

Census 2000 Quick Facts

	City of Las Cruces		Doña Ana County	
	Number	Percent	Number	Percent
Population 2000	74,267	100.0	174,682	100.0
Population, % change, 1990 - 2000		19.5		28.9
Estimated Population July 1, 2005	82,671	100.0	189,444	100.0
Age Distribution				
Under 5 to 9 years	10,446	14.1	28,255	16.2
10 to 19 years	11,298	15.2	31,056	17.8
20 to 34 years	18,752	25.2	38,486	22.0
35 to 54 years	18,241	24.5	44,853	25.6
55 to 64 years	5,809	7.8	13,520	7.7
65 years and over	9,721	13.1	18,512	10.6
Median Age (years)	31.2		30.2	
Race				
One Race	71,224	95.9	168,437	96.4
White	51,248	69.0	118,478	67.8
Black or African American	1,738	2.3	2,723	1.6
American Indian or Alaska Native	1,289	1.7	2,580	1.5
Asian	863	1.2	1,330	0.8
Native Hawaiian or Pacific Islander	55	0.1	117	0.01
Some other Race	16,031	21.6	43,209	24.7
Two or more races	3,043	4.1	6,245	3.6
Hispanic or Latino	38,421	51.7	110,665	63.4
Not Hispanic or Latino	35,846	48.3	64,017	36.6
White alone	31,208	42.0	56,688	32.5
School Enrollment (Population 3 years & over enrolled in school)				
Nursery school through Elementary (grades 1-8)	10,805	42.6	30,132	50.2
High school (grades 9-12)	4,056	16.0	12,123	20.2
College or graduate school	10,495	41.4	17,779	29.6
Educational Attainment (Population 25 years & over)				
High school graduate or higher	35,312	80.3	69,971	70.0
Bachelor's degree or higher	12,498	28.4	22,269	22.3
Households				
Total Households	29,184	100.0	59,556	100.0
Family households	18,130	62.1	42,912	72.1
Nonfamily households	11,054	37.9	16,644	27.9
Average household size	2.46		2.85	
Average family size	3.05		3.36	
Housing Occupancy				
Total housing units	31,682	100.0	65,210	100.0
Homeowner vacancy rate (percent)	2.3		1.8	
Rental vacancy rate (percent)	9.3		10.3	
Housing Tenure				
Occupied housing units	29,184	100.0	59,556	100.0
Owner-occupied housing units	16,960	58.1	40,208	67.5
Renter-occupied housing units	12,224	41.9	19,348	32.5

Doña Ana County Economic Indicators

For the year ending December 31st except as noted

	2004	2005	% Change
1. Labor & Employment ¹			
Civilian Labor Force	83,445	86,600	3.8%
Total Employment	78,140	81,594	4.4%
Unemployment	5,305	5,006	-5.6%
Unemployment Rate (%)	6.4%	5.8%	
Nonagricultural Wage/Salary Employment	62,600	65,200	4.2%
Wage/Salary Employment by Sector (NAICS)			
Construction	3,900	4,300	10.3%
Manufacturing	3,600	3,400	-5.6%
Trade, Transportation & Utilities	9,500	10,000	5.3%
Information	1,100	1,100	0.0%
Financial Activities	2,400	2,400	0.0%
Professional & Business Services	5,000	5,500	10.0%
Education & Health Services	9,100	9,900	8.8%
Leisure & Hospitality	6,100	6,600	8.2%
Other Services	1,500	1,500	0.0%
Government	20,400	20,600	1.0%
2. Construction ²			
Residential/New Single Family Valuations (\$)	243,169,367	363,814,827	49.6%
No. of Permits	1,249	1,983	58.8%
Commercial/New Construction Valuations (\$)	42,911,156	34,064,950	-20.6%
No. of Permits	71	54	-23.9%
Total Valuations (All Classifications) (\$)	368,634,167	504,565,427	36.9%
3. Total Reported Gross Receipts ³			
All Industries (\$)	4,577,308,099	5,251,820,398	14.7%
Retail Trade (\$)	1,196,059,334	1,297,414,057	8.5%
Accommodations & Food Services	205,758,998	222,002,975	7.9%
Lodgers Tax Receipts (\$) ⁴	1,265,574	1,371,663	8.4%
Lodging Occupancy Rates ⁴	71%	67%	
Average Room Rate (\$) ⁴	59.21	59.19	0.0%
Total Reported Gross Receipts (NAICS) ³			% Change
Agriculture (\$)	56,081,998	53,384,542	-4.8%
Construction & Mining (\$)	593,113,328	784,115,227	32.2%
Manufacturing (\$)	393,557,454	391,662,085	-0.5%
Trade, Transportation & Utilities (\$)	1,870,022,276	2,061,729,288	10.3%
Information (\$)	59,309,812	60,305,559	1.7%
Financial Activities (\$)	125,999,140	183,053,108	45.3%
Professional & Business Services (\$)	299,083,718	360,892,700	20.7%
Education & Health Services (\$)	519,223,596	656,413,316	26.4%
Leisure & Hospitality (\$)	214,086,329	231,729,701	8.2%
Other Services (\$)	418,796,495	435,893,961	4.1%
Public Administration (\$)	24,994,031	30,174,223	20.7%
Unclassified (\$)	3,039,923	2,466,688	-18.9%

¹ Source US DOL, Bureau of Labor Statistics: Annual Average 04 vs. Annual Average 05; Not seasonally adjusted

² Source: Doña Ana County and City of Las Cruces Community Development Departments

³ Source: New Mexico Taxation & Revenue Department

⁴ Source: Las Cruces Convention & Visitors Bureau

Summarized by Mesilla Valley Economic Development Alliance, February 2006, revised July, 2006

Business Taxation Summary

(Detailed information available at MVEDA office)

Property Tax

Effective Rate is 1.05%. Tax applies to real and personal property, but not inventory.

Corporate Income Tax

4.8% on first \$500K of federal taxable income. Maximum rate of 7.6% on taxable income over \$1M

Unemployment

2.0% of first \$17,900 of wages per employee. Rate decreases with good experience.

Gross Receipts Tax

NM rate of 5% plus up to 2.25% local GRT

Incentives

Economic development incentives include: Industrial Revenue Bond (IRB) financing, Property tax abatement, GRT exemptions, Investment tax credits, High Wage Jobs Tax Credit, 4-factor weighting for income tax, and other credits as applicable.

Major Employers

3,000+

Las Cruces Public Schools
New Mexico State University
White Sands Missile Range

1,000+

City of Las Cruces
Gadsden Ind. Schools
Memorial Medical Center
NASA LBJ Test Facility
Wal-Mart

500-999

Coordinated Care Corp.
Doña Ana Branch College
Doña Ana County
Mountain View Regional
Medical Center
Santillan Plumbing
Sunland Park Racetrack &
Casino
Tresco, Inc.

250-499

Border Foods
Choice Point
Honeywell Technology
Metro Corporation
NM Corrections Dept.
NMSU Physical Science Lab
Peak Hospital
Tyson Prepared Foods

100-249

Access Bank
ADC Telecommunications

Albertson's
Aldershot of New Mexico
Ben Archer Health Center
Best Buy
Borman Autoplex
Bravo Chevrolet
Burn Construction
Casa de Oro Care Center
Chile River, Inc.
Con Agra Foods
Dillard's
Durham School Services
El Paso Electric
Empereon Marketing
Families & Youth Inc.
Fiesta Foods
Foamex LP
Frontier Airlines
General Dynamics
Golden Corral
Hatch Valley Schools
Highland Enterprises
Hilton Las Cruces
Holiday Inn
Home Depot
Home Kare of Dona Ana Cty
J.C. Penney
K Mart
L & M Technology
La Clinica de Familia
Las Cruces Nursing Center

Las Cruces Sun-News
Las Uvas Valley Dairy
Lowe's Home Improvement
Masson's Southwest
McAnally Enterprises
McDonald's
Mesilla Valley Hospital
NM Agriculture Dept.
NM Health Dept.
Parkview Metals
Radium Springs Farms
Raytheon
Rescare of NM
Research Data Design
Sam's Club
Smith & Aguirre Construction
Southwest Distributing
Stahmann Farms
Sun Gro Inc.
Target
Truck Stops of America
University Terrace Good Sam
US Post Office
Verizon Communications
Village at Northrise
Walgreens
Wells Fargo Bank
White Sands Federal CU
Young Pecan Co.

Financial

Banks, Credit Unions and Savings Institutions: 18

Access Bank

Bank of America

Bank of the Rio Grande

Bank of the Southwest

Bank of the West

Citizens Bank of Las Cruces

First Federal Bank

First National Bank

First New Mexico Bank

First Savings Bank

Interamerica Bank

Mesilla Valley Bank

Total FDIC Insured Deposits

\$1,309,630,000

Pioneer Bank

State National Bank

Wells Fargo Bank

El Paso Bell FCU

First Light FCU

White Sands FCU

Industrial Parks

Arrowhead Research Park – 365 acres
Hatch Industrial Park – 816 acres
Rayos del Sol Industrial Park – 35 acres
Santa Teresa Bi-National Park – 230 acres
Santa Teresa Logistics Park – 527 acres

Sunland Park Industrial Sector – 119 acres
Tierra Nueva Industrial Park – 32 acres
West Gate Industrial Park – 90 acres
West Mesa Industrial Park – 1,820 acres (FTZ)

Las Cruces City Government

Type of Government: **City Manager
City Council**
Of Councilors: 6 elected from 6 districts
Mayor: Elected at large
Employees: 1,239
Police Department: 178 Officers
Other Law Enforcement: Doña Ana County Sheriff's Department
New Mexico State Police
Fire Department: 107 firefighters
Fire Insurance Rating: Class 4
Planning Commission: Yes
Zoning Regulations: Yes

Doña Ana County Government

Type of Government: **County Manager
Board of County Commissioners**
Of Commissioners: 5 Elected by district
Leadership: Commission Chairman elected by Commissioners
Employees: 806
Law Enforcement: Doña Ana County Sheriff's Department
128 Officers (main office in Las Cruces)
New Mexico State Police maintains a regional office in Las Cruces, serving the entire county
Fire Department: 16 volunteer fire districts, 16 fire substations, 350 volunteer firefighters
Fire Insurance Rating: Varies by location, capacity of individual fire districts
Planning Commission: Yes
Zoning Regulations: Yes

Utilities And Services

Electricity **City & County**
Power Supplier: [El Paso Electric](#)
Power Distributor: El Paso Electric

Natural Gas
City of Las Cruces
Rio Grande Natural Gas Association
Southern Doña Ana County
[Public Service Company of N.M.](#)

Water
Supplier: [City of Las Cruces](#)
Source: 31 wells
Maximum Daily Capacity: 42,400,000 gal / day
Average Daily Usage: 17,600,000 gal / day
Storage Capacity:
Overhead: 500,000 gallons
Ground: 24,600,000 gallons
Water Cost-Industrial: 1,500,000 gal / month = \$3,774

Waste Water
City of Las Cruces
Average Daily Capacity,
Waste Water Plant: 8,900,000 gal
Average Daily Usage,
Waste Water Plant: 7,960,000 gal
Treatment Plant Type: activated sludge
Sewer Cost—Industrial:
Monthly Fee: \$3,243 / 1,500,000 gallons based on 95% of water consumed
Solid Waste Disposal: Yes
Solid Waste Rate:
6-Cubic Yard Boxes: \$92.01 / month (1 pickup per week)
3-Cubic Yard Boxes: \$146.24 / month (2 pickups per week)

Medical

Hospitals: 4

[Memorial Medical Center](#)
286 beds (Community, for profit)

[Mountain View Regional Medical Center](#)
168 beds (Community, for profit)

Mesilla Valley Hospital
121 beds (RTC/Psychiatric)

Peak Hospital at Santa Teresa
36 beds (RTC/Psychiatric)

Transportation

Surface:	
Major highways serving area:	3
Interstate 10 (east/west)	
Interstate 25 (north/south)	
U.S. 70-82 (northeast)	
Motor freight carriers in Las Cruces:	12
ABF Freight	
Consolidated Freightways	
Mesilla Valley Transportation	
R A C Transport	
R & J Express	
Ramirez Trucking	
Roadway Express	
Schlothauer Trucking	
T Harvey Trucking	
Tex-Pack Express	
Wild West Express	
Yellow Freight System	
Bus Service:	3
El Paso-Los Angeles Limousine Express	
TNM&O (Greyhound service)	
All Aboard America	
Inner City & Southern Doña Ana County:	2
RoadRunner Transit	
Safe Ride Services	
Charter & Shuttle Service:	2
Taxicab Service:	2
Automotive Rental Locations:	6
Air:	
Las Cruces International Airport (FTZ)	
Charter & General Aviation	
Runways (3) Max Length:	7,500 ft.
Doña Ana County Airport (FTZ)	
Cargo, Charter & General Aviation	
Runway Length:	8,500 ft.
El Paso International (1 hour via I-10)	
Commercial , Cargo & General Aviation	
Runways (3) Max. Length:	12,000 ft.
Air Freight & Express mail carriers:	7
Airborne Express	
Burlington	
DHL	
Emery	
Federal Express	
United Parcel Service	
US Postal Service	
Rail:	
Union Pacific-Southern Pacific (UPSP)	
Burlington Northern-Santa Fe (BNSF)	

Communications

Newspapers:	2
Las Cruces Sun-News (daily)	
Las Cruces Bulletin (weekly)	
Out-of-town newspapers with local bureaus:	2
Albuquerque Journal (daily)	
El Paso Times (daily)	
Radio Stations:	10
Television Stations (local):	1
Television Stations (area):	6
Cable Television providers:	1
Telephone:	Qwest
Telegraph:	Western Union
Post Office Locations:	9

Education

Public School Systems:	3
Las Cruces Public Schools	
23 elementary, 7 middle, 4 high schools	
Total Enrollment:	23,672
Gadsden Independent School District	
12 elementary, 3 middle, 2 high schools	
Total Enrollment:	13,454
Hatch Valley Public Schools	
3 elementary, 1 middle, 1 high school	
Total Enrollment:	1,514
Private/Parochial Schools:	7
Local Colleges & Universities:	
	Enrollment
New Mexico State University	16,428
Doña Ana Branch Community College	5,800
University of Phoenix (Santa Teresa)	1,600

Other Schools & Training Centers:

Academy of Real Estate
 Business Skills Institute
 DABCC Truck Driving Academy
 DABCC Workforce Development Center
 International Truck Driving School
 Manpower
 Mesilla Valley School of Therapeutic Arts
 New Mexico Job Corps
 Vogue College of Cosmetology

Colleges Within Commuting Distance:

El Paso Community College, El Paso, TX
 TX Tech Univ. School of Medicine, El Paso, TX
 University of Texas at El Paso, El Paso, TX
 Troy State University, Holloman AFB
 Webster University, Holloman AFB

Cost of Living

Housing Costs:

Median Sale Price of Existing 3 Bedroom Home: **\$143,000**

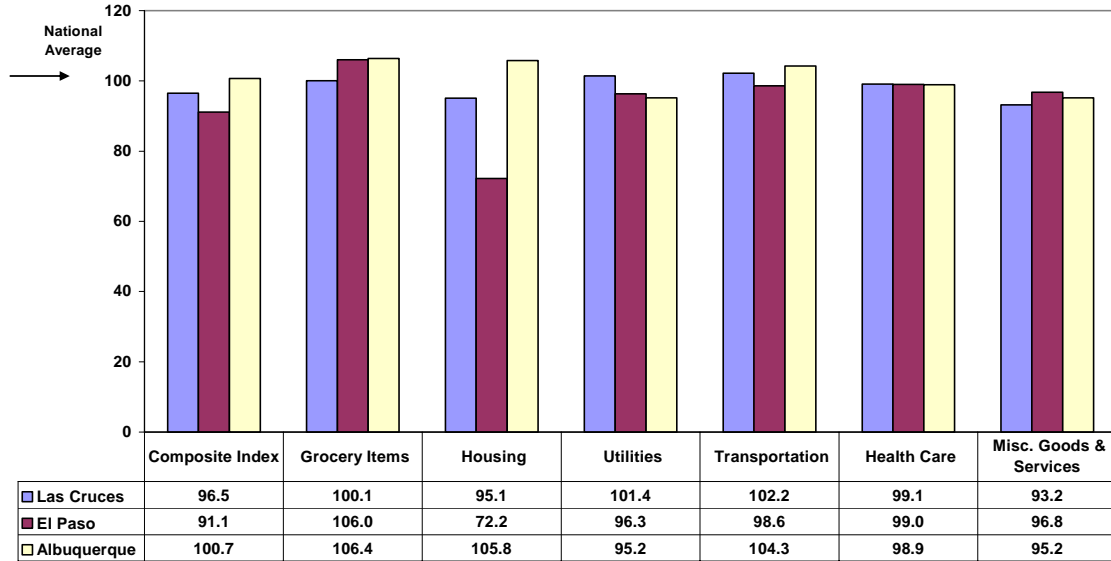
Median Sale Price of New 3 Bedroom Home: **\$213,000**

Source: Las Cruces Association of Realtors (Sept, 2005)

Average Monthly Rent for 2 Bedroom Unfurnished Apartment: **\$653**

Source: ACCRA, 3rd Quarter 2005

ACCRA Cost of Living Index
4th Quarter 2005



Source: American Chambers of Commerce Research Association
Summarized by Mesilla Valley Economic Development Alliance
(Santa Fe did not report for this quarter)

Climate

Avg. Temperatures (°F):

Jan	High – 58.1	Low – 28.0
Apr	High – 77.8	Low – 43.6
July	High – 94.8	Low – 67.2
Oct	High – 78.5	Low – 45.7

Average Annual Precipitation:	9.27"
Average Annual Snowfall:	3.8"
Prevailing winds:	South Westerly
Avg. Relative Humidity:	27%
Average Growing Season:	230 days

Community Assets

Churches, Synagogues &	Bed & Breakfast:	8	Museums:	9
Mosques: 215	RV Parks:	13	City Parks & Facilities:	81
Hotels / Motels: 33	Golf courses:	5	Tennis courts:	18
Rooms: 2,300	Libraries:	3	Swimming Pools:	5

Recreation (Area)

- [Village of Mesilla Historic Square](#)
- Wet N' Wild Water Park
- Sunland Park (horse racing – gaming)
- Western Playland (amusement park)
- Ciudad Juarez, Mexico
- [White Sands National Monument](#)
- Gila National Forest
- Sierra Blanca (mountain sports – skiing)
- Ruidoso Downs (horse racing – gaming)

Mesilla Valley Economic Development Alliance

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MVEDA is a public/private sector economic development partnership that serves the Las Cruces MSA, including Doña Ana County, the second most populated county in New Mexico. MVEDA is the central point of contact for industries considering relocating and expanding into the area, providing the facts and assistance needed for evaluation.

- Labor Market Analysis
- Land and Building Options
- Financial Contacts
- Job Training and Employee Recruitment Assistance
- Custom Research
- Coordination of State and Local Assistance
- Custom Site Tours
- One-Stop Convenience

If your business is considering a move, MVEDA is ready to help make your move a success.

