

Economic Gardening



City of Las Cruces

Memorandum

To: Robert Garza, City Manager

From: Christine Logan, Economic Development Administrator 

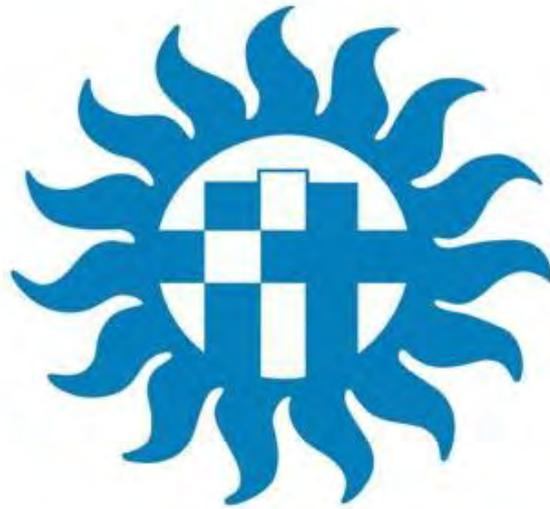
Subject: City Council Work Session - City's Economic Gardening Tools

Date: June 29, 2012

At the City Council Work Session scheduled on July 9, 2012, staff will provide Council with information about economic garden programs. The presentation will include information about what type of business assistance activities are included in various economic gardening models, how other communities are implementing programs and which tools we are currently using in the City of Las Cruces.

The purpose of this work session presentation is to provide the Council with a status update. No specific action or direction is required.

cc: Brian Denmark, Assistant City Manager/COO 



Economic Gardening

Christine Logan

July 9, 2012

Economic Gardening

- What is Economic Gardening?
- Economic Gardening models used in other communities
- City of Las Cruces Economic Gardening Tools
- Getting the word out about Services
- Next steps for the City program
- Economic Gardening in Strategic Plan

Economic Gardening

= an entrepreneurial approach to economic development that seeks to grow the local economy from within.

= information based services focused on company strategy and growth

= strategies help local small businesses discover how to reach markets outside the region.

Economic Gardening

Philosophy



A more focused approach to growing from within

Tools



Information based tools concentrated on strategic decision making

Technique



High-speed, high-quality networks of Strategic Research Teams Provided for CEO's

Other models for Economic Gardening



The City of Littleton is *Open for Business!* Business/Industry Affairs Department

- Market analysis, strategy, qualified leads, business plans and customized business research
- Database research, search-engine optimization, GIS, and social media
- Promotion of businesses through ribbon cuttings and publications
- website for start-ups (aspects of a business plan)
- Respond to businesses relocating to Littleton with lists of available space, vacant property, services available, and introductions to relevant departments, explanation of city codes, and relevant demographics.



The City of Littleton is *Open for Business!* Business/Industry Affairs Department

- Host seminars on business best practices and issues.
- Connect businesses with complementary businesses.
- Information via Facebook, Twitter and monthly e - newsletter.
- Provide updates, alerts and ongoing research to client businesses.
- Welcome all new businesses and provide information about B/IA services.
- Host lunches to demonstrate B/IA services.



Provides entrepreneurial growth companies with the tools to increase revenue and sustain growth.

- Business strategy review
- Market research
- Competitive intelligence
- Internet and Social Media strategy
- Website analysis and search engine optimization
- Referrals
- In person, phone, web conference, email, chat, Skype, 2nd Life

The City of Lancaster wants new, existing, and expanding businesses to be successful in our community.

- Support small businesses as well as large corporations.
- Help companies, investors, and developers meet community leaders, and find tax-saving programs.
- Help an investor determine the profitability of a venture.
- Provide information about business financing, tax credits, and other incentives for businesses.

The City of Lancaster wants new, existing, and expanding businesses to be successful in our community.

- Facilitate connections to State resources and incentives.
- Assist companies in finding space, real estate and leasing agents.
- Small Business Loan Program provides below-market rate loans to small businesses locating or expanding in the City



The City of Santa Fe's economic development efforts are dedicated to supporting strong, diverse, and well-managed businesses.

Business Assistance Office in City Hall

- Assist businesses and entrepreneurs with Business Licensing, Business Registration and other City functions.
- Provide personalized business services and begin to compile comprehensive business data points in order to better address the needs of local businesses.
- Resource guide and web links to other business service providers



Growing Local Economies

Training • Consulting • Research

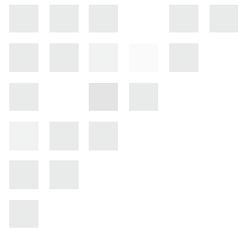


City of
Tacoma



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership



ICMA

Leaders at the Core of Better Communities



Beaverton
OREGON



City of Las Cruces Economic Gardening

**“Economic Development &
Business Assistance Office”**

City of Las Cruces | Economic Development

Promote | Assist | Collaborate



Economic Development

Jobs – Investment – Quality of Life

- Support and grow existing Businesses
- Attract new businesses to Las Cruces
- Start new businesses

One-on-One Business Assistance

- Market and Demographic data
- Access public data
- Information about processes and regulations related to your business
- Introduction to the right person in the right office

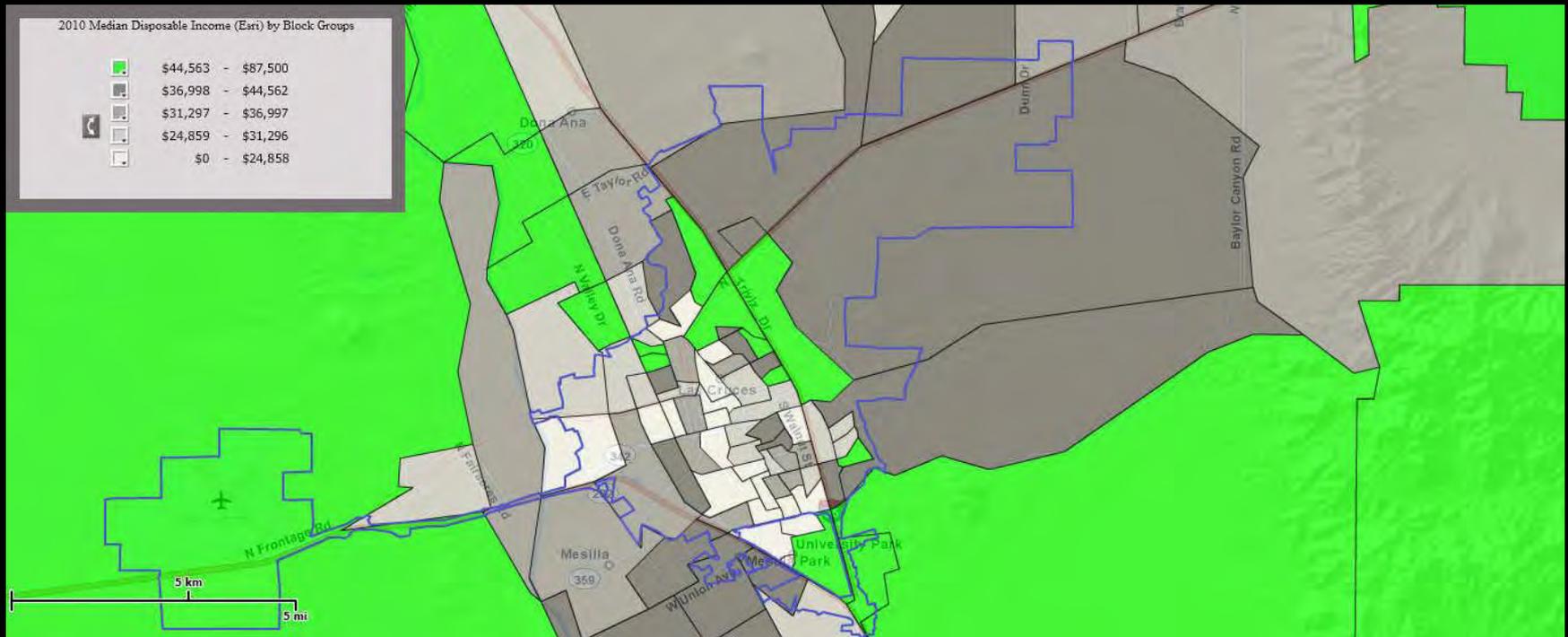
One-on-One Business Assistance

- Brainstorm and develop business ideas
- Identify business opportunities
- Learn about the community
- Referral to other local businesses and organizations
- Connections with regional and state economic development agencies

Business Analyst Online

Map based data
ESRI subscription

Business Analyst Online



Business Analyst Online



Business Analyst Online

Reports

Business Analyst Online



Household Budget Expenditures

700 N Main St, Las Cruces, NM, 88001
 Drive Time: 1 minute

Latitude: 32.31479
 Longitude: -106.77983

Demographic Summary	2010	2018
Population	390	382
Households	198	194
Families	122	79
Median Age	33.5	34.1
Median Household Income	\$36,118	\$39,810

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	80	\$4,248.97	\$7,898,408	100.0%
Food	84	\$4,951.88	\$170,569	12.3%
Food at Home	84	\$2,852.03	\$99,957	7.1%
Food Away from Home	88	\$2,099.85	\$409,612	5.2%
Alcoholic Beverages	71	\$402.78	\$78,941	1.0%
Housing	81	\$12,358.89	\$2,421,755	30.7%
Shelter	80	\$9,488.11	\$1,890,689	23.8%
Utilities, Fuel and Public Services	83	\$2,867.79	\$567,066	7.1%
Household Operations	84	\$852.87	\$167,124	2.1%
Housekeeping Supplies	82	\$432.40	\$84,751	1.1%
Household Furnishings and Equipment	82	\$1,067.97	\$209,323	2.7%
Apparel and Services	48	\$1,095.74	\$214,795	2.7%
Transportation	83	\$6,338.04	\$1,242,258	15.7%
Travel	53	\$1,007.45	\$197,480	2.5%
Health Care	87	\$2,118.88	\$414,883	5.3%
Entertainment and Recreation	80	\$1,821.91	\$378,694	4.8%
Personal Care Products & Services	81	\$428.91	\$83,598	1.1%
Education	77	\$944.05	\$185,033	2.3%
Smoking Products	78	\$319.32	\$62,588	0.8%
Miscellaneous ¹	87	\$687.82	\$135,882	1.7%
Support Payments/Cash Contributions/Gifts in Kind	88	\$1,375.00	\$289,500	3.4%
Life/Other Insurance	81	\$213.98	\$41,841	0.5%
Pensions and Social Security	87	\$3,758.94	\$738,380	9.3%

Data Points

Type of Heating Fuel Used in Home

Owns Shares in a Mutual Bond

Consumer Spending on Apparel

Disposable Income Consumer Spending on Household Services

Weighted Average in last 6 Months Number of Houses by Rent Value

Business Sales Took a Vacation in last year Education and Entertainment

Consumer Spending on Finances

Consumer Spending on Healthcare

Consumer Spending on Personal Care

Yearly Household Expenditure

Has 2nd Mortgage Home Value

Population by Age

Improvement in Last Year

Health Care Retirement Savings

Consumer Spending on Dining Out

Average Monthly Cell Phone Bill

Tapestry Segmentation

Consumer Spending on Household Goods

Housing Value by Mortgage Status

ON

AND ON

AND ON

Business Analyst Online



Select Location

Get Reports

Research Market

Smart Map Search

Create Color-Coded Map

Import Locations

Business Search

Search by Block Groups

My Layers

My Sites

Streets

Who is your customer?
owns the house
HH Income \$100-150,000
50 to 54 years old

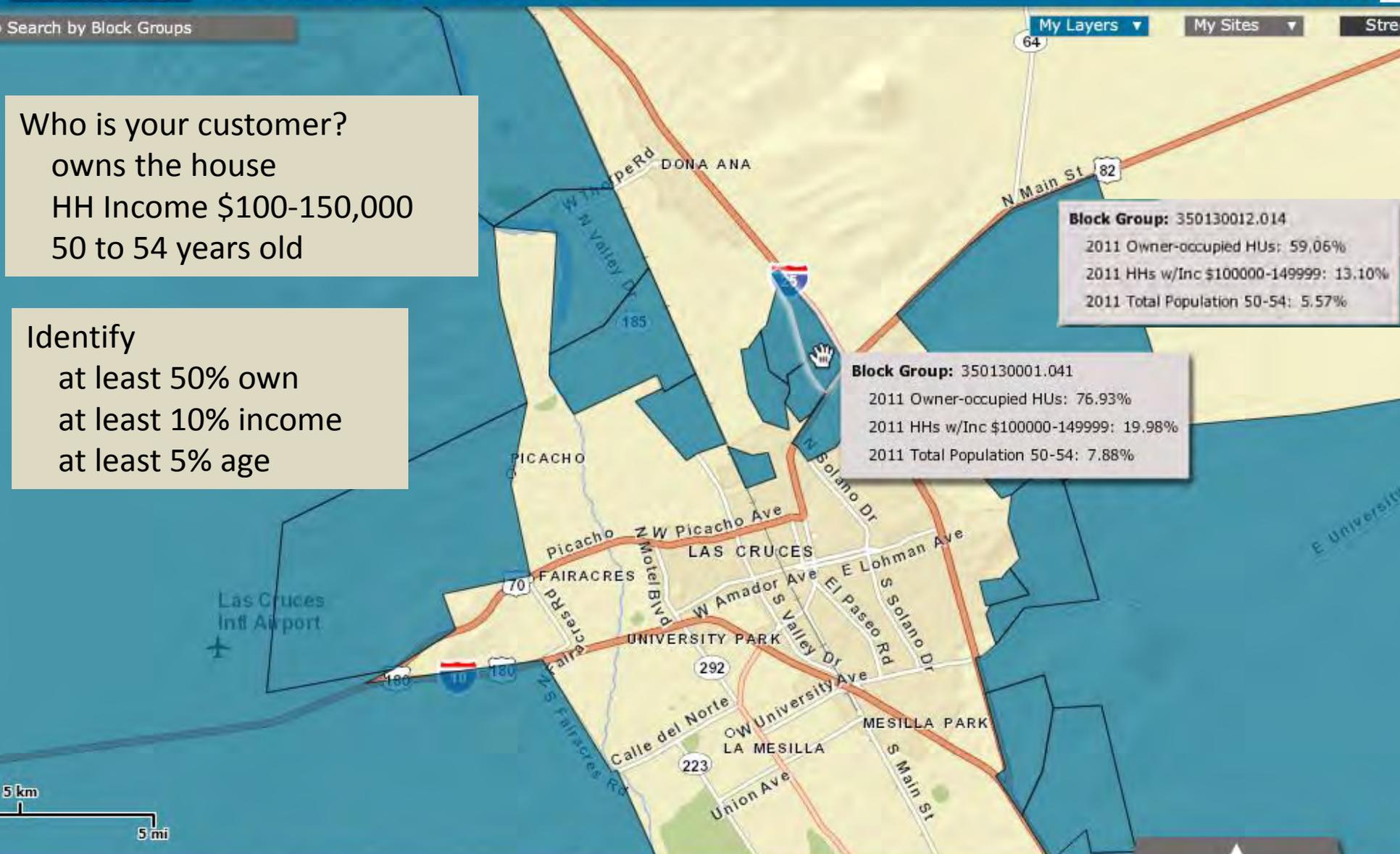
Identify
at least 50% own
at least 10% income
at least 5% age

Block Group: 350130012.014

- 2011 Owner-occupied HUs: 59.06%
- 2011 HHs w/Inc \$100000-149999: 13.10%
- 2011 Total Population 50-54: 5.57%

Block Group: 350130001.041

- 2011 Owner-occupied HUs: 76.93%
- 2011 HHs w/Inc \$100000-149999: 19.98%
- 2011 Total Population 50-54: 7.88%



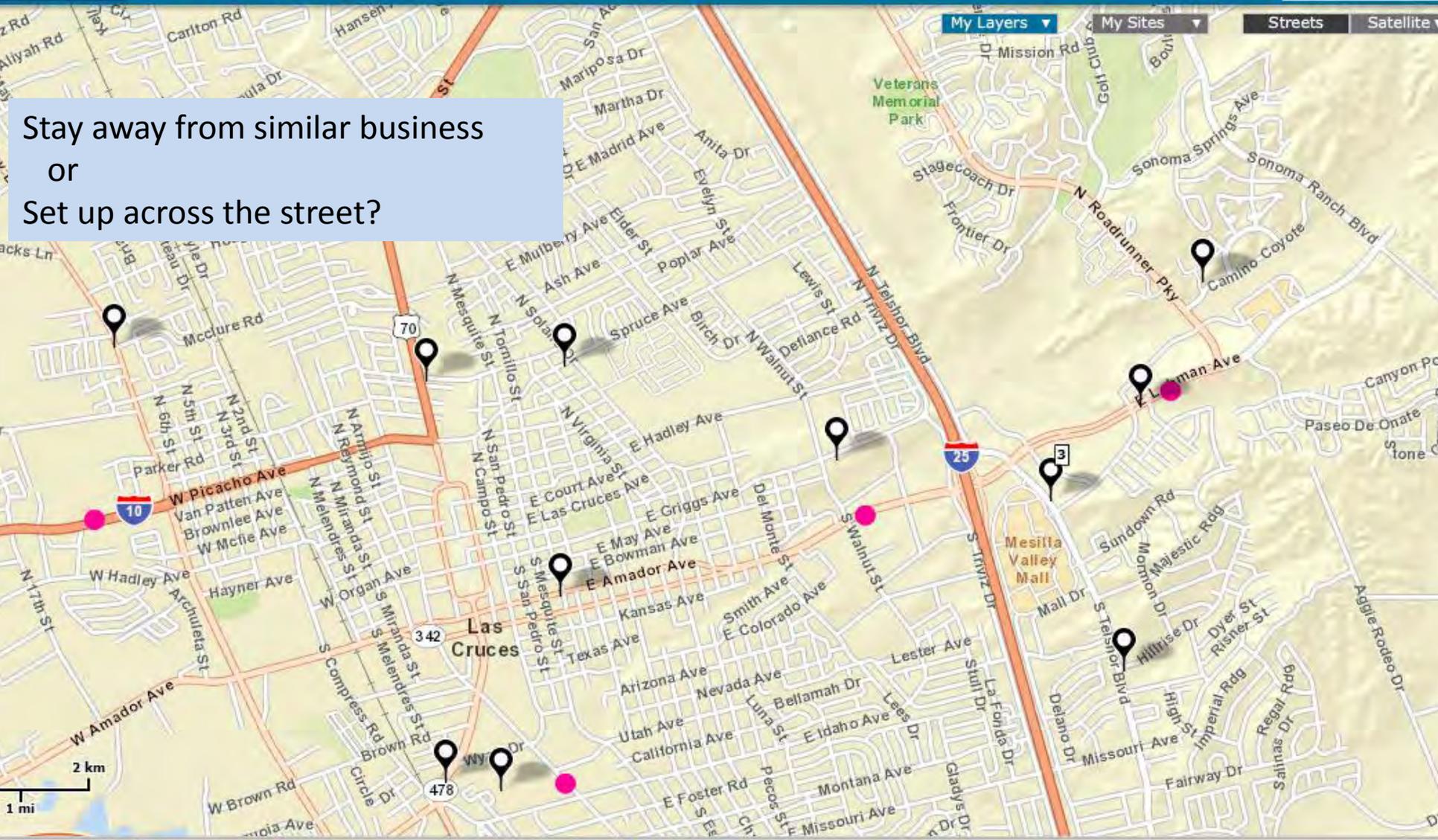
Analyst Online

NEW

USA | My Account

Select Location Get Reports Research Market
Map Search Create Color-Coded Map Import Locations

Business Search walgreen



Stay away from similar business
or
Set up across the street?

InfoUSA

Spreadsheet data

Annual purchase

InfoUSA

- County wide
- February 2012 and Fall 2010
- Business Data
 - Location, contact, classification, sales, employment, computers, office size, age
 - Includes public businesses
- Household Data
 - Location, contact, housing characteristics,

	A	B	C	D	E	F	G	H	
1	COMPANY_NA	PRIMARY_AD	PHONE	SIC	SELECTED_1	EMPLOYEE	LOCATION_2	\$,_000	YEA
2	ABOVE & BEYOND UNIGLOBE TRAVEL	2225 E LOHMAN AVE # A	575-527-0200	472402	TRAVEL AGENCIES &	2	LESS THAN \$500,000	192	
3	ARBY'S	2341 E LOHMAN AVE	575-647-8857	581206	FOODS-CARRY OUT	20	\$500,000-1 MILLION	800	
4	BANFIELD PET HOSPITAL	2200 E LOHMAN AVE	575-526-2942	74203	ANIMAL HOSPITALS	14	\$1-2.5 MILLION	1484	
5	BATTERIES PLUS	2240 E LOHMAN AVE # 3	575-525-2355	553116	BATTERIES-STORAGE	4	\$500,000-1 MILLION	780	
6	BED BATH & BEYOND	2200 E LOHMAN AVE # 10	575-527-2542	531102	DEPARTMENT STORE	17	\$2.5-5 MILLION	3162	
7	BEST BUY	2280 E LOHMAN AVE	575-528-0583	481207	CELLULAR TELEPHON	150	\$20-50 MILLION	48450	
8	BIG LOTS	2350 E LOHMAN AVE	575-523-8838	531102	DEPARTMENT STORE	19	\$1-2.5 MILLION	1938	
9	DUNN-EDWARDS WELLBORN PAINTS	2301 E LOHMAN AVE	575-523-1412	519803	PAINT-WHOLESALE	5	\$2.5-5 MILLION	3425	
10	FAST BUCKS	2225 E LOHMAN AVE # C	575-523-2274	609903	CHECK CASHING SER	2		0	
11	FEDEX OFFICE PRINT & SHIP CTR	2200 E LOHMAN AVE # 5	575-523-7795	275202	PRINTERS (MFRS)	4	LESS THAN \$500,000	196	
12	FIRST AMERICAN BANK	2145 E LOHMAN							
13	FIRST AMERICAN BANK ATM	2300 E LOHMAN							
14	HASTINGS BOOKS	2350 E LOHMAN							
15	HOBBY LOBBY	2350 E LOHMAN							
16	IDAHO-A SELF STORAGE	PO BOX 147							
17	ION SELL LLC	2240 E LOHMAN							
18	KID'S KOUNTRY CLUB	401 S WALNUT							
19	LAS CRUCES CIGAR CO	2285 E LOHMAN							
20	LOAN MAX	2309 E LOHMAN							
21	LOHMAN SELF STORAGE	2209 E LOHMAN							
22	LUBE N GO	2141 E LOHMAN							
23	MC DONALD'S	2330 E LOHMAN							
24	MEN'S WEARHOUSE	2340 E LOHMAN							



Internal Data

Codes, Maps, and More

“How to...” documents

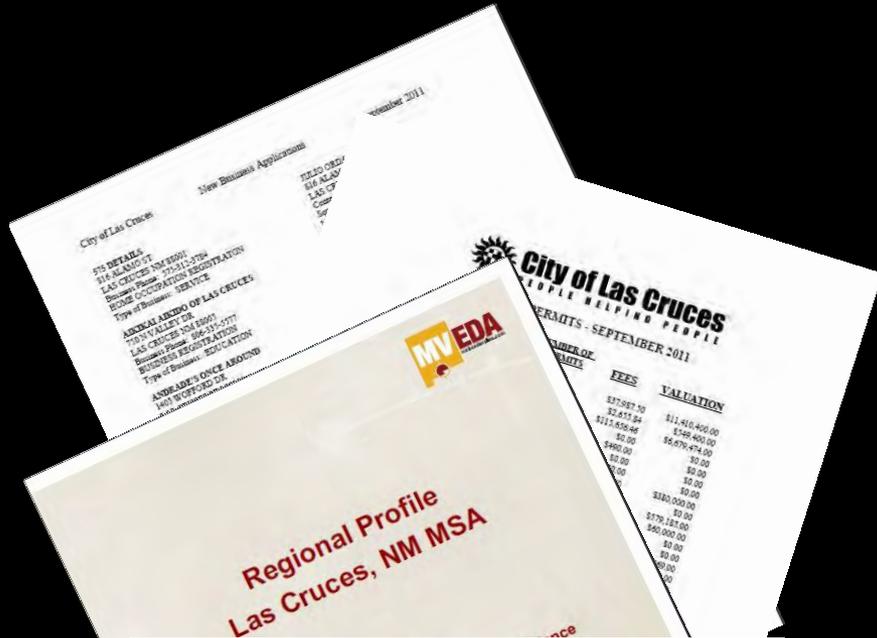
The screenshot shows a web browser window displaying the City of Las Cruces website. The browser's address bar shows the URL: las-cruces.org/en/Departments/Administration/Economic Development/Business Assistance/Business Fact Sheets.aspx. The website header features the City of Las Cruces logo with the tagline "PEOPLE HELPING PEOPLE" and a search bar. A navigation menu includes links for Home, Government, Departments, Residents, Business, Visitors, Environment, Online Services, and About. The main content area is titled "Business Fact Sheets" and includes a breadcrumb trail: Home > Dept Administration > Economic Development > Business Assistance > Business Fact Sheets. A left sidebar contains three menu items: Economic Development, Business Assistance, and Business Fact Sheets (which is highlighted). The main content area lists several categories of documents:

- General Information**
 - [Municipal Codes](#)
 - [Fees](#)
- Planning and Zoning**
 - [Land Uses](#)
 - [Development Standards](#)
 - [Summary Subdivision Code](#)
- Project Development**
 - [Parking Requirements](#)
 - [Utility Connection Fees](#)
 - [Utility Rates](#)
- Construction**
 - [Demolition](#)
 - [Inspection](#)
 - [Commercial Permit](#)
- Business**
 - [Commercial Location](#)
 - [Home-Based](#)

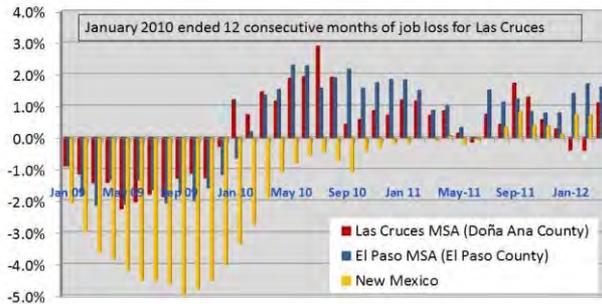
The footer of the website contains links for: [TERMS OF USE](#), [CONTACT US](#), [SITMAP](#), [ACKNOWLEDGEMENTS](#), [DISCLAIMER AND LEGAL STATEMENTS](#), and [FEEDBACK](#).

Monthly Reports

- New Business Registrations
- Building Permits
- Regional Economic Profiles and Information from Partner Agencies
- Economic Indicators

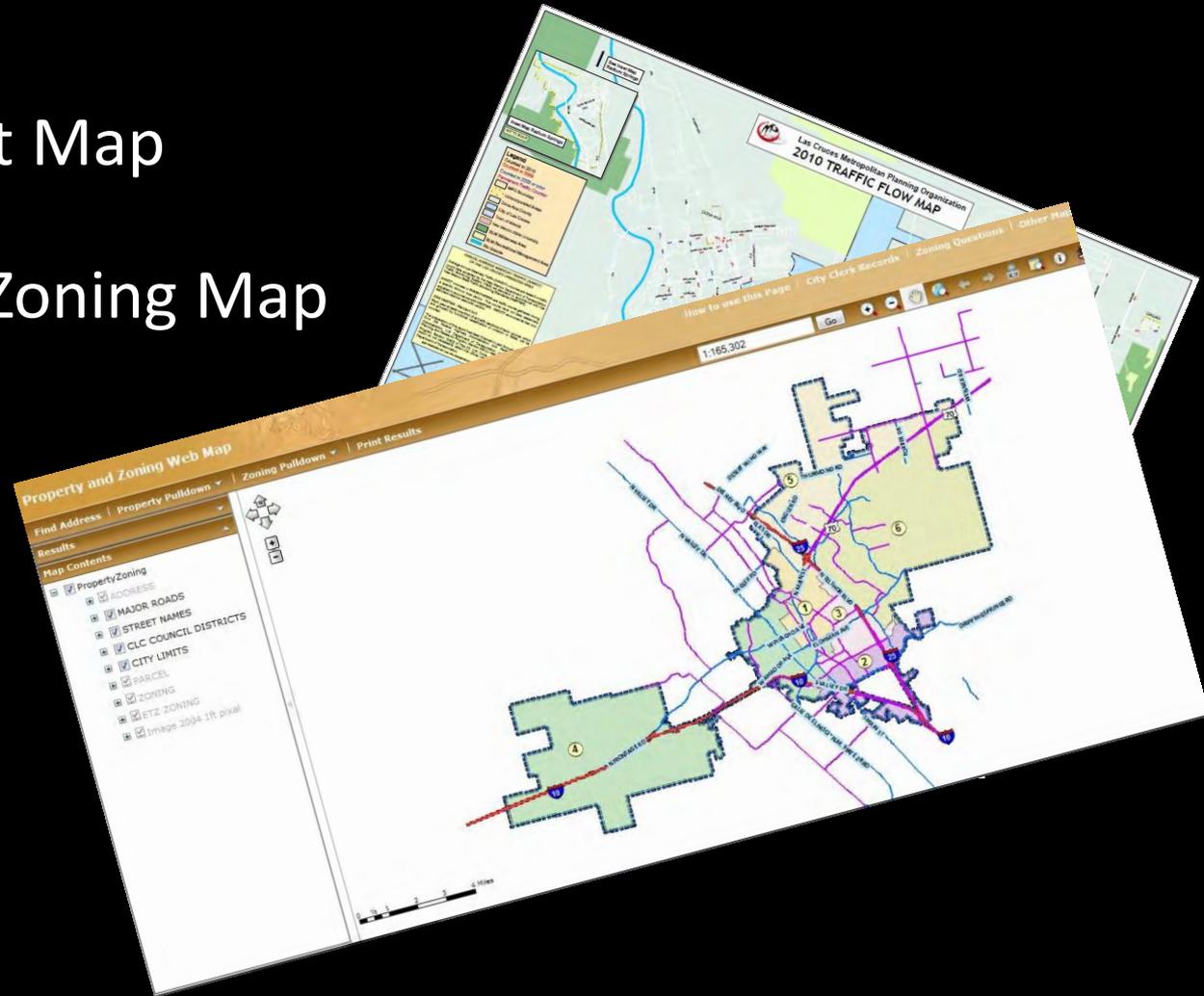


Nonagricultural Wage & Salary Employment
Year over Year Percent Change – January '09 through March '12



Site specific data

- Traffic Count Map
- Property & Zoning Map



City GIS Mapping

- Aerial photos with property lines
- City utilities
- Road status and proposed roadways
- Schools, parks, fire stations
- Bus routes
- Flood zones
- Neighborhood Associations
- Contour lines



a

a

f

f
f

One-on-One Business Assistance

- Brainstorm and develop business ideas
- Identify business opportunities
- Learn about the community
- Referral to other local businesses and organizations
- Connections with regional and state economic development agencies

Most importantly ...

One-on-One

Address YOUR need

Promoting Economic Gardening Services



City of Las Cruces

Over the past year....

Presentations about Economic Gardening Services

Made 13 presentations or display booths

Hosted 4 events or training sessions

Participate in 7 different B2B networking groups

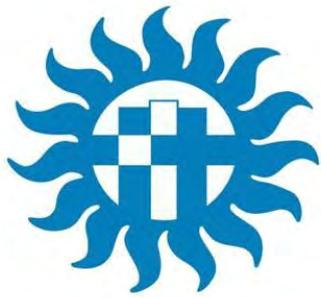
One-on-one Business sessions

28 existing local businesses

28 out of state or potential business

www.las-cruces.org

Next steps for City Economic Gardening

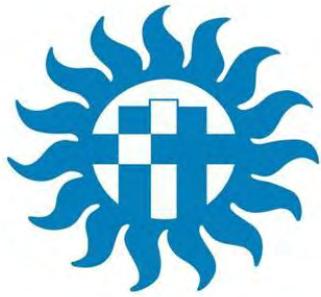


City of Las Cruces

Moving forward

- Continue to add content to website
- Develop print promotional material
- A more accessible location for the office
- Expand use of the tools we already have to other workgroups within the City
- Identify mentors and industry experts for a referral network
- Implement ***The Business BASE*** program

Economic Gardening in Strategic Plan



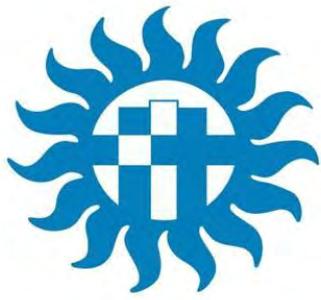
City of Las Cruces Economic Gardening

One Valley, One Vision 2040

- Support Economic Gardening strategies that create nurturing environments of small local companies.

City of Las Cruces 2012 Strategic Plan

- Promote and Implement Economic Gardening Programs



City of Las Cruces Economic Gardening

Use Economic Gardening Tools to...

- Promote Business Clusters
- Promote Renewable Energy Businesses
- Promote West Mesa Industrial Park and Airport
- Support Green Jobs

And to address other goals in other areas of the Plan such as Public Safety, Arts and Culture, Revitalization and Community Planning, Tourism, Community Engagement, Utility planning

Questions ?

www.las-cruces.org

Departments

>> Administration

>> Economic Development