

Las Cruces

Quick Facts & Resources

Visitors may ask about our history, population, economy, weather, etc. Use this fact sheet as a quick reference to answer their questions.

Did You Know?

The Rio Grande Theatre, built in 1926, is the oldest two-story adobe theatre in the country.

The Organ Mountains-Desert Peaks area was just designated a National Monument in May 2014.

La Mesilla, founded March 1, 1850, was named "little table" for its tableland site near the Rio Grande.

You can buy seeds to grow the Bhut Jolokia, one of the hottest chiles in the world, at the Chile Pepper Institute at NMSU.

Our City's Origins

Situated along the Camino Real, the area was at one time controlled by Spain, Mexico, the United States, and the Confederacy. The town was laid out in 1848, to alleviate overcrowding in the village of Doña Ana, and grew quickly with the arrival of the railroad in 1881, and the opening of the New Mexico College of Agriculture & Mechanic Arts (NMSU) in 1888. It was incorporated in 1907.

Our City Was Named For

The town was situated near an old burial ground with a cluster of crosses marking the graves of soldiers and travelers. Las Cruces is nicknamed the "City of the Crosses."

What We're Known For

Friendly people, relaxing environment, affability, good weather, local cuisine, Organ Mountains.

Why People Visit (in order)

Leisure/Vacation; Visit Friends/Family; Business; Meetings/Conferences; and Amateur Athletics

Top Visitor Activities

Visit area National Monuments (White Sands National Monument, Organ Mountain Desert Peaks National Monument and the Prehistoric Trackways), Historic Mesilla, Spaceport America, NMSU, Las Cruces Farmers & Crafts Market, and sample our local cuisine.

Climate & Weather

At an elevation of 3,908 feet, we enjoy warm, dry weather with 350 days of sunshine. Temperatures range from the mid 60s to the upper 90s with low humidity in the summer, and low 30s to high 50s in the winter. We average 9.75 inches of precipitation, including about 2 inches of snow.

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Most Visited Attractions

- White Sands National Monument
 - Las Cruces Farmers & Crafts Market
 - Historic Mesilla
 - NM Farm & Ranch Heritage Museum
 - Organ Mountain Desert Peaks National Monument
 - Spaceport America
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Top Annual Events/Conferences

- Bataan Memorial Death March (March)
- Las Cruces Country Music Festival (April)
- Wine Festivals (Memorial Day, Labor Day)
- Mariachi Conference (June)
- Renaissance ArtsFaire (November)
- Whole Enchilada Softball Tournament (September/October)
- Jehovah's Witness (June & July)

Population

The City of Las Cruces' population is about 105,000. We're the second largest city in the state of New Mexico after Albuquerque (647,600).

Main Industries

Government (city, federal, White Sands Missile Range), Education, Agriculture, Tourism, Manufacturing.

Largest Employers

City of Las Cruces, New Mexico State University, Doña Ana County, Las Cruces Public Schools, Sub-contractors at White Sands Missile Range.

Higher Education

New Mexico State University (NMSU), established in 1888, has an annual enrollment of about 12,800 students, and the Aggies boast 17 NCAA Division I sports. Doña Ana Community College (DACC), a branch of NMSU, has an annual enrollment of about 14,000 credit and non-credit students.

What's New

Downtown Las Cruces is undergoing a 'phase 2' of its revitalization which includes a new civic plaza, street improvements, a new home for the CVB, new restaurants and bars and a restoration of the Amador Hotel which will be used as a special events venue with indoor and outdoor space. In addition, the Las Cruces Convention Center will be expanded and a hotel will be built next door, all estimated to be completed in late 2019.

Spaceport America

Spaceport America, owned by the State of New Mexico, is the nation's first purpose-built commercial spaceport. It's the home of Virgin Galactic's WhiteKnightTwo and SpaceShipTwo, and SpaceX's Falcon 9R. Located about 60 miles north of Las Cruces, the spaceport is currently open to the public via the Spaceport America Experience tour that departs from Truth or Consequences. Free open houses are held annually in April and October.

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Visit Las Cruces

336 S. Main St.
Las Cruces, NM 88001
(575) 541-2444
cvb@lascrucescvb.org

www.VisitLasCruces.com

Note: For Visitor Information -

The Visitor Center is open:
Monday-Friday 8am-5pm

Las Cruces CVB App:

www.lascrucescvb.org/download-visit-las-cruces-app/

Social Pages:

[Facebook.com/lascrucescvb](https://www.facebook.com/lascrucescvb)

[Twitter.com/LasCruces](https://twitter.com/LasCruces)

[Pinterest.com/lascrucescvb](https://www.pinterest.com/lascrucescvb)

[YouTube.com/channel/VisitLasCruces](https://www.youtube.com/channel/VisitLasCruces)

Helpful Resources

Bureau of Land Management (BLM) - www.blm.gov/office/las-cruces-district-office

Bus Tracker - bustracker.las-cruces.org/bustime/home.jsp

City of Las Cruces - www.las-cruces.org

City of Las Cruces Museum System -

www.las-cruces.org/departments/quality-of-life/museum-system/

Doña Ana Arts Council - daarts.org

Doña Ana Community College - dacc.nmsu.edu

Doña Ana County - donaanacounty.org

Downtown Las Cruces - downtownlascruces.org

El Paso International Airport - www.elpasointernationalairport.com

Farmer's & Crafts Market - www.fcmlc.org

Greater Las Cruces Chamber of Commerce - www.lascruces.org

Las Cruces Bulletin - www.lascrucesbulletin.com/site

Las Cruces Community Partners (LCCP) - lascrucesdowntown.com

Las Cruces Convention Center - www.meetinlascruces.com

Las Cruces Cycling Trails - www.mapmyride.com/us/las-cruces-nm

Las Cruces Hispanic Chamber of Commerce - lascruceshispanicchamber.com

Las Cruces Magazine - lascrucesmagazine.com

Las Cruces Sun-News - www.lcsun-news.com

Mesilla Valley Economic Development Alliance (MVEDA) - www.mveda.com

New Mexico Film Office - www.nmfilm.com

New Mexico Hospitality Association - newmexicohospitality.org

New Mexico State University - www.nmsu.edu

New Mexico True - www.newmexico.org

Off the Road in New Mexico - www.offtheroadnm.org/index.php

RoadRUNNER Transit - www.las-cruces.org/departments/quality-of-life/transit

Town of Mesilla - www.mesillanm.gov

White Sands Missile Range - www.wsmr.army.mil/Pages/home.aspx