



# July 2021 New Business Registrations



Total New BRs:

49

| Business Start Date | Business Category   | Business Type              | Location Address                             | DBA Business Name                                  | Contact Name        | Phone        | Mailing Address                                     | Employees | SQFT  |
|---------------------|---------------------|----------------------------|--|--|---------------------|--------------|---|-----------|-------|
|                     |                     |                            |  |  |                     |              | PO BOX 16134, LAS CRUCES, NM 88004                  |           | 0     |
| 07/12/2021          | COMMERCIAL BUSINESS | RETAIL                     | 400 S COMPRESS, #1, LAS CRUCES, NM           | BLACKSTAR CREATIONS                                | LUIS A RANGEL       | 575-640-3256 | 9015 RHONDA LN, LAS CRUCES, NM 88012                | 1         | 1,300 |
| 07/21/2021          | COMMERCIAL BUSINESS | RETAIL                     | 1500 S VALLEY, #D, LAS CRUCES, NM            | CRICKET WIRELESS                                   | SERGIO FLORES       | 915-873-6842 | 11380 MONTWOOD DR SUITE A10, EL PASO, TX 79936      | 3         | 1,500 |
| 07/15/2021          | COMMERCIAL BUSINESS | MANUFACTURING              | 355 S CRAWFORD BLVD, LAS CRUCES, NM          | SAPUTO CHEESE USA INC                              | JORGE LOPEZ         | 575-647-1696 | 355 S. CRAWFORD BLVD., LAS CRUCES, NM 88007         | 280       | 1     |
| 07/15/2021          | COMMERCIAL BUSINESS | BEAUTY                     | 121 WYATT DR, STE 19, LAS CRUCES, NM         | HAIR STUDIO BY PRISCILLA LLC                       | PRISCILLA CISNEROS  | 575-571-8221 | 1560 S ESPERANZA, LAS CRUCES, NM 88001              | 1         | 1,000 |
| 07/20/2021          | COMMERCIAL BUSINESS | VEHICLE SALES              | 1600 W PICACHO, LAS CRUCES, NM               | NEVAREZ CO LLC                                     | ERIK NEVAREZ        | 575-386-6685 | 1690 DESERT WIND WAY, LAS CRUCES, NM 88012          | 1         | 850   |
| 07/21/2021          | COMMERCIAL BUSINESS | PROFESSIONAL SERVICE       | 2201 N MAIN ST, LAS CRUCES, NM               | CRUCES AUTO MVD                                    | CHYNNA CLARK        | 575-312-9896 | 5084 GALINA DRIVE, LAS CRUCES, NM 88012             | 1         | 1,328 |
| 07/01/2021          | COMMERCIAL BUSINESS | EDUCATION                  | 700 S TELSHOR BLVD, LAS CRUCES, NM           | GUZMAN MARTIAL ARTS LLC                            | MELECIO GUZMAN      | 575-644-9083 | 1203 N MAIN ST,, LAS CRUCES, NM 88001               | 0         | 4,100 |
| 07/01/2021          | COMMERCIAL BUSINESS | MASSAGE                    | 301 N SOLANO DR, STE 6, LAS CRUCES, NM       | SUNNY MASSAGE                                      | YING LI             | 575-555-1234 | 301 N SOLANO DR 6, LAS CRUCES, NM 88005             | 2         | 1,200 |
| 07/14/2021          | COMMERCIAL BUSINESS | BEAUTY                     | 1001 E UNIVERSITY AVE, #B1, LAS CRUCES, NM   | SEE SALON  | SERENA MONTOYA      | 575-449-0240 | 4169 AURORA STAR COURT, LAS CRUCES, NM 88007        | 1         | 1,600 |
| 07/21/2021          | COMMERCIAL BUSINESS | REAL ESTATE                | 4440 N SONOMA RANCH, #E, LAS CRUCES, NM      | PROSPER REAL ESTATE INC.                           | MICHAEL CARPENTER   | 575-652-0344 | 2720 MONTE BELLO DR., - - - -, LAS CRUCES, NM 88011 | 2         | 1,782 |
| 07/13/2021          | COMMERCIAL BUSINESS | BEAUTY                     | 1001 E UNIVERSITY AVE, #B1, LAS CRUCES, NM   | BEAUTYXEM  | EMERIE MARQUEZ      | 575-650-8090 | 1737 ASPEN AVE, LAS CRUCES, NM 88005                | 1         | 1,600 |
| 07/19/2021          | COMMERCIAL BUSINESS | CHILD CARE SERVICES        | 2920 MAESE LN, LAS CRUCES, NM 88007          | SMART START LEARNING CENTER, PRESCHOOL & CHILDCARE | LAURA SOWARDS       | 505-453-2554 | 2963 KING GREGS CT, LAS CRUCES, NM 88007            | 3         | 3,500 |
| 07/26/2021          | COMMERCIAL BUSINESS | BEAUTY                     | 540 WALTON BLVD, STE D, LAS CRUCES, NM       | LUXURY NAILS                                       | KEVIN NGUYEN        | 774-239-1983 | 540 WALTON BLVD STE D, LAS CRUCES, NM 88001         | 5         | 2,400 |
| 07/20/2021          | COMMERCIAL BUSINESS | FOOD SERVICE               | 700 S TELSHOR BLVD, STE 1254, LAS CRUCES, NM | UNCLE BANJO'S LLC                                  | JEREMIAH RICHARDSON | 970-209-3840 | 4005 SHADOW MOUNTAIN RD., LAS CRUCES, NM 88011      | 4         | 1,800 |
| 07/27/2021          | COMMERCIAL BUSINESS | HEALTH                     | 2550 SAMARITAN, #205, LAS CRUCES, NM         | ACOSTA MEDICAL CLINIC                              | JAN ACOSTA          | 575-649-1737 | 2550 SAMARITAN DR., SUITE 205, LAS CRUCES, NM 88001 | 4         | 5,161 |
| 07/27/2021          | COMMERCIAL BUSINESS | MEDICAL PRACTICE           | 2900 HILLRISE DR, LAS CRUCES, NM             | BACK AND NECK MEDICAL CARE CENTER, LLC             | GLENN WALDT         | 505-695-1227 | 2900 HILLRISE DR, LAS CRUCES, NM 88011              | 2         | 1,200 |
| 07/21/2021          | COMMERCIAL BUSINESS | BEAUTY                     | 700 S TELSHOR, SUITE 1460, LAS CRUCES, NM    | HAIR NATURAL                                       | MIRACLE HAMM        | 310-407-9753 | 700 S TELSHOR BLVD SUITE 1460, LAS CRUCES, NM 88011 | 4         | 1,250 |
| 07/27/2021          | COMMERCIAL BUSINESS | MASSAGE                    | 2001 E LOHMAN, #103, LAS CRUCES, NM          | CSG HOLDINGS TX, LLC                               | GINA GONZALES - MGR | 575-525-3689 | 59 DAMONTE RANCH PKWY #488, RENO, NV 89521          | 25        | 2,900 |
| 07/27/2021          | COMMERCIAL BUSINESS | CONSTRUCTION / CONTRACTING | 260 S SEVENTEENTH, LAS CRUCES, NM            | WESTCON COMMERCIAL INDUSTRIES LTD. CO.             | LAURA BAEZA         | 575-449-8222 | 260 17TH STREET, LAS CRUCES, NM 88005               | 5         | 2,000 |
| 07/27/2021          | COMMERCIAL BUSINESS | OTHER                      | 2001 E LOHMAN AVE, STE 110, LAS CRUCES, NM   | CHARITY FIXED EARTH'S COLLAPSED ORBIT              | HAROLD FULLER       | 575-386-6931 | 2001 LOHAMAN STE 110, LAS CRUCES, NM 88001          | 1         | 300   |
| 07/12/2021          | HOME OCCUPATION     | CRAFTS                     | 415 MONTE VISTA, LAS CRUCES, NM              | ALEXANDER CREATIVE WORKS                           | TIMOTHY ALEXANDER   | 406-465-2897 | 415 MONTE VISTA, LAS CRUCES, NM 88005               | 1         | 500   |
| 07/20/2021          | HOME OCCUPATION     | PROFESSIONAL SERVICE       | 2930 CLAUDE DOVE, #12, LAS CRUCES, NM        | INK BUCKET   | ARACELI BANKS       | 575-993-0713 | 2930 CLAUDE DOVE, 12, LAS CRUCES, NM 88011          | 1         | 200   |

**Total New BRs:** **49**

| <b>Business Start Date</b> | <b>Business Category</b> | <b>Business Type</b>       | <b>Location Address</b>                         | <b>DBA Business Name</b>          | <b>Contact Name</b>        | <b>Phone</b> | <b>Mailing Address</b>                                   | <b>Employees</b> | <b>SQFT</b> |
|----------------------------|--------------------------|----------------------------|---|-----------------------------------|----------------------------|--------------|--|------------------|-------------|
| 07/27/2021                 | HOME OCCUPATION          | FOOD SERVICE               | 1962 DESERT GREENS DR, LAS CRUCES, NM           | VENICE BEACH BAGELS               | GERARD HINDERLICH          | 575-650-5799 | 1962 DESERT GREENS DR, LAS CRUCES, NM 88011              | 1                | 150         |
| 07/15/2021                 | HOME OCCUPATION          | PREPARED FOOD              | 2544 TUSCAN HILLS LN, LAS CRUCES, NM            | SWEETEST BAKE SHOP L.L.C.         | LEA LOPEZ                  | 915-867-0525 | 2544 TUSCAN HILLS LN, LAS CRUCES, NM 88011               | 1                | 156         |
| 07/08/2021                 | HOME OCCUPATION          | MOBILE FOOD VENDOR         | 3762 PIEDRAS NEGRAS, LAS CRUCES, NM             | LEO'S FAR OUT TACOS               | GLENN EYLER                | 661-202-4565 | 3762 PIEDRAS NEGRAS, LAS CRUCES, NM 88012                | 3                | 128         |
| 07/01/2021                 | HOME OCCUPATION          | RENTAL                     | 1209 MOUNTAIN SHADOW ST, LAS CRUCES, NM         | BRINCA BRINCA JUMP JUMP           | ANGIE RAMIREZ              | 915-803-7154 | 1209 MOUNTAIN SHADOW ST, LAS CRUCES, NM 88001            | 2                | 40          |
| 07/26/2021                 | HOME OCCUPATION          | OTHER                      | 4216 CANTERRA, LAS CRUCES, NM                   | VALOR TACTICAL GROUP              | EDWARD VILLARREAL          | 575-644-0594 | 4216 CANTERRA ARC, LAS CRUCES, NM 88011                  | 1                | 400         |
| 07/13/2021                 | HOME OCCUPATION          | MOBILE FOOD VENDOR         | 5525 AZTECA DR, LAS CRUCES, NM 88012            | MAR Y TIERRA                      | MARIBEL CARRASCO           | 575-312-0770 | 5525 AZTECA DR, LAS CRUCES, NM 88012                     | 2                | 500         |
| 07/12/2021                 | HOME OCCUPATION          | EDUCATION                  | 4672 ARABELA DR, LAS CRUCES, NM                 | MC TUTORING                       | GABRIELLE CASARES          | 575-652-7102 | 4672 ARABELA DR, LAS CRUCES, NM 88012                    | 1                | 125         |
| 07/21/2021                 | HOME OCCUPATION          | HEALTH                     | 4313 SODA SPRING DR, LAS CRUCES, NM             | FIT4MOM LAS CRUCES                | VICTORIA CUMMINS           | 530-913-0962 | 4313 SODA SPRING DRIVE, LAS CRUCES 88011                 | 1                | 150         |
| 07/13/2021                 | HOME OCCUPATION          | ART                        | 4851 CALLE BELLA AVE, LAS CRUCES                | DESERT MOUNTAIN TRINKETS          | SHANE E THOMAS             | 575-202-2654 | 4851 CALLE BELLA AVE, LAS CRUCES, NM 88012               | 1                | 200         |
| 07/13/2021                 | HOME OCCUPATION          | CRAFTS                     | 1436 WOFFORD DR, LAS CRUCES, NM                 | THE HISSIN KITTEN                 | SARAH QUIARA               | 512-808-6627 | 1436 WOFFORD DRIVE, LAS CRUCES, NM 88001                 | 1                | 100         |
| 07/14/2021                 | HOME OCCUPATION          | CRAFTS                     | 2140 GLADYS DR, LAS CRUCES, NM                  | YE OLD STITCHERY SHOP             | ROBIN R TILLET             | 575-649-7238 | 2140 GLADYS DR, LAS CRUCES, NM 88001                     | 1                | 200         |
| 07/21/2021                 | HOME OCCUPATION          | JEWELRY                    | 1624 PECOS, LAS CRUCES, NM                      | THE PRICKIN BEST IN THE SOUTHWEST | ALEX LASSITER              | 575-740-4324 | 1624 PECOS ST, LAS CRUCES, NM 88001                      | 2                | 50          |
| 07/19/2021                 | HOME OCCUPATION          | ENTERTAINMENT              | 3023 LA UNION CT, LAS CRUCES, NM                | MELISSA VILLASENOR                | MELISSA                    | 575-649-1904 | 3023 LA UNION CT, LAS CRUCES, NM 88007                   | 1                | 100         |
| 07/19/2021                 | HOME OCCUPATION          | PROFESSIONAL SERVICE       | 1713 SEXTON ST, LAS CRUCES, NM                  | ORGAN MOUNTAIN CLEANING SERVICES  | MONICA VILLESAS            | 575-621-1538 | 1713 SEXTON, LAS CRUCES, NM 88001                        | 1                | 100         |
| 07/22/2021                 | HOME OCCUPATION          | SERVICE                    | 860 STONE CANYON DR, LAS CRUCES, NM             | DECLUTTER NEW MEXICO LLC          | ESTHER STEINER             | 575-993-1958 | 860 STONE CANYON, LAS CRUCES, NM 88011                   | 1                | 100         |
| 07/21/2021                 | HOME OCCUPATION          | CRAFTS                     | 6800 CASSINI AVE, LAS CRUCES, NM                | LINDA M. POTRAS                   | LINDA POTRAS               | 563-543-4429 | 6800 CASSINI, LAS CRUCES, NM 88012                       | 1                | 110         |
| 07/21/2021                 | HOME OCCUPATION          | PROFESSIONAL SERVICE       | 2775 N ROADRUNNER PKWY, APT 901, LAS CRUCES, NM | JESSICA SHEEN                     | JESSICA SHEEN              | 714-900-1979 | 2775 ROADRUNNER PKWY 901, LAS CRUCES, NM 88011           | 1                | 100         |
| 07/21/2021                 | HOME OCCUPATION          | OTHER                      | 460 MILTON AVE, LAS CRUCES, NM                  | HAWKINSFAMILYOFATHLETES           | BRANDON HAWKINS            | 575-571-0380 | 460 MILTON AVE, LAS CRUCES, NM 88005                     | 1                | 240         |
| 07/26/2021                 | HOME OCCUPATION          | RETAIL                     | 2613 CRESTVIEW DR, LAS CRUCES, NM               | HIGH ON LIFE                      | VANESSA ROJAS              | 575-621-4607 | 2613 CRESTVIEW DR, LAS CRUCES, NM 88011                  | 1                | 250         |
| 07/23/2021                 | HOME OCCUPATION          | RETAIL                     | 1313 EUGENE DR, LAS CRUCES, NM                  | SALVADOR PLACENCIA                | SALVADOR PLACENCIA         | 575-635-6054 | 1313 EVELYN DR, LAS CRUCES, NM 88001                     | 1                | 50          |
| 07/27/2021                 | HOME OCCUPATION          | OTHER                      | 2508 CANDLEWOOD, LAS CRUCES, NM                 | ASHLEY M. MERTZ                   | ASHLEY MERTZ               | 575-644-2390 | 2508 CANDLEWOOD CIRCLE, LAS CRUCES, NM 88011             | 1                | 150         |
| 07/26/2021                 | HOME OCCUPATION          | TRANSPORTATION             | 933 PRAIRIE LILY DR, LAS CRUCES, NM             | E & M HOTSHOT TRANSPORT           | LAURA HUERTA               | 575-915-5714 | 933 PRAIRIE LILY DR, LAS CRUCES, NM                      | 2                | 120         |
| 07/28/2021                 | HOME OCCUPATION          | CONSTRUCTION / CONTRACTING | 2666 CABALLO CT, LAS CRUCES, NM                 | GOLD STAR CONSTRUCTION            | JORDAN SCHLEGEL            | 575-636-5072 | 2666 CABALLO CT, LAS CRUCES NM, NM 88011                 | 1                | 150         |
| 07/29/2021                 | HOME OCCUPATION          | CRAFTS                     | 644 W COURT AVE, LAS CRUCES, NM 88005           | MYSTIC CREEK                      | KAREN HARRIS               | 575-343-0143 | 644 W COURT AVE, LAS CRUCES, NM 88005                    | 1                | 400         |
| 07/19/2021                 | HOME OCCUPATION          | WHOLESALE                  | 2516 WALTZ LN, LAS CRUCES, NM                   | SASSY Q'S CREATIONS               | GLORIA QUINTANA            | 936-465-1331 | 2516 WALTZ DR, LAS CRUCES, NM 88007                      | 1                | 50          |
| 07/02/2021                 | HOME OCCUPATION          | PROFESSIONAL SERVICE       | 3740 ALLANDE ST, LAS CRUCES                     | SOFTWARE ARTISTRY ENVISIONED LLC  | PEGGY VON TUNGELN-BRICKLEY | 505-453-3617 | 2001 EAST LOHMAN AVE SUITE 110-274, LAS CRUCES, NM 88001 | 2                | 494         |