

## “SOLE SOURCE” PROCUREMENT JUSTIFICATION

Sole source purchases are goods and services available from only one vendor. There may be just one vendor because of patents or copyrights or simply because the vendor is the only one which supplies the good or service. Using Department must provide a written explanation as to why only this particular product/service is acceptable and why no other will be suitable or acceptable to meet the need. A quote must accompany this form.

**Department name:** Community Development Department

1. **Name of product or service:** Economic-based, Business Attraction, Retention & Expansion, Economic Development Program
2. **Name of product manufacturer:** Mesilla Valley Economic Development Alliance (MVEDA)
3. **Name of “sole” product supplier or service provider:** Mesilla Valley Economic Development Alliance (MVEDA)
4. **Describe in general terms the product/service you are requesting and the intended application.**

For the purposes of enhancing the economic vitality of Doña Ana County, and in accordance with the Economic Objectives of the Doña Ana County Comprehensive Plan for attracting more money and investment into the local economy, we require a seasoned vendor who has local knowledge along with local, regional, and state economic development partnerships to implement an economic-based, job creation strategy to attract, retain and expand businesses, and provide support to the Regional Infrastructure Accelerator project.

5. **Describe the unique features/capabilities/characteristics that distinguish it from other products/services.**

MVEDA is the only economic development organization in Doña Ana County that provides a regional approach to economic based, job creation efforts, with the mission of attracting new dollars into the local economy. In addition, the NM Economic Development Department works through MVEDA as a unique central point of contact providing site selection services and assistance to industries considering relocating and expanding into the area. Furthermore, they are the only entity entrusted by the New Mexico Economic Development Partnership, the Borderplex Alliance, and the Border Industrial Association to manage client recruitment leads and projects brought into Doña Ana County. Based on MVEDA's local knowledge and their economic development partnership contacts, they are the only vendor capable of providing Doña Ana County with a turnkey economic based service. In addition, because MVEDA brings matching

private sector funding support to the program for the sole benefit of Doña Ana County, the ability to leverage dollars are in the best interest of the taxpayer.

- 6. How did you determine there was only one source for the product or service? Provide information on the research that was performed to locate suppliers for this product(s) or service(s). (Please furnish names, addresses and other documentation).**

Through the creation of the Doña Ana County Comprehensive Plan and the Border Area Economic Development Strategy (BAEDS), both developed through 3rd Party Consultants, and the Regional Leadership Committee, MVEDA was identified as a unique and critical partner in attracting new investment into the local economy. The BAEDS plan specifically referred to "MVEDA works "on the ground" to pursue and develop leads for new business." (P21 BAEDS). No other entity was called out in this plan as conducting this activity.

Additionally, although local chambers work on business advocacy and educational needs, MVEDA is the only entity that has experience with and is actively engaged in economic based marketing and business attraction efforts. As also noted in the BAEDS plan, the Border Industrial Association (BIA) "works at the state level to support economic development policy initiatives."

- 7. What product supplier or service provider has your Department used until now to satisfy similar requirements?**

In the past, Doña Ana County Government has used MVEDA exclusively to provide economic based job creation, retention & expansion services.





Signature of Department Head

Date

(Attach Quote and Use Additional Sheets As Necessary)

\*\*This form is used by Purchasing Department to determine if a "Sole Source" procurement criterion is met. Completing this form does not guarantee approval of this type of procurement.



May 3, 2024

Denisse Carter  
Economic Development Administrator  
Doña Ana County  
845 N. Motel Blvd.  
Las Cruces, NM 88007

RE: \$300,000 DAC Contract FY2025

Dear Ms. Carter:

Thank you for taking the time to consider the Mesilla Valley Economic Development Alliance as a sole source contractor to Doña Ana County for FY 2025. The requested \$300,000 contract will be used for the implementation of a turn-key, economic based program which focuses on the (1) marketing and recruitment of economic based companies to the region, as well as (2) the retention and expansion of existing companies in the region. As you are aware, we have been servicing the Doña Ana County region exclusively in this area for over 20 years and as a result there is not another entity in Doña Ana County and in the Borderplex Region that has the depth of localized and institutional knowledge, spanning the multiple target industry target clusters from aerospace to value added agriculture to border related logistics and manufacturing, which we have obtained to perform this economic based attraction and retention effort. The definition of economic base is rooted in attracting new dollars into the local economy in order counteract the flow of dollars leaking out of our economy. As such, we feel our mission and experience is uniquely aligned with the "Economic Objectives" of Doña Ana County's Comprehensive Plan and the Border Area Economic Development Strategy (BAEDS) of (1) getting more money to circulate in the local economy, (2) bringing new money into the local economy, and (3) getting investment into the local economy.

Our uniqueness of service is further rooted in our program implementation and the partnerships we have already in place to further the objectives of the Comprehensive Plan. These include:

1. MVEDA is the only EDO or entity in Doña Ana County which focuses on and has experience in economic-based, job creation strategies to include business attraction and retention & expansion.

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mveda.com

MESILLA VALLEY ECONOMIC DEVELOPMENT ALLIANCE

2. MVEDA is the only economic development agency (EDO) in Doña Ana County entrusted by the New Mexico Partnership (the State of New Mexico's economic development marketing arm) to respond to lead generation and to manage project implementations on their behalf.
3. MVEDA, through a signed MOU, is the sole representative for lead generation and projects brought to Doña Ana County on behalf of the Borderplex Alliance.
4. MVEDA is the sole designated agent entrusted to manage leads and projects identified by the Border Industrial Association (BIA).
5. MVEDA is the only EDO with a historical successful track record of economic-based job creation in Doña Ana County.  
(Refer to MVEDA Contract History and Scope of Work with Doña Ana County Government)
6. Finally, and most recently, MVEDA has been entrusted by the Southern New Mexico Community Foundation and the El Paso Electric Economic Development Fund to provide project funding recommendations and follow-up for the NMBorderplex Closing Incentive which focuses specifically on investments into economic based projects and job creation.

In addition to the above unique features of our organization and service, MVEDA has regional partners and board members from the public sector, educational sector and private sector who come together to focus solely on economic based strategies and implementation, dedicating hundreds of volunteer hours and financial resources to this effort to attract more dollar flow into the region. Their investment leverages Doña Ana County Government's investment 4:1, with the entire investment to focus on Dona Ana County, not other regions of the State or Country. There is no other economic-based focus agency providing this leverage to Dona Ana County for the purposes of an economic development services contract. We believe this directly benefits the taxpayers in Doña Ana County.

We thank you for your consideration.



Davin Lopez  
President/CEO

**Thank you for your submission.**

**The procurement will be reviewed by one of our buyers.**

In the future, any amendment to a sole source contract that adds to or changes or impacts in any way any of the terms and conditions listed below (which are set forth in statute, see Section 13-1-126.1. NMSA 1978), the sole source must be reposted for a new, additional 30 day period.

- if the parties to the proposed contract change;
- if the nature and quantity of the service, construction or item of tangible personal property being contracted for, changes; and
- if the contract amount changes.

Print

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**Agency :** C0009 - DONA ANA COUNTY  
**Procurement Number :** 40-C0009-24-CP212  
**Next Step :** REVIEW  
**Uploaded Files :** Sole Source Determination:  
MVEDA\_Sole\_Source\_Request\_June\_6\_2024.pdf  
**Completed date :** Thursday, June 6, 2024 8:54 AM  
**Completed by :** Michael Perez

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