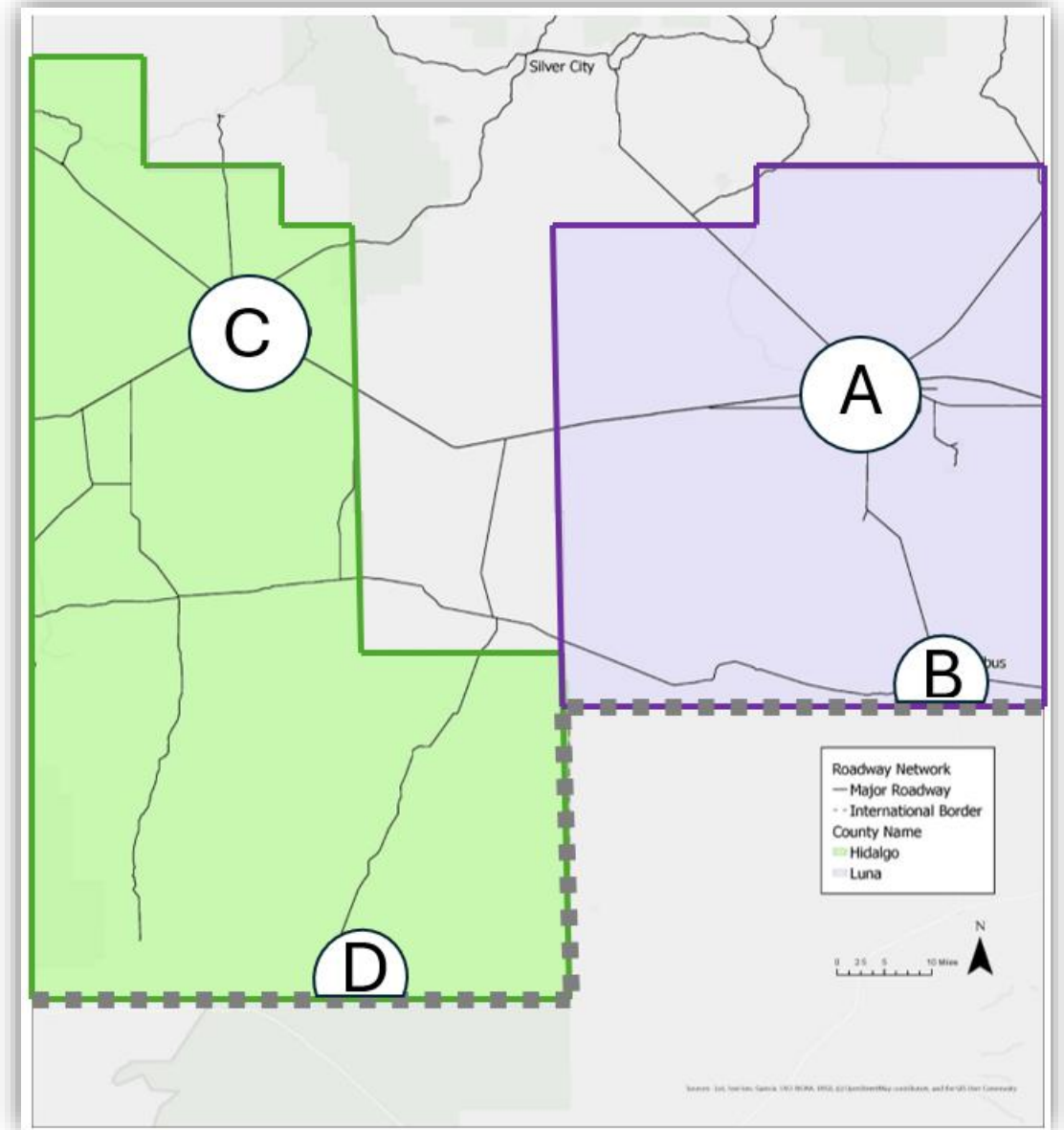
Generate an inventory of resources and opportunities for better connectivity across NM border communities and between NM-Mexico communities

Project's Study Area



Project's Study Area

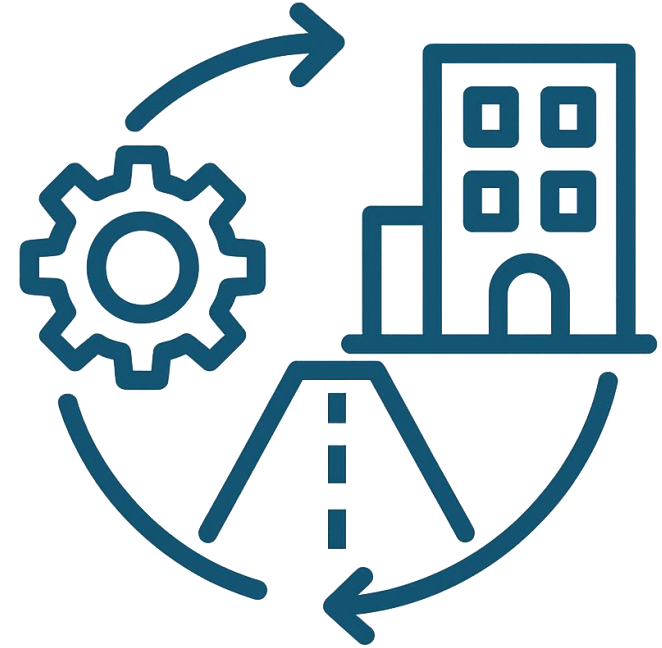
- A. Deming metropolitan area and growth corridors (Luna County)
- B. Columbus border crossing and trade corridor (Luna County)
- C. Lordsburg transportation hub (Hidalgo County)
- D. Antelope Wells (Hidalgo County)
- E. Key rural communities and service areas



Project Scope

Regional Context and Planning Framework

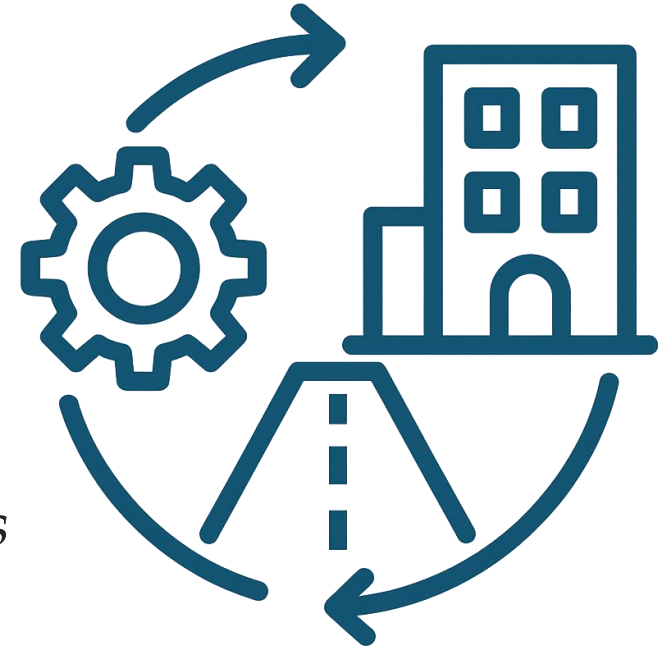
- *Background and purpose of the regional planning effort*
- *Regional vision, mission, and strategic goals*
- *Regional overview and economic context*
- *Summary of existing plans and studies*
- *Community understanding and stakeholder input*
- *Strategic assessment of regional conditions*



Project Scope

Infrastructure, Land Use, and Site Readiness

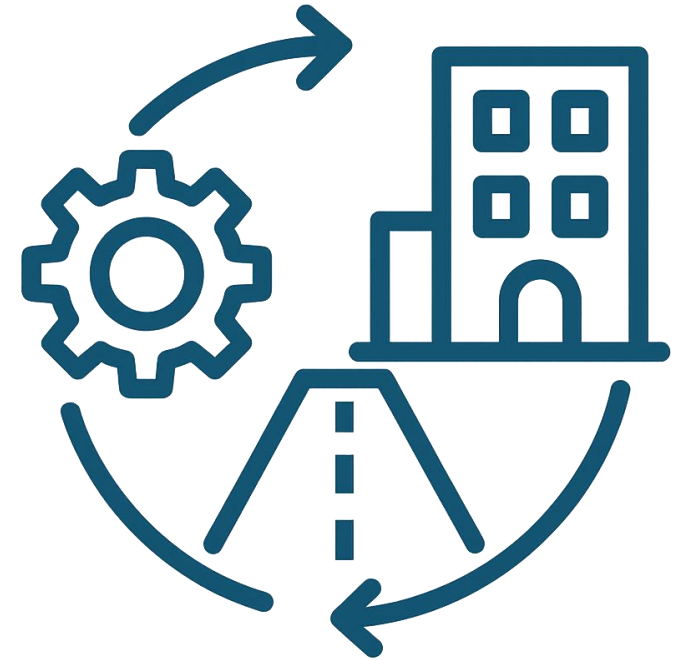
- *Land uses, zoning classifications, and property ownership*
- *Inventory of developable lands and site suitability*
- *Environmental scan and flood zone considerations*
- *Border crossing information and corridor review (border to interstate)*
- *Transportation asset assessment and logistical infrastructure gaps*
- *Water, wastewater, drainage, and dry utility assessments*
- *Cost projections for infrastructure improvements*
- *Land use recommendations and implementation timelines (short-, medium-, long-term)*



Project Scope

Economic Opportunities and Strategic Recommendations

- *Economic opportunity analysis and target industries*
- *Assessment of industry and investment opportunities*
- *Economic and tax revenue impact analysis*
- *Regional SWOT analysis and existing challenges*
- *Tourism trends, visitor spending, and accessibility analysis*
- *Market potential and development opportunities*
- *Comparative benchmarking with peer communities*
- *Strategic recommendations and summary conclusions*



Core Project Tasks



Project Management &
Coordination



Baseline Data & Analysis



Community and Binational
Stakeholder Engagement



Transportation System
Analysis



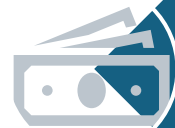
Water, Utilities, &
Wastewater



Drainage & Stormwater



Economic Analysis



Tourism Study



Future Land Use Planning



Documentation & QA/QC

Project Process & Schedule

	2026												2027					
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Project Management & Coordination																		
QA/QC																		
Baseline Data Development/Analysis																		
Community Engagement & Stakeholder Coordination																		
Transportation System Analysis																		
Water & Wastewater Infrastructure Planning																		
Drainage & Stormwater Management																		
Utilities Coordination & Planning																		
Economic Analysis & Comprehensive Tourism Study																		
Funding & Implementation Strategy																		
Future Land Use Planning																		
Document Management & Production																		

- Task Order #1 Work Efforts
- Task Order #2 Work Efforts
- Task Order #3 Work Efforts
- Future Phases

Near Term Priorities – FY 26



Project Management & Engagement

- Develop approach
- Conduct initial outreach



Assemble and Analyze Baseline Data

- Existing assets
- Land use and ownership
- Environmental constraints



Economic Analysis & Tourism Study

- Fiscal context and trends
- Opportunities and strategies



Future Land Use Planning

- Approved/planned developments
- Recommended strategies





Community and Binational Stakeholder Engagement

The list of stakeholders to be engaged for input in the project's consultation process includes, but is not limited to, the following:

- Hidalgo County and City of Lordsburg
 - Luna County, City of Deming, and Village of Columbus
 - Fort Sill Apache Nation
 - SWNM Council of Governments
 - Chambers of Commerce in the two-county area
 - New Mexico Economic Development Department
 - New Mexico Border Authority (Client)
 - Regional educational institutions
 - Key community and business groups
 - . . .
- Chihuahua Municipios of Ascensión, Janos, Casas Grandes, Nuevo Casas Grandes
 - Consejo de Desarrollo Económico Regional (CODER) Noroeste
 - Agencia Nacional de Aduanas de México (ANAM)
 - Secretaría de Innovación y Desarrollo Económico, Estado de Chihuahua
 - Universidad Tecnológica de Paquímé
 - . . .

