

PEOPLE FOR PROSPERITY knows you **GROW OR DECAY?**

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

MYTH: Las Cruces needs to stay the size it is today.

FACT: Growth is what sustains the economic health and prosperity of a community.

- **NO GROWTH** means more pressure to raise taxes to sustain infrastructure needs and support quality of life projects.
- **NO GROWTH** means staying at or near the bottom of every socio-economic indicator ranking.
- **NO GROWTH** means economic pressure on the philanthropic generosity from business and individuals that support our non-profit organizations.



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%¹. Wage growth was modest. **TODAY, WITH UNEMPLOYMENT NEAR 4%¹, MODERATE GROWTH AT 3%³ MORE PEOPLE ARE WORKING AND EARNING HIGHER WAGES² THAN EVER BEFORE... AND WE CAN DO BETTER!**

1) U.S. Department of Labor Bureau of Labor Statistics.

2) New Mexico Taxation and Revenue Department. 3) U.S. Census Bureau.



PEOPLE FOR PROSPERITY
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For more information visit:
www.peopleforprosperity.org

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