

**Vision 2040 Economic Development Focus Group Meeting  
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**Participants:**

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**Question 1: In one sentence, describe the character of Las Cruces and Doña Ana County –e.g. “Our region is...” What makes this area unique?**

- Well positioned and poised to grow explosively
- Broad based – culturally, educationally, and economically. Culture –ethnically diverse, influence by the border with Mexico, still strong agriculture, but also high technology companies
- Opportunity for growth, weather, location, culture
- Multicultural, diverse economics (farm workers to high income and corresponding jobs)

**Question 2: Where should the region’s economic development focus be directed over the next 20 years?**

- Workforce development(3X)
- Military
- Focus development in core city to reduce sprawl and improve social continuity
- Housing with appropriate infrastructure to support anticipated growth
- Employment
- Affordable education (2X)
- Take care of their own – restructure government
- Spaceport research (2X)
- Non-water dependent light industry such as high-tech; defense industry
- In-sourcing
- Non-profit organizations

**Question 3: What are the three most important opportunities and or potentials for the region? What are the three most important challenges the region faces?**

**Opportunities/Potential**

- Spaceport (3X)

- White Sands Missile Range (4X)
- Geographic advantages
- Alternative energy – specifically solar and geothermal (2X)
- Agriculture
- Transportation
- Vibrant community college
- Well ranked university
- Fiber - Quest

#### Challenges

- Labor pool quality (2X)
- Water (3X)
- Infrastructure
- Federal budget and defense spending
- Credit markets for everyone and especially for municipal bonds
- Funding – Federal, County, City
- Media – educate
- Balance of working individuals and retirees
- Balance between military employment and other types
- Land use
- NIMBYism

#### **Question 4: How can the completed Vision 2040 Regional Planning Project best benefit the economic development community?**

- Paint the compelling pictures
- Create the team concept
- Keep a city core
- PR
- To attract business
- To get funding