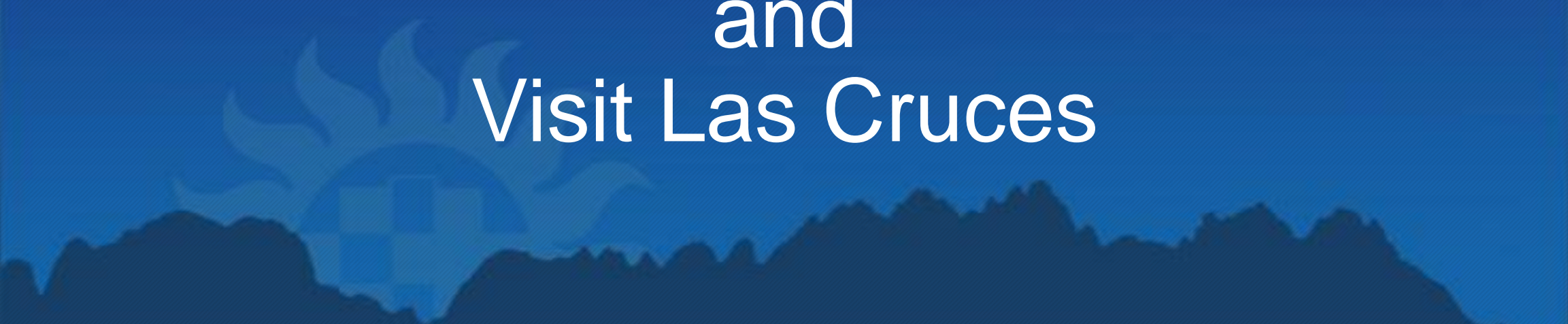


City of Las Cruces Economic
Development Department
and
Visit Las Cruces

A stylized graphic at the bottom of the slide features a sun with wavy rays on the left and a jagged mountain range silhouette on the right, both rendered in a lighter shade of blue against the dark blue background.

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.)

Contact information:

- City of Las Cruces
- 700 N Main
- Las Cruces, NM 88001
- Phone: 575-541-2425
- econdev@las-cruces.org