

Mission Statement

The purpose of Las Vegas First Independent Business Alliance is to promote the economic interests of locally-owned independent businesses and encourage and support the creation of home-grown enterprise in order to maintain the unique social and cultural fabric of the community, and prevent the displacement of community-based businesses by national and international chains. By educating public officials, the business community, consumers, and the media about the importance of such businesses to a sustainable local economy, Las Vegas First will endeavor to retain the historic role of Las Vegas as the commercial center of northeastern New Mexico.

Vision Statement

By engaging in public-private partnerships and cooperating with other business-oriented entities to grow the local economy and identify opportunities for local entrepreneurs, Las Vegas First will emerge as the foremost small business organization in San Miguel County and northeastern New Mexico.

LVF Core Beliefs

We believe:

- ◆ Home-grown businesses provide the foundation for a sustainable local economy.
- ◆ Small businesses are the engine that drives economic development in our community.
- ◆ Jobs are created one business at a time in a rural setting like Las Vegas.
- ◆ Locally-owned, independent businesses are necessary to maintain the uniqueness and cultural fabric of Las Vegas.
- ◆ That the existence of diverse independent businesses will help Las Vegas maintain its historic role as the commercial center of northeastern New Mexico.
- ◆ Cooperation and collaboration among diverse business organizations and entities is crucial to the success of all.
- ◆ Overdependence on the public sector of the economy for growth and job creation stifles private sector initiative and exacerbates leakage to non-local retail centers and e-commerce.
- ◆ Independent businesses, individually or as a group, are important partners in cultivating a trained workforce but, ultimately the responsibility of the local educational institutions to create a pool of capable learners.
- ◆ Public-private partnerships are critical to economic growth in Las Vegas.
- ◆ Our active encouragement of and support for independent businesses can motivate potential entrepreneurs to invest in Las Vegas.
- ◆ By their success, independent businesses can serve as role models and motivation for our youth to remain here and create their own independent businesses.
- ◆ Succession planning is critical to the retention of small businesses.
- ◆ In the role of LVF to promote the interests of locally-owned, independent businesses to all entities involved in economic development policy-making, and to educate the public about the importance of supporting locally-owned, independent businesses.
- ◆ In the power of volunteers to create and sustain a successful organization.
- ◆ That active participation by members in the decisions and management of LVF is crucial to its longevity and credibility.
- ◆ In a diverse, active, and engaged Board of Directors.
- ◆ The greater our membership in numbers and diversity, the greater is our credibility, strength, and effectiveness as an advocate for locally-owned independent businesses.