

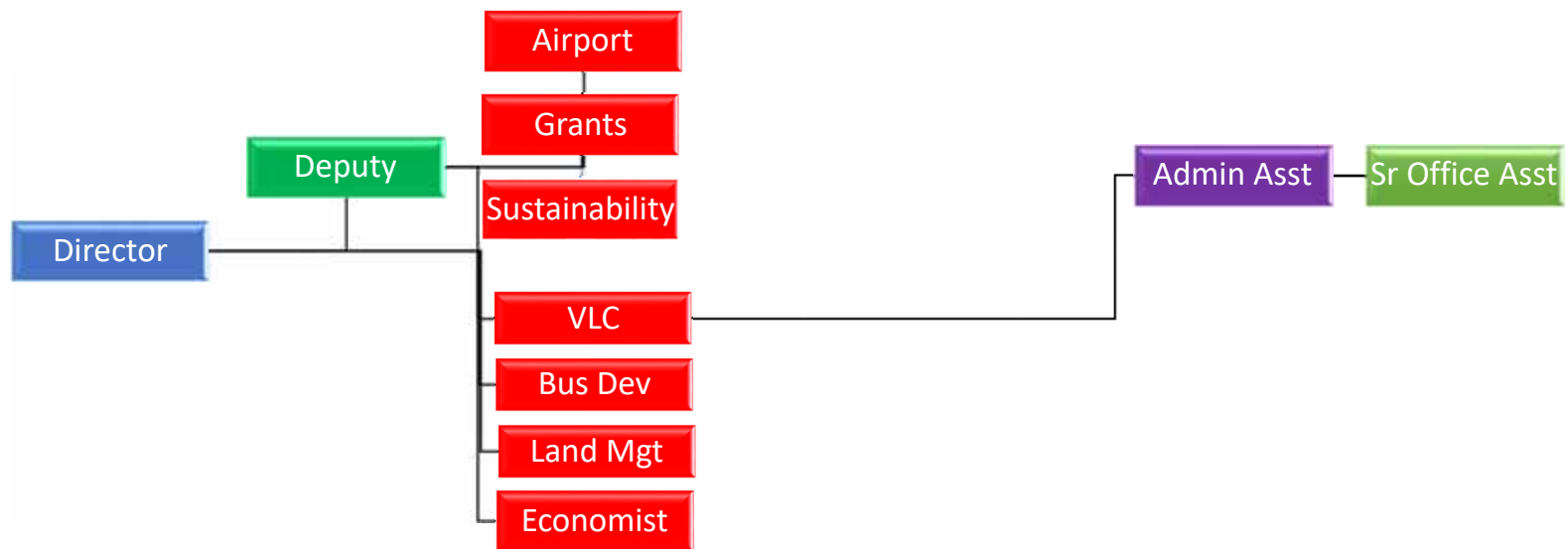
Economic Development Update

Phil San Filippo, Economic Development Director

City of Las Cruces

2018

Organized January 2017



Phase 1: Listening & Learning

Listening

- 3 Economic Development Summits
- Meetings with various groups and organizations
 - 3 Chambers
 - MVEDA
 - Bridge
 - Workforce Solutions
 - State of New Mexico Economic Development Department
 - Borderplex Alliance
 - El Paso Economic Development Department
- 2 Focus Groups

Learning

- Performance Institute – Certified Government Performance Manager (CGPM)
- PEAK Performance – Managing for Results

What We Learned

Pros

- Friendliness
- Organ Mountains is our #1 physical feature.
- Sunshine and weather is # 2
- Las Cruces has great opportunity and potential.
- NMSU
- Unique cuisine

Cons

- Not business friendly
- Tough to get a straight answer
- Permitting is an impossibility
- We need to be more like El Paso
- Although Las Cruces has potential, we need to step up our game.
- Attractiveness of medians and roads need to be upgraded
- Disconnect between students graduating and jobs.

Step 2: PEAK Performance

P – Perform Mission

E – Evaluate Measures

A – Assess Outcomes

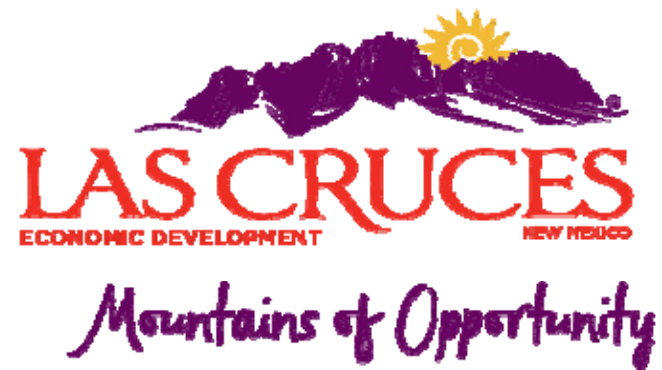
K – Keep Climbing



- Branding
- Destination Downtown
- Airport
- West Mesa Industrial Park
- Tourism
- Customer-focused Economic Development program
- Sustainability

Branding

- Organ Mountains: our #1 physical feature.
- Sunshine and weather: # 2
- Las Cruces has great opportunity and potential.
- We ain't there yet!



Destination Downtown

- Renovate Main Street – Matching Grant Program
- Within next year, 7 new businesses are scheduled to open in downtown
- Transitioning to retention of businesses
 - Support Advertising
 - Promotions and Events
 - Business workshops & assistance
- Reintroduction of Main Street to residents and visitors

Mountains of Opportunity



Las Cruces Space Festival : April 12th-14th 2018



Our Supporters – so far



Our Vision

- The first 'Las Cruces Space Festival' will be held on 12th-14th April 2018
- A celebration of space-related activity and interest in the region
- Everyone is invited to join this annual celebration of space. We'll aim to have something for all interests – we're 'Making Space For Everyone'
- "Space" activity is of huge interest to many people – it's part of our culture and heritage, plus most of us depend on it everyday (cell phones, GPS, etc.) and that will grow
- There is already much space-related activity in the region, which should also increase
- It will offer prospects for our youth, and draw in others to help achieve the goals
- More details on the Festival will follow in the coming weeks
- In the meantime, please make a date to come along – or offer your support to the team, if you wish!

Airport

- Renovation of old terminal building
- Begin work on aprons, taxiways and runways
- Actively seeking new tenants for the airport
- Joint marketing opportunities with West Mesa Industrial Park

Mountains of Opportunity



West Mesa Industrial Park

- Refreshed entranceway
 - New Median
 - Fencing on both sides of street to control wind debris
 - Welcome to Las Cruces Sign. More to come.
- Meeting with WMIP businesses
- Several are currently in the process of expansion
- Joint marketing opportunities with airport

Mountains of Opportunity



Tourism

- A2D training – (Arrival to departure)
 - To incorporate more detailed information on Spaceport America
 - Will be extended to many departments of City government
 - Available to businesses
- Convention Center Expansion
- New hotel adjacent to the Convention Center
- Moving Country Music Festival away from downtown and different time of year
- Bringing a variety of entertainment to the Rio Grande Theatre.
- Future Spaceport tours will embark and disembark at new home of Visit Las Cruces.

Mountains of Opportunity



Customer-focused Economic Development program

- Business Concierge
- Response to inquiry within 72 hours
- Surveys at airport, Plaza and other points of contact with public.
- Work with Community Development department to build an efficient and productive permitting program.
- Continue to grow and retain new businesses and support the growth and development of existing businesses.

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Sustainability

- Increase its renewable energy portfolio
- Increase energy efficiency
 - Retrofitting light fixtures
 - Increase solar usage
- Decrease level of Greenhouse Gas (GHG) – gases that emit radiation within atmosphere. (e.g. water vapor, carbon dioxide, methane, nitrous oxide, and ozone).

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Signs that our economy is getting better

	2016	2017	
New Business and Renewal Registrations	3769	4090	↑8.5%
Unemployment	5.9%	5.7%	↓.2%
MLS Home Sales	1785	1972	↑11%

11.7% Annual Growth Since 2011
82% Increase from 2011 - 2017



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The Kitty Hawk of the Future



The Rant

- We heard you: The City is stepping up its game
- But we all need to step up our game
- Las Cruces is only #2 in population
- We're beating our Neighbors to the North in so many ways
- We need to stop apologizing because we live and work in the Southern part of the State
- The future of New Mexico is right here, right now

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The Challenge

- Are we ready for growth?
- Can we collectively work together to solve problems?
- Are we all willing to step up our game?
 - Individually?
 - Collectively?
- The Orlando Dilemma: How will we do?

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Thank You

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