City of Las Cruces had mixed economic signals in the 4th quarter of 2019.

**NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATE IN NOVEMBER 2019 COMPARISON**

<table>
<thead>
<tr>
<th></th>
<th>City of Las Cruces</th>
<th>New Mexico</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>unemployment rate</td>
<td>4.7%</td>
<td>4.6%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

City of Las Cruces was .1% higher in unemployment in comparison to New Mexico and higher than the United States (+1.4%).

**TOTAL NONFARM PAYROLL EMPLOYMENT FOR LAS CRUCES METROPOLITAN STATISTICAL AREA**

<table>
<thead>
<tr>
<th>Year</th>
<th>Payroll Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2019</td>
<td>74,700</td>
</tr>
<tr>
<td>November 2018</td>
<td>74,100</td>
</tr>
</tbody>
</table>

A difference of 600 more payroll jobs in the metropolitan area in the year-to-year change.

**SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) CASES BY DOÑA ANA ADMINISTRATIVE OFFICES**

<table>
<thead>
<tr>
<th>Year</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2019</td>
<td>27,199</td>
</tr>
<tr>
<td>November 2018</td>
<td>27,349</td>
</tr>
</tbody>
</table>

A year-to-year decrease of 150 less cases.

**NEW BUSINESS REGISTRATION**

<table>
<thead>
<tr>
<th>November 2019</th>
<th>November 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>36</td>
</tr>
</tbody>
</table>

In the first 11 months of 2019 new business registrations was 485, or 77 less new business registrations than 2018.

**BUSINESS REGISTRATION RENEWALS**

<table>
<thead>
<tr>
<th>November 2019</th>
<th>November 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>146</td>
<td>66</td>
</tr>
</tbody>
</table>

In the first 11 months of 2019 business registration renewals was 2,132, or 147 less business registrations renewals than 2018.

Note: This does not imply that they are no longer in operation.

**MEDIAN LISTING HOME PRICES FOR THE CITY OF LAS CRUCES**

November 2019 for Zillow.com was $213,470

November 2019 for Realtor.com was $218,015

The year-to-year average depreciation in median listing housing prices for the two websites was + $22,290
LAS CRUCES ECONOMIC OUTLOOK
ECONOMIC DEVELOPMENT DEPARTMENT

AUTHOR: FRANCISCO PALLARES
ECONOMIST
• The BEA changed their base year for Real Gross Metropolitan Product figures from 2009 to 2012.

• Trulia.com suspended reporting their median housing listing prices since March 2019.

• American Community Survey (ACS) 5-year estimates for 2018 were released by the U.S. Census and have been incorporated to the report.

• Data on Downtown (Main Street) Las Cruces foot traffic will no longer be measured using Soofa Benches given that the service was discontinued and will now be counted by foot traffic at the Plaza de Las Cruces.

• Seasonally adjusted unemployment rates for the City of Las Cruces were adjusted to reflect the monthly seasonal indexes from 2015 onward.

• Las Cruces International Airport data remains constant, from the previous issue given that the Las Cruces International Airport is partnering with the New Mexico Department of Transportation and other airports in the state of New Mexico to develop a new tool to measure aircraft operations.
EXECUTIVE SUMMARY

The 4th quarter 2019 economic outlook of the City of Las Cruces indicates mixed economic signals. Unemployment rate for the City of Las Cruces is higher than the State of New Mexico and the Nation. The November 2019 preliminary figures of the not-seasonally adjusted unemployment rate for the City of Las Cruces is 4.7%, which is above the State at 4.6%. In comparison, the Nation has 3.3% for the same measurement. The number of payroll jobs in Las Cruces metropolitan area has increased from a year ago. The preliminary numbers on total non-farm payroll employment in Las Cruces metropolitan area for November 2019 indicate a total of 74,700 payroll jobs. In comparison to the November 2018 figures on the same statistic at 74,100 payroll jobs it represents an increase of roughly 600 jobs. The number of Supplemental Nutrition Assistance Program (SNAP) cases by Doña Ana administrative offices was 27,199 on November 2019, which represents a decrease of 150 cases from November 2018 at 27,349.

Less new businesses registrations and more business registration renewals. On November 2019, there were 25 new business registrations, which is lower than the number of business registrations for November 2018 at 36. The total number of new business registrations for the first 11 months of 2019 is 485, which is lower than the first 11 months of 2018 at 562. Business registration renewals for November 2019 were 146, which is more than the November 2018 figures at 66.

Median listing home prices are increasing. The median listing home prices in November 2019 provided by Zillow.com was $209,900 and $217,530 for Realtor.com. This represents an increase in the average year-to-year change in listing prices of $22,290 for the two websites.
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GROSS METROPOLITAN PRODUCT HIGHLIGHTS:

The BEA reports that Gross Metropolitan Product (GMP), which is the value of all goods and services produced within Las Cruces metropolitan area grew by only 0.7% from 2017 to 2018. The GMP figure grew from $6,7120 million in 2017 to $6,757 million in 2018 in real chained 2012 dollars.

The metropolitan area is growing at a smaller rate than the state or the nation. Las Cruces, MSA grew from 2017 to 2018 by 0.7%, in comparison, the nation grew by 2.9% from 2017 to 2018, whereas the state of New Mexico grew by 2.5% for the same period.

2019 GMP data expected release date: December 2020

Source: U.S. Bureau of Economic Analysis
GROSS METROPOLITAN PRODUCT HIGHLIGHTS:

Nevertheless, compared to the nation and the state of New Mexico, Las Cruces MSA has experienced strong economic output growth over the past years. This is evidenced by the real cumulative growth, which has been higher than the Nation and the State up until 2016.

In terms of industry’s value of goods and services produced within the region, the main driver of the GMP has been state and local government and government enterprises with 28% of the 2017 share of GMP. The next industry is Finance, Insurance, Real Estate, and Rental and Leasing, whose production accounts for roughly 16% of the 2017 share of RGMP. As it can be observed, the metro-area is highly dependent on the public sector for its output.

2019 GMP data expected release date: December 2020

Source: U.S. Bureau of Economic Analysis
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The unemployment rate data for the City of Las Cruces is collected from the Local Area Unemployment program of the BLS for cities and towns above 25,000 population. The not-seasonally-adjusted preliminary unemployment rate for the City of Las Cruces on November 2019 was 4.7%, which is slightly above the level of the State of New Mexico with a rate of 4.6% This implies that the City is slightly under performing the State, in terms of unemployment rates. The seasonally adjusted unemployment rates were calculated using monthly seasonal indices. The number of individuals reported by the BLS as unemployed for the City was 2,304, which increased by 41 individuals from November 2018 to November 2019.

The not seasonally adjusted unemployment rates are expected to be higher at certain parts of the year, since there are monthly seasonal fluctuations that affect employment in certain months more than others. For instance, students tend to join the labor force during the summer, which increases the unemployment rate.

The annual change in the unemployment rate indicates that although the City was not as affected as the State by the great recession, in 2018 the unemployment rate of the City of Las Cruces equaled the State of New Mexico at 4.9%.

December 2019 data expected release date: February 2020
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The top 10 industries with the largest number of employees in the City of Las Cruces by 6-digit NAICS codes for the 3rd quarter of 2019 are indicated in the first graph. Some of the industries with the largest number of employees in the City are Elementary and Secondary Schools, Limited-Service Restaurants, Full-Service Restaurants, General Medical and Surgical Hospitals, and Home Health Care Services, which collectively employed 12,344 in Q3 of 2019.

The second graph indicates the average annual wage paid in the 3rd quarter of 2019 to employees in the top 10 industries. The average annual wage paid to Elementary and Secondary Schools industry was $42,585. For Limited-Service Restaurants was $14,653. Full-Service Restaurants paid $17,967 per employee. It is important to notice that out of the 10 industries with the largest number of employees, only 4 industries pay annual wages above $40,000. These industries are: Elementary and Secondary Schools, General Medical and Surgical Hospitals, Offices of Physicians (except Mental Health Specialists), and Police Protection (Federal, State, and Local). Average annual wages include salary, overtime, locality pay, premiums, and cash awards.

Q4 2019 data expected release date: March 2020

Source: Jobs EQ
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The 2018 labor force participation rate by age in the City of Las Cruces indicates that the age cohort with the largest participation in the labor force is the group ages 45 to 54 years with 78%. This statistic is closely followed by the age cohort 25 to 44 years with 77%. The 20 to 24 years age cohort decreased 4% in their labor force participation rate.

In 2018 unemployment rates for the City dropped compared to 2017 for almost every age cohort (except in 45 to 54 and 75 years and over). The cohort with the largest unemployment rate in 2018 was individuals ages 16 to 19 with 16% unemployment rates. However, this same cohort experienced the greatest decrease in unemployment rate from 2017, since it dropped by almost 7%. The cohorts with the smallest unemployment rate in 2018 (below the age of 65) are the 45 to 54 and 55 to 64 years cohort with 5% unemployment rates each.

2018 ACS data expected release date: January 2021
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

In comparison to the Nation and State, the labor force participation rate of individuals ages 16 to 19 is higher in the City of Las Cruces. The 16 to 19 years age cohort has a labor force participation rate of 42% in the City of Las Cruces, whereas in the Nation it is 38%. Las Cruces has a larger number of teenagers that participate in the labor force than the State or the Nation. In all other age cohorts, the City of Las Cruces has fewer individuals participating in the labor force compared to the Nation.

The unemployment rate for age cohort 16 to 19 years in the City of Las Cruces is smaller, than the State and the Nation. However, for individuals age 25 to 44 years the unemployment rate is larger than the State and Nation. This means that working age young adults in Las Cruces face more difficulties finding a job than working age adults in the State and Nation.

2019 ACS data expected release date: January 2021
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The labor force participation rate by sex in the City of Las Cruces has remained relatively constant since 2011 oscillating about 5 percentage points since 2011 for both females and males. The male labor force participation has always been larger than female labor force participation rate. In terms of unemployment, females have historically met lower unemployment rates than males. In 2018, the unemployment rate of males increased to 9.5%, while females lowered to 5.6%.

2019 ACS data expected release date: January 2021
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

In comparison to the State of New Mexico and to the United States, the City of Las Cruces is not much different in terms of labor force participation rates (LFPR). In 2018, the female LFPR was 71.4%, which is slightly below the Nation at 72.4%, and 3.6 percentage points above the State which has 67.8%.

However, in terms of the 2018 unemployment rate, females in the City of Las Cruces experienced close to 5.6% unemployment rates. This figure is smaller than the State of New Mexico with 6.2%, but slightly higher than the Nation with 5.4%.

2019 ACS data expected release date: January 2021
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The historical labor force participation rate by educational level in the City indicates that individuals with bachelor’s degrees or higher tend to participate much more in the labor force than individuals who are high school graduates (or equivalent) only.

The unemployment rate figures by educational attainment in the City indicate that individuals with less than high school degrees do not only participate less in the labor force, but also face higher unemployment rates with higher volatilities. Individuals in the City with bachelor’s degree or higher tend to have historical below 5% unemployment rates with higher stability.

2019 ACS data expected release date: January 2021
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

In comparison to the State of New Mexico and to the United States, the City of Las Cruces faces lower labor force participation rates (LFPR) for individuals with less than high school and individuals with high school equivalency. The LFPR in the City is slightly higher compared to the State for individuals with high school graduates and equivalency, but lower than the nation. In 2018, the LFPR of individuals with bachelor’s degree or higher in the City was 81.9%, which is below the Nation at 86.4%, and the State at 82.1%.

In terms of the 2018 unemployment rate, individuals in the City of Las Cruces with less than high school face a much larger unemployment rate than the Nation, but smaller than the State. In 2018, individuals with less than a high school degree in the City faced 11.4% unemployment rates, which is higher than the Nation at 9%, but lower than the State of New Mexico at 11.9%. For individuals with a Bachelor’s degree in the City of Las Cruces the unemployment rate in 2018 was 2.9%, which is slightly lower than the State at 3% and above the Nation at 2.8%.

2019 ACS data expected release date: January 2021
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

Hours worked is a measurement for exploring underutilized workforce. A full-time employee is expected to typically work 35 or more hours per week for more than 40 weeks of the year. The Census Bureau reports that the percentage of females above the age of 16 and below age 64 have increased the number of hours they work throughout time. In its counterpart males have been decreasing in their full-time employment from 2011 to 2018. This can be observed in the graphic below indicating hours worked of what would be considered part-time employment. In here, the share of females working part-time has been decreasing from 2011 until 2015, with slight increases in 2016 and 2017, but decreasing in 2018, whereas the share of males working part-time has been increasing since 2011, with a decrease in 2018.

2019 ACS data expected release date: January 2021
**UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:**

In comparison to the State of New Mexico and to the United States, the City of Las Cruces faces a lower percentage of males working full-time. However, when comparing females, the proportion in the City is almost equal to the State. Although, it is still below the Nation. This implies that females in the City of Las Cruces have about the same tendency to work full time, as females in the State, but below females in the Nation. However, this is not the case for males, which have a lower tendency for working full-time than males in the State and the Nation.

2019 ACS data expected release date: January 2021
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The Bureau of Labor Statistics reports on a monthly basis the Total Nonfarm Payroll Employment (TNPE) for Las Cruces MSA. The latest preliminary figure of the seasonally adjusted TNPE indicates that the metropolitan area of Las Cruces has 74,200 payroll jobs in December 2019. The first graph indicates a stable tendency in the TNFPE seasonally adjusted since December 2018 with relative increases in September 2019. The lowest figure being August 2019, where TNPE reported was at 73,200 jobs. Since then, there has been a stable tendency to the current TNPE is at 74,200.

The second graph illustrates TNPE from an industry perspective, the year-to-year change in TNPE from December 2018 to December 2019 local and state government, as well as, education and health services have represented the largest increases in jobs for the Las Cruces MSA adding close to 200 jobs in this period for state and local governments, while education and health services added 300 jobs. The largest decrease during this period has been financial services with a decrease of close to 200 jobs in this period. If the industry has no changes, then no line is observed in the industry.

January 2020 data expected release date: March 2020
INCOME HIGHLIGHTS:

The U.S. Census Bureau reports median household income for the City of Las Cruces in 2018 at $40,551. In comparison, the state of New Mexico has a household income of $48,059 for 2018. A difference of $7,508 between the State and the City’s median household income. The City has a smaller median household income than the State, however the trend has been increasing overall since 2010, but decreasing since 2015. In 2015 the median household income in the City was $41,330 which means that median household income has decreased $779 in 3 years, but it has increased $2,160 since 2010.

The second graph illustrates the composition of 2018 household income. It indicates that for the City of Las Cruces, about 33% of households earn less than $24,999 annually. This represents 1 out of every 3 households in the City earn below $24,999. In comparison to the State, with 27% of households earning below $24,999, the City has a larger proportion of households earning less annual income.

2019 ACS data expected release date: January 2021
INCOME HIGHLIGHTS:

In terms of retirement income, the City has a smaller proportion of households on retirement income than the State. In 2018 about 20% of households in the City of Las Cruces were receiving some form of retirement income (excluding social security). At least since 2010 there is a larger proportion of households in the City of Las Cruces that receives retirement income, than the State. Albeit, the trends on City households with retirement income has remained relatively constant since 2010.

The second graph illustrates the percentage of households with Supplemental Security Income (SSI) for the City of Las Cruces and the State of New Mexico. The SSI is an assistance program that provides cash support and health care coverage (i.e., Medicaid) to people with low-income and limited assets who are either aged 65 or older, blind, or disabled (children included). The proportion of households with SSI for the City of Las Cruces exceeded that of the State in 2018. The SSI for the City was 7.3% of households, whereas for the State the SSI was 6.3% of households in 2018. The graph also indicates an upward tendency in Supplemental Security Income (SSI) since 2010 for the City of Las Cruces.

2019 ACS data expected release date: January 2021
INCOME
HIGHLIGHTS:

The New Mexico Human Services Department publishes a monthly statistical report with figures of Supplemental Nutrition Assistance Program (SNAP) cases by administrative office. In this report, there are 3 offices reported for the Doña Ana County (East, South, and West offices). The reports indicate that for November 2019 the number of SNAP program cases in Doña Ana County was 27,199, which represents a decrease of 150 cases from November 2018 at 27,349.

The number of SNAP cases in Doña Ana in the past 12 months reached its minimum of 26,904 in April 2019 and its maximum of 27,400 in September 2019. The tendency in the past 12 months is a slight upward tendency in cases of SNAP recipients.

December 2019 data expected release date: February 2020
HOUSING HIGHLIGHTS:

The Federal Housing Financing Agency (FHFA) report the All-Transactions House Price Indexes (HPI), which is an index on the purchase-only data by adding prices from appraisal and sales of homes in a geographic area. The statistic indicates that the Las Cruces MSA faces a lower index, than compared to the state of New Mexico.

The tendency of all transactions HPI in Las Cruces MSA indicates an increase in the last year. In the 3rd quarter of 2019 the index is at 181.83, which is the highest it has been since 2010. If we compare the 3rd quarter of 2019 with the 3rd quarter of 2018, there has been an appreciation of 6.6% based on this index.

2019 Q4 All-Transactions Index data expected release date: February 2020
**HOUSING HIGHLIGHTS:**

Monthly median listing prices for homes in the City of Las Cruces are collected from 3 agencies: Zillow.com, Trulia.com, and Realtor.com.

The median listing home prices are listed according to three websites: $213,470 for Zillow.com and $218,015 for Realtor.com for December 2019, while $186,745 for Trulia.com, in March 2019.

It is important to point out that even though there is an upward trend in home prices, there are fluctuations in median listing prices of homes in the City of Las Cruces. A year-to-year comparison of Zillow.com from December 2018 to December 2019 indicates that there was a year-to-year appreciation of $25,525, whereas for Realtor.com and Trulia.com there was a year-to-year appreciation of $24,435 and a depreciation of $4,755, respectively in home median listing prices. On average the 3 websites indicated an appreciation of $15,711 in year-to-year.

January 2020 figures for Zillow.com and Realtor will be released in March 2020. Trulia.com suspended this service.
The Census Bureau indicates that the new privately-owned housing units authorized by building permits in the metropolitan area of Las Cruces. In 2019 there have been 1,021 housing units added in Las Cruces metropolitan area, this includes multi-family and single-family housing.

Compared with 2018, the number of single housing units building permits have been performing slightly below in 2019. This is an indication of the housing market leveling off. The Census indicates that for Las Cruces MSA there were 859 single housing units building permits in 2019, whereas for 2018 there were 870 new single-housing units built. It means that 2019 has added 11 less single-family housing units, than 2018 in the metropolitan area, which is the all Doña Ana County.

January 2020 figures will be released in March 2020

Source: U.S. Census Bureau
HOUSING HIGHLIGHTS:

The Community Development Department of the City of Las Cruces reports permits issued on the number of new residential and new residential multi-family units by month for the City. The first graph illustrates that the number of units from new residential and multi-family has increased in the City.

This information differs from what the US Census Bureau reports for the new privately-owned housing units in the Las Cruces MSA. The City has increased its stock of single-family residential units in the first 11 months of 2019 compared to the first 11 months of 2018. This is not what was indicated for the Las Cruces MSA, which experienced a decrease in housing units. Single family unit residential building permits up to November 2019 have been in aggregate 537, which is 60 more units than 2018.

The second graph illustrates that the number of new single-family residential housing units exceeding the average in all months after March 2019.

December 2019 data expected release date: late March 2020
ECONOMIC STRESS INDEX

HIGHLIGHTS:

The Economic Stress Index (ESI) is an augmented version of the Misery Index created by Arthur Okun in the 1970s. It was designed to measure the misery of people by combining the unemployment rate and the inflation rate. In general, a higher value reflects a more miserable society. The ESI includes housing prices, to accurately reflect the “misery” of people. Housing prices adds value because today’s Americans hold more wealth in homes than previous generations.

The ESI for City of Las Cruces and the State is calculated by adding 3-month moving average not seasonally-adjusted monthly unemployment rates, plus the 3-month moving average inflation rates from the monthly CPI of U.S. city average for consumers not seasonally adjusted, minus the 3-month moving average of the growth in monthly median listing prices for homes in the City of Las Cruces and New Mexico collected from the mean of Zillow.com, Trulia.com, and Realtor.com.

The ESI has decreased from its highest point since 12-months ago on August 2019 at 5.9 to 5. On April of 2019, the City had the lowest ESI of the past 12 months. In general, the linear trend is slightly upward, which implies a slight increase in the economic stress of the citizens of Las Cruces. The current statistic indicates that compared to the State, the City is facing the same economic stress.

Source: City of Las Cruces, Economic Development Department
BUSINESSES HIGHLIGHTS:

New business registrations data is from Community Development Department at the City of Las Cruces. The 12-month trend indicates an upward tendency in new business registrations. On November 2019, there were 25 new business registrations, which is below the average for November at 49.

During the first 11 months of 2019 there have been 3 instances where the current new business registrations have over-performed to the 8-year monthly averages from 2010 to 2018. It occurred in May, June, and September of 2019. However, in the first 11 months of 2018 there were a total of 562 new business registrations, compared to 485 in 2019.

Source: City of Las Cruces, Community Development Department

November 2019 data expected release date: late March 2020
BUSINESSES HIGHLIGHTS:

Business registration renewals are available via the Community Development Department at the City of Las Cruces. In November 2019, 146 business renewed their registrations with the City, out of these 35 were home based and 111 commercials. The first 11 months of 2019 have been below their 8-year monthly averages from 2010 to 2018 in all instances except May 2019. In the first 11 months of 2019 there have been a total of 2,132 business renewals, which is 147 less compared to 2018.

The number of new business registrations and business renewals per 1,000 residents in the City has been decreasing from its highest point in 2011, where it stood at 46 businesses registrations (new and renewals) to 30 per thousand residents in 2018.

Source: City of Las Cruces, Community Development Department

December 2019 data expected release date: late March 2020

Source: U.S. Census Bureau and City of Las Cruces
BUSINESSES HIGHLIGHTS:

The top 10 industries with the largest increases/decreases in employment from the 3rd quarter of 2018 to the 3rd quarter of 2019 by 3-digit NAICS code industries in the City of Las Cruces is collected from Chmura’s Jobs EQ.

The first graph indicates which industries located in the City of Las Cruces are increasing the most in employment from year-to-year change from Q3 2018 to Q3 2019. The industry that increased the most in this quarter was Educational Services (NAICS 611) with a year-to-year increase of 232 employed in this industry. The next follower was Administrative and Support Services (NAICS 561) with a year-to-year increase of 179 employed in this industry.

The second graph indicates which industries located in the City are decreasing the most in terms of employment from year-to-year change from Q3 2018 to Q3 2019. The industry that decreased the most was General Merchandise Stores (NAICS 452), which lost 173 people employed in this period. Another industry with high year-to-year loss of employment is Food and Beverage Stores (NAICS 445) which lost about 142 individuals employed in this industry.

Q4 2019 data release expected date: March 2020
BUSINESSES HIGHLIGHTS:

The top 10 industries with the largest increases/decreases in average annual wages from the 3rd quarter of 2018 to the 3rd quarter of 2019 by 3-digit NAICS code industries in the City of Las Cruces is collected from Chmura’s Jobs EQ.

The first graph indicates which industries located in the City of Las Cruces are increasing the most in terms of annual average wages per worker. The industry that increased the most in annual average wages per worker was Securities, Commodity Contracts, and Other Financial Investments and Related Activities (NAICS 523) with an average annual increase of $18,829 in wages per worker. Another industry that increased as well was Transportation Equipment Manufacturing (NAICS 336), which increased $13,910.

The second graph indicates which industries located in the City are decreasing the most in wages on an annual basis per worker. The industry that decreased the most was Telecommunications (NAICS 517), which on average lost an annual average wage per worker of $4,854. Another industry that decreased is Rental and Leasing Services (NAICS 532) which lost an annual average wage of $3,685.

Average annual wages include salary, overtime, locality pay, premiums, and cash awards.

Q4 2019 data release expected date: March 2020
**RETAIL TRADE GROSS RECEIPTS HIGHLIGHTS:**

The Taxation and Revenue Department of New Mexico reports gross receipts by NAICS code by month for the City of Las Cruces, which is the value of retail trade (NAICS 44-45) sales of all goods and services produced within the City of Las Cruces plus revenue from other sources, as it can be the case with interest earned from investments, rents, and other revenue that does not come from sales in the retail trade industry.

Retail trade gross receipts are a measure of the consumption performance of the City. Gross receipts are collected from Retail trade business establishment filings, which can file monthly, quarterly, or annually. The nominal not seasonally adjusted gross receipts from retail trade figure for October 2019 is $144,506,097 which compared to October 2018 gross receipts of $127,694,945 represent a year-to-year increase of close to $16.8 Million, however, this increase is not adjusted for inflation, in real terms, the increase was by 11.2%.

During the first 10 months of 2019 there have been 7 instances where the current gross receipts from retail trade have over-performed to the real 3-year monthly averages from 2016 to 2018. This implies that during the first 10 months of 2019 there has been an improvement in retail trade compared to the average monthly figure was for the past 3 years.

November 2019 data release expected date: April 2020
COMMERCIAL REAL ESTATE HIGHLIGHTS:

The Community Development Department of the City of Las Cruces reports the number of new non-residential commercial construction permits by month for the City. The first graph illustrates that the number of permits of new non-residential commercial construction has slightly increased in the City since June 2017. The first 11 months of 2019 have added 27 new non-residential commercial constructions valued at a total of $18,137,378, which is 5 more permits compared to the first 11 months of 2018 valued at a total of $42,522,608.

In terms of valuation, the average valuation per new non-residential commercial permit in November 2019 was $51,536, which is below the 2006-2018 average November valuation by more than $438,000.

The 2019 figures of the average valuation per new non-residential commercial permits, exceed their 2006-2018 averages in 5 months, with evident outliers occurring in May and June.

December 2019 data expected release date: late April 2020

Source: City of Las Cruces, Community Development Department
COST OF LIVING
HIGHLIGHTS:

The Council for Community and Economic Research (C2ER) reports the *Cost of Living Index* (COLI), which uses nationwide data from close to 260 metropolitan and non-metropolitan areas. The report analyzes price index averages for all the participant regions to measure 6 broad categories associated to daily expenditures of consumers. These categories are then normalized to 100, which implies the national average. The first graph compares the cost of living in Las Cruces to the average U.S. city for Q3 2019. The graph indicates that on average Las Cruces is about 12% more affordable than the average U.S. city. In Q3 2019, Las Cruces is more affordable in 5 out of the 6 categories: housing, utilities, health care, transportation, and miscellaneous goods and services, while groceries are more expensive than the average U.S. city.

The 3rd quarter year-to-year percentage change from 2018 to 2019 indicated a reduction in cost of living in the City of Las Cruces for at least 5 out of the 6 categories: housing, utilities, groceries, health care, and miscellaneous goods and services, while there was an increase in transportation.

Q1 2020 data release expected date: April 2020
Utility patents granted by inventor city is a measurement of intellectual property (IP), which can potentially help in generating economic development. Patents are also a result of Research and Development (R&D) intensive industries/universities, where they are necessary for competition.

The City has many of its patents assigned to the Arrowhead Center in NMSU. As it can be observed from the graphics, the City of Las Cruces has produced about 1.76 patents per month on average since January 2019 with sharp increases on March and December 2019, where the City of Las Cruces accounted for roughly 13% and 6% of the patents produced in the state of New Mexico, respectively.

February 2020 figures will be released in March 2020.
DEGREES AWARDED/INNOVATION
HIGHLIGHTS:

New Mexico State University (NMSU) has experienced a decline in total students enrolled on Fall at least since 2010. The Office of Institutional Analysis (OIA) indicates that on Fall 2019 there were 14,296 students enrolled in the main campus, which compared to Fall 2010 at 18,552 represents a decrease of 23%. However, the figures of 2019 stop the falling tendency up to 2018, since student enrollment increased by 7 from 2018 to 2019.

The number of bachelor’s degrees awarded on 2018 is 2,494 and it has slightly decreased since 2010 with 2,502 Bachelor’s degrees awarded. This implies that although NMSU has seen a decrease in enrollment, it has improved in its graduation rates.

NMSU Degrees Awarded 2019 data expected release date on Fall 2020.
TECHNOLOGY/INNOVATION
HIGHLIGHTS:

Technology is calculated in this report as the sum of 32 industries using NAICS codes 33 and 51 associated to manufacturing and information super-sectors. The 32 industries used for this calculation are listed on the Appendix of this report. The annual technology production as a percentage of 2018 Gross Metropolitan Product for Las Cruces MSA is 0.9% of the total GMP. In comparison El Paso, MSA has 3.5% of its GMP from technology, whereas New Mexico has about 3.9% of its gross product coming from industries in technology.

The production in technology for Las Cruces MSA is $65,274,000 in 2018. It overall has a downward tendency from the highest technology production recorded in 2004 with $125,942,000

GMP 2019 figures will be released in December 2020
TOURISM*

HIGHLIGHTS:

The Hotel Occupancy Rates (HOR) is a measure of the room nights (rented) per month divided by the number available of hotel rooms per month (based on 3,000). For the City of Las Cruces this figure is reported by Visit Las Cruces, which indicate that the average HOR for the last year. The figure on December 2019 indicates that the HOR was 49%. This represents year-to-year increase to December 2018 of 3.15%.

The Average Daily Rate (ADR) measures room income per month divided by the room nights (rented) per month. The monthly average for December 2019 is $89, which is $1 more compared with December 2018.

*This data is preliminary and subject to change
January 2020 data to be released on April 2020.
DOWNTOWN LAS CRUCES
HIGHLIGHTS:

The Economic Development Department of the City of Las Cruces measures the trends of visitors on the Plaza de Las Cruces to accomplish a Department’s strategic result of increases in annual foot traffic in downtown.

The information on the trend in visits to Downtown as measured by Cisco DNA Spaces from visitors to the Plaza de Las Cruces from August 2019 to January 2020 in general the foot traffic has an upward tendency, with monthly fluctuations.

The second graph indicates the distribution of visits by day of the week, where it indicates by month, which day of the week was the busiest and by what proportion. In this graph we can see that except for July 2019 in all instances the Plaza was the busiest on Saturdays, whereas Sundays are the slowest day on each month.

Source: Economic Development Department using Cisco DNA Spaces Data.
LAS CRUCES INTL. AIRPORT
HIGHLIGHTS:

The information in the Las Cruces International Airport (LRU) indicates that from June 2017 to June 2018 there has been a total of 906 departures and 1008 destinations to LRU. On the same period, the average monthly departures are 71, whereas the destinations are 77. During the first 6 months of 2018, on average there have been more destinations to LRU than in previous years (2016, 2017, and 2018) in all months. The departures, however, have been smaller than their 2016-2018 averages on January, March, and June.

Source: City of Las Cruces, Economic Development Department
REFERENCES


GLOSSARY

**Average Daily Rate**: is a measure of the room income per month divided by the room nights (rented) per month.

**BEA**: U.S. Bureau of Economic Analysis

**BLS**: U.S. Bureau of Labor Statistics

**Economic Stress Index (ESI)**: In general, a higher value reflects a more miserable society. The ESI includes housing prices, to accurately reflect the “misery” of people.

\[ \text{ESI} = \text{Unemployment Rate} + \text{Inflation Rate} - \text{Growth in Housing Values} \]

**Hotel Occupancy Rates**: is a measure of the room nights (rented) per month divided by the number available of hotel rooms per month.

**Labor Force**: Sum of individuals employed and unemployed.

**Labor Force Participation Rate**: Number of individuals in the Labor Force divided by the overall population ages 16 and over.

**Not Seasonally-Adjusted Unemployment Rate**: Number of individuals who are unemployed (actively seeking employment, ages 16 and over, non-institutionalized) divided by the labor force (sum of individuals employed and unemployed).

**Real Gross Metropolitan Product**: value of goods and services produced within the metropolitan area adjusted to eliminate the effects of inflation.

**Retirement Income**: Includes: (1) retirement pensions and survivor benefits from a former employer, labor union, or Federal, State, county, or other government agency; (2) disability income from sources such as worker’s compensation; companies or unions; Federal, State, or local government; and the U.S. military; (3) periodic receipts from annuities and insurance; and (4) regular income from IRA and KEOGH plans.

**Seasonally-Adjusted Unemployment Rate**: Number of individuals who are unemployed (actively seeking employment, ages 16 and over, non-institutionalized) divided by the labor force (sum of individuals employed and unemployed) adjusted to remove predictable seasonal/monthly pattern influences.

**Supplemental Security Income**: Monthly payment benefits to people with limited income and resources who are disabled, blind, or age 65 or older. Blind or disabled children may also get SSI.

**STEMH**: Degrees in Science, Technology, Engineering, Mathematics, and Health Care.

**Utility Patents by Inventor City**: Permanent patents provided to an inventor resident of a given city.
## APPENDIX

<table>
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<tr>
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<td>334416</td>
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<td>Wired and Wireless Telecommunications Carriers</td>
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Industries Considered for Technology Measurement were selected based on a technology report by Price Waterhouse Cooper (2016) where technology is defined by these industries.