


A PORTRAIT OF THE BORDERPLEX COMMUNITY

2019



\$48,823
MEDIAN HOUSEHOLD INCOME
EL PASO COUNTY


\$43,038
MEDIAN HOUSEHOLD INCOME
DONA ANA COUNTY



POPULATION
2,500,000



408,805
U.S. HOUSING
UNITS



COLLEGE &
UNIVERSITY
ENROLLMENT **125,000**

CIVILIAN
WORKFORCE
477,296





Welcome to the Borderplex

Our Advantages

The New Mexico Borderplex (Las Cruces NM MSA) offers unlimited opportunities for business location and expansion. Las Cruces, the state's second largest city and county seat, is located in the middle Rio Grande River basin, equidistant between the ports of Long Beach and Houston and is less than an hour's drive from the El Paso International Airport and the Santa Teresa International Port of Entry into Mexico. It is served by two interstate highways, two railroads and three regional airports.

Our Community

Las Cruces and the surrounding Mesilla Valley communities that make up Doña Ana County, New Mexico, are the ideal places to live, work and enjoy activities with family and friends. A rich and diverse heritage along with new developments and opportunities, give the area a link to its history while remaining focused on future growth and prosperity. Doña Ana County consistently receives recognition from leading publications such as Parade Magazine ranking Las Cruces #7 Hardest Working Cities in 2012. The county also enjoys an average of 340 days of sunshine annually which is not only good for business but also is good to enjoy some of the many cultural events around such as Trinity Site Tour, The Whole Enchilada Festival, or the White Sands Balloon Invitational, to name a few.

Our Organization

As the leading economic development organization in Southern New Mexico, the mission of the Mesilla Valley Economic Development Alliance (MVEDA) is to **“Grow the wealth of Doña Ana County through the creation of economic-based job opportunities for its residents.”** MVEDA is a public/private sector economic development alliance that serves all of Doña Ana County (Las Cruces NM MSA).

Founded in 1994, the Mesilla Valley Economic Development Alliance (MVEDA) is a 501 (c3) public/private economic development partnership that provides local businesses and those considering relocating and expanding in the Doña Ana County area with the information, tools and resources they need to succeed. Our goal is to develop a vibrant local economy by attracting and expanding basic employers within a few target industries while elevating job quality and investment within the region.

NM ASSETS

ECONOMIC SYNERGY



Major Employers

- **A.O. Smith Electrical Products**
- **Boeing Company**
- **Phillips Consumer Electronics**
- **Siemens Automotive Electric**
- **Delphi Automotive Systems**
- **Leviton Manufacturing**
- **Eureka**
- **Foxconn Technology Group**
- **Electrolux**
- **Menlo Logistics**
- **J.H. Rose**



Manufacturing, Logistics, Warehousing, and Distribution in the NM Borderplex

The Borderplex Region, comprised of the Las Cruces NM MSA, the El Paso TX MSA and Ciudad Juarez, Chihuahua, Mexico, is the largest metropolitan area along the U.S.-Mexico border. This dynamic area is home to more than 2.5 million people and offers unlimited opportunities for business location and expansion.

The Borderplex is the 7th largest manufacturing center in North America with total manufacturing employment exceeding 230,000. The New Mexico Borderplex is adjacent to over 300 maquilas in Juarez, who manufacture a wide variety of products ranging from electronics to automotive parts. Mexico is the leading export destination for the state of New Mexico, and third in value for imports. Mexico is the third leading trading partner for the United States. More than \$76B in US-Mexico trade crossed through its ports in 2019, 18% of all US-Mexico trade.

The Borderplex offers unlimited opportunities for manufacturers to supply their customers on both the East and West Coasts. National markets can be served by truck via Interstate 10 and 25, by rail via Union Pacific and Burlington Northern Santa Fe or by air cargo through El Paso International Airport, the Las Cruces International Airport and the Doña Ana County Airport at Santa Teresa. Due to its southern location, weather related delays through the Borderplex are rare.

The U.S. Port of Entry at Santa Teresa, New Mexico is one of the most modern on the U.S.-Mexico border. Two industrial parks are located in close proximity to the port and contain over three million square feet of industrial space. These parks are within one of only a handful of locations with an established overweight zone coupling the intermodal facilities and industrial parks.

In addition to the great location and weather, the New Mexico Borderplex enjoys one of the lowest property tax rates in the U.S., no inventory tax and a number of tax incentives for manufacturing.

Workforce and training initiatives are one of the top priorities of the community. Doña Ana Community College offers a number of specialized on-site training programs enabling new plants to train for specific job descriptions in a short time frame. These training programs can be funded through the Job Training Incentive Program. The NMSU College of Engineering houses the Manufacturing Technology and Engineering Center (M-TEC) that provides free services to local companies with economic development potential.

Industry Incentives:

- **Research and Development Small Business Tax Credit**
- **Research and Development Gross Receipts Tax Deduction**
- **Investment Tax Credit**

Major Employers

- **CyraCom**
- **General Dynamics**
- **Mass Markets**
- **VuPoint Research**
- **TLC Associates**

Business & Financial Services

The New Mexico Borderplex offers a young, talented and affordable workforce, many of whom are bilingual. New Mexico State University's main campus enrollment is over 17,000, of whom 47% are minority students. Coupled with lower operating and real estate costs, the business and financial services cluster has experienced increased activity in Las Cruces. The current customer service employment accounts for over 2.42% of the total labor force.



Doña Ana County has a well established base of firms in the business services cluster, including Allstate, Empereon Marketing, General Dynamics, Maximus Federal, Cyracom, and TLC Associates. The primary function of these centers is providing a customer service component to large national brands. Some centers focus on translation services and find value in Doña Ana County's great Spanish-English bilingual population. Over 30% of the labor force speaks English and another language "very well".

Doña Ana Community College offers a number of customized training programs, including call center representative training, enabling new centers to train for specific job descriptions in a short time frame. Additionally, with our partners at the New Mexico Workforce Solutions, we will continue to develop strong candidates for these operations and their future success.

Industry Incentives:

- **Telemarketing Gross Receipts Tax Exemption**

| Company | Employees | Bus Start Date | Types of Service |
|------------------|-----------|----------------|--|
| Aggie Pride | 21 | 2012 | Raise funds for NMSU and connect with alumni members |
| CyraCom | 127 | 2006 | Spanish translation services for medical industry |
| General Dynamics | 285 | 2011 | Customer service |
| TLC Associates | 275 | 2018 | Customer Service/Sales |
| VuPoint Research | 145 | 2008 | Customer satisfaction and political surveys |

Aerospace

Soaring in NM Skies

Since the end of WWII, the New Mexico Borderplex in southern New Mexico has stood as one of the nation's top locations for aerospace research, testing and development. Home to a well-established base of firms in the aerospace industry, including Jacobs Technology, Boeing, General Dynamics, Honeywell, PSL, Raytheon and NASA; as well as a large number of federal, state and military research centers, the New Mexico Borderplex is a hub for aerospace study and advancement.

Spaceport America

The nation's first purpose-built commercial space facility, Spaceport America holds great promise for the New Mexico Borderplex economic future. It has an average elevation of 4,500 feet and a lack of conflicting operations, facilities and environmental constraints. Designed to accommodate all classes of aircraft including wide body commercial aircraft, Spaceport America is also used by numerous private companies and scientific and engineering research programs. The site will soon be capable of accommodating the activities of both vertical and horizontal takeoff space launch vehicles and serve as the base for pre-flight and post-flight activities.

White Sands Missile Range

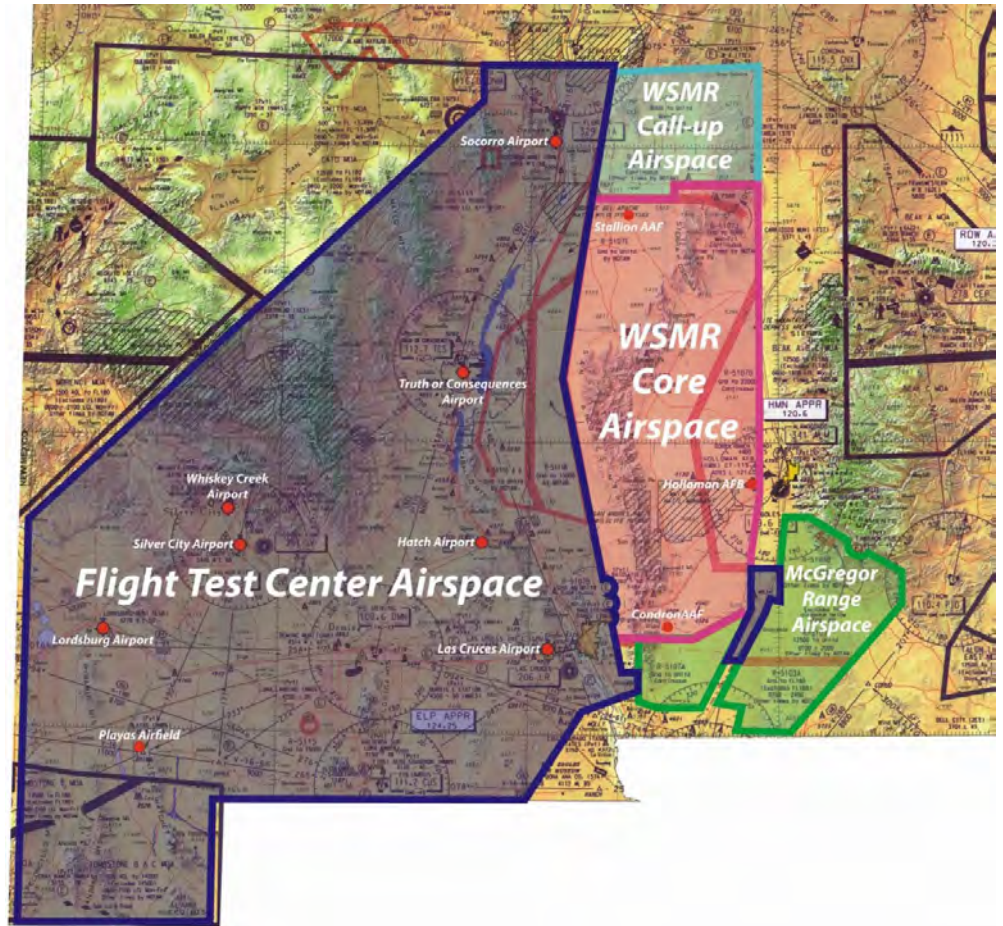
Established in 1945, White Sands Missile Range (WSMR) is a test range that functions to support missile development and test programs for the U.S. Army, Navy, Air Force, NASA, other government agencies and private industry. It is the largest over land test range in the country and boasts state-of-the-art environmental testing chambers, an extensive data collection instrumentation suite and data processing and modeling & simulation (M&S) facilities.

NASA White Sands Test Facility

The NASA White Sands Test Facility (WSTF) provides expertise and infrastructure to test and evaluate spacecraft materials, components and rocket propulsion systems. WSTF plays a key role in the nation's space effort and enables the safe human exploration and utilization of space.

New Mexico State University Physical Science Laboratory

Physical Science Laboratory (PSL) is a multi-discipline, aerospace and defense-oriented scientific and technical organization. Its key capabilities are grouped into four laboratories: Information Operations Laboratory, Aerospace and Autonomous Systems Laboratory, Telemetry and Missile Systems Laboratory and Emerging Technologies Laboratory.



Technical Analysis and Applications Center UAS Flight Test Center

Located within the PSL, the Technical Analysis and Applications Center offers uninhabited air vehicle research, education, flight test operations and information dissemination; advanced aviation technologies testing; consultation for regulation development; coordination with Federal Aviation Administration, International Civil Aviation Organization and Joint Aviation Authorities; development and validations of applications and a long-range UAV flight corridor.

Holloman Air Force Base

Holloman Air Force Base is home to the Air Force's 49th wing, which supports national security objectives. The wing provides combat-ready Airmen, F-22 Raptors and trains MQ-1 Predator and MQ-9 Reaper pilots and sensor operators. The wing also delivers Air Transportable Clinics and Basic Expeditionary Airfield Resources while providing support to more than 17,000 military and civilian personnel, including German Air Force Flying Training center operations.

X-Prize Cup

The first X-Prize Cup competition was held at the Las Cruces International Airport. The competition began as partnership between Holloman Air Force Base, the State of New Mexico and the X-PRIZE Foundation. It was the first space expo ever to allow aircraft and rockets to fly at the same event. The highlight of the X-Prize Cup activities was the Northrop Grumman Lunar Lander Challenge, a competition requiring a vehicle to simulate trips between the moon's surface and lunar orbit.

Las Cruces International Airport

Las Cruces International Airport is the only small community airport in U.S. to be certified by the FAA to test UAV's.

Mesilla Valley's mild climate, numerous research centers, state-of-the-art testing facilities and established aerospace organizations make it an ideal location for aerospace industries.



Major Employers

- **Virgin Galactic**
- **Jacobs Technology**
- **NASA**
- **U.S. Army**
- **Navy**
- **Air Force**
- **Raytheon**
- **General Dynamics**
- **Honeywell**

Industry

Incentives:

- **Aircraft Refurbishing or Remodeling Tax Deduction**
- **Aerospace Research and Development Tax Deduction**
- **Aircraft Manufacturing Tax Deduction**
- **Space Gross Receipts Tax Deduction**

Major Employers

- SunEdison
- NextEra Energy
- Resources
- NRG Energy

Renewables and Energy

Renewable energy is a growing industry, and the Borderplex is already developing its resources. With about 340 days of sunshine annually, Southern New Mexico is among the nation's top resource areas for renewable energy generation.

New Mexico provides excellent resources for both flat-plate and concentrating collectors. Las Cruces and Doña Ana County lie in the #1 solar resource area in the country for flat-plate and #2 for concentrating collectors. Las Cruces is also home to the Southwest Technology Development Institute (SWTDI), a renewable energy research and development center housed in the College of Engineering at New Mexico State University. SWTDI operates the Southwest Region Experiment Station, which is a three-acre test and evaluation facility on the NMSU campus established by the U.S. Department of Energy. The Southwest Region Experiment Station conducts on-site and field tests of renewable energy systems and also assists with solar and wind energy program development and implementation.

Wind is a proven, cost-effective, and environmentally attractive source of power. New Mexico has a total of 496 megawatts of wind power capacity installed at four wind power plants. New Mexico also ranks twelfth in wind electric potential and is among twelve states in the midsection of the country that, together, has 90% of the total commercial wind electric potential in the contiguous United States. The annual wind energy potential of New Mexico has been estimated to be 435 billion kWh. New Mexico has the potential to produce many times its own electrical consumption, which puts it in a position to export wind electric power.

In a recent update of the geothermal database for New Mexico, 359 discrete thermal wells and springs were identified. Of this number, twelve communities in eight counties were identified as sites that potentially could utilize geothermal energy for district heating and other applications. In Doña Ana County, both Las Cruces and Radium Springs were among the twelve communities identified.

Industry Incentives:

- Advanced Energy Tax Credits
- Renewable Energy Production Tax Credit
- Alternative Energy Product Manufacturers Tax Credit
- Solar Energy Systems Gross Receipts Tax Exemption
- Biodiesel Blending Facility Tax Credit
- Solar Market Development Income Tax Credit
- Blended Biodiesel Fuel Tax Credit
- Sustainable Building Tax Credit
- Hybrid Vehicle Tax Exemption





Wood burning for heating is perhaps the most traditional use of bioenergy in New Mexico, and this continues to be the largest use. The other common use of bioenergy in New Mexico involves the production of methane from municipal wastewater sludge. The City of Las Cruces is using the anaerobic digestion of municipal wastewater sludge to generate methane gas. The gas then fuels the production of electricity and heat to power the wastewater facilities. The waste stream bioenergy resource in New Mexico has been studied in detail. The total potential for energy production in this sector is large, at 35 trillion Btu per year.

The Borderplex offers world-class solar, wind and geothermal resources with a depth and diversity of other resources:

- ⇒ Current incentives and tax credits for key green industries
- ⇒ Substantial open land and a supportive permitting climate
- ⇒ A growing cluster of clean tech manufacturing, particularly solar components supported by a well-developed manufacturing workforce and low costs of doing business
- ⇒ Tremendous intellectual capital at our national laboratories and universities
- ⇒ Existing, nationally recognized, green job training programs at several state community colleges
- ⇒ A small, nimble, accessible, and responsive state and local government

Major Employers

- **White Sands Missile Range**
- **NASA**
- **Honeywell Technology**
- **Jacobs Technology**
- **Boeing**
- **General Dynamics**
- **Raytheon**
- **Calculux**
- **PSL**

Hi Tech & Digital Media

With the detonation of the world's first atomic bomb at Trinity Site, southern New Mexico was thrust into the "Atomic Age." With its main campus in Las Cruces, New Mexico State University has grown in stature in research in a wide variety of earth sciences, engineering and electronics..

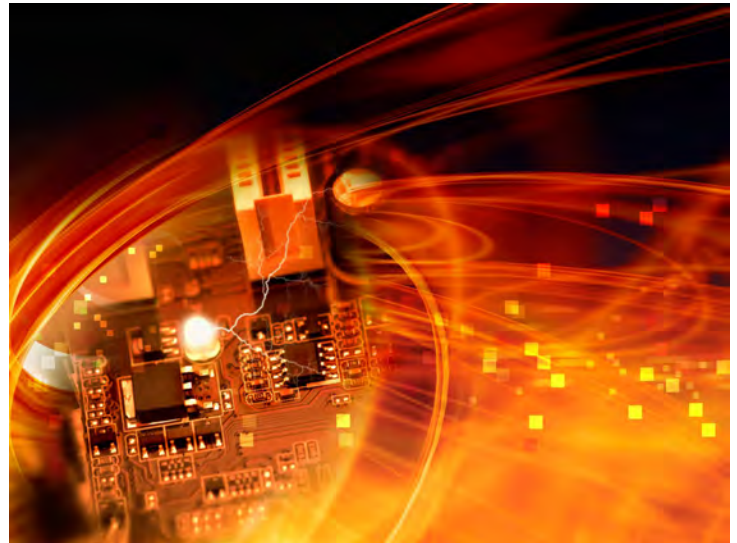
Spending on research and other sponsored projects at New Mexico State University grew by 9 percent during the fiscal year that ended June 30, to a record high of \$165.9 million. The university ranked eleventh in the nation in federally funded research in engineering in 1999, according to a National Science Foundation report.

White Sands Missile Range (WSMR) is a test range whose primary function is to support missile development and test programs for the U.S. Army, Navy, Air Force, NASA, and other government agencies and private industry. Range services included calibration, communication, meteorological, photographic, television, aerial target support, and laboratory testing facilities covering nuclear environments, weapon systems simulation, guidance and control, propulsion, climatic, microbiological, and metallurgic.

Doña Ana County has a well established base of firms in the high technology research and development industry, including White Sands Missile Range, NASA LBJ Space Center, Honeywell Technology, Jacobs Technology, Boeing, General Dynamics, Raytheon, Calculux, Trax International, and Physical Science Laboratory (PSL).

PSL is a multidiscipline, aerospace and defense-oriented scientific and technical organization. Its key capabilities are grouped into four laboratories: Information Operations Laboratory (IOL), Aerospace and Autonomous Systems Laboratory (AASL), Telemetry and Missile Systems Laboratory (TMSL), and Emerging Technologies Laboratory (ETL).

Additionally, the New Mexico Borderplex offers a number of new opportunities in digital and creative media due to the outstanding programs at New Mexico State University and Doña Ana Community College as well as its breath taking vistas and Old West charm.



Industry Incentives:

- **Technology Jobs Tax Credit**
- **Rural Software and Web Site Gross Receipts Tax Deduction**
- **25% Film Production Tax Rebate**
- **Film Investment Loan Program**

Workforce Programs

New Mexico State University's research programs include: applied optics; aerospace science technology; environmental (soil, water and air testing); computing research; and biotechnology. New Mexico State University (NMSU) is classified by the Carnegie Foundation for the Advancement of Teaching as a "Doctoral/Research University – Extensive" and has added Aerospace Engineering curriculum to the College of Engineering. Over 13,000 of county residents have at least a Bachelor's degree and over 9,000 have a graduate or professional degree. NMSU offers 73 undergraduate degree programs, 51 graduate programs and 24 doctorate programs.

NMSU's Creative Media Institute (CMI) offers the Bachelor of Creative Media degree. CMI is a dynamic cross-disciplinary program that prepares students for the 21st century in Digital Filmmaking and Animation & Visual Effects. The CMI curriculum focuses on the art, craft, and business of storytelling. Its students choose one area of emphasis, but they study all aspects of digital filmmaking and digital arts, whether they are aspiring writers, directors, cinematographers, animators.

CMI houses a state of the art digital projection system screening room, post-production lab, animation lab, production space, motion capture laboratory and THX sound mixing theatre. NMSU's Creative Media Institute was recently ranked No. 49 in the 2013 Top 100 U.S. Schools for Animation and Game Design sponsored by Animation Career Review.

Doña Ana Community College's program in Creative Media Technology for Film and Digital Arts has been developed in response to an ever-growing need for trained specialists with a visual sophistication to design printed materials and web sites, produce videos and films, create animated scenes and characters, and participate in game design. It provides a strong but versatile foundation by merging design and digital media into an exciting course of study. The program brings together various dynamic technologies, including print media, web design, multimedia, digital photography, animation, and digital film. In a collaborative effort with the Las Cruces Film office, the Doña Ana Community College Creative Media Technology Department has developed a Film Workforce Initiative to create more jobs and opportunities for the students and filmmakers living in the region.



Value-Added Agriculture



A rich farming and ranching history, combined with its unique multicultural heritage, makes the BorderPlex a great place for new food processing businesses. Our chief agricultural products are dairy, beef, onions, pecans, and chile peppers. As Hispanic foods enter the mainstream (blue corn chips, salsas, and wrap sandwiches), there's a growing

market for the regional agricultural products and foods. Abundant opportunities exist for industries that support agricultural production and/or add value through packaging or processing.

Long growing seasons and mild winters allow crops to be produced year round. The abundant sunshine and dry weather also produce less mud and fewer diseases for farm animals. This has made the region an ideal home for over 1,700 farms on nearly 600,000 acres. Doña Ana County is the most diverse agricultural area in the state and ranks 1st in New Mexico for items such as pecans, cotton, bee colonies, poultry and eggs, as well as the total value of agricultural products sold.

NMSU agricultural scientists team up with local industry to solve environmental & ecological issues as well as production issues such as yields and profits. The NMSU College of Engineering houses the Manufacturing Technology and Engineering Center (M-TEC) that provides free services to local companies with economic development potential. Combined with the great location and weather for a variety of agricultural products, Southern New Mexico enjoys one of the lowest property taxes in the U.S., no inventory tax and a number of tax incentives for food processing and agri-businesses.



Major Employers

- **Stampede Meats**
- **Hatch Chile Express**
- **Young Pecan**
- **Barker Produce**
- **Olam Americas**
- **F&A Dairy**

Industry Incentives:

- **Agricultural Business Tax Deductions and Exemptions**

Our Spaces

Southern New Mexico, has an abundance of available land for development. Established industrial parks are located throughout Doña Ana County and a number of new parks are in the planning or development stage.

West Mesa Industrial Park

The West Mesa Industrial Park contains 1,700 acres and is located on Interstate 10, eight miles west of downtown Las Cruces and immediately south of the Las Cruces International Airport. The Industrial Park is an excellent location for light industry, general manufacturing, aviation related and technology-based industries serving Doña Ana County, El Paso, and the US/Mexico border. The City of Las Cruces has sold or leased 680 acres to date of which over 250 acres are currently developed.

Santa Teresa Logistics Park

The Santa Teresa Logistics Park is adjacent to the Doña Ana County International Airport, the Union Pacific Railroad and five minutes from Interstate 10. This industrial park consists of 225 industrial-zoned acres with two million square feet of industrial space built and over three million square feet planned for new development. The park is rail served with short-line rail connecting to the Union Pacific Main Line, running through the park. The four-lane Pete Domenici Highway provides access to both the U.S. and Mexico Interstate Highway systems.

Santa Teresa Bi-National Park

The Bi-National Park consists of 230 acres of industrial-zoned real estate adjacent to the US and Mexico customs facilities at the Santa Teresa International Port of Entry. This uncongested border crossing eliminates the long waiting times associated with the border crossings in nearby El Paso and is the fastest route to southeast Juarez via the new four-lane Casas Grandes Highway. The four-lane Pete Domenici Highway provides easy access to Mexico I-45 and U.S. I-10. Existing and planned facilities exceed three million square feet.



Arrowhead Research Park

Located on the New Mexico State University (NMSU) campus, the Arrowhead Research Park was established to enhance technology transfer and provide private enterprises with immediate access to nationally recognized academic and technical on-site resources. In recent years, NMSU and the Arrowhead Center have formed non-traditional partnerships with the private sector to stimulate new industries, more jobs, and a stronger New Mexico economy. The park is designed for companies specializing in research, development, and light manufacturing, as well as for businesses supporting these activities.

Hatch Industrial Park

The Hatch Industrial Park contains 58.2 acres. It is located on Highway 26, approximately six miles west of the Village of Hatch and 5 miles west of the Hatch Municipal Airport. The Industrial Park is planned as a location for light industry, general manufacturing, and Spaceport America-related and technology-based industries serving Doña Ana County and the State of New Mexico. The Village of Hatch currently has ~10 acres of land available within the Industrial Park and is dedicated to bringing in industries, warehousing and manufacturing businesses that will expand and diversify the local economic base. All of the acreage within the park is zoned M for manufacturing related uses in accordance with the Hatch zoning ordinance.



More information about these parks is available online:

<http://www.mveda.com/regional-advantages/industrial-parks/>



OUR WAY OF DOING BUSINESS

Our incentives, both statutory and discretionary, are the foundation of our partnership with industry. Over the last decade, we have grown our supports and developed outside-the-box thinking to ensure business thrives in New Mexico.

CASH REIMBURSEMENTS

Job Training Incentive Program (JTIP): For over 45 years, JTIP has funded on-the-job and classroom training for newly created jobs in expanding or relocating businesses for up to six months. The program reimburses 50 to 80 percent of employee wages, regardless of where the training occurs.

Reimbursements range from 50 to 80 percent depending on the location of the company and wages. Reimbursements occur when training is completed. Additionally, those positions that are eligible for the High Wage Job Tax Credit can be filled by individuals who have been residents of NM for only a single day.

Wage+ Program: Those companies located within the City of Las Cruces that are eligible under the it's Local Economic Development Act and that have completed the state's JTIP are eligible for additional cash reimbursements. Each positions that pays over 10 percent above the median wage can earn a reimbursement totaling \$1,500 per qualified person. Additionally, this program can be used to recruit talent from outside NM at reduced reimbursement rates if certain wage thresholds are met.

Workforce Innovation & Opportunities Act (WIOA): A federally-funded program, WIOA reimburses 50 to 90 percent of wages paid to half of all trainees per contract period. This pool of funds can be used to pay for wages of non-New Mexico residents. The qualifying positions for this program begin at \$13.85 per hour, but can be less with waivers. Reimbursements occur monthly upon timesheet submissions.

NM Awards in FY20

31.3 M

in LEDA projects

18.1 M

in approved JTIP

CASH GRANTS

Local Economic Development Act (LEDA): New Mexico's "job-closing fund" consists of discretionary dollars that can be used toward investment in buildings, land, or infrastructure. Funds are granted to companies by the NM Cabinet Secretary of Economic Development in trade for a company's job growth. Local municipalities may provide additional local contributions (i.e., funding, infrastructure improvements, and deeding land) to increase the size of awards to companies creating jobs within their boundaries.

El Paso Electric New Mexico Economic Development Closing Fund: This is a locally managed, post-performance cash grant. Discretionary award amounts are considered through application of projects providing a clear public purpose and economic benefit. Projects must clearly demonstrate and prove direct investments in either tax producing capital investments (land or building) and/or permanent job creation. Funds are not tied to any specific use (safety equipment, uniforms, marketing etc.).

MESILLA VALLEY ECONOMIC DEVELOPMENT ALLIANCE SPECIALIZES IN DEVELOPING CUSTOMIZED INCENTIVE ANALYSES FOR ANY COMPANY WISHING TO EXPAND IN DOÑA ANA COUNTY.

OUR WAY OF DOING BUSINESS

In New Mexico, we rank nationally as one of the lowest effective property tax rates in the country.

This is because we only tax on one-third of the total valuation of real and personal property, netting the company a **67% discount over other locations in the country. Also, in New Mexico there is **no inventory tax**.**

PROPERTY TAX ABATEMENTS

Industrial Development Bonds (IRB): An IRB exempts a substantial portion of a company's property taxes and compensating taxes on real property (land and building) and personal property (equipment). This option typically abates 75-80% percent of taxes under a 20-year agreement and 75 percent under a 30-year agreement. All capital investments should total between \$4.5 and \$5 million for this option to be viable.

Community Development Incentive Act (IRB Lite):

This incentive allows for the exemption of personal property taxes when no real property (land and buildings) is involved. These investments are typically smaller in value than an IRB and are available for up to 20 years.

TAX CREDITS

Investment Tax Credit: Manufacturers may take a credit of 5 percent of the value of qualified equipment and other property used in their operation. The credit can be applied against compensating, gross receipts, or withholding tax credit up to 85% of the total liability. Any remaining available credit may be claimed in subsequent reporting periods. To claim the credit, the company must hire 1 employee for every \$500,000 investment to a total of \$30 million. There after, every \$1 million investment must be accompanied with one new employee. If a company has done an IRB the equipment would already be abated, allowing for this credit to create a duplicate value of abatement.

"My administration is committed to supporting businesses and entrepreneurs that invest in New Mexico"

-Governor Michelle Lujan-Grisham

High Wage Job Tax Credit: This credit gives companies who hire New Mexico resident employees at salaries of \$40,000 or higher in rural areas (\$60,000 or more within the City of Las Cruces and 10 miles outside its limits), a deduction of the state's portion of gross receipts tax, compensating tax, or withholding taxes equal to 10 percent of the salary paid by the company for the year in which the job is created. This credit can be used for 4 years. If a company has exhausted its taxable liabilities, the remaining credit is paid back to the company.

Rural Jobs Tax Credit: The credit can amount up to \$4,000 of the first \$16k in wages paid per job, and can be claimed for 4 years (up to \$1,000 per year) and can be applied to taxes due on (state) gross receipts, corporate income, or personal income tax. Companies must be at least 10 miles outside of the City of Las Cruces to claim the credit. Additionally the credit can be sold to other entities. This credit does not require employees to be residents of New Mexico



Demographics

| | City of Las Cruces | | Dona Ana County | |
|---|--------------------|---------|-----------------|---------|
| | Number | Percent | Number | Percent |
| Demographic Estimates* | | | | |
| Total Population (Census 2020) | 111,385 | 100.0 | 219,561 | 100.0 |
| Total Population (2020 ACS) | 102,950 | 100.0 | 217,696 | 100.0 |
| Male | 50,889 | 49.4 | 106,990 | 49.1 |
| Female | 52,061 | 50.6 | 110,706 | 50.9 |
| Median age (years) | 32.5 | (X) | 33.3 | (X) |
| Under 5 years | 6,033 | 5.9 | 13,910 | 6.4 |
| 18 years and over | 79,264 | 77.0 | 164,232 | 75.4 |
| 65 years and over | 16,526 | 16.1 | 34,203 | 15.7 |
| One race | 94,588 | 91.9 | 199,114 | 91.5 |
| White | 81,058 | 78.7 | 170,797 | 78.5 |
| Black or African American | 2,903 | 2.8 | 3,923 | 1.8 |
| American Indian and Alaska Native | 1,156 | 1.1 | 2,111 | 1.0 |
| Asian | 1,716 | 1.7 | 2,468 | 1.1 |
| Native Hawaiian and Other Pacific Islander | 63 | 0.1 | 229 | 0.1 |
| Some other race | 7,962 | 7.5 | 19,622 | 9.0 |
| Two or more races | 8,362 | 8.1 | 18,582 | 8.5 |
| Hispanic or Latino (of any race) | 61,940 | 60.2 | 149,243 | 68.6 |
| Social Characteristics* | | | | |
| Average household size | 2.45 | (X) | 2.67 | (X) |
| Average family size | 3.15 | (X) | 3.30 | (X) |
| Population 25 years and over | 63,021 | 100.0 | 132,723 | 100.0 |
| High school graduate or higher | 55,774 | 88.5 | 106,922 | 80.6 |
| Bachelor's degree or higher | 23,197 | 36.8 | 39,154 | 29.5 |
| Civilian Population (18 years and over) | 78,981 | 100.0 | 163,574 | 100.0 |
| Civilian Veterans | 7,974 | 10.1 | 13,737 | 8.4 |
| With a Disability | 15,708 | 15.5 | 31,331 | 14.6 |
| Foreign born | 11,844 | 11.5 | 35,967 | 16.5 |
| Naturalized US Citizen | 5,124 | 43.3 | 15,528 | 43.2 |
| Not a US Citizen | 6,720 | 56.7 | 20,439 | 56.8 |
| Males 15 years and over | 40,655 | 39.5 | 84,494 | 38.8 |
| Females 15 years and over | 42,489 | 41.3 | 88,789 | 40.8 |
| Speak a language other than English at home (pop. 5 years and over) | 36,242 | 37.4 | 100,770 | 49.4 |
| Population in households | 101,478 | (X) | 212,082 | (X) |
| Economic Characteristics* | | | | |
| In labor force (pop. 16 years and over) | 47,959 | 58.4 | 96,664 | 56.7 |
| Mean travel time to work in minutes (workers 16 years and over) | 18.5 | (X) | 22.5 | (X) |
| Median household income | 45,140 | (X) | 44,024 | (X) |
| Median family income | 55,377 | (X) | 51,928 | (X) |
| Per capita income | 24,674 | (X) | 22,772 | (X) |
| Families below poverty level | (X) | 19.4 | (X) | 22.6 |
| Individuals below poverty level | (X) | 35.7 | (X) | 34.4 |
| Housing Characteristics* | | | | |
| Total housing units | 45,889 | 100.0 | 88,937 | 100.0 |
| Occupied housing units | 41,467 | 90.4 | 79,421 | 89.3 |
| Owner-occupied housing units | 22,946 | 55.3 | 51,316 | 64.6 |
| Renter-occupied housing units | 18,521 | 44.7 | 28,105 | 35.4 |
| Vacant housing units | 4,422 | 9.6 | 9,516 | 10.7 |
| Median value (dollars) | 161,100 | (X) | 153,600 | (X) |
| Median monthly cost with a mortgage (dollars) | 1,189 | (X) | 1,190 | (X) |
| Median monthly cost without a mortgage (dollars) | 370 | (X) | 387 | (X) |

*Figures represent 2020 averages. '(X)' - The value is not applicable or not available.

Source: U.S. Census Bureau, 2020 American Community Survey. Summarized by Mesilla Valley Economic Development Alliance.

Southwestern Families

Dominant Tapestry Segment

KEY FACTS



1,113,685
Total Population



\$150,751
Median Home Value



26,523
Businesses



1,102,279
Daytime Population



33.2
Median Age



0.8%
2010-2021 Pop
Growth Rate



\$20,657
Per Capita Income

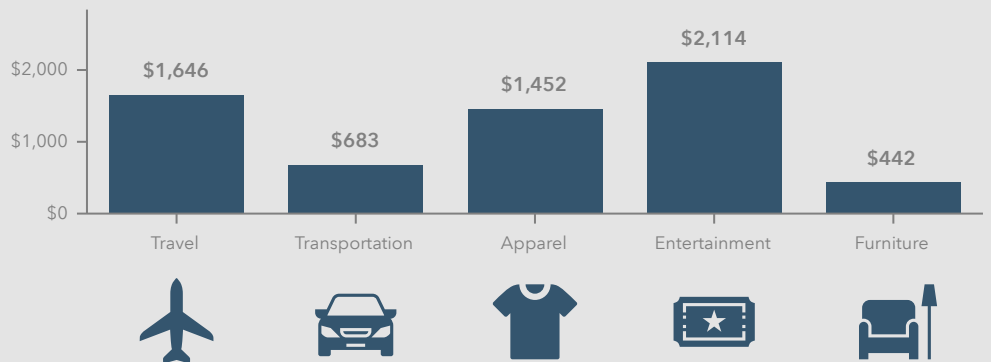


3.0
Avg Household
Size



\$47,617
Median Household
Income

KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and Data Axle. The vintage of the data is 2021, 2026.

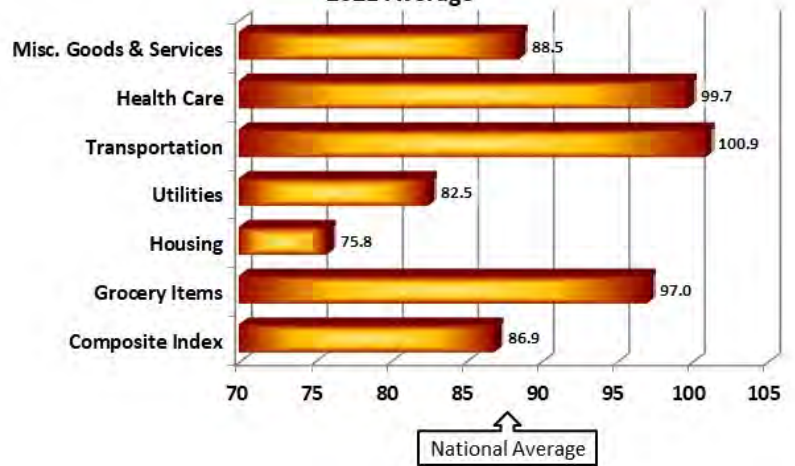
© 2022 Esri

Spending facts are average annual dollars per household

Community



ACCRA Cost of Living Index
Las Cruces NM MSA
2021 Average



Housing Overview

| % Single Family | Median Sale Price | % Multi | Typical Rent | Housing Index |
|-----------------|-------------------|---------|--------------|---------------|
| 80% | \$277,239 | 20% | \$678 | 74.9 |

Source: Bureau of the Census, 2018; Las Cruces Association of Realtors/MLIS, 2019; ACCRA 2019

Single Family Housing Values

| Median Value | Under \$100,000 | \$100,000 to \$199,999 | \$200,000 to \$299,999 | \$300,000 to \$499,999 | \$500,000 or more |
|--------------|-----------------|------------------------|------------------------|------------------------|-------------------|
| \$157,300 | 26.6% | 41.0% | 17% | 12.3% | 3.1% |

Source: Bureau of the Census, 2019 American Community Survey 1-year Estimates

Gross Housing Rent

| Median Rent | Under \$500 | \$500 to \$999 | \$1,000 to \$1,499 | \$1,500 to \$1,999 | \$2,000 or more |
|-------------|-------------|----------------|--------------------|--------------------|-----------------|
| \$752 | 19.1% | 64.2% | 13.7% | 1.5% | 1.5% |

Source: Bureau of the Census, 2019 American Community Survey 1-year Estimates

Residential Monthly Utility Costs

| Water 3000ga | Sewer 3000ga | Electric 500kwh | Electric 1000kwh | Natural Gas 1 dth |
|--------------|--------------|-----------------|------------------|-------------------|
| \$13.60 | \$9.47 | \$42.14 | \$122.16 | \$15.09 |

* Includes service charges
Source: El Paso Electric, City Of Las Cruces Utilities

Health Care and Insurance Average Amount Spent

| Fee Service Health Plan | Blue Cross/Blue Shield | Long Term Care Insur. | Medicare Payments | Health Maint. Organization | Other Health Insurance |
|-------------------------|------------------------|-----------------------|-------------------|----------------------------|------------------------|
| \$528.50 | \$708.43 | \$36.93 | \$295.99 | \$498.92 | \$11.79 |

Source: 2020 ESRI Business Analyst Online

Hospitals

- Memorial Medical Center
298 beds (Community, for profit)
- Mountain View Regional Medical Center
172 beds (Community, for profit)
- Rehabilitation Hospital of SNM
40 beds (Community, for profit)
- Advanced Care Hospital of SNM
20 beds (Community, for profit)
- Mesilla Valley Hospital
117 beds (RTC/Psychiatric)
- Peak Hospital at Santa Teresa
114 beds (RTC/Psychiatric)

- Newspapers: 2
 - Las Cruces Sun-News (daily)
 - Las Cruces Bulletin (weekly)
- Out-of-town newspapers with local bureaus: 2
 - Albuquerque Journal (daily)
 - El Paso Times (daily)
- Radio Stations: 10
- Television Stations (local): 1
- Television Stations (area): 6
- Cable Television providers: 1
- Telephone: CenturyLink
- Post Office Locations: 9



Area Recreational Resources

- Village of Mesilla Historic Square
- Wet N' Wild Water Park
- Sunland Park (horse racing – gaming)
- Western Playland (amusement park)
- White Sands National Monument
- Gila National Forest
- Sierra Blanca (mountain sports – skiing)
- Ruidoso Downs (horse racing – gaming)



Economy

El Paso-Las Cruces, TX-NM CSA, 2021Q4¹



| NAICS | Industry | CURRENT | | | 9-YEAR HISTORY | | 1-YEAR FORECAST | | | | | |
|------------------------|--|---------|---------------|------|----------------|-------|-----------------|--------------|--------|-----------|-------------|--------------|
| | | Empl | Avg Ann Wages | LQ | Empl Change | Trend | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth |
| 62 | Health Care and Social Assistance | 70,391 | \$45,262 | 1.17 | 3,732 | | 1.1% | 7,764 | 3,046 | 3,698 | 1,040 | 1.5% |
| 44 | Retail Trade | 48,522 | \$32,416 | 1.13 | -1,482 | | -0.6% | 6,097 | 2,613 | 3,857 | -373 | -0.8% |
| 61 | Educational Services | 45,435 | \$48,608 | 1.37 | -2,867 | | -1.2% | 4,434 | 1,911 | 2,369 | 154 | 0.3% |
| 72 | Accommodation and Food Services | 42,286 | \$18,383 | 1.28 | 1,257 | | 0.6% | 3,965 | 3,030 | 4,126 | 813 | 1.9% |
| 56 | Administrative and Support and Waste Management and Remediation Services | 31,561 | \$33,886 | 1.19 | 2,221 | | 1.5% | 3,614 | 1,398 | 2,249 | 168 | 0.5% |
| 23 | Construction | 28,702 | \$42,710 | 1.18 | 3,054 | | 2.3% | 2,797 | 876 | 1,878 | 43 | 0.1% |
| 92 | Public Administration | 23,509 | \$74,487 | 1.20 | 584 | | 0.5% | 2,203 | 848 | 1,355 | 0 | 0.0% |
| 48 | Transportation and Warehousing | 21,699 | \$50,792 | 1.06 | 2,298 | | 2.3% | 2,493 | 921 | 1,465 | 106 | 0.5% |
| 31 | Manufacturing | 20,946 | \$50,177 | 0.83 | 811 | | 0.8% | 2,059 | 740 | 1,415 | -96 | -0.5% |
| 54 | Professional, Scientific, and Technical Services | 14,674 | \$59,542 | 0.50 | 795 | | 1.1% | 1,357 | 442 | 836 | -79 | 0.5% |
| 91 | Other Services (except Public Administration) | 13,299 | \$28,571 | 0.76 | -488 | | -0.7% | 1,637 | 611 | 882 | 125 | 0.8% |
| 42 | Wholesale Trade | 13,346 | \$58,267 | 0.87 | 937 | | 1.5% | 1,404 | 488 | 916 | 0 | 0.0% |
| 52 | Finance and Insurance | 9,774 | \$62,820 | 0.58 | 193 | | 0.4% | 884 | 304 | 575 | 5 | 0.0% |
| 53 | Real Estate and Rental and Leasing | 6,901 | \$48,889 | 0.96 | 1 | | 0.0% | 701 | 284 | -308 | 18 | 0.3% |
| 51 | Information | 5,276 | \$51,892 | 0.44 | -748 | | -2.6% | 532 | 167 | 335 | 30 | 0.8% |
| 71 | Arts, Entertainment, and Recreation | 5,228 | \$24,206 | 0.73 | 153 | | 0.6% | 882 | 299 | 425 | 156 | 3.0% |
| 11 | Agriculture, Forestry, Fishing and Hunting | 4,634 | \$34,063 | 0.84 | -1,020 | | -3.9% | 405 | 325 | -339 | 41 | 0.9% |
| 22 | Utilities | 3,190 | \$76,776 | 1.49 | -182 | | -1.1% | 273 | 95 | 198 | -20 | -0.6% |
| 55 | Management of Companies and Enterprises | 1,574 | \$66,665 | 0.25 | 349 | | 5.1% | 141 | 48 | 93 | 0 | 0.0% |
| 99 | Unclassified | 234 | \$32,843 | 0.46 | 106 | | 12.8% | 28 | 10 | 16 | 1 | 0.6% |
| 21 | Mining, Quarrying and Oil and Gas Extraction | 113 | \$51,232 | 0.08 | 23 | | 4.6% | 13 | 3 | 8 | 1 | 1.0% |
| Total - All industries | | 411,335 | \$43,606 | 1.00 | 9,507 | | 0.5% | 47,339 | 17,678 | 27,231 | 2,430 | 0.6% |

Total Reported Gross Receipts

| | 2020 | 2021 | % Change |
|---------------------|---------------|----------------|----------|
| All Industries (\$) | 9,543,404,621 | 10,257,334,515 | 7.5% |
| Retail Trade (\$) | 2,175,396,348 | 2,444,441,635 | 12.4% |

Total Reported Gross Receipts (NAICS)

| | | | |
|--|---------------|---------------|--------|
| Agriculture (\$) | 110,290,404 | 95,351,946 | -13.5% |
| Construction & Mining (\$) | 1,422,295,228 | 1,454,286,048 | 2.2% |
| Manufacturing (\$) | 691,411,968 | 833,641,527 | 20.6% |
| Trade, Transportation & Utilities (\$) | 3,079,081,625 | 3,615,253,983 | 17.4% |
| Information (\$) | 186,628,878 | 165,946,087 | -11.1% |
| Financial Activities (\$) | 291,138,550 | 297,869,693 | 2.3% |
| Professional & Business Services (\$) | 667,500,268 | 909,733,368 | 36.3% |
| Education & Health Services (\$) | 2,272,568,564 | 1,875,018,132 | -17.5% |
| Leisure & Hospitality (\$) | 376,064,070 | 500,888,917 | 33.2% |
| Other Services (\$) | 387,228,013 | 411,241,235 | 6.2% |
| *Public Administration (\$) | 21,333,221 | 20,024,887 | -6.1% |
| Unclassified (\$) | 37,863,834 | 78,078,692 | 106.2% |

Major Employers

1000-4999

City of Las Cruces
Gadsden ISD
Las Cruces ISD
Memorial Medical Ctr
New Mexico State University
Walmart
White Sands Missile Range

500-999

Addus Health Care
Dona Ana Branch Community Clg
Dona Ana County
Keystone Consolidated Industries
Mountain View Regional Med Ctr
Peak Behavioral Health Svc Inc
Physical Science Lab
Quintana Learning Center
Sunland Park Racetrack/Casino
Stampede Meat

250-499

Albertsons
Allstate
American Refrigeration Supplies
Federal Correctional Institute
FXI
General Dynamics
Laborers Local
Mass Markets
NASA
TLC Associates
Spaceport America

100-249

Alaska Structures
Alternative Personal Care
Best Buy
Border International
Borman Autoplex
Bravo Chevrolet Cadillac
Campo Behavioral Health LLC
Casa De Oro Care & Rehab Ctr
Citizens Bank of Las Cruces
City of Sunland Park
Cyracom
Dillard's
El Paso Electric Co
Elephant Butte Irrigation Dist
Families & Youth Inc
Good Samaritan Retirement Vlg
Hollister Co
Home Depot
Home Care Inc of Dona Ana
Hotel Encanto De Las Cruces
Khol's Department Store
La Frontera
Las Uvas Valley Dairy
Links of Life
Lowe's Home Improvement
Masson Farms of New Mexico Inc
McDonalds

100-249

Mesilla Valley Hospice Inc
Mesilla Valley Hospital
Mourningside Assisted Living
Mountain Shadows Home Care
Ned Care Personal Assistance
New Aces Pecan
Olam Spices & Vegetables
Olive Garden Italian Rstrnt
Progressive Residential Svc
Rdd Field Svc
Rehabilitation Hospital
Renegade Construction
Rio Grande Medical Group Ltd
Rogers Foam Corp
Sage Crest Nurse & Rehabd Ctr
Sam's Club
Shiloh Produce Inc
Sisbarro Dealerships
Smith & Aguirre Construction
Steinborn INC Realtors-Rental
STS of New Mexico
Target
Texas Roadhouse
US Post Office
Village At Northrise Retirement
Virgin Galactic
VuPoint Research
Walgreens
Wild West Express

Labor Market



| | Historical Population Growth | Projected Population | Historical and Projected Employment |
|-------------|------------------------------|----------------------|-------------------------------------|
| 1970 | 69,773 | | 27,080 |
| 1980 | 96,340 | | 39,628 |
| 1990 | 135,510 | | 55,312 |
| 2000 | 174,682 | | 71,808 |
| 2010 | 209,233 | | 86,005 |
| 2020 | | 256,619 | 109,569 |
| 2030 | | 291,895 | 126,546 |
| Change | Change | Change | Change |
| 1990-2000 | 2010-2020 | 2010-2020 | 2010-2020 |
| 28.9% | 22.6% | 27.4% | 27.4% |
| 2000-2010 | 2020-2030 | 2020-2030 | 2020-2030 |
| 19.8% | 13.7% | 15.5% | 15.5% |

Source: Woods & Poole Economics; Bureau of the Census; Bureau of Economic Analysis.

Labor Force - Market Direction

| 2019 | | | 2020 | | |
|-------------|----------|-------------------|-------------|----------|-------------------|
| Labor Force | Employed | Unemployment Rate | Labor Force | Employed | Unemployment Rate |
| 97,527 | 91,976 | 5.7% | 93,204 | 85,166 | 9.0% |

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics

Labor Force - Last Full Year: 2020

| Labor Force | Employed | Unemployed | Unemployment Rate | Military Employment |
|-------------|----------|------------|-------------------|---------------------|
| 93,204 | 85,166 | 8,039 | 9.0% | 320 |

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, 2020; American Community Survey 1-Year Estimates 2019

Educational Attainment (Highest Level)

| Not HS Graduate | HS Graduate | *Some College | Bachelors Degree | Graduate Degree | *% College Graduate |
|-----------------|-------------|---------------|------------------|-----------------|---------------------|
| 29,664 | 28,024 | 40,243 | 20,591 | 16,057 | 36.9% |

* Includes Associate Degrees

Source: Bureau of the Census, 2019 American Community Survey 1 Year Estimates.

Labor Force - Occupational Distribution

| Managerial and Prof | | Service and Sales | | Constr and Maint | | Prod and Transport | |
|---------------------|-------|-------------------|-------|------------------|-------|--------------------|-------|
| Number | Share | Number | Share | Number | Share | Number | Share |
| 31,271 | 34.8% | 38,498 | 42.9% | 9,501 | 10.6% | 10,462 | 11.7% |

Source: Bureau of the Census, 2019 American Community Survey 1 Year Estimates.

Labor Force - Industry Distribution

| Agriculture | Construction | Transportation/Utilities | Trade | Manufacturing | Information |
|-------------------|-----------------------|--------------------------|--------------------|----------------|--------------|
| 4.5% | 7.6% | 5.3% | 12.9% | 4.3% | 60.0% |
| Finance/Insurance | Professional Services | Education/Health Care | Arts/Entertainment | Other Services | Public Admin |
| 4.2% | 11.8% | 29.2% | 7.5% | 5.7% | 6.4% |

Source: Bureau of the Census, 2019 American Community Survey 1 Year Estimates.

Productivity Measures

| Unionization | Collective Bargaining | Right-To Work State |
|--------------|-----------------------|---------------------|
| 6.90% | 11.3% | No |

Source: Union Membership and Coverage Database 2020.

Average Annual Industry Wages

| Manufacturing | Transportation | Information | Wholesale Trade | F.I.R.E. | Services | Health Care |
|---------------|----------------|-------------|-----------------|----------|----------|-------------|
| \$41,792 | \$31,892 | \$40,775 | \$63,196 | \$42,691 | \$28,604 | \$37,907 |

Source: Bureau of the Census, 2018 County Business Patterns.

Utilities

Electricity

City & County

Power Supplier: El Paso Electric
 Power Distributor: El Paso Electric
 Generating Stations within 60 miles:

Rio Grande, Newman, Copper

Major Distribution Centers within 60 miles:

Las Cruces, Hatch, Amrad, Arroyo, Anthony, Diablo,
 Luna, White Sands Missile Range, McGregor Range

El Paso Electric: (575) 526-5551

Water

City of Las Cruces

Source: 29 wells
 Maximum Capacity: 45,000,000 gal / day
 Average Usage: 17,500,000 gal / day
 Storage Capacity:
 Overhead: 500,000 gallons
 Ground: 26,500,000 gallons
 Las Cruces Utilities: (575) 541-2111

Doña Ana County Utilities

Source: 3 wells
 Maximum Capacity: 500,000 gal / day
 Average Usage: 150,000 gal / day
 Storage Capacity: 500,000 gallons (Ground)
 Doña Ana County Utilities: (575) 647-7142

Anthony Water & Sanitation

Maximum Capacity: 1,600,000 gal / day
 Maximum Usage: 1,600,000 gal / day
 Storage Capacity: 2,000,000 gallons (Ground)
 AWSD: (575) 882-3922

Camino Real Regional Utility Authority

CRUAA: (575) 589-1075

Desert Air Mutual Domestic Water

Maximum Capacity: 430,000 gal / day
 Storage Capacity: 350,000 gallons (Overhead)
 CRUAA: (575) 824-2360

La Union Water Association

Maximum Capacity: 430,000 gal / day
 Storage Capacity: 250,000 gallons (Overhead)
 LAWA: (575) 589-4676

Mesquite Mutual Domestic Water

Maximum Capacity: 430,000 gal / day
 Storage Capacity: 100,000 gallons (Overhead)
 MMDW: (575) 233-3947

Village of Hatch

Maximum Capacity: 1,000,000 gal / day
 Storage Capacity: 1,000,000 gallons (Overhead)
 Village of Hatch Utilities: (575) 267-5216

Solid Waste Disposal

County Infrastructure:

Landfills:

Permitted MSW: 2

Registered: 1
 Transfer Stations: 8
 Las Cruces Solid Waste Rates:
 6-Cubic Yard Boxes: \$92.01 / month (1 pick-up per week)
 3-Cubic Yard Boxes: \$73.12 / month (1 pick-ups per week)
 Las Cruces Utilities: (575) 541-2111



Waste Water

City of Las Cruces

Average Daily Design Capacity,
 Waste Water Plant: 13,400,000 gal
 Average Daily Usage,
 Waste Water Plant: 8,100,000 gal
 Treatment Plant Type: Activated Sludge
 Las Cruces Utilities: (575) 541-2111

Doña Ana County Utilities

Average Daily Capacity,
 Waste Water Plants: 1,616,000 gal
 Average Daily Usage,
 Waste Water Plants: 445,000 gal
 Treatment Plant Type: Biological (5 plants)
 Doña Ana County Utilities: (575) 647-7142

Anthony Water & Sanitation District

Average Daily Treatment Capacity,
 Waste Water Plant: 980,000 gal
 Maximum Daily Usage,
 Waste Water Plant: 650,000 gal
 AWSD: (575) 882-3922

Natural Gas

City of Las Cruces

Rio Grande Natural Gas Association
 Las Cruces Utilities: (575) 541-2111
 Zia Natural Gas Company
 Zia Gas Company: (575) 526-4427

Doña Ana County

New Mexico Gas Company
 NM Gas Co.: (888) 664-2726

| | Electric | | Gas | | Water 1M CF | Waste Water |
|-------------------|-----------------|------------------|---------------|---------------|-----------------|-----------------|
| | 1000kw/400MWH | 5000kw/1500MWH | Commercial | Industrial | | |
| Brownsville | \$29,494 | \$124,925 | \$7.32 | \$4.29 | \$16,255 | \$25,488 |
| Dallas | \$24,000 | \$90,000 | \$7.32 | \$4.29 | \$17,060 | \$22,829 |
| El Paso | \$36,365 | \$131,779 | \$7.66 | \$4.49 | \$49,544 | \$11,851 |
| Las Cruces | \$33,241 | \$129,487 | \$5.48 | \$5.45 | \$11,248 | \$17,225 |
| Las Vegas | \$22,713 | \$113,881 | \$6.38 | \$6.23 | \$31,375 | \$34,337 |
| Los Angeles | \$50,589 | \$138,000 | \$7.85 | \$6.66 | \$24,085 | \$29,430 |
| San Jose | \$55,504 | \$137,635 | \$7.85 | \$6.66 | \$29,900 | \$54,500 |

Education



Las Cruces MSA

| | |
|---------------------|----------|
| Students | 39,570 |
| Pupil/Teacher Ratio | 16.2 |
| Exp. Per Student | \$10,917 |
| Graduation Rate | 85.0% |

Source: National Center for Education Statistics, CCD public school district data for the 2018-2019, 2019-2020 school years

Las Cruces Public Schools

25 elementary, 8 middle, 7 high schools

Gadsden Independent School District

17 elementary, 3 middle, 4 high schools

Hatch Valley Public Schools

3 elementary, 1 middle, 1 high school

2-year Colleges

| | Location | Type | #Majors | Undergraduate Enrollment |
|----------------------------|-----------------|--------|---------|--------------------------|
| | Las Cruces/Doña | | | |
| Doña Ana Community College | Ana | Public | 100+ | 8,054 |
| El Paso Community College | El Paso, TX | Public | 130+ | 29,080 |

Source: JobsEQ

- Customized Training Programs may be tailored to meet the specific needs of an organization, including course topic and content, location, length, and time.
- Contract Training Programs have been developed for, and provided to, local banks and business, federal agencies, the public schools, government contractors, and state and local governmental agencies.
- Community Education Program that offers courses that develop skills and abilities for the workplace. These courses are of short duration, usually spanning only a few days or weeks.
- Specialized Career Programs and Courses that provide in-depth training in 29 different fields.

El Paso-Las Cruces, TX-NM CSA for Total - All Programs (00.0000)

| Title | Certificates | | Postgraduate Awards | Total Awards | City | Total School Enrollment |
|--|----------------|--------------|---------------------|--------------|------------|-------------------------|
| | and 2yr Awards | 4yr Awards | | | | |
| The University of Texas at El Paso | 0 | 3,884 | 1,322 | 5,206 | El Paso | 25,177 |
| New Mexico State University-Main Campus | 5 | 2,476 | 800 | 3,281 | Las Cruces | 14,296 |
| Texas Tech University Health Sciences Center-El Paso | 0 | 186 | 116 | 302 | El Paso | 765 |
| Burrell College of Osteopathic Medicine | 0 | 0 | 133 | 133 | Las Cruces | 621 |
| Total | 5 | 6,546 | 2,371 | 8,922 | | |

Workforce Pipeline

The NM Borderplex region is home to 11 post-secondary institutions, including two four-year and graduate post-secondary institutions, and nine two-year community colleges, professional, and technical schools. The University of Texas at El Paso is the largest four-year and graduate post-secondary institution, enrolling over 22,000 students annually. New Mexico State University–Main Campus (located in Las Cruces) is the second largest, with annual enrollment of over 18,000 students. Community colleges are positioned in all three of the region’s counties. The region’s four-year institutions enroll roughly 40,000 students annually, while the two-year institutions enroll an annual total of approximately 50,000.

El Paso-Las Cruces, TX-NM CSA for Total - All Programs (00.0000)

| Title | Certificates and 2yr Awards | 4yr Awards | Postgraduate Awards | Total Awards |
|--|-----------------------------|------------|---------------------|--------------|
| The University of Texas at El Paso | 0 | 3,884 | 1,322 | 5,206 |
| El Paso Community College | 4,357 | 0 | 0 | 4,357 |
| New Mexico State University-Main Campus | 5 | 2,476 | 800 | 3,281 |
| Vista College | 1,991 | 0 | 0 | 1,991 |
| New Mexico State University-Dona Ana | 1,523 | 0 | 0 | 1,523 |
| Southwest University at El Paso | 708 | 72 | 0 | 780 |
| Western Technical College | 732 | 9 | 0 | 741 |
| Pima Medical Institute-El Paso | 361 | 0 | 0 | 361 |
| Texas Tech University Health Sciences Center-El Paso | 0 | 186 | 116 | 302 |
| Western Technical College | 220 | 5 | 0 | 225 |
| Milan Institute of Cosmetology-El Paso | 144 | 0 | 0 | 144 |
| Burrell College of Osteopathic Medicine | 0 | 0 | 133 | 133 |
| Tri-State Cosmetology Institute | 105 | 0 | 0 | 105 |
| Glitz School of Cosmetology | 98 | 0 | 0 | 98 |
| CET-El Paso | 36 | 0 | 0 | 36 |
| Montana Barber Institute | 18 | 0 | 0 | 18 |
| Pipo Academy of Hair Design | 5 | 0 | 0 | 5 |
| Total | 10,303 | 6,632 | 2,371 | 19,306 |

Source: JobsEQ®

Early College High Schools

- New Mexico’s first Early College High School opened its doors in July 2010 at the NMSU Arrowhead Business & Research Park.
- Gadsden Independent School District enrolled its first Early College High School class in fall of 2012.
- A second Early College High School at the NMSU Arrowhead Business & Research Park broke ground in April 2013.
- Students involved in this program earn their high school diploma and have the option to complete coursework towards an Associate’s Degree or their first two years of Bachelor’s degree.
- Course work is geared towards STEM curriculum with emphasis on technical degrees.

Transportation



DISTANCE & DRIVE TIME TO U.S. METROPOLITAN CITIES:

| | | |
|-----------------|-------------|-----------|
| El Paso, TX | 47 miles | 0.85 hrs |
| Albuquerque, NM | 220 miles | 3.5 hrs |
| Tucson, AZ | 275 miles | 4.43 hrs |
| Phoenix, AZ | 393 miles | 6.22 hrs |
| Amarillo, TX | 400 miles | 7.63 hrs |
| Dallas, TX | 676 miles | 11.58 hrs |
| Los Angeles, CA | 779 miles | 12.08 hrs |
| Houston, TX | 793 miles | 12.8 hrs |
| Atlanta, GA | 1,464 miles | 24 hrs |
| Chicago, IL | 1,555 miles | 25 hrs |
| Seattle, WA | 1,683 miles | 27 hrs |
| New York, NY | 2,217 miles | 37 hrs |

Market Accessibility

U.S. Population (in millions) within a distance of:

| | 100 miles | 400 miles | 800 miles |
|------------|-----------|-----------|-----------|
| Las Cruces | 1.2 | 10.4 | 75.2 |

Source: ESRI Business Analyst 2014.

Interstate Ground Transportation

| | Interstate Highways within Metro Area | # Trucking Companies | # Rail Carriers |
|------------|---------------------------------------|----------------------|-----------------|
| Las Cruces | I-25, I-10 | 28 | 2 (BNSF & UP) |

Source: Rand McNally Road Atlas; Rand McNally Rail Atlas; NM Dept of Workforce Solutions.

Intraurban Ground Transportation

| | Avg. Commuting Time (minutes) | Share over 30 Minutes | Bus Transit? | Rail Transit? |
|------------|-------------------------------|-----------------------|--------------|---------------|
| Las Cruces | 20 | 18.1% | Yes | No |

Source: US Census Bureau, 2011 American Community Survey.

Air Transportation

Las Cruces International Airport (FTZ)

Cargo, Charter & General Aviation Runways (3) Max. Length: 7,500 ft.

Doña Ana County Airport (FTZ)

Cargo, Charter & General Aviation Runway Length: 8,500 ft.

El Paso International (1 hour via I-10)

Commercial, Cargo & General Aviation Runways (3) Max. Length: 12,010 ft.

El Paso International offers seven airlines providing 64 daily flights and a central location with non-stop service to 8 of the nation's 10 largest connecting hubs including: Atlanta, Chicago, Dallas/Fort Worth, Denver, Houston, Las Vegas, Los Angeles, Phoenix

Living in the Mesilla Valley



Housing in the Mesilla Valley is abundant and affordable. Being a southwestern area, the predominate architectural style is southwestern or Santa Fe, but Tuscan and Mediterranean styles are also seen throughout the area. New housing developments are under construction throughout the county. The East Mesa of Las Cruces is the fastest growing area and several new developments are springing up in the valley close to the Rio Grande River and in Santa Teresa.

In 2012, the average sale price for homes in Las Cruces was \$177,216.

The Las Cruces Public Schools is the second largest district in New Mexico. It encompasses the City of Las Cruces, the villages of La Mesilla and Doña Ana, and covers the middle third of the county. The district has 35 schools, 6 of which are magnet schools. Student enrollment is more than 24,000 and the district employs 3,600, which includes about 2,200 classroom teachers and educational assistants. Student/teacher ratios are 16.5 to 1.

The Gadsden Independent School District serves the southern portion of Doña Ana County, including Santa Teresa and Sunland Park. The district has 26 schools and enrollment is nearly 14,000. The district employs 934 teachers with a student/teacher ratio of 14.9 to 1.

The Hatch Valley Public Schools serve the northern portion of Doña Ana County. It has 5 schools with enrollment of more than 1,300.

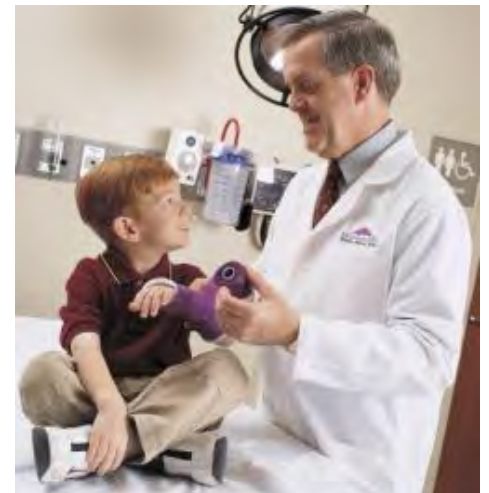


Las Cruces is the home of New Mexico State University (NMSU), the state's second largest university. NMSU is ranked by the Carnegie Foundation in the top research category, Research-Extensive. Main campus enrollment is 15,500, which includes nearly 3,000 graduate students. Minority enrollment at the main campus is more than 48%. The faculty/student ratio is 1 to 15.

NMSU offers a museum and art galleries, professional theater, music ensembles and symphony, visiting artists, national performers, professional road shows, PBS and NPR campus stations, an 18-hole golf course, a tennis center, swimming pools and an activity center.

With its continued growth, Las Cruces is quickly becoming a regional health center, serving a major portion of 4 counties. Two major community hospitals, Memorial Medical Center (MMC) and Mountain View Regional Medical Center (MVRMC), provide a full spectrum of advanced health care services. Mountain View Regional Medical Center has a new comprehensive, state-of-the-art medical facility, ranked by Health Grades in the top 10% nationally for overall Cardiac Surgery.

These facilities are supported by a new rehabilitation hospital, a new acute care hospital, 2 psychiatric hospitals and numerous clinics, retirement and assisted living centers, and nursing agencies.





Spiritual opportunities abound throughout Las Cruces and Doña Ana County. Virtually all major religions are represented in over 200 churches, synagogues and mosques.

Religious facilities range from the historic, such as San Albino (pictured at left) on the Plaza in historic La Mesilla, to the modern non-denominational centers located throughout the county. A number of these facilities offer parochial or private education on site.



Art galleries, symphonies, live theater, dance troupes, museums, live music—wherever your interest lies, Las Cruces more than likely has something for you. Historic Old Mesilla, with its numerous art galleries is becoming known as the “Santa Fe of the South.”

NMSU and other local performing arts centers regularly host performances of local theater groups, musical ensembles and dance troupes. Live music of virtually every genre can be found at many of the local bistros, coffee shops and pubs.



With an average of 330 days of sunshine and mild year-round temperatures, outdoor recreation activities are in the spotlight in Southern New Mexico. Hiking and trail bike riding is just minutes away from your back door. Virtually every week of the year offers great golfing weather with average high temperatures in January of 58 degrees.

If alpine sports are your forte, winter sports are less than a two-hour drive, along with summer time camping, hunting and fishing in several nearby national forests.



For the more sedate, spectator sports are a favorite among fans of NCAA Division I intercollegiate sports as well as the several state champion high school programs. Nearly every weekend offers an opportunity to attend some sporting event, be it football, basketball, soccer, volleyball, tennis...the list goes on and on.

Aggie Memorial Stadium, seating 30,000, is the home of the NMSU Aggie football team. The Pan American Center, home of the Aggie men’s and women’s basketball and volleyball teams, seats 13,000.



MVEDA Services

As one of the leading economic development agencies in New Mexico, the Mesilla Valley Economic Development Alliance (MVEDA) is committed to providing premium site selection and business expansion services, without charge, to all qualified economic-based employers seeking our assistance. Our professional team offers one stop convenience to help you make the RIGHT move to the New Mexico Borderplex. MVEDA can assist businesses in Finding the Right space, Finding the Right employees, Finding the Right incentives and financing, Finding the Right information, and Meeting the Right people.

Today, through our small staff, MVEDA provides Doña Ana County with an aggressive marketing campaign designed at attracting new industry to the region. MVEDA also offers a host of services which further assists companies in their site selection and expansion decisions. These services range from labor market analysis to customized research. In addition, MVEDA has become a leading voice in the region and the state on economic development issues and finds solutions that raise our competitiveness. These issues range from workforce and skill set gaps to identifying infrastructure solutions in underserved areas where economic development is vital. Since January 2003, MVEDA has assisted in the location or expansion of over 73 projects in Doña Ana County creating over 3,700 new economic-based jobs with annual payroll exceeding \$100 million.

Our Spaces

Whether you're looking for a location for your commercial spaceflight business or want to locate next to Mexico's burgeoning maquilas industry, the New Mexico Borderplex has the Right Space for you. In Our Spaces you'll find established industrial and business parks with:

- access to Spaceport America,
- a dedicated aerospace business park adjacent to the Las Cruces International Airport,
- a Federal Aviation Administration-designated UAS Flight Test Center,
- access to the largest overland missile test range in the Continental U.S.,
- access to the maquilas in Mexico via the Santa Teresa International Port of Entry,
- access to Union Pacific's Santa Teresa Intermodal Terminal, and
- access to a research university's assets and incubator space in its business & research park.

To view current list of available facilities please visit:

<http://www.mveda.com/regional-advantages/industrial-parks/property-search/>



Why The Borderplex

The New Mexico Borderplex is located in the sunny southwest, ideally situated between Arizona and Texas and bordered on the south by the Mexican state of Chihuahua. The New Mexico Borderplex is part of a three-state, two-nation region that is home to more than 2.5 million residents. The region, comprised of the Las Cruces NM MSA, the El Paso TX MSA and Ciudad Juarez, Chihuahua, Mexico, is the largest metropolitan area along the U.S.-Mexico border. The area provides access to interstates, rail, air, and future space travel. Las Cruces is located on the intersection of Interstate 10 going east and west to either coast as well as Interstate 25 going north through Denver with access to Canada. Doña Ana County is quickly becoming a major center for rail with Union Pacific in the middle of construction on a \$400 million intermodal facility. Future supersonic international access is available from the world's first purpose-built commercial spaceport at Spaceport America. The Borderplex also enjoys around 340 days of sunshine annually and is isolated from natural disasters. This not only ensures that workforce will be able to get to work, but it also demonstrates that companies will be able to maintain consistent operations throughout the year.

Doña Ana County Comparison



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