

Metropolitan
Redevelopment Areas
Catastrophic Business
Assistance Program

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Small Business Development
Center

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City of Las Cruces

Overview

Introductions

City of Las Cruces Revitalization Focus

Metropolitan Redevelopment Areas (MRAs)

Catastrophic Business Assistance Program

Next steps



Small Business Development Center

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U.S. Small Business
Administration



NMSU Doña Ana Community College

TO DEVELOP SKILLED ENTREPRENEURS AND STRONG BUSINESSES

Various areas of expertise

Lead Center is in Santa Fe
Nearly 1,000 centers in the U.S.

Accredited through the ASBDC
**Our office serves Doña Ana
and Sierra counties**



Debbi Moore

President & CEO

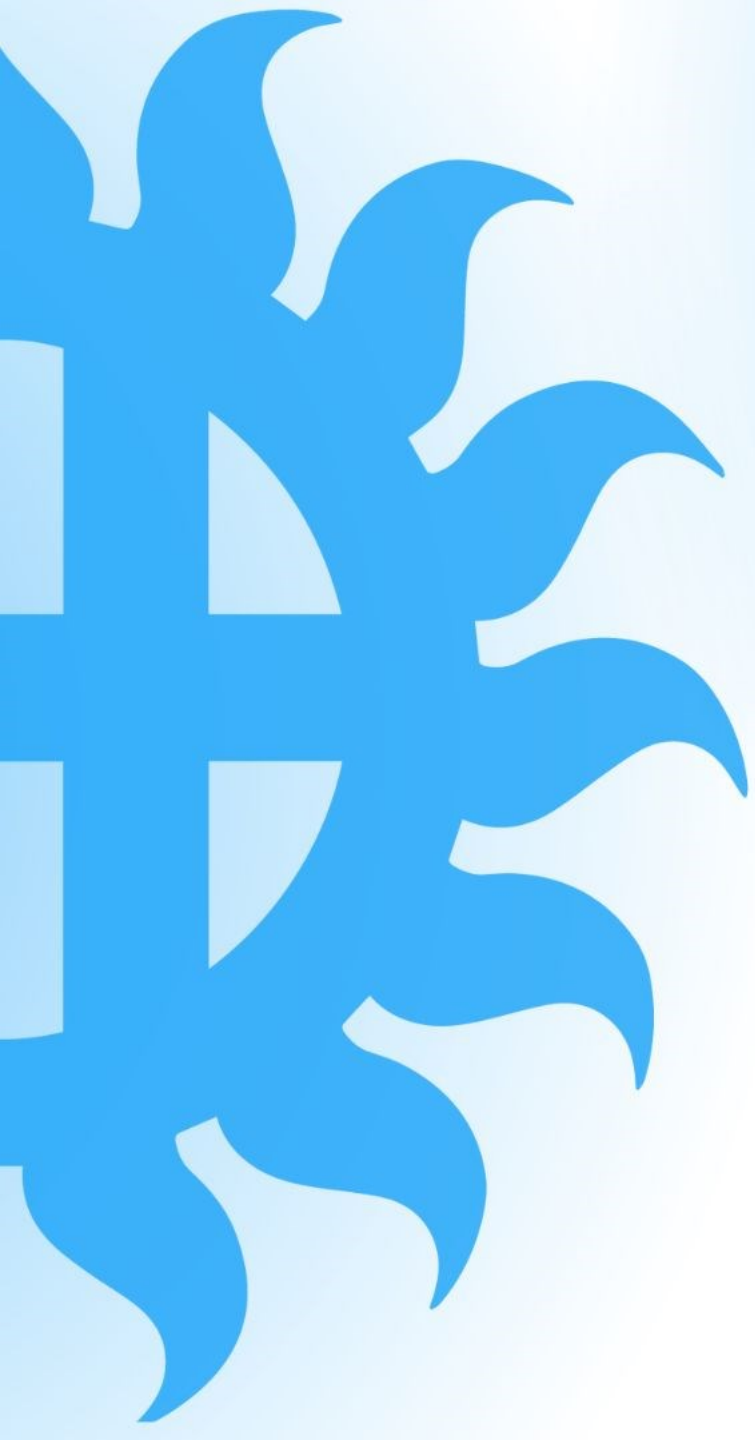
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Elizabeth Teeters

Economic Development Director
City of Las Cruces



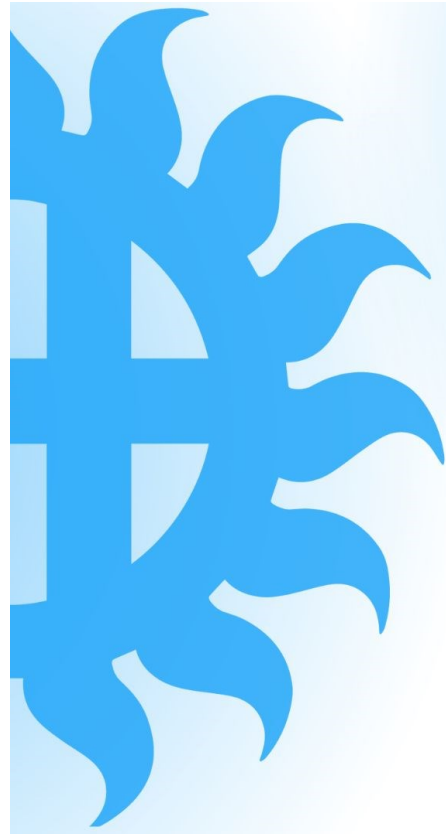
Focus on Revitalization



Metropolitan
Redevelopment
Areas (MRAs)

Catastrophic
Business
Assistance
Program

Metropolitan Redevelopment Areas



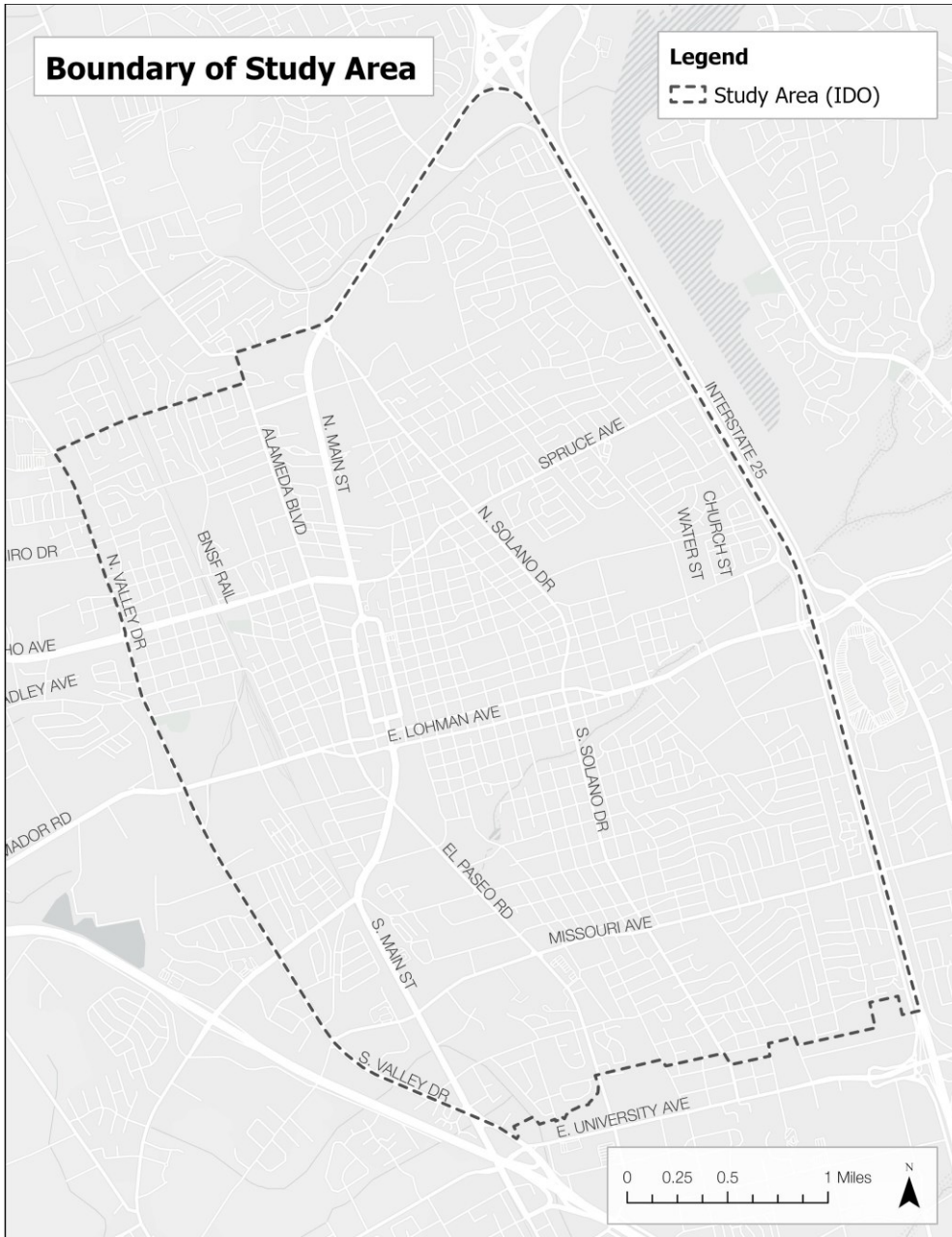
Benefits of MRA

- ▶ Allows for the contribution of public resources to private redevelopment projects without violation of the state's anti-donation clause.
- ▶ Demonstrates the commitment of the City to invest within the proposed areas.

Boundary of Study Area

Legend

Study Area (IDO)



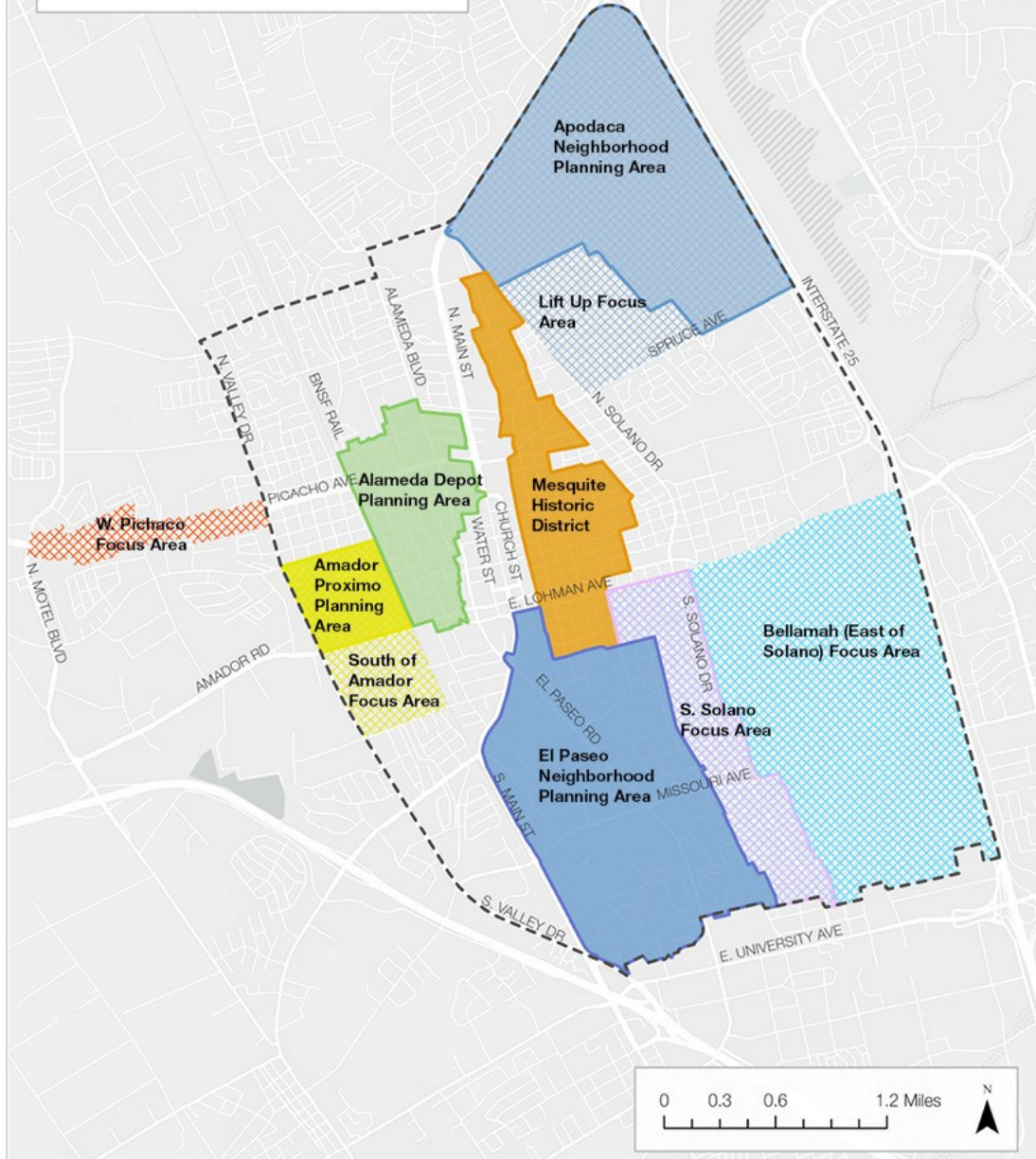
Parameters

Infill Development Overlay District

Blight analysis




Consultants determine specific areas

Existing Plan Areas and Additional Focus Areas for MRA Assessment



Boundary of Study Area Proposed MRA Districts

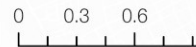
Legend

-  El Paseo & South Solano Proposed MRA
-  West Picacho Proposed MRA
-  Study Area (IDO)

Designations

- ▶ El Paseo & South Solano
- ▶ West Picacho

0 0.3 0.6



Next Steps...

MRA Plans for designated areas

THANK YOU for changes to State Statute

Goal - First municipality to implement tax increment



Catastrophic Business Assistance Program

- ▶ \$150,000 of Junior Money
- ▶ Local Economic Development Plan (LEDA)
- ▶ Definition
- ▶ Application Process
- ▶ Streamlining funds
- ▶ Performance Measures

HOW?

A sudden and devastating event that can cause significant harm or damage to a business and its assets. Such incidents can result from natural disasters like floods, earthquakes, or tornadoes, human-made events like fires, explosions, or acts of terrorism, or technological failures like equipment malfunctions, power outages, or cyber-attacks. These incidents can lead to **significant operational disruptions, loss of critical data, and financial losses**. In the case of equipment failure or malfunction, catastrophic incidents can cause significant downtime, increase maintenance costs, or even lead to equipment loss or destruction.

Definition

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graph LR; A[Initial Application] --> B[Financial Review]; B --> C[Full Application]
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Initial
Application

Full
Application

Financial
Review

Consultations

Assist existing and start-up businesses with one-on-one consultations with a business advisor.



Areas of Counseling:

- Business Planning
- Market Strategy Development
- Cash Flow and Profitability
- Goal Setting
- Effective Record Keeping
- Business and Management skills
- Business Loan Packaging for startup and existing businesses

RESOURCES

SBDC is a valuable resource for you:

Market Research and Demographics

- SBDCNet
- IBISWorld-industry reports
- Demographics Now
- Reference USA
- Financial Tools



CLC Business Catastrophic Business Assistance Partnership

- SBDC conducts financial review with client
- CLC determines approval for LEDA
- SBDC schedules quarterly follow-up with client to ensure same or increase number of jobs
- Establish a long-term relationship with client to assist with the success with the business
- Business loan packaging for startup and existing businesses

APPROVED

- Funds distributed immediately
- Post performance measures
 - 6 month
 - Annual

DENIED

- Continue to work with SBDC

Current Applications



20 initial applications received



6 have completed full application process & referred to the SBDC



Reasons applied: AC replacement, vandalism, water damage, closure due to water line repairs

Next Steps...

From Pilot
Program to
Statewide
Implementation



Questions