



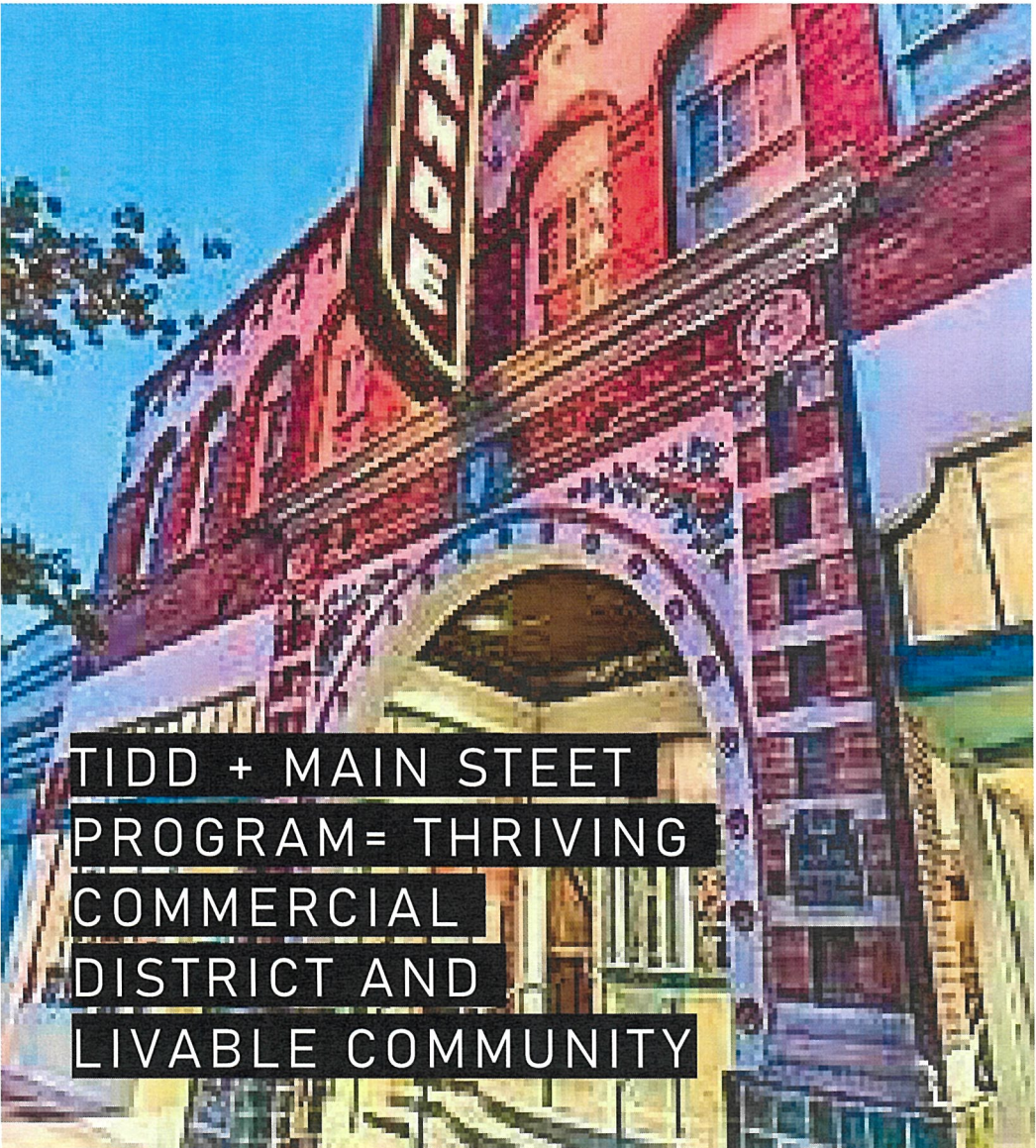
LAS CRUCES TIDD: POLICY IN PRACTICE

Downtown Las Cruces Partnership,
August 29, 2023

WHO WE ARE

- Economic Development Organization
 - Non-profit (501(c)3)
 - Nationally (Main Street America) and state (New Mexico MainStreet) accredited
 - Staff are New Mexico MainStreet certified economic developers
- Our Districts
 - TIDD
 - ACD





- DLCP's Areas of Focus
 - Business Retention
 - Business Recruitment
 - District-Wide Promotion

- Value Added
 - Two highly qualified staff
 - Board and Volunteer Base
 - One-on-one technical assistance and business consulting
 - Grants and other funding streams for district projects and programs
 - Immense district knowledge
 - District Advocacy
 - Collaborations with City, County, and Other Nonprofit organizations
 - State and national resources, including New Mexico MainStreet Revitalization Specialists
 - Over 3M in Capital Outlay Funds for Lighting and Wayfinding Projects (ACD)



DOWNTOWN'S BRIGHT FUTURE

- Continued Public and Private Reinvestment
 - Changes in property owners and downtown vision
 - Renovate Main Street Matching Grant
 - DLCP Capital Outlay Projects
 - State Incentives such as LEDA funds contributing to large projects such as 828 Studios and Electronic Caregiver
- Growing Pains and Smart Growth
 - Parking Lot improvements
 - Public Restrooms, Shade, added Security, and other Amenities
 - Expansion of Public Art, such as Murals
 - Building Reuse and New Construction, such as mixed-use housing, ArtSpace, Etc.

WHO WE ARE:

DOWNTOWN LAS CRUCES PARTNERSHIP STAFF

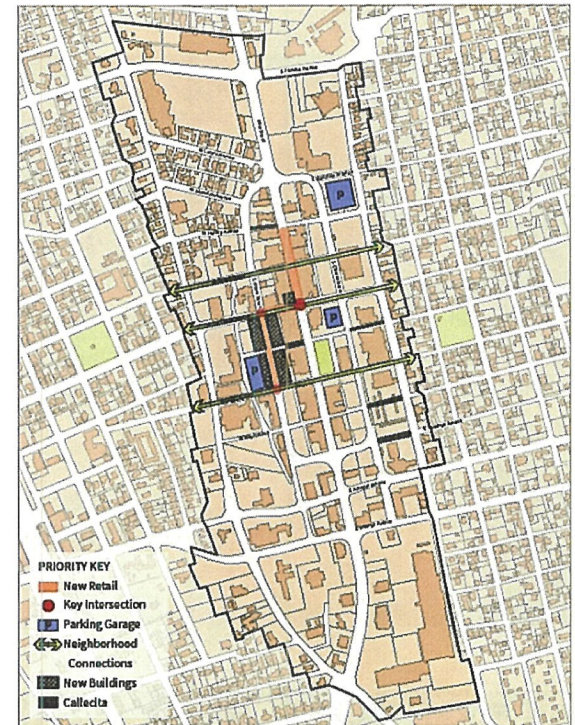
Jennifer L. Garcia Kozlowski,
Executive Director



Susan Cabello, Arts and
Cultural District Director



LCACD AND TIDD BOUNDARIES



WHAT WE DO

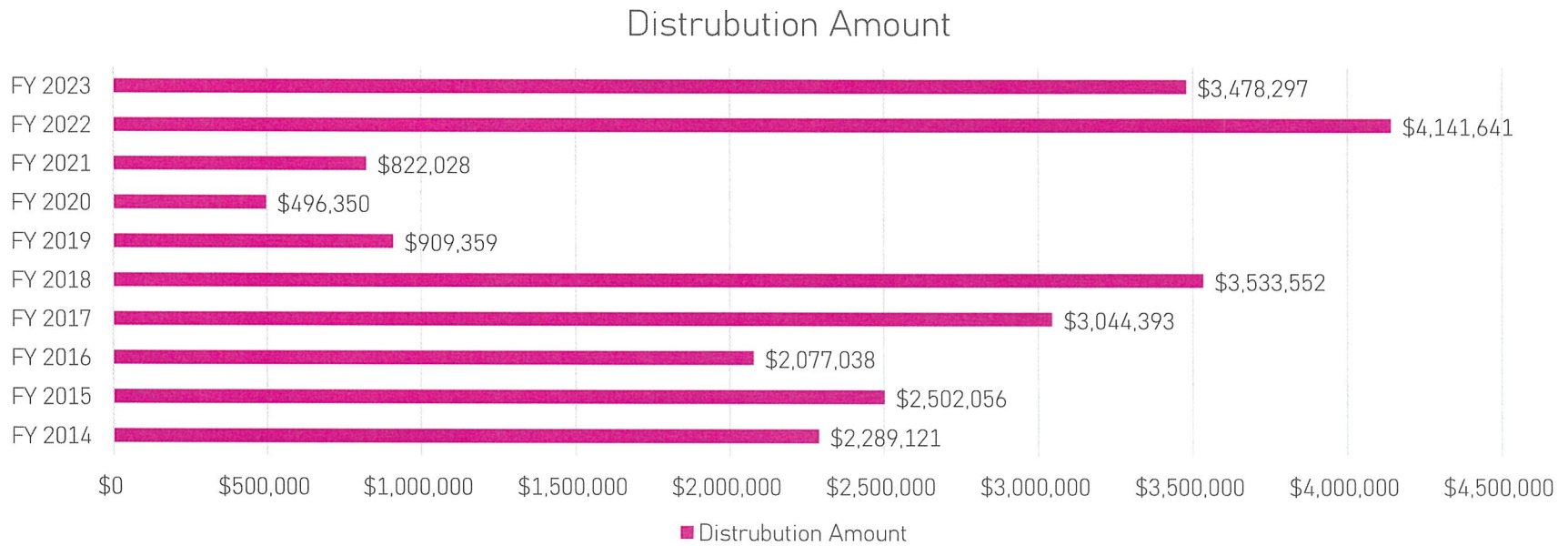
- Our Mission
 - Create a signature business destination that celebrates our region's rich cultural heritage, local arts and culture, and contributes to a thriving, sustainable, and economically vibrant downtown
- Main Street America's 4 Point Approach
 - Economic Vitality
 - Design and Place Making
 - Promotion
 - Organization



LAS CRUCES TAX INCREMENT DEVELOPMENT DISTRICT (TIDD) OVERVIEW

- Established in 2007 to promote economic growth and revitalization in targeted areas of Las Cruces
- A partnership between the city, county, state (until 2019), and the community to attract investment and create jobs
- Created through state statute, city resolution, and public election
 - Per the statute, the TIDD will “ create jobs and generate new revenue through increased economic activity”
 - Unlike Tax Increment Financing Districts (TIFs), New Mexico’s TIDDs do not have to be created in “blighted” areas
- In 2008, the City of Las Cruces adopted the municipal TIDD plan
 - Plan outlines future projects and priorities
- Governed by TIDD Board
 - Board is comprised of current City Council + County Commissioner (nonvoting)
 - Board meets quarterly before City Council work session
- Reinvestment of Gross Receipts Tax (GRT)
 - TIDD funds are comprised of GRT collected that exceed the baseline set in 2007
 - Funds are to be used to pay off initial redevelopment bonds and complete capital improvement projects

TIDD REVENUE FY14-FY23



TIDD PROJECT AREAS

- Capital Improvement
 - Opening Main Street to two-way traffic
 - Renovations of Rio Grande Theatre
 - Public Parking Improvements
 - Traffic Circle
 - Plaza Completion
 - Callista Improvements
- Amenities
 - Security Patrols
 - Camaras
 - Public Art
 - Music Delivery System





TIDD PROJECTS

FY 2024

8/29/2023

- Downtown Security \$250,000
- Main St., Callecitas, & Public Art \$615,000
 - Public art \$15,000
- Facility Maintenance \$3,085,000
 - Parking lot improvements \$1,600,000
- Plaza Maintenance \$720,000
- Amador Hotel \$1,000,000
- Campo St \$100,000,000
- Total FY 2024 budget \$7,520,000

TIDD JOBS AND REINVESTMENT FY2023

- 76 new jobs + 771 Electronic CareGiver
- \$3.6M in private improvement
- \$3.7M in public improvement
- 19 new businesses
- 6 Pending projects
 - 1 Restaurant
 - 1 Coffee Shop
 - 1 Beauty Wellness Center
 - 1 Dispensary
 - 1 Boutique Hotel
 - 828 Studios Space

