


PEOPLE FOR PROSPERITY celebrates **OUR SAFE CITY**

We know our city cannot thrive if we're not safe.
The current city council has made safety a priority.

MYTH: Our city is failing to assure adequate police force and fire protection

FACT: To the contrary, we are. Las Cruces was recently recognized as THE safest midsize city in the country.

- The City of Las Cruces recently added a ladder truck and two fire trucks, worth \$1.2 million.¹
- As the city has grown, so has the safety budget from \$13.4 million in 1995 to \$31.4 million in 2007.²
- The Las Cruces City Police Department solves 30% more violent crimes than the national average.³
- The citizens of Las Cruces passed a gross receipts tax increase to support police and fire personnel salaries.⁴
- The city has instituted a proactive police retention effort, involving bonuses and other compensations.⁵
- This year the city has made a one million dollar commitment to provide remodeling improvements to various fire department facilities throughout the city.



We're thriving. We're PROSPERING and we're proud of it!
Not too many years ago, Doña Ana county was listed as one the poorest counties in the country. Unemployment was over 10%⁶. Wage growth was modest.
**TODAY, WITH UNEMPLOYMENT NEAR 4%⁶,
MORE PEOPLE ARE WORKING AND EARNING
HIGHER WAGES⁷ THAN EVER BEFORE...AND WE
CAN DO BETTER!**

1) Interview. 2) City Council Packet 15-Oct-200. 3) Page 19 of City of Las Cruces current budget. 4) Interview. 5) Memo from Las Cruces Police Department. 6) U.S. Department of Labor Bureau of Labor Statistics. 7) New Mexico Taxation and Revenue Department

For more information visit:
www.peopleforprosperity.org

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