



Seeking the Skies.



Socorro County
Chamber of Commerce

www.socorro-nm.com

575.835.0424

Consider Socorro, NM.



Quality of Life

SOCORRO, NM, a university town, distinguished in history as one of the oldest settlements in the South-west, has its future focused on tomorrows technology. Adobe buildings, 400 years old, stand proud alongside the high-tech atmosphere of the New Mexico Institute of Mining and Technology (NM Tech) as well as the National Radio Astronomy Observatory.

Socorro's active theater, arts and sporting communities include NM Tech's Performing Arts Series, bringing a variety of entertainment to the public all year round. Socorro also boasts two public swim centers, two gymnasiums and is home to a championship 18-hole golf course featuring rolling hills and panoramic views. Socorro's temperate climate and low rainfall, make the area perfect for outdoor recreation. The Magdalena Mountain Range offers great hiking, camping, fishing, hunting and rock climbing. Skiing is an easy one hour drive north to Albuquerque, the states largest city.

PHYSICAL ENVIRONMENT: Socorro County is New Mexico's third largest, covering 6,625 square miles. It's highest elevation is 10,783 feet at the peak of the Magdalena Mountains. Socorro is divided by the second longest river in the US, the Rio Grande.

The City of Socorro, the county seat, is a technical and industrial haven set inside a spacious and breathtaking environment. The Cibola National Forest and Bosque del Apache Wildlife Refuge are a perfect contrast to the surrounding desert atmosphere.

Conveniently located at the crossroad of I-25 and US60, Socorro is accessible to many urban areas including Albuquerque, Santa Fe and Las Cruces. At the same time, the air is fresh, the water pure and the mountains rise over the horizon. In this day and age, a combination of industry and technology right next door to a vast wilderness area is almost unheard of. The opportunity to live and work in such an area is even more rare.



CLIMATE: Nestled at the base of the Magdalena and Ladron mountain ranges, Socorro is protected from harsh, high desert winds and inclement weather. Situated on one of the widest spots of the Rio Grande River, and surrounded by mountain peaks, the city enjoys a near-perfect four season climate.

The annual median rainfall of 8.6" occurs mostly during July and August, New Mexico's monsoon season. Snow falls, but stays mostly in the higher locations. Summer is comfortable due to extreme low humidity (about 14%). Average temperatures are about 37 degrees in winter and 78 in summer months making Socorro County a year round destination for both work and play.

POPULATION: Socorro's diverse population includes natives, immigrants and students whose contributions are vital to its economy, culture and civic character.

Socorro County:	19,000
City of Socorro:	9,000
Village of Magdalena:	913
Alamo Chapter of the Navajo Nation:	1,400
Average Home Value:	\$85,000

Socorro's growth rate is twice the national average and rising. Factors effecting recent growth have been the opening of a Wal-Mart Super Center and other large retailers, as well as the recent expansion of NM Tech.

AREA ATTRACTIONS: Socorro is filled with all the good stuff: a perfect balance that includes art and science, history, nature and education. While visiting Socorro County, check out the Very Large Array, the Bosque del Apache and Sevilleta National Wildlife Refuges, the El Camino Real International Heritage Center, the Cibola National Forest, Fort Craig and the Village of Magdalena with its Kelly Mine. Or take a daytrip along the Quebradas National Scenic Byway to one of Socorro's many wilderness areas. While in town, enjoy Socorro's Historic Plaza, the San Miguel Church, the Illinois Brewery/Hammel Museum or take a tour of NM Tech's world-class Mineral Museum after strolling its lush campus. Experience Socorro, and then stay a bit longer than planned... stay a lifetime.



Consider Socorro, NM.



El Camino Real International Heritage Center

Heritage

Culture

History

HISTORY: The state of New Mexico and Socorro, have a history of human habitation dating back over 500 years. The earliest inhabitants of the area were the Anasazi. Walking more than 1000 miles of trails from Mexico City, they came for spiritual renewal and trade. The Spanish arrived 500 years ago in search of the seven cities of gold, instead they found all the natural beauty of New Mexico.

The name Socorro means "help" or "aid" in Spanish. In 1598 the explorers of the Juan de Onate expedition first gave this name to the Pilabo Pueblo. The Pueblo people gave them needed food and shelter as they made their way north to Santa Fe.



The first European roadway in the new world was the Camino Real de Tierra Adentro, or Royal Highway of the Interior Lands. Built in the 1600's, it passed right through the Socorro Plaza. This 1,800 mile highway roughly followed the Rio Grande into Mexico. With stops at Santa Fe, Albuquerque, Socorro, Las Cruces and El Paso. The Camino extended to Chihuahua, Durango, Zacatecas and Mexico City.

The Mission of San Miguel was established by two

Franciscan priests who arrived with Onate in 1598. Father Alfonso Benevidez named the village Nuestra Senora de Perpetua Socorro, or Our Lady of Perpetual Help. Later simplified to Socorro. The Piro Indians built an impressive pueblo style church. Silver was mined and crafted by the Indians to furnish it.

ARCHITECTURE: Much of Socorro's historic district is within walking distance of the Plaza. The town plaza was traditionally the commercial, religious and military center. Set on the course of a major water spring, it began as an Army field in the mid 19th Century. For an unknown reason, the church and plaza were atypically set apart from each other.

Kittrel Park, now simply "The Plaza," was named after a local dentist, the first to plan and care for the grounds. Now the well groomed site is the location of numerous community events. The walking tour designed by the Historic Society brings the Socorro of yesterday into the present. The early Spanish influence is seen in the San Miguel Mission and nearby buildings. The church was built between 1819 and 1821. It is probably situated on the ruins of the earlier mission, which was burned during the Pueblo Revolt of 1880. The building was originally flat roofed with a raised clerestory over the altar. The bell towers and pitched roof came later, and the current California Mission style was added in the 1930's. The church was given extensive restoration in the 1960's. Numerous buildings built during the boom

years of the late 19th Century can be viewed on the tour. Although remodeled in the 1930's, the Hilton Drugstore in the Abeyta Block is reminiscent of the long history of entrepreneurship in Socorro. The Garcia Opera House, built as a theater and community center, is where dances and sporting events were held.

The Val Verde Hotel, built in 1919, served the influx of tourists who traveled to Socorro via railroad and automobile. Many homes in Socorro display the development of Southwestern architecture, including Pueblo style adobe walls almost two feet thick, and the California Mission style popular in the early 20th Century, characterized by its brick trimmed eaves.



NATIVE AMERICAN CULTURE : Northwest of Socorro, the reservation of the Alamo Band of the Navajo Tribe is open throughout the year to visitors interested in experiencing a more traditional way of life. Indian Days is an annual event sponsored by the 1400 Navajos living on the land. Traditional dances and dress, along with special foods and crafts illustrate the living culture of the Navajo people. The Alamo Trading Post in Socorro displays and sells crafts of the area.



Consider Socorro, NM.



Demographics

LABOR FORCE: A trained labor force distinguishes Socorro as a prime target for further development of industry. In particular, the New Mexico Institute of Mining and Technology, NM Tech graduates a large number of highly skilled professionals each year who are seeking positions in a wide range of science and technology related fields.

The civilian labor force in Socorro County numbers 8,953 persons. The labor force is primarily white collar, (58.5 percent). More than 20 percent of the labor force has graduated from college, while the median years of school completed is 13.

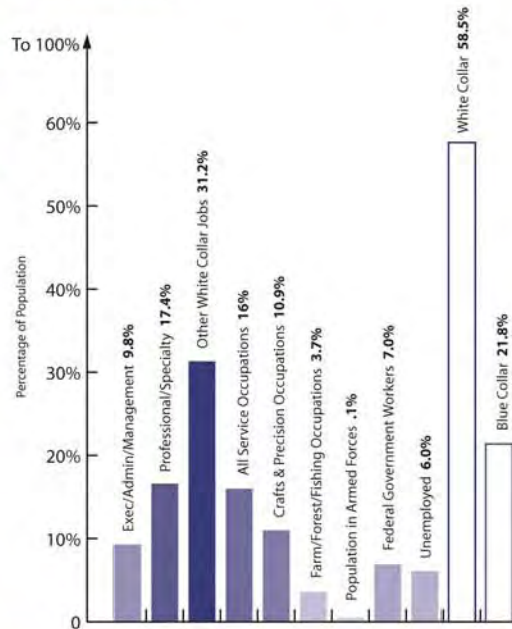
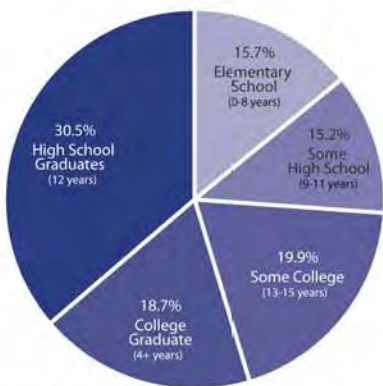
The median household income for Socorro County is \$24,694 with figures for the City of Socorro being slightly lower.

SOCORRO COUNTY POPULATION is 18,178, according to Federal statistics from 2003, with a city population of around 9,000. Traditionally a family town, 30 percent of the population is under the age of 18, while the average age is 31 years. The area's Spanish history is strong, as demonstrated by a Hispanic population that comprises 50 percent of the community.

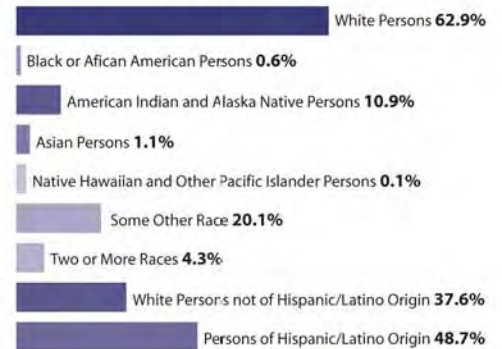
TRADE AREA: Retail gross receipts for Socorro County average yearly around \$77 million. Crop and livestock receipts average over \$36 million. This shows a significant increase of trade in the city.

There are over 19,000 residents within 30 miles of Socorro for whom the city is the economic hub. Households within a 10 mile area generate an average income of \$22,530.

Socorro is located between the state's two largest cities. 74 miles north is the major market center of Albuquerque, and 150 miles to the south is the state's second largest city, Las Cruces. Texas is 194 miles south and Phoenix, Arizona is 380 miles west. This prime location allows for easy access to national and international markets.



Socorro County Population by Race



Consider Socorro, NM.



Industrial Parks

YOU'VE CUT COSTS. Eliminated waste. You streamlined productivity. You've fine-tuned sales and marketing, yet you're still looking for ways to improve business. Perhaps a closer look at the industrial parks available in Socorro, NM could help.

Located along the Rio Grande, at the base of the Magdalena and Ladron mountain ranges, Socorro is a community on the frontier of technology. It's home to the National Radio Astronomy Observatory, the science operations center of the Very Large Array, and the New Mexico Institute of Mining and Technology, one of the nation's top rated technology, research and engineering universities.

The City of Socorro is a growing community. It serves as the county seat of Socorro County, populated by over 19,000 residents. The City's long heritage dates back to Spanish colonization in the 1500's

Socorro's industrial parks offer excellent access to both interstate and railway transportation. Interstate 25 provides direct access to the metropolitan cities of Albuquerque and Santa Fe to the north and Las Cruces and El Paso to the south.

Your business can also take advantage of:

- Competitive Property Lease Rates
- New Mexico Institute of Technology
- Industrial Revenue Bond Financing
- Investment Tax Credit
- Employee Training Programs

TRANSPORTATION AND SHIPPING: Major highways serving Socorro are US 60 to Phoenix, Arizona and US 380 to Roswell, New Mexico. Interstate 25 goes north to Albuquerque and Santa Fe and south to Las Cruces and El Paso. It links up with Interstate 40 east/west in nearby Albuquerque.

Socorro has a modern airport with a 5,800 foot runway. The Socorro Municipal Airport was specifically designed to handle large aircraft because of its use in the early days of atomic bomb development.



Air travel and shipping are no problem from Socorro. All major U.S. commercial air carriers are available at the Albuquerque International Support. The top four carriers are Southwest, Delta, America West and American, with more than 68 flights departing daily.

Amtrak service is available in Albuquerque. The Atchison, Topeka and Santa Fe (AT&SF) Railroad carries freight from Socorro, with piggy-back service available. Overnight delivery is available to and from all major markets in the continental U.S. through Federal Express, UPS, Airborne Express and DHL Worldwide. Two to three-day worldwide delivery is available through DHL Worldwide Express and the US Postal Service.

COMMUNICATIONS: Media is a high quality for any business. All major network television stations are received in Socorro. Cable television carrying 34 channels, currently reaches 95 percent of the area. One FM station, KMXQ 92.7, broadcasts locally from Socorro.

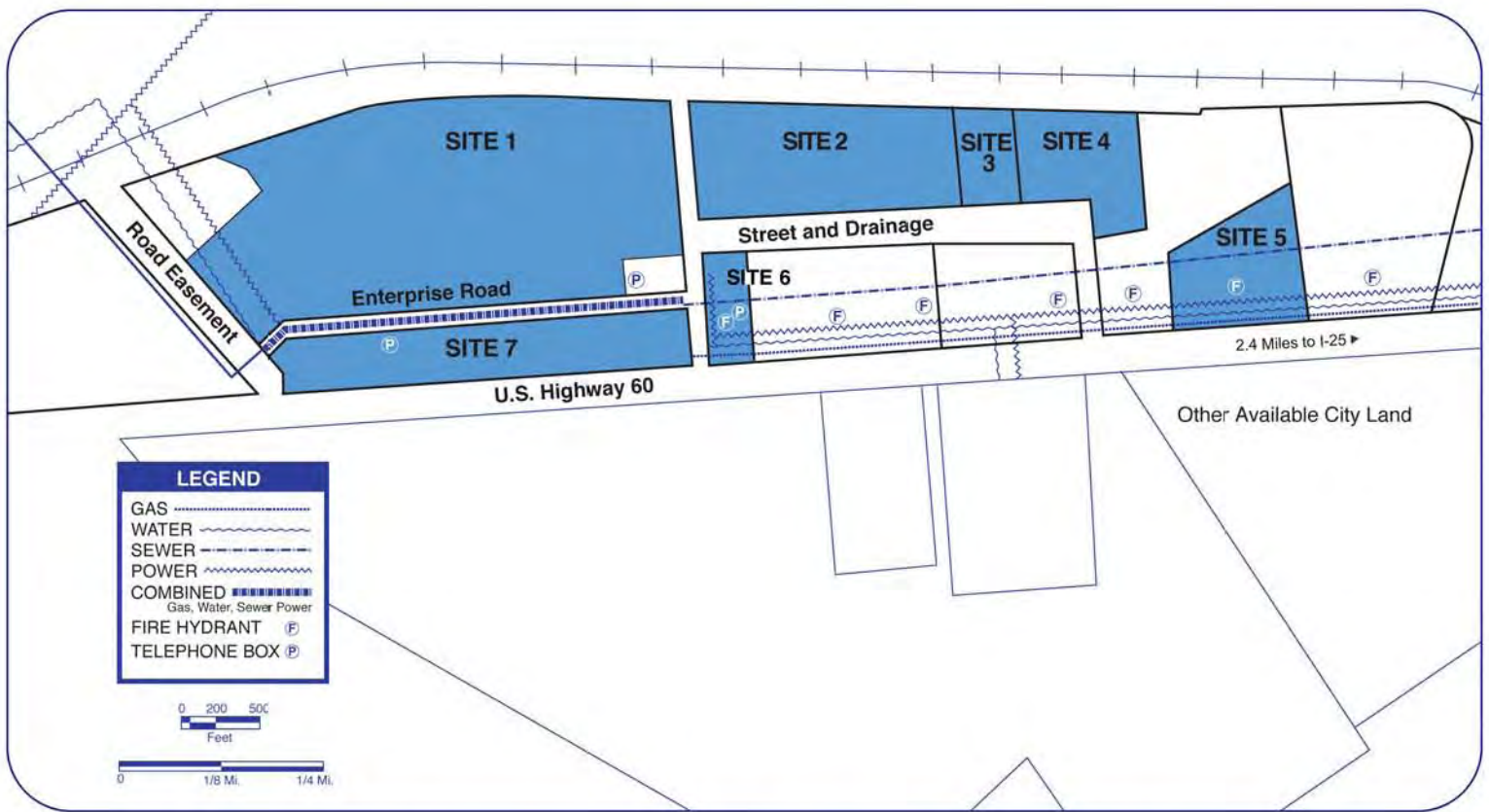
Wireless internet is available throughout the city and is offered free of charge to visitors from the Plaza, as well as from the Socorro Public Library. Due to Socorro's high-tech nature, optical cable can be laid for new businesses out as far as the industrial park located on Highway 60.

Socorro publishes two newspapers. The El Defensor-Chieftain is published bi-weekly, and is one of the original newspapers in Socorro, founded during the 1800's. The Mountain Mail, a locally owned weekly, serves the entire Socorro and Catron County area.

The Socorro County Guidebook is published each season, and is a fine source of information for visitors and recent relocatees. The Albuquerque Journal and Albuquerque Tribune are state-wide newspapers published daily in nearby Albuquerque. Both papers are readily available in Socorro, along with many other national newspapers.

The US Post Office has two locations in Socorro, a main building downtown on the Historic Socorro Plaza, as well as an additional facility in the student activities building on the New Mexico Institute of Mining and Technology campus.





BUSINESS SITES: Socorro has two industrial parks with space available for lease from \$450/acre per year. The largest park consists of 800 acres of property. It's adjacent to the railroad and is bisected by US-60. Socorro General Hospital, the NM National Guard Armory, the NM State Forestry Service, a concrete mix plant, an engineering firm and a propane company are currently park tenants. The second park, the NM Tech Industrial/Research Park, is located at the base of "M" Mountain. With a total of 650 acres, including utilities, the site is adjacent to a 32-sq. mile testing area capable of handling ordnance and other explosive materials. Alliant Tech and Aerojet are two companies located in this park. The proximity to the main campus provides a connection to both the academic and research activities at the university. Technology related interests at NM Tech include optics, energetic materials, hydrology, geosciences, atmospheric research, computer sciences, petroleum recovery, mining, environment and energy.

UTILITIES: Gas, electric, water, waste water and phone service are installed and available at both sites.

- Water: 8" line
- Sewer: 8" line
- Natural Gas: 3" line
- Electric: 3 phase service
- Telecommunications: Qwest
- Optic cable is available through New Mexico Tech

The tax valuation formula for Socorro County (assessed at 33.3% of full market value) is x .347 per taxable \$1000.



MAJOR EMPLOYERS: Scientific research, defense programs, agriculture and NM Tech are backbones to Socorro's present economy. Retail sales and tourism are also significant contributors to local revenues.

New Mexico Tech	Education/ Research
White Sands Missile Range: Stallion Site	Government Research
Socorro Municipal Schools	Education
National Radio Astronomy Observatory	Research
City of Socorro	Government
Socorro General Hospital	Health Services
Socorro County	Government
Wal-Mart	Retail
Good Samaritan Village	Nursing Home
Tripp Manufacturing	Jewelry Manufacturing
DynCorp	Land/Air Tracking
Aerojet	Government Contractor
Dieaperl	Mining
Cortez III Services Group	Security

AIR TRANSPORTATION: The Socorro Municipal Airport, 3 miles from the park, has two lighted runways, a 4,600 ft. and a 5,800 ft., VOR/DME approach and 100 low lead gasoline on site.

RAIL: The Atchinson Topeka and Santa Fe Railway is 1.5 miles to the main line via an existing spur located adjacent to the west border of the industrial park.

INTERSTATES & HIGHWAYS: The park borders US-60, running west from Socorro to Phoenix, AZ. Highways serving Socorro are US-60, US-380 and I-25, a major north-south artery that runs from El Paso, TX north to Denver, CO, Wyoming and the mid-west. I-25 has two interchanges in Socorro, the closest is 2.4 miles from the Socorro Industrial Park. East/West arteries are I-40, crossing one hour north via I-25, and I-10 which intersects I-25 two hours south of Socorro.

DISTANCE TO MARKETS:

Market Center	Distance in Miles	Market Center	Distance in Miles
Los Angeles, CA	760	Kansas City, MO	855
San Diego, CA	737	St. Louis, MO	1120
San Francisco, CA	1187	Chicago, IL	1340
Seattle, WA	1531	Detroit, MI	1639
Phoenix, AZ	384	Indianapolis, IN	1345
Denver, CO	515	Cleveland, OH	1663
El Paso, TX	190	Memphis, TN	1088
Dallas, TX	668	Jackson, MS	1130
Houston, TX	913	Atlanta, GA	1482
Oklahoma City, OK	558	Charlotte, NC	1703
Little Rock, AR	932	New York, NY	2075



Consider Socorro, NM.



Business Environment

SOCORRO COUNTY, NM's population is 19,000, it covers 6,625 square miles of Rio Grande river valley, high plains and forested mountain ranges. That's about 625 acres per person. That's a lot of space.

Space for The New Mexico Institute of Mining and Technology (NM Tech), a world-class research and engineering university. The National Radio Astronomy Observatory's Array Operations Center, the science and engineering base of the Very Large Array. Space for Aerojet, a world-class aerospace and defence leader.

Space for two technology parks, Langmuir Labs, The Energetic Materials Research and Testing Center and a lot more. Socorro's space includes two swim centers, two gymnasiums, a highly recognized Performing Arts Series and a championship 18-hole golf course with dramatic elevation changes, and panoramic views.

And, of course, plenty of space for you.

LOCATION: Centrally located in the colorful and historic Rio Grande Valley, at the crossroads of US-60 and I-25, Socorro is an easy hour's drive south of Albuquerque, New Mexico's largest city.

Socorro's elevation is approximately 4,600 feet. Within the county, elevations range from 4,500 feet in the lower regions to 10,700 feet at the summit of the Magdalena Mountains. Socorro's varied landscape ranges from cottonwood forest and Chihuahuan high desert to sub-alpine mountains.



POPULATION: Socorro County, NM has a diverse population including immigrants, students and a high-tech work force, whose contributions are vital to its economy, culture and civic character. Socorro is one of 33 counties, with its population ranked at 22.

Socorro's growth rate is twice the national average and is expected to increase steadily. Factors effecting recent growth have been the opening of a Wal-Mart Super Center and other large retailers, the expansion of the National Science Foundation's Radio Astronomy Observatory and the recent expansion of New Mexico Tech. Traditionally, in family towns, 30% of the population is under the age of 18, while Socorro has an average age of 31.

Socorro County:	19,000
City of Socorro:	9,000
Village of Magdalena:	913
Alamo Chapter of the Navajo Nation:	1,400

EMPLOYMENT & LABOR FORCE: A trained labor force distinguishes Socorro as a prime target for industrial development. NM Tech graduates a large number of highly skilled professionals seeking positions in a wide range of science and technology related fields.

Socorro County's economy is driven by two dominant sectors. The first being education, health care and social services, which accounts for 30.9% of the total labor force, with the second being retail trade and professional scientific research sectors, almost 20% of the industrial base. The labor force is primarily white collar with more than 20% college graduates. Wages are average. A computer operator earns about \$11/hour while a skilled production welder \$13 on average.

Labor Force	8,953
Median Household Income:	
City of Socorro:	\$22,530
Village of Magdalena:	\$22,917
Alamo Navajo Reservation:	\$15,347
Unemployment Rate in 2005:	5.1%
Average Home Value:	\$85,000

CONFERENCE FACILITIES: Socorro can cater to groups of up to approximately 400 people at three excellent conference facilities; The New Mexico Tech Macey Conference Center, Holiday Inn Express and Rancher's Steakhouse. There are eleven quality hotels, three bed and breakfasts and three RV parks.

