

Vote YES for job creation!



Vote YES for business retention & expansion!
Vote YES for the Municipal Infrastructure Gross Receipts Tax!



With the Municipal Infrastructure Gross Receipts Tax due to sunset December 31, 2010, the projected date for the city-wide election to extend the sunset for another five years is March 2, 2010. Absentee by mail ballots can be issued beginning January 26th and early voting in person by machine will start on Wednesday, February 10th. Also on the ballot are three district commission seats currently held by Ed Cole, Josh Rardin, and Chris Lujan. The tax is of vital importance to our community: through our city's adoption of the Local Economic Development Act (LEDA), we levered a unique opportunity to create a tax of 1/8th of 1% to further our local economic development. The tax is used to help create financial incentives in exchange for job creation for those industrial companies that create jobs and infuse capital into our local economy, significantly enhancing our city's tax base. What has the tax done for us? Although only a fraction of 1%, the tax helped attract 1-800Flowers, a call center which employed upwards of 500 people during peak holiday periods. This company converted an aging grocery store and transformed it into a modern communications center handling internet and toll-free orders from throughout the nation. During their tenure, this company created jobs and repaid back to the City of Alamogordo all of its financial obligations. The tax also introduced another new company: Sunbaked Biscuits Incorporated (SBI). If you recall, when the Presto Manufacturing plant closed its operations, relocated to Mexico, and created significant job loss, city leaders immediately focused on locating an industry to fill this void. Because of the tax and our ability to provide financial incentives for jobs, SBI was attracted to Alamogordo. Many of our townspeople diligently went to work to help this company get moving, but unfortunately, this start-up company failed to meet its obligations and became financially insolvent, and eventually closed its doors. Many in our community felt this was a mistake and a black eye upon our city's economic development. However, many more understood the rationale: create jobs for people in our town. According to the Small Business Administration, only two-thirds of new businesses survive for two years, and only 44 percent survive four years. Although SBI failed, they did accomplish something exceptionally important...they transformed an aging, small appliance manufacturing facility riddled with problems, into a first-class food grade processing facility. Without this reformation, we would likely have not attracted Marietta Biscuit Company into our town. Although Marietta had its share of challenges during these tough economic times, they are still in production and have employed up to 120 people from our community. The tax was also responsible for bringing PreCheck Inc, a Texas-based medical credentialing company to Alamogordo. Through our local tax and other incentives, PreCheck created high-tech jobs and higher wages, and recently relocated their corporate headquarters from Houston, here to Alamogordo, New Mexico, projecting to create over 200 jobs in our town. This tax also helps fund local marketing efforts of our community throughout the nation to attract manufacturing industries which help create jobs for our citizens. With renewable energy companies, aerospace manufacturing and other light industrial companies interested in southern New Mexico, this tax will continue to fund activities to attract these types of companies here, stimulating our economy and create sustaining jobs for all of us. The continuation of the tax of 1/8th of 1% is essential for Alamogordo's growth and development and requires your personal commitment and support to be successful. The Chamber's Board of Directors fully supports this extension for the economic growth and progressive stability of our community. We need your yes vote on March 2nd!

