



# DEMING, LUNA COUNTY

**Workforce & Livability:** *A Strategic Approach to Recruit, Retain,  
and Expand Opportunities in Rural New Mexico*



# Overview

## Presentation Content

Economic  
Development  
Overview

Deming, Luna  
County- The  
Community

Workforce  
Challenges

Outdoor Recreation  
as a Solution

A Greater Need

Questions





# Economic Development

## In a nutshell





# Deming Luna County

Our community  
works hard...



## Agriculture

- Lescombes Winery
- Olam Food Ingredients
- Farming/ Ranching

## Manufacturing

- Compass Made
- Green Stream Farms
- Solitaire



## Outdoor

- 4 State Parks
- Exotic Ibex
- Mild climate/ Open spaces



# Workforce Trends

## Post-Pandemic Problems

### Why is the workforce disengaged?

1. Left the community
2. Retired
3. Childcare/Daycare Needs

LUNA COUNTY SAW A

**6%**

DECREASE IN LABORFORCE FROM  
2019-2022



### Seasonal Unemployment

Historically high unemployment rate due in large part to seasonal workforce.

**VS**



### Disengaged Workforce

We are seeing unemployment rates back to normal -- but jobs still aren't filled due to a disengaged workforce.







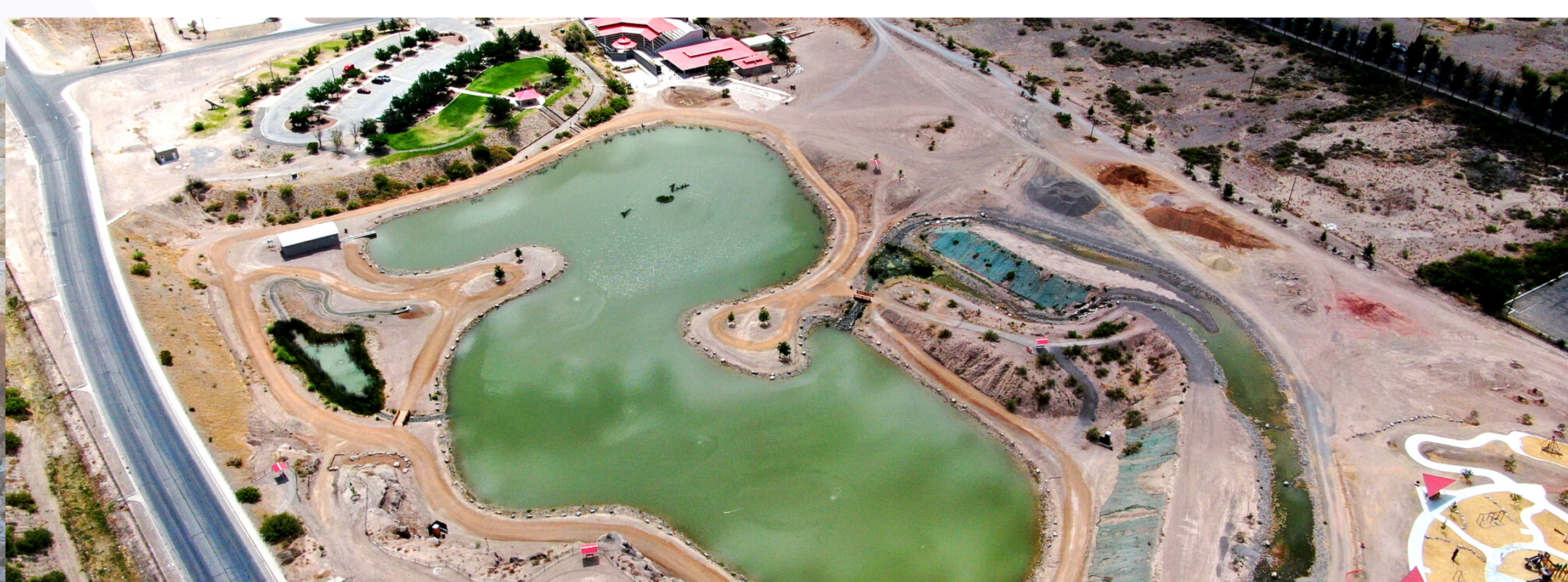
# Trees Lake

Outdoor recreation  
as a retention /  
attraction effort



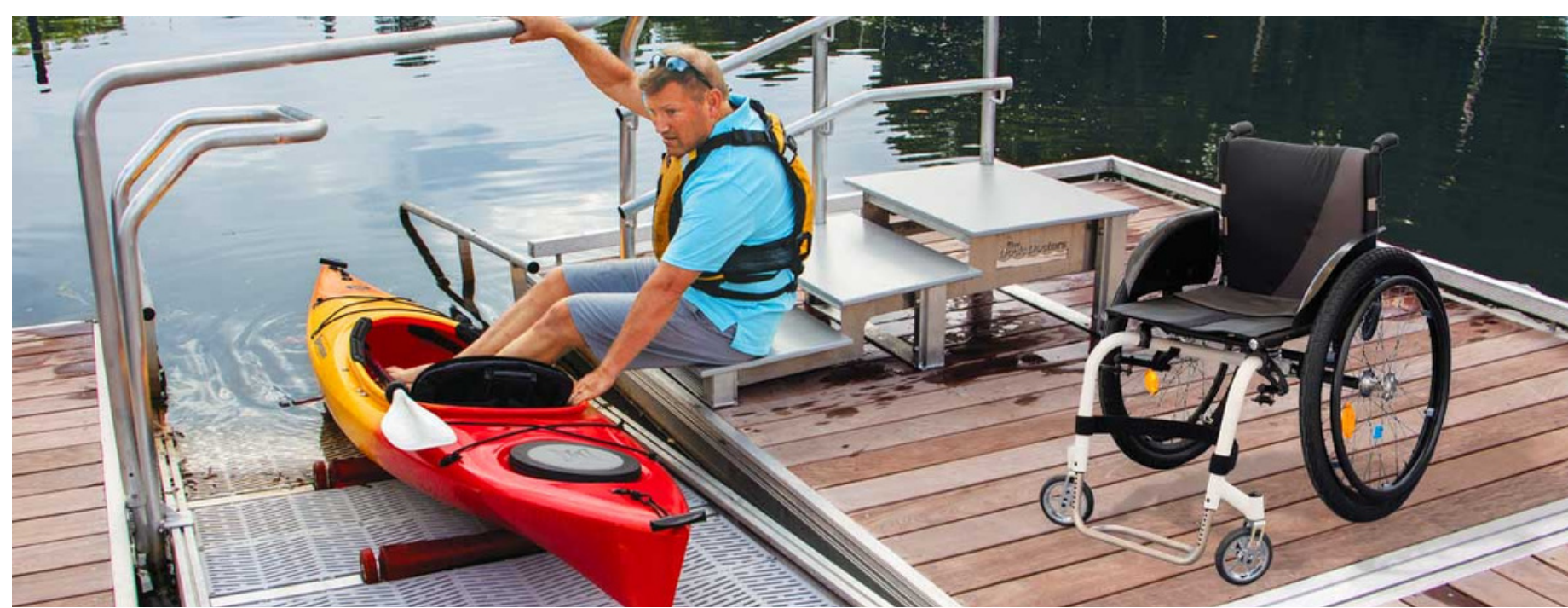


# TREES LAKE





# Inflatable Water Park





# Gaps

How Legislature can help



01

Keep what is working

02

Invest in committed communities

03

Engage



# Questions

## Contact Information



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