

NEW MEXICO MAINSTREET AND NEW MEXICO OUTDOOR RECREATION DIVISION

# Outdoor Recreation Atlas Pilot Study

JUNE 2021



**EDD**  
ECONOMIC  
DEVELOPMENT  
DIVISION  
OUTDOOR RECREATION DIVISION

PREPARED BY:  
**groundwork**





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# Introduction + Process



# Project Sponsors

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## NEW MEXICO MAINSTREET PROGRAM (NMMS)

NMMS develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life. NMMS was founded in 1984 and currently serves 31 affiliated MainStreet Districts, 12 state-authorized Arts & Cultural Districts, 7 Frontier & Native American Community projects, and 9 Historic Theaters.

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.

A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.



## NEW MEXICO OUTDOOR RECREATION DIVISION (NMORD)

ORD works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation. Governor Michelle Lujan Grisham signed New Mexico's Outdoor Recreation Division into law on April 2, 2019. At the time, ORD joined a dozen other states committed to growing and championing the outdoor recreation economy, which is an immensely powerful engine to grow wealth and job opportunities in our state.

NMORD measure success by the impacts in these five key areas:

**SUSTAINABLE ECONOMIC DEVELOPMENT**  
**CONSERVATION & ACCESS**  
**EQUITY**  
**EDUCATION**  
**HEALTH & WELLNESS**





PHOTO: DR. ELIZABETH JUARROS

## Introduction

Outdoor recreation development has great potential to support local economic development. There has been significant increase in outdoor recreation in New Mexico over the past several years. In 2020, there were record numbers of visitation to New Mexico's outdoor recreational resources. At the same time, many communities are experiencing the "Amenity Migration" phenomenon, in which rural communities face an influx of new residents seeking outdoor recreation amenities, new remote work options, and more affordable housing options compared to living in larger cities.

Strategic planning can provide a path to manage growth of communities in a way that retains community character and facilitates the health and wellness of those that live, work and play in those communities. Working together, the State of New Mexico's Outdoor Recreation Division and MainStreet is looking at ways to increase outdoor recreation in support of sustainable community development.

This project will allow the State to make informed decisions to support outdoor recreation-related projects that will bring economic activity to MainStreet, and also provide improved access to outdoor recreation from MainStreet communities.





PHOTO: AMY BELL

## Project Methodology

Outdoor recreation development, when connected to MainStreet community downtowns, has great potential to support local, asset based economic development. MainStreet communities must be poised to take advantage of these opportunities in a way that supports healthy community development. 2020 saw record numbers of visitation to New Mexico's outdoor recreational resources, creating many situations that put environmental, cultural, and social infrastructure in peril. Additionally, the region is experiencing the "Amenity Migration" phenomenon, in which rural communities experience an influx of new residents seeking outdoor recreation amenity and new remote work options. This project will begin the development of a database that will allow the State, local governments, and community organizations to make informed decisions about priority projects that will improve MainStreet community infrastructure so they may not only be prepared to meet these challenges, but be perfectly positioned to make the most out of them economically.

### Project Goal: Phase 1

To pilot the use of an "Outdoor Recreation Asset Atlas" for five counties in the identification of up to five outdoor recreation infrastructure improvement projects in MainStreet communities that will maximize local, asset-based economic development.

### Project Goal: Phase 2

To create a tool to identify and monitor high-impact, sustainable outdoor recreation projects in MainStreet communities. This will allow New Mexico MainStreet (NMMS) and the Outdoor Recreation Division (ORD) to target technical assistance in the support of outdoor recreation project development and implementation; and to create a baseline for measuring outcomes.



## THE 5 PILOT COUNTIES ARE:

Colfax  
Lincoln  
McKinley  
Sierra  
San Juan

# Step 1. Selection of Counties and County-wide Outreach

## Step 1. Selection of Counties and County-wide Outreach

New Mexico MainStreet (NMMS) and the Outdoor Recreation Division (ORD) identified five counties in the State of New Mexico to participate in the inventory and analysis for trail or outdoor recreation infrastructure development. Counties selected for this pilot project have one or more of the following characteristics:

- Outdoor recreation supports a significant portion of the current economy
- County has one or more active or previous MainStreet community (including Frontier and Native American Initiative)
- Demonstrated opportunity/need to diversify economy through outdoor recreation development
- At least one identified outdoor recreation project
- Coordination/overlap with statewide outdoor recreation development (such as Rio Grande Trail)

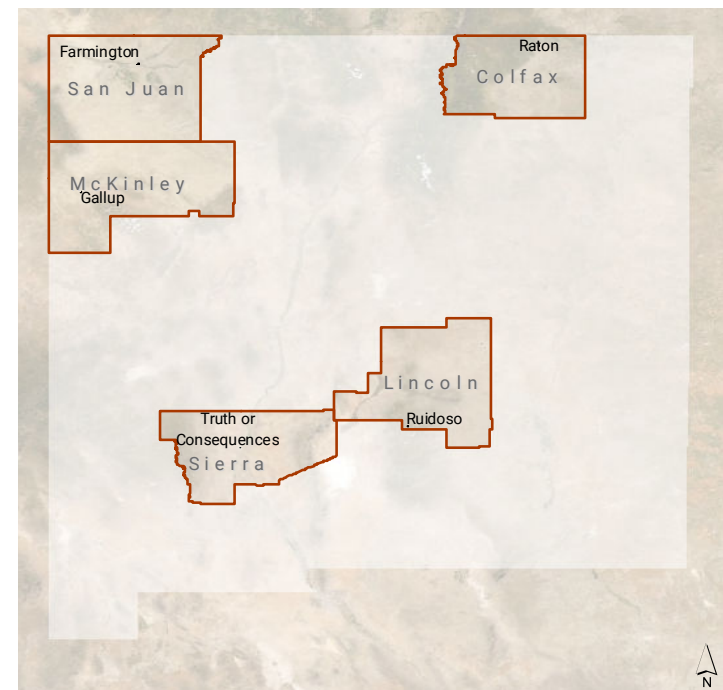


Figure 1: Outdoor Recreation Assets | Five Pilot Counties



# Terminology

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## OUTDOOR RECREATION ASSET



An established and managed natural area that provides opportunities for outdoor recreation activities which aim to improve physical and mental well-being. This includes trails, parks, and other facilities.

## AMENITY



Amenities complement assets, and can serve to facilitate the connection of people and outdoor recreation assets. Amenities may be on-site or off-site. On-site amenities include parking areas, benches, water fountains. Off-site amenities include outdoor-recreation related businesses such as bicycle rentals, wayfinding signs, or sidewalks that lead to the outdoor recreation asset. Amenities include outdoor-recreation related businesses such as bicycle rentals, wayfinding signs, or sidewalks that lead to the outdoor recreation asset.

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## ASSET-BASED ECONOMIC DEVELOPMENT



Local, asset-based economic development builds from community assets, including historic and cultural resources to accelerate community-appropriate economic growth and revitalization.

## PROJECT



For the purposes of this study, “project” can include work in the categories of all Four Points, including design, promotion, economic vitality, and organization. For example, a project could be trail design and construction, promotional work related to community outdoor recreation branding, or a business mentorship program for local outdoor recreation related businesses.



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## RECREATIONAL RESOURCES

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Recreational resources are those which people use for their own enjoyment. In general, this include both indoor (basketball courts) and outdoor (public parks, natural areas. The level of design and management varies greatly within recreational resources.

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## NATURAL RESOURCES

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Natural resources are those occur in nature which humans harness in support of economic gain. In this way, the natural resources associated with outdoor recreation are rivers, lakes, mountains and forests.

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## CULTURAL RESOURCES

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Cultural resources are those which reflect both the history and character of a place. Heritage is the present experience of the cultural history, and art is the means through which culture is expressed. Examples of cultural resources may include murals, archeological objects, built structures, and also the land or landscapes shaped by humans in that humans that embodies the identity of a people with place.

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## INFRASTRUCTURE RESOURCES

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Infrastructure resources refers to the physical facilities that support a city. This includes roads, bicycle lanes, sidewalks, and paved non-vehicular trails. Infrastructure supports communities in other ways than transportation, It includes drinking water and sewage systems, energy (electrical) and communication.





PHOTO: AMY BELL

## Step 2: County Stakeholder Meetings

County-wide coordination was a key component of the pilot project outreach, and it has helped to identify needs, resources and potential partnerships for outdoor recreation project identification and implementation. Those that have shown previous interest in making connections between outdoor recreation and MainStreet were asked to participate. The various organizations, local businesses, non-profit, and local governments involved include those who are involved with linkages between outdoor recreation and economic development. These include but are not limited to county and municipal governments, MainStreet organizations, State departments, local businesses and non-profits, the National Park Service, and other relevant jurisdictions and federal agencies.

A series of three meetings over a two-month period with each county helped the project team understand economic development challenges and opportunities, dynamics between MainStreet and outdoor recreation, on-going projects and un-met needs, and community goals.

The Project Team met with representatives of various stakeholders in each county, including municipal and county government representatives, New Mexico MainStreet, local business and non-profits, and other relevant agencies and organizations to discuss the project goals and county needs.

The following questions were discussed to gain an understanding of the needs of the county and the various organizations involved.

- How would you define an “outdoor recreation asset”?
- How would you define something that is NOT an “outdoor recreation asset”?
- How well is your MainStreet community connected (physically or ideologically) to your identified outdoor recreation assets?
- If it is well connected, what is/are the connecting feature(s)?
- If it is not well connected, what would you need to fill the gap?
- What considerations are key for ensuring OR development supports/is right-sized for the local community?

The meetings were also an opportunity for participants to assist in the identification of pertinent data sources, such as lists of assets, proposed projects, and additional key stakeholders. See each County Key Findings Section for details.

Challenges and opportunities are unique to each community, as well as the level of economic development, outdoor recreation assets and amenities. While there are common dynamics, such as amenity migration, how each community will be affected and how they will manage will be a part of recommending connecting projects as well as how these projects relate to their growth management plans.



## Step 3: Planning Documentation

The project team developed a list of plans completed to date for each county. These plans included comprehensive plans, redevelopment plans, recreation plans for the MainStreet municipality, county, state and/or other government agencies. The project team inventoried and reviewed existing, relevant planning documents. These documents make reference to or recommend potential outdoor recreation projects that were organized into a project tracker spreadsheet along with the plans in which they were recommended. The tracker also includes information related to funding, partnerships as well as project type (Trail, Park, Wayfinding, and Initiative/Program). The Potential Project list and Potential Project Partner List for each county is included in the county subsections within this report.

Meetings with counties paired with gathering and organizing the data has resulted in an understanding of the existing conditions related to each county. The goal of developing a potential project list is to serve as a project tracker for each community. Potential projects were added to the list that the individual communities identified as priorities.

The next step will be to identify gaps in the planning documents (for example, if a community does not have an comprehensive or recreation plan, then it may not have had the opportunity to identify outdoor recreation projects). Additional refinement and expansion of the project tracker will include additional fields to facilitate project prioritization and selection for funding, such as Leadership and Project Status/Progress. This may result in further categorization of the GIS data based on projects; such as filtering into motorized vs. non-motorized recreation activities, and development of measure of community identity / sense of place.



# Step 4: Outdoor Recreation Asset Mapping

## Asset Mapping

Asset mapping is a method to inventory existing resources for community planning. Economic, cultural, recreation, and environmental resources comprise the pertinent categories of data. The resulting maps provide a tool for the review and evaluation of assets, which serve to facilitate the project prioritization process.

A ‘wish-list’ of data formed the basis for the asset mapping’s data acquisition. Some of the data is available publicly through various agency websites; municipal staff and GIS specialists contributed as well. The project team reviewed the data and established parameters for categorization.

An initial assessment of the compiled data revealed gaps in the data. There were several cases where asset information was available in a PDF format, but not in a usable GIS format, or

where the data has not been documented in any format. This gap between local community knowledge and available data reveals a need for data digitization. Digitization of the design projects from the Potential Projects list, and outdoor recreation-related businesses from the ORA’s online database, elevates the value of the maps as an assessment and decision-making tool.

The resulting maps show the existing connections between MainStreet and outdoor recreation, and are a way to identify gaps as well as the potential projects that would serve to fill the gaps. The maps also include walk and drive circles that show a 10-minute walk and a 5-mile drive from the center of MainStreet. These multi-modal transportation circles demonstrate proximity and facilitate thinking about making accessible infrastructure connections between outdoor recreation assets and MainStreet.

# Data Categories

The following are the data categories and subcategories:

## NATURAL RESOURCES

- Land ownership by agency
- Water bodies

## RECREATIONAL RESOURCES

- Assets - Parks, trails , open space
- Amenities - Docks, Benches, Campgrounds, Wayfinding Signage

## ECONOMIC RESOURCES

- Outdoor recreation-related businesses
- Supportive Services - Lodging, Hospitals, restaurants

## CULTURAL RESOURCES

- Archeological assets
- Heritage - monuments
- Sense of Place - landmarks, branding, climate, elevation

## INFRASTRUCTURE RESOURCES

- Roads
- Sidewalks
- Bicycle Facilities
- Street Trees

Separate inventory assessments for each county demonstrate the wide variation in the data (existence of data, its availability), assets, and connections to MainStreet communities. The maps demonstrate where connections can be made.

The data inventory and gap identification can provide guidance for alnd acquisition; by identifying parcels adjacent to transportation infrastructure or existing assets, and nodes that would provide opportunities for boat landings, beach access, trail easements, or environmental or cultural interpretation.



PHOTO: AMY BELL

## Notes on Asset Mapping

Data for each county varies, both in terms of availability as well as categorization. For example, some counties had more extensive trail data digitized than others. There may be assets for each county that have yet to be digitized.

The Outdoor Recreation related business are those that support outdoor recreation in the nature of their goods or services. Examples include retailer for hiking boots, an outfitter, or a kayak rental business. Outdoor businesses were digitized from outdoor recreation division's online database, available here: <https://www.nmoutside.com/business-directory>

Potential Projects were mapped to see the relationship to outdoor recreation assets and outdoor recreation-related business. Since many of these potential projects are still in their incipient stages of development, their location on the map is an estimation. The 'Potential Facility' designation refers to a potential project that has yet to be sited.



## Step 5: Project Prioritization Tree

For this pilot study, the project team was asked to identify up to five outdoor recreation infrastructure projects that would support local economic development in MainStreet communities. Specific funding sources (The Outdoor Recreation Division Trails + grant and the Land and Water Conservation Fund) were identified as the main method for immediately supporting these projects. To assist in identifying and prioritizing projects that would meet these goals, a Project Prioritization Tree was created. This particular Prioritization tree is specific to this pilot study only, and should be expanded to better match a broader range of project types with available funding sources.

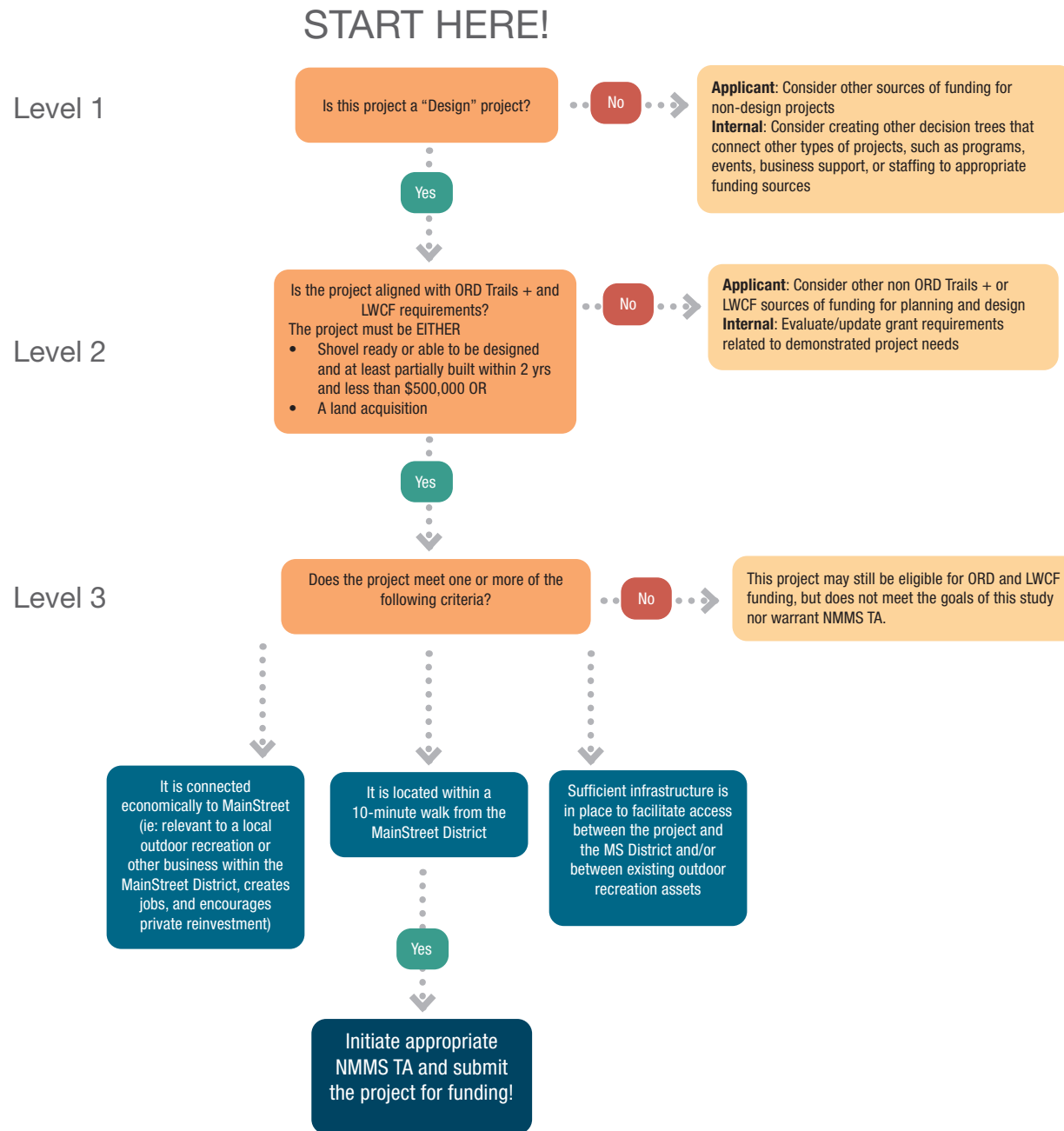
The Decision Tree provides a way to assess the projects that are planned to some degree and how they relate to existing outdoor recreation assets and local economic development. It ultimately provides a framework for project prioritization by applying grant-funding criteria and defining potential funding paths for each. The Pilot Project Prioritization Tree is based on two sources of funding currently available - the Outdoor Recreation Division Trails + Grant, and the Land and Water Conservation Fund (LWCF) grant. The Trails + grant can be used to match for the LWCF funds. Additionally, the Trails+ has a natural resources-

related requirement. The combinations could be up to a maximum of \$500,000 combination of the two funding sources.

The current stage of the project (i.e. planning, design, shovel-ready) is a key factor in matching funding sources. Many of the projects identified from planning documents and by the communities were in the planning stages, and not shovel ready. Smaller and rural communities have small budgets which often limits their ability to move past the planning stage. The identification of the gap between project status and funding may be filled with MainStreet technical assistance in order to help communities implement projects. The ability to identify a gap between project development need and funding sources is a valuable opportunity to target NMMS technical assistance that can move projects forward.

Project type is also a key factor in matching funding sources. While the grants were focused on shovel-ready infrastructure projects, there are also community priorities which are outside of this criteria. Programs, business support, and events are important ways to connect outdoor recreation and MainStreet for economic development, and there are other funding sources to support these types of projects.

Figure 2: Project Prioritization Tree



The project prioritization results were shared with each of the communities for feedback on whether the selected project for each County was in line with community priorities. The series of meetings conducted with community stakeholders was a valuable part of process as it helped to elucidate community priorities and some additional projects. These conversations are an important first step in facilitating state support of all of the identified projects in the long term.

The next step is to look at the community priorities that are not in alignment with the two grants to identify other sources for funding. These projects may still be considered for funding but do not meet the criteria for the two grants that were the focus of this pilot project. The Economic Development Department can help communities move these projects forward whether through design and technical assistance, or connecting to funding through other departments, such as Tourism.

Details related to the two grants that were the focus of this Project Prioritization Tree are available at: <https://www.mn.gov/outdoor-grants-equity-fund>



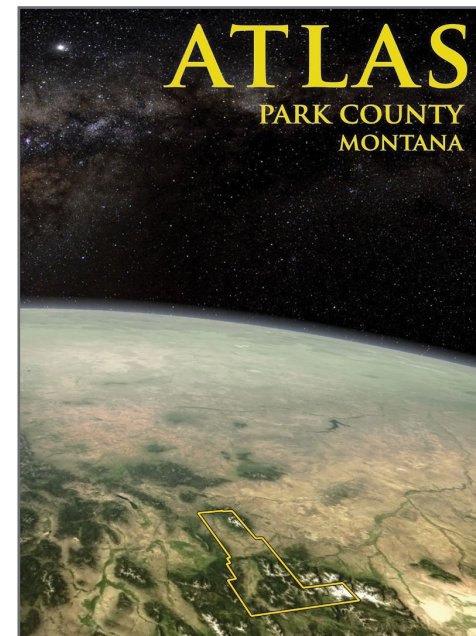
## CASE STUDY

# Creating a Usable Atlas for the County, City Staff, and the Public

The Park County Atlas was an example project that informed this pilot's process and methodology. It was the result of collaboration amongst a wide variety of individuals, organizations, and public and private entities. Park County, like many counties in the Intermountain West, is more diverse than most people might think. Future West, the lead on the project, realized that they had to get a sense of what these many different communities valued in order to inform long term planning efforts.

The Atlas project sought to educate about the past, improve understanding of current conditions, and ultimately support consideration of possible futures. The atlas has also proven to be a valuable promotional tool because it shows not only the breadth and depth of history and culture within Park County communities, but also indicates that the county “knows itself and has its act together.”

As most projects do, the atlas resulted in new questions that were considered in this study:



**The Park County Atlas was the result of collaboration across public and private entities. This inclusive approach can foster successful strategy partnerships to achieve various community development goals.**

- 1) What are the environmental impacts of outdoor recreation, and how do we mitigate negative consequences?
- 2) What are the new trends in outdoor recreation (e.g., e-bikes or ATVs) and how do these fit into the concept of sustainable and equitable community planning?
- 3) How do we plan for a future that we can be proud of?
- 4) How can better access to outdoor recreation for locals improve their pride in their community?

For more information:

<https://www.future-west.org/portfolio/park-beaverhead-county-atlases/?portfolioCats=38%2C39%2C%2C40%2C48>

## ACKNOWLEDGEMENTS

The Atlas of Park County, Montana is designed to support economic development, planning, tourism promotion and educational purposes. It presents a fact-based portrait of Park County's socioeconomic and demographic characteristics, natural resources, land use and infrastructure. It will serve as a community resource for local officials, teachers, the business community, landowners and visitors alike. In the future the atlas will serve as a baseline for measuring change in the county over time.

Production of the atlas was made possible through a partnership between Park County and the non-governmental organization Future West. The project was directed by the Park County Planning and Development Board and the Park County Planning Department. Funding was provided by Park County, the Park County Community Foundation, The Community Closet, Lewis Wilks, Frank Schroeder, and the Gallatin Area Planning Grant Program. Without the generous support of all of these organizations and individuals, this project would not have been possible.

Mapping and design services were provided by Gage Cartographics, and many photographers donated their images including students from Reann Nilan's Park High School photography class. Photo credits are included with each photograph. All of these high-quality images and maps helped to capture the many special qualities and assets of Park County; the authors are deeply appreciative of those who contributed their photographic talents. Printing services were provided with consideration by Printing for Less in Livingston.

In addition to the acknowledgments cited above, many other individuals and organizations provided information and materials used in the development of the atlas. They include the Park County GIS Department; Montana Department of Fish, Wildlife and Parks; Park County Commission; Park County Fire Warden Greg Coleman; Park County Historian Jerry Brekke; archaeologist Dr. Larry Lathen; Charlie Eubank of Eubank Land Inc.; Peter Fox; Robyn Egliff of Egliff Design; and Headwaters Economics. Data sources are included with all charts and graphs.

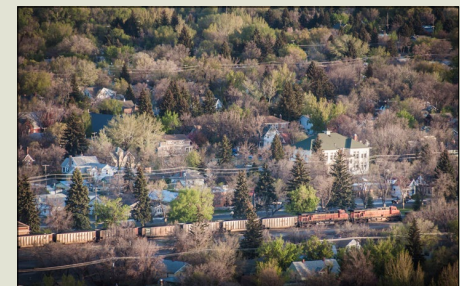
This atlas is available in print edition from the Park County Planning Department. Plans also call for the creation of an on-line interactive version that will be posted on the Planning Department website. To inquire about copies, call the Park County Planning Department at (406) 222-4102.



Yellowstone River - Alyssa Smith



Roundup Parade - Shawn Raech



Livingston - Tony Demis





**Colfax County**





PHOTO: AMY BELL

## Colfax County Key Findings

### *HOW WOULD YOU DEFINE AN "OUTDOOR RECREATION ASSET"?*

- A business or enterprise that offers an outdoor recreation program, product or event. \*Events must be a signature event—or some other qualifying event that celebrates a sense of place
- Accessibility to nature
- Results in job creation.

### *HOW WOULD YOU DEFINE SOMETHING THAT IS NOT AN "OUTDOOR RECREATION ASSET"?*

- An asset is not an asset until it is accessible
- Gray areas are worth exploring because they are important to outdoor-based connection to nature, for example: frisbee golf, but not organized sports

Question: How well prepared are we to support local and visitor outdoor recreation needs?

- Note: Other terms that are important to recognizing all of the moving parts of Mainstreet and outdoor recreation:
- Ancillary services: hospitality industry (e.g., bars and restaurants)
- Direct support business/service: outdoor recreation businesses (e.g., bike rental, guide shops, gear shops)

### *CONNECTION BETWEEN MAINSTREET AND OUTDOOR RECREATION*

The Colfax County group noted that MainStreet is the connector. MainStreet is where people come for information, food, etc. But, we need the infrastructure to connect downtown to outdoor recreation assets.

How much are we incentivizing locals to participate in outdoor recreation e.g., discount passes/coupons? We have to talk financial accessibility in Colfax County; in Raton we have high levels of poverty here, which means there are people who can't afford access fees.

Question: What is the threshold distance from downtown to an outdoor recreation asset?

### *FILLING THE GAPS?*

It seems as though there is potential for public transit. The train depot and bus station are huge assets but "we don't have whole system (public transit) in place for all of the [possible] connections."



***“Think about the vibe of MainStreet—  
if MainStreet feels centered around  
outdoor recreation activity, then  
conversations happen.”***

#### COMMUNITY NEEDS

- Dedicated transportation planning
- Converting mining and logging roads to recreation
- Wayfinding
- Inventory what we have!
- Develop stronger working relationships with partner organizations—Viva Connects, NM NE Tourism (e.g., birding guides), Raton walk/ramble guide, BLM, Department of Agriculture, cities and counties—to ensure that outdoor enthusiasts know what we have. Lots of different places to get the information but needs to be digestible and all in one place.
- Think about what vibe MainStreet has: if MS feels centered around OR then the conversations happen. For example: Kayaks on cars, mountain bikes parked on street. Need to ask ourselves: “what do we want to be, to both locals and visitors?”
- Regional Thinking: “To get to Raton you go through other towns/communities, e.g. “Angel Fire, we need to think about how to make these connections, AND vice versa.”

#### WHAT CONSIDERATIONS ARE KEY FOR ENSURING OR DEVELOPMENT SUPPORT IS RIGHT-SIZED FOR THE LOCAL COMMUNITY?

The Colfax County group expressed concerns about becoming over-developed and thus losing their identity. They also shared concerns about affordable housing. And posed the question: How do you build a stewardship ethic into these outdoor activities? e.g., “Leave No Trace.” Which means thinking about: providing information and education to locals and visitors, and enforcement of policies.

You get youth interested and involved, and you get families, too.

We need to increase youth involvement by building desire to be outdoors, and the skills to safely be outdoors.

# Colfax County Asset and Project Mapping

## Planning Documents Reviewed

- Land and Water Conservation Fund Project List
- Colfax County Comprehensive Plan (2015)
- Visit Colfax County (ND)
- North East NM Economic Development Organization Economic Development Strategic Plan (2016)
- City of Raton Comprehensive Plan (2021)
- Raton Downtown Master Plan (2015)
- Raton Arts & Culture District, Resource Team Assessment (2010)
- Village of Cimarron Comprehensive Plan (2009)
- 2020 Outdoor Recreation Taskforce/ OR Possibilities for Raton (2020)
- Raton MainStreet Community Economic Assessment (2006)

## GIS Data

### *NATURAL RESOURCES*

- Land ownership by agency
- Water bodies

### *RECREATIONAL RESOURCES*

- Assets - Parks, open space, sports fields
- Amenities - Dock, Water Access points, Benches, Campgrounds, Wayfinding Sign inventory of locations

### *ECONOMIC RESOURCES*

- Assets - Parks, open space, sports fields
- Outdoor recreation-related businesses
- Lodging
- Hospitals

### *CULTURAL RESOURCES*

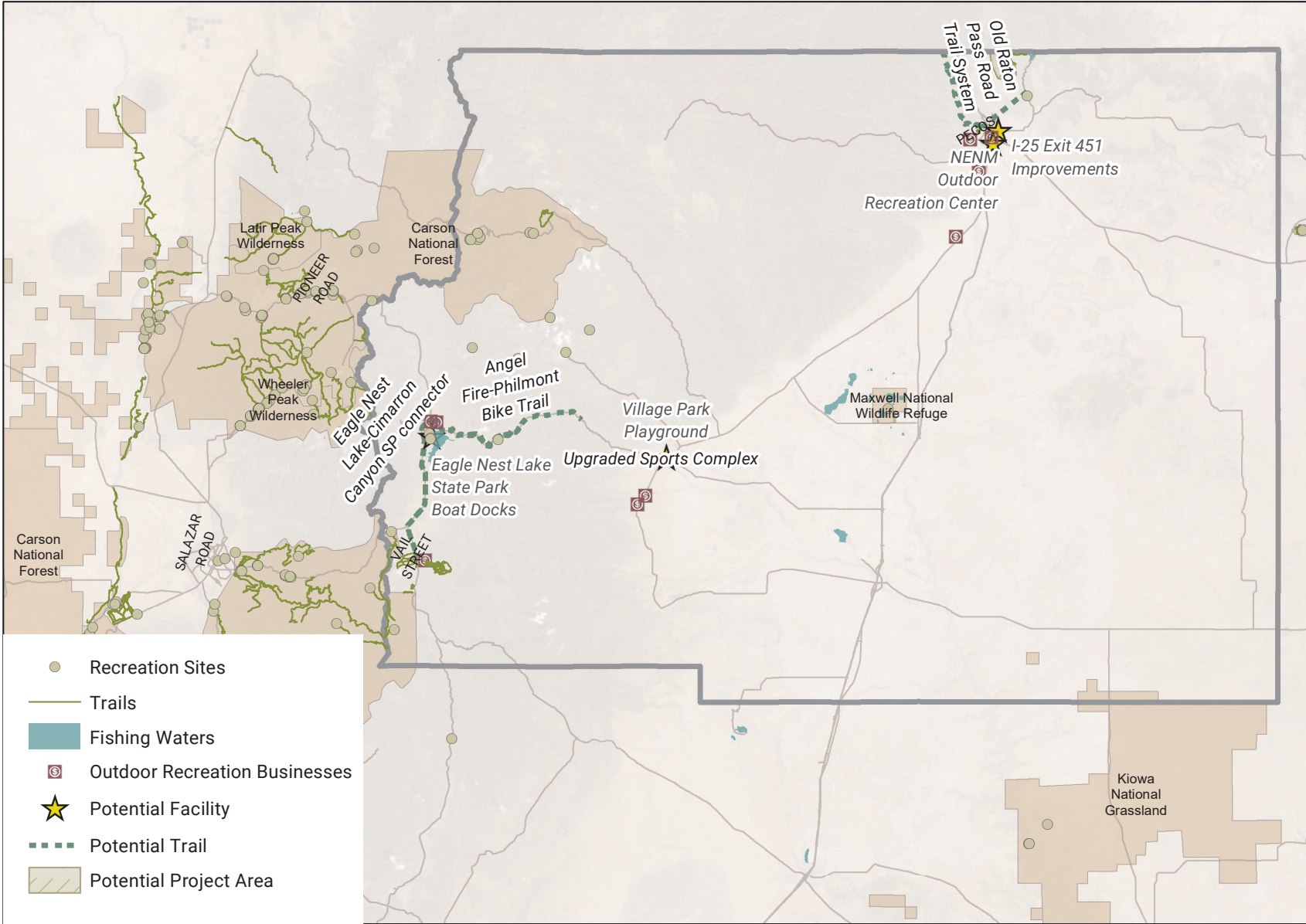
- Archeological assets
- Heritage - monuments
- Sense of Place - landmarks, branding, climate, elevation

### *INFRASTRUCTURE RESOURCES*

- Roads
- Sidewalks
- Bicycle Facilities
- Street Trees



Figure 3: Colfax County | County-wide Assets



**OUTDOOR RECREATION ATLAS**  
Colfax County | Assets, Businesses and Potential Projects

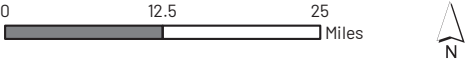
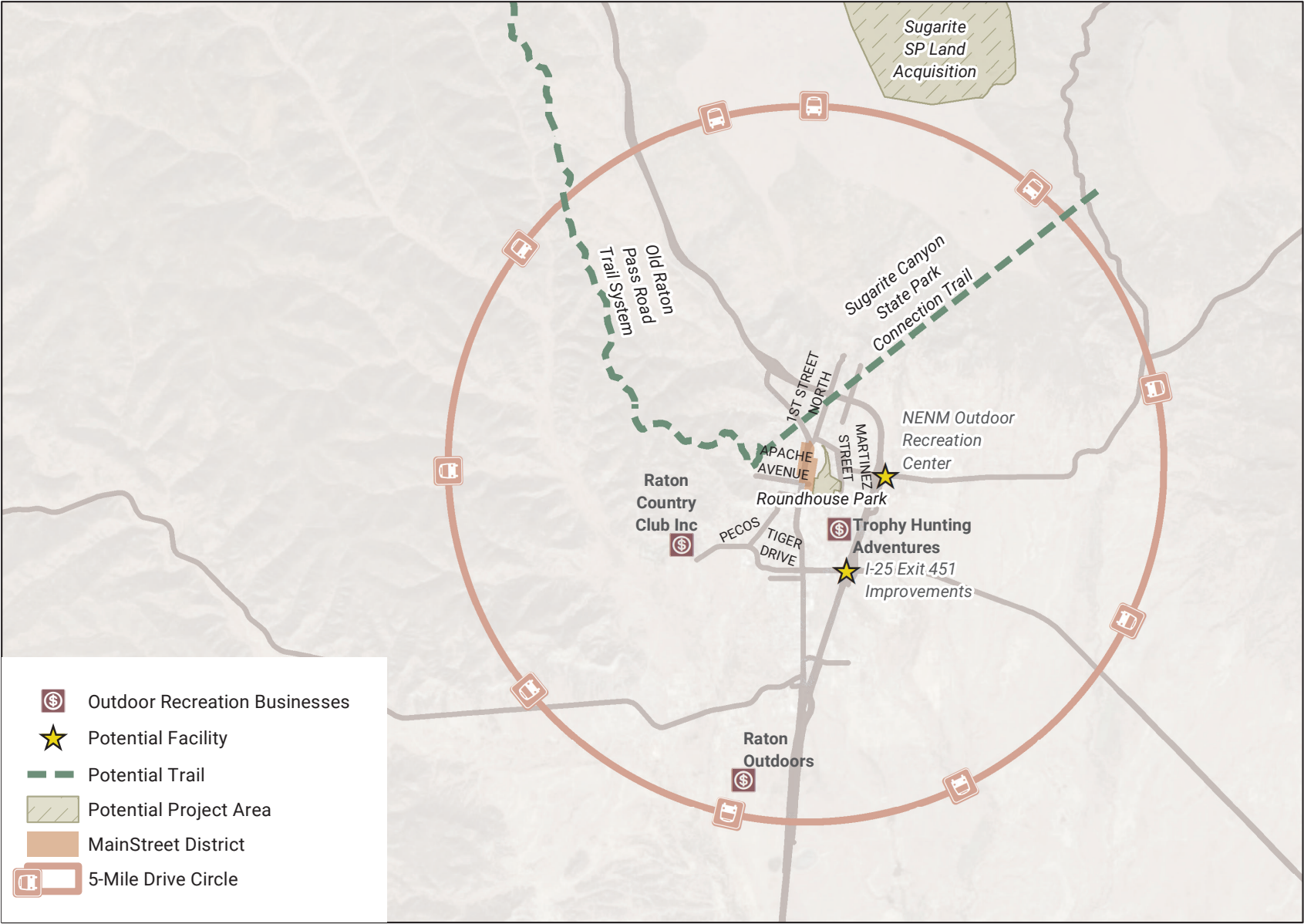


Figure 4: Colfax County | MainStreet Vicinity



**OUTDOOR RECREATION ATLAS**  
Colfax County | Raton MainStreet Vicinity | Assets, Businesses and Potential Projects

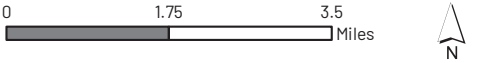




Figure 5: Colfax County | Raton MainStreet Assets and Potential Projects



**OUTDOOR RECREATION ATLAS**  
Colfax County | Raton MainStreet | Assets, Businesses and Potential Projects





**Lincoln County**





PHOTO: WILL MOSES

## Lincoln County Key Findings

### HOW WOULD YOU DEFINE AN “OUTDOOR RECREATION ASSET”?

- Outdoor activity supported by a business (e.g., for bird watching you need boots, binocs, guidebooks)
- Recreational assets are those things you already have.
- Organized sports: Athletic fields serve as homes to outdoor recreation assets (e.g., fields are used as winter tubing area, for summer zipline, for all season outdoor events)
- Golf is considered both a sport and outdoor recreating
- Disc golf is big in Ruidoso, and is also considered an outdoor recreation sport.

Organized sports are important outdoor recreation assets in Lincoln County. They see a need to grow their organized sports venues (e.g., adult and youth softball tournaments have seen tremendous growth), by working with outlying communities in the county (e.g., Ruidoso Downs).

We have a lot of assets but short on amenities. An important part of the conversation with Lincoln County folks was about asset vs. amenity. Assets are physical things you already have but until you

leverage them with amenities they are not usable or growable. The key is to acknowledge assets, goal is to grow and leverage them via amenities (e.g., river is there but need amenity to make it an asset).

- An asset isn't an asset until it can be accessed
- Support Service – bike rental, guide shop, equipment supply
- Ancillary service – hospitality – lodging, food – while we don't need to map, need to know how many rooms area available and where to get gas

How do we connect everything?

Lincoln County has unique opportunities to leverage ORAs through interconnectivity, infrastructure is key to establishing better connections (e.g., trail development to enable connections to local amenities).

### Opportunities and Unique Programs:

- OR Business Incubators
- We have an app for that! Analyzing data from cell phones; Apps allow people to see what assets and amenities are there/available.

Resources to get people outside. Birding and hiking guides, OnX – GPS Map apps for hunting, hiking & off-roading

Ordinances can restrict outdoor recreation. County ordinance allows OHVs on roads but city does not. So, how do you make

access between city and county, and attendant assets, seamless?

Important to build upon and manage what they have. Something they learned during the pandemic is that there is overuse in some areas, so they want to diversify outdoor recreational assets. There is potential for more projects so they are working on master plans for additional projects, which they think will help manage overuse. For example, they have National Forest on 3 sides of Ruidoso and very few designated ATV trails. Other opportunities: Converting mining and logging roads to outdoor recreational uses.

A county-wide approach: Cities like Ruidoso need to feel like they are on same page as county.

#### *HOW WOULD YOU DEFINE SOMETHING THAT IS NOT AN "OUTDOOR RECREATION ASSET"?*

People feel a bit conflicted, with regard to the natural resources that are available and how you leverage them in relation to sports-related activities that are everywhere, while natural resources are unique! So, they are thinking about competitive advantage: which assets to leverage most for strategic gain? Therefore, they are thinking about a tiered structure of priority for assets, and not just those in Lincoln County but regional, and even across state lines.

#### *CONNECTION BETWEEN MAINSTREET AND OUTDOOR RECREATION*

This group was very clear about that fact that connections to assets are not in place:

- lack infrastructure for walking and bikes
- lack of connections from outdoor recreation assets to lodging and restaurants

The Lincoln County group noted that lots of planning and funding sources are needed to make connections. Things to think about with regard to making these connections for bicycles:

- illegal to ride on sidewalks
- riding in traffic is unsafe

***Lincoln County:  
"Where adventure begins at  
the coffeeshop and ends at  
the brewery."***

People want places to hike, bike, swim, and camp, but also want nice parking lots, public transit, safe trails, adequate signage, nice bathrooms – we are not there yet.

Barrier to use: locals vs. visitors. There is concern from locals about access during high-use/event weekends.

Ideal situation for Main Street would be if you could connect the trails so you can ride one trail, go to town for lunch, then ride another trail in the afternoon.

#### *WHAT CONSIDERATIONS ARE KEY FOR ENSURING OR DEVELOPMENT SUPPORT/IS RIGHT-SIZED FOR THE LOCAL COMMUNITY?*

Build on sense of place

- Moon mountain would add a lot to the community: potential for job creation, and a unique destination for locals and tourists
- The river: access and activities

# Lincoln County Asset and Project Mapping

## Planning Documents Reviewed

- Land and Water Conservation Fund Project List
- Lincoln County Comprehensive Plan (2007)
- Ruidoso Comprehensive Plan (2019)
- Ruidoso Economic Development Strategy (2019)
- Village of Ruidoso Strategic Plan (2020)
- Ruidoso Sudderth Corridor Metropolitan Redevelopment Plan (2021)
- Ruidosos Downs Comprehensive Plan and Survey (2020)
- Grindstone Canyon Master Plan (2021)
- Lincoln County Code of the West (2008)
- Ruidoso MRA District Conditions Analysis and MRA Designation Report (2021)

## GIS Data

### *NATURAL RESOURCES*

- Land ownership by agency
- Water bodies

### *RECREATIONAL RESOURCES*

- Assets - Parks, open space, sports fields
- Amenities - Dock, Water Access points, Benches, Campgrounds, Wayfinding Sign inventory of locations

### *ECONOMIC RESOURCES*

- Assets - Parks, open space, sports fields
- Outdoor recreation-related businesses
- Lodging
- Hospitals

### *CULTURAL RESOURCES*

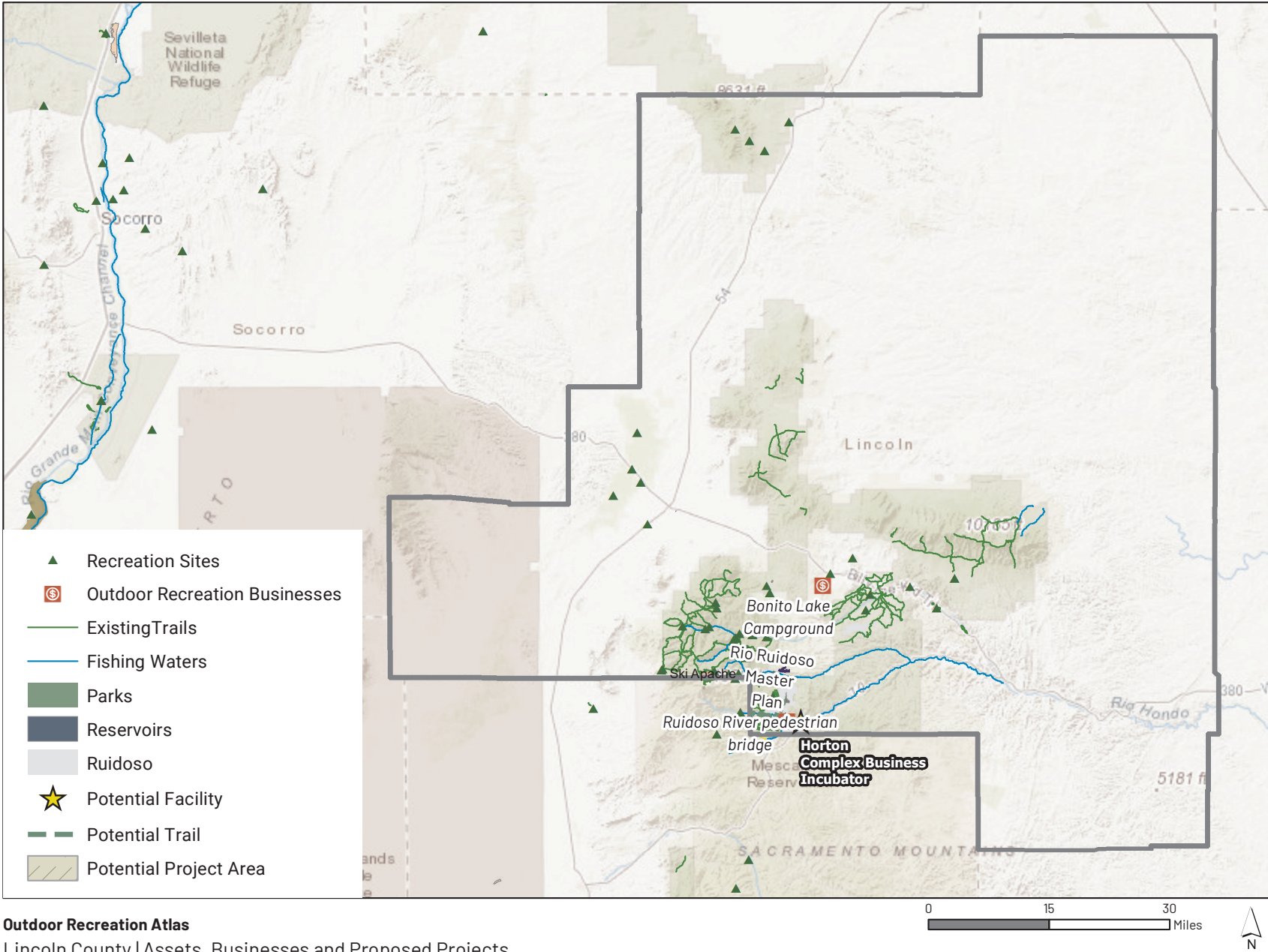
- Archeological assets
- Heritage - monuments
- Sense of Place - landmarks, branding, climate, elevation

### *INFRASTRUCTURE RESOURCES*

- Roads
- Sidewalks
- Bicycle Facilities
- Street Trees



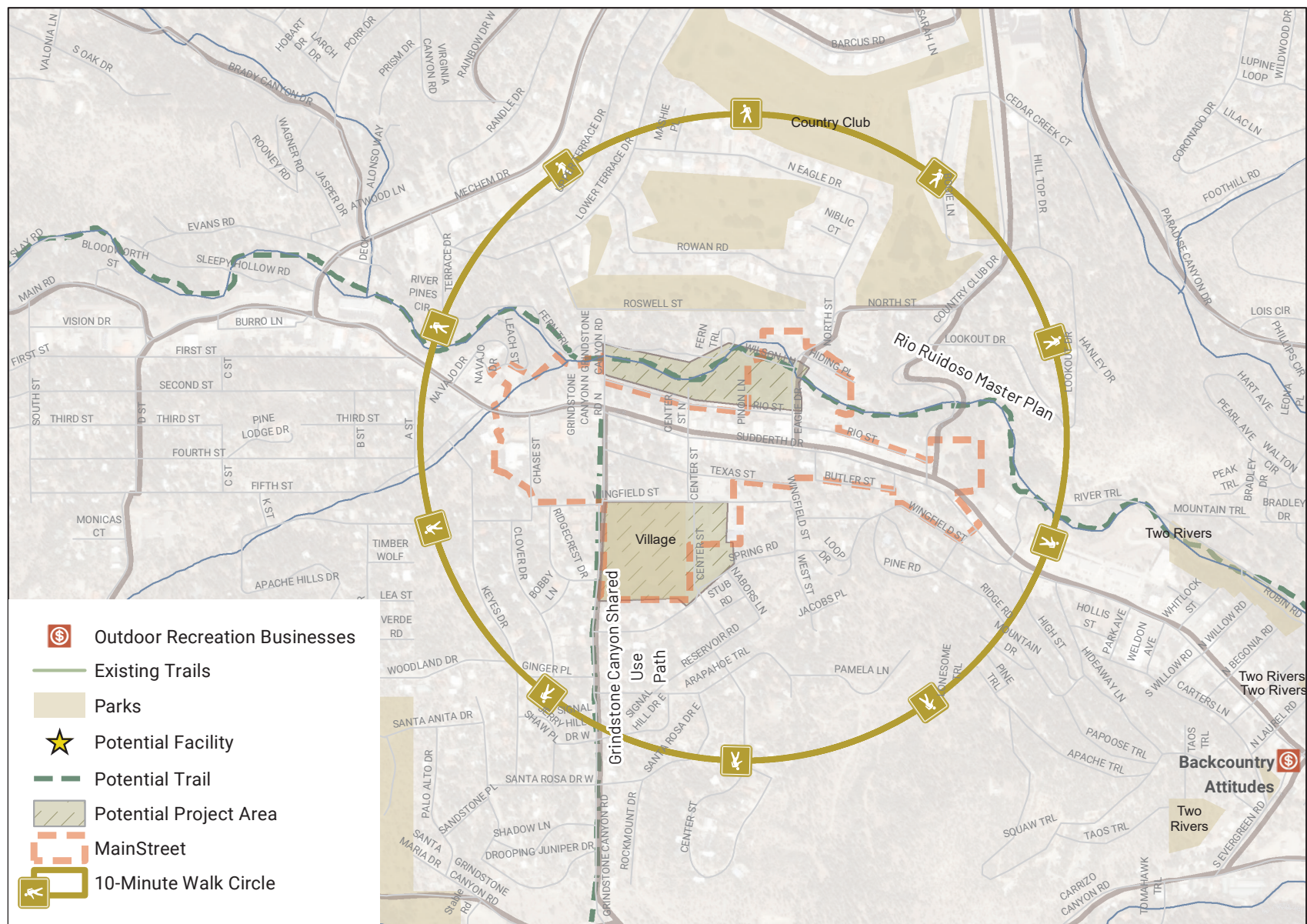
Figure 6: Lincoln County | County-wide Assets



Lincoln County | Ruidoso MainStreet Vicinity | Assets, Businesses and Proposed Projects



Figure 8: Lincoln County | MainStreet Vicinity | Assets, Businesses and Proposed Projects



#### Outdoor Recreation Atlas

Lincoln County | Ruidoso MainStreet | Assets, Businesses and Potential Projects





# McKinley County





## McKinley County Key Findings

McKinley's focus is on development that will be supportive of and strengthen the local community as a first priority. This includes ways for them to engage outdoor recreation, and also having resources available to facilitate enjoyment of an asset (For example, have a bike shop if there is a bike trail).

### *HOW WOULD YOU DEFINE AN "OUTDOOR RECREATION ASSET"?*

- Any location where outdoor activity can take place. The standard hiking, biking, equestrian, e-bikes/motorized, and one of my favorites, disc golf course.
- Assets includes users, trail builders, and businesses
- Accessible to the differently-abled
- Family-oriented
- An outdoor recreation asset is a trail, park, or facility that draws individuals or groups to enjoy the outdoors. They are unique and cultivated areas in and around a community. They can be leveraged to create entrepreneurial opportunities within a community; that is, these assets should have some economic viability.

### *HOW WOULD YOU DEFINE SOMETHING THAT IS NOT AN "OUTDOOR RECREATION ASSET"?*

- Any indoor location such as theaters, restaurants, or outdoor markets

- most agricultural grazing leases = need ag tax break to convert
- Municipal bike lanes, parks maintained for non-tournament youth or adult sports, neighborhood playgrounds, tennis, basketball, pickleball courts

### *CONNECTION BETWEEN MAINSTREET AND OUTDOOR RECREATION*

There is general sense that Gallup MainStreet is currently disconnected from outdoor recreation assets. Gallup's focus has been on initiatives related to arts and culture, and focus has been on the main street corridor. This has resulted in a strong MainStreet corridor, setting the stage to connect MainStreet resources, businesses and activity to the surrounding outdoor recreation assets.

Zuni is focused on MS corridor not OR assets; though it is important to note that the MS corridor is strong just not connected to recreation opportunities.

One specific suggestion for the downtown to have a kiosk with information on how to access trailheads that aren't too far away illustrates an underlying need for infrastructure to make those connections.



*All of the participants in the McKinley stakeholder meeting consider their MainStreet community to be either not well connected or totally disconnected from outdoor recreation assets.*

The group identified opportunities that generally fall into Promotion and Economic Vitality:

- Outdoor recreation promotion within the District
- Expand existing businesses related to outdoor recreation
- Support new business related to outdoor recreation
- Youth development / educational programming / skills development
- Partnerships between for-profit and non-profit
- Improve “approachability” (goes beyond “accessibility”) to outdoors for residents
- Events

Details related to events:

- high desert trail – 2 annual events but due to lack of staffing no longer happen – need something more stable and link trail to MS
- Get events that are outside of town linked to MS/downtown
- Farmington: “we rock grand national” – selling Farmington as a place for such annual events – maybe convert to bicycle competition
- Need to spread out events = so don’t have 1 weekend a month filled with events
- Assets/Events: media/info channel to people informed
- “Crit”erium events for mtn bikes
- make it a spectacle/seasonal
- Race packets pick-up = need daily use of downtown, even for events

#### WHAT CONSIDERATIONS ARE KEY FOR ENSURING OR DEVELOPMENT SUPPORT/IS RIGHT-SIZED FOR THE LOCAL COMMUNITY?

- What the local community will participate in on a regular basis (not just events)
- Sustainable projects: responsible parties for cleaning up litter and maintaining physical structures
- Cultural histories and values related to outdoor recreation
- Care regarding prehistoric archeological sites – challenges opening these lands because of the potential damage to these assets, cultural significance
- What’s available to people to enjoy/have access to the OR assets
- Provide guides for use of assets: wayfinding, person, printed materials to facilitate the use of them
- Investigating digital kiosks/visit widget (e.g., Ruidoso website) and using Augmented Reality
- Transparency and open communication
- Supporting local entrepreneurs
- NMMS tech assistance, workshops, mentors, etc. (Entrepreneurial interest to build business but need the communications support)
- Gallup: Physical infrastructure, re: state highways = impediment and/or opportunity
- e.g., entering downtown safely on a bike or walking
- Gallup: Lodging: need more lodging downtown connect lodging downtown to ORA.

# McKinley County Asset and Project Mapping

## Planning Documents Reviewed

- Land and Water Conservation Fund Project List
- McKinley County Comprehensive Plan Update (2012)
- City of Gallup Growth Management Plan Update (2016)
- Gallup Arts & Cultural District Plan (2015)
- Gallup Downtown Redevelopment Plan (MRA Plan) (2015)
- UNM – Indigenous Design and Planning Institute Community Plan (2014)
- Navajo Nation Comprehensive Economic Development Strategy (2018)
- Zuni MainStreet Community Economic Assessment (2014)
- Gallup MainStreet Community Economic Assessment (2006)

## POTENTIAL PARTNERSHIPS

- McKinley County
- City of Gallup
- Zuni Pueblo
- Navajo Nation
- NMDOT

## GIS Data

### NATURAL RESOURCES

- Land ownership by agency
- Water bodies

### RECREATIONAL RESOURCES

- Assets - Parks, open space, sports fields
- Amenities - Dock, Water Access points, Benches, Campgrounds, Wayfinding Sign inventory of locations

### ECONOMIC RESOURCES

- Assets - Parks, open space, sports fields
- Outdoor recreation-related businesses
- Lodging
- Hospitals

### CULTURAL RESOURCES

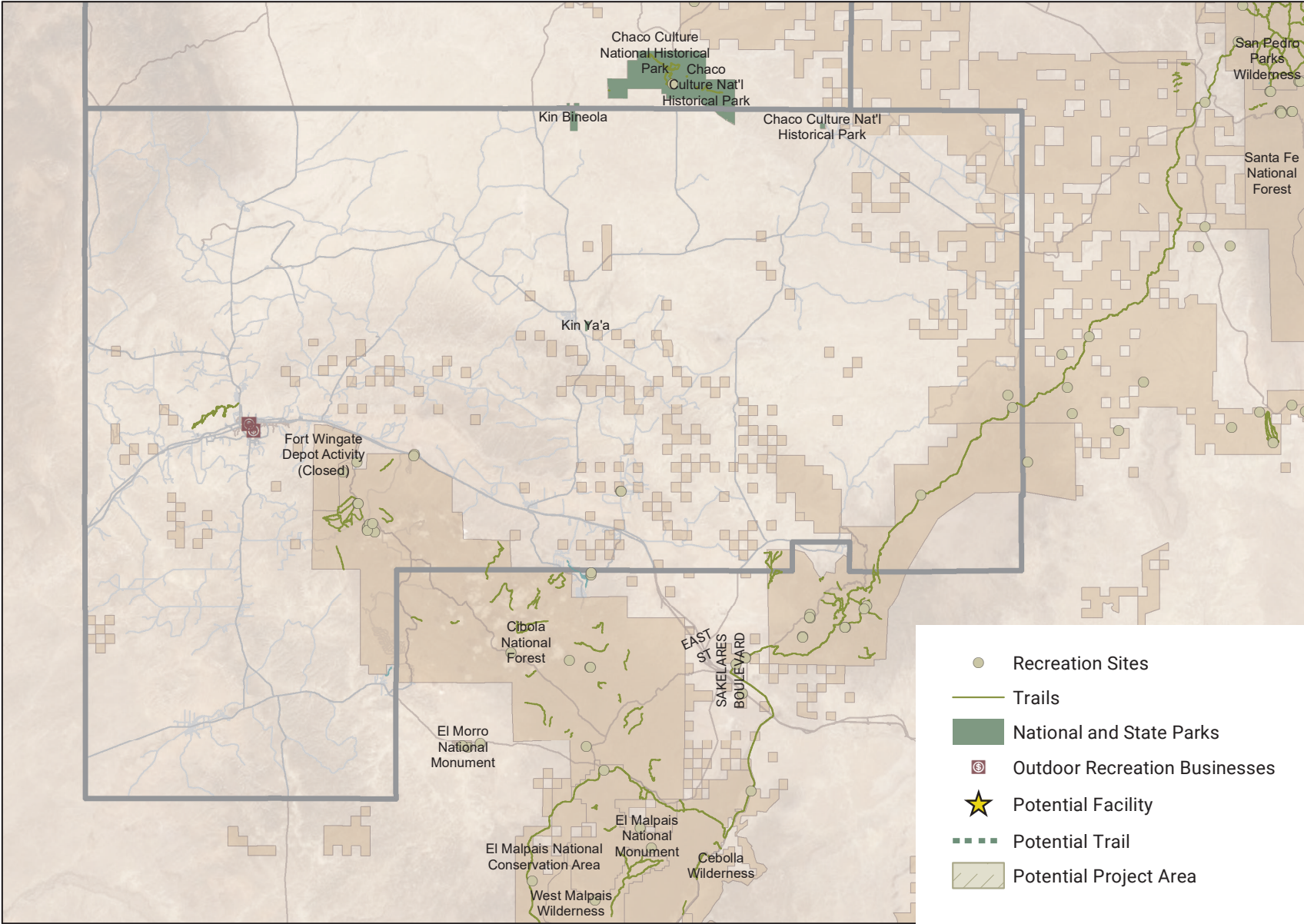
- Archeological assets
- Heritage - monuments
- Sense of Place - landmarks, branding, climate, elevation

### INFRASTRUCTURE RESOURCES

- Roads
- Sidewalks



Figure 9: McKinley County | County-wide Assets



**OUTDOOR RECREATION ATLAS**  
McKinley County | Assets, Businesses and Potential Projects

Figure 10: McKinley County | MainSteet Vicinity | Asset and Potential Project Map

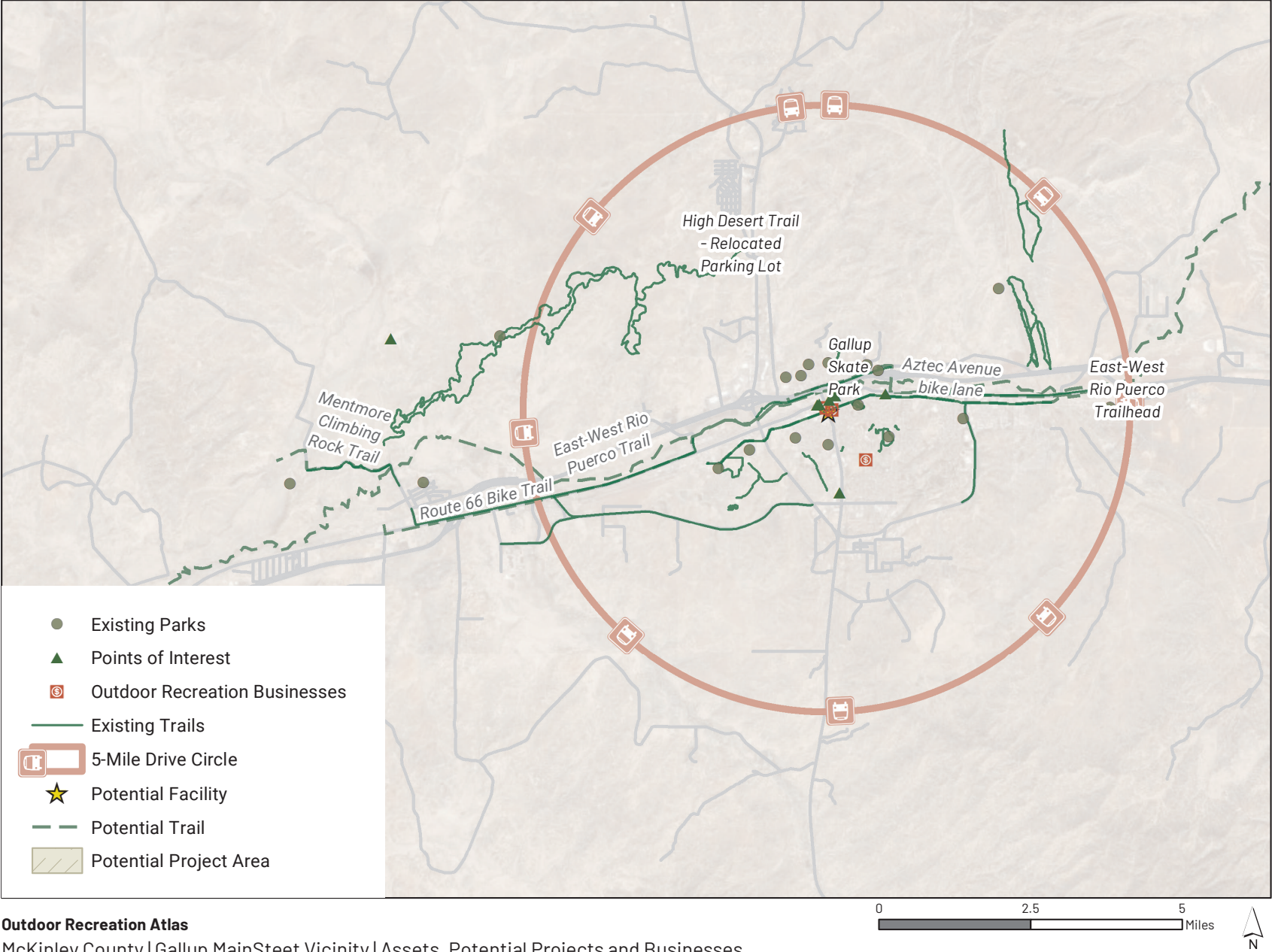


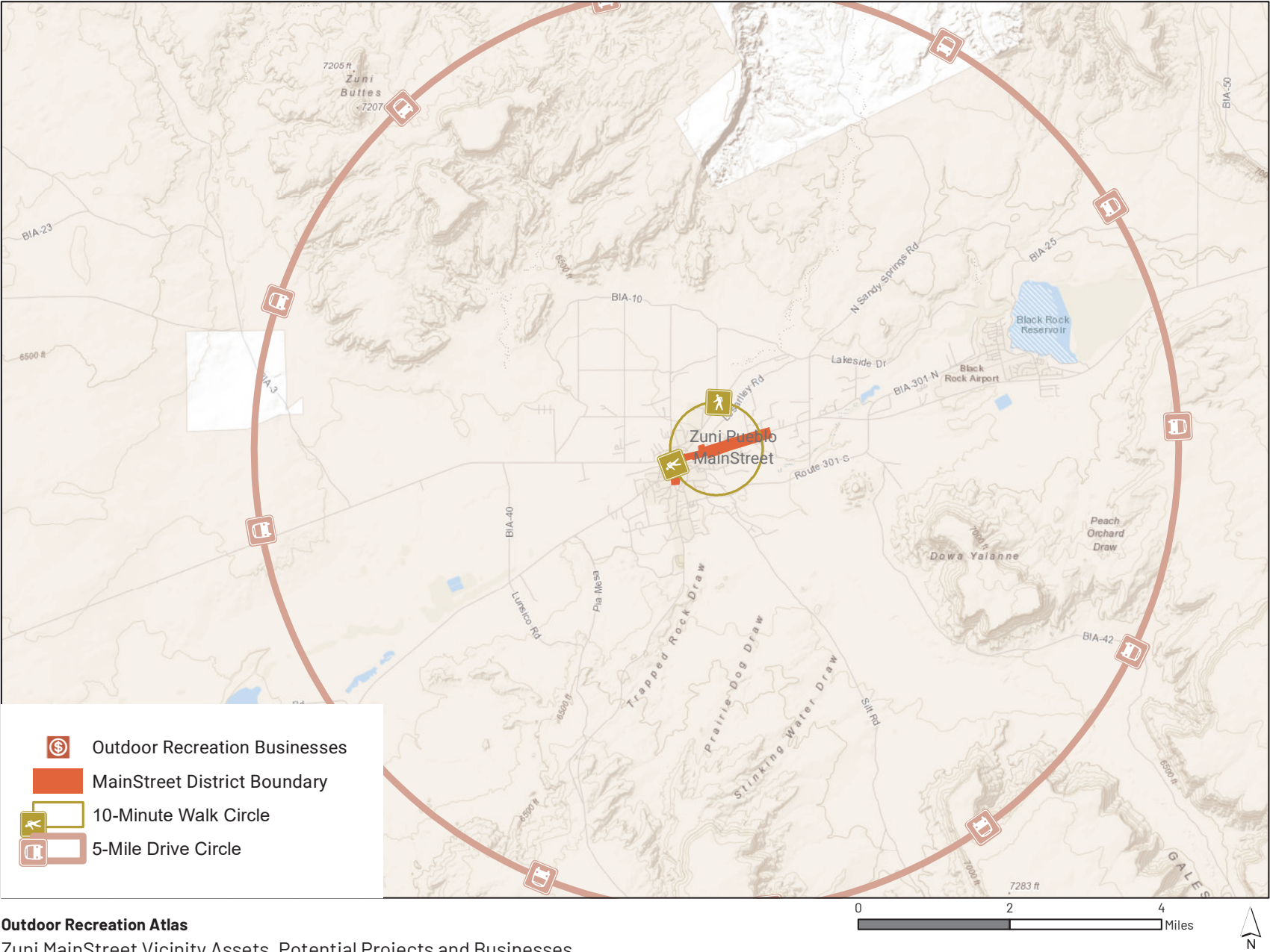


Figure 11: McKinley County | Gallup MainStreet Potential Projects



**Outdoor Recreation Atlas**  
Gallup MainStreet Assets, Potential Projects and Businesses

Figure 12: McKinley County | Zuni MainStreet Vicinity | Asset and Potential Project Map







# San Juan County





PHOTO: AMY BELL

## San Juan County Key Findings

### *HOW WOULD YOU DEFINE AN "OUTDOOR RECREATION ASSET"?*

- Everything from camping to hunting to birdwatching and peak bagging
- ORAs can come in many forms, for locals it's about quality of life
- Foster a connection to the outdoors = if you leave it really broad, assets are limitless
- Family friendly and newbie friendly, gradation of ability and risk = spectrum of activities
- Any assets that attracts crowds of people to an outdoor area for recreation purposes
- Any asset that fosters a connection to outdoors, nature, or that enhances one's life
- An outdoor area that provides value or benefits to those who use it
- In town and outside out town
- Natural and man-made
- Motorized and non-motorized
- We have assets but just have not capitalized on them yet

- Many communities in the county are isolated, which means the tourism base is not as prolific
- We need to develop packaged experiences too, not just DIY outdoor recreation

Note: There may be conflicts based on people's priorities.

### *HOW WOULD YOU DEFINE SOMETHING THAT IS NOT AN "OUTDOOR RECREATION ASSET"?*

- Indoor, "contained uses" (e.g., playgrounds, skate parks)
- Organized youth sports
- Anti-asset: not appealing, a distraction (e.g., junk in yards) that contributes to a "negative" sense of place. We don't want to dissuade visitors from looking around/finding recreation opportunities.

Note: How can we transition from extractive uses to a focus on stewardship activities?



***“Everything from camping to hunting to birdwatching and peak bagging.”***

## *CONNECTION BETWEEN MAINSTREET AND OUTDOOR RECREATION*

The general feeling is that MainStreet communities are connected to identified outdoor recreation assets but not necessarily well connected. The connecting features are:

- Visual connections: Just to south of downtown core = visual connection (Farmington)
- “Domino Effect”: Connections via a variety of amenities (historic downtown, river, OR businesses) = “domino effect”/ lead people along because paths are continuous
- Physical/infrastructure connections: Sidewalk and trails/ physical things that connect opportunities so you just keep going along from activity to activity.
- Via Wayfinding/signage for access points, on trails, and for education—for both the community and for visitors.

## *COMMUNITY NEEDS*

- Connect different areas of town, not just Main Street/CBD
- Improve infrastructure for OR industry: retail, outdoor recreation assets, and public lands
- Create a solid web/network of sidewalks, bike routes, and off-

street trails that get people easily and safely from place to place: e.g., off road and ped trails, parks to river to trails to retail.

Pedestrian access/robust walkways: have sidewalks and roads that go from A to B: walkable, aesthetically pleasing, well-lit, and with streetscape amenities

Safety: safely get from place to place, without having to cross busy roads

- Develop protected/dedicated bike lanes
- Develop Signage: to trails and on trails

Question: What about e-bikes, scooter-share, and bike-share? We have to think about how to incorporate these into our system; that is, develop appropriate [integrated] infrastructure.

## *WHAT CONSIDERATIONS ARE KEY FOR ENSURING OR DEVELOPMENT SUPPORT/IS RIGHT-SIZED FOR THE LOCAL COMMUNITY?*

- Meeting need of local community members first, then market to world = community need and desire
- Based on what we’ve learned from Moab, need to think about traffic, up-sizing infrastructure

# San Juan County Asset and Project Mapping

## Planning Documents Reviewed

- Land and Water Conservation Fund Project List
- San Juan County Growth Management Plan (2018)
- 2045 Metropolitan Transportation Plan (2020)
- Farmington MPO Bicycle and Pedestrian Plan (2019)
- Farmington Consolidated Plan (2019)
- Farmington Comprehensive Plan (2002)
- Farmington Downtown MRA Plan (2019)
- Aztec Economic Development Strategic Plan (2010)
- Aztec Downtown MRA Plan (2018)
- Aztec Vision Plan (2014)
- Aztec Parks & Recreation Enhancement Plan (2016)
- Animas River Trails System Plan (2012)
- Revitalizing Main Street, Vision and Implementation Plan (Farmington) (ND)
- Major Thoroughfare Plan (2012)

## GIS Data

### *NATURAL RESOURCES*

- Land ownership by agency
- Water bodies

### *RECREATIONAL RESOURCES*

- Assets - Parks, open space, sports fields
- Amenities - Dock, Water Access points, Benches, Campgrounds, Wayfinding Sign inventory of locations

### *ECONOMIC RESOURCES*

- Assets - Parks, open space, sports fields
- Outdoor recreation-related businesses
- Lodging
- Hospitals

### *CULTURAL RESOURCES*

- Archeological assets
- Heritage - monuments
- Sense of Place - landmarks, branding, climate, elevation

### *INFRASTRUCTURE RESOURCES*

- Roads
- Sidewalks



Figure 13: Outdoor Recreation Assets | County San Juan County

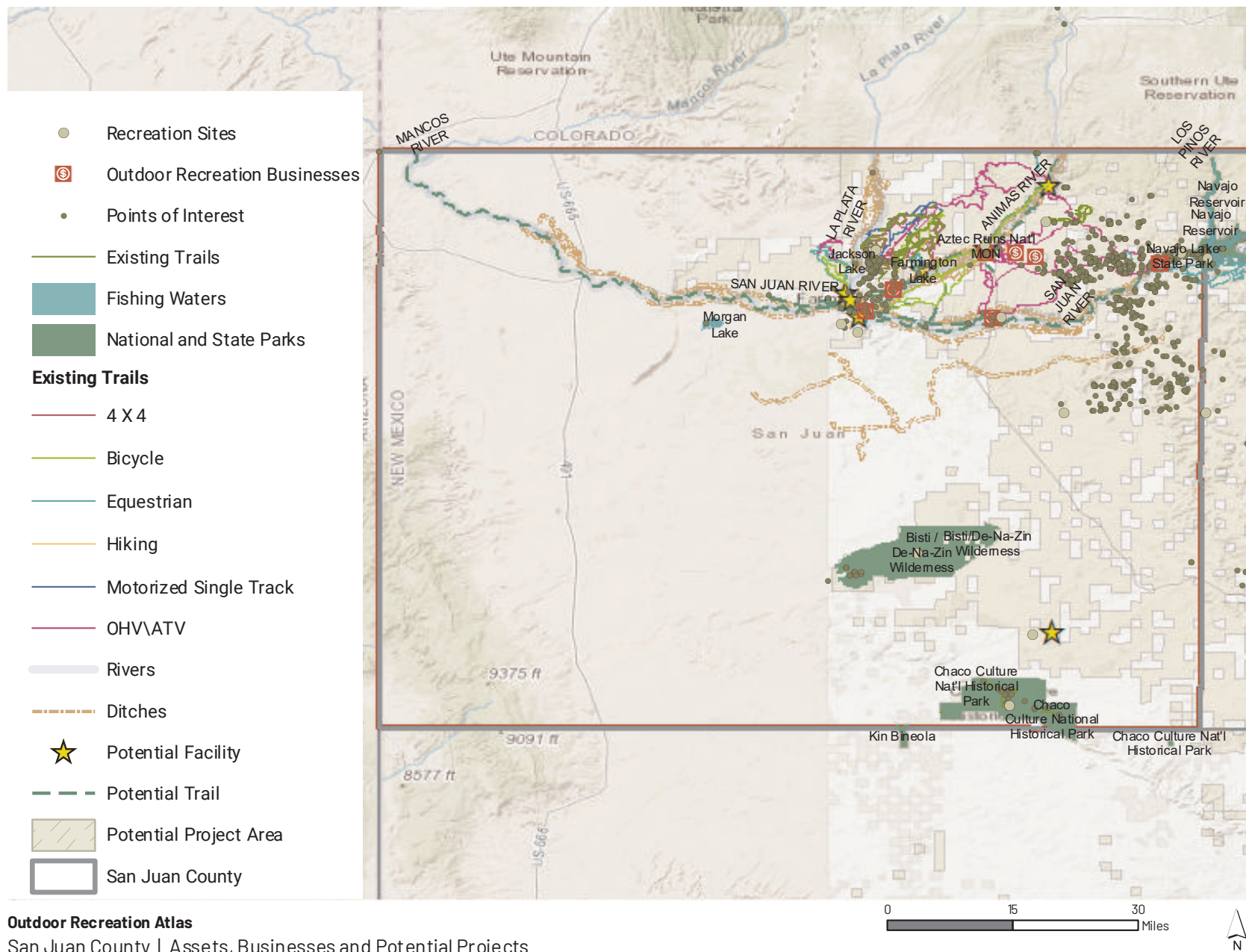


Figure 14: Outdoor Recreation Assets | Area | San Juan County

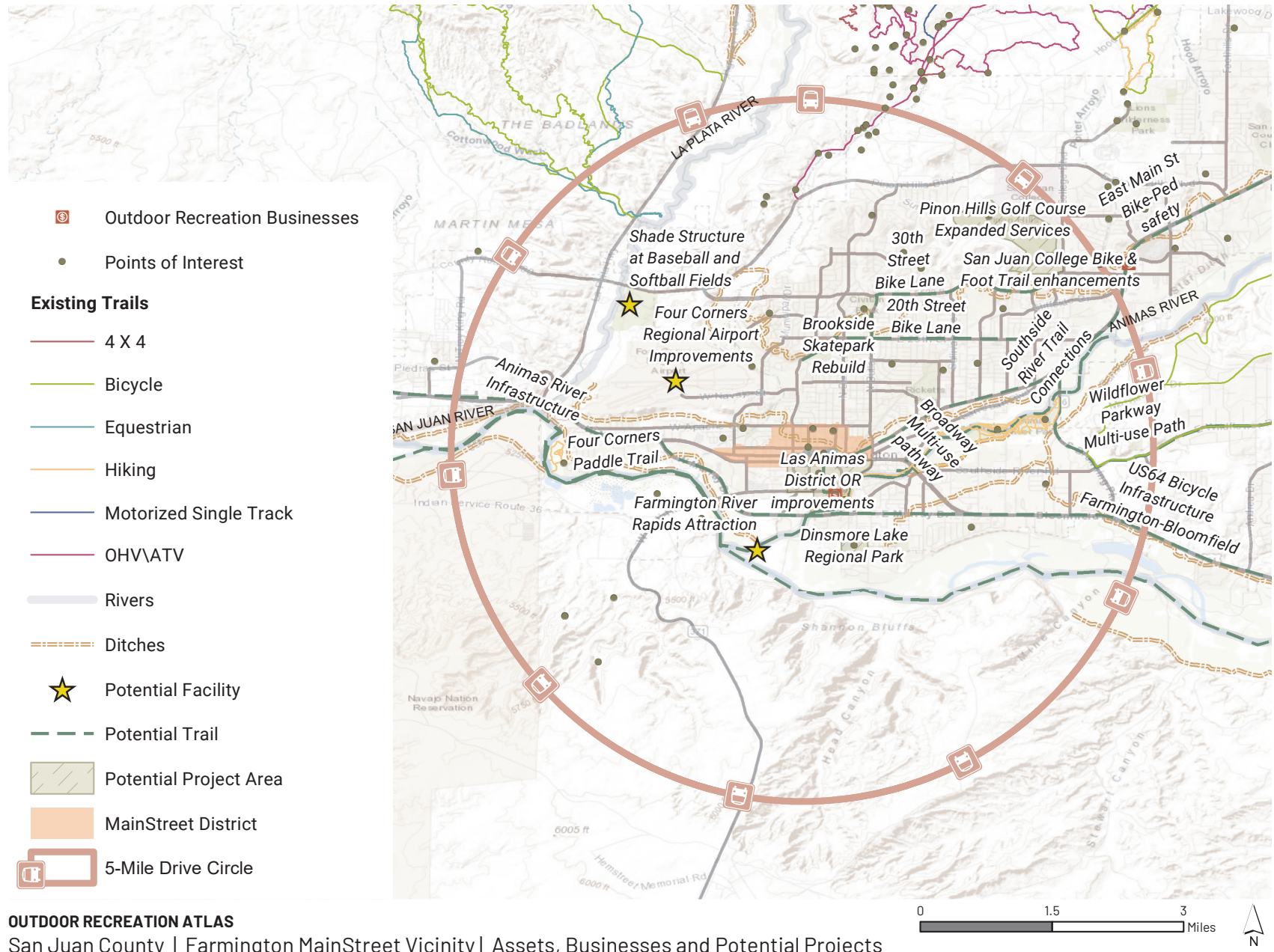
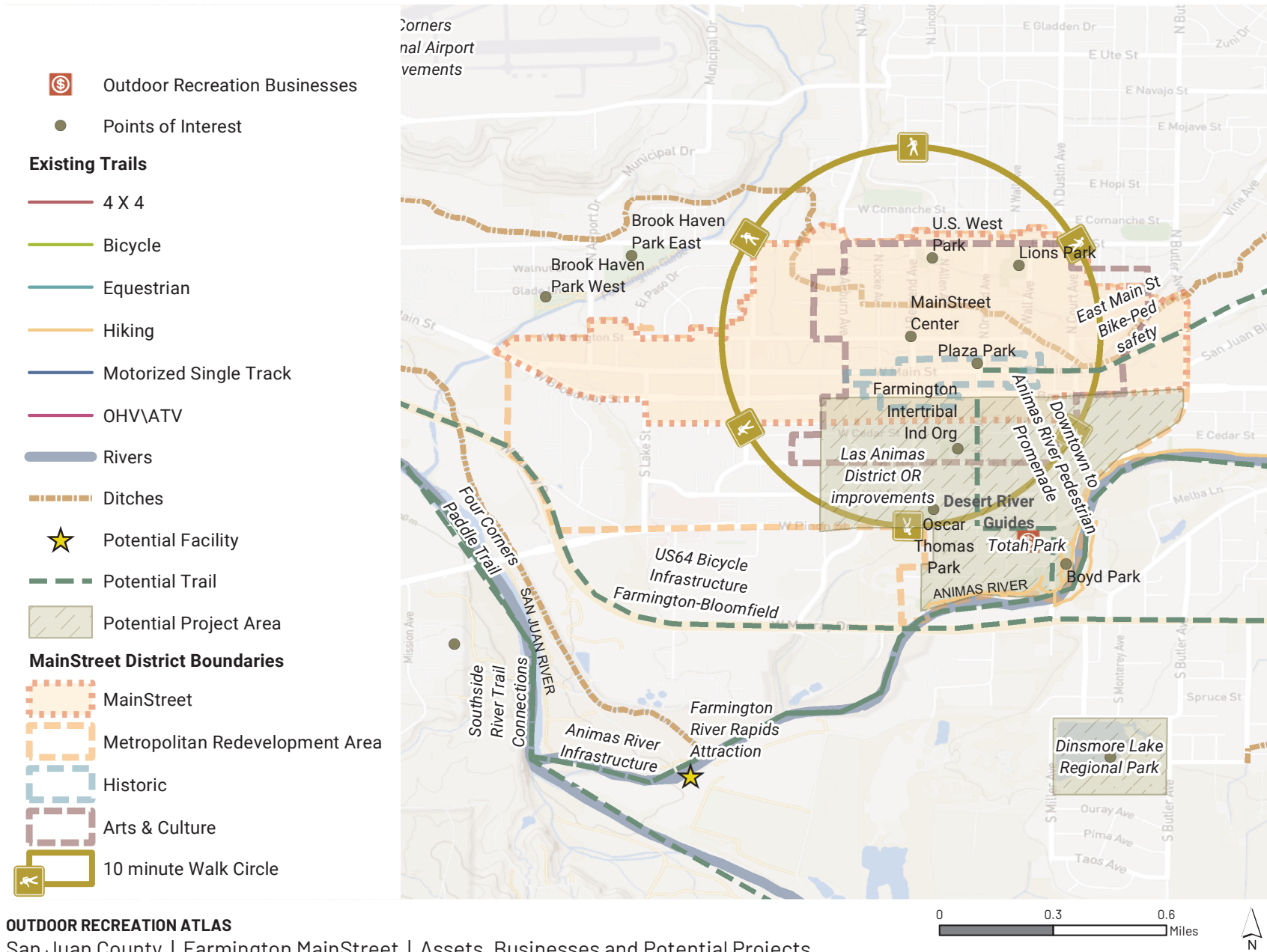




Figure 15: Outdoor Recreation Assets | MainStreet | San Juan County





A wide-angle photograph of an outdoor area, likely a park or recreational site. In the foreground, a gravel path is bordered by a weathered wooden log. To the left, a large, full green tree stands prominently. In the background, a gravel parking lot contains a silver minivan and a small white car. Further back, there are picnic tables, a red portable toilet, and a white building. The right side of the image shows a field of tall, dry grass and shrubs. The sky is bright blue with scattered white clouds.

# Sierra County





PHOTO: AMY BELL

## Sierra County Key Findings

### *HOW WOULD YOU DEFINE AN "OUTDOOR RECREATION ASSET"?*

- National Park Service definition (very broad)
- River access
- Off-road ATV, UTV, OHV
- Provides additional quality of life
- Could generate economic development by either attracting people to community, or extend the stay of people
- Feature of natural world that is a benefit to local residents as well as visitors
- Amenities help to facilitate engagement with the assets (such as pit toilets, shade structures)
- Local businesses to give tours, access to outdoor landscape

### *CONCERNS*

- Incompatibility of different types of recreation (e.g., bird watching vs OHV park)
- Climate change: need to emphasize environment, animals and habitat to get interest and cooperation from federal organizations

### *NEEDS*

- Wayfinding: signage and direction
- Bike lanes
- Mapping launch spots so they can further develop northern end of the river to complement the southern side \
- Getting out of city into recreation areas legally and safely (NMDOT conversation)
- e.g., developing trails so people do not trespass on private property (trails vs designated trails)

### *EXISTING AND POTENTIAL PARTNERSHIPS*

- NPS
- State Parks
- Economic Development
- BOR
- BLM
- NMDOT

### *HOW WOULD YOU DEFINE SOMETHING THAT IS NOT AN "OUTDOOR RECREATION ASSET"?*

- Sports fields – organized sports – are not outdoor recreation, which is more related to natural areas
- Questions that each county group seems to have: what about \_\_\_\_\_?
- hot springs – privately owned
- scenic byways

## CONNECTION BETWEEN MAINSTREET AND OUTDOOR RECREATION

### Truth or Consequences

- Mainstreet not well connected, need branding and signage/wayfinding to help people find outdoor recreation assets/opportunities.
- There are many opportunities for development but need help determining missing pieces/businesses, promoting local assets more strategically, and developing more creative marketing.

### Elephant Butte

- Lots of room to grow but is an island amidst other assets and amenities.
- Need to diversify outdoor recreation opportunities: climate change and consistently lower water levels are leading to shifting uses at Elephant Butte and other sites in the county (e.g., water activities to ATV, motorized vs. non-motorized).
- Communication and coordination challenge: working with State Parks

## RESOURCES AVAILABLE

- County level: County website has some good content related to camping, trails.
- BLM : trails that are not listed south of Spaceport but there is signage
- 2x2 maps
- All Trails – subscription app
- April 26 special insert in Journal on outdoor recreation
- Need coordination amongst resource providers. Lots of organizations have data they share within their own groups (e.g., Jeepers, OHVs, bird watching)

## WHAT CONSIDERATIONS ARE KEY FOR ENSURING OR DEVELOPMENT SUPPORT IS RIGHT-SIZED FOR THE LOCAL COMMUNITY?

### Elephants Butte

- Visitors tend to be younger, while residents seem to be older
- Changing uses/outdoor recreation activities

*Climate change is a considerable concern for the community development professionals in Sierra County.*

### Needs

- Natural resource management planning
- Recreation planning
- Indicators and thresholds to help track progress (i.e., achieve desired future condition)
- Addressing conflict before it happens
- Planning for heavy influx of use/visitors
- Dealing with user conflicts
- Gateway planning: developing connections from the community to trail systems, reservoir parks, national parks, etc.
- Connecting the dots: recognizing that health and conservation are related to outdoor recreation assets and amenities

### Challenges

- BLM has been working on tri-county plan for 20 years. How to incorporate local proposed trail network (e.g., Turtleback Mountain)?

## FILLING THE GAPS

- Communication and Coordination
- Consistent language
- Working with Public Health and Wildlife Conservation
- Need to connect the dots if we want to get the funding
- Other funding opportunities?



# Sierra County Asset and Project Mapping

## Planning Documents Reviewed

- Land and Water Conservation Fund Project List
- Sierra County Comprehensive Plan (2017)
- Sierra County Economic Development Strategic Plan (2008)
- Middle Rio Grande Economic Development Plan (2016)
- City of Truth or Consequences Comprehensive Plan (2014)
- City of Truth or Consequences Downtown Master Plan (MRA) (2014)
- Geronimo Trail National Scenic Byway Corridor Management Plan (2008)
- Sierra County Regional Transportation Plan (2020)
- Truth or Consequences MainStreet Community Economic Assessment (2015)

## GIS Data

### *NATURAL RESOURCES*

- Land ownership by agency
- Water bodies

### *RECREATIONAL RESOURCES*

- Assets - Parks, open space, sports fields
- Amenities - Dock, Water Access points, Benches, Campgrounds, Wayfinding Sign inventory of locations

### *ECONOMIC RESOURCES*

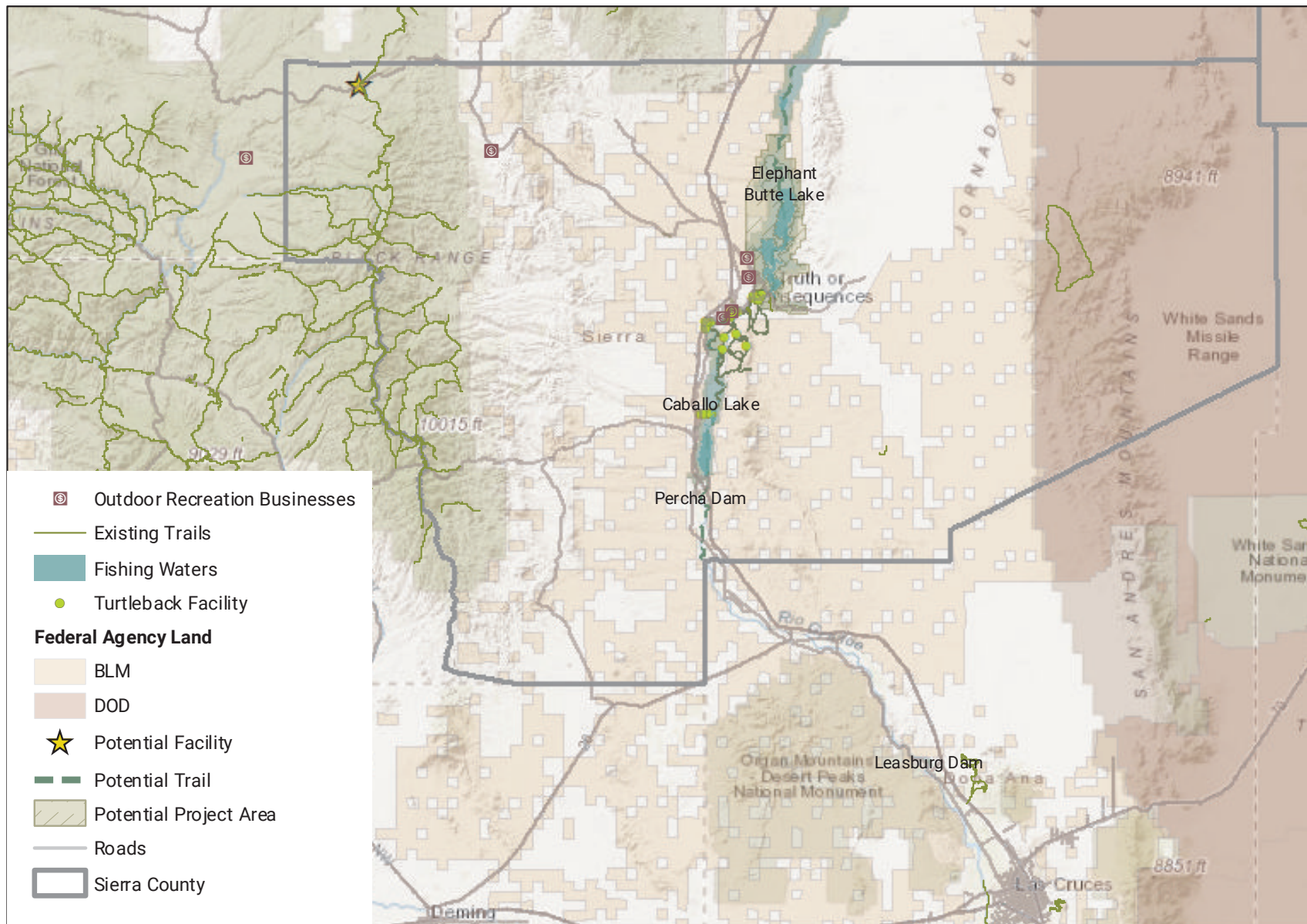
- Assets - Parks, open space, sports fields
- Outdoor recreation-related businesses
- Lodging
- Hospitals

### *CULTURAL RESOURCES*

- Archeological assets
- Heritage - monuments
- Sense of Place - landmarks, branding, climate, elevation

### *INFRASTRUCTURE RESOURCES*

- Roads
- Sidewalks



## Outdoor Recreation Atlas

Sierra County | Assets, Businesses and Potential Projects



Figure 16: Outdoor Recreation Assets | Area | San Juan County

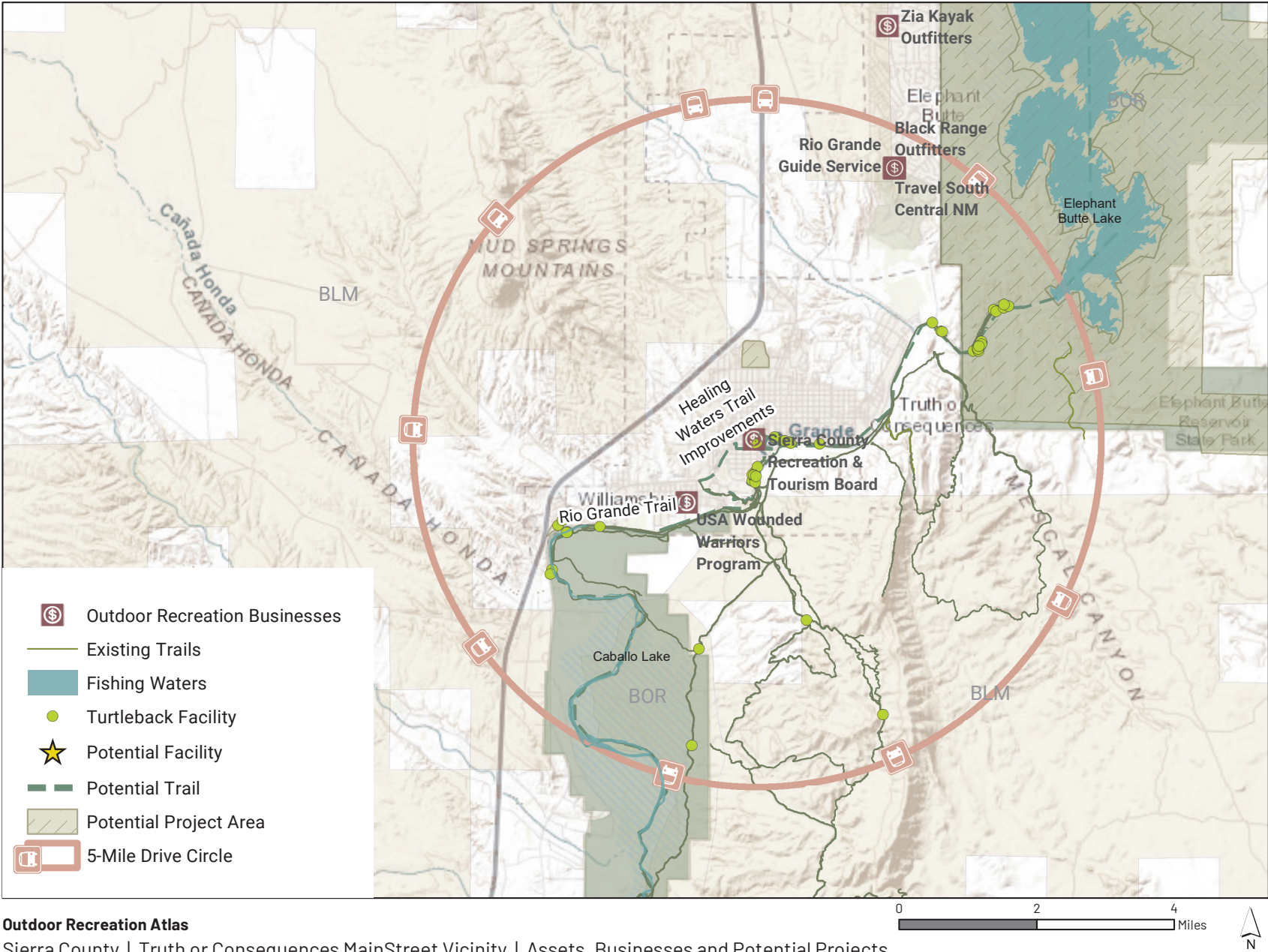
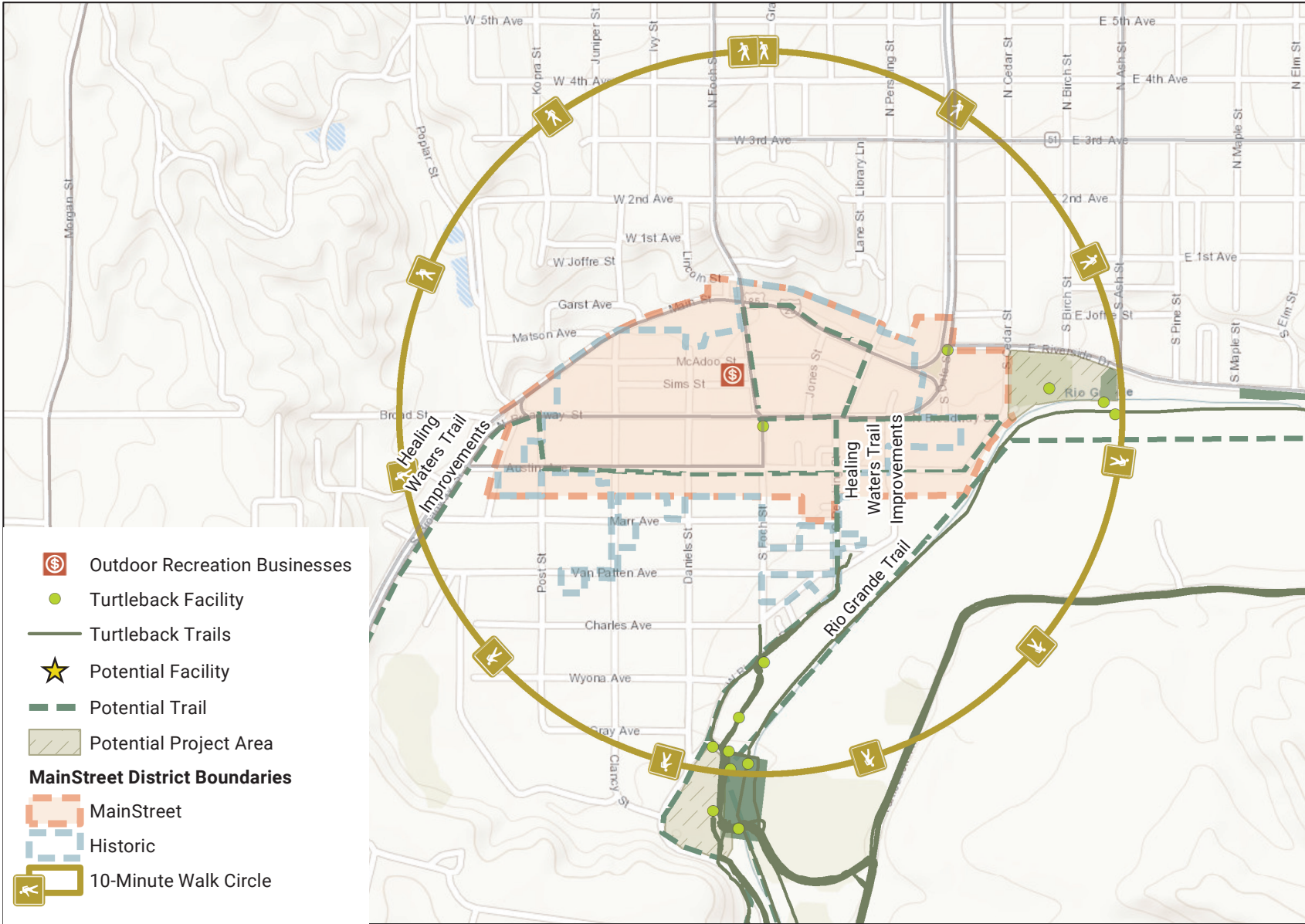


Figure 17: Outdoor Recreation Assets | MainStreet | San Juan County



**Outdoor Recreation Atlas**

Sierra County | Truth or Consequences MainStreet | Assets, Businesses and Potential Projects





# Overall County Findings





PHOTO: AMY BELL

## Overall Key Findings

This pilot project has revealed the wide range of outdoor recreation assets and amenities, projects and programs, approaches to economic and community development, and the unique challenges communities face in these five counties. The fact that each county has distinctive outdoor recreation assets is a powerful testament to what this state has to offer outdoor enthusiasts. Additionally, our New Mexico Main Street programs are, without a doubt, unique place-based communities. They differ in terms of what they have been focusing on (e.g., arts and culture, business incubators, outdoor recreation) for the past several years, which suggests some interesting paths forward for this important work: making stronger and more sustainable connections between community economic development in Main Street programs and the outdoor recreation assets that are in or near their communities.

What follows is a list of OVERALL FINDINGS. These findings highlight what we learned about these five counties as a whole. For individual county key findings, please see Sections 4-8 of this report.

### LANGUAGE AND DEFINITIONS MATTER

It became immediately apparent that there is a robust outdoor recreation vocabulary that is used in communities across these five counties, and that these terms are important to having productive conversations about outdoor recreation and community planning in New Mexico. A few of these terms, those that seem most important to deepening the conversation about outdoor recreation and community development are: amenities, ancillary services, assets, and support business/service. Two phrases, that are representative of how people define terms, and are particularly germane to the future of outdoor recreation in New Mexico:

- “An asset isn’t an asset until it can be accessed.”<sup>TM</sup>
- Assets are physical things you already have but until you leverage them with amenities, they are not useable or growable.”

### QUOTABLE TAG LINES

As we spoke with county and community representatives it became clear that for each community there was a phrase that highlighted what they have to offer (i.e., unique features and activities) and their aspirations (i.e., potential strengths). These seemingly glib or light-hearted phrases suggest more than just branding initiatives, they suggest a sense of place and ambition. *For examples of these tag lines, see: Individual County Key Findings.*



## MAKING CONNECTIONS AND PROVIDING ACCESS

Main Street can be the connector, but you need what people referred to as connecting features to create an integrated system. The following are ways connection can be achieved: ‘domino effect’ (e.g., leading people along because paths and activities are continuous), physical infrastructure (e.g., not just roads but bike routes, sidewalks, trails), visual connections, and wayfinding/signage. Additionally, connections need to be convenient and safe, thus providing access for people of all ages and abilities.

## COMMUNICATION AND COORDINATION

Developing stronger working relationships with public and private entities is important to the success of community and economic development across these counties. Important partnerships that were mentioned include: county-wide and state-wide partnerships, and partnering with BOR, BLM, EDD, NMDOT, NPS, and State Parks. Transparency, open communication, and sharing of resources were all mentioned as key to creating and maintaining successful partnerships.

## APPROACH AND RIGHT-SIZING

- Building on a sense of place
- Regional thinking (e.g., outdoor recreation assets do not necessarily respect city and county boundaries)
- Supporting and strengthening the local community first
- Consider ALL project types – design/constructed, programs, events, business support, staffing – and how they all interact to strengthen the connection between MainStreet and Outdoor Recreation.

## CONCERNS AND CHALLENGES

- Barriers to use: financial (e.g., excessive fees/costs), lack of awareness of opportunities, lack of outdoor recreation knowledge/experience, lack of time, physical infrastructure (e.g., sidewalks to trails, public transportation)
- Changing uses/activities and visitor age cohorts
- Climate change (e.g., drought)
- Incompatibility of different types of recreation (e.g., user conflicts)
- Influx of visitors (e.g., overcrowding)

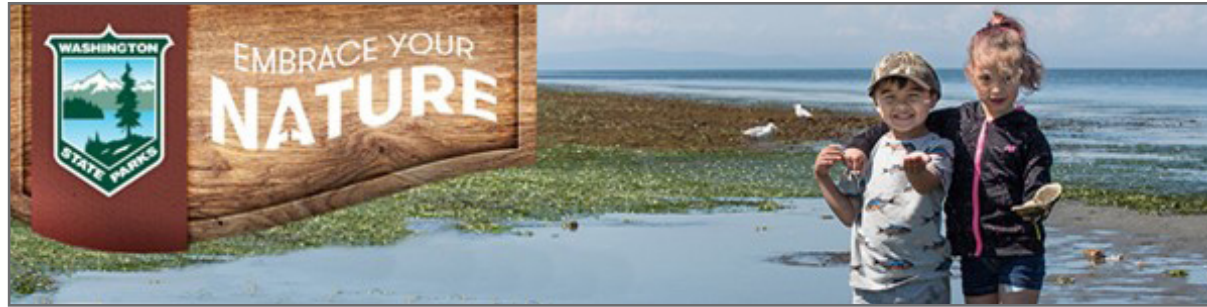


PHOTO: AMY BELL

- Overdevelopment (e.g., leading to a loss of identity)
- Youth involvement: in outdoor recreation activities, and as future stewards
- Working with state and federal agencies

## NEEDS

- “Connecting the dots”: recognizing that health and conservation are inextricably tied to outdoor recreation assets/planning
- Dedicated transportation planning
- Gateway [community] planning
- Indicators and thresholds for tracking progress
- Inventories
- Natural resource management planning
- Recreation planning
- Wayfinding



## CASE STUDY

# Washington State Parks: “Embrace Your Nature” Campaign

*WASHINGTON STATE PARKS PROVIDES A VALUABLE EXAMPLE OF HOW THE PROVISION OF ADDITIONAL RESOURCES FOR IMPROVED OUTDOOR RECREATION EXPERIENCE, ALONG WITH SUPPORT FOR LOCAL BUSINESS, HAS A POSITIVE IMPACT IN COMMUNITIES.*

The “Embrace Your Nature” campaign celebrates partnerships, unique services, diverse individuals, beautiful landscapes, and a wide range of high-quality experiences. They emphasize that they are now providing new and improved services and experiences, demonstrating the recognition of the importance of better access to outdoor recreation experiences. Their website highlights equipment rentals, guided tours, and food adventures. They offer State Park free days, have automated fee stations for convenience, and ample opportunities for volunteering

*ONE OF THE KEY TAKEAWAYS OF THIS CASE STUDY IS WASHINGTON STATE PARKS’ MARKETING APPROACH.*

Their definition of a successful outdoor experience is based on having easy access to the right equipment, good food, high quality guides, and appropriate services. Furthermore, it is through partnerships with local small businesses that they are able to make this happen. While most of this economic activity is within park boundaries, they are stepping outside of the typical park concession model by making a direct connection to local businesses. Washington State Parks is demonstrating how to connect the dots between assets, amenities, and services internally, which could be expanded to nearby gateway communities. As New Mexico grows our outdoor recreation economy we should building on this model to improve partnerships and physical connections between MainStreet Communities and their outdoor recreation assets.

For more information:  
<https://parks.state.wa.us/>





PHOTO: AMY BELL

## Recommendations and Next Steps

### *ADDITIONAL STUDIES + DATA COLLECTION*

During the course of the pilot study, several opportunities for additional studies and data collection were identified. The following proposed future studies and data collection activities would support the creation of a more complete atlas and project evaluation process, with a more robust and replicable methodology.

1. Develop a more comprehensive literature and precedent review.
2. Develop a more comprehensive Glossary of Terms related to the study, based on what these terms mean within the New Mexican context. The definitions of important terms in this study, like “outdoor recreation asset,” “anti-asset,” “amenity,” and others vary between communities, so an understanding of these differences is important so everyone understands what is being discussed.
3. Develop parameters for mapping “sense of place” and create a

plan to integrate the Resiliency Index into the atlas and project evaluation methodology.

4. Identify gaps in data collection and encourage communities (through support, training, provision of resources) to begin to collect this information. Gaps identified for at least one county by the pilot study include:

- Unconventional Data (eg. cell phone data to understand visitation patterns)
- Infrastructure - sidewalks and condition
- Outdoor recreation business directory
- State and local parks
- Bicycle facilities (existing and planned)
- Trails (existing and planned)
- Water access (for fishing, swimming)

5. Digitization of data into GIS platform. Many communities have assets listed and/or mapped, but GIS shapefiles have not been created. In order to be able to see all of the assets mapped together and how they interact with potential projects, it is important that all the data be in the same easily updateable format.

6. Develop parameters for mapping events and programs (ie: Community/Jr. College/University certifications or degree programs and/or youth programming)
7. Develop parameters for mapping capacity (ie: the presence of a Parks and Recreation Dept. or Outdoor Recreation manager)
8. Conduct an outdoor recreation needs assessment post-COVID to compare with assessments done prior, in order to understand how needs have changed.
9. Conduct an evaluation of how outdoor recreation activities have increased or decreased over the past 15 years and how amenity migration is affecting New Mexican communities.
10. Consider University/student involvement for all of the above additional studies and data collection activities.
11. Develop Community Profiles to serve as an introduction to State to the counties and MainStreet communities.

## PARTNERSHIPS

One of the key takeaways from the pilot study was the need for improving communication between different outdoor recreation/

local economic development stakeholders. While the meetings with each of the five county groups were informative and valuable, representation from the City, County, and other groups varied. Additionally, lack of response from some state and federal agencies resulted in data gaps. The following recommendations will build a stronger network of communication and information sharing around outdoor recreation and asset-based economic development, which will in turn improve project implementation.

1. Create a list of requisite participants for County Leadership meetings and a plan for engaging these individuals in meetings. Participants, should at a minimum include:

- County representation
- City representation
- MainStreet representation
- Local outdoor recreation nonprofit representation
- Local business representation
- Key agency (adjacent land ownership) representation

2. Identify contacts to serve as liaisons within related governmental Departments and Agencies including (but not limited to) the NM Dept. of Transportation, Metropolitan Planning Organizations, Regional Transportation Planning Organizations, Council of Governments, the Energy Mineral and Natural Resources Dept., NM Tourism Dept., NM Dept. of Health, the Bureau of Land Management, US Fish and Wildlife Service, US Forest Service, National Park Service and Tribal entities. This improved



communication between agencies is critical for projects where there is overlap, such as a wildlife viewing facilities or multi-modal transportation plans.

3. Develop a community outreach plan to involve members of the public with outdoor recreation asset mapping, project identification, and evaluation of project success over time.

### *FUNDING/TECHNICAL ASSISTANCE*

While the pilot study is limited mainly to Outdoor Recreation Division and Land and Water Conservation Fund grants, there are a multitude of other funding sources that can support the spectrum of projects that will connect outdoor recreation and MainStreet economic development. The following recommendations will assist in allowing the atlas project to address project types outside of design and construction, as well as access additional sources of funding.

- Identify which potential projects (in all Four Point areas) could benefit from NMMS Technical Assistance.
- Identify additional funding sources related to project content and expand the Project Evaluation Decision Tree to match projects with grants and other funding, and understand how different grants can support different aspects of larger projects (ie: pairing an NEA Our Town grant with Outdoor Recreation Division funding and CMAQ funds).

### *TOOL DEVELOPMENT*

In the long term, the development of interactive, online tools for sharing information with the public, collecting data, and matching projects with funding sources will make the atlas more accessible and user-friendly. Research into the creation of the following tools is recommended:

- Online interactive atlas map, with different layers for assets, potential projects, implemented projects, amenities, and other information. Investigation into whether or not this could and/or should be an open source map should be conducted.
- Online interactive decision tree for matching projects with funding sources and NMMS technical assistance.

### *PROCESS AND METHODOLOGY*

Because this was a pilot study, it will be important to evaluate the process and methodology to improve it in the future. Some considerations for adjustment include:

- Increased community outreach with the general public, beyond the leadership groups. Consider using SCORP Town Hall format as a model.
- Formal application process for counties to be added to the atlas.
- Develop a more specific request for project information from

the counties, to include project status (ie: planning/design stage) and cost.

- Develop a process for ongoing addition of assets and projects to counties already documented in the atlas.

## DATA ANALYSIS

Further evaluation of assets may assist strategic economic and recreation development. Qualitative and quantitative summary and analysis may include:

- How many outdoor recreation businesses are on MainStreet?
- How many outdoor recreation assets are available within a 10 minute walk of downtown?
- How many miles of trails are in the county?
- How many assets (parks, docks, archery ranges, campgrounds) are in the county?
- How far from MainStreet is the nearest trail?
- How far from MainStreet is the nearest park (or dock, or archery range, campground)?
- How many events happen (within a specific distance of MainStreet) during the year?
- What are the gaps in recreation assets? (i.e. based on the list of general recreation assets, which ones exist in the county and which ones don't)
- What are the gaps in outdoor recreation business types (i.e. for each outdoor recreation assets, is there a corresponding

outdoor recreation business?)

- Outdoor recreation asset utilization  
Analysis on the utilization of any particular asset can help prioritize projects, and also inform maintenance and development of assets.

The answers to these questions can help to evaluate assets, consider potential connections between outdoor recreation assets and MainStreet, and provide guidelines and tracking for resource management.



## CASE STUDY

# The Center for American Progress’ “State Scorecard and Policy Menu for Growing the Outdoor Recreation Economy in 11 Western States”

*THE SCORECARD AND POLICY MENU RECOMMEND POLICIES THAT ENCOURAGE GROWTH IN THE OUTDOOR INDUSTRY SECTOR, WITH PARTICULAR ATTENTION TO DIVERSIFYING ECONOMIES, STRENGTHENING RURAL AMERICA, AND CREATING HEALTHIER COMMUNITIES.*

At the time of the publication (pre-COVID-19), almost half of the United States’ population engaged in outdoor recreation pursuits. People have clamored to be outdoors during the pandemic, increasing these numbers and creating many opportunities (but also challenges). The authors of the report identify “smart policies [that] foster outdoor recreation as well as ... the outdoor economy...” via a scorecard that grades states according to an A-F ranking. The four scoring categories—public lands recognition,

outdoor recreation funding, access, and getting youth outdoors—are useful categories that could be applied in New Mexico.

Relevant key takeaways include:

### *DOES THE STATE HAVE A STAND-ALONE OFFICE OF OUTDOOR RECREATION?*

- The authors suggest that such an office supports outdoor recreation while also attending to economic development; that is, they do more than manage parks/public lands.

*People have clamored to be outdoors during the pandemic, increasing the population engaged in outdoor recreation pursuits and creating many opportunities (but also challenges).*

*PRIORITIZATION OF “RESIDENTS’ ABILITY TO GET OUTSIDE AND PARTICIPATE IN RECREATIONAL ACTIVITIES.”*

- The authors focus on policies and legislation that creates equal access and gets youth outdoors. Youth and marginalized communities face a variety of barriers to getting outside. The cultivation of “the next generation of outdoor stewards” through education and field experience is foundational to long term community and ecological resilience.

*PROSPERITY SHOULD BE INCLUSIVE.*

- Big picture thinking—conservation, access, experience, politics, and economics—leads the way forward to benefit multiple stakeholders, both human and non-human.

For more information:

<https://www.americanprogress.org/issues/green/reports/2017/09/27/439530/outdoor-recreation-big-business/>



PHOTO: JIM O'DONNELL



## CASE STUDY

# Tracking Recreation in the American West

*WE ARE FACING SOME NEVER-BEFORE-CONSIDERED CHALLENGES CAUSED BY INCREASED VISITATION TO OUTDOOR RECREATION DESTINATIONS WHICH ARE FURTHER COMPOUNDED BY THE LACK OF DATA ON VISITATION NUMBERS, ACTIVITIES, ETC. ON PUBLIC LANDS.*

According to Megan Lawson, economist at Headwaters Economics, “Without accurate information on trail usage, communities in the Mountain West face big economic roadblocks.” It’s difficult to estimate and justify expenditures to support outdoor recreation development without accurate information on the extent of use. Additionally, there is little information about the environmental impacts of increased usage of outdoor recreation sites. Small rural communities can benefit from outdoor recreation, but strategic approaches to outdoor recreation economic development, as well as sustainable management are lacking.



*In order to develop new planning processes that benefit ecological, cultural, and economic health, communities must think about tangible infrastructure and Intangible infrastructure.*

In order to develop new planning processes that benefit ecological, cultural, and economic health, communities must think about tangible infrastructure (physical elements such as highways, trails, hospitals, parks, libraries) and Intangible infrastructure (communication technologies, networks of people/research). According to this article, informed, data and community driven decision making is critical to developing outdoor recreation-focused community economic development plans.

Headwaters Economics has released a report recommending tools to collect such data: [https://headwaterseconomics.org/wp-content/uploads/HE\\_CountingRecreationReport\\_2021.pdf](https://headwaterseconomics.org/wp-content/uploads/HE_CountingRecreationReport_2021.pdf). The report highlights the tools such as social media tags, fitness tracking apps, cell phone data and internet search counts. The combination of data and community input can provide the baseline information necessary to inform these much-needed planning efforts.



PHOTO: JIM O'DONNELL



# Project Process Evaluation



PHOTO: AMY BELL

## KEY FINDINGS

1. Project goals could have been clearer from the start of the pilot process.
2. Participants felt some of the work duplicated work being done by other branches of government (specifically the SCORP process being completed by New Mexico State Parks).
3. Getting all the right people to the table will be a challenge for expanding the Outdoor Recreation Atlas beyond the pilot stage.

To evaluate the Outdoor Recreation Atlas process, participants were asked to complete a twelve-question online survey via SurveyMonkey. A total of eight responses were collected. Overall, respondents were satisfied with the process, though a wider pool of participants and additional clarity about the goals of the pilot project would have improved participants' experience of the pilot process.

Half of respondents agreed that project goals were clear; half of respondents also thought that additional organizations, groups, or individuals should have been included in their county's project team. Nevertheless, most respondents (7 out of 8) felt the county meetings were somewhat or very useful. Participants felt these meetings created collaborative conversations and allowed them to "showcase

[their] success.” One participant felt that the meetings duplicated work being done through the SCORP process.

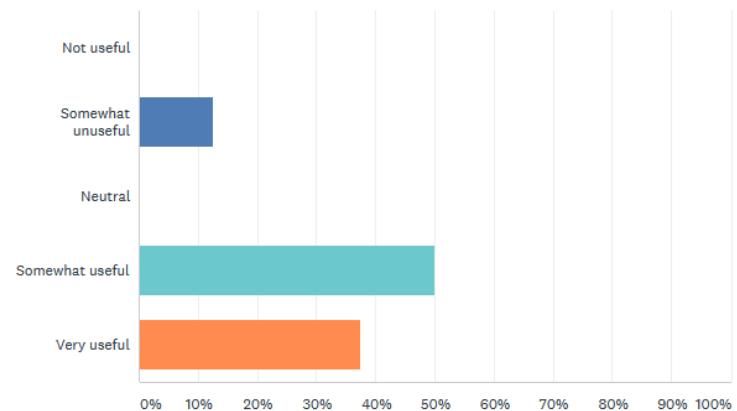
All respondents felt that the pilot project team worked well together, and that communication was handled efficiently and effectively. Still, several participants would have like to be able to meet in person and encouraged organizers to consider in person meetings once the risks of the COVID-19 pandemic have passed.

As previously mentioned, participants identified the lack of clear goals, particularly at the outset of the pilot project, as the most challenging aspect of the process. Similarly, participants felt the process could be improved with a clearer vision of the project purpose.

Participants were also asked what the biggest obstacles might be to scaling the project up to a statewide outdoor recreation atlas. The most commonly identified obstacle was gaining participation from all the necessary organizations and individuals to complete the atlas. Some participants also felt that a clearer connection needed to be made between the objective of creating an inventory of existing outdoor recreation assets and the objective of future asset buildings.

## How useful were the county meetings to the work you are doing?

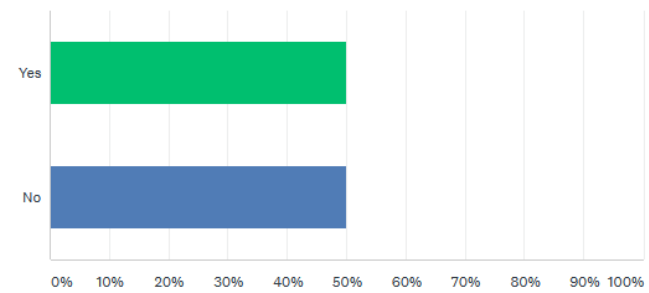
Answered: 8 Skipped: 0





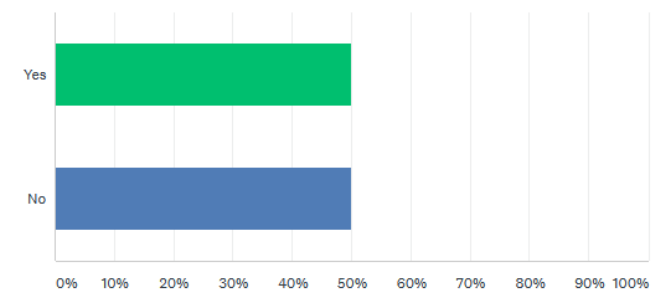
Were the goals of this pilot project clear to you?

Answered: 8 Skipped: 0



Were there other organizations, groups, or specific individuals who should have been a part of the project team?

Answered: 8 Skipped: 0







# Appendix





PHOTO: JIM O'DONNELL

## Appendix

County Contacts

Project List by County

Data Sources and Gaps

Additional Sources for Funding

Project Process Evaluation Survey

Case Study: Amenity migration and the future of  
economic development opportunities in NM

## OR Atlas County Contacts

### McKinley County

<i>Name</i>	<i>Title/Affiliation</i>
Michael Bulloch	Acting Director, Gallup MainStreet
Mario Hooee	Director, Zuni MainStreet
Evan Williams	Northwest NM Council of Governments
Scott Nydam	Executive Director, Silver Stallion Bicycle and Coffee Works
Jennifer Lazarz	Tourism and Marketing Manager, City of Gallup
Bruce Armstrong	Economic Development Manager, Greater Gallup Economic Development Corporation
JM DeYoung	Assistant City Manager, City of Gallup
Andrea Pepin	PM with Zuni Youth Enrichment Program,
Martin O'Malley	General Manager, Gallup Land Partners
Doug Decker	McKinley County Attorney

### Colfax County

<i>Name</i>	<i>Title/Affiliation</i>
Brenda Ferri	Director, Raton MainStreet
Elizabeth Hampl	Colfax County Coordinator, Healthy Kids, Healthy Communities
Jared Chatterly	Director, Office of Outdoor Recreation, City of Trinidad CO
Scott Berry	City Manager, City of Raton
Emma Green	previous Healthy Kids Healthy Communities coordinator

### Lincoln County

<i>Name</i>	<i>Title/Affiliation</i>
Matt Ingram	Director (resigning), Ruidoso MidTown Association
Rodney Griego	Director, Ruidoso Parks and Recreation Dept.
Everett Brophy	Dynamic Discs, New Mexico
Bill Burt	NM State Senator
Timothy Dodge	Ruidoso Village Manager
Lynn Crawford	Ruidoso Mayor
Samantha Mendez	Village of Ruidoso
Jazmin Estrada	Village of Ruidoso

### Sierra County

<i>Name</i>	<i>Title/Affiliation</i>
Linda DeMarino	Director (resigning), TorC MainStreet
John Masterson	Board President, TorC MainStreet
Edna Trager	Elephant Butte Mayor
Attila Bality	National Parks Service Rivers and Trails

### San Juan County

<i>Name</i>	<i>Title/Affiliation</i>
Warren Unsicker	Economic Development Director/Mainstreet Director, Farmington
Neil Hannum	Aztec Adventures
Will Farmer	Aztec Adventures
Nathan Duckett	Farmington Mayor
Mike Stark	San Juan County Manager
Tonya Stinson	Executive Director, Farmington Visitor and Convention Bureau
Jim Dumont	Senator Heinrich's Office
Terry Fortner	County Commissioner
Shana Reeves	Farmington Parks Recreation Dept. Director
Evan Williams	Northwest NM Council of Governments



Figure 19: Colfax County | Potential Projects | Sources

Potential Project	Project Type	Project Source Plan									Other
		LWCF Proj. List	Colfax Co. Comp. Pln.	Visit Colfax Co.	NE. Econ. Dev. Org. ED Strat. Pln.	Raton Comp. Pln.	Raton Dwtm. MP	Raton A&C Dist. Plan	Cimarron Comp. Pln.	2020 OR Taskforce	
1. Angel Fire - Philmont bike trail	Trail		X								
2. Cimarron Wayfinding	Wayfinding								X		
3. City of Raton off-street trails & bikeways master plan	Infrastructure					X					
4. City of Raton Outdoor Recreation Task Force	Program/ Initiative					X					
5. Climax Canyon to Sugarite Canyon SP multi-use trail	Trail	X	X								
6. Comprehensive Trail Map	Wayfinding		X								
7. County-wide recreation wayfinding	Wayfinding		X								
8. Eagle Nest Lake SP boat docks	Park			X							
9. Eagle Nest Lake SP - Cimarron Canyon SP conn.	Trail	X									
10. El Portal site park	Park						X				
11. Extensive network of bike and hiking trails	Trail		X								
12. Fishers Peak-Sugarite Canyon SPs master plan	Park					X					
13. Hwy 21 hiking-biking trail	Trail								X		
14. Interstate 25 Exit 451 improvements	Infrastructure					X					
15. Land acquisition to expand Sugarite Canyon SP	Park	X									
16. Northeast NM Tourism Guidebook	Branding				X						
17. Northeastern NM Outdoor Recreation Center	Infrastructure	X									
18. Old Raton Pass Road trail system	Trail									X	
19. Parks and Recreation Master Plan	Infrastructure					X					
20. Playground at Village Park	Park								X		
21. Raton Outdoor Recreation marketing campaign	Branding	X				X					
22. Raton Wayfinding	Wayfinding	X						X			
23. Roundhouse Park	Park						X				
24. Sugarite Canyon SP connection trail	Trail	X									
25. Upgr. sports complex	Park								X		

Figure 20: Colfax County | Potential Projects

Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
1. Angel Fire - Philmont bike trail	Trail	Colfax County			~27 mi	Angel Fire	Deferral Level 3
2. Cimarron Wayfinding	Wayfinding	Cimarron				Cimarron	Deferral Level 2, Consider NMMS Frontier Community TA
3. City of Raton off-street trails & bikeways master plan	Infrastructure	Raton				Raton	Deferral Level 1
4. City of Raton Outdoor Recreation Task Force	Program/ Initiative	Raton				Raton	Deferral Level 1
5. Climax Canyon to Sugarite Canyon SP multi-use trail	Trail	Colfax County			~5 mi	Raton	Deferral Level 2
6. Comprehensive Trail Map	Wayfinding	Colfax County					Deferral Level 1
7. County-wide recreation wayfinding	Wayfinding	Colfax County					Deferral Level 2
8. Eagle Nest Lake SP boat docks	Park	New Mexico State Parks				Eagle Nest	Deferral Level 3
9. Eagle Nest Lake SP - Cimarron Canyon SP conn.	Trail	NMDOT			~12 mi	Eagle Nest	Deferral Level 3
10. El Portal site park	Park	Raton				Raton	Deferral Level 2
11. Extensive network of bike and hiking trails	Trail	Colfax County					Deferral Level 2
12. Fishers Peak-Sugarite Canyon SPs master plan	Park	New Mexico State Parks				Raton	Deferral Level 1
13. Hwy 21 hiking-biking trail	Trail	NMDOT			~35 mi	Cimarron	Deferral Level 3
14. Interstate 25 Exit 451 improvements	Infrastructure	NMDOT				Raton	Deferral Level 3
15. Land acquisition to expand Sugarite Canyon SP	Park	Raton	~\$4.7 million			Raton	Deferral Level 2
16. Northeast NM Tourism Guidebook	Branding	NE Econ. Dev. Org.					Deferral Level 1
17. Northeastern NM Outdoor Recreation Center	Infrastructure	New Mexico State Parks				Raton	Deferral Level 2
18. Old Raton Pass Road trail system	Trail	Raton			~8.75 mi	Raton	Deferral Level 2
19. Parks and Recreation Master Plan	Infrastructure	Raton				Raton	Deferral Level 1
20. Playground at Village Park	Park	Cimarron				Cimarron	Deferral Level 2
21. Raton Outdoor Recreation marketing campaign	Branding	Raton				Raton	Deferral Level 2
22. Raton Wayfinding	Wayfinding	Raton		Prtly designed		Raton	PRIORITIZED
23. Roundhouse Park	Park	Raton			60 ac	Raton	Deferral Level 3
24. Sugarite Canyon SP connection trail	Trail	Raton				Raton	Deferral Level 2
25. Upgr. sports complex	Park	Cimarron			~5 mi	Cimarron	Deferral Level 2



Figure 21: Colfax County | Potential Project Partners

Potential Project	Project Type	Potential Partners											
		Colfax County	Raton	Springer	Cimarron	Angel Fire	Eagle Nest	Maxwell	NMDOT	BLM	USFWS	USFS	NM EMNRD
1. Angel Fire - Philmont bike trail	Trail	X				X							
2. Cimarron Wayfinding	Wayfinding				X								
3. City of Raton off-street trails & bikeways master plan	Infrastructure		X										
4. City of Raton Outdoor Recreation Task Force	Program/ Initiative		X										
5. Climax Canyon to Sugarite Canyon SP multi-use trail	Trail	X	X										X
6. Comprehensive Trail Map	Wayfinding	X	X	X	X	X	X	X	X	X	X	X	X
7. County-wide recreation wayfinding	Wayfinding	X	X	X	X	X	X	X	X	X	X	X	X
8. Eagle Nest Lake SP boat docks	Park												X
9. Eagle Nest Lake SP - Cimarron Canyon SP conn.	Trail						X			X			X
10. El Portal site park	Park		X										
11. Extensive network of bike and hiking trails	Trail	X	X	X	X	X	X	X					
12. Fishers Peak-Sugarite Canyon SPs master plan	Park	X	X										X
13. Hwy 21 hiking-biking trail	Trail				X				X				
14. Interstate 25 Exit 451 improvements	Infrastructure		X						X				
15. Land acquisition to expand Sugarite Canyon SP	Park												X
16. Northeast NM Tourism Guidebook	Branding	X	X										X
17. Northeastern NM Outdoor Recreation Center	Infrastructure	X	X	X	X	X	X	X					X
18. Old Raton Pass Road trail system	Trail		X										
19. Parks and Recreation Master Plan	Infrastructure		X										
20. Playground at Village Park	Park				X								
21. Raton Outdoor Recreation marketing campaign	Branding		X										
22. Raton Wayfinding	Wayfinding		X										
23. Roundhouse Park	Park		X										
24. Sugarite Canyon SP connection trail	Trail	X	X										X
25. Upgr. sports complex	Park				X								

Figure 22: Lincoln County | Potential Projects | Sources

Potential Project	Project Type	Project Source Plan							
		LWCF Proj. List	Lincoln Co. Comp. Pln.	Ruidoso Comp. Pln.	Ruidoso Strat. Pln.	Ruidoso Sudderth Cor. MRA	Ruidoso Downs Comp. Plan	Grindstone Master Pln.	Other
1. Close gaps in bike-ped. trail system	Trail			X	X				
2. Development of Alto Kids Pond Concept	Park								X
3. Eagle Creek Sports Complex Facility Dev.	Park								X
4. Fish habitat restoration at Eagle Drive	Park								X
5. Grindstone and Bonito Lake Campgrounds	Infrastructure			X				X	
6. Grindstone Canyon Shared-use Path	Trail	X						X	
7. Grindstone Master Plan Implementation (ID specific projects)	Park, Trail, Infrastructure					X		X	
8. Horton Complex Business Incubator	Program/ Initiative								
9. Lincoln Co. Parks, Open Space, & Trails Master Plan	Program/ Initiative		X						
10. Moon Mountain Master Plan Expansion and Implementation	Park			X					
11. River Trail Connection - Two Rivers to Midtown	Trail								X
12. Road Use Ordinances	Policy								X
13. Ruidoso bicycle infrastructure improvements	Infrastructure					X			
14. Ruidoso River Master Plan (access and restoration)	Infrastructure			X	X	X			
15. Ruidoso River pedestrian bridge	Trail	X						X	
16. Ruidoso Trails Master Plan	Trail			X	X				
17. Ruidoso Wayfinding Plan	Wayfinding			X	X	X			
18. White Mountain Rec. Complex Master Plan	Park			X	X				
19. Wingfield Park Renovation	Park			X	X	X			X



Figure 23: Lincoln County | Potential Projects

Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
1. Close gaps in bike-ped. trail system	Trail	Ruidoso				Ruidoso	Deferral Level 2
2. Development of Alto Kids Pond Concept	Park	Ruidoso				Ruidoso	Deferral Level 3
3. Eagle Creek Sports Complex Facility Dev.	Park	Ruidoso			~14 ac	Ruidoso	Deferral Level 2
4. Fish habitat restoration at Eagle Drive	Park	Ruidoso				Ruidoso	Deferral Level 3
5. Grindstone and Bonito Lake Campgrounds	Infrastructure	Ruidoso		Design underway	~12 ac	Ruidoso	Deferral Level 3
6. Grindstone Canyon Shared-use Path	Trail	Ruidoso			~0.75 mi	Ruidoso	Deferral Level 3
7. Grindstone Master Plan Implementation (ID specific projects)	Park, Trail, Infrastructure	Ruidoso		Design underway	~260 ac	Ruidoso	Deferral Level 3
8. Horton Complex Business Incubator	Program/ Initiative	Ruidoso				Ruidoso	Deferral Level 1
9. Lincoln Co. Parks, Open Space, & Trails Master Plan	Program/ Initiative	Lincoln County					Deferral Level 1
10. Moon Mountain Master Plan Expansion and Implementation	Park	Ruidoso			~260 ac	Ruidoso	Deferral Level 2
11. River Trail Connection - Two Rivers to Midtown	Trail	Lincoln County					Deferra Level 3
12. Road Use Ordinances	Policy	Lincoln County					Deferral Level 1
13. Ruidoso bicycle infrastructure improvements	Infrastructure	Ruidoso				Ruidoso	Deferral Level 2
14. Ruidoso River Master Plan (access and restoration)	Infrastructure	Ruidoso				Ruidoso	PRIORITIZED with pedestrian bridge implementation
15. Ruidoso River pedestrian bridge	Trail	Ruidoso				Ruidoso	PRIORITIZED
16. Ruidoso Trails Master Plan	Trail	Ruidoso				Ruidoso	Deferral Level 1
17. Ruidoso Wayfinding Plan	Wayfinding	Ruidoso		Design underway		Ruidoso	Deferral Level 2, NMMS TA in progress
18. White Mountain Rec. Complex Master Plan	Park	Ruidoso		Design underway	~35 ac	Ruidoso	Deferral Level 2
19. Wingfield Park Renovation	Park	Ruidoso		Design underway	~12.5 ac	Ruidoso	Deferral Level 2

Figure 24: Lincoln County | Potential Project Partners

Potential Project	Project Type	Potential Partners												
		Lincoln County	Ruidoso	Ruidoso Downs	Carrizozo	Capitan	Corona	Village of Lincoln	NMDOT	BLM	USFS	NM EMNRD	USBR	NPS
1. Close gaps in bike-ped. trail system	Trail		X											
2. Development of Alto Kids Pond Concept	Park		X											
3. Eagle Creek Sports Complex Facility Dev.	Park													
4. Fish habitat restoration at Eagle Drive	Park		X											
5. Grindstone and Bonito Lake Campgrounds	Infrastructure		X								X			
6. Grindstone Canyon Shared-use Path	Trail		X											
7. Grindstone Master Plan Implementation (ID specific projects)	Park, Trail, Infrastructure													
8. Horton Complex Business Incubator	Program/ Initiative		X											
9. Lincoln Co. Parks, Open Space, & Trails Master Plan	Program/ Initiative		X	X	X	X	X	X						X
10. Moon Mountain Master Plan Expansion and Implementation	Park		X											
11. River Trail Connection - Two Rivers to Midtown	Trail		X											
12. Road Use Ordinances	Policy	X												
13. Ruidoso bicycle infrastructure improvements	Infrastructure		X											
14. Ruidoso River Master Plan (access and restoration)	Infrastructure		X							X	X			
15. Ruidoso River pedestrian bridge	Trail		X								X			
16. Ruidoso Trails Master Plan	Trail		X											
17. Ruidoso Wayfinding Plan	Wayfinding		X											
18. White Mountain Rec. Complex Master Plan	Park		X											
19. Wingfield Park Renovation	Park		X											



Figure 25: McKinley County | Potential Projects | Sources

Potential Project	Project Type	Project Source Plan							
		LWCF Proj. List	McKinley Co. Comp. Pln.	Gallup GMMP Upd.	Gallup A&C Dist. Pln.	Gallup MRA	UNM IDPI Comm. Pln.	Navajo Nation CEDS	Other
1. Adventure Gallup & Beyond Initiative	Branding		X		X	X			
2. Aztec Avenue bike lane	Trail			X					
3. Bicycle network map	Wayfinding			X					
4. Bicycle routes network	Trail		X						
5. Community tool share / service course	Infrastructure								X
6. Community walking trail	Trail	X					X		
7. East/West Rio Puerco Trail and trail head park	Trail, Park			X					
8. Equestrian trail	Trail			X					
9. Expanded Navajo Nation park system	Park							X	
10. Gallup fitness trail	Trail			X					
11. Gallup Parks and Rec. Master Plan update	Program/ Initiative			X					
12. Gallup skate park expansion	Park								X
13. High Desert Trail System parking lot relocation, ADA accessibility	Infrastructure								X
14. Highway 66 Bikeway	Trail			X					
15. K'e Community Trails	Trail	X							
16. Little Rio Puerco Wash (Hope Trail)	Trail								
17. Mentmore Climbing Rock Trail	Trail			X					
18. North side trail system access	Trail								X

Figure 26: McKinley County | Potential Projects

Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
1. Adventure Gallup & Beyond Initiative	Branding	Gallup				Gallup	Deferral Level 2
2. Aztec Avenue bike lane	Trail	Gallup			~5 mi	Gallup	Deferral Level 3
3. Bicycle network map	Wayfinding	Gallup				Gallup	Deferral Level 1
4. Bicycle routes network	Trail	McKinley County					Deferral Level 3
5. Community tool share / service course	Infrastructure	Gallup				Gallup	Deferral Level 1
6. Community walking trail	Trail	Zuni				Zuni	Deferral Level 2, potential candidate for NMMS TA
7. East/West Rio Puerco Trail and trail head park	Trail, Park	Gallup			Up to ~50 mi	Gallup	Deferral Level 2
8. Equestrian trail	Trail	Gallup				Gallup	Deferral Level 2
9. Expanded Navajo Nation park system	Park	Navajo Nation				Navajo Nation	Deferral Level 2
10. Gallup fitness trail	Trail	Gallup				Gallup	Deferral Level 2
11. Gallup Parks and Rec. Master Plan update	Program/ Initiative	Gallup				Gallup	Deferral Level 1
12. Gallup skate park expansion	Park	Gallup			~0.25 ac	Gallup	Deferral Level 2
13. High Desert Trail System parking lot relocation, ADA accessibility	Infrastructure	McKinley County			~7 ac	Gallup	PRIORITIZED, will provide infrastructure to connect with MainStreet District/ Downtown
14. Highway 66 Bikeway	Trail	NMDOT			~11 mi	Gallup	Deferral Level 2
15. K'e Community Trails	Trail	Navajo Nation				Navajo Nation	Deferral Level 2
16. Little Rio Puerco Wash (Hope Trail)	Trail	Gallup				Gallup	Deferral Level 2
17. Mentmore Climbing Rock Trail	Trail	Gallup			~1.75 mi	Gallup	Deferral Level 3
18. North side trail system access	Trail	Gallup				Gallup	Deferral Level 2



Figure 27: McKinley County | Potential Project Partners

Potential Project	Project Type	Potential Partners								
		McKinley County	Gallup	Zuni Pueblo	Navajo Nation	NMDOT	BLM	USFWS	USFS	NPS
1. Adventure Gallup & Beyond Initiative	Branding	X	X							
2. Aztec Avenue bike lane	Trail		X							
3. Bicycle network map	Wayfinding	X	X			X				
4. Bicycle routes network	Trail	X	X			X				
5. Community tool share / service course	Infrastructure		X							
6. Community walking trail	Trail			X						
7. East/West Rio Puerco Trail and trail head park	Trail, Park	X	X							
8. Equestrian trail	Trail		X							
9. Expanded Navajo Nation park system	Park				X					
10. Gallup fitness trail	Trail									
11. Gallup Parks and Rec. Master Plan update	Program/ Initiative		X							
12. Gallup skate park expansion	Park		X							
13. High Desert Trail System parking lot relocation, ADA accessibility	Infrastructure	X	X							
14. Highway 66 Bikeway	Trail		X			X				
15. K'e Community Trails	Trail				X					X
16. Little Rio Puerco Wash (Hope Trail)	Trail		X							
17. Mentmore Climbing Rock Trail	Trail	X	X							
18. North side trail system	Trail		X			X	X			

Figure 28: San Juan County | Potential Projects | Sources (1 of 4)

Potential Project	Project Type	Project Source Plan												
		LWCF Proj. List	SJ Co. GMP	2045 MTP	Bike-Ped Plan	FMTN Cons. Pln.	FMTN Comp. Pln.	FMTN MRA	Aztec ED Plan	Aztec MRA	Aztec Vision Pln.	Aztec P&R Plan	Animas River TSP	Other
1. 20th & 30th Street bike lanes	Trail				X									
2. Aerial Adventures	Park	X												
3. Ah-shi-sle-pah Trailhead	Infrastructure	X												
4. All abilities park	Park													X
5. Animas River Trails System	Trail				X									
6. Animas Riverwalk improvements - North Trail Extension	Trail						X	X						
7. Athletic fields upgrades	Park						X							
8. Aztec "Destination" Vision	Branding										X			
9. Aztec Main Ave. Complete Street	Infrastructure	X								X				
10. Aztec Public Plaza redesign	Park									X				
11. Aztec Ruins - Main Street connection	Trail				X						X		X	
12. Bicycle lane designation - W Blanco Blvd. to Newby Ln.	Trail													X
13. Bike-Ped imp. - CR6480, 3000, 3520, 3050, 2900	Trail													X
14. BLM mapping, brochures, trail markings, info.	Wayfinding	X												
15. Bloomfield Irrigation District non-motorized trails	Trail													X
16. BMX track - Lybertee Park	Park													X
17. Broadway multi-use pathway	Trail					X								
18. Brookside Skate Park rebuild	Park	X												
19. Cedar Hill river access/boat launch	Infrastructure													X
20. Cedar pedestrian bridge - Animas RiverWalk project	Trail													X
21. City of Farmington Outdoor Recreational Industry Initiative	Program/ Initiative			X										



Figure 29: San Juan County | Potential Projects | Sources (2 of 4)

Potential Project	Project Type	Project Source Plan												
		LWCF Proj. List	SJ Co. GMP	2045 MTP	Bike-Ped Plan	FMTN Cons. Pln.	FMTN Comp. Pln.	FMTN MRA	Aztec ED Plan	Aztec MRA	Aztec Vision Pln.	Aztec P&R Plan	Animas River TSP	Other
22. Community Center - Aztec	Infrastructure										X			
23. Complete Vereda del Rio River Trail	Trail				X									
24. Connect Kirtland to the San Juan River	Trail				X									
25. Connecting Farmington to neighboring municipalities	Trail				X									
26. Connecting North and South Rec Corr. - Farmington	Trail				X									
27. Connecting to Farmington Lake	Trail				X									
28. CR350 bike lanes	Trail		X											
29. Downtown Aztec gateway/wayfinding program	Wayfinding									X				
30. Dwtm Farmington Main St. Complete Streets Imp.	Infrastructure			X				X						
31. Downtown to Animas River Pedestrian Promenade	Trail						X							
32. E Blanco Blvd. Bike-Ped. Infrastructure	Infrastructure				X									
33. E Main St. Bike-Ped safety	Infrastructure				X									
34. Farmington Loop Trail	Trail							X						
35. Farmington River Rapids attraction	Park		X					X						
36. Flow trail - Lybertee Park	Trail													X
37. Four Corners Paddle Trail	Trail							X						
38. Four Corners Regional Airport improvements	Infrastructure	X	X											
39. Gateway Museum Park on Animas River	Park													X
40. Glade Run area	Park	X												
41. Gwenhaven Park dev. and pedestrian bridge	Park													X
42. Hartman Sports Park	Park	X												
43. Improve OR amenities in Animas District	Infrastructure							X						

Figure 30: San Juan County | Potential Projects | Sources (3 of 4)

Potential Project	Project Type	Project Source Plan												
		LWCF Proj. List	SJ Co. GMP	2045 MTP	Bike-Ped Plan	FMTN Cons. Pln.	FMTN Comp. Pln.	FMTN MRA	Aztec ED Plan	Aztec MRA	Aztec Vision Pln.	Aztec P&R Plan	Animas River TSP	Other
44. Improved ped. crossings on US64 and US550	Infrastructure				X									
45. Jackson Lake Park improvements	Park													X
46. Kirtland-Farmington bicycle lanes	Trail				X									
47. Lake Farmington Master Plan	Infrastructure													X
48. Martinez Trail	Trail												X	
49. Miniature Golf Course	Park													X
50. North Animas River pedestrian bridge	Trail											X	X	
51. North Foothills Recreation Area	Park	X												
52. NW Nhds. - Wilderness Park Trail connection	Trail				X									
53. Pedestrian connections on US64	Infrastructure				X									
54. Pedestrian friendly downtown facilities	Infrastructure				X									
55. Pickleball Court	Trail	X												
56. Pinon Mesa Trail development	Trail	X												
57. PRCA ADA improvements - Berg Park	Park						X							
58. Railroad ROW trail Farmington to Aztec	Trail	X												
59. River Rapids Attraction	Amenity		X					X						
60. Riverside Market kiosks	Infrastructure	X												
61. Riverside Park development	Park										X		X	
62. Ruins Road bike-ped improvements	Trail				X								X	
63. RV Park or Resort Hotel	Amenity						X							
64. Shade structure at baseball and softball fields	Park	X												
65. Southside River Trail connection	Trail	X												
66. State land lease (purchase)														



Figure 31: San Juan County | Potential Projects | Sources (4 of 4)

Potential Project	Project Type	Project Source Plan												
		LWCF Proj. List	SJ Co. GMP	2045 MTP	Bike-Ped Plan	FMTN Cons. Pln.	FMTN Comp. Pln.	FMTN MRA	Aztec ED Plan	Aztec MRA	Aztec Vision Pln.	Aztec P&R Plan	Animas River TSP	Other
67. Totah Park	Infrastructure							X						
68. Townsend Wildlife Nature Refuge and trails	Park												X	
69. Trail and multi-modal pathways wayfinding	Wayfinding		X											
70. Trails map	Wayfinding		X											
71. Upgrade golf course svcs. at Pinon Hills & Civitan	Park						X							
72. Urban Core - Vereda del Rio Trail connection	Trail				X									
73. US550 and NM516 bicycle infrastructure	Park				X									
74. US64 multi-use path	Trail		X											
75. Val Verde non-motorized trail	Trail													X
76. Vereda del Rio east extension	Trail													X
77. Vereda del Rio west extension	Trail													X
78. Wayfinding to promote Downtown Aztec	Wayfinding								X				X	
79. Wildflower Parkway multi-use path	Trail		X											

Figure 32: San Juan County | Potential Projects (1 of 4)

Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
1. 20th & 30th Street bike lanes	Trail	Farmington		Completed		Farmington	Deferral Level 1
2. Aerial Adventures	Park	Farmington		Seeking partner		Farmington	Deferral Level 1
3. Ah-shi-sle-pah Trailhead	Infrastructure	BLM		Proposed, needs design		Nageezi	Deferral Level 3
4. All abilities park	Park	Farmington		Ready for construction		Farmington	Deferral Level 2
5. Animas River Trails System	Trail	Aztec				Aztec	Deferral Level 2
6. Animas Riverwalk improvements - North Trail Extension	Trail	Farmington		Near complete		Farmington	Deferral Level 3
7. Athletic fields upgrades	Park	Farmington		Ready for construction		Farmington	Deferral Level 2
8. Aztec "Destination" Vision	Branding	Aztec				Aztec	Deferral Level 1
9. Aztec Main Ave. Complete Street	Infrastructure	Aztec			~2.75 mi	Aztec	Deferral Level 2
10. Aztec Public Plaza redesign	Park	Aztec		Ready for construction	~.2 ac	Aztec	Deferral Level 2
11. Aztec Ruins - Main Street connection	Trail	Aztec / NPS			~2 mi	Aztec	Deferral Level 2
12. Bicycle lane designation - W Blanco Blvd. to Newby Ln.	Trail	Bloomfield		Design underway	~2 mi	Bloomfield	Deferral Level 3
13. Bike-Ped Imp. - CR6480, 3000, 3520, 3050, 2900	Trail	San Juan County			~35 mi	Farmington, Aztec	Deferral Level 2
14. BLM mapping, brochures, trail markings, info.	Wayfinding	BLM		Design underway			Deferral Level 1
15. Bloomfield Irrigation District non-motorized trails	Trail	Bloomfield		Agreement reached		Bloomfield	Deferral Level 3
16. BMX track - Lybertee Park	Park	Bloomfield		Under construction		Bloomfield	Deferral Level 3
17. Broadway multi-use pathway	Trail	Farmington		Completed		Farmington	Deferral Level 1
18. Brookside Skate Park rebuild	Park	Farmington		Conceptual design compl.		Farmington	Deferral Level 2
19. Cedar Hill river access/boat launch	Infrastructure			Funding allocated		Cedar Hill	Deferral Level 2
20. Cedar pedestrian bridge - Animas RiverWalk project	Trail	Farmington		Funding allocated		Farmington	Deferral Level 2
21. City of Farmington Outdoor Recreational Industry Initiative	Program/ Initiative	Farmington				Farmington	Deferral Level 1



Figure 33: San Juan County | Potential Projects (2 of 4)

Potential Project	Project Type	Potential Partners										
		San Juan County	Aztec	Bloomfield	Farmington	Kirtland	Navajo Nation	San Juan College	NMDOT	BLM	NM EMNRD	NPS
22. Community Center - Aztec	Infrastructure		X									
23. Complete Vereda del Rio River Trail	Trail			X								
24. Connect Kirtland to the San Juan River	Trail					X						
25. Connecting Farmington to neighboring municipalities	Trail	X	X	X	X	X	X		X			
26. Connecting North and South Rec Corr. - Farmington	Trail				X							
27. Connecting to Farmington Lake	Trail				X							
28. CR350 bike lanes	Trail	X										
29. Downtown Aztec gateway/wayfinding program	Wayfinding		X									
30. Dwtm Farmington Main St. Complete Streets Imp.	Infrastructure				X				X			
31. Downtown to Animas River Pedestrian Promenade	Trail				X							
32. E Blanco Blvd. Bike-Ped. Infrastructure	Infrastructure			X								
33. E Main St. Bike-Ped safety	Infrastructure				X							
34. Farmington Loop Trail	Trail	X	X	X	X	X						
35. Farmington River Rapids attraction	Park	X			X							
36. Flow trail - Lybertee Park	Trail			X								
37. Four Corners Paddle Trail	Trail				X							
38. Four Corners Regional Airport improvements	Infrastructure	X			X							
39. Gateway Museum Park on Animas River	Park				X							
40. Glade Run area	Park	X			X					X		
41. Gwenhaven Park dev. and pedestrian bridge	Park				X							
42. Hartman Sports Park	Park		X									
43. Improve OR amenities in Animas District	Infrastructure				X							

Figure 34: San Juan County | Potential Projects (3 of 4)

Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
44. Improved ped. crossings on US64 and US550	Infrastructure	NMDOT				Bloomfield	Deferral Level 3
45. Jackson Lake Park improvements	Park	Farmington		Funding allocated	840 ac	Farmington	Deferral Level 2
46. Kirtland-Farmington bicycle lanes	Trail	NMDOT			~8.5 mi	Farmington, Kirtland	Deferral Level 2
47. Lake Farmington Master Plan	Infrastructure	Farmington		Master Plan complete		Farmington	Deferral Level 2
48. Martinez Trail	Trail	Aztec			~1.25 mi	Aztec	Deferral Level 2
49. Miniature Golf Course	Park	Farmington		Concept only		Farmington	Deferral Level 2
50. North Animas River pedestrian bridge	Trail	Aztec				Aztec	Deferral Level 2
51. North Foothills Recreation Area	Park	Farmington		Master Plan underway		Farmington	Deferral Level 2
52. NW Nhds. - Wilderness Park Trail connection	Trail	Bloomfield				Bloomfield	Deferral Level 3
53. Pedestrian connections on US64	Infrastructure	NMDOT				Kirtland	Deferral Level 3
54. Pedestrian friendly downtown facilities	Infrastructure	Aztec				Aztec	Deferral Level 2
55. Pickleball Court	Trail	Farmington		Planning underway		Farmington	Deferral Level 2
56. Pinon Mesa Trail development	Trail	Farmington		Concept only		Farmington	Deferral Level 2
57. PRCA ADA improvements - Berg Park	Park	Farmington		Completed	~4.5 ac	Farmington	Deferral Level 1
58. Railroad ROW trail Farmington to Aztec	Trail	San Juan County		Concept only		Farmington, Aztec	Deferral Level 2
59. River Rapids Attraction	Infrastructure	Farmington		Ready for Construction		Farmington	Deferral Level 2
60. Riverside Market kiosks	Infrastructure	Farmington				Farmington	Deferral Level 2
61. Riverside Park development	Park	Aztec			~36 ac	Aztec	Deferral Level 2
62. Ruins Road bike-ped improvements	Trail	Aztec			~0.75 ac	Aztec	Deferral Level 2
63. RV Park or Resort Hotel	Amenity	Farmington		Concept only		Farmington	Deferral Level 1
64. Shade structure at baseball and softball fields	Park	Farmington		Plan complete, funds needed		Farmington	Deferral Level 2
65. Southside River Trail connection	Trail	Farmington				Farmington	Deferral Level 2
66. State land lease/purchase at Lake Farmington	Park	Farmington, State of NM		Planning underway		Farmington	Deferral Level 1



Figure 35: San Juan County | Potential Projects (4 of 4)

Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
67. Totah Park	Infrastructure	Farmington		Concept only	~6 ac	Farmington	Deferral Level 2
68. Townsend Wildlife Nature Refuge and trails	Park	Aztec			~45 ac	Aztec	Deferral Level 2
69. Trail and multi-modal pathways wayfinding	Wayfinding	San Juan County					Deferral Level 1
70. Trails map	Wayfinding	San Juan County		Planning underway			Deferral Level 1
71. Upgrade golf course svcs. at Pinon Hills & Civitan	Park	Farmington		Design underway		Farmington	Deferral Level 2
72. Urban Core - Vereda del Rio Trail connection	Trail	Bloomfield				Bloomfield	Deferral Level 3
73. US550 and NM516 bicycle infrastructure	Park	NMDOT			~21 mi	Aztec	Deferral Level 2
74. US64 multi-use path	Trail	NMDOT			~14.5 mi	Farmington, Bloomfield	Deferral Level 2
75. Val Verde non-motorized trail	Trail	Bloomfield		Completed		Bloomfield	Deferral Level 3
76. Vereda del Rio east extension	Trail	Bloomfield		Planning underway		Bloomfield	Deferral Level 3
77. Vereda del Rio west extension	Trail	Bloomfield		Planning underway		Bloomfield	Deferral Level 3
78. Wayfinding to promote Downtown Aztec	Wayfinding	Aztec				Aztec	Deferral Level 2
79. Wildflower Parkway multi-use path	Trail	Aztec			~1.25 mi	Aztec	Deferral Level 2

Figure 36: San Juan County | Potential Project Partners (1 of 4)

Potential Project	Project Type	Potential Partners										
		San Juan County	Aztec	Bloomfield	Farmington	Kirtland	Navajo Nation	San Juan College	NMDOT	BLM	NM EMNRD	NPS
1. 20th & 30th Street bike lanes	Trail				X							
2. Aerial Adventures	Park				X							
3. Ah-shi-sle-pah Trailhead	Infrastructure	X			X					X		
4. All abilities park	Park				X							
5. Animas River Trails System	Trail		X		X							
6. Animas Riverwalk improvements - North Trail Extension	Trail	X	X		X							
7. Athletic fields upgrades	Park				X							
8. Aztec "Destination" Vision	Branding		X									
9. Aztec Main Ave. Complete Street	Infrastructure		X									
10. Aztec Public Plaza redesign	Park		X									
11. Aztec Ruins - Main Street connection	Trail		X									X
12. Bicycle lane designation - W Blanco Blvd. to Newby Ln.	Trail			X								
13. Bike-Ped imp. - CR6480, 3000, 3520, 3050, 2900	Trail	X	X		X	X						
14. BLM mapping, brochures, trail markings, info.	Wayfinding									X		
15. Bloomfield Irrigation District non-motorized trails	Trail			X								
16. BMX track - Lybertee Park	Park			X								
17. Broadway multi-use pathway	Trail				X							
18. Brookside Skate Park rebuild	Park				X							
19. Cedar Hill river access/boat launch	Infrastructure	X										
20. Cedar pedestrian bridge - Animas RiverWalk project	Trail				X							
21. City of Farmington Outdoor Recreational Industry Initiative	Program/ Initiative				X							



Figure 37: San Juan County | Potential Project Partners (2 of 4)

Potential Project	Project Type	Potential Partners										
		San Juan County	Aztec	Bloomfield	Farmington	Kirtland	Navajo Nation	San Juan College	NMDOT	BLM	NM EMNRD	NPS
22. Community Center - Aztec	Infrastructure		X									
23. Complete Vereda del Rio River Trail	Trail			X								
24. Connect Kirtland to the San Juan River	Trail					X						
25. Connecting Farmington to neighboring municipalities	Trail	X	X	X	X	X	X		X			
26. Connecting North and South Rec Corr. - Farmington	Trail				X							
27. Connecting to Farmington Lake	Trail				X							
28. CR350 bike lanes	Trail	X										
29. Downtown Aztec gateway/wayfinding program	Wayfinding		X									
30. Dwtm Farmington Main St. Complete Streets Imp.	Infrastructure				X				X			
31. Downtown to Animas River Pedestrian Promenade	Trail				X							
32. E Blanco Blvd. Bike-Ped. Infrastructure	Infrastructure			X								
33. E Main St. Bike-Ped safety	Infrastructure				X							
34. Farmington Loop Trail	Trail	X	X	X	X	X						
35. Farmington River Rapids attraction	Park	X			X							
36. Flow trail - Lybertee Park	Trail			X								
37. Four Corners Paddle Trail	Trail				X							
38. Four Corners Regional Airport improvements	Infrastructure	X			X							
39. Gateway Museum Park on Animas River	Park				X							
40. Glade Run area	Park	X			X					X		
41. Gwenhaven Park dev. and pedestrian bridge	Park				X							
42. Hartman Sports Park	Park		X									
43. Improve OR amenities in Animas District	Infrastructure				X							

Figure 38: San Juan County | Potential Project Partners (3 of 4)

Potential Project	Project Type	Project Source Plan												
		LWCF Proj. List	SJ Co. GMP	2045 MTP	Bike-Ped Plan	FMTN Cons. Pln.	FMTN Comp. Pln.	FMTN MRA	Aztec ED Plan	Aztec MRA	Aztec Vision Pln.	Aztec P&R Plan	Animas River TSP	Other
44. Improved ped. crossings on US64 and US550	Infrastructure				X									
45. Jackson Lake Park improvements	Park													X
46. Kirtland-Farmington bicycle lanes	Trail				X									
47. Lake Farmington Master Plan	Infrastructure													X
48. Martinez Trail	Trail												X	
49. Miniature Golf Course	Park													X
50. North Animas River pedestrian bridge	Trail											X	X	
51. North Foothills Recreation Area	Park	X												
52. NW Nhds. - Wilderness Park Trail connection	Trail				X									
53. Pedestrian connections on US64	Infrastructure				X									
54. Pedestrian friendly downtown facilities	Infrastructure				X									
55. Pickleball Court	Trail	X												
56. Pinon Mesa Trail development	Trail	X												
57. PRCA ADA improvements - Berg Park	Park						X							
58. Railroad ROW trail Farmington to Aztec	Trail	X												
59. River Rapids Attraction	Amenity		X					X						
60. Riverside Market kiosks	Infrastructure	X												
61. Riverside Park development	Park										X		X	
62. Ruins Road bike-ped improvements	Trail				X								X	
63. RV Park or Resort Hotel	Amenity						X							
64. Shade structure at baseball and softball fields	Park	X												
65. Southside River Trail connection	Trail	X												
66. State land lease/purchase at Lake Farmington	Park						X							



Figure 39: San Juan County | Potential Project Partners (4 of 4)

Potential Project	Project Type	Project Source Plan												
		LWCF Proj. List	SJ Co. GMP	2045 MTP	Bike-Ped Plan	FMTN Cons. Pln.	FMTN Comp. Pln.	FMTN MRA	Aztec ED Plan	Aztec MRA	Aztec Vision Pln.	Aztec P&R Plan	Animas River TSP	Other
67. Totah Park	Infrastructure							X						
68. Townsend Wildlife Nature Refuge and trails	Park												X	
69. Trail and multi-modal pathways wayfinding	Wayfinding		X											
70. Trails map	Wayfinding		X											
71. Upgrade golf course svcs. at Pinon Hills & Civitan	Park						X							
72. Urban Core - Vereda del Rio Trail connection	Trail				X									
73. US550 and NM516 bicycle infrastructure	Park				X									
74. US64 multi-use path	Trail		X											
75. Val Verde non-motorized trail	Trail													X
76. Vereda del Rio east extension	Trail													X
77. Vereda del Rio west extension	Trail													X
78. Wayfinding to promote Downtown Aztec	Wayfinding								X				X	
79. Wildflower Parkway multi-use path	Trail		X											

Figure 40: Sierra County | Potential Projects | Sources

Potential Project	Project Type	Project Source Plan							
		LWCF Proj. List	Sierra Co. Comp. Pln.	Sierra Co. ED Strat. Pln.	Mid. Rio Grande Econ. Dev. Pln.	T or C Comp. Pln.	T or C Dwtm MRA	Geronimo Trail NSB Corr. Mgmt. Pln.	Other
1. Bicycle connections (bike lanes, infrastructure, & trails)	Infrastructure								X
2. Continental Divide National Scenic Trail campground	Infrastructure							X	
3. Cuchillo Rest Area	Infrastructure							X	
4. Disc golf course at Municipal Golf Course	Park								X
5. Elephant Butte Lake permanent pool	Infrastructure		X						
6. Elephant Butte Lake SP ATV trail improvements	Trail							X	X
7. Geronimo Trail National Scenic Byway signage	Wayfinding							X	
8. Healing Water Trail improvements	Trail					X	X	X	
9. Monticello Plaza refurbishment	Park							X	
10. Rio Grande access at Ralph Edwards & Rotary Parks	Park					X			
11. Rio Grande Trail conn. to Elephant Butte Multi-use Trail	Trail							X	
12. Rio Grande Trail - Sierra County Segment	Park	X							
13. Rotary Park	Park								X
14. Sierra County marketing plan/ Visitors' Guide	Branding		X	X	X				
15. T or C Parks and Recreation Master Plan	Infrastructure					X			
16. T or C Wayfinding	Wayfinding					X	X		
17. The Narrows Water Trail	Trail								X
18. Turtleback Trails Network	Trail	X							
19. Williamsburg Community Park RV Campground	Infrastructure								X



Figure 41: Sierra County | Potential Projects

Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
1. Bicycle connections (bike lanes, infrastructure, & trails)	Infrastructure	T or C				T or C	Deferral Level 2
2. Continental Divide National Scenic Trail campground	Infrastructure	National Forest Service				T or C	Deferral Level 3
3. Cuchillo Rest Area	Infrastructure	National Forest Service			~50 ac	Cuchillo	Deferral Level 3
4. Disc golf course at Municipal Golf Course	Park	T or C			~60 ac	T or C	Deferral Level 2
5. Elephant Butte Lake permanent pool	Infrastructure	Bureau of Reclamation				Elephant Butte	Deferral Level 2
6. Elephant Butte Lake SP ATV trail improvements	Trail	New Mexico State Parks				Elephant Butte	Deferral Level 2
7. Geronimo Trail National Scenic Byway signage	Wayfinding	NPS				T or C	Deferral Level 2
8. Healing Water Trail improvements	Trail	T or C			~3.75 mi	T or C	PRIORITIZED, in conjunction with Rio Grande access
9. Monticello Plaza refurbishment	Park	Monticello Canyon Assoc.			~0.75 ac	Monticello	Deferral Level 3
10. Rio Grande access at Ralph Edwards & Rotary Parks	Park	T or C				T or C	PRIORITIZED, in conjunction with Healing Waters Trail improvements
11. Rio Grande Trail conn. to Elephant Butte Multi-use Trail	Trail	New Mexico State Parks				Elephant Butte	Deferral Level 3
12. Rio Grande Trail - Sierra County Segment	Park	New Mexico State Parks			~65 mi	T or C and others	Deferral Level 2
13. Rotary Park	Park	NPS, T or C			~4 ac	T or C	Deferral Level 2
14. Sierra County marketing plan/ Visitors' Guide	Branding	T or C				T or C	Deferral Level 1
15. T or C Parks and Recreation Master Plan	Infrastructure	Sierra County					Deferral Level 1
16. T or C Wayfinding	Wayfinding	T or C				T or C	Deferral Level 2, NMMS TA in progress
17. The Narrows Water Trail	Trail	New Mexico State Parks				Elephant Butte	Deferral Level 2
18. Turtleback Trails Network	Trail	T or C				T or C	Deferral Level 2
19. Williamsburg Community Park RV Campground	Infrastructure	Williamsburg			~8 ac	Williamsburg	Deferral Level 1

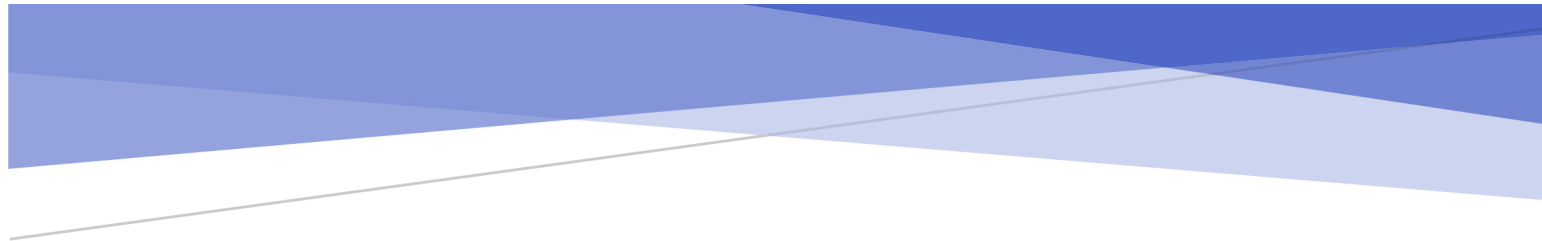
Figure 42: Sierra County | Potential Project Partners

Potential Project	Project Type	Potential Partners									
		Sierra County	T or C	Elephant Butte	Williamsburg	NMDOT	BLM	USFS	NM EMNRD	USBR	NPS
1. Bicycle connections (bike lanes, infrastructure, & trails)	Infrastructure	X				X					
2. Continental Divide National Scenic Trail campground	Infrastructure							X			
3. Cuchillo Rest Area	Infrastructure	X				X					X
4. Disc golf course at Municipal Golf Course	Park		X								
5. Elephant Butte Lake permanent pool	Infrastructure	X	X	X	X				X		
6. Elephant Butte Lake SP ATV trail improvements	Trail			X			X		X		X
7. Geronimo Trail National Scenic Byway signage	Wayfinding	X	X			X	X	X			X
8. Healing Water Trail improvements	Trail	X	X			X	X		X		
9. Monticello Plaza refurbishment	Park	X									X
10. Rio Grande access at Ralph Edwards & Rotary Parks	Park		X							X	
11. Rio Grande Trail conn. to Elephant Butte Multi-use Trail	Trail	X	X	X		X					X
12. Rio Grande Trail - Sierra County Segment	Park	X	X								X
13. Rotary Park	Park		X								
14. Sierra County marketing plan/ Visitors' Guide	Branding	X	X	X	X						X
15. T or C Parks and Recreation Master Plan	Infrastructure		X								
16. T or C Wayfinding	Wayfinding		X			X					
17. The Narrows Water Trail	Trail										
18. Turtleback Trails Network	Trail		X		X		X			X	X
19. Williamsburg Community Park RV Campground	Infrastructure				X						



Figure 43: Outdoor Recreation Assets | Data Sources and Gaps

			Lincoln	Ruidoso	McKinley	Gallup	San Juan	Farmington	Colfax	Raton	Sierra	TOC
									<a href="https://www.sierraco.org/department/gis-departm">https://www.sierraco.org/department/gis-departm</a>			
Natural Resources	Land Ownership	National Forest Service			x							
		National Park Service			x							
		Bureau of Land Management			x							
		State			x							
		Tribal			x							
		County										
	Water bodies	River										
		Lakes					x					
		Ponds										
Recreational Resource Assets		National Park					x					
		State Parks					x					
		Tribal Park					x					
		Park (misc.)					x					
		Open Space										
		Water Access Points (Fishing)					x					
		Wilderness Area										
		Recreation Area (misc)					x					hot springs
		Trailhead										
	Amenities	Trailhead					x					
		Campgrounds										
		Boat Ramp					x					
		Golf Course					x					
		Archery					x					
		Dock										
		Ski Area					x					
		Water Fountain										
		Benches										
		Wayfinding Sign Locations										
	Infrastructure	Trails (existing)				<a href="https://cog.m">https://cog.m</a>	x		<a href="https://www.sierracountynewmexico.info/recreation/hiking-in">https://www.sierracountynewmexico.info/recreation/hiking-in</a>			
		Trail (planned)										
		Bike facilities (existing)										
		Bike facilities (planned)										
		Sidewalks (existing and planned)										
		Roads										
		Gravel Roads										
Economic Resources	Businesses and Services	BLM Roads					x					
		Outdoor recreation-related businesses										
		Lodging										
		Hospitals										
Cultural Resources	History	Archeological resources										
	Heritage	Monuments					x					
		Ruins					x					
	Sense of Place	Landmarks										



Funding Sources				
Federal Funding				
Name	Funder & Type	Program Purpose	Funding For	Website
<b>Smart Growth Building Blocks for Sustainable Communities</b>	EPA  Technical assistance, smart growth, environment, sustainability	To revitalize economies, create jobs, protect clean air and water, prepare for climate change-related impacts, and improve quality of life.	Technical assistance	<a href="https://www.epa.gov/smartgrowth/building-blocks-sustainable-communities">https://www.epa.gov/smartgrowth/building-blocks-sustainable-communities</a>
<b>Rural Business Development Grants</b>	USDA Rural Development (RD)	Targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas. Feasibility studies or economic impact studies for a recreation activity may be eligible. Example: Can help small towns develop an economic impact analysis to evaluate the area's capacity to become a recreational destination.	Enterprise grants must be used on projects to benefit small and emerging businesses in rural areas.	<a href="https://www.rd.usda.gov/programs-services/rural-business-development-grants">https://www.rd.usda.gov/programs-services/rural-business-development-grants</a>
<b>Rural Cooperative Development Grant</b>	USDA Rural Development	Provide support to centers for cooperatives. Eligible work plans can include trail development/maintenance, feasibility studies, marketing, lodging development, business development, strategic planning. Example: Nonprofit organizations can use this program to develop a business plan for a cooperative focused on recreational activities such as rock climbing, guided tours, mountain biking, skiing, and hiking.	Grant and matching funds can be used for developing and operating a Rural Cooperative Development Center.	<a href="https://www.rd.usda.gov/programs-services/rural-cooperative-development-grant-program/nm">https://www.rd.usda.gov/programs-services/rural-cooperative-development-grant-program/nm</a>

Federal Non-Governmental Organization Funding				
Name	Funder & Type	Program Purpose	Funding For	Website

<b>Five Star Restoration Program</b>	Environmental Protection Agency & National Fish and Wildlife Foundation  Conservation, Restoration	To bring together students, conservation corps, citizen groups, corporations, landowners and government agencies to provide environmental education and training through projects that restore wetlands and streams.	Green infrastructure projects	<a href="http://www.nfwf.org/fives/tar/Pages/home.aspx">http://www.nfwf.org/fives/tar/Pages/home.aspx</a>
<b>NEEF National Environmental Education Foundation</b>	National Environmental Education Foundation Education, forest, recreation, youth	A variety of grants for local communities that show individual and group commitment to nature through education and service.	-Every Day Capacity Building Grant -Every Day Event Grant -Hands on the Land Mini-Grant -Health and the Natural Environment Grant	<a href="https://www.neefusa.org/grants">https://www.neefusa.org/grants</a>  <a href="http://www.grantinterface.com/neef/common/logon.aspx">http://www.grantinterface.com/neef/common/logon.aspx</a>

### New Mexico Grants

Name	Funder & Type	Program Purpose	Funding For	Website
<b>New Mexico Outdoor Equity Fund</b>	New Mexico Economic Development Division, Outdoor Recreation Division	Outdoor Equity Fund was created to allow all youth equitable access to the outdoors. The grant will support transformative outdoor experiences that foster stewardship and respect for New Mexico's land, water, and cultural heritage.	Support transformative outdoor experiences that foster stewardship and respect for our lands, waters, and cultural heritage.	<a href="https://www.nmoutside.com/outdoor-grants-equity-fund">https://www.nmoutside.com/outdoor-grants-equity-fund</a>
<b>New Mexico Youth Conservation Corps</b>	New Mexico Youth Conservation Corps	The Youth Conservation Corps (YCC) provides funds to local governments, tribes, and non-profits to hire youth ages 14 to 25 for community and conservation projects.	To receive training and educational opportunities as part of a YCC project. Youth gain skills that translate into a career with parks, forestry, wildland firefighting, conservation, and law enforcement and more.	<a href="http://www.emnrd.state.nm.us/YCC/">http://www.emnrd.state.nm.us/YCC/</a>
<b>New Mexico Tourism Department (NMTD) Clean and Beautiful Grant Program</b>	New Mexico Transportation Department  Economic Development, Tourism, Marketing, Recreation	The purpose of the New Mexico "Litter Control and Beautification Act," NMSA 1978, § 67-16-1 et seq., is to control litter by authorizing the New Mexico Tourism Department (NMTD) to eliminate litter from New Mexico to the maximum practical extent through a state-coordinated plan of education, control, prevention, and elimination. Therefore, NMTD distributes funds throughout the state to fulfill program goals and objectives that promote citizen engagement, reduce blight, further beautification and waste diversion efforts keeping New Mexico a clean and beautiful place to live, work and play.	1) End Littering 2) Improve Recycling 3) Beautify Communities 4) Empower Youth 5) Improve Program Capacity	<a href="https://www.newmexico.org/industry/work-together/grants/clean-and-beautiful/clean-and-beautiful-overview/">https://www.newmexico.org/industry/work-together/grants/clean-and-beautiful/clean-and-beautiful-overview/</a>
<b>New Mexico Outdoor Recreation</b>	New Mexico Economic Development	A grant program to support projects that enhance communities' outdoor recreation opportunities. Trails, river parks, wildlife	Shovel-ready infrastructure projects that directly enhance or	<a href="https://www.nmoutside.com/outdoor-grants-equity-fund">https://www.nmoutside.com/outdoor-grants-equity-fund</a>



		shovel-ready infrastructure projects that directly add to that access.		
<b>LWCF Land &amp; Water Conservation Fund</b>	New Mexico Energy Minerals Natural Resource Development  Parks, Recreation, Trails	Providing federal reimbursement grants for acquiring, developing and improving outdoor recreation areas and facilities.	Acquisition and/or development of land to create new, or reinvigorate existing, public parks and other outdoor recreation spaces in neighborhoods that are economically disadvantaged and are underserved or lacking in opportunities. These include: ball fields, sports courts, spray parks, golf courses, public restrooms, swimming pools, skate parks, and walking trails.	<a href="http://www.emnrd.state.nm.us/SPD/Landandwater.html">http://www.emnrd.state.nm.us/SPD/Landandwater.html</a> <a href="https://www.cityparksalliance.org/news-a-events/3-news/479-2018-outdoor-recreation-legacy-partnership-application-process">https://www.cityparksalliance.org/news-a-events/3-news/479-2018-outdoor-recreation-legacy-partnership-application-process</a> <a href="https://www.grants.gov">Grants.gov Funding Opportunity #:</a> <a href="https://www.grants.gov/grants/P18AS00153">P18AS00153</a>

### Non-Profit Funding: Examples

Name	Funder & Type	Program Purpose	Funding For	Website
<b>ACF Competitive Grant Program</b>	Albuquerque Community Foundation  Arts, culture, economics, education, environment, historic preservation, health	1. Providing and supporting economic opportunities for individuals living in the four-county Greater Albuquerque Metropolitan Area. 2. Providing and supporting opportunities that will bolster the economic growth of Albuquerque.	Life-skills and career development programs; educational opportunities; and/or social services programs that create self-sustainable lifestyles for at-risk populations. Strengthening access to art and culture; supporting preventative health and human services programs to reduce homelessness and physical health needs	<a href="http://www.albuquerquefoundation.org/grants.aspx">http://www.albuquerquefoundation.org/grants.aspx</a>
<b>EcoSolutions Grant</b>	Captain Planet Foundation  Youth, education	Solution-oriented, youth-led projects that result in real environmental outcomes, available to educators.	Hands-on environmental stewardship activities for youth; catalysts to getting environment-based education in schools; and projects with real environmental outcomes.	<a href="http://captainplanetfoundation.org/apply-for-grants/2/">http://captainplanetfoundation.org/apply-for-grants/2/</a>
<b>Outride Funds</b>	Outride  Youth, cycling	To empower local communities to launch a variety of youth cycling initiatives nationwide though providing matching grants to grassroots organizations in support of Trail Building, Youth Cycling Education, and Youth Rider Development.	Trail Building and youth rider development.	<a href="https://outridebike.org/newsletters/2020/4/17/outride-fund-awards-24-new-projects-for-spring">https://outridebike.org/newsletters/2020/4/17/outride-fund-awards-24-new-projects-for-spring</a>

### Other Non-Profit Funders: Examples

Name	Funder & Type	Program Purpose	Funding For	Website
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			food access, built environment, physical activity and/or socio-economic demographics.	
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### Corporate Funding: Examples

Name	Funder & Type	Program Purpose	Funding For	Website
<b><u>Lowe's</u> Charitable &amp; Educational Foundation</b>	Lowe's  Community, Education	Primary focus on K-12 and community improvement, through supporting non-profits and municipalities having high needs projects; partnerships with Boys & Girls Clubs, and the Nature Conservancy.	Building renovations & upgrades, grounds improvements, technology upgrades, safety improvements. Examples: reading garden, vegetable garden, physical fitness area, school landscaping project, school nature trail.	<a href="https://www.lowes.com/cd_Lowe+Our+Charitable+and+Educational+Foundation_936258779">https://www.lowes.com/cd_Lowe+Our+Charitable+and+Educational+Foundation_936258779</a> <a href="http://www.communitydevelopmentgrants.info/GrantDetails.aspx?gid=16792">http://www.communitydevelopmentgrants.info/GrantDetails.aspx?gid=16792</a>
<b><u>Walmart</u> Foundation Grants</b>	Walmart  Community, low-income, economic development, sustainability	To meet the needs of the underserved: hunger relief & healthy eating, sustainability, women's economic empowerment, and career opportunities.	General operating expenses	<a href="http://giving.walmart.com/apply-for-grants/">http://giving.walmart.com/apply-for-grants/</a>
<b><u>Coca-Cola</u> Foundation, Coca-Cola</b>	Coca-Cola Health, Stewardship, Community	Provides grants in four areas: water stewardship, active healthy living, community recycling, and education. Access to clean water, water conservation and recycling		<a href="http://www.coca-colacompany.com/stories/the-coca-cola-foundation">http://www.coca-colacompany.com/stories/the-coca-cola-foundation</a>
<b><u>The North Face</u> Explore Fund</b>	North Face  Youth	Supports organizations that encourage youth outdoor participation, help create a connection to nature that will help empower the future leaders of tomorrow, and inspire exploration of natural places	Organizations that take youth outdoors	<a href="https://www.thenorthface.com/about-us/outdoor-exploration/explore-fund.html">https://www.thenorthface.com/about-us/outdoor-exploration/explore-fund.html</a>

## Outdoor Recreation Atlas (ORA) Pilot Project Process Evaluation Questionnaire

We hope to continue to work on the ORA but need your help making recommendations for improving this project (e.g., goals, process, and final products). Please answer the following questions and return to joni palmer ([joni.palmer@colorado.edu](mailto:joni.palmer@colorado.edu)) no later than 6:00 pm on Thursday June 17<sup>th</sup>. The responses will be compiled and reviewed for recommendations for future work on the Outdoor Recreation Atlas.

Thank you for taking the time to complete this questionnaire.

---

County: \_\_\_\_\_

Community: \_\_\_\_\_

### Initial Understanding of the pilot project

Were the goals of this pilot project clear to you?

Were the project schedule and outcomes of the pilot project clear to you?

### Communication

Was the project communication handled efficiently and effectively? If not, how could it be improved?

Were there enough county meetings, and were they useful? Please explain.

Were there other groups/individuals who should have been a part of the project team? If so, please specify.

Are there other forms of communication (e.g., other than email) that would have been helpful?

### Strengths and weaknesses of the pilot project

What things do you think went well with this pilot project?

What things did you think were frustrating or challenging aspects of this pilot project?

Please offer some ideas for improving the ORA process. For example, what changes do you think we should make to this ORA process, to avoid frustration or difficulties?



### **Future expansion of the ORA**

Do you think the pilot project team worked well together?

What do you think are the biggest obstacles we might face scaling this up to a statewide outdoor recreation atlas?

### **Other comments?**

Please provide us with any other thoughts you have about the pilot project and/or future expansion of the ORA.

## CASE STUDY

# Amenity migration and the future of economic development opportunities in NM

*COVID-19 HAS CHANGED THE WAY WE LIVE OUR LIVES IN COUNTLESS WAYS.*

In the Spring and Summer of 2020 there was a significant increase in outdoor recreation across the nation, as well as migration from cities to smaller, high quality-of-life “gateway” communities. The pandemic spurred people to think about their relationship to nature, where they want to live (and work), and how and with whom they want to spend time. The Gateway & Natural Amenity Region (GNAR) Initiative at Utah State University took this seriously and developed a webinar series—“Boom Town: Amenity Migration in the Rural West and the Rise of the ‘Zoom Town’”—as a way to engage community, tourism and recreation planners, designers, and natural resource managers, in a conversation about the changing American West.

The webinar series and related materials are a crash course in amenity migration and its impacts on rural communities. The following are key points related to New Mexico’s future as an outdoor recreation destination that were useful in framing the need for this pilot project:

*THE RELATIONSHIP BETWEEN COMMUNITIES AND OUTDOOR RECREATION ASSETS CAN BE POSITIVE AND NEGATIVE.*

Communities with outdoor recreation opportunities in or near them have increasingly become popular destinations. Positive impacts are pride of place and increased revenues. Negative impacts include increased traffic, overcrowding of sensitive landscapes, and demands for services and resources beyond existing capacity.

Because of these new pressures, communities are facing planning and development challenges for which they are unprepared. These challenges include housing availability and affordability, cost of living, traffic congestion, broadband access, “outsider” conflicts, and maintaining sense of place and identity. Many communities have found creative immediate-term solutions to address these challenges; however, they need longer-term planning capabilities to address these issues.

*Amenity Migration is currently contributing to an increase in outdoor recreation. An understanding of this trend provides context and can inform strategies to manage outdoor recreation assets and community development in MainStreet communities.*

*THERE ARE MANY RESOURCES, AND A GROWING NUMBER OF STUDIES AND EXAMPLES, AVAILABLE TO HELP COMMUNITIES PLAN FOR A HEALTHY AND SUSTAINABLE FUTURE.*

Though reports and studies are helpful, there is a need for interactive forums for sharing insights, experiences, and successful strategies.

For more information:  
<https://www.usu.edu/gnar/>

