

PEOPLE FOR PROSPERITY supports SMART GROWTH

Smart and managed growth brings change, and change can be uncomfortable. However, that which does not grow, decays. So, it becomes a choice. We can experience the challenges associated with growth or the problems of decay.

MYTH:

Las Cruces is experiencing "out of control" growth.

FACT:

Life has improved for the citizens of Las Cruces. The city has been experiencing a moderate growth rate of 3%, in line with the national average.

Gross receipts have increased, creating budget surpluses which enables our city to improve city services and quality of life.¹ Unemployment is at the lowest level in the history of our city.² The median household income increased 14.6% in the last year alone.³ 1400+ manufacturing and high-tech jobs have been added to the Las Cruces community since 2004.⁴ This means more people with benefits and health insurance.

We're thriving. We're PROSPERING and we're proud of it! Not too many years ago, Doña Ana County was listed as one of the poorest counties in the country. Unemployment was over 10%². Wage growth was modest. **TODAY, WITH UNEMPLOYMENT NEAR 4%², MORE PEOPLE ARE WORKING AND EARNING HIGHER WAGES¹ THAN EVER BEFORE...AND WE CAN DO BETTER!**

1) New Mexico Taxation and Revenue Department. 2) U.S. Department of Labor Bureau of Labor Statistics. 3) Income Bureau of Economic Analysis. 4) Mesilla Valley Economic Development Alliance

For more information visit:
www.peopleforprosperity.org
(coming soon)

We want you to know the GOOD NEWS –
Las Cruces is Thriving!