City of Las Cruces Economic Development Department and Visit Las Cruces
Business Services

Support
- Network of Partners
- Business Accelerators/Social Media Programs
- Target Marketing (GIS Mapping)

Incentives
- Local Economic Development Act (LEDA)
- Job Incentive Program (JIP)
- WAGEPLUS

Workforce
- Job Fairs
- Identifying talent pipeline
- Employment Opportunities/Training
Business Incentives

• WagePlus
• $1,500 reimbursement
• Paired with State’s Job Training Incentive Program (JTIP)
• Jobs 10% over the county median wage - $35,303
• Local Economic Development Act (LEDA)
• NMEDD taking the lead
• Not statutory but discretionary
• Not a financing tool
• Must have full licensure through RLD
Canna-Tourism Initiatives by Visit Las Cruces

• Being a good Cannabis Tourist
  • Handout/Webpage with best practices
  • Specific to Dona Ana County
• Marketing Unique and Safe Experiences for Visitors
  • Tours (dispensary, farms, etc.)
  • Culinary
  • Wellness
  • Safe Transportation Options
• Hospitality Industry Support and Training
  • Building relationship with local retailers (conferences, special events, etc.)
  • Arrival to Departure Customer Service Training
  • Resource for additional specific training (hotels, restaurants, etc.)
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