

Strategic Plan for the  
City of Las Cruces  
Economic  
Development  
Department

Presenters

**Mr. Ifo Pili**

Las Cruces City Manager

**Mrs. Elizabeth Teeters**

Business Development  
Administrator

*The mission of the Economic Development Department is to **build economic prosperity** through business support, affordable housing, and downtown cultural events for residents, businesses, and partners so they can live, **invest and build a community** that fosters economic wellbeing, business growth and thriving human services for the **alleviation of poverty**.*

# OUTLINE

- Elevate Las Cruces
- COVID Recovery
- Economic Development Programs
- Invest with us for the future!

## ELEVATE VISION

*Las Cruces is an inclusive community, recognized for its cultural diversity, enchanting natural amenities, and vibrant quality of life.*

THEMES IN  
ELEVATE  
LAS CRUCES

ENVIRONMENT

ECONOMIC  
DEVELOPMENT  
ACTIONS

>100

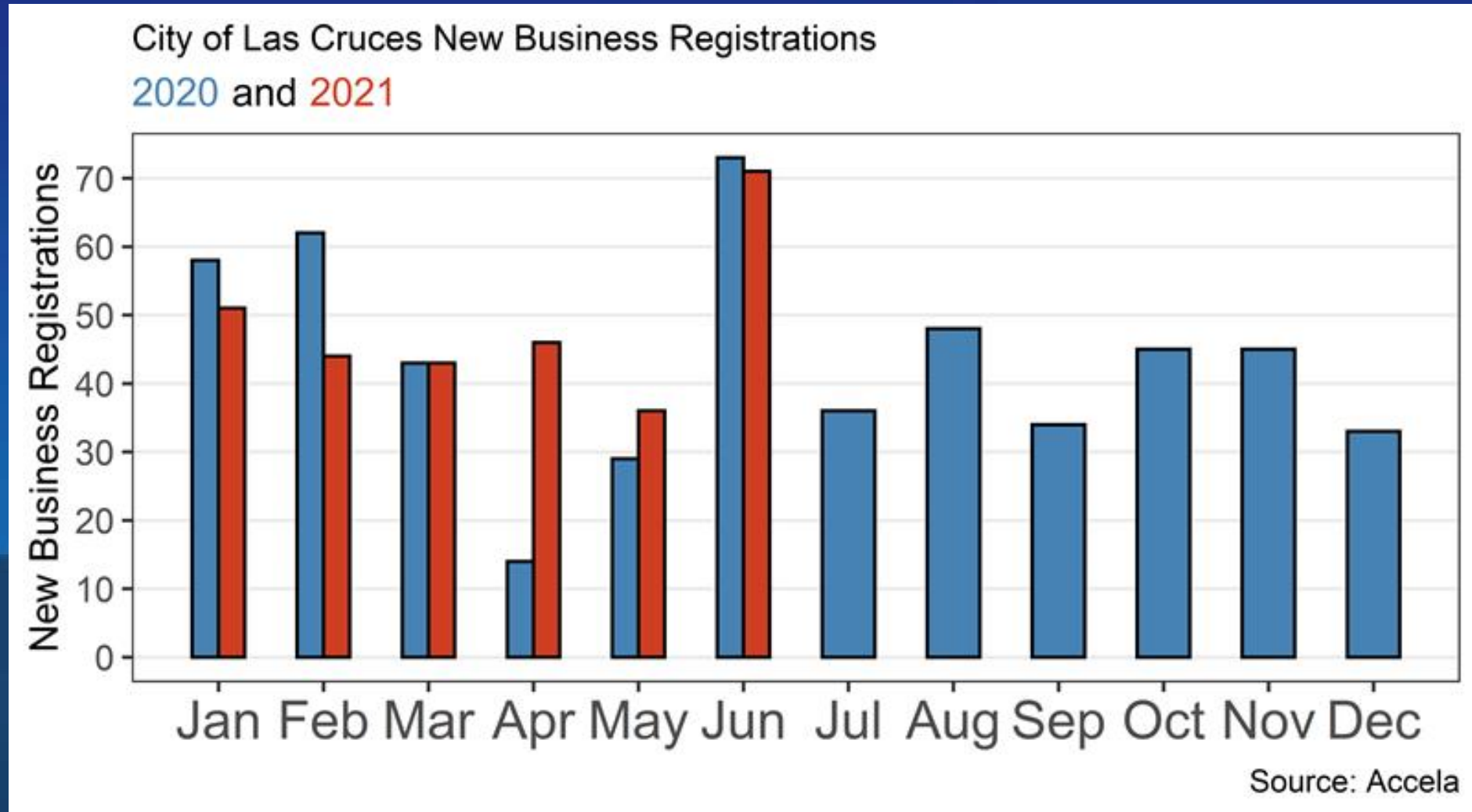
LIVABILITY

PROSPERITY

# ACTIONS

- Establish programs to encourage ***growth and retention of local businesses.***
- Locate future ***affordable housing*** units in a dispersed manner throughout the city to avoid the creation of concentrated low-income districts.
- Work with economic development partners to improve the functionality of and communication about ***workforce programs*** so they are more easily accessed and navigated.
- Provide ***incentives*** for development sites that are already served by water and wastewater infrastructure.

# ECONOMIC IMPACTS FROM COVID 7



# GROWTH DURING PANDEMIC

8

## Downtown

- 11 new businesses
- 7 Renovate Main Street grants
- 29 new jobs
- \$2.8M in private improvement

## Film Las Cruces

- \$473,753 in direct spend
- 440 hotel nights
- 288 worker days
- 27 production days

## MVEDA

- \$19 average wage
- 612 jobs
- \$58.71M in capital investment



*Saputo*



**LASSEN**



# PANDEMIC RESPONSE PARTNERS



# COLLABORATION IS KEY

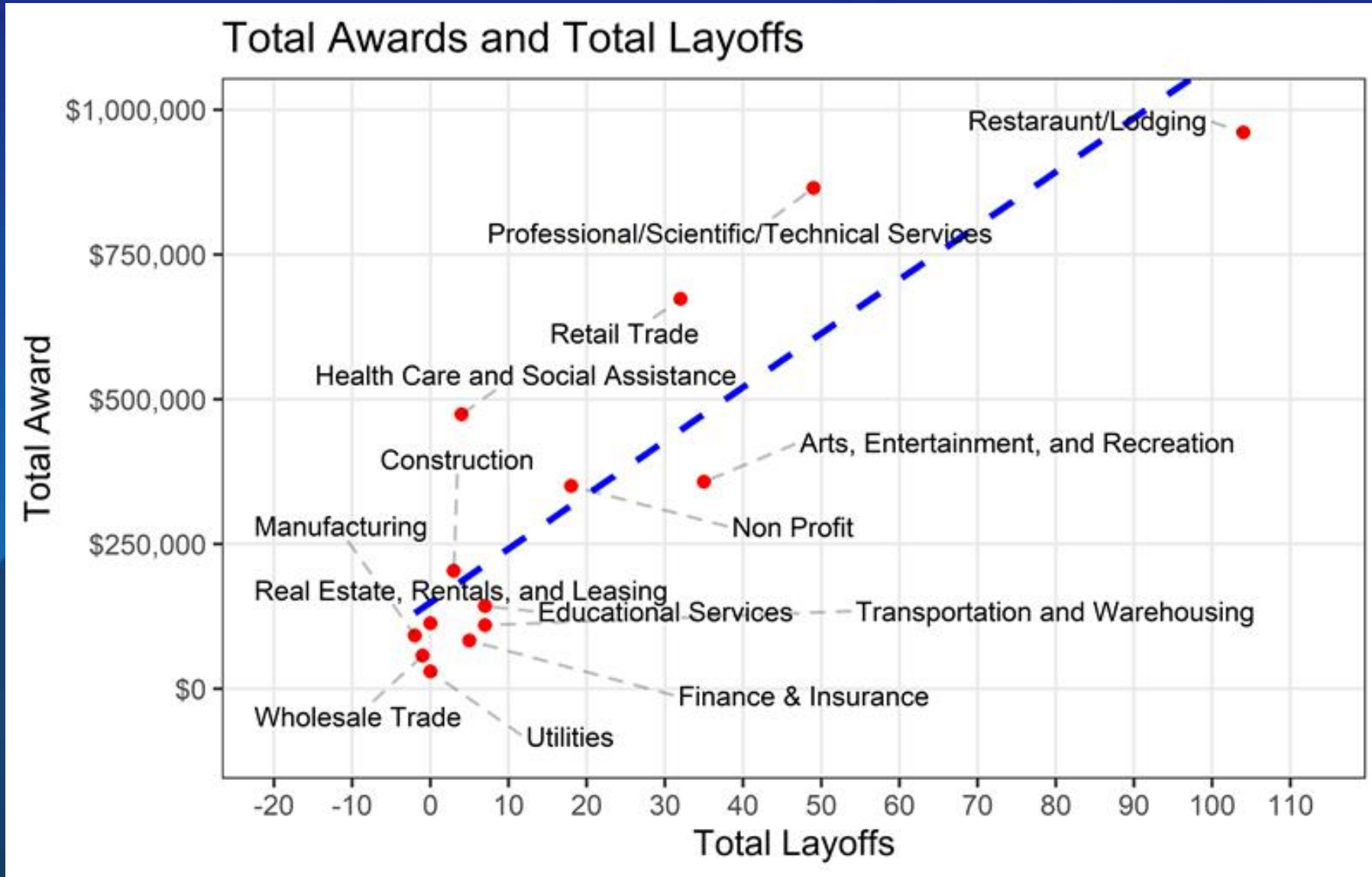
- Technical assistance
- E-commerce/social media
- Microloans
- Business accelerator
- Webinars
- Business retention
- Workforce

# CARES GRANT

12

- \$5.4 million distributed
- 564 businesses received funds
- 2 rounds
  - 1<sup>st</sup> – Up to \$20,000
  - 2<sup>nd</sup> – \$1,700 per business
- Eligible expenses:
  - Non-owner employee payroll
  - Rent
  - Scheduled mortgage payments
  - Insurance
  - Utilities
  - Installing plexiglass barriers
  - Purchasing web-conferencing or other technology to facilitate work-at-home
  - Personal protective equipment (PPE) and sanitizing supplies
  - Equipment for outdoor dining and operations

# ECONOMIC IMPACTS FROM GRANT 13



# ECONOMIC ASSISTANCE PROGRAMS

- \$225k in Renovate Main Street grants since 2017
- 65% increase in TIDD revenues from FY20 to FY21
- Downtown housing feasibility study
- Business Retention and Expansion program
- Financial literacy classes
- Reskilling and upskilling workforce programs

# HOUSING INVESTMENTS

15

- Paseos Verdes Mixed use Redevelopment on El Paseo-South Solano



Paseos Verdes



# HOUSING INVESTMENTS

16

- Paseos Verdes Mixed-use Redevelopment on El Paseo-South Solano
- Desert Hope AH Multifamily (40 units) Newly completed Phase I; Phase II planning
- 5-acre Land Acquisition on Amador Corridor future mixed-use development
- SkyLark Subdivision (up to 20 units)
- Sierra Subdivisions (32 Units)
- Oak Street CDBG Rehab (Homeless Vet MF complex)



# REBRAND THE INDUSTRIAL PARK 17

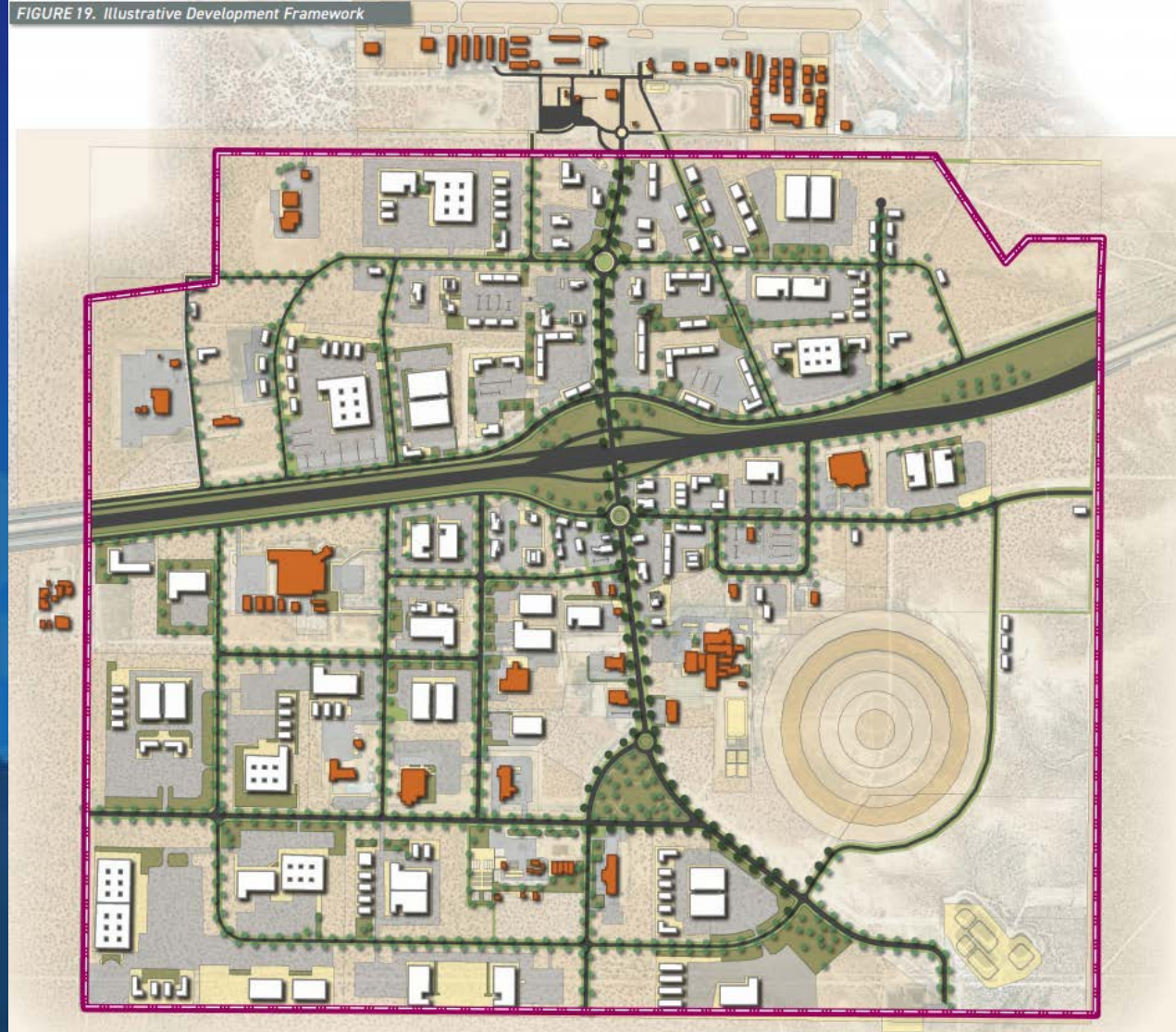


**LAS CRUCES**  
**INNOVATION AND**  
**INDUSTRIAL PARK**

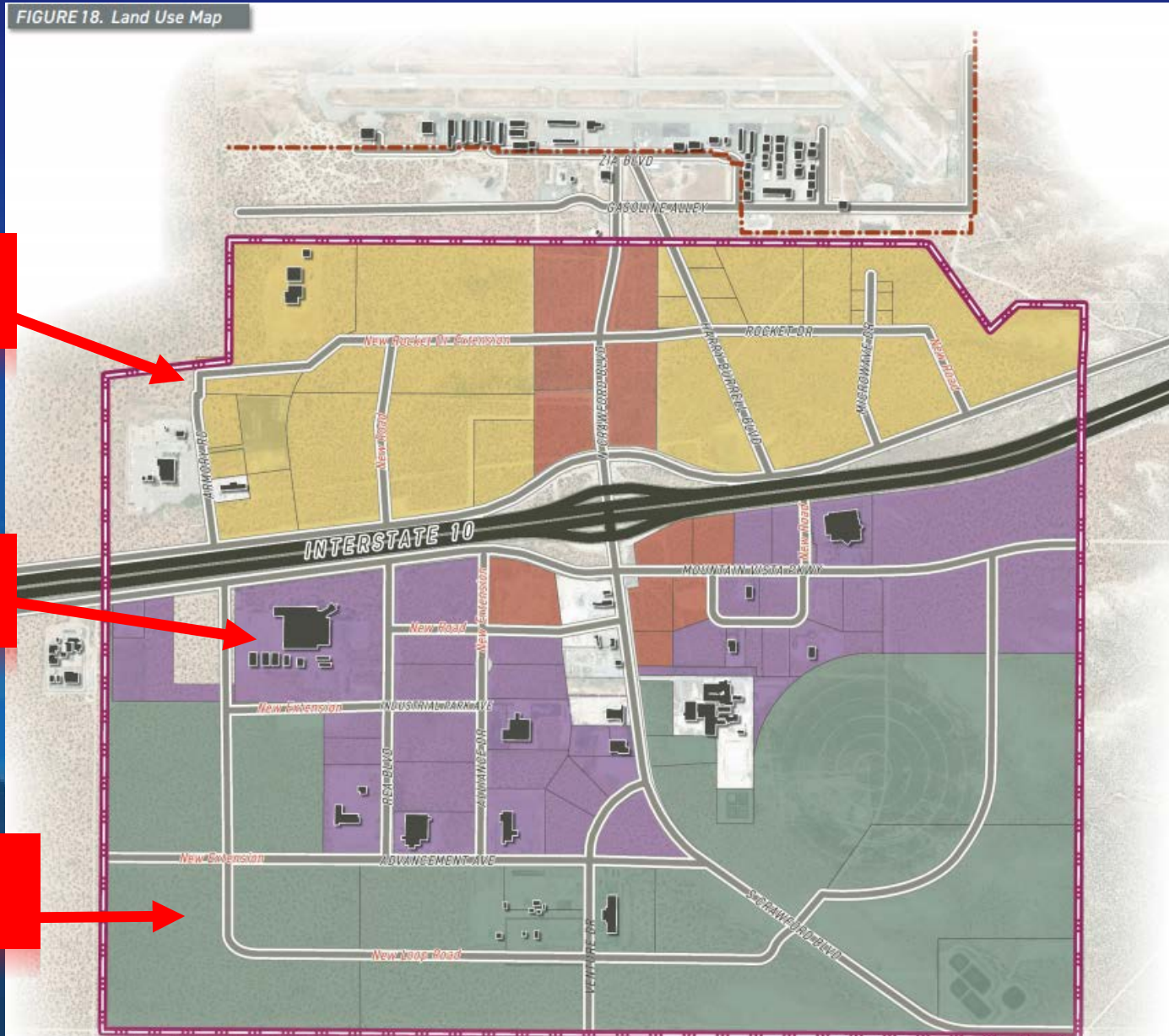
## INNOVATION AND INDUSTRIAL PARK

- Approximately 1,800 acres, 1,400 undeveloped
  - 1,300 city owned
  - 900 available for sale/lease
- Ample available utility-served land
- Adjacent to airport and restricted airspace
- Proximity to White Sands, SpacePort America, 2 military bases, and Mexican border
- NMSU: 1 of 16 UAS Centers of Excellence
  - PSL is 1 of 7 FAA-approved UAS test sites

# THE FUTURE



# THE FUTURE



Aerospace/  
Aviation/Defense

Manufacturing/Ware  
housing/Distribution

Value-Added  
Agriculture

# PLANNING TO IMPLEMENTATION

- LCIIP Master Plan adopted
- Site Certification Program in process
  - Lower investor risk and time to market
- Fast-track permitting process in progress
- Marketing campaign in progress
- Overlay zone adopted
- Landscape Master Plan in progress

# LAS CRUCES INTERNATIONAL AIRPORT

- 20 businesses operating at LRU
- Over 4,600 acres; Additional land set aside to protect from encroachment
- Ready to support passenger air service
- LRU is an international airport!



# CRUCIAL AIRPORT PRIORITIES

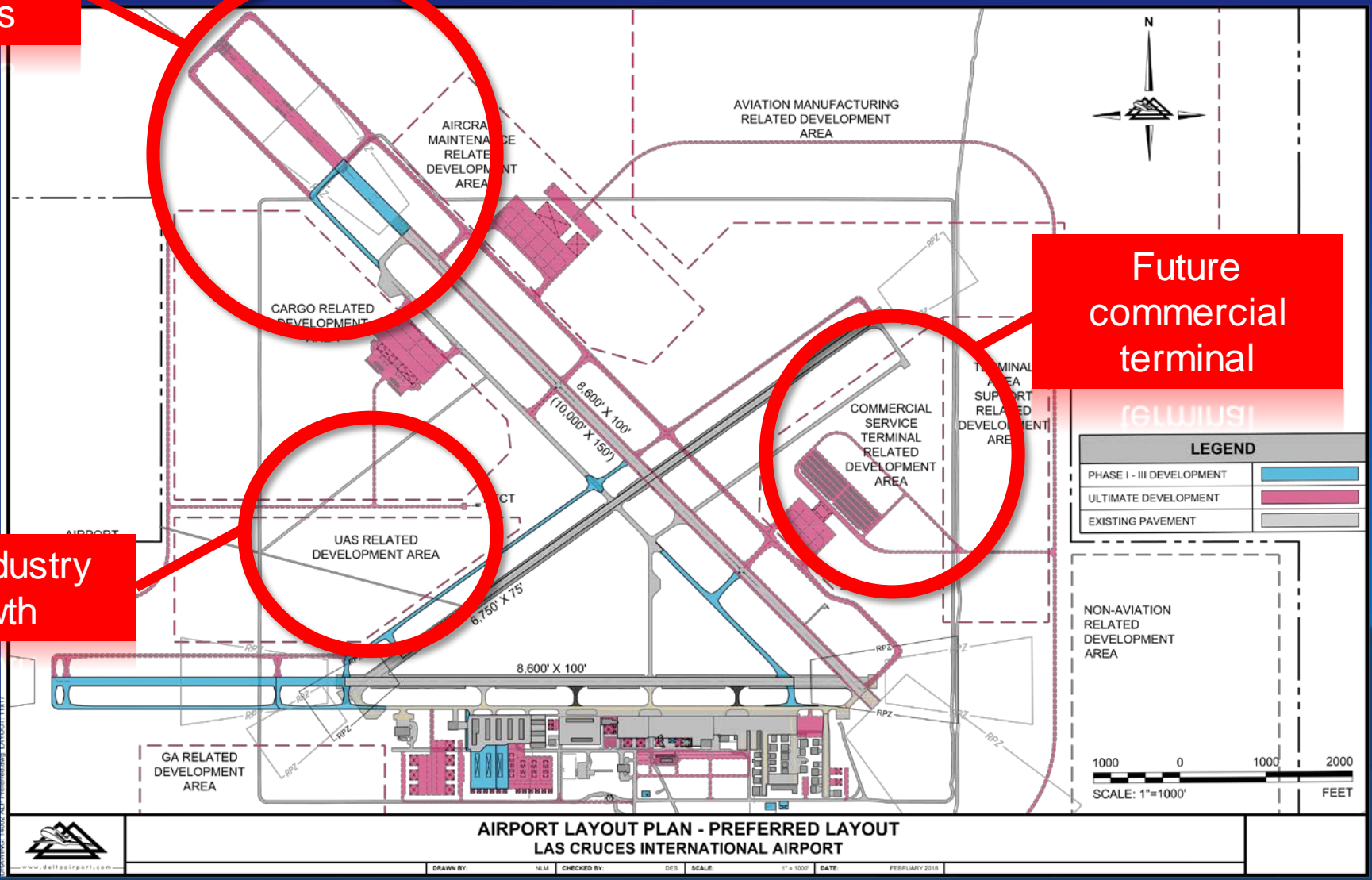
- Safety and security
  - Pavement and facility operations and maintenance
- Increase activity, vibrancy, economic vitality
  - Open for Business!
  - Coordination with Innovation and Industrial Park goals
- Attract commercial passenger service provider(s)

# THE FUTURE

Runway extensions

Future commercial terminal

UAS industry growth



www.lasairport.com



DRAWN BY: NLM CHECKED BY: DES SCALE: 1"=1000' DATE: FEBRUARY 2018



# WE'RE OPEN FOR BUSINESS, BUT...<sup>25</sup>

## WE HAVE COMPETITION!

### New Mexico business incentives

- Local Economic Development Act (State & Local)
- Job Training Incentive Program
  - Wage+ (Local)
- High Wage Jobs Tax Credits
- Manufacturer's Investment Tax Credit

# WE'RE OPEN FOR BUSINESS, BUT...<sup>26</sup>

## WE HAVE COMPETITION!



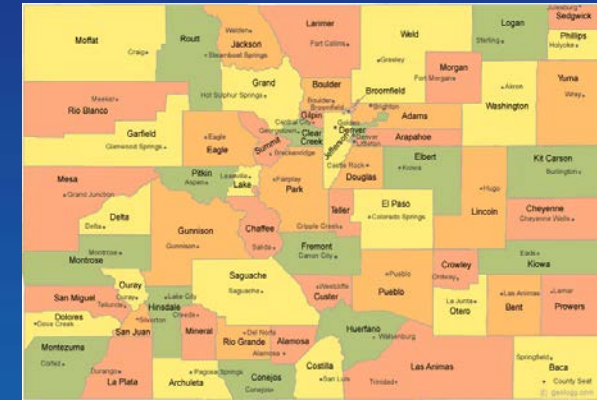
### Arizona

- Sales Tax Exemption For Manufacturing
- Primary Jobs Incentive (Local)



### Texas

Ch. 380-381  
Economic  
Development  
Agreements



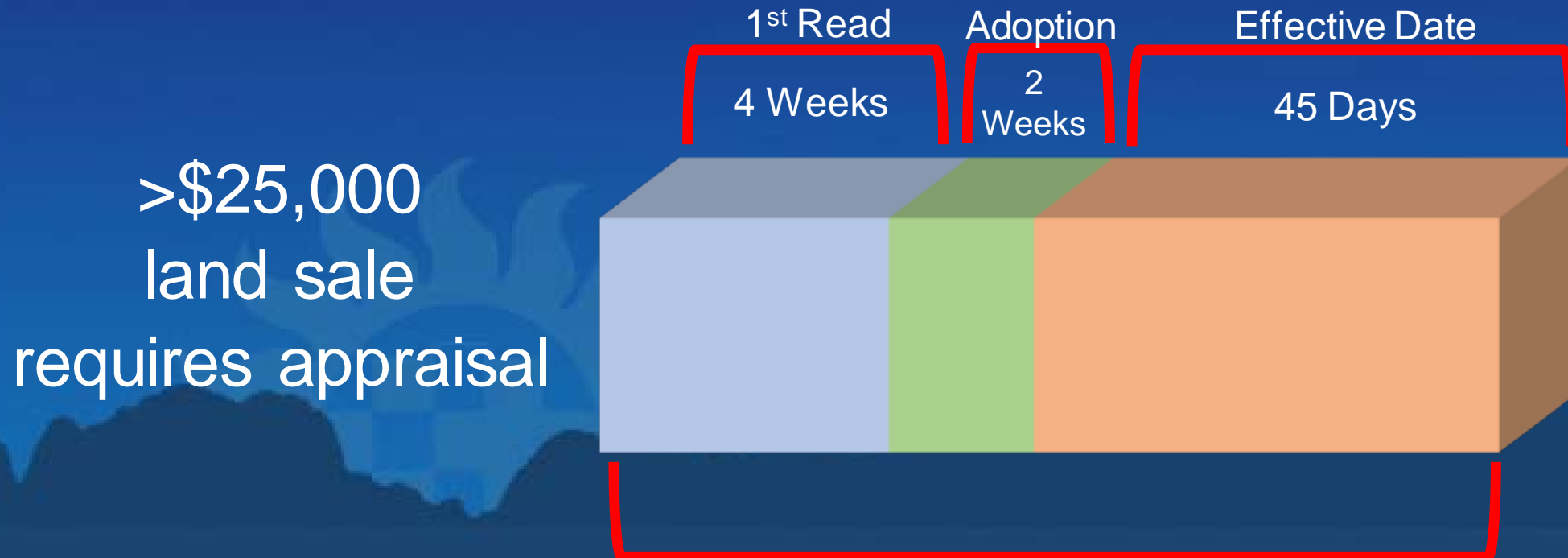
### Colorado

Enterprise Zone

WE'RE OPEN FOR BUSINESS, BUT...<sup>27</sup>

WE HAVE COMPETITION!

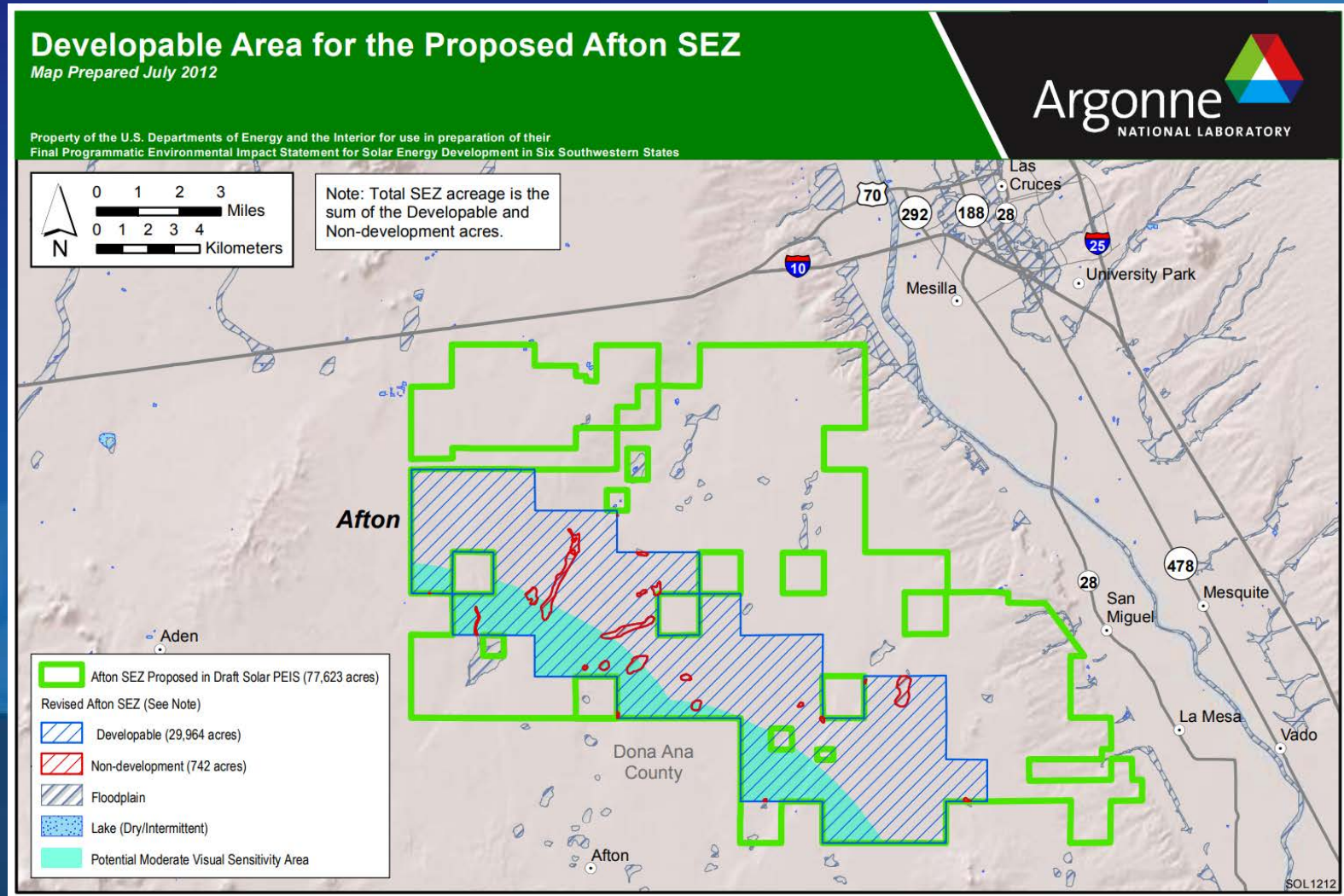
*Lengthy process for sale of municipally-owned land*



>\$25,000  
land sale  
requires appraisal

87 ADDITIONAL DAYS  
(If all goes well)

Afton Solar Energy Zone has been designated by the Bureau of Land Management



# TRANSFORMATIONAL ECONOMIC DEVELOPMENT OPPORTUNITIES

- Streamline sale of municipally-owned land (NMSA 3-54-1)
  - Increase minimum sale threshold
  - Streamline and modernize rezoning processes
- State incentives
  - Expand LEDA programs, including more local flexibility
- LCIP and Airport Priorities
  - Runway/taxiway extensions
  - Infrastructure to support business expansion/attraction
  - Attract commercial passenger service provider(s)
- Clean Energy Innovation

# QUESTIONS

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**Where  
we  
were**

**How  
we got  
here**

**Where  
we're  
going**



**Where  
we  
were**





**Where  
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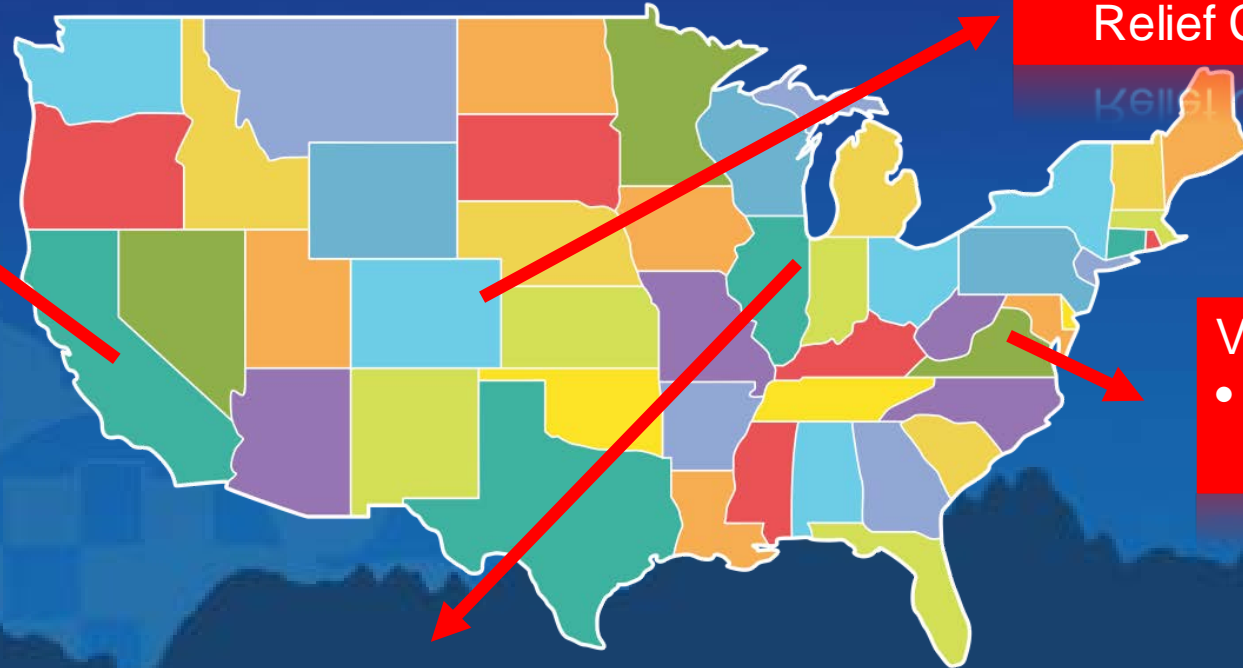


**How  
we got  
here**

# RECOVERY ASSISTANCE PARTNERSHIP

## CALIFORNIA

- Economic Relief & Development



## COLORADO

- Economic Recovery & Relief Cash Fund

## ILLINOIS

- Back to Business Grant Program
- Start up funds

## VIRGINIA

- Economic Relief & Development