



The Mission of the City of Las Cruces is to provide responsive, cost effective service to our Citizens. Having a robust economy which enhances the quality of life of all citizens is our Economic Development goal. In order to achieve that goal, the City wants to attract to businesses and industries which provide new, high quality jobs to local residents.

The City of Las Cruces has adopted a Local Economic Development Plan (LEDA) which enables the City to provide incentives to help local businesses expand and to attract new businesses. Employers would create new, permanent, wage positions or higher than average wages with full benefit packages may qualify for incentives. All incentives under the Local Plan are subject to approval by the City Council.

The following industries may qualify for LEDA incentives

- Manufacturing, processing, or assembly
- Business in a MRA (the MainStreet Downtown area)
- Warehousing and distribution
- Non-retail service industries
- Telecommunications (only when majority of sales is outside New Mexico)
- Direct sales by growers of agricultural product (farmers market or co-op)

City of Las Cruces Development Incentives

Industrial Land

- The City owns development ready sites available in the West Mesa Industrial Park and may contribute those to a project in exchange for jobs and investment.
- The City economic development office is available to assist realtors and developers with gathering property, zoning, and utility information necessary for site selection relative to private and public land.
- LEDA qualified projects may qualify for conveyance of the industrial land at no cost upon meeting predetermined employment benchmarks.

Development

- The City may waive permit and processing fees for vacant parcels in the city center.
- A simplified subdivision review process is available for commercial or industrial parcels within previously master planned area (average length of process 6 to 8 weeks).
- The City provides a project liaison to coordinate communications through the review process for economic development projects.
- LEDA qualified projects may justify processing fee waivers in exchange for economic development.

Construction

- The City can provide complimentary review for projects at the conceptual design phase and work with developers to identify issues and address questions as early as possible.
- The City will waive permit fees for vacant parcels within the city center.
- The City provides a project liaison to coordinate communications through the review process for economic development projects.
- LEDA justified projects may justify permit fee waiver in exchange for economic development.

Operation

- Economic development office will assist existing businesses in negotiating through the government processes and providing a point of contact addressing problems and concerns.

Examples of Development Incentives

Sapphire Energy purchased 10 acres of land at market value and was given an option to purchase the adjacent 90 acres. The 90 acre parcel was given to Sapphire at no additional cost 18 months later in exchange for creating local jobs and capital investment within the Park.

Sitel has been provided with the use of City land adjacent to an existing call center at no cost in exchange for establishing and maintaining employment levels at their customer service center.

City has worked with the following Industries to secure IRB financing: Rea Magnet Wire, Parkview Metals, F&A Dairy Products, Southwest Irrigated Pecan Growers Association, Good Samaritan Retirement Village, Las Cruces Nursing Center, Furtex, and more.

City building inspectors completed inspections on nights, weekends and holidays to complete a remodel in time to locate the Cryacom language center in an existing facility.

Parkview Metals purchased 18 acres of industrial land and was able to defer full payment for the land over a 6 year period.

Striplin Truss Manufacturing needed 5 acres of industrial land. They purchased 2 acres immediately and leased the remaining land for three years until they were better able to finance the purchase.