



Deming Community Overview



New Mexico Familiarization Tour

Wednesday, May 1-3, 2024 | Hotel Encanto | Las Cruces, NM

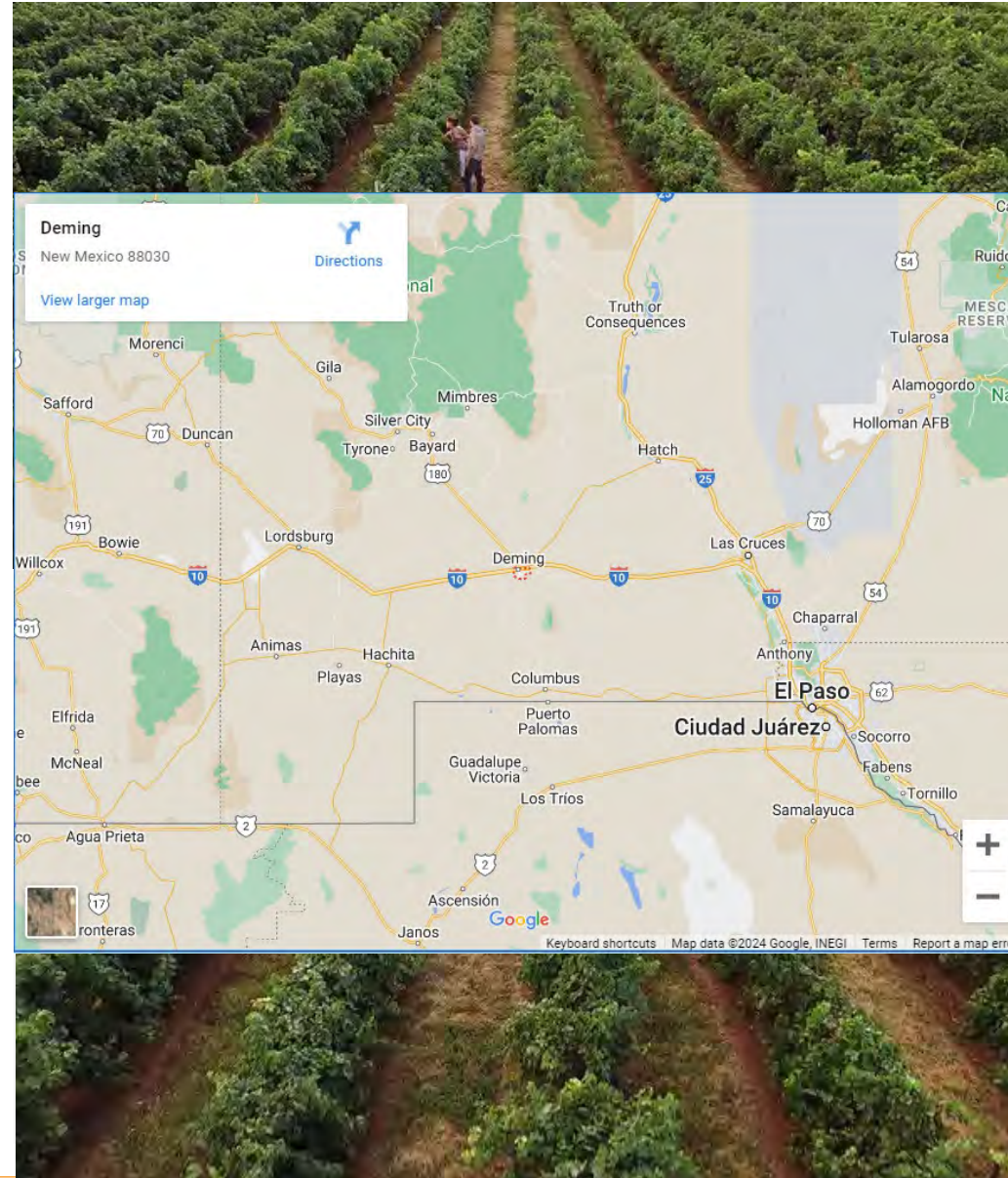


Cassie Arias-Ward, CEcD
City of Deming / DLCED
Economic & Tourism Director

Overview

Deming, Luna County at-a-glance

- **City- County Population – 14,000 / 25,000**
 - Annual Growth Rate – 0.5%
 - Median Household Income – \$32,251
- **Utilities**
 - Electric: PNM, Columbus Co-Op
 - Gas: City of Deming, New Mexico Gas
 - Water: City of Deming
- **Transportation Infrastructure**
 - Highway(s): Interstate -10, HWY 11, HWY 9, HWY 26
 - Rail: Dual served (UPRR / BNSF, Class1)
 - Airport(s): City of Deming Municipal Airport (8,018 ft. runway)



Top Industries

Major Employers and Assets

Deming WORKS...

- **For People**

- Cost of living / housing is affordable
- Quality healthcare and specialty physicians
- Cultural and recreational activities and opportunities

- **For Place**

- Deming has a municipal public airport with an 8,000 ft. runway. A conference room with a capacity of 70 is provided for the use of the traveling businessman.
- Deming parallels Interstate-10 and is the mid-point between Los Angeles Ports and Houston, TX.
- The Peru Mill Industrial Park consists of approximately 1,500 acres and has a 1,400 ft. rail spur. The park features a dual served rail line (UP and BNSF)
- 30 miles North of US / MX Port of Entry

- **For Profit**

- State incentive programs offer higher reimbursements for programs like JTIP
- Cost of land/building etc. is cheaper
- Transit times are advantageous because of logistics



900-1000



230



125



994



190



95



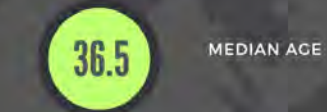
Workforce

About our workforce

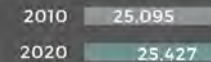
- Deming and the surrounding area have a working-age (18-64) population of 148 thousand. Locally, our community has individuals with expertise in agriculture, manufacturing, and food processing.
- Deming has a state-of-the-art High School and a branch of Western New Mexico University that partners with our employers in preparing our youth for the next generation of jobs.
- DLCED works to implement initiatives that are changing the course of our workforce pipeline.



DEMOGRAPHICS



POPULATION GROWTH



MEDIAN HOUSEHOLD INCOME

\$38,2410

MALE- FEMALE STATS



Success Stories

Deming



- Little Toad Creek – regional expansion of Brewery; Deming site allows for broader distribution channels, transit times highly leveraged for this project. Utilized NM’s closing fund - \$200K
- Harbor Freight started construction in March 2024; creating 20 jobs; over \$350K initial investment
- Trees Lake -- leveraging NM Outdoor Rec / DFA and other programs. Catalyst for pipeline projects like Deming Uncontained Incubator
- Local LEDA (\$250K) & BREA Revolving Loan Fund (\$800K)
- LEDA to Green Stream Farms – algae plant— \$7M investment – 30 jobs

Investment:
\$4.8M

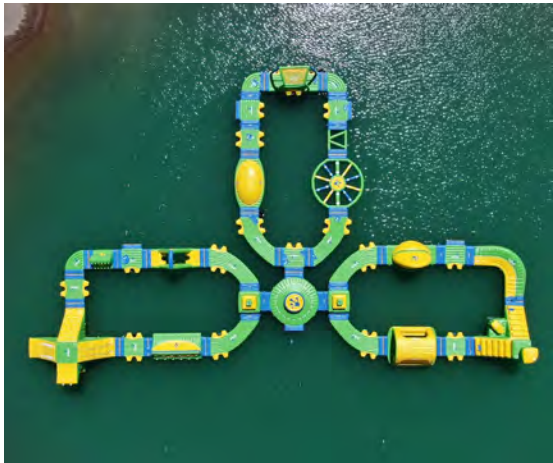
Jobs Created:
21

Industry:
Manufacturing/
Distribution

Location:
Deming, NM

Facility Size:
45K sq. ft.

Highlight:
\$200K LEDA



Opportunities

Discover your next expansion opportunity

- Peru Mill Industrial Park

- Currently zoned D-Industrial, which allows for the construction of a wide range of manufacturing and industrial application.
- Currently, the proposed Industrial Park is divided into two industry types, rail and non-rail served. Rail served properties are generally located West of Peru Mill Road and are large plats of property easily served by rail and truck traffic. Non-rail-served properties are generally located East of Peru Mill Road.
- Industry types that have been identified as being likely candidates for the park include, but are not limited to: cross-dock/transload facilities, local or specialized warehousing, logistic centers, renewable energy projects, manufacturing.

- Deming South Industrial Park

- The Deming Industrial Park has several acres available for development in adjacent sections as well as smaller parcels available.
- The Deming Industrial Park is zoned D-for industrial use.
- Ideal for light manufacturing, warehousing, and food processing. ** Frito Lay built a new warehousing facility in 2023



Let Deming work for you!



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Connect with us

