

BE.

Downtown Las Cruces Partnership

offers professional economic development assistance for prospective, emerging, and established downtown businesses in the traditional and creative economy sectors.

DLCP Mission

The mission of the Downtown Las Cruces Partnership is to 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.

Incentives

Downtown has unique financial opportunities for businesses in the retail, entertainment, & dining sectors.

Renovate Main Street

Offered through the City, Renovate Main Street is a building improvement matching grant program to incentivize private investment in downtown and encourage economic development growth.

Microloan

A DLCP program, our grant-funded microloan offers small loans to district businesses at a low simple interest rate.

NMMS Technical Assistance

With the help of New Mexico MainStreet Revitalization Specialists, DLCP can help prospective and established business owners with a wide range of projects including graphic design, one-on-one mentoring, marketing, market analysis, and lighting & signage projects.

Accreditation

DLCP is fully accredited Main Street Organization. We hold accreditation through both New Mexico Main Street and Main Street America. Additionally, DLCP staff are New Mexico Main Street certified economic developers.



CONTACT US!

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DLCP
DOWNTOWN LAS CRUCES PARTNERSHIP
501(c)3 AN ACCREDITED MAIN STREET ORGANIZATION

**GO.
THRIVE.
BE.** DOWNTOWN
LAS CRUCES



GO.

With more than 6,000 residents working in the district, Downtown Las Cruces is the center of business and enterprise. Ripe with opportunity, the district has seen significant public & private investment. Stakeholders and partners offer support for entrepreneurs and investors to start new ventures with confidence. Entertainment & dining establishments mix with traditional service, retail, & cultural assets, creating a vibrant & progressive district.



Arts & Culture District

The largest in the state, the Las Cruces Arts and Cultural District (ACD) fosters makers, creators, and artists through dedicated economic development and the administration of community and cultural projects and programs such as the Generations Community Writing Project.

\$2.9 BILLION
added to the New Mexico economy by Arts & Culture District in 2019

Historic

Since the original townsite was plotted in 1849, downtown Las Cruces has remained the heart of the city. Bookended by two historic neighborhoods, downtown is the city's center for arts, culture, and community.



Tax Increment Development District

The downtown TIDD is a mechanism to support economic development and job creation by creating gross receipts tax financing for infrastructure. Contributors include the City of Las Cruces and Dona Aña County. Because of the TIDD, downtown gains frequent capital and economic improvements.

THRIVE.

Growing Las Cruces is a growing, flourishing destination for commerce and the arts.

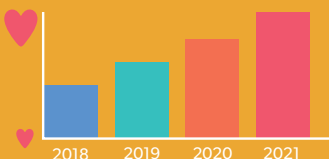
Las Cruces Gross Metropolitan Product (GMP)



2021 Gross Receipts Tax Revenue of the Downtown Las Cruces TIDD



Favorable Perceptions of Downtown



Since 2018, community survey results show an annual increase in favorable perceptions of downtown Las Cruces

Real Estate

Commercial real estate can be complicated. DLCP can assist in connecting potential downtown business owners with real estate agents, helping match businesses with empty properties, & comparing prices per square foot.

Business Support Programs

Business Spotlight

Each year, working with NMCO Media, DLCP commissions six high-quality video segments for downtown businesses. Additionally, with NMCO, the ACD operates an Artists in Residence program which features six creative economy businesses in the district.

Downtown Networking

A well-connected business is a healthy business. Join us for workshops and social get togethers to build strong, collaborative relationships with other downtown businesses owners and service providers.

Spitball Sessions

Have an idea for a downtown business but don't know where to start? Come in a brainstorm. We'll help you get your business journey off on the right foot.

Downtown Events

Downtown Las Cruces is the living room of the City. With two public parks in the district including the Plaza de Las Cruces, in addition to three dedicated performance venues public and private events are frequently held downtown. Along with thriving businesses, downtown has a bustle and vibe all its own.

Your First Stop

Have you ever wanted to share your downtown experience or ask a question, but didn't know where to start? Downtown Las Cruces Partnership and the Las Cruces Arts and Cultural District want to be your first point of contact. If we can't help you- we'll connect you to someone who can.