PROJECT JUPITER

Economic Impact:
Building Opportunity in Doña Ana County

Project Jupiter is more than a technology project – it's a long-term commitment to Doña Ana County. This innovative data center campus will bring billions of dollars in new private investment, create thousands of local jobs and strengthen the Dona Ana region's infrastructure for decades to come.

The Bigger Picture: Data Centers' Economic Impact

Data centers generate far-reaching benefits that extend well beyond the facilities themselves. Between 2017 and 2021, the U.S. data center industry supported between **2.9 and 3.5 million annual jobs** with each direct job in the industry supporting more than six jobs elsewhere. During this time, the industry also contributed between $209 to $294 billion in annual labor income and between **$355 to $486 billion in annual GDP contribution.**[1]

Project Jupiter is a powerful example of how these benefits will take shape in Doña Ana County.

Investment and Revenue

- √ Project Jupiter will invest up to **$165 billion** in Doña Ana County over the life of the project.
- √ The project will make **$300 million in direct payments** to the County over its lifetime. These payments will support schools, public services, and community needs.

Jobs and Training

- √ More than **2,500 construction jobs** will be required during the build phase.
- √ Once complete, the project will provide **800 permanent jobs.**
- √ Average full-time salaries will range from **$75,000 to $100,000, plus benefits.**
- √ Annual payroll will exceed **$55 million** with job opportunities across a wide range of education levels
- √ Workforce training and skill-building programs will prepare local students and workers and prioritize Doña Ana residents, for **long-term career opportunities.**

Water Infrastructure & Stewardship

- √ All site infrastructure will be **privately funded by the Project,** so taxpayers will not pay for it.
- √ **Tens of millions of dollars** will go toward water and wastewater improvements across the County.
- √ Ongoing **water use will be limited to the domestic needs of employees,** protecting local water resources.

Power and Energy

- √ Project Jupiter will build and operate a dedicated microgrid to produce its own energy and will not rely on the local power grid.
- √ Electricity prices for residents and businesses will not be affected.

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Anticipated Local Economic Impact[2] (Provided by Expert 3rd Party Consultant):

It is anticipated that the direct investment during **project construction would generate $384.2 million in economic output** to Doña Ana County annually.

- ✓ Operation of the initial data center is forecasted to provide **$113 million in direct economic output** to Doña Ana County, on an annual basis.
- ✓ Considering the economic ripple effects of the project we approximate the annual operational spending by the initial data center in the local economy would indirectly support an **additional $196.7 million in economic output to Doña Ana County.**

Lasting Impact

Taken together, these commitments mean more than a new data center. Project Jupiter represents lasting economic impact—billions of dollars invested locally, hundreds of millions in new County revenue, thousands of jobs, and infrastructure improvements that benefit the broader community. It is a partnership designed to create enduring value for Doña Ana County.

[1] *"Economic, Environmental, and Social Impacts of Data Centers in the United States." Data Center Coalition , Sept. 2023.*

[2] *The estimates provided in this report are based on the best information available and all reasonable care has been taken in assessing the quality of that information. These estimates are intended to provide a good indication of likely future outcomes and should not be construed to represent a precise measure of those outcomes. To estimate the likely local economic impact attributable to the proposed project, we use a regional economic impact model called IMPLAN.4 - one of the most used economic impact models in the United States. Like all economic impact models, the IMPLAN model uses economic multipliers to quantify economic impacts.*