

Mission: to provide targeted business, tourism, and support services to businesses, residents, and visitors so they can invest, live, and discover a sustainable community that fosters business growth opportunities, innovation, and entrepreneurship.

OFFICE OF THE DIRECTOR

DIRECTOR: GRISELDA MARTINEZ

DEPUTY DIRECTOR: FRANCISCO PALLARES

- Coordinated weekly meetings with Las Cruces Economic Recovery Board, including Resolution to City Council for Las Cruces Safe Promise.
- Coordinated monthly Economic Development Policy Review Committee (EDPRC).
- Launching of Economic Development website, 8/1.
- NM Small Business Continuity CARES Act grant proposal in progress, ECD: 8/7.
- EDA CARES Act grant for workforce development, in partnership with DACC/Workforce Connections/The Bridge of Southern NM: ECD: 8/31.
- Coordinated the West Mesa Industrial Park Masterplan Update 1st public meeting: 8/19.

BUSINESS DEVELOPMENT

PROGRAM MANAGER: MANDY GUSS

- Launched new program BizSprint Las Cruces, in partnership with NMSU's Arrowhead Center.
- Launched Technical Assistance Program with LiftFund to help business get access to capital.
- Business Retention and Expansion Program to kick off in September, presented to the EDPRC Committee.
- Promoted Supply the Supplier Program, a business to business program, in partnership with Border Industrial Association.
- Partnering with NMSU's Arrowhead Center on Innoventure Pitch, an entrepreneurship program for school-aged kids.
- Provided ongoing information and resources with regular e-blasts to businesses.
- LaSen has received LEDA offer from State and City, will be bringing to City Council for Approval in next 8 weeks.
- Royal Crossing TIDD, Developer withdrew application, After Action Report drafted.
- Continuing to provide information and updates for Economic Development website.

DESTINATION DOWNTOWN

INTERIM PROGRAM MANAGER: LIZ VEGA

- Renovate Main Street: Sugie's Diner has been given notice to proceed and Matteo's is in the agreement signature process
- Rio Grande Theater will continue to be closed and maintenance protocol will be in place.
- Farmers market lease updates are in progress. Will now be at 50% capacity starting September 12th.
- Downtown permitting module in progress and anticipated go-live scheduled for October 28.
- Parking Garage Design update meeting on August 31st
- Continuing to work on Parking Lot 7 Restrooms and signage. Drawings have been 60-90% completed, adding parking lot sign into scope of work.
- Parking Enforcement RFP is published and will close Sept 8th.
- Work Session conducted on August 24th for the Plaza Shade Structure and received Council direction on metal structure; will work on funding identification and additional input from Downtown stakeholders and City Departments
- AARP Grant has been awarded to Downtown Las Cruces Partnership for \$12k for bike racks and shade sails.

LAND MANAGEMENT & REAL ESTATE SERVICES

PROGRAM MANAGER: BILL HAMM

- Expansion of services within this program to include Revitalization Services. RFP for private sector investment monies to be submitted to City Manager's office by Sept 1st.
- Transition of LRU leases into Land Management have been completed.
- Acquisition of 991 Amador property for expansion of Community of Hope has been completed, City now owns the property.
- Appraisals for land sale for businesses relocation at Industrial Park underway; expected to be before Council in September. Ordinance includes sale of 4.26 acres of land set for council on September 21st. October 5th will be ordinance adoption.
- Project for digital database for all CLC properties has been completed with weekly maintenance, including contract management and reporting. New lease management software analysis and selection process of final product is expected to occur on or before Jan 1, 2021. Has also expanded to include other departments such as Finance.

LAS CRUCES AIRPORT DEVELOPMENT

PROGRAM MANAGER: ANDY HUME

- Terminal apron "area 1" is nearing completion. Paving is done; striping and aircraft tie-down installation remains.
- FAA approved use of terminal apron funds for "area 2" next to the City's sunshades. Work has begun on partial-depth reconstruction.
- Perimeter fence is complete. Change order for fence extension around the retention pond was approved. Total project is nearly complete.
- Airport-wide training program is underway. All airport staff, tenants, businesses, and non-profit organization members are taking the training and will be issued key cards for airport access.

- FAA Part 139 annual inspection is underway. The two-part inspection requires digital submittal of all training and administrative documents and will be followed by an in-person site visit.

VISIT LAS CRUCES

PROGRAM MANAGER: ROCHELLE MILLER-HERNANDEZ

- Working on VLC and LCCC budget analysis and revisions/reductions.
- Strategically aligned media/advertising budget with current needs of program.
- Assisting in development of ED outreach and awareness marketing plan.
- Received NM Safe certification, pushed on social media platforms along with LC Promise.
- Developed list restaurants offering outside dining as community resource/possible App.
- Updating photo library and outdoor recreation videos to promote awareness of tourism assets.
- Preparing to assist with NM Small Business Continuing grant implementation.
- Rediscover America Article published and highlighted Las Cruces.
- Visit Las Cruces is the first Organ Mountains Allied Member of endeavORN.M.
- Working with NMHA to advocate for modification of visitor quarantine PHO restrictions.
- PR RFP issued and closed, awaiting proposals from purchasing.
- Collaboration with NM Tourism Department and New Mexico Hospitality Association to serve as advocates for the tourism and travel industry. Currently distributing Op-Ed and requesting industry partners letters of support.
- Billboard ad development highlighting downtown and outdoor adventure.