

EAGA Business Builder

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July 20, 2021

Today's speaker was David Campbell—Mesa del Sol



Mr. Campbell carries some impressive credentials, not the least of which are positions with the US State Department in Africa and in South America. Oh yeah, he is a lawyer too, but probably one of the better ones since he received his Law Degree from UNM. Currently Mr. Campbell is the C.E.O. of Mesa del Sol and in today's presentation he provided a lot of information about the plans for that new, and growing, area of the city.

Mesa del Sol is a property of about 15,000 acres, south of the Sunport; adjacent to the east side of Interstate 25. It is actually comprised of two parts. An approximately 3,000 acre privately owned area, and a 12,000 acre parcel owned by the New Mexico State Land Department. To emphasize just how large of an area is involved, Mr. Campbell superimposed a map of that property over a map of the already developed and familiar part of the city. Mesa del Sol covered a space from about Gibson on the south and Comanche on the north; Carlisle on the west and Juan Tabo on the east. It was annexed into the City of Albuquerque in 1993, and a Master Planner was hired in 2002. The projection is for the area to become its own super modern community. Sort of a "15 minute neighborhood" where residents would be able to walk or ride a bicycle for 15 minutes or less for food, education, recreation, or basically anything else they would need on a daily basis. It would be a Smart (which is another way to say "technologically advanced") community. Solar power; electric car charging stations; superior internet and general connectivity; smart camera systems and, of course, all the newly installed cables, routers and other facilities needed for autonomous vehicle operations. There would be a concentration on security and safety for residents and visitors. Limited, and somewhat controlled, opportunities for ingress and egress into the area only via three major roads and Rail Runner and standard city transportation connections. There will be smart cameras for monitoring pedestrian activity and for vehicle traffic analytics; and communication points for requesting assistance when needed. For the 'isolated community' program to work, there would need to be places to live, places to work, places to get groceries and/or prepared food, and places to play. Regarding housing: There will be apartments, condominiums and privately owned homes. There will be corporate housing, short-term rental facilities, generally affordable housing and some definitely not generally affordable housing. There are already about 300 residents in the area with another 400 projected by the end of 2022. When fully inhabited, nearly 100,000 residents can call Mesa del Sol home. Those residents will have an opportunity to work in the area too. Netflix already owns a 30 acre piece of property where they are spending about \$1Billion to build production facilities, movie industry back-lots, 190 sound stages, and all the other peripherals necessary for their operation. But that is only the first part of their plans. They have already committed to purchase another 300 acres where they will build everything necessary for what will end up being their largest North American production hub. That will employ about 1,000 workers within the next 10 years. Netflix also plans on providing education facilities to train people for the work that will be needed in the industry. That should create locally available career opportunities in fields like production, lighting, cosmetics, food services, and dozens of other major and supporting film industry jobs. There are additional businesses either pending, committed, or already in existence in Mesa del Sol, too. Kairos Power engineering center to support the development of its advanced reactor technology; KEVOTHERMAL facility for manufacturing thermal insulation panels; Fidelity Investments' contact center and office; facilities for Department of Homeland Security and US Drug Enforcement Agency; and University of New Mexico's Department of Film & Digital Arts Facilities. Mr. Campbell, and his team, are actively pursuing many other compatible business segments to locate in Mesa del Sol as well. Of particular interest are those companies involved in technologies such as aviation/avionics; green energy; biometrics; automotronics and optics or laser tech. Knowing that a person's work is mostly just a way to fund hobbies and fun activities, Mesa del Sol will also have plenty of space allocated to enjoying non-work time. The community will be "pedestrian friendly". There will be parks, both the common variety, as well as linear parks that will accommodate easily walking or biking from one place to another while frolicking in nature. There will even be a landscaped mile wide and five mile long buffer between Mesa del Sol and the Air Force Base. It will be an open area available for hiking, etc., but without buildings. United New Mexico soccer team has their practice facilities located in the growing community, and Bernalillo County will be building 30 soccer fields out there as well. In addition, there will be other businesses and facilities that promote health, exercise and general wellbeing. If you are interested in finding out more about Mesa del Sol, you can communicate with Mr. Campbell directly. His contact information: David S. Campbell, C.E.O Mesa del Sol LLC; 505-884-3503; dcampbell@mesadelsolnm.com. He is certainly well qualified to discuss the property's history, current status, and future plans. He can probably even discuss whether or not the newly installed cabling and technology will allow Mesa del Sol to be one of the first communities outside of The Netherlands to accommodate Google's projected driverless bicycle, first noted on April 1, 2016 [see video here](#) .

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Reciprocity:

None submitted for today. Information that you would like published in the bulletins can be submitted in person at the meeting, or via email to bmac@swcp.com. (Please note the email subject as "EAGA")

- ◆ If your internet life settings are appropriately adjusted, Google will send you photos and comments of segments of your past life from a year ago; 5 years ago; or whatever they have on file. Keeping in the tradition of reminding you (in this case 'you' being The Executive Association of Greater Albuquerque), here are a few tidbits from days gone by:

This week in your history:

1960—Jack Berg became the first President of EAGA

1989—The presentation was by Jack Conley—Coca Cola. There were 94 members in attendance and Jack gave every one an opportunity to go home with a bottle (yes a real bottle) of Coke. There were 8 written leads that day. Those included: Hastings Music, Dress To The Nines, Doc & Eddys (Moriarty) and Rudy's Honky Tonk were all new or relocating businesses [courtesy of Lionel Specter]; 12 Safeway stores throughout the state going up for sale; June Residential Real Estate Sales through MLS totaled 452 units— up 11%. Residential listings now total 3,784;

2000—The summer party that year was billed as the "EAGA Hootenanny Party" and was held at J.W. Eaves Movie Ranch. Gunfights, Bar-B-Q, and rowdiness everywhere.

◆ Badge Board Greeters

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|-----------------------|---|
| July 27 th | Scott Wilson—Crane Service Inc |
| Aug 3 rd | Paul Wynn—Acme Iron and Metal |
| Aug 10 th | Kevin Lorenzen—Aflac |
| Aug 17 th | Kit Turpen—Berger Briggs Insurance |
| Aug 24 th | Joe Sierra—Century Bank |
| Aug 31 st | Miguel Mendoza—Perfection Pools & Spas |
| Sept 7 th | No Meeting Labor Day Holiday |
| Sept 14 th | Soren Thomsen—TEMA Furniture |
| Sept 21 st | Lance Darnell—Darnell Cable & Fasteners |
| Sept 28 th | Kale Isaacson—Fyzical Albuquerque |
| Oct 5 th | Hass Islami—Pizza 9 |
| Oct 12 th | |

Upcoming Speakers

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|-----------------------|-----------------------------------|
| July 27 th | Michael Johnson—Shockwave Defense |
| Aug 3 rd | |
| Aug 10 th | John Mead—John Thomas Jewelers |
| Aug 17 th | Paul Wynn—Acme Iron and Metal |
| Aug 24 th | |
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