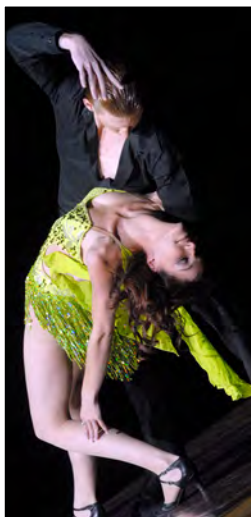


WELCOME TO THE NEW MEXICO BORDERPLEX



¡BIENVENIDOS!



Welcome to the NM Borderplex



20 Best Towns of the Future

Sunset Magazine 2010

The New Mexico Borderplex communities have low property taxes, mild weather, strong educational systems, and friendly neighbors, all of which are just some of the great reasons others have made our region their home. We invite you to browse through the information herein to learn more about the opportunities and assets that make Doña Ana County such a great place to live. Whether your interests take you to thrilling outdoor recreational challenges, inspiring theatrical performances, sampling refreshing and flavorful wines and local foods, or immersing yourself in our rich cultural heritage, you will find delight in all that Doña Ana County has to offer. We look forward to seeing you in our neighborhood! ¡Bienvenidos!

Top 10 Reasons for Living in Doña Ana County:

1. Competitive cost of living
2. 340+ days of sunshine and temperate climate year-round
3. Low property taxes
4. Natural disasters are extremely rare
5. 10 wineries, 3 breweries to enjoy local flavors
6. Organ Mountains-Desert Peaks National Monument: 496,000 acres of culture, history, and wildlife
7. New Mexico Lottery Scholarship = free college tuition for New Mexico high school graduates
8. Home to a major research university with NCAA Division 1 sports.
9. A Community College system with 5 branch campuses throughout the county
10. Music in the park, farmers markets, and numerous arts shows

Doña Ana County Communities

1 - Anthony

Located on the New Mexico/Texas state line, 27 miles south of Las Cruces and 21 miles north of El Paso, Anthony was established in the 1880s, but has only been incorporated since 2010.

2 - Chaparral

Straddling both Otero and Doña Ana counties, Chaparral sits on the east side of the Franklin Mountains and is primarily a bedroom community for El Paso, Fort Bliss and White Sands Missile Range.

3 - Doña Ana

The county's first permanent settlement, Doña Ana was designated the Doña Ana Village Historic District by the National Register of Historic Places in 1996.

4 - Hatch

Known as the "Chile Capital of the World," Hatch is primarily an agricultural community, but because of its proximity to Spaceport America, it has also come to be known as the "New Gateway to Space."

Doña Ana County Communities

5 - La Union

Settled in the mid-1800s, it was the joining of two pueblos, Los Ojitos and Los Amoles, that gave La Union its name.

6 - Las Cruces

Las Cruces is the second largest city in New Mexico, the seat of Doña Ana County and the commercial hub of the Mesilla Valley.

7 - Mesilla

The original seat of Doña Ana County, Mesilla was established in the mid-1840s and played an important role in many historic events, including the Gadsden Purchase and the trial of Billy the Kid.

8 - Mesquite

Beginning as a switch station for the Santa Fe Railroad Co., Mesquite is a small agricultural community located south of Vado, just west of Interstate 10.

9 - Organ

Organ was originally started in the foothills of the San Augustin Mountains as a mining camp prior to the Civil War, but today is a "traditional historic community," under the direct jurisdiction of Doña Ana County.

10 - Radium Springs

Radium Springs takes its name from the fact that the water in the area contains several millimicrocuries of radium per liter.

11 - Rincon

Long a haven for outlaws, today Rincon is an agricultural community and part of the Hatch Valley chile consortium.

12 - Salem

Salem was originally established as Plaza in the mid-1800s, but was renamed in 1908 when a group of New Englanders from Salem, Mass., settled and established a post office.

13 - San Miguel

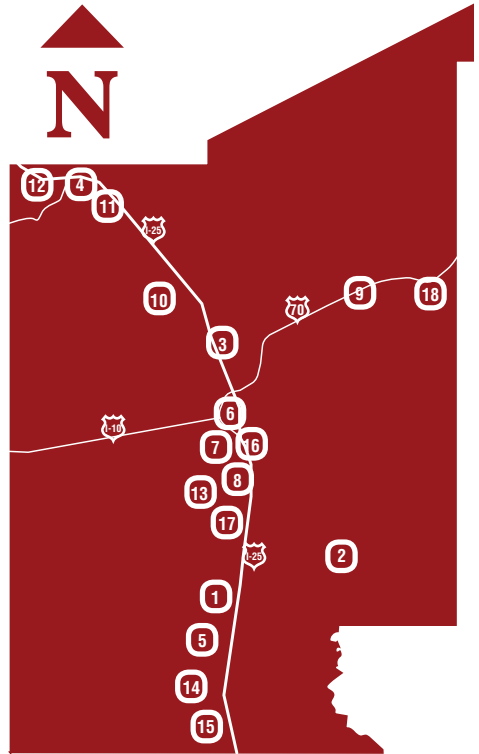
The home of Stahmann Farms on state Highway 28, 10 miles south of Mesilla, San Miguel was originally established in 1850.

14 - Santa Teresa

Santa Teresa's close proximity to the New Mexico Port of Entry and Union Pacific's \$400 million, state-of-the-art rail facility has made it the state's newest boom town.

15 - Sunland Park

Named for Sunland Park Racetrack & Casino, Sunland Park sits on the southernmost end of Doña



Land Area (square miles) - 3,807

Persons per square mile - 56

Ana County, on the borders of Texas and the Mexican state of Chihuahua.

16 - University Park

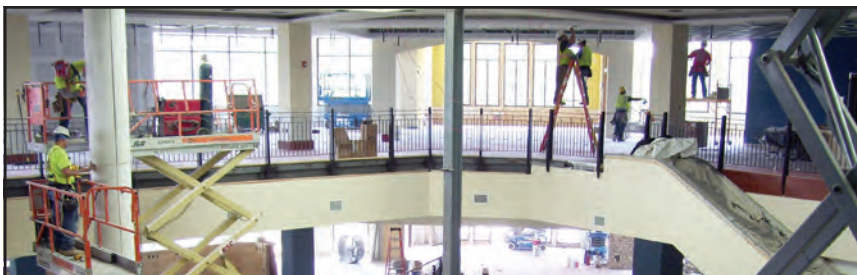
University Park is a symbiotic entity owing its existence to New Mexico State University, the only research-extensive, land grant university and the second largest learning institution in the state.

17 - Vado

Located 17 miles south of Las Cruces on Interstate 10, Vado existed as a Mexican community before the Gadsden Purchase in 1854.

18 - White Sands

Located near White Sands Missile Range and White Sands National Monument in the Tularosa Basin, White Sands is a community of predominantly military personnel and their families.



Top 30 Best Small Places for Business & Careers

Forbes 2013

Areas throughout Doña Ana County continue to grow.

In Las Cruces, one promising development includes the activity taking place around the city's newest Walmart at 3331 Rinconada Blvd.

"Obviously the (Las Cruces) Country Club is a big project where we're going to be putting the pedal to the metal next year," NAI 1st Valley commercial Realtor Redfearn said of the proposed Park Ridge multi-use development planned for the site of the former Las Cruces Country Club at 2700 N. Main St.

The Park Ridge Project team includes CBI Holdings, Spangenberg Phillips Tice Architecture, Galicia Hospital Group LLC, Zia Engineering and Environmental Consultants, Steve Newby Architects, Hutton Construction Suncrest Senior Living with Jay Robb and NAI 1st Valley Realty.

City Council in 2013 approved the rezoning of 30.75 acres needed to proceed with development of the 110-acre parcel.

Elements of the urban infill – the largest in the city's history – project include 42-bed, single-floor boutique hospital, retail space and multi-family housing for seniors and young families. A park-like setting with walking paths and outdoor cafés is envisioned.

One of the most active sectors during the year was hospitality, with many new restaurants opening. Chain restaurants discovering the city include Corner Bakery, Genghis Grill, Dunkin' Donuts, Five Guys Burgers and Fries, Jason's Deli, K-Bob's and Rockin' BZ Burgers.

Back office, one of the seven sectors targeted for development, continues to thrive in Las Cruces.

General Dynamics Information Technology announced it is building a 20,000-square-foot addition at its back office facility on Hickory Loop and hiring 200 additional employees.

In announcing the expansion, both Economic Development Secretary Jon Barela and Davin Lopez, president and CEO of the Mesilla Valley Economic Development Alliance, said they are optimistic about economic development in the coming year.

Barela said a U.S. Conference of Mayors' study projects above average growth for New Mexico's urban areas in 2014. The study forecast growth rate for Albuquerque, 2.7 percent; for Santa Fe, 3.1 percent; "and, most encouraging, 3.5 percent for Las Cruces," he said.

The area also plans for a 70,000-acre, bi-national community with commercial and industrial facilities, residential communities with medical services and cultural amenities.

The two state administrations are collaborating to align infrastructure – utilities and roads – and coordinate the construction of a railroad bypass around Juárez.

The bypass and highways, also in the planning stage on both sides of the border, would enhance the appeal of the Santa Teresa area, which already is getting noticed as two maquiladoras have opened on the Mexican side of the border.

Santa Teresa is now second only to Albuquerque as a manufacturing center, said Jerry Pacheco, executive director of the International Business Accelerator and founder and vice president of the Border Industrial Association. More than 50 percent of the state's trade with Mexico originates there.



Top 10 Cities for Real Estate Steals

US News & World Report 2010

Rather than a year filled with dips and valleys, 2013 has been steady, with stable growth.

Doris Nurenberg, association executive with the Las Cruces Association of Realtors, said 2013 has been a good year for the real estate industry, with more home sales reported than the year before.

"We had a phenomenal first quarter. The second quarter, after the sequester, dropped off a bit," she said. "We then picked up steam, until the government shutdown. ... We're not seeing those dramatic rises. It's been even, but it is picking up steam. We've even had some high-end market sells, which didn't happen in 2012."

While uncertainty over the federal government made some buyers hesitant, overall, people are more comfortable than before when it comes to buying and selling a home, Nurenberg said.

"I think it's pent-up demand," she said. "Buyers who were on the fence were waiting to see the bottom."

Nurenberg said many who were on the fence were encouraged to take action after interest rates saw an increase.

"Prices are still low," she said, adding the \$100,000 and under range was still strong in 2013. "You still get a lot of house for the price."

The amenities found in Las Cruces – ample sunshine, a growing medical community, access to a community college and university, among others – have continued to draw people to the Mesilla Valley.

"Nine counties in the state saw their median sales price go up, and we were one of them," Nurenberg said.

According to the Realtors Association of New Mexico, Doña Ana County's median sales price went from \$145,133 in 2012 to \$152,250 in 2013.

Chavira said entry-level homes were still a hot commodity in 2013, but added that builders in the high-end range – \$300,000 and higher – were also active.

Chavira and Nurenberg both said they predict 2014 will continue in the same line as 2013, with steady growth and more business on the horizon.

Southern Doña Ana County is also experiencing a housing boom, and Las Cruces builders and real estate brokers are beginning to get in on the action.

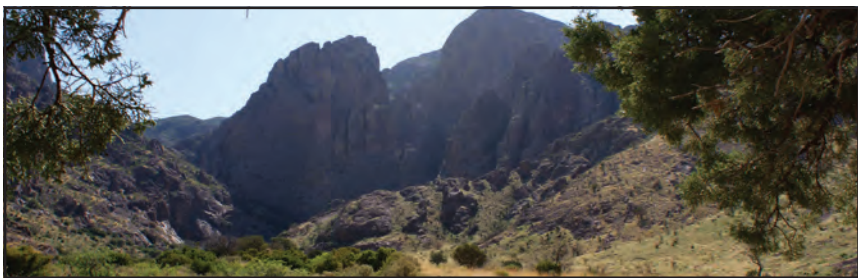
Hakes Brothers of Las Cruces broke ground in late 2013 for one section of homes in The Grove, a commercial and residential community in Santa Teresa.

Equally bullish on Santa Teresa is John Hummer, owner and qualifying broker of Steinborn & Associates Real Estate of Las Cruces. The firm opened an office there in spring 2013.

Hummer said he had been looking at Santa Teresa for five years.

"Two things had to happen," he said. "The infrastructure, primarily water, had to be taken care of, and the border development with Union Pacific had to be under way."

Although industrial and commercial growth is just beginning, "it doesn't hurt to be in close proximity and have people on the ground," Hummer said.



A Playful City, USA www.kaboom.org 2013

The feeling of sitting underneath a night sky with nothing but the stars above and a soundtrack of the desert air is a unique opportunity provided to those living in the Mesilla Valley.

A metropolitan area surrounded by mountains in almost every direction is something not many people in the world can boast of, said Lucas Herndon, executive director of the Friends of the Organ Mountains-Desert Peaks.

An avid camper in southern New Mexico, Herndon said the weather of the area is a big selling point.

"We can go camping most of the year, even in the coldest months," Herndon said. "Not just the fact that it's nice, but it's dependably nice."



For beginning campers, Herndon recommends Aguirre Springs Campground, located 30 minutes away on the east side of the Organ Mountains off U.S. Highway 70 toward Alamogordo.

For those wanting to leave the desert terrain, look to the Lincoln National Forest near Ruidoso, about a two-hour drive, for areas to fish and escape the heat in an alpine landscape.

For intermediate to advanced hikers, Herndon said heading into the Gila Wilderness might be the way to go.

Those who do attempt to undertake such an adventure, however, need to remember to be a smart camper. Taking the proper equipment is just as essential as being aware and responsible for your surroundings.



"The No. 1 thing to remember is water," Herndon said. "Having water with you is invaluable and is smart survival tactics."

Taking a water filter if you know there are water sources along the way is also a way to avoid carrying unnecessary water weight in your camping pack.

As a general rule, packs should not weigh more than a quarter of someone's body weight, and should be strong enough to situate near the top of a person's back. Other essential items are high-protein foods, map or GPS system, knife, tarp and head lamp. Herndon said having a protective device, such as bear mace and first-aid kit, is a good idea.

Also remember to always pack out what is packed in and pick up all trash to lessen the environmental impact of trekking through Mother Nature.

Southern New Mexico has a lot more to offer than just hiking. Whether its visiting White Sands National Monument, skiing in Ruidoso or golfing at one of the numerous world-class golf courses, there is plenty of ways to get outside and active.



Hardest Working Towns in America

Parade Magazine 2012

New Mexico State Aggies

Though the New Mexico State University Aggies and the Western Athletic Conference were significantly impacted by conference realignment, both have managed to survive, and the future appears bright for NMSU sports.

In men's basketball, the departure of programs such as Utah State, Nevada and Fresno State has left NMSU as the premier basketball program in the league and the overwhelming favorite to win the conference tournament and return to the NCAA basketball tournament for the third-straight year and for the fourth time in five years.

The NMSU football program will begin play in the Sun Belt Conference in 2014 after competing as an independent in 2013. NMSU Athletics Director McKinley Boston said there is a possibility the Aggies will become full members of the Sun Belt in 2015.

The university currently competes in six men's sports and nine women's sports. The men's teams include baseball, basketball, cross country, football, golf and tennis, while Aggie women compete in basketball, cross country, equestrian, golf, soccer, swimming and diving, tennis, track and field and volleyball.

NMSU also has a successful rodeo program that competes in the Grand Canyon Region of the National Intercollegiate Rodeo Association. The men's team finished on top of the region and 16th nationally in 2013, while the women's team finished fourth in the region.

High School Sports

The Field of Dreams Stadium in Las Cruces seats more than 12,000 fans, but at least once a year, the stadium is far too small.

That's when the Las Cruces High School Bulldawgs and the Mayfield High School Trojans face off in a football game that usually decides who will go to the state playoffs as District 3-5A champions.

When those two teams play, a crowd of more than 25,000 usually turns out to watch and the game is played at Aggie Memorial Stadium. The rivalry has been so good it finished second in USA Today's Best High School Football Rivalry competition.

2004-2013 High School State Championships

Football

- Las Cruces High (5-A) – **3**
- Mayfield High (5-A) – **4**
- Hatch Valley (2-A) – **2**
- Mesilla Valley Christian (1-A) – **1**

Boys Basketball

- Las Cruces High (5-A) – **1**
- Onate High (5-A) – **1**
- Santa Teresa High (4-A) – **1**
- Mesilla Valley Christian (2-A) – **3**

Girls Basketball

- Mayfield High (5-A) – **3**



2014 Tier 1 Institution - NMSU

U.S. News & World Report's National Universities Rankings

New Mexico State University

New Mexico State University, the state's only land-grant university, is dedicated to teaching, research and service at the undergraduate and graduate levels. NMSU is a NASA Space Grant College, a Hispanic-serving institution and is home to the very first Honors College in New Mexico. The university has five campuses, a satellite learning center in Albuquerque, cooperative extension offices located in each of New Mexico's 33 counties, 12 research and science centers and through online degree programs.



Doña Ana Community College

Doña Ana Community College is a responsive and accessible learning-centered educational institution that provides opportunities in support of work force and economic development. The community college features eight locations throughout the county to service residents and build partnerships within these communities. In 2014, DACC celebrated its 40th Anniversary as an educational institution in Doña Ana County.

Las Cruces Public Schools

The Las Cruces Public School District is the second largest school district in New Mexico, covering the middle third of Doña Ana County. The district services approximately 24,400 students at 38 schools: 25 elementary schools (grades pre-K-5), eight middle schools (grades 6-8) and six high schools (two are early college high schools). The district also has one vocational high school program providing career technical education (CTE).

Hatch Valley Public Schools

The mission statement of the Hatch Valley Public Schools is to "work together to provide a quality education while fostering character to build tomorrow's responsible leaders." It does this in its three elementary schools, one middle school and one high school.



Gadsden Independent School District

The Gadsden Independent School District serves the communities of southern Doña Ana County, including Chaparral, Santa Teresa and Sunland Park. It consists of 26 educational facilities, including four pre-kindergarten schools, 14 elementary schools, three junior high schools and four high schools.



Top 10 Spring Break Destinations for Families

Guidebook America 2012

With new and returning festivals, top-tier entertainment acts, a burgeoning artistic and gallery community and more, it's fair to say, that life is good in Las Cruces – and getting better.

For fans of good food and great drink, the City of the Crosses is the place to be, with festivals and gatherings celebrating our world-class cuisine throughout the year.

Award-winning New Mexico wines please palates at the spring and fall southern New Mexico wine festivals – and all year-round at Las Cruces' wine bars and bistros. Beer festivals include Tour de Beers, Blazin' Brewfest and Dia de la Cerveza.

Of course, it wouldn't be New Mexico without a heaping helping of everyone's favorite spicy stuff – our world-renowned chile. SalsaFest! on Main Street Downtown, allows local chefs to show off their best salsa skills to scores of attendees. The annual Hatch Chile Festival draws crowds to the veritable mecca of chile.

The Las Cruces Country Music Festival, Music on Main Street, Music in the Park and the Mesilla Jazz Happening showcase some of the city's top talent in settings perfect for an outing with the family.

The Las Cruces International Mariachi Conference celebrated its 20th anniversary, bringing together hundreds of local players for a week of workshops and performances leading up to the Spectacular Concert.

The visual arts also have a home in the area. February is For the Love of Art Month, while March sees the Las Cruces Arts Fair fill the Las Cruces Convention. In April, Downtown Las Cruces itself becomes a canvas during Avenue Art, with chalk artists creating masterpieces directly onto Main Street. In November, the annual Renaissance Arts-

Faire, takes visitors back in time.

Culture and heritage are huge in southern New Mexico, and a number of festivals throughout the year celebrated its deep ties to the land, history and ancestry, from the Cinco de Mayo, Diez y Seis de Septiembre and Dia de los Muertos to the Southern New Mexico State Fair & Rodeo.

EVENTS CALENDAR

FEBRUARY

For the Love of Art Month (Las Cruces)

MARCH

Bataan Death March (White Sands Missile Range)

APRIL

Las Cruces Country Music Festival (Las Cruces)

MAY

Southern New Mexico Wine Festival
(Southern New Mexico State Fairgrounds)

JULY

Fourth of July Electric Light Parade (Las Cruces)

AUGUST

Hatch Chile Festival (Hatch)

SEPTEMBER

Frontier Days (Fort Selden)

OCTOBER

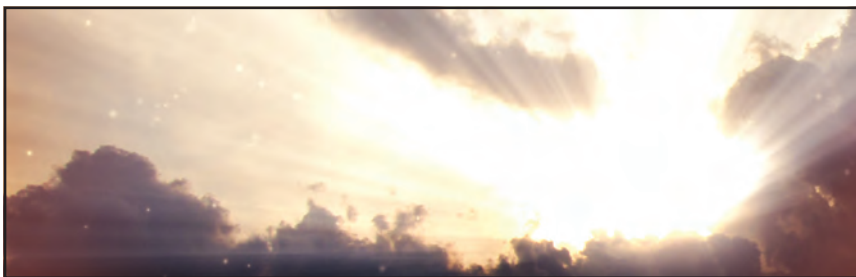
Southern New Mexico State Fair & Rodeo
(Southern New Mexico State Fairgrounds)

NOVEMBER

Renaissance ArtsFaire (Las Cruces)

DECEMBER

Christmas Carols & Luminarias on the Plaza (Mesilla)



Best 21 Boomer Towns

Best Boomer Towns 2013

The Mesilla Valley is full of diversity – from the local crops that are planted to the people who call the area home.

To serve the spiritual needs of the community, Las Cruces is home to an abundance of religious organizations of varying beliefs.



Father Bill McCann of Immaculate Heart of Mary Cathedral said Las Cruces is a heavily Catholic community, with seven Roman Catholic parishes located within the city, and about 14 in the county.

While there is a large Catholic population, other spiritual beliefs – from New Thought and Christian Science to Lutheran and Methodist – are represented in the community as well.

Since being established in the community in 1954, Temple Beth-El has reached out to all Las Cruces to better educate them on the Jewish faith through educational programs, guest speakers and performance opportunities.

No matter the religion or denomination, each faith organization works to provide community members with comfort and a connection to something greater than themselves.

Numerous faith-based organizations reach out to the community to provide opportunities of education.

First Baptist Church, one of the area's oldest churches formed in 1898, uses entertainment as a way to please and educate the community. For 15 years, the church has offered "The Living Christmas Tree," a Christmas event of song that features a computer-controlled lighting show, and "Easter Alive" for the past seven years.

Not just nurturing a person's spirituality, the religious community also makes a large impact on the lives of Las Cruces community members.

Nonprofit organizations, such as El Caldito Soup Kitchen and Casa de Peregrinos, that serve the less fortunate and those in need, receive a helping hand from the religious community. Many in the religious community also reach out to the jails and detention centers.

Many in the religious community work together through interfaith organizations, such as the New Mexico State University Interfaith Council and CAFé (Communities of Action and Faith), to do their part to find solutions to common problems in the world.





Top 10 Great Sunny Places to Retire

AARP 2012

Residents from all over the Southwest come to the City of the Crosses for their health concerns, driving the need for high-quality providers.

A person can take comfort knowing that facilities such as two acute care hospitals, groundbreaking Alzheimer's and nursing facilities, top-notch hospice care and a myriad of specialists are all within a 15-minute radius.

Without a proper health care system in place, Las Cruces would not be able to serve the residents of Doña Ana County and maintain its status as the second-largest city in the state.

"You have to earn the trust of the community and the individual patients, because who knows which one of us is going to be the next one who comes in here," said John Harris, CEO of Memorial Medical Center.

With the industry in a state of flux nationwide, the focus will shift and force providers to do more on an increasingly cost-effective level, he said.

"It's about making sure that MRI ordered by your doctor is done when it should be done, and not delaying your care and extending your stay and therefore the cost of your care, for a reason that's not really defensible," Harris said.

Denten Park, CEO of MountainView Regional Medical Center, echoed that the industry has changed from focusing on in-patient services to what can be done outpatient, thanks to advancements in technology and treatments.

"For example, our patients who have hip or knee replacement surgery are out of bed and beginning to walk on the very same day, which is very different from how patients recovered from the procedure 10 years ago," Park said.

Although MountainView and MMC may be competing institutions, the only winners are the citizens of Las Cruces, as the two drive one another toward a higher quality of care.

MMC boasts a cancer center, which celebrated its 100th clinical trial of proven methods in 2013. It offers treatment options equal to that of MD Anderson or the Mayo Clinic.

MountainView recruited 12 physicians in 2013, and received national recognition as an accredited chest pain center, primary stroke center and the Joint Commission Gold Seal for Hip and Knee Replacements.

In 2014, Las Cruces will welcome its second Early College High School, which will specifically focus on students in medical-related fields.

MEDICAL FACILITIES

FULL SERVICE HOSPITALS: 2

MountainView Regional Medical Center
Memorial Medical Center

ACUTE CARE AND REHABILITATION HOSPITALS: 2

Advanced Care Hospital of Southern New Mexico
Rehabilitation Hospital of Southern New Mexico

MEDICAL CLINICS AND COMMUNITY HEALTH CENTERS: 14

La Clinica de Familia - 10
Ben Archer Community Health Center - 4

PSYCHIATRIC HOSPITALS: 2

Mesilla Valley Hospital
Peak Behavioral

URGENT CARE FACILITIES: 6

Doña Ana County Comparison



	<i>Doña Ana County</i>	<i>Albuquerque, NM</i>	<i>El Paso, TX</i>	<i>Dallas, TX</i>	<i>Denver, CO</i>	<i>Colorado Springs, CO</i>	<i>Phoenix, AZ</i>	<i>Tucson, AZ</i>
Population	213,460	556,489	674,438	1.26M	649,495	439,858	1.5M	526,141
Households	74,898	217,856	219,332	476,733	273,050	169,761	517,276	207,615
Median Household Income	\$36,343	\$48,357	\$40,974	\$41,978	\$51,089	\$53,550	\$46,601	\$35,720
Total Firms (2007)	15,497	44,461	52,919	121,288	67,515	41,023	112,202	42,100
Retail Sales (2007)	\$1.93M	\$8.95M	\$7.89M	\$16.26M	\$6.84M	\$7.03M	\$21.86M	\$8.65M
Personal Income Tax	1.7-4.9%	1.7-4.9%	0%	0%	4.63%	4.63%	2.59-4.54%	2.59-4.54%
Sales Tax	8.31%	7%	8.25%	8.25%	7.62%	7.63%	8.30%	8.10%
Median Property Tax	\$788	\$1,530	\$2,126	\$2,827	\$1,305	\$1,017	\$1,418	\$1,614
Median Housing Value	\$135K	\$183K	\$117K	\$127K	\$264K	\$206K	\$162K	\$125K
Average Tuition Cost	\$3,286	\$3,223	\$3,616	\$4,439	\$12,936	\$8,658	\$10,002	\$5,801
Cost of Living Index	95.9	93.6	93.1	96.6	106.1	97.72	97	97.3
Utilities Index	87.7	90.5	88	104.7	100.3	98.1	98.8	90.9
Transportation Index	93.8	100.6	96.6	101.9	99	96.5	99.4	98.7
Health Index	94	96.6	89.4	99.9	104.2	103.6	101.1	113.6

*DONA ANA COUNTY

*Source: US Census Bureau, ACS 2013 1 Yr. Estimates

*Sources: Council for Community and Economic Research (C2ER)

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