

Media Release

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Allen Theaters New Multi-Plex A Natural Fit for Mesa Village Business Park

Alamogordo, NM. Randy Rabon, President of the Heritage Group, a locally-owned community development company, is excited and pleased with Allen Theaters inking a deal to build a 4.5 million dollar 10-Screen Theater Multi-Plex in their new Mesa Village Business Park, located just west of the relief route. “Allen Theater’s new Theater Multi-Plex fits beautifully into our plan to develop a master plan community with a variety of residential, commercial and retail land opportunities,” said Rabon. “My brothers, Jeff and Tim, and I formed the Heritage Group because we love New Mexico and Alamogordo and we want to create outstanding neighborhoods so that families from all over can come here and experience the lifestyle that we love.”

And things are taking shape. Recently, PreCheck, Inc., a Houston based firm, signed a deal to build a new facility in Mesa Village. It is anticipated that PreCheck will hire more than 200 employees over the next five years to staff its data processing facilities here. The Heritage Group donated 20.8 acres valued at 1.5 million for the development within the Mesa Village Business Park. “Attracting a quality company such as PreCheck to locate here will benefit Otero County and Alamogordo in so many ways,” explained Rabon. “Not only does it provide many good-paying jobs, but it also helps set the standard for future companies looking for a new place to locate and do business. Allen Theaters is one of those companies—they are a long-standing New Mexico firm with the vision to invest in the future of Alamogordo. We consider this a real coup.”

Ed Carr, Executive Director of Otero County Economic Development Council, agrees. “At OCEDC our focus has been to create new employment opportunities and raise the bar for salaries in Alamogordo and Otero County. Home Depot, Lowe’s Home Improvement Center, SunBaked Biscuits and PreCheck, Inc. have all brought a higher level of employment to the area. Allen

Theaters coming here just keeps the momentum going. Any time a new business locates here and provides better compensation, it allows our residents to have more disposable income. A new or better retail operation keeps people spending their money here and benefits all our local businesses in the long run,” said Carr.

The Rabons who have operated Mesa Verde Enterprises here for several years, launched The Heritage Group about a year ago and have been working to develop a master plan community to provide quality lifestyles to locals and people who choose to move into the area. The variety of neighborhoods designed in rich desert architecture will range from low-maintenance condominium homes, to active single family homes, to serene custom enclaves. By locating the Business Park near the Mesa Village residential community, residents will have access to shopping, entertainment, natural recreation and employment opportunities.

“Our goal is to continue to seek new businesses to relocate in our community,” concluded Rabon. “Allen Theaters deciding to build here provides some real momentum for our efforts.”