

Economic Fact Sheet

INTRODUCTION

The Courtyard by Marriott at New Mexico State University (NMSU) opened in July 2019 and is estimated to have a total hotel revenue of \$4,524,995 for the year of 2021. The hotel currently employs 46 associates, to include eight active NMSU students, four of which are NMSU HRTM students, and five are NMSU HRTM Alumni.

One Time Impact to City of Las Cruces

- ❖ Total construction cost: \$16,048,922.28
- ❖ GRT on construction: \$1,334,066.66

TOTAL: \$17,382,988.94

Community Outreach

- ❖ Management teaches classes for the NMSU HRTM program, in addition to providing internships to several students throughout the year.
- ❖ Housed Save the Children, who are a government agency here to take care of and get supplies for the displaced Afghanistan refugees at Ft. Bliss, El Paso and Dona Ana County. The property held a donation drive for Save the Children and collected food, clothing, household goods. The items were donated to the refugees at their campsites.
- ❖ Donated time and resources to the firefighters and volunteers during the Three Rivers Fire.

Annual Impact to City of Las Cruces

- ❖ 2021 estimated Lodger's tax: \$226,249.75
- ❖ 2021 estimated GRT: \$376,140.21
- ❖ 2021 estimated Property tax: \$49,950
- ❖ 2021 estimated Convention Center fees: \$88,360
- ❖ Total Payroll: \$730,826.32

TOTAL: \$1,471,526.28

Marriott Recognition

- ❖ In November, our Courtyard Marriott Ranking was **#11** out of 1,026

