

CITY OF GRANTS
SPECIAL CITY COUNCIL MEETING
Thursday, May 9, 2024
4:00 PM
AGENDA

MEETING CALLED TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

DISCUSSION OF CHARTER COMPLIANCE

CITIZENS TO ADDRESS THE COUNCIL: Â Note: To all persons who wish to specifically address the City Council on any agenda item or an item not on the agenda please sign in before the start of the meeting and state your purpose in order to be recognized. Each Citizen will be allowed 3 minutes to present their topic.

1. DISCUSSION/ACTION ITEMS:

- 1.1 Discussion/Action - Approval of File Construction Change Orders for Mt Taylor Waterline Extension
- 1.2 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Grants Rodeo Association in the amount of \$40,000
- 1.3 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola County Historical Society in the amount of \$15,000
- 1.4 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola Arts Council in the amount of \$6,000
- 1.5 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Mt. Taylor Quadrathlon in the amount of \$50,000
- 1.6 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola Trail Alliance in the amount of \$10,000
- 1.7 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola County 4-H Shooting Sports in the amount of \$10,000
- 1.8 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Grants-Cibola County Chamber of Commerce in the amount of \$171,000
- 1.9 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the New Mexico Mining Museum in the amount of \$30,000
- 1.10 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the

American Legion Riders Chapter 18 in the amount of \$8,000

1.11 Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Grants MainStreet in the amount of \$10,000

1.12 Discussion/Action - Approval of Grants MainStreet Fiscal Year 25' Funding

1.13 Discussion/Action - Approval of Cibola Arts Council Fiscal Year 25' Funding

1.14 Discussion/Action - Approval of Cibola Communities Economic Development Foundation Fiscal Year 25' Funding

1.15 Discussion/Action - Approval of Rockin 66 Transit Fiscal Year 25' Funding

1.16 Discussion/Action - Approval of Northwest New Mexico Council of Governments Fiscal Year 25' Funding

1.17 Discussion/Action - Approval of Grants Community Pantry Fiscal Year 25' Funding

1.18 Discussion/Action - Approval of 2024 Ford F350 Truck for the Mechanic Shop Purchase in the amount of \$72,224 from Richardson Ford Sales

1.19 Discussion/Action - Approval of Ordinance No. 24-1282 City of Grants Election Districts Boundaries & Election Plan

COMMENTS

ADJOURN

Memo



To: City Council

From: Nadine Jiron, Projects Manager

RE: Discussion/Action - Approval of File Construction Change Orders for Mt Taylor Waterline Extension

Date: May 9, 2024

ATTACHMENTS:

Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Grants Rodeo Association in the amount of \$40,000

Date: May 9, 2024

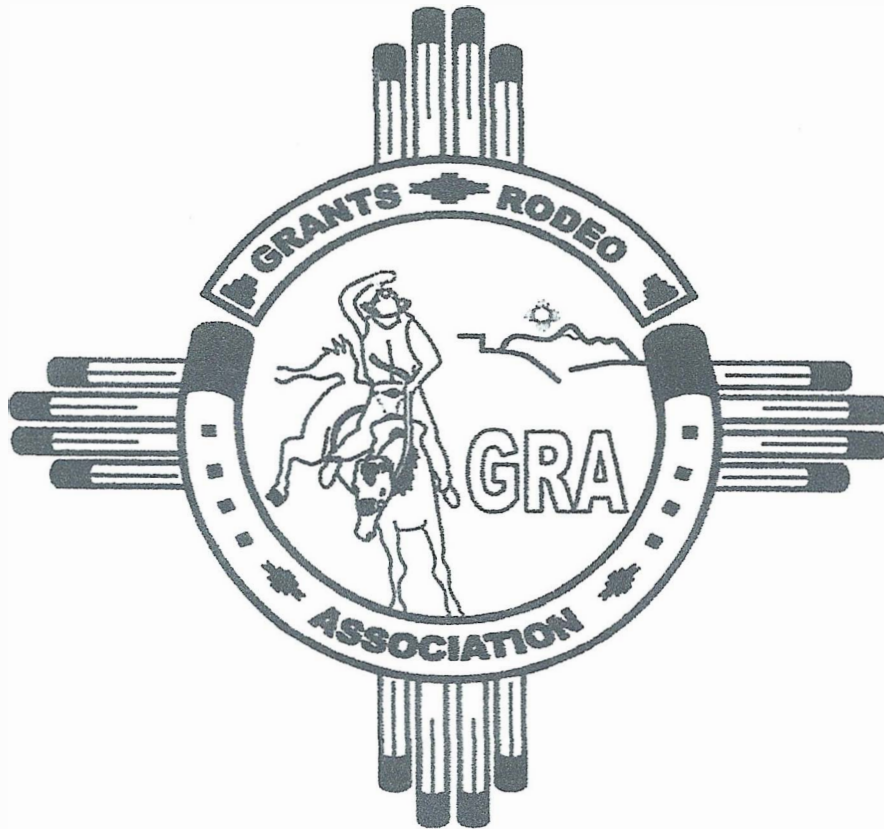
The Lodgers' Tax Board has recommended the Grants Rodeo Association be awarded \$40,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[24-25 Proposal_2. Grants Rodeo Association.pdf](#)
[25'Lodgers' Tax History.pdf](#)

Grants Rodeo Association



**Lodgers Tax Proposal
Fiscal Year 2024-2025**

GRANTS RODEO ASSOCIATION
255 Betty Drive
Grants, NM 87020
3/7/2024

City of Grants Lodger's tax Board
2024/2025 Funding year

ORGANIZATION:

Grants Rodeo Association

ORGANIZATION TYPE:

Domestic Non-profit Association filed in State of New Mexico, fully staffed by volunteers. The 4th Of July celebration Rodeo was started in 1926 and is reported to be the oldest continually held 4th Of July Rodeo and parade in New Mexico. This year will be the first year in many years that we will not be able to have the Wild West Days Rodeo. The construction covering our arena is worth the changes, however. That does not mean that Grants Rodeo Association will not have any events at all, the news is spreading quickly of the project putting a cover over the arena. We have producers reaching out to us already to schedule events for spring of 2025.

DESCRIPTION OF PROJECTS:

Most of the projects at the Grants Rodeo Grounds are focused on promoting events that will encourage Tourists to stay in the Grants-Milan Area and to promote activities that are indicative of our Western Culture.

Rodeo events start in April and continue to the end of October, Rodeos looking to book for the 2024/2025 season are: Navajo Rodeo Association are hoping to have at least one full Rodeo. THE NEW MEXICO BARREL RACING ASSOCIATION and THE INDIAN JUNIOR RODEO ASSOCIATION. The Directors for these events indicated that they anticipate at least 200 Contestants per day. Also booked and confirmed are the Annual Cowboy Christmas kick off race at the end of June. The 20th Annual "Agriculture in the Classroom" with over 600 elementary school children from Cibola County will be held at the Grants Rodeo Grounds. As always, the facility is free for all youth programs such as Agriculture in the Classroom and 4-H programs. We have recently been in contact with Baca's Rodeo to produce four, two-day events to make a series in the newly covered arena, in the spring of 2025. There is interest in a wine festival, mud volleyball events, concerts and so much more. When the completion date of the covered arena is announced we predict the events will book quickly.

We also entertain many visitors during the year that use the stalls for the overnight boarding of large animals while traveling. Most of these visitors spend the night in the local lodging in Grants.

We are respectfully requesting your support in the amount of \$44,850.00 as highlighted on the following page.



Jamie Holton Grants Rodeo Association Board Member

Grants Rodeo Association
Projected Revenue and Expense
2024-2025

Admissions	\$	3,000.00
Sale of Advertisement	\$	5,000.00
Other Events after arena is operational	\$	6,000.00
Building and Arena Rent	\$	25,000.00
Lodgers Tax	\$	44,850.00
Projected income	\$	83,850.00

* Rodeo Contractor (promotion of 4th of July Rodeo (-6 performance) Canceled July 2024	\$	-
* Entertainment for 4th of July Rodeo Canceled July 2024	\$	-
* Advertisement For July 2025 Wild West days rodeo (ads start in March/April 2025)	\$	5,000.00
* Security/sanitation/EMT's for events	\$	500.00
* Promotion for Southwest Barrel Race Association (3 day Event) Annual Mothers day Race May 2025 Award Funding Amount \$3,000.00 Brings event to town for 3 days	\$	3,000.00
* Promotion for Fall Classic Barrel Race Association (3 day Event)	\$	-
* Promotion for Southwest Barrel Race Association Warm up (3 day Event) Pending June 2025 Award Funding Amount \$2,000.00 brings even to town 2 day event	\$	2,000.00
* Promotion for Navajo Indian Junior Rodeo (3 day Event) Pending April or May 2025 Award Funding Amount \$2,000.00 brings even to town 2 day event	\$	2,000.00
* Promotion for Navajo Nation Rodeo Association I Rodeo (3 day Event) Pending June 2025 Award Funding Amount \$2,000.00 brings even to town 3 day event	\$	2,000.00
* Promotion for Navajo Nation Rodeo Finals (3 day Event) Pending May 2025 Award Funding Amount \$2,000.00 brings even to town 2 day event	\$	2,000.00
* Promotion for NMRA membership Drive (3 day Event) Pending April 2025 Award Funding Amount \$2,000.00 brings even to town 3 day event	\$	2,000.00
* Promotion for Navajo Nation Junior Rodeo Association (3day Event) Pending November 2024 Award Funding Amount \$2,000.00 brings even to town 3 day event	\$	2,000.00
* Baca Rodeo Series April 2025 (3 weekends 2day events \$4000.00 per weekend) Pending Award Funding Amount \$12,000.00 brings even to town for a total of 8 total days	\$	12,000.00
Building equipment and supplies	\$	3,900.00
*Purchase of Equipment (used 4 x 4 , pipe for additional stalls) Build Stalls being lost in the construction phase. Stalls continue to be used during construction for over night travelers.	\$	15,000.00
* Insurance for 4th of July Rodeo and Parade This will be for the event insurance Wild West Days Rodeo to be held July 2025	\$	850.00
* improvement to building	\$	1,000.00
* Utilities \$16,000.00 Electricity \$ 4,000.00, Propane \$ 6,000.00, Water \$4,500.00, Potco \$ 1500.00	\$	13,000.00
Postage	\$	100.00
* Rodeo Awards	\$	1,500.00
Repair/Maintenace to equipment	\$	1,500.00
Miscellaneous(Events Booked after the new arena is ready)	\$	9,000.00
*New Roping Chute for new Arena Set up Equipment replacement must replace during construction.	\$	4,500.00
Janitor Supplies	\$	1,000.00
Projected expense	\$	83,850.00

* denotes approved use of funds for Lodgers tax

Highlighted sells represent request amounts/events

City of Grants Lodgers Tax Proposals/Organization History

Organization/Event Name		24/25 Proposal	Lodgers' Board Recommendation FY 24/25	23/24 Award	AWARD BALANCE (As of April 18, 2024)
Grants Rodeo Association	Requesting	\$ 44,850.00	\$ 40,000.00	\$ 43,500.00	\$ 4,409.76
Cibola County Historical Society	Requesting	\$ 20,000.00	\$ 15,000.00	\$ 17,000.00	\$ 6,857.70
Cibola Arts Council	Requesting	\$ 8,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Mt. Taylor Quadrathlon	Requesting	\$ 58,200.00	\$ 50,000.00	\$ 63,200.00	\$ 45,791.91
Cibola Trail Alliance	Requesting	\$ 18,250.00	\$ 10,000.00	\$ 8,500.00	\$ 8,500.00
Cibola County 4-H Shooting Sports	Requesting	\$ 13,875.00	\$ 10,000.00	\$ 5,000.00	\$ 517.39
Grants-Cibola County Chamber of Commerce	Requesting	\$ 235,400.00	\$ 171,000.00	\$ 180,000.00	\$ 38,368.53
New Mexico Mining Museum	Requesting	\$ 57,928.00	\$ 30,000.00	\$ 30,000.00	\$ 18,344.42
American Legion Riders Chapter 18	Requesting	\$ 13,500.00	\$ 8,000.00	\$ 3,000.00	\$ 2,845.00
Grants MainStreet Project, Inc.	Requesting	\$ 20,000.00	\$ 10,000.00	\$ 15,000.00	\$ 13,623.93
Totals		\$ 490,003.00	\$ 350,000.00	\$ 371,200.00	\$ 145,258.64

**Total awarded last
year \$408,700, San Rafael
Fire Dept. and Fire&Ice Rally are not included.

Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola County Historical Society in the amount of \$15,000

Date: May 9, 2024

The Lodgers' Tax Board has recommended the Cibola County Historical Society be awarded \$15,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_Cibola Historical Lodgers.pdf](#)

CIBOLA COUNTY HISTORICAL SOCIETY

P. O. Box 295
525 W. High Street
Grants, New Mexico 87020

**CITY OF GRANTS
LODGER'S TAX FUNDING REQUEST**

MARCH 7, 2024

**2024-2025 Lodger's Tax Grant Application – CCHS – Cibola County
Historical Society
Submittal – March 7, 2024**

1. Requestor/Contractor; The Cibola County Historical Society
P. O. Box 346/525 W High Street
Grants, New Mexico 87020

PROJECT TITLE: CIBOLA COUNTY HISTORICAL SOCIETY

(a)Cibola County History Museum

(b)Western New Mexico Aviation Heritage Museum

Mary Savacheck – President

Savacheck@yahoo.com

H: 505-287-2630

Jackie Heath – Treasurer

tamarac475@msn.com

H: 505-287-3906

Total Funding Request: \$20,000

2. Organization Detail: The Cibola County Historical Society (CCHS) was formed in 2008 to provide education and historic preservation. CCHS is a 501(c)(3) non-profit organization. CCHS is the caretaker of two museums. They are the History Museum and the Western NM Aviation Heritage Museum. The History Museum is open from 9am-2pm and the Airways Museum is open from 9am-1pm on Saturdays. Both are available for touring by appointment. Our museums are hosted by volunteers.

3a. Project Narrative: **The History Museum** opened its doors in May 2018 as a regional history museum with the purpose of preserving memories and relics of the communities and the residents of Grants, Milan and all of Cibola County. The history of Grants, Milan and the surrounding villages and pueblos is being researched and display throughout the museum. It presents and interprets the regional history of settlements and developments, transportation and industry, mining, logging, ranching and farming – among other things. Located outside in the fenced area is a display of 1900's machinery. Programs are presented for the public on pioneering families of the area, history of artifacts and even book reviews and signing by local authors about the history of the area. All programs are filmed and can be viewed on one of our three computers.

b. **The Aviation Museum** located next to the airport highlights the development of an "air-highway". In 1929 Charles Lindbergh helped develop this airline route

for TAT (Transcontinental Air Transport). The Mid-Continental Airway across New Mexico has served aviation for nearly 90 years. This historic air corridor over Grants is the key focus of the museum. It builds upon our legacy of Route 66, the Santa Fe railroad and earlier native and pioneer routes. The Aviation Museum was dedicated in June 2012. A memorial was created to honor victims of the 1929 TAT airline crash on Mt. Taylor. In 2013 a state-funded preservation plan was created to restore the abandoned Flight Service Station (FSS) as a museum. The FSS building has been added to both the NM Register of Cultural Properties and the National Register of Historic Places. Today countless flights still pass over Cibola County along the route that Lindbergh pioneered for TAT.

4a. Budget Request: **The History Museum's** ongoing projects for FY2024-2025 is continuing to research the many communities in our county. Grants of course is the largest and we are working our way back to the first Mayor. Our Bluewater Dam is complete and very interesting. Presenting speakers for our programs is an ongoing expense but is a much looked forward to event. These projects and many others are made possible by the Grant from Lodger's Tax funds. Our request for Lodger's Tax support for the FY2024-2025 includes (but not limited to):

- \$ 650 - Ad in NM RT 66 Magazine – 4 quarterly issues
- \$ 200 - Ad in regional Cibola County Visitors Guide
- \$1,000 - Advertising in Cibola Citizen (programs/events)
- \$1,500 - Filming of programs
- \$1,200 – Printing

b. **The Aviation Museum's** request for funds allows some flexibility in future promotions as key elements of tourism for the city and region. Our request for Lodger's Tax support for the FY2024-2025 includes (but is not limited to):

- \$ 2,930 - Rack Cards I-40 W Gallup, I-40 E Tucumcari and I-25 N Raton (seasonal)
- \$ 650 - Ad in NM RT 66 Magazine – 4 quarterly issues
- \$ 200 - Ad in regional Cibola County Visitors Guide
- \$11,000 - Maintenance (painting roof of large building-not funded last year)

- \$ 670 - Miscellaneous expenditures for both museums

Total Budget Request: Includes CCHS operations and both museums. **\$20,000**

5a. Expected Outcome: **The History Museum** is located in a city owned building located in an area that attracts many visitors. In walking distance are the River Walk, Outdoor Amphitheater, Playground, Mining Museum, Skate Park, Neon Archway, Caboose, Coffee Shop and an Art Gallery. We add our own uniqueness to the area and share our visitors with the other attractions. Grants is moving in the right direction, and we want to be an attraction that will be a great destination.

b. **The Aviation Museum** funds will enable the volunteers to continue the painting and maintenance of the large building. To attract visitors, the grounds, buildings and signage need to be in good shape. Additional marketing by CCHS is available in the form of brochures for self-guided tours.

Sign-in sheets are kept at both museums. This shows that we have visitors from all over the state, the US and the world. Tourists like museums.

As always volunteers are the key to maintaining everything. These museums rely on our local craftsmen, retirees, business partners and hosts. Their efforts demonstrate the dedication to keep things working and running.

6. Fundraising: CCHS is continually looking for Grants that apply to our non-profit museums. We have membership dues and receive many donations. Raffles are held at our programs that bring in extra funds.

7. Submittal/Validation: If the funds for FY2024-2025 are awarded to CCHS, the terms and conditions of the City's Request for Proposals will be used to administer all monies.

Submitted for CCHS by:


Mary Savachuck – President


Jackie Heath – Treasurer

**CCHS ORGANIZATIONAL BUDGET
FY 2024 - 2025
ESTIMATED BUDGET
LODGER'S TAX GRANT REQUEST
501-c-3 Non-Profit**

1. CARRYOVER FUNDS TO FY 2024-2025

General	001	7/1/2024	\$1,220	Estimated End FY 2023
Air Museum	002	7/1/2024	\$1,000	Estimated End FY 2023
History Museum	008	7/1/2024	\$ 500	Estimated End FY 2023
			\$2,720	Sub Total

2. PROPOSED EXPENDITURES DURING FY 2024-2025

General	001	6/30/2025	(\$ 790)	Est Oper Cost FY 24-25
Air Museum	002	6/30/2025	(\$14,500)	Est Maint Cost FY24-25
History Museum	008	6/30/2025	(\$ 3,000)	Programs Cost
Gen Lodgers	001	6/30/2025	(\$ 670)	General Operations
Air Lodgers	002	6/30/2025	(\$14,780)	Marketing 2024-2025
History Lodgers	008	6/30/2025	(\$ 4,550)	Marketing/Programs
			(\$38,290)	Sub Total

3. Estimated Income to All CCHS Accounts in FY 2024-2025

General	001	6/30/2025	\$ 1,770	Members/Due/Donation
Air Museum	002	6/30/2025	\$15,000	VisitorNetworkDonation
History Museum	008	6/30/2025	\$ 5,050	Fundraisers
Gen Lodgers	001	6/30/2025	\$ 670	Operational Funds
Air Lodgers	002	6/30/2025	\$14,780	24-25 Marketing Funds
History Museum	008	6/30/2025	\$ 4,550	Ads/Filming Programs
			\$41,820	Sub Total

4. Estimated All Accounts Outcome – FY 2024-2025

\$ 6,250 (Sections 1 + 2 + 3)

VISITORS LOG

A visitor's log is kept at each museum. Not every visitor signs the book. The results from July 2023 thru February 2024 are as follows. Due to weather, there were three (3) Saturdays in 2024 that the museums were closed. Between the two (2) museums there were 14 states represented. Comments left in the books were so rewarding that all the work being done is well worth the effort.

History Museum

<u>Local</u>	<u>State</u>	<u>U. S.</u>	<u>Out of U. S.</u>	<u>Self Guided</u>
260	69	112	7 -Norway, Tazwan	

Airways Museum

36	44	41	0	17
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Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola Arts Council in the amount of \$6,000

Date: May 9, 2024

The Lodgers' Tax Board has recommended the Cibola Arts Council be awarded \$6,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_Cibola Arts Council.pdf](#)

Cibola Arts Council, Inc
LODGERS TAX BUDGET
July 2024 through June 2025

Lodgers Tax Budget **\$8,000.00**

<u>Type</u>	<u>Jul '23 - Jun '24</u>
Advertising	2,100.00
(Magazine, Newspaper, Radio & Video)	
Refurbish Native Basket Array (qty 2)	3,000.00
Performance/Programs	2,200.00
Native American in the form of : Dancers, Drums & Flute	
Hispanic : mariachi performers	
Musical Events in the form of : Classic guitar, violin	
Singing Groups in the form of : gospel	
Postage and Delivery	200.00
Printing and Reproduction	500.00

TOTAL LODGERS TAX USAGE **\$8,000.00**



Memo

To: City of Grants
From: Lezlie Smith
cc: CAC Board
Date: March 27, 2024
Re: City Funding Request

City of Grants,

Please be advised that Brian Johnson submitted a Grant Request to the McCune Foundation September 2023. We received an email March 12, 2024, from the McCune Charitable Foundation stating a "grant was approved for your organization" in the amount of \$15,000.

We are still in the process of getting this grant finalized. The grant period runs through February 2025.

This was not included in our original Funding Request due to the timing of the award, but we do want to get this included in our request.

Thank you,

Lezlie Smith
Cibola Arts Council

CITY OF GRANTS LODGERS TAX

**VISIT THE
DOUBLE SIX ART GALLERY**



Three blocks
west of the
ARCH



OPEN
TUESDAY TO SATURDAY
1 PM - 5 PM

**PAINTINGS, JEWELRY,
SCULPTURES, AND MORE**

1001 West Santa Fe Ave
Grants, NM 87020
(505) 287-7311

Supported by:
The City of Grants
New Mexico Arts
Lodgers tax
Art sales
Memberships

Also visit the
ROUTE 66 VINTAGE MUSEUM
HISTORIC MAPS,
RT66 POST CARDS & MORE



email: cibolaarts44@gmail.com
facebook.com/CIBOLAARTSCOUNCIL
Instagram: Cibola Arts Council
www.cibolaartscouncil.com



Cibola Arts Council

Double Six Gallery

&

RT66 Vintage Museum

Lodgers Tax Proposal

2024 - 2025



CITY OF GRANTS
LODGERS TAX FUNDING GRANT REQUEST
2024 - 2025 FISCAL YEAR

1. INTRODUCTION

Cibola Arts Council
1001 W. Santa Fe Ave.
Grants, NM 87020

Phone: 505-287-7311
Email: cibolaarts66@gmail.com
Contact: Lezlie Smith, Business Manager

The Cibola Arts Council has been active in Grants, NM since 1973, and contributes significantly to the attractiveness of Grants as a tourist destination along Route 66 with its Double Six Gallery, which is a showcase for area artists, and Historic Route 66 Museum, which features postcards from the past, historic maps, and other memorabilia.

2. ORGANIZATIONAL DETAIL

A. Purpose

ARTICLE III – PURPOSE: The Cibola Arts Council is organized exclusively for charitable and educational purposes as an exempt organization under section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding provision of any future United States Internal Revenue Code.

Cibola Arts Council provides community members with a gallery for artists and students to display their work. We also provide a Classic Film Series for movie buffs and twice monthly Saturday Art Camps for children and twice monthly Art Camps for clients of Dungarvin.

In addition, we provide the Route 66 Vintage Museum with a permanent exhibit, “Post Cards from Route 66.” As Cibola County has the longest unbroken stretch of Route 66 in New Mexico, the enlarged authentic postcards cover Route 66 from Mesita to Continental Divide.

B. The Cibola Arts Council Mission Statement

ARTICLE II – MISSION STATEMENT: Cibola Arts Council, Inc., which includes the Double Six Art Gallery and the Route 66 Vintage Museum, is dedicated to providing experiences with the arts for the citizens (and especially the youth) of the area, to promoting and encouraging the artists of this region, to functioning as an educational resource for the arts in our community, and to joining with our neighbors to celebrate our rich cultural and artistic diversity and heritage.

C. Goals

The Council makes every effort to involve area residents in most aspects of art appreciation, art activity, art education, and to expand awareness of our multicultural history. Expanding our advertising reach we intend to help put our area "on the map" figuratively and literally, as an important destination for visitors to view and sell art by local artists, and expand exposure of our RT66 Vintage Museum.

D. Tax Status

The Cibola Arts Council is organized exclusively for charitable and educational purposes as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code 1954, or the corresponding provision of any future United States Internal Revenue Code.

3. PROJECT NARRATIVE

In general, our objective is to promote the arts and art activities in and around Grants. We reach out to the surrounding Native American Reservations and Pueblos and encourage all Cibola County residents to get involved in our programs. Our larger objective is to help establish Grants on Route 66 as a vibrant creative place with unusually diverse offerings for travelers and tourists.

We had some major events in 2023. Our Mt Taylor show's theme honored its history of "many names" to recognize its meaning for Laguna and Acoma Pueblos, Spanish, Navajo, and Anglo settlers. Representatives from pueblos spoke at the opening, which was well attended. An important part of this event was in honor of our past Executive Director, Robert Gallegos, who resigned due to illness. Robert was in attendance, and Randy Collins spoke in tribute of him. Next, we orchestrated an event featuring the sale of old paintings, which drew a good number of people and netted about \$2000. Also, we opened an event to anyone honoring our Hispanic heritage with El Dia de Los Muertos. Around Veterans Day we had a display of quilts made for vets by our local quiltmakers' guild. The annual cookie crawl during the holiday season, which included one of our Children's Art Camp series, brought over 200 people into the Gallery and Museum. A classical guitar concert was provided by Nathan Franklin, our Board Secretary, and not only well attended, but truly enjoyed. Three Native American jewelry experts spent a day at the Gallery demonstrating their craft.

The classic film series continued as well as a music appreciation television series hosted by Leonard Bernstein. Many of the films were chosen to recognize cultural diversity, including *The Help*, *Lone Star*, *The Rabbit Proof Fence*, and *Babbette's Feast*.

Both the children's art camp series and Dungarvin events have been ongoing under the guidance of Ian Smith and newly hired gallery assistant Myriah Scarpatti-Graham. Myriah had been a volunteer *par excellence* for several months, especially working with Dungarvin and children. Myriah is now employed part-time to facilitate these art camps. Thanks to Board President John Martinez, we began to have regular radio shows on our local station, KDSK-FM - FM 92.7 informing the community about the Gallery events. We posted an ad in the local campgrounds (KOA, Blue Spruce, Bar-S) publications that are seen throughout the country and particularly

along route 66 and I40. We often enjoy articles about gallery events that appear in the Cibola Citizen by its reporters and others, and post our own ads there, such as a recent one for Quad day that was on the Citizen's front page.

Four exhibitions are scheduled for 2024 to align with equinoxes and solstices. We recently printed updated rack cards to distribute locally and in Gallup, Albuquerque and at our local RV parks.

Monthly announcements of Gallery regular and special events continue to be distributed to all our members, City and County officials, and published in the Cibola Citizen.

2023 saw the loss of long-time Artist in Residence Gilbert Waconda, who created one of the designs for the Native Basket Array. We plan on refurbishing two dishes next year.

In 2024, we plan a search for two positions: the Gallery/Museum's Executive Director, and an Administrative Assistant (Robin Webb retired in 2023, and has been sorely missed.). Without these positions, we have been functioning with the help of volunteers, some of whom double as Board members, and some who have been dedicated to helping for many years. In 2024 we plan to upgrade our website by hiring a webmaster and joining with NM True to showcase our presence as a vital part of Route 66 and Grants.

4. BUDGETS

---See Attached Reports---

5. EXPECTED OUTCOMES

An increase in visitors from out of town and with participation of area residents this should result in more awareness of our history and creative efforts, as well as sales of artwork. We count every visitor and request each patron sign the guest logbook while gleaning as much information, through conversation, as possible. Our goal is to serve each visitor and provide them with information that may enhance their visit to the gallery and the Grants/Cibola County area. Lodgers' tax funds for the rack cards (see attached), for instance, directly targets visitors to New Mexico as they will be placed in hotels and other traveler's stopping places.

Tracking Methods:

In addition to counting daily visitors, CAC records the number of patrons that attend each event at the gallery and within the Performing Art Series. This includes workshops, concerts, openings, and special gallery events.

Visitor count numbers are tallied by utilizing a mechanical, handheld counting device. We have determined that approximately 25% of our visitors are from out of town.

We use this survey information to:

- Understand the demographics of visitors and tourists.

- Learn how patrons heard about Cibola Arts Council to utilize advertising resources more effectively.

Monthly Visitor Count	2023
January	108
February	167
March	165
April	224
May	185
June	208
July	298
August	208
September	150
October	184
November	190
December	379
2023 Yearly Total	2,466

CIBOLA ARTS COUNCIL ANNUAL ACTIVITY REPORT 2023		
1/1/2023	Holiday Miniature show	Exhibit
1/7/2023	Membership Drive	Fund Raiser
1/14/2023	"Some Like It Hot"	Classic Film
1/21/2023	Suncatchers	Art Camp
1/28/2023	"Bringing up Baby"	Classic Film
2/4/2023	Valentine Picture Frame creation & photo pictures	Art Camp
2/11/2023	"Lady Sings the Blues"	Classic Film
2/18/2023	Color Fuzzy Posters	Art Camp
2/22/2023	Ceiling Leak – water turned off	Bldg Maintenance
2/25/2023	"The Help"	Classic Film
3/4/2023	Art Camp cancelled do to no water	Bldg Maintenance
3/7/2023	Water back on – yeah	Bldg Maintenance
3/11/2023	"Selena"	Classic Film
3/18/2023	Easter wreath creation	Art Camp
3/25/2023	"The Quiet Man"	Classic Film
4/1/2023	Annual Mt Taylor Exhibit and Reception & Robert Gallegos Retirement	Exhibit
4/8/2023	"All About Eve"	Classic Film
4/15/2023	Yo-Yo painting	Art Camp
4/22/2023	"I Confess"	Classic Film
4/29/2023	Sun Mobiles	Art Camp
5/6/2023	"Mr. Mom"	Classic Film
5/13/2023	Mother's Day Craft – Wooden Flower recipe/picture holders and Cards	Art Camp
5/20/2023	"Mrs. Miniver"	Classic Film
6/1/2023	Newsletter	Newsletter
6/2/2023	Classic Guitar Concert with Nathan Franklin	Program
6/3/2023	"The Great Santini"	Classic Film
6/10/2023	Father's Day – clay "catch all"	Art Camp
6/17/2023	Father's Day – paint their clay item and make Cards	Art Camp
6/24/2023	"Mrs. Doubtfire"	Classic Film
7/2/2023	"Born on the Fourth of July"	Classic Film
7/8/2023	Friendship Bracelets	Art Camp
7/15/2023	"Raising Colors"	Classic Film
7/22/2023	Swap N Shop	Fund Raiser
7/29/2023	"Glory"	Classic Film
August	Classic music appreciation w/the N.Y. Philharmonic every Friday 4pm	Program
8/6/2023	Live, Local Music	Program
8/12/2023	"To Sir, With Love"	Classic Film
8/13/2023	Live, Local Music	Program
8/20/2023	Live, Local Music	Program
8/26/2023	"A Beautiful Mind"	Classic Film

CIBOLA ARTS COUNCIL ANNUAL ACTIVITY REPORT 2023		
8/27/2023	Live, Local Music	Program
September	Classic music appreciation w/the N.Y. Philharmonic every Friday 4pm	Program
9/3/2023	Live, Local Music	Program
9/9/2023	"Little Big Man"	Classic Film
9/19/2023	Small Wonders - art activity	Art Camp
9/23/2023	"Lone Star"	Classic Film
9/29/2023	Dungarvin - Art	Art Camp
October	Classic music appreciation w/the N.Y. Philharmonic every Friday 4pm	Program
10/7/2023	"The Phantom of the Opera"	Classic Film
10/13/2023	Dungarvin - Clay Art	Art Camp
10/20/2023	Newsletter	Newsletter
10/21/2023	"La Bohme"	Classic Film
10/28/2023	Dia De Los Muertos evening hours reception	Program
November	Classic music appreciation w/the N.Y. Philharmonic every Friday 4pm	Program
11/2/2023	Dia De Los Muertos evening hours reception	Program
11/7/2023	Mt Taylor Quilt Guild - Veterans quilts display	Exhibit
11/7/2023	"The Agony and the Ecstasy"	Classic Film
11/11/2023	Tie-Dye - bandanas & t-shirts	Art Camp
11/17/2023	Dungarvin - musical hand shakers	Art Camp
11/18/2023	"The Monuments Men"	Classic Film
11/24/2023	Black Friday Sales Event	Event
11/24/2023	Artists in Residence - Silversmith & two jewelry makers demonstrating	Program
11/25/2023	Shop Small Saturday Event	Event
December	Classic music appreciation w/the N.Y. Philharmonic every Friday 4pm	Program
12/1/2023	Christmas "Miniature" art	Exhibit
12/2/2023	Treasure Box painting	Art Camp
12/8/2023	Dungarvin - Christmas Snowman wall art & Fall leaves decoration	Art Camp
12/9/2023	"Babette's Feast"	Classic Film
12/9/2023	Cookie Crawl Event - cookies, hot chocolate, Xmas cards	Program
12/16/2023	"Rabbit Proof Fence"	Classic Film
12/30/2023	Tie-Dye - bandanas	Art Camp

6. FUNDRAISING

Gallery memberships cost \$25 per year and include requests for additional donations. Donation receptacles are always present in the Gallery and Museum, and are evident at all events, such as the films provided twice a month. The Gallery charges a 25% commission on sales of artwork. We have applied for grants to New Mexico Arts and received \$5790. Other applications such as one to the Cibola County Commission, and one to Continental Divide, were rejected.

7. SIGNATORY REQUIREMENT

The Cibola Arts Council agrees to the terms and conditions set forth in all applicable State Statutes and City Ordinances.

Signed Lezlie Beiravick Smith Date 03/05/2024
Lezlie Smith, Business Manager

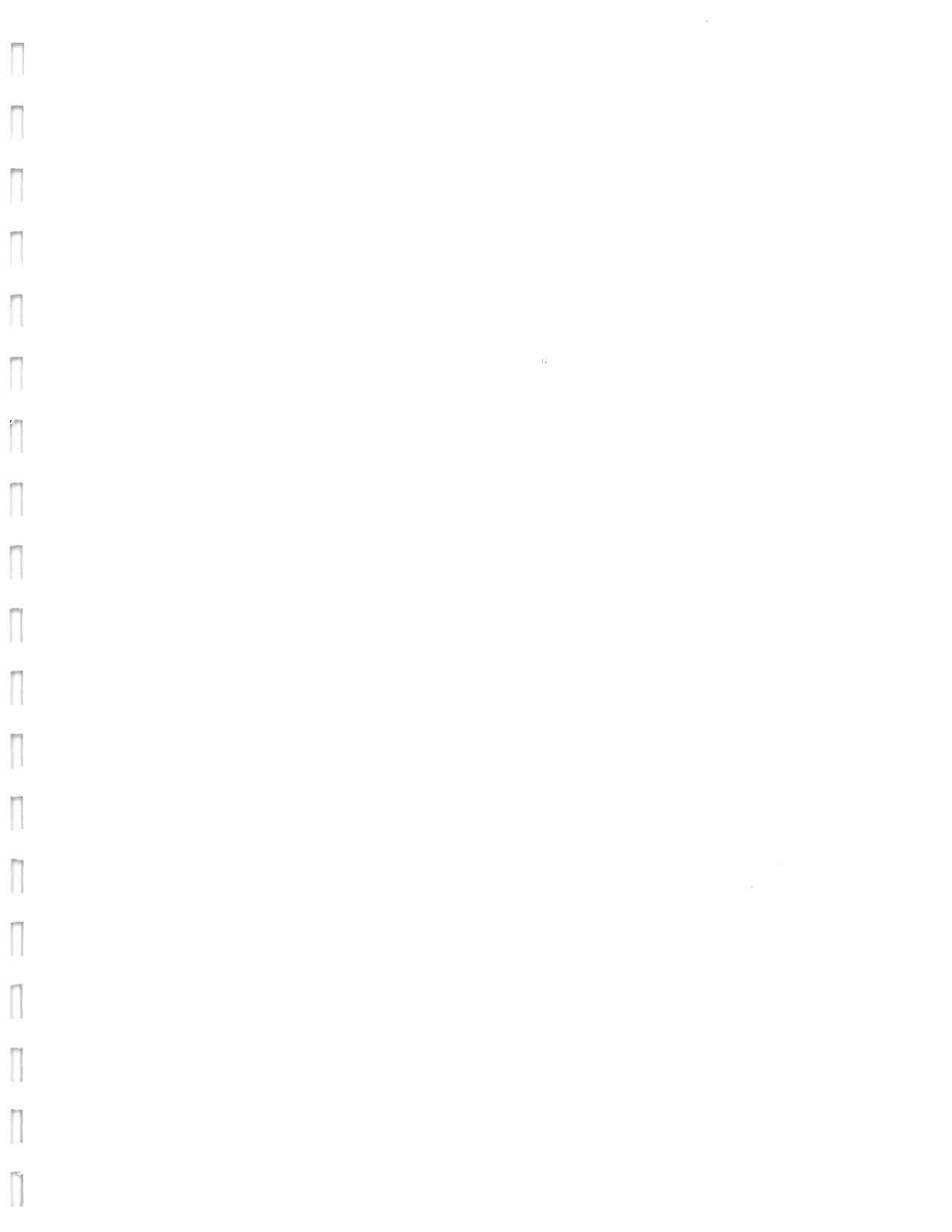
Cibola Arts Council, Inc.
Lodgers Tax Budget
July 2024 through June 2025

Lodgers Tax Budget **\$8,000.00**

<u>Type</u>	<u>Jul '23 - Jun '24</u>
Advertising	2,100.00
(Magazine, Newspaper, Radio & Video)	
Refurbish Native Basket Array (qty 2)	3,000.00
Performance/Programs	2,200.00
Postage and Delivery	200.00
Printing and Reproduction	500.00
TOTAL LODGERS TAX USAGE	\$8,000.00

Cibola Arts Council, Inc.
Profit & Loss Budget Overview
July 2023 through June 2024

	Jul '23 - Jun 24	Lodger's Tax Jul '23 - Jun 24
Ordinary Income/Expense		
Income		
Contribution Income		
Government		
City of Grants	40,000.00	
Total Government	40,000.00	
Private Donation	1,500.00	
Total Contribution Income	41,500.00	
Grants		
Lodger's Tax	6,000.00	6,000.00
N M Arts	5,790.00	
Total Grants	11,790.00	
Membership Dues	800.00	
Gallery Sales	2,500.00	
Total Income	56,590.00	
Artist Payments	1,875.00	
Gross Profit	54,715.00	6,000.00
Expense		
Advertising	2,500.00	2,500.00
Building Maintenance	100.00	
Credit Card Fees	50.00	
Dues and Subscriptions	225.00	
Gallery Expenses	300.00	
Janitorial Supplies	125.00	
Licenses and Permits	35.00	
Office Expense	800.00	
Payroll		
Executive Director	8,250.00	
Gallery Associates	19,500.00	
Payroll Taxes	2,266.05	
Total Payroll	30,016.05	
Postage and Delivery	350.00	250.00
Printing and Reproduction	1,000.00	1,000.00
Total Professional Fees	0.00	
Program Expense	2,250.00	2,250.00
Property Tax	5.00	
Rent	12,000.00	
Utilities	5,775.00	
Total Expense	55,531.05	6,000.00
Net Ordinary Income	-816.05	
Net Income	-816.05	0.00
cover projected loss with savings		



Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Mt. Taylor Quadrathlon in the amount of \$50,000

Date: May 9, 2024

The Lodgers' Tax Board has recommended \$50,000 the Mt. Taylor Winter Quadrathlon in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_Mt. Taylor Winter Quad.pdf](#)

Mt. Taylor Winter Quadrathlon 2024-2025

Lodgers' Tax Funding Request



Organization

Mt. Taylor Winter Quadrathlon Race Committee
P.O. Box 85
Grants, N.M. 87020

Race Director

Kendra Brown
P.O. Box 85
Grants, N.M. 87020
505.280.8410

Treasurer

Terry Fletcher
P.O. Box 85
Grants, N.M. 87020
505.290.0780

INTRODUCTION

The Mt. Taylor Winter Quadrathlon just completed the 41st annual race and continues to gain the reputation of being a premier multi-sport winter event for tourists held annually during President's Day weekend in Grants, NM. This epic race begins in Grants, N.M., with a 13-mile bike ride meandering through town, then away from buildings to sights of high desert cacti and ponderosa pines, continuing to the end of the pavement on Mt. Taylor, an 1,800 ft. climb. The race continues on foot with a 5-mile run on a gravel path that gives way to packed snow, while rising 1,200 ft. in elevation. The next 1,200 ft. climb is tackled on skis, during a 2-mile portion of the race that includes Heartbreak Hill, a barren and exposed part of the mountain, which comes at the end of this leg making it that much more intense. The 11,301 ft. summit of Mt. Taylor is finally reached via snowshoe, after gaining 600 ft in elevation over a mile. There, competitors will come upon a vast and majestic view, where you can see for over 100 miles on a clear day, before turning around and snowshoeing, skiing, running, and cycling back to town. At the completion of the Ultimate Challenge, you will have conquered 4,900 ft of elevation gain, and 43 miles and some change in exhilarating and agonizing bliss. This event helps to promote tourism and showcases Grants as an exceptional community and came about in 1983, when the Quad founders saw Mt. Taylor as a training ground for The University of New Mexico Ski Team. They also envisioned the Mt. Taylor Winter Quadrathlon attracting many athletes and supporters to increase Grants' economic status. The inception of the Quad grew to incorporate the help and support from area businesses, government agencies and community volunteers.

ORGANIZATION DETAIL

The mission of the Mt. Taylor Quadrathlon is to maintain and grow a well-respected winter sporting event which will draw tourists to Grants on race day and year-round for training and other exploration. The Quadrathlon aims to bring positive attention to the outdoor recreation opportunities present in Grants and the surrounding area.

Goals:

- Host a community event that brings racers and families to the City of Grants for an extended holiday weekend.
- Attract racers and family members year-round to Grants for training and to experience the other activities and attractions nearby.
- Engage the local community to support the race as volunteers.
- Dedicate our resources and labor to organize an event that lives up to its reputation.
- Maintain a commitment to continuous improvement and evolution.
- Increase the number of participants and volunteers year over year.
- Investigate financial avenues for the Quadrathlon organization.
- Meet year- round to prepare for the race.

The Mt. Taylor Winter Quadrathlon is a 501 (c) (4) – non-profit organization. Employer Identification Number 85-0330718.

PROJECT NARRATIVE: MT. TAYLOR QUADRATHLON

Racers are required to check in on Friday night for the early Saturday morning race. Each competitor checks in at registration on Friday, the day prior to the race from 3:00pm to 8:00 pm. Upon registration each racer receives: Racer number, Swag bag that includes information about things happening in Grants, any and all local business flyers and information we are given, Participant T-shirt & high carb dinner voucher. Competitors are then directed to equipment check in which has been hosted at the Grants Fire and Rescue Building for many years. After they register and check in their equipment some competitors and their families go to the Spaghetti Dinner hosted by the GHS Band in the GHS Cafeteria and many others go to local restaurants. Quad day then begins at 8:00 am with soloists, pairs and teams starting their race up the mountain. They road bike, run, ski and snowshoe for a total of 43 miles, finishing in Grants where they started. While the adults are competing on the mountain, we also host the Kids Quad which just finished its 10th annual year and is for kids from 3yr-12yrs old. Many local kids as well as many out-of-town competitors bring their kids to town to compete in this race while the adult race is going on. The kids race finishes just in time for the first professional athletes to make their way back to town. The day's events continue until the last racer is off the mountain, approximately 4:30 pm, which is the cut-off time for racers at the downhill bike leg of the race. Every racer who completes the Ultimate Challenge receives a finisher medal at the finish line. The day concludes with an Awards Ceremony at 5:00 pm showcasing top competitors. Many of the athletes bring family and friends as support during the race. Oftentimes our competitors stay in the Grants area for two or more nights, due to the pre-race check in requirements and with feeling the effects of a long day of racing along with the desire of attending the Awards Ceremony that evening. Racers from either coast and overseas might stay an additional night due to travel arrangements, i.e., flying out of Albuquerque.

INTRODUCTION AND PROJECT NARRATIVE: MT. TAYLOR 50K

The 11th edition Mt Taylor 50K! Come explore beautiful Mt. Taylor! Only 90 minutes west of Albuquerque near Grants, New Mexico, the trail system and jeep road network here crisscross the mountain giving runners every possible view. Join us in the Navajo tradition of waking up before dawn and running east to greet the sunrise from La Mosca Lookout. See the views of the volcanic plugs to the north, the forested Continental Divide Trail, trails through open high mountain meadows, and the 360-degree view from the summit of Mt. Taylor at 11,305 ft. This not-for-profit 50K is a scenic and challenging mountain ultra-created by runners, for runners. Once

you see the course, you'll wonder why you've never been here before. There are two challenging races held on Mt. Taylor: the Mt. Taylor 50K in the fall and the Mt. Taylor Quadrathlon in the winter. Think the 50K was a walk in the park? Try your hand at biking, running, skiing and snowshoeing to the top of Mt. Taylor and back in mid-February. If you complete the Mt. Taylor 50K in the fall, and then go on to finish the Mt. Taylor Quadrathlon as a soloist the following winter, you will be a Mt. Taylor Doubler. <http://www.mttaylor50k.com/area-information.html>

BUDGETS

The Mt. Taylor Winter Quadrathlon Committee respectfully requests assistance in the amount of \$58,200 for 2024-25

As brought to your attention last year, after many years of operation, the 1967 Quad snowcat is reaching the end of its service life. Having a functional and reliable snowcat is absolutely critical to the success and longevity of the race. Lodgers generously committed \$25,000 last year to help fund replacement of the snowcat. The Quad was just informed that in addition to these funds, it appears we have been able to obtain an additional \$90,000 in grant money to fund the purchase of a newer snowcat. These funds do require a match of \$45,000 which we intend to satisfy with the initial \$25,000 committed for 2023-2024, and the remainder with funds from 2024-2025 (if awarded) and/or in-kind volunteer hours.

In addition to the \$20,000 line item for a new snowcat, the board requests support for typical advertising and promotion activities as provided in the past.

2023-2024 Lodgers' Tax Funding Request

Mt. Taylor Quad - Website, Domain Host & Maintenance, Social Media
\$15,000.00

Mt. Taylor Quad - Advertising & Promotion
\$20,000.00

Snow Cat
\$20,000.00

Mt. Taylor 50K
\$3,200.00

Total
\$58,200.00

\$15,000.00 - Website & Domain Host, Marketing Ads, Social Media, Website Maintenance:

Online sites provide racers with essential information about the Quadrathlon event. The sites offer updates about the Quadrathlon events, weather reports, skiing conditions, training devices, maps of the course, maps of community, and advertising of community. Prospective athletes acquire information on the Quad from www.mttaylorquad.org, www.facebook.com/mttaylorquad, Instagram/mttaylorquad, advertisements in sports magazines, statewide newspapers, on radio and by word of mouth for the event. The race draws professional multi-sport athletes, professional cyclists and runners, as well as the weekend warrior enthusiast from across the nation.

\$15,000.00 – Advertisement & Promotion & Race Production Cost:

Quad Participants learn about the Quad through these mediums. This money will be used to advertise via the following methods:

Race Expos, Social Media Marketing Ads, Rack Card-Magnets-Posters-Banners, Direct Mailing, T-Shirts, Finisher Medals, Hats, Photographer, Bikes, Timing, Beer Permit, Tents, Tables, Banners, Mile Markers, Hotels, Decals, Snow Cat repairs

\$20,000 – Snow Cat Purchase

The Quad snowcat is used to shape and groom the course for safe travel. Maintaining a groomed course allows tourists to come town to train throughout the winter and enjoy a top-notch experience on race day. The existing 1967 snowcat suffers frequent mechanical failure and requires a significant amount of time and money to maintain. The organization believes that purchasing a new snowcat is critical to the future of the race.

\$3,200.00 is allocated for promotions of the Mt. Taylor 50K

This money will be used to advertise in professional racing magazines, commercials, regional newspapers, and promotional information at other well-established races.

2023-2024 BUDGET

2023- 2024 BUDGET			
Expenses		Income	
Shirts & hats	\$8,500	Racer fees	\$30,000
Signage (mile-markers/ banners)	\$1,300	Donations	\$3,500
Awards	\$6,000	Lodgers' Tax grant	\$63,200
Marketing consulting	\$8,000		
Kids awards (bikes)	\$2,000		
Prize money	\$3,500		
Finish line food	\$800		
Race fuel	\$1,200		
Permitting/ fees	\$50		
Jumper	\$300		
Online marketing	\$1,000		
Propane	\$500		

Equipment repairs	\$1,000		
Porta-potties	\$1,200		
Snowcat (accumulated earnings)	\$25,000		
Donations to volunteer organizations	\$1,000		
Meal vouchers	\$300		
Mt. Taylor doubler	\$400		
Timing	\$4,000		
Tents	\$2,500		
Course supplies (cups etc)	\$500		
Insurance	\$1,000		
50k shirts	\$2,300		
Mailing	\$200		
Misc print advertising/ media	\$2,500		
DJ	\$400		
TOTAL	\$75,450	TOTAL	\$96,700

Financial Supporters

City of Grants Lodgers' Tax Grant, Cibola General Hospital, Homestake Mine

EXPECTED OUTCOMES

In recent years the Quadrathlon has attracted 230-350 participants, plus their families and support systems, to Grants on Presidents' Day Weekend. Many racers bring an additional 2-3 individuals to town with them for the race. The organization uses registration data and survey responses to track various metrics regarding participation including: number of participants and their state or country of residence, number of days travelled to Grants for training or other exploration, willingness to travel to Grants for other outdoor activities, racer demographic and overall satisfaction with the event.

Quad 2024 summary and statistics:

230 racers (tourists) plus their families and companions travelled to Grants on Presidents' Day weekend 2024. These individuals put money into the local economy by visiting hotels, grocery stores, restaurants, gas stations and coffee shops.

Adult participants: 230

Kid participants: 110

2024 Adult participant state or country of residence

New Mexico	178	Indiana	1
Colorado	21	Maryland	1
Arizona	7	Ohio	1
Texas	0	Rhode Island	1
Massachusetts	0	Vermont	1
Michigan	2	Washington	1
North Carolina	2	Wyoming	1
New York	2	Armed Forces	1
Utah	0		
Connecticut	1		
Delaware	1	Unspecified	3

Survey responses indicate that racers appreciate the Lodgers' Tax Grant supported promotional products the Quadrathlon provides including:

- Race T-shirt
- Race Finisher Medal
- Awards
- Prize Money

Many competitors recognize these race enhancements and continue to come to the event in large part because of the generosity and support they receive from the local community and volunteers. The Mt. Taylor Winter Quadrathlon continues to inspire and provide a unique experience for all.





FUNDRAISING

In addition to working with local and regional business for support, the Quadrathlon charges an entry fee to offset the costs of hosting the event. The committee aims to keep the race fee reasonable in an attempt to attract more participants to Grants. Support from the Lodgers Tax grant helps tremendously in that effort.

In closing, the Mt. Taylor Quad Committee expresses our appreciation for the assistance given over years. We thank you for your consideration in our efforts to promote the 42nd Mt. Taylor Winter Quadrathlon.

Kendra Brown
2024 Mt. Taylor Quadrathlon Race Director

3/7/24

Date

Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola Trail Alliance in the amount of \$10,000

Date: May 9, 2024

The Lodgers' Tax Board has recommended the Cibola Trail Alliance be awarded \$10,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_Cibola Trail Alliance.pdf](#)

Cibola Trail Alliance

PO Box 85 Grants, NM 87020 | 505-290-0370 | president@cibolatrails.org

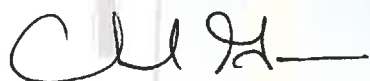
March 7, 2024

City of Grants
Lodgers Tax Board
PO Box 879
Grants, NM 87020

Lodgers Tax Funding Request:

Cibola Trail Alliance would like to request funding from lodger's tax during the 2024-2025 Fiscal Year. Please consider our proposal as we attempt to promote overnight stays within Grants by hosting multiple events and by creating a tourist destination for all to come and enjoy what Grants has to offer. CTA continues to build new trails in our community and advocate for trail use though as we increase our capacity we will look to host more events this coming year with new things to promote our community.

Respectfully,



Chad Gaines
President Cibola Trail Alliance
president@cibolatrails.org
505-290-0370

Lodgers' Tax Funding

Grant Proposal Request
2024-2025 Fiscal Year



Submitted By
Cibola Trail Alliance

100 N Iron
Grants NM 87020
<https://www.cibolatrails.org/>
Chad Gaines, President

Organization:

The Cibola Trail Alliance is a group of volunteers within the Mt. Taylor Ranger District, in Cibola County, New Mexico, who truly enjoy trails. Our Nonprofit organization was founded to bring people together to develop and maintain the multi-use trails throughout our community. The CTA is open to anyone who has a love of the outdoors as much as we do. Cyclists, runners, hikers and horseback riders are all welcome, as is anyone else who uses trails for outdoor recreation. Outdoor recreation - whether it's enjoying the trails, camping, birding or fishing, or whatever gets you outside - is a shared joy for more than 239.2 million Americans. That's a lot of people supporting the outdoors, including 148.3 million who enjoy trails through hiking, mountain biking and trail running. Support comes in many forms, mostly through "sweat equity," swinging a tool while building and maintaining trails. Although trail work continues to be an important component to successful outdoor recreation destinations, so does advocacy. CTA supports advocacy that promotes responsible use of public lands and encourages partnerships and coalitions as a means to achieve desired outcomes for all parties. We also go on group adventures to enjoy the trails we love and work hard to maintain. Each event is a fundraiser to help promote, advocate, maintain, and build sustainable multi use trails within Cibola.

Project Narrative:

CTA's approach to advocacy is based on creating a community that builds, uses, maintains, and outwardly advertises our local trails. Building successful trail systems is a highly collaborative effort. When land managers, volunteer groups, and community stakeholders, such as businesses, landowners, environmental organizations and local leaders, come together, we can create trails for all. The most rewarding partnerships include mutual arrangements between stakeholders to enhance a trail system, improve its management or simply resolve the conflicts that sometimes arise on trails beloved by all. Good partnerships are more than the sum of their parts—they allow diverse groups to come together and create capacity that simply wouldn't exist without that cooperation. Our approach to advocacy involves trail work and organizing, which helps serve our goal of establishing and maintaining multi-use trails throughout our community.

Project 2024 - 2025 Budget:

The 2024 - 2025 Cibola Trail Alliance Funding Request		
Digital: Website-Social Media- Maintenance Fees	<u>Cibola Trail Alliance</u>	✓ \$4,250.00
Trail Construction: Tools-Equipment- Consumables	<u>Lobo Canyon Trail System</u>	✓ \$3,000.00
Advertisement & Promotions: Fliers-Rack Cards-Magnets- Posters-Banners	<u>Milan Triathlon</u> <u>8/10/2024: Bluewater Canyon</u> <u>Trail Race 05/2024: Glow Golf</u> <u>08/2024: Lobo Canyon Trail</u>	✓ \$4,500.00

	<u>Run 06/2025 and Fire and Ice</u> <u>Gravel Bike 06/2025</u>	
Event Goods: Insurance-Shirts-Socks-Hats	<u>Milan Triathlon</u> <u>8/10/2024; Bluewater Canyon</u> <u>Trail Race 05/2025; Glow Golf</u> <u>08/2024; Lobo Canyon Trail</u> <u>Run 06/2025 and Fire and Ice</u> <u>Gravel Bike 06/2025</u>	✓ \$6,500.00
Total		\$18,250.00

Expected Outcomes:

The expectation is the Cibola Trail Alliance will promote and grow Grants and Cibola County as an outdoor recreational destination. The Lodgers Board Funding provides potential tourists avenues to learn more about new and existing trails through events and advertisements targeting potential tourists and contestants on a yearly basis.

Lobo Canyon Trails

The purpose of the Lobo Canyon Trail Project is to expand and improve non-motorized, dispersed recreational opportunities and public land access near the local community of Grants, New Mexico and provide visitors seeking a well-developed trail use experience with loop opportunities connecting existing developed recreation sites.

Adjacent to the City of Grants, New Mexico, lands comprising the northern Mt. Taylor Ranger District offers few non-motorized opportunities except the Continental Divide National Scenic Trail (CDT) and the Gooseberry Trail, two linear, non-connecting trails. Due to this, local residents and visitors do not have opportunities for non-motorized loops close to town or at any of the local developed recreation sites such as Lobo Canyon and Coal Mine Campground. Providing a well-designed system of non-motorized trails provides for improved access, supports local economies and contributes to healthy lifestyles.

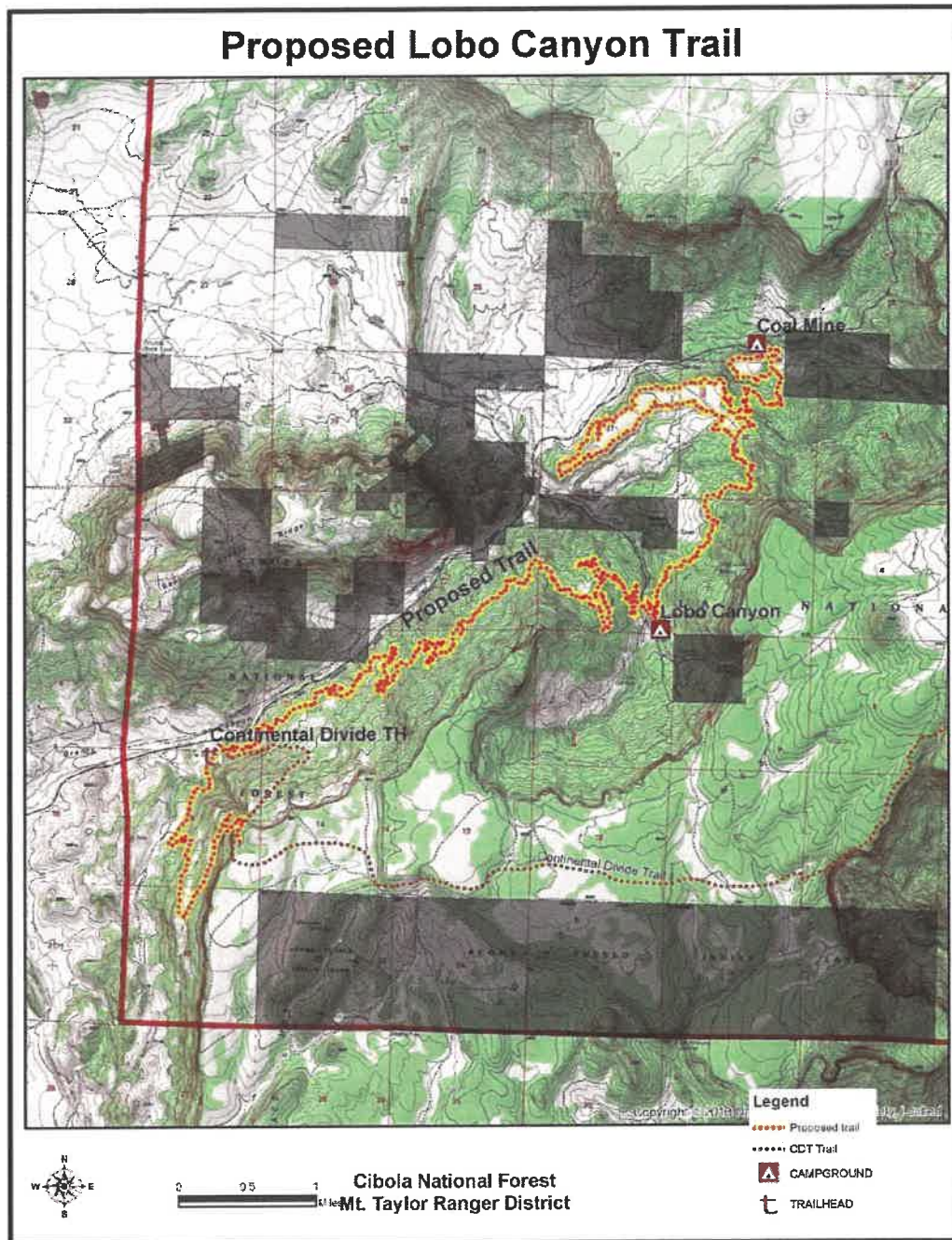
The Mt Taylor Ranger District has designated approximately 24 miles of single-track non-motorized multi-use (foot, bicycle and horse) trail within the forest boundary along New Mexico Highway 547 and connecting the CDT trailhead, Lobo Canyon Picnic Area, and Coal Mine Campground.

During 2022 and 2023 CTA has been actively working on implementation of the trail system. Starting March of 2024 CTA will continue construction of the trail via volunteer labor and paid trails crews funded via the Trails Plus Grant we were awarded in 2022. CTA will seek additional Trails Plus Funds to allow us to continue to hire trails crews and expedite the installation of the trail system.

Most of the proposed trail segment is new construction and the designated trails will be natural-surfaced and adhere to USFS trail specifications (Designed Use-Pack and Saddle, Trail Class 2) with a target tread width of

18-24". Work will be performed with hand-tools or mechanical equipment and adhere to United States Forest Service (USFS) design and construction standards.

To date, approximately 5 miles of trail have been completed, with 19 miles remaining to construct. CTA will want to replace and purchase the tools in their tool cache as we go throughout the year. CTA will also look to continue to promote these trails for tourists this upcoming year.



Fundraising and Events:

Cibola Trail Alliance hosts several events throughout the year to raise money for the organization to sustain itself. In 2023 we hosted the Milan Triathlon as a more approachable event in contrast to other yearly events. The event also helps raise funds for trail building initiatives in Cibola County. In 2024-2025 CTA plans to host numerous fundraisers as well as the following events:

- Bluewater Canyon Trail Race May 18th, 2024
- Milan Triathlon August 10th, 2024
- Glow Golf August 2024
- Lobo Canyon Trail Run TBD 2025
- Fire and Ice Gravel Bike TBD June 2025

Gravel biking is quickly growing in popularity and the region is primed to capitalize on this trend with hundreds of miles of dirt and gravel roads that offer scenic views and terrain for all riding abilities. CTA is working on a well planned and executed gravel event for summer 2025.

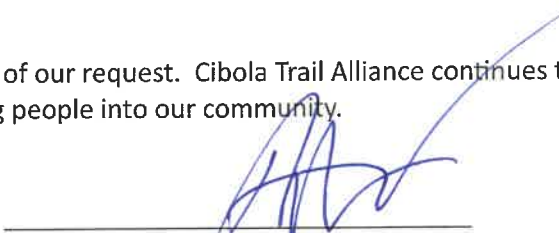
Other Funding

In addition to fundraising through events and raffles, CTA will continue to apply for and utilize grants (such as the trails plus grant awarded to us in 2022) to continue to fund our mission.

We thank you in advance for your consideration of our request. Cibola Trail Alliance continues to be excited about creating events and resources which bring people into our community.



Chad Gaines
President Cibola Trail Alliance
2024-2025



Pat Valdivia
Treasurer Cibola Trail Alliance
2024-2025

12:04 PM

03/07/24

Accrual Basis

CIBOLA TRAIL ALLIANCE

Profit & Loss

January 1 through March 6, 2024

	Jan 1 - Mar 6, 24
Ordinary Income/Expense	
Income	
Direct Public Support	
Corporate Contributions	5,000.00
Individ, Business Contributions	3,460.56
Total Direct Public Support	8,460.56
Total Income	8,460.56
Expense	
Other Types of Expenses	
Insurance - Liability, D and O	514.00
Total Other Types of Expenses	514.00
Total Expense	514.00
Net Ordinary Income	7,946.56
Net Income	7,946.56

12:01 PM

03/07/24

Accrual Basis

CIBOLA TRAIL ALLIANCE

Profit & Loss

January through December 2022

	Jan - Dec 22
Ordinary Income/Expense	
Income	
Direct Public Support	
Corporate Contributions	900.00
Individ, Business Contributions	1,162.00
Direct Public Support - Other	103,957.75
Total Direct Public Support	106,019.75
Program Income	
Program Service Fees	
Milan Tri 2022 fees	78.54
Total Program Service Fees	78.54
Program Income - Other	11,545.02
Total Program Income	11,623.56
Total Income	117,643.31
Expense	
Business Expenses	
Business Registration Fees	10.00
Total Business Expenses	10.00
Operations	
Supplies	9,434.45
Operations - Other	2,445.21
Total Operations	11,879.66
Other Types of Expenses	
Insurance - Liability, D and O	777.00
Other Costs	-100.00
Total Other Types of Expenses	677.00
Total Expense	12,566.66
Net Ordinary Income	105,076.65
Net Income	105,076.65

Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Cibola County 4-H Shooting Sports in the amount of \$10,000

Date: May 9, 2024

The Lodgers' Tax Board has recommended the Cibola 4H Shooting Sports be awarded \$10,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_Cibola 4H Shooting Sports.pdf](#)

2024 Lodger's Tax Grant Proposal

TROPHIES

First Place	50	100	\$5,000.00
Second Place	28	75	\$2,100.00
Third Place	20	50	\$1,000.00

BUCKLES

Mens	1	165	\$165.00
Womens	1	165	\$165.00
Cadet	1	165	\$165.00
Youth	1	165	\$165.00
Pee Wee	1	165	\$165.00

RAFFLE ITEMS

Grill	1	300	\$300.00
Ice Chest	1	175	\$175.00
Water Cooler	1	175	\$175.00
Chairs	2	95	\$190.00
Tumblers	2	30	\$60.00

GOLF COURSE FEE 100 @ 40.50 \$4,050
~~\$3,825.00~~
✓ \$13,875

MISSION STATEMENT

Cibola County 4-H Shooting Sports (CC4HSS) is a project within the NMSU Cibola County Cooperative Extension Service. At the CC4HSS program, our mission is to empower youth through comprehensive education, prioritizing safety above all else, in the realm of shooting sports. We are dedicated to instilling in our participants the highest standards of safety practices, ensuring that they not only develop their marksmanship skills but also cultivate a deep respect for firearms and their safe handling. Through rigorous safety training, mentorship, and adherence to established protocols, we aim to create a culture of safety consciousness that permeates every aspect of our program. Our goal is to equip youth with the knowledge, skills, and attitudes necessary to make responsible decisions, both on and off the shooting range, while fostering camaraderie, sportsmanship, and leadership. Together, we are committed to nurturing a generation of confident and responsible citizens who embrace safety as a core value in all their endeavors.

This project is hands on. The focus of all 4-H programs is the development of youth as individuals and as responsible and productive citizens. Youth learn marksmanship, the safe and responsible use of firearms, the principles of competition, and much more.

The objectives of the 4-H shooting sports program are:

- To promote the highest standards of safety, sportsmanship, and ethical behavior
- To expose participants to the broad array of vocational and life-long avocational activities related to shooting sports.
- To enhance development of self-concept, character, and personal growth through safe educational and socially acceptable involvement in shooting activity.
- To strengthen families through participation in life-long recreational activities.
- To complement and enhance the impact of existing safety, shooting and hunter education programs using experiential educational methods and progressive development of skills and abilities.

CC4HSS members have opportunities to test their shooting and sportsmanship skills in county, regional, state, and national competitions. In fact, they could ultimately set collegiate and Olympic competition as their goal. There are seventeen Olympic shooting sports events, which continue to draw the third-greatest number of countries.

Knowledge gained through the shooting sports project:

- Proper safety procedures in handling and shooting
- Proper maintenance of firearms
- Parts and accessories
- Ethics related to shooting, hunting, competition, and firearms use
- Careers related to firearms and shooting sports

Skills gained through the shooting sports project:

- Confidence & poise
- Self-discipline
- Commitment & Perseverance
- Leadership
- Communication
- Problem solving & critical thinking
- Personal responsibility
- Sportsmanship
- Teamwork

Projects that are offered through CC4HSS:

Air Rifle

The purpose of the air rifle project is to introduce to the sport. 4-Hers will learn parts of the air rifle, sight picture & alignment, shooting positions, safety and range rules and commands. Plus, 4-Hers will develop the skills, knowledge, and attitude for safe shooting sports activities.

Archery

The purpose of this project is to introduce you to the sport of archery. 4-Hers will learn the basic rules of safety, proper equipment selection and care, different shooting techniques, and the equipment necessary to become a successful archer. The project will include safety and range rules, commands, sight alignment, and how to use and handle archery equipment and storage. Plus, you will develop the skills, knowledge, and attitude for safe shooting sports activities.

Riflery

The goals of this project are to introduce youth to target shooting and marksmanship and introduce riflery as a lifetime sport. Included in the skills associated with shooting sports are vocational, leisure, and social pursuits. The project will include safety and range rules, commands, sight alignment, and how to use and handle .22 rifle equipment and storage. Plus, 4-Hers will develop the skills, knowledge, and attitude for safe shooting sports activities.

Depending on the needs of the program we have done fundraising through:

Friends of NRA Grants

Bake Sales

Raffles

Trash Pickup

Car Washes

Baca Antler Collection

3D Archery Shoot

Cornhole Tournament

Donations from members in the community

The funds that we are requesting is for a fundraising event we host. Cibola County 4-H Shooting Sports hosts a 3D archery shoot at the Coyote del Malpais Golf Course. CC4HSS has hosted the Straight Shooters 3D Archery Shoot for seven years. The event is held the second Saturday in July.

At our last 3D shoot:

- There were 90 participants.
- Ages ranged from 5 to 80 years old.
- Most people stayed for lunch.
- Participants came from Arizona, Colorado, and New Mexico
- Temperature was in the 90's
- The shoot ran from 8am to 5pm
- Banners were displayed at the event with the City of Grants Logo.
- This year we are on the calendar for Saturday, July 13th.
- We setup thirty targets (fifteen targets on the first nine holes and fifteen targets on the second nine holes)
- There is a practice range setup
- Longest shot as a fundraiser
- Raffle tickets sold for the Grill It and Chill It Raffle

Cibola County 4-H Shooting Sports

NMSU Cibola County Extension Service

Ag Agent/4-H Agent: Chase Elkins

Address: 515 W. High Street

Grants, NM 87020

Office Phone: 505-287-9266

Email: chelkins@nmsu.edu

Rifle/Air Rifle Project Instructor: Damon Landschoot

Cell Phone: 505-610-0723

Email: damonlan@reagan.com

Archery Project Instructor: Anna Cruz Landschoot

Cell Phone: 505-610-3316

Email: annamcruz1@hotmail.com

Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Grants-Cibola County Chamber of Commerce in the amount of \$171,000

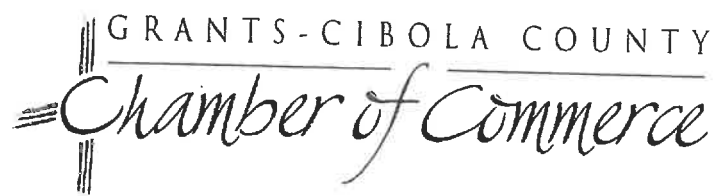
Date: May 9, 2024

The Lodgers' Tax Board has recommended the Grants Cibola Chamber of Commerce be awarded \$171,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_Grants Cibola Chamber of Commerce.pdf](#)



To: FY24-25 City of Grants Lodgers Tax Proposal
Attention: Frances Salas, Clerk

From: Grants/Cibola Chamber of Commerce
Executive Director Donald Jaramillo

Ms. Salas:

On behalf of the Grants/Cibola Chamber of Commerce, I am requesting \$235,400 in Lodger's Tax Funding for FY24-25.

The Chamber of Commerce has collaborated with the City of Grants for many years on projects and events, including advertising, marketing, community celebrations and visitor attractions. Because the relationship has proven to be successful and the opportunity is great, we are seeking to expand on all aspects of the relationship – more advertising and more events. The advertising will be better targeted and the events are aimed to be bigger and better.

One opportunity that continues to grow is the area's Outdoor Recreation initiative of which the Chamber of Commerce is a partner of. As different groups and governments get on the same page and become more focused, the impact from Outdoor Recreation will just grow.

In addition, the Route 66 Centennial is just around the corner (In 2026). The Centennial celebration is expected to result in a lot of attention. Reality is it already has. Last month, National Geographic listed Route 66 through New Mexico as one of the Top 20 attractions in the World in Year 2026. Don't you think many travelers are going to get a jump start and hit the "Mother Road" in 2025. Also, additional visitors are anticipated for several years following the Centennial Celebration.

Lastly, another great opportunity is focused on our own – the Grants and Cibola County residents. This is why we've added items to the funding request for a Spring community event (Cinco de Mayo Celebration), Brews and Blues Fall Festival, in addition to expanding on the Fourth of July Celebration and MainStreet's Christmas Light Parade event.

Because of these great opportunities, our request is aggressive. It includes items that will help us host events, such as an event trailer and sound system.

The Route 66 Centennial is a once in a lifetime opportunity and we don't want to miss out so we are gearing up NOW – additional advertising, marketing, events, etc.

I am currently networking with the State's Route 66 Centennial Committee and will be seeking available funding to assist us in our events. I recently completed a required survey for funding.

Grants Cibola County Chamber of Commerce
Lodgers' Tax Proposal
2024-2025

Advertising

Digital Publications		
Social Media		\$4,400.00
Internet		
Webpage/hosting		\$4,400.00
Outdoor Advertising		
Billboards	9	\$36,960.00
Addtl Billboards	4	\$15,840.00
Maintenance on Rte 66 Fire and Ice drive through		\$11,000.00
		\$63,800.00
Print Publications		
Magazines		\$16,500.00
Newspapers		
Tourism Publications		
		\$16,500.00

Operations

Operational Expenses		
Office Supplies		\$6,500.00
Postage		\$1,500.00
		\$8,000.00

Special Events

Spring		
Cinco de Mayo		\$27,500.00
Summer		
4th of July		\$24,200.00
Brews and Blues		
Badgers Rte 66 Passport Bikers Run 7/16-23		
Fall		
Rugged West/Octoberfest/Chili cookoff		\$60,500.00
Winter		
in conjunction w/ Main Street Christmas		\$11,000.00
in conjunction w/ Mt. Taylor Quad		
		\$123,200.00

Travel/Training

Tradeshows		\$2,000.00
Conferences		
Meetings		
Informational Booths		
		\$2,000.00

Equipment *

Ready Stage Event Trailer		\$15,000.00
Sound System for events		\$2,500.00
		\$17,500.00

Total Requested

\$235,400.00

*this will come in handy when the 100 Anniversary for rte 66 is here in 2026

Summary of Request

Advertising/Marketing:

Digital Publications

Website: Host, Maintain, Training – starting to utilize tools on website such as calendars, featured business, etc.

Outdoor Advertising:

Currently, the Chamber of Commerce manages 9 billboards relative to the City of Grants with Lamar. We are looking to add four more billboards - two west of Gallup and two east of Albuquerque. In addition, the funding request includes new vinyls for half the billboards. The plan is to replace vinyls at least every two years. Currently, vinyls are replaced as needed.

Print Publications

Target Ad Placement/Nitch Publications: No smaller than half and full-page ads, seek Page 2-3 or last page. Recent ads are quarter-page or smaller.
Also, advertise in nitch (targeted) publications such as New Mexico Outdoors.

Operations:

Office Supplies, postage, etc.

Special Events:

We are looking to add a Spring event, possibly a Cinco de Mayo Celebration, and a Brews and Blues event or series in addition to expanding on the annual Fourth of July and Christmas Light Parade event.

Travel/Training

Annual Conferences: New Mexico Chamber of Commerce Conference and Training, New Mexico Hospitality Association, and New Mexico Tourism Department. Goal is to rub elbows with those who know.

Equipment:

A Chamber of Commerce recently attended a community event in Alamosa, CO, a town similar to the size of Grants. While there, they attended a Street Concert sponsored by the City of Alamosa that includes a ready-made street stage on a trailer. We are seeking to do something similar – be equipped for better and bigger events.

Note: Additional information, including historical data, will be provided at the Lodgers Tax Board Meeting.

ORGANIZATION INFORMATION:

The Grants/Cibola Chamber of Commerce is a vibrant, ever-growing organization focusing on our members, the community, local business, driving and promoting Cibola County tourism. We support projects that will improve the quality of life for Cibola County residents. Special events coordinated by the Chamber of Commerce invites others to the area and offers visitors, including tourists, an opportunity to share in the festive celebrations.

It is the mission of the Grants/Cibola Chamber of Commerce to create and develop tourism marketing for the City of Grants and Cibola County.

The Grants/Cibola Chamber of Commerce is a 501c6 Membership Based not-profit organization. Our goal is to plan and inform residents of Cibola County events; invite non-residents to the area; and, encourage Cibola County business. We provide community information to locals and visitors. We invite others to our community events. And lastly but most importantly, we encourage Cibola County business, including utilizing us, the Grants/Cibola Chamber of Commerce, as a resource.

Name of Organization: Friends of the New Mexico Mining Museum

Contact Person: Donald Jaramillo, Executive Director

Address: P.O. Box 297, 100 Iron Avenue, Grants, New Mexico 87020

Telephone: 505-287-4802 (Office) or 505-240-1744 (Jaramillo's Cell Number)

Fax: 505-287-8224

Email: executivedirector@chambergrantscibola.com or museumassociate@chambergrantscibola.com

Website: www.grants.org or www.exploregrants.org

Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25'Funding Recommendation to the New Mexico Mining Museum in the amount of \$30,000

Date: May 9, 2024

The Lodgers' Tax Board has recommended the New Mexico Mining Museum be awarded \$30,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_NM Mining Museum.pdf](#)



Friends of the New Mexico Mining Museum

To: FY24-25 City of Grants Lodgers Tax Proposal
Attention: Frances Salas, Clerk

From: Friends of the New Mexico Mining Museum
Executive Director Donald Jaramillo

Ms. Salas:

On behalf of the Friends of the New Mexico Mining Museum, I am requesting \$57,928 in Lodger's Tax Funding for FY24-25.

The New Mexico Mining Museum was built nearly 40-years-ago (1985-1986) and has proven to be one of the area's greatest attractions. The Museum which is owned by the State of New Mexico, maintained by the City of Grants, and operated by the Grants/Cibola Chamber of Commerce, is visited by thousands of visitors from all over the world annually. There's a great possibility those visitors ate in Grants or Cibola County, put gas and more than likely stopped at another attraction such as the Route 66 Neon Sign, El Morro National Monument, or Mt. Taylor.

With the Route 66 Centennial around the corner (In 2026), we are gearing up for a major event and expect many more visitors. I am currently networking with the State's Route 66 Centennial Committee and will be seeking federal and state funds to help fund our events. I recently completed a required survey for funding. Last month, National Geographic listed Route 66 through New Mexico as one of the Top 20 attractions in the World. Wow, this is a great opportunity and we don't want to miss out so we are gearing up since NOW – additional advertising and marketing. We are targeting Miners Day, December 6, as a statewide event. The Mining Museum board and Chamber of Commerce staff are always looking for other ways to attract area residents to the museum. The annual Miner's Day and miner luminaria lighting on Christmas Eve have proven to be a success. We are looking at expanding them – details to come.

In addition, the Mining Museum board recently gave staff a thumbs up to start hosting a monthly "Night at the Museum" event. The monthly event would include a presentation on a subject relative to Cibola County from an area retired professional such as a miner and teacher. Refreshments provided.

We are very excited about the future, especially the next 2-3 years. The "Mother Road" could once again prove to be our greatest asset.

On behalf of the Friends of the New Mexico Mining Museum Board, we do appreciate the opportunity to submit a lodger's tax proposal to the City of Grants. As in the past and in the future, we do thank you for your support.

Thank you!
Donald Jaramillo
Executive Director

Friends of New Mexico Mining Museum

Lodgers' Tax Proposal

2024-2025

Advertising

Digital Publications

Webpage/hosting		\$1,100.00	
			\$1,100.00

Outdoor Advertising

Billboards	3	\$15,840.00	
Addtl Billboards	2	\$11,088.00	
			\$26,928.00

Print Publications

Magazines		\$3,300.00	
Newspapers			
			\$3,300.00

Operations

Operational Expenses

Office Supplies		\$1,500.00	
Postage		\$500.00	

Security

Intraworks : Annual Service and Montly Monitoring		\$4,100.00	
			\$6,100.00

Special Events

Winter		\$16,500.00	
Miners' Day			

Educational Outreach

Statewide outreach for schools to tours			
			\$16,500.00

Travel/Training

Tradeshows		\$4,000.00	
Conferences			
Meetings			
Informational Booths			
			\$4,000.00

Total Requested

\$57,928.00

Summary of Request

Advertising/Marketing:

Digital Publications

Website: Host, Maintain, Training – starting to utilize tools on website such as calendars, featured business, etc.

Outdoor Advertising:

Currently, the Chamber of Commerce manages 4 billboards with Lamar for the Mining Museum. We are looking to add four more billboards - two west of Gallup and two east of Albuquerque. In addition, the funding request includes new vinyls for half the billboards. The plan is to replace vinyls at least every two years. Currently, vinyls are replaced as needed.

Print Publications

Target Ad Placement/Nitch Publications: No smaller than half and full-page ads, seek Page 2-3 or last page. Recent ads are quarter-page or smaller.

Also, advertise in nitch (targeted) publications such as New Mexico Outdoors.

Operations:

Office Supplies, postage, etc.

Special Events:

Miner's Day – special tours, speakers, Miner Luminaria Memorial, entertainment, refreshments, exhibits, vendors, etc.

Educational Outreach – target groups, including classrooms and tours, include our guides, goodie bags, etc.

New event: Night at the Museum - will be open to visitors in the area. The museum doors will be open, resulting in additional visitors.

Travel/Training

Annual Conferences: New Mexico Mining Association, New Mexico Hospitality Association, and New Mexico Tourism Department. Goal is to rub elbows with those who know.

Note: Additional information, including historical data, will be provided at the Lodgers Tax Board Meeting.

New Mexico Mining Museum Board of Directors:

President Cotton Jarrell

Vice President Jere Cooper

Bob Roland

Jack Farley

Mary Savacheck

Mitch Knapton

Rana Sanchez

Terry Fletcher

Tom Pounds

ORGANIZATION INFORMATION:

The Friends of the New Mexico Mining Museum is a 501C3 non-profit organization. Our Mission is to Sustain an organization to support the museum creation, operation, and maintenance of the New Mexico Mining Museum. The Mining Museum will demonstrate the importance of mineral resources to mankind, with particular reference to uranium and serve as an educational center for collecting and disseminating information, materials, history, and cultures of Northwest New Mexico. The primary purposes of the New Mexico Mining Museum are too:

- Provide a realistic experience of underground mining with tours through a simulated working uranium mine.
- Provide an educational program for the understanding of uranium utilization, from the initial processing through a myriad of applications and disposal.
- Formulate and provide educational programs on the importance of minerals to the local and national economics.
- Develop and provide educational programs in the areas of mineralogy, paleontology, and archaeology, as well as the history and culture of New Mexico.
- Cooperate with others to benefit the citizens of the area and/or the New Mexico Mining Museum in particular.
- Collect, preserve, study, display, and interpret samples, specimens, artifacts, and materials that are supportive of the mission of the New Mexico Mining Museum.

Name of Organization: Friends of the New Mexico Mining Museum

Contact Person: Donald Jaramillo, Executive Director

Address: P.O. Box 297, 100 Iron Avenue, Grants, New Mexico 87020

Telephone: 505-287-4802 (Office) or 505-240-1744 (Jaramillo's Cell Number)

Fax: 505-287-8224

Email: executivedirector@chambergrantscibola.com or museumassociate@chambergrantscibola.com

Website: www.grants.org or www.exploregrants.org

Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the American Legion Riders Chapter 18 in the amount of \$8,000

Date: May 9, 2024

The Lodgers' Tax Board has recommended the American Legion Riders Ch. 18 be awarded \$8,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_American Legion Riders Ch.18.pdf](#)



AMERICAN LEGION RIDERS CHAPTER 18

BIKERS VS. BULLS MOTORCYCLE EVENT

2024-2025

Brenda Ahlheim "LU"
P.O. Box 327
Grants, NM 87020
(505)290-2106
morlangb3@gmail.com

Organization Detail

American Legion Riders Chapters are well known for their charitable work, which has raised hundreds of thousands of dollars for local children's hospitals, schools, veteran's homes, severely wounded service members and scholarships. Since 2006, American Legion Riders nationwide have participated in The American Legion Legacy Run to annually raise money for the Legacy Scholarship Fund, established to provide scholarships to children of United States Military personnel killed since September 11, 2001.

American Legion Family goal is to enhance health care at the Veterans Hospital, address military sexual trauma for U.S. Service Members, improve mental health services for veterans, eradicate veterans' homelessness and Suicide Prevention.

Tax Status: Section 501(c) (19)

True to the Legion's grassroots tradition, each Chapter manages its programs at their Post level, where the best ideas are born. The Riders are part of many projects and events, including:

- Rolling Thunder, the annual POW/MIA rally in Washington on Memorial Day weekend.
- Annual regional rides such as the Operation Wounded Warrior, sponsored by The American Legion Riders in Nevada, Texas, New Mexico, Utah, Arizona, California, and other Western States.
- Local charity events in support of The American Legion and local communities.
- Raising money for Veteran Hospitals, Women and Children Centers, Children and Youth Centers, Schools, and Friends of New Mexico Fisher House.
- Sponsoring or participating in motorcycle runs to benefit numerous charities. Local memorial ceremonies and community parades.
- The American Legion Legacy Run, an annual cross-country fundraising ride from National Headquarters in Indianapolis to the national convention city.
- Riding to honor fallen military men and women, and to protect the sanctity of their funerals from those who would dishonor their memory.
- Escorting military units to departure airfields and airports for combat tours overseas and welcoming them home upon their return.

Project Narrative

The American Legion Riders goal is to continue to focus on needs of the veterans and our community. When any of the above come to ask for help from The American Legion Riders our desire is to help, this is what we do. This fundraiser is to replenish what we donate to help. The American Legion Riders Chapter 18 is requesting \$13,500.00 from City of Grants Lodger's Tax Funding.

This year our plan is to place a large event tent for spectators and motorcycle events to be under as in the past, we have had received feedback that it is too hot. This will allow us shade, cooler events and spectator space as well as protection incase of rain to ensure our event will go on without a hitch.

Our goal was to purchase a Mechanical Bull, and in 2021 The American Legion Riders Chapter 18 met this goal. The mechanical bull will be used for other fundraising purposes, such as Operation Wounded Warriors, Child Welfare Foundation, Youth Community Scholarship, Memorial Day – Crosses, etc.

Projection: of three hundred spectators

Organization Name:

Motorcycle Rodeo Bikers Vs. Bulls sponsored by: American Legion Riders Chapter #18.

Audience:

The event will be for groups like all veterans, businesses, and families to enjoy the fun and educate on the different entities of The American Legion Family. We believe this event will enhance Cibola County community this is what makes Grants a beautiful place

to live, with festivals and events, and places to see, offer a host of economic and social benefits to the community.

Events are important to have in any community such events promote community pride, teach people new activities, and strengthen relationships. Events attract visitors spend money which boost local area both on and off the event site. Off- site spending brings revenue to the community, local gas stations, souvenir shops, restaurants, and small businesses. For our 3-day event, our overnight visitors will spend on an average of \$260.00 on lodging, \$200.00 at restaurants, and \$150.00 for fuel during their time in our community. Visitors from Edgewood, Belen, Los Lunas, Albuquerque, Santa Fe, Los Alamos, Gallup, Farmington, Las Cruces and for out of state, Montana, Phoenix, and Alabama., so far intend to come to the event.

Events provide free advertising for our local businesses, with nowadays social media, visitors post comments, and photos about their experiences on Facebook, and/or other social media. The American Legion will be advertising with our local KMIN Radio, in which reaches out to Cibola, Bernalillo, Valencia, Catron, Santa Fe, and McKinley counties. Advertising will also consist of Cibola Citizens newspaper, Albuquerque Journal and Gallup Independent newspaper. Purchasing banners, flyers and placing in different communities of New Mexico. Also, information will be on the New Mexico State Riders website nmalr.org.

Is to have a safe, fun, and successful event, to hold and bring the community together and perhaps more folks will learn what volunteering is about, every entity in The American Legion Family is volunteer, "it's family" this is what we do, we celebrate people, this feeling is rewarding when we help a veteran, a family in need of food or to simply listen. Without having events, musical festivals, etc., our community can become inactive.

This will be a three-day event at The American Legion Malpais Post 80 121 S. 3rd St., Grants, NM 87020. We will have eight motorcycle events, dunk tank, group ride to see the community and of course the mechanical bull ride. Saturday night dance, and Sunday with an OWW benefit run.

Brenda Ahlheim "LU"

Representative of American Legion Riders Ch. 18



American Legion Riders Chapter 18

P.O. Box 327
Grants, NM 87020
(505)287-5179 (505)290-2106
morlangb3@gmail.com

Projection July, 2024-25

Income

Event Entries	\$	1,500.00
Contest (Dunk Tank)	\$	500.00
Sponsors	\$	1,500.00
T-Shirts	\$	500.00
Vendors	\$	200.00
50/50	\$	500.00
Donated Back	\$	500.00
OWW Benefit Run	\$	5,000.00

Total	\$	10,200.00
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Expenditures

Advertisement	\$	4,000.00
Office	\$	200.00
Equipment	\$	7,000.00
Entertainment	\$	1,500.00
Awards	\$	800.00

Total	\$	13,500.00
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Memo



To: City Council

From: Kade Elkins, Lodgers' Tax Board President

RE: Discussion/Action - Approval of Lodgers' Tax Fiscal Year 25' Funding Recommendation to the Grants MainStreet in the amount of \$10,000

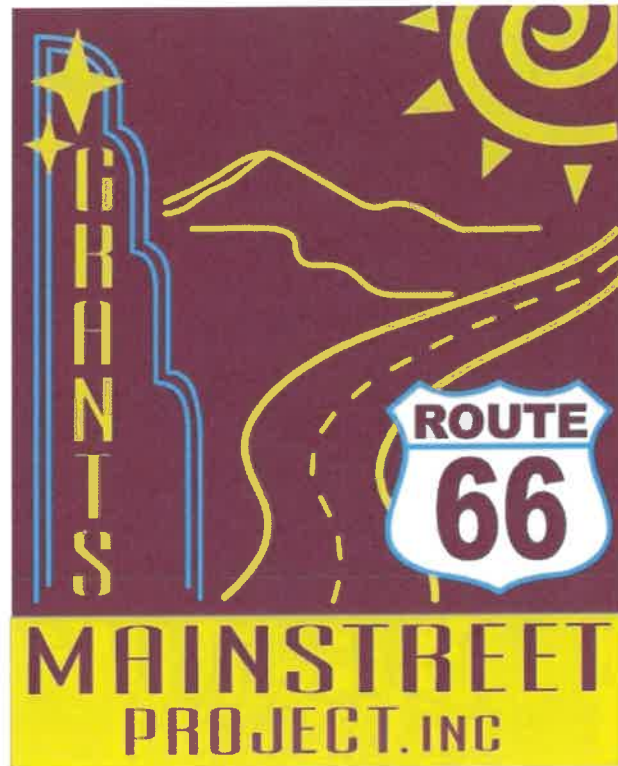
Date: May 9, 2024

The Lodgers' Tax Board has recommended the Grants MainStreet be awarded \$10,000 in Lodgers' Tax Awards for the Fiscal Year 2025.

Per Ordinance No. 22-1262, (Section 16.C.) The Lodgers' Tax Advisory Board, "shall submit to the Mayor and Governing Body recommendations for the expenditure of funds as authorized pursuant to Section 17 of the Lodger's Tax Ordinance for advertising, publicizing and promoting tourist attractions, facilities and events in the City and surrounding area."

ATTACHMENTS:

[FY 25_MainStreet.pdf](#)



Lodgers' Tax Funding Request

2024-25 Fiscal Year

Submitted by Grants MainStreet Board of Directors

Date: March 6th, 2024

To: City of Grants Lodger's Tax Board

From: Grants MainStreet Project, Inc.

Re: FY 2024/2025 Lodger's Tax Proposal – Grant Request

Contact Information:

Contact Person:	Alex Archuleta, Project Coordinator
Name of Organization:	Grants MainStreet Project, Inc.
Address:	P. O. Box 337, Grants, New Mexico, 87020
Telephone:	(505) 658-2450
E-mail:	grantsmainstreet66@gmail.com

Total Funding Request: \$20,000.00

Organization Detail:

Federal ID#: 85-0444570

Grants MainStreet is the catalyst for revitalizing, beautifying, and energizing the city of Grants through education, promotion, and assistance. Established in 1997, Grants MainStreet is a charitable, 501(c)3, nonprofit organization that is dedicated to improving the Grants downtown area and thereby, improving the entire community of Grants.

Our vision is to be a model MainStreet organization and an invaluable resource to the community. We will achieve this through the unified efforts of our leadership, community, business partnerships, and citizens to facilitate a sustainable and stimulated economy.

In general, our goals are to create jobs and assist those creating jobs. For the next couple of years, our goals are set to assist existing businesses to become more established and resilient, with a specific focus on attracting tourism and promoting businesses that support outdoor recreation. Making aesthetic improvements to buildings in the district; promoting existing businesses by honing in on Route 66 as a common theme; and developing a well-informed, focused, and skilled board of directors and committees. These objectives will be amongst the many tangible outcomes in the next 5 years.



West Santa Fe Avenue

Project Narrative:

We will take a focused approach to promote the district and the City of Grants through our special events. Spokes on 66 is our flagship event that we want to draw car enthusiasts from around the state to attend in the MainStreet district. Hosting a pre-registration event the night before to boost hotel stays, great prizes for the event to attract registrants, and entertainment to keep people in Grants for as long as possible. Altogether, the event should achieve the following outcomes:

- Increase national and international tourism by focusing on events and advertisements involving Route 66.
- Increase the Gross Receipts Tax & Lodger's Tax revenues

Projected Budget:

1. Spokes on 66 Car Show 2024 - Requesting: \$20,000.00

- CDEC Enchanted Magazine, (3) 1/2 page ads March-May (monthly) - **\$1,200.00**
- NM Route 66 Assc. Magazine, (1) Full Page ads - **\$800.00**
- Facebook Ads, \$5/day x 120 Days (w/tax) - **\$1,000.00**
- Publication Ads (Cibola Citizen, Gallup Independent, etc.) - **\$2,000.00**
- Spotify: Music - March-May - **\$2,000.00**
- Entertainment/Band - **\$10,000.00**
- Spokes on 66 T-Shirts - **\$3,000.00**

Event Description: Spokes on 66 is a family-friendly car show that serves as a welcome to Grants and the MainStree District. It is a 2-day event that we want to continue to grow in the next 2 years for the Route 66 Centennial celebration in 2026. The 2023 car show brought 56 registrants with 5 of them coming from out of town.

Attractions for the current year's event on June 1st, 2024 will be: Pre-registration event with live entertainment at the Junkyard Brewery; Day of the event will be live music by Jerry Dean, vendors/food trucks, car show, general raffle prize, & bounce houses. This event will be hosted in the Riverwalk Park and along W. High Street, utilizing the Amphitheater stage for musical acts, and the Riverwalk parks to have vendors and cars parked.

NOTE: This request is to fund next year's event in June 2025

- Magazine ads in the Enchanted Magazine will help to reach out to the Cibola County population and the population in McKinley County.
- Magazine ads in the NM Route 66 Asso. The magazine will help reach a broader New Mexico and International readership (Total readership - 46,000 worldwide.)
- Facebook Ads will be our flier geared toward 18 to 65-year-old people of both genders from Flagstaff to Amarillo (along I-40).
- Publication Ads will reach individuals who don't use social media or other internet means.
- Spotify ads will be put on music listeners reaching roughly 76,000 unique listeners. Ads will target communities from Flagstaff to Amarillo, and other cities that feed into I-40 traffic such as Santa Fe, Socorro, Belen, Farmington, etc.
- Entertainment will help advertise to the band's followers. Depending on the band, the following can bring visitors to the event and entertain other tourists who attend.
- T-shirts will help to advertise the event wherever they are worn. Shirts will be given to all Car Show contestants and extras will be given to volunteers and sold.

Outcome/Metric	Tracking Method
Increase state and national tourism <u>Projection</u> - 100 people attend from out of the city limits.	Collect residence info on Car Show registration; Survey people at the event to see where they have come from

Fundraising

Grants MainStreet can raise funds through a variety of different avenues.

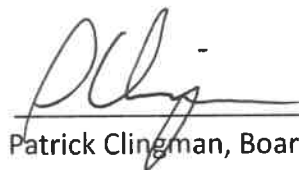
The majority of our main operating costs are covered by support from the City of Grants. Below is a list of other revenue streams:

- Friends of MainStreet (\$600)- Donation program from businesses to help raise funds for projects, programs, and events
- MainStreet Bingo (\$2,000) - A basket bingo with the sole purpose of raising funds for the organization
- Grant Opportunities:
 - Walmart Community Grant - \$250 - \$5,000 for community good-will projects
 - Sharing Success - \$250 - \$2,500 for electrical needs
 - Resilient Communities - \$1,000 - \$5,000 to help implement practices that would make a business resilient against business hardship
- In-kind Donation:
 - In-kind sponsors like Ken Brown Photographies, KD Radio, and Cibola Citizen to leverage advertisements
 - Donations (ex. prizes from local businesses for registrant door prizes)
 - City-provided services and labor
 - volunteer hours and services from community members

By accepting any awarded funds, Grants MainStreet Project, Inc. agrees to the terms and conditions as outlined in this application and all applicable State Statutes and City Ordinances.



William Yarborough, Vice President



Patrick Clingman, Board President

On behalf of the MainStreet Board of Directors,
Thank you for your consideration.

Memo



To: City Council

From: Grants MainStreet

RE: Discussion/Action - Approval of Grants MainStreet Fiscal Year 25' Funding

Date: May 9, 2024

Outside Organization Request

Fiscal Year 25 Request: \$45,000

Fiscal Year 24 Funding: \$35,000

ATTACHMENTS:

[Grants MainStreet Project_Orgnz. Award.pdf](#)
[25' Organization Proposal Amounts.pdf](#)



City of Grants - Outside Organization Funding Request

2024-25 Fiscal Year

Submitted by Grants MainStreet Project, Board of Directors



Date: March 5th, 2024

To: City of Grants

Mayor & Councilors

From: Grants MainStreet Project, Inc.

Board of Directors

Re: FY 2024/2025 City of Grants Outside Organization Funding Request

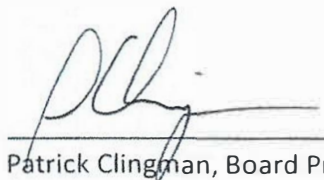
Contact Information:

Contact Person: Alex Archuleta
Name of Organization: Grants MainStreet Project, Inc.
Address: P. O. Box 337, Grants, New Mexico, 87020
Telephone: (505) 658-2450
E-mail: grantsmainstreet66@gmail.com

Total Funding Request: \$45,000.00

Attachments include:

- Use of funds/funding support allocation (pages 3 - 5)
- Grants MainStreet Project deliverables (pages 6 - 8)
- Other sources of income (page 9)
- FY 24-25 Interim Budget (pages 10 - 14)


Patrick Clingman, Board President


William Yarborough, Vice-President

On behalf of the MainStreet Board of Directors,
Thank you for your consideration.



City of Grants Funding Support Allocation

Support from City of Grants FY 24-25 proposal

The following table provides amounts from our interim budget that the city is intended to cover in their support of the organization.

Total Request: \$45,000.00

Account Name:	Budget Description:	Budgeted Amount:
Executive Director Payroll Expense	Salaries & Payroll taxes for the sole employee - GMS Executive Director	\$45,000.00

Executive Director Duties, Responsibilities, & Skills

Full Range of Duties to be Performed

The executive director is responsible for the following areas of work:

In conjunction with the board of directors, developing strategies for preservation-based economic development in the MainStreet/ACD district by identifying resources, partners, and organizations that can assist with revitalization and assisting the board and committees with developing and implementing an action plan and projects based on program goals and objectives and the MainStreet/ACD Four-Point Approach®.

Become familiar with all persons and groups directly and indirectly involved in the downtown. Encourage a cooperative climate among the MainStreet/ACD organization, downtown interests and local government.

Manage the administrative aspects of the MainStreet/ACD program, including purchasing, record keeping, budget development, accounting, preparing all reports required by the coordinating MainStreet program and by the National Main Street Center, assisting with the preparation of reports to funding agencies, and supervising employees or consultants.

Develop and conduct ongoing public awareness and educational programs designed to create awareness and appreciation of the downtown district and to foster awareness and understanding of the MainStreet program's goals and objectives through the use of speaking engagements, electronic media, media interviews, personal appearances and other methods.



Assist and develop the capacity of downtown businesses, institutions, and organizations to carry out a variety of improvement activities, such as physical improvements, better business practices, promotional events, advertising campaigns, parking management, and business development.

Assist individual tenants or property owners with property improvement projects by providing or coordinating professional design consultation, and offering advice and guidelines for financing.

Help to build strong, productive, working relationships with key stakeholders and potential partner organizations, including downtown business and property owners, municipal and county government, local and state agencies, nonprofit associations and charitable organizations, civic associations, schools, media, institutions, residents, and others.

Help the organization build strong and productive relationships with appropriate public agencies at the local and state levels. Represent the organization and community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to traditional downtown districts.

Develop and maintain systems to track the progress of the MainStreet/ACD organization and to quantify downtown improvements through mechanisms such as quarterly reporting to New Mexico MainStreet on economic and physical changes, photos, property inventory, etc.

Attend all trainings, professional development activities, and planning meetings required by New Mexico MainStreet to fulfill the responsibilities specified under any Letter of Agreement or Memorandum of Understanding with the New Mexico Economic Development Department.

Assist the board of directors with preparation for its regular meeting and achievement of its governance duties.

Assist with the work of the MainStreet/ACD program committees or task forces by helping to identify, plan, and, where appropriate, implement projects with committee volunteers and ensure that communication among committees and the board of directors is well established.

Resource Management Responsibilities

The Executive Director supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations.

The Executive Director maintains local MainStreet/ACD program records and reports, establishes technical resource files and libraries, and prepares regular reports for New Mexico MainStreet and the National Main Street Center. In conjunction with the board Treasurer, the Executive Director monitors the annual program budget and maintains financial records. S/he seeks to cultivate and retain a diverse base of volunteers and partner organizations to assist the organization with fulfilling its mission.



Job Knowledge and Skills Required

The Executive Director should have education and/or experience in one or more of the following areas:

- Commercial district management
- Economics
- Finance
- Public relations
- Planning
- Business
- Administration
- Public administration
- Retailing
- Volunteer or non-profit administration
- Architecture
- Historic preservation, and/or small business development.

The Executive Director must be sensitive to

- Design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations.
- The Executive Director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment.
- Excellent written and verbal communication skills are essential.
- Supervisory and volunteer development skills are desirable.



Grants MainStreet Project Deliverables

Professional Services Agreement Core Services (from FY 23-24 PSA)

As part of the year-to-year, recurring Core Services in fulfillment of the roles, responsibilities and expectations identified in the Annual Memorandum of Understanding (MOU) executed between the Contractor (Grants Mainstreet Project, Inc.), the City of Grants and the New Mexico MainStreet program (NMMS), the Contractor shall provide unified management and coordination for the revitalization and economic development activities in the historic Grants business district in accordance with the guidelines and expectations of the National Main Street Center and the New Mexico MainStreet Program, State Coordinating body:

1. Maintain a legally-compliant 501c3 MainStreet organization to help revitalize and support economic growth within the designated Historic MainStreet District ("Downtown") in accordance with the New Mexico MainStreet guidelines and objectives.
2. Submit no less than four (4) service requests to the New Mexico MainStreet program to connect technical assistance to support the economic revitalization of the district, or to strengthen organizational capacity relating to:
 - a. Rehabilitation of downtown properties and/or historic buildings.
 - b. Implementation of placemaking projects or similar design initiatives.
 - c. Support, develop or enhance local business practices and endeavors, recruit new businesses to the district and to establish hospitality/customer service training for district businesses.
 - d. In collaboration with the City of Grants, enhance branding, marketing, image development and events that support district revitalization.
 - e. Developing skills and resources for the overall revitalization of the district or sustainability of the Grants MainStreet Program.
3. Work closely with the City's elected officials and professional staff, and all organizations, individuals, and entities in order to augment the work of its staff and board to bring projects to completion and meet common goals.
4. Develop annual work plans that prioritize revitalization projects in the Grants Mainstreet district under the board-adopted Economic Transformation Strategies (Section 1.B, below) created with the support of New Mexico MainStreet.
5. Implement a Capacity-Building strategy that enhances organizational resources and supports long-term sustainability of the Grants MainStreet Program to engage the public-private partnerships with City government and the New Mexico MainStreet program.



6. Provide a qualified, experienced Main Street Program Executive Director whose duties would be, among others, to provide compliance and reporting documentation for the Grants MainStreetProgram and also to help coordinate revitalization projects in the historic commercial district.
7. Ensure adequate organizational progress toward completion of all compliance standards and operating guidelines established by the National Main Street Center and the New Mexico MainStreet program to maintain status as a MainStreet America Accredited Program.
8. Use NMMS reporting tools to track and communicate key statistics of jobs, new businesses, building rehabilitations, and public/private sector investments in the district and serve as an information clearing house for this type of information in the community.
9. Prepare and deliver monthly summary reports to be submitted with invoices and four (4) quarterly presentations to the City Council or designated departmental staff outlining progress with service delivery, implementation of projects, and reporting of district reinvestment statistics/Impact measures. Participate in planning/coordination meetings with the City Manager and key City staff as needed.
10. Implement the fundraising/resource development plan; the Board of Directors shall lead/implement at least one fundraising effort aimed at generating unrestricted funds to support operations.
11. **Transformation Strategy #1: Attract Destination Visitors to the Area and Downtown District:**
"Product-based" strategy. It's critical to create a unique experience for a diverse audience from outside the community, highlighting Grants' growing role as a destination for tourism. Grants MainStreet Projects shall work to create businesses & support existing businesses that will enhance the experience in the core of the community to capitalize on the large number of organic drive-by, drive-through, and adventure tourists passing through Grants.

Tasks to be completed in FY 24-25:

1. Implement at least 1 event/activity annually that brings tourists to the MainStreet district. (Spokes on 66, CTD Trail Days, etc.)
2. Implement at least two (2) small-scale improvement/beautification projects that may include Installation of crosswalk art and mural projects
3. Coordinate with the City of Grants to develop/implement public infrastructure or other special projects that align with MainStreet's strategies. Explore options for joint application to acquire MainStreet Capital Outlay funds.
4. Promote the MainStreet District on various channels to improve tourism in the district. Channels may include: radio, print material, and social media
5. Develop and implement an education and training program for businesses and employees



12. Transformation Strategy #2: Ignite Residents to Reinvest in the Local Economy:

“Customer-based” catalyst strategy. Due to commercial leakage from local traffic to cities like Gallup and Albuquerque the City of Grants is stretched too thin to be able to facilitate quality services, amenities, and programs. The Grants MainStreet Project shall work to attract City, Village, and County residents to “eat, live, and play” in the core of the community to increase reinvestment through resident spending via gross receipts tax and property tax as a way to funnel the increase to growing the quality of life in and around the City of Grants.

Tasks to be completed in FY 24-25:

1. Conduct an annual business needs survey and ongoing outreach activities
2. Maintain/update property inventory and business directory for district
3. Engage partners to advocate for projects and policies that support business development and economic diversification.
4. Compile and disseminate information to district businesses with respect to funding and training resources to help stabilize operations and safely adapt to current climate.
5. Implement 1-3 events/activities annually that bring locals to district businesses (Small Business Saturday, First Fridays, Lecture/Storytelling Happy Hour series, etc.)

FY 24-25 Project, Programs & Events

1. **(All-year) Business Surveys & Visits** - Conduct a Business Retention and Expansion survey with CCEDF and use data to update business/property inventory
2. **(All-year) Great Blocks Project** - Coordinate with the City, partners, and broader community to create a vision and plan for Santa Fe Avenue Improvements
3. **(Summer) Hospitable Grants** - Hospitality and customer service job training and placement program
4. **(Summer) Trail Days Event** - Outdoor recreation event partnered with Cibola Outdoor Recreation to celebrate and support CDT thru hikers and Cibola County’s outdoor recreation.
5. **(Summer) Murals Project** - Beautification project supporting culture, history, outdoor recreation or business vitality through murals
6. **(Fall) MainStreet Cookie Crawl** - Local event that invites the community to stroll the MainStreet district to collect cookies and participate in holiday activities
7. **(Winter) MainStreet BINGO fundraiser**- Regular BINGO to support GMS operations
8. **(Winter) Shop Small Event** - A shop local event to happen in the Spring/Winter (March) time rather than the usual “Shop Small Saturday” (November) timing
9. **(Spring) Spokes on 66 Car Show**- Car Show to draw tourists and locals into town for a day of cool cars and fun entertainment
10. **(Spring) GMS Open House** - The precursor to our Annual Meeting, an event to publicly announce our achievements and provide an overview of the past year.



Outside Funding Source

Grants MainStreet will not be receiving funding from any other government agencies this fiscal year. Below are some funds that are available to Grants MainStreet and prospective funds that we intend to apply for

Funds Available:

- NM Outdoor Recreation Division - Outdoor Marketing Grant \$20,000
- NM Economic Development - Special Appropriation \$100,000

Funds to be applied for:

- Walmart Community Grant - \$2,000
- CDEC Sharing Success Grant - \$5,000
- NM Resiliency Alliance Grant - \$2,500 - \$5,000

Grants MainStreet Project, Inc.

FY 24-25 Interim Budget

Jul 1 2024 - Jun 30 2025

ACCOUNT	TOTAL
Income	
Donations	
Friends of MainStreet	\$650.00
Total for Donations	\$650.00
Event/Fundraiser Revenue	
Fall/Winter Holiday Event	
F/WHE Sponsorship	\$2,500.00
F/WHE Vendor Registration	\$100.00
Total for Fall/Winter Holiday Event	\$2,600.00
MainStreet Bingo	
Bingo Tickets (books)	\$3,000.00
MB Sponsorship	\$150.00
Total for MainStreet Bingo	\$3,150.00
Misc. Event/Fundraiser	
Eclipse on 66 Revenues	\$0.00
Total for Misc. Event/Fundraiser	\$0.00
Shop Small Saturday	
Champion Fee	\$200.00
Total for Shop Small Saturday	\$200.00
Spokes on 66 Car Show	
So6 Car Registrations	\$2,800.00
So6 Raffle Tickets	\$500.00
So6 Sponsorship	\$10,500.00
So6 Vendor Registration	\$850.00
Spokes on 66 Merchandise	\$613.53
Total for Spokes on 66 Car Show	\$15,263.53
Total for Event/Fundraiser Revenue	\$21,213.53
Local Support	
City of Grants Support	
Lodger's Tax	\$20,000.00
Total for City of Grants Support	\$65,000.00
Total for Local Support	\$65,000.00
Project/Program/Grant Revenues	
Program/Project Revenue	
Grants Caboose Restoration	\$0.00
Hospitable Grants	\$150.00
MainStreet Murals	
Mural Sponsorship/Grant	\$0.00

ACCOUNT	TOTAL
Total for MainStreet Murals	\$2,000.00
Window Painting Project	\$0.00
Total for Program/Project Revenue	\$2,150.00
Total for Project/Program/Grant Revenues	\$2,150.00
TBK Bank Account Refund	\$168.00
Unapplied Cash Payment Revenue	\$0.00
Uncategorized Income	\$0.00
Total for Income	\$89,181.53
Cost of Goods Sold	\$0.00
Gross Profit	\$89,181.53
Expenses	
Event/Fundraising Expenses	
Fall/Winter Holiday Event Expenses	
F/WHE Ad/Promo	\$860.97
F/WHE Supplies & Materials	\$813.09
Total for Fall/Winter Holiday Event Expenses	\$1,694.06
GMS Open House	
Open House Visuals	\$155.00
Total for GMS Open House	\$155.00
MainStreet Bingo	
Bingo Supplies (MB)	\$95.00
Concession Supplies (MB)	\$0.00
MainStreet Bingo Ad/Promo.	\$25.00
Total for MainStreet Bingo	\$120.00
Misc. Events/Fund.	
Eclipse on 66 Expenses (deleted)	\$0.00
Total for Misc. Events/Fund.	\$0.00
Shop Small Saturday Expense	\$500.00
Spokes on 66 Car Show	
So6 Ad/Promo	\$5,700.00
So6 Entertainment	\$3,750.00
So6 Lic./Plans/Permits	\$200.00
So6 Logistics	\$3,762.00
So6 Merchandise Costs	\$2,700.00
Total for Spokes on 66 Car Show	\$16,112.00
Total for Event/Fundraising Expenses	\$18,581.06
Hospitable Grants	\$150.00
Insurance	
Employee Insurance	\$534.00
Event/Project Insurance	\$1,654.00
Total for Insurance	\$2,188.00
Office Expenses	

ACCOUNT	TOTAL
Contract Services	
Certified Public Accountant	
Accounting/Filing Prep.	\$802.00
Total for Certified Public Accountant	\$802.00
Total for Contract Services	\$802.00
Office Estate	
Rent & Lease	\$2,100.00
Utilities	\$1,309.44
Total for Office Estate	\$3,409.44
Office Supplies	\$350.00
Online Office	
Subscription	\$1,522.03
Website	\$314.50
Total for Online Office	\$1,836.53
Postage	
PO Box	\$120.00
Stamps, Boxes, and Shipping/Mailing Mats.	\$66.00
Total for Postage	\$186.00
Total for Office Expenses	\$6,583.97
Organizational Expense	
Lodging	\$900.00
Training/Conference Fees	\$140.00
Travel Meals	\$332.50
Travel (Milage)	\$550.00
Total for Organizational Expense	\$1,922.50
Payroll Expenditures	
Bonus	\$500.00
Total for Payroll Expenditures	\$45,500.00
Project/Program Expenses	
HG! Supplies and Materials	\$150.00
Murals	
Muralist	\$2,000.00
Mural Supplies & Mats.	\$2,000.00
Total for Murals	\$4,000.00
Total for Project/Program Expenses	\$4,150.00
Service Fee - Bank Charges	\$168.00
Taxes & Licenses	
Licenses/Institution Registrations	\$10.00
Taxes	\$9,900.00
Total for Taxes & Licenses	\$9,910.00
Unapplied Cash Bill Payment Expenditure	\$0.00
Uncategorized Expense	\$28.00

ACCOUNT	TOTAL
Total for Expenses	\$89,181.53
Net Operating Income	\$0.00
Other Income	\$0.00
Other Expenses	\$0.00
Net Other Income	\$0.00
Net Income	\$0.00

ACCOUNT	TOTAL
Contract Services	
Certified Public Accountant	
Accounting/Filing Prep.	\$802.00
Total for Certified Public Accountant	\$802.00
Total for Contract Services	\$802.00
Office Estate	
Rent & Lease	\$2,100.00
Utilities	\$1,309.44
Total for Office Estate	\$3,409.44
Office Supplies	\$350.00
Online Office	
Subscription	\$1,522.03
Website	\$314.50
Total for Online Office	\$1,836.53
Postage	
PO Box	\$120.00
Stamps, Boxes, and Shipping/Mailing Mats.	\$66.00
Total for Postage	\$186.00
Total for Office Expenses	\$6,583.97
Organizational Expense	
Lodging	\$900.00
Training/Conference Fees	\$140.00
Travel Meals	\$332.50
Travel (Milage)	\$550.00
Total for Organizational Expense	\$1,922.50
Payroll Expenditures	
Bonus	\$500.00
Total for Payroll Expenditures	\$45,500.00
Project/Program Expenses	
HG! Supplies and Materials	\$150.00
Murals	
Muralist	\$2,000.00
Mural Supplies & Mats.	\$2,000.00
Total for Murals	\$4,000.00
Total for Project/Program Expenses	\$4,150.00
Service Fee - Bank Charges	\$168.00
Taxes & Licenses	
Licenses/Institution Registrations	\$10.00
Taxes	\$9,900.00
Total for Taxes & Licenses	\$9,910.00
Unapplied Cash Bill Payment Expenditure	\$0.00
Uncategorized Expense	\$28.00

ACCOUNT	TOTAL
Total for Expenses	\$89,181.53
Net Operating Income	\$0.00
Other Income	\$0.00
Other Expenses	\$0.00
Net Other Income	\$0.00
Net Income	\$0.00

City of Grants FY 25' Outside Organization Proposals			
Organization		FY 25 Proposal	FY 24 Award
Grants MainStreet	Requesting	\$ 45,000.00	\$ 35,000.00
Cibola Arts Council	Requesting	\$ 40,000.00	\$ 40,000.00
Cibola Communities Economic Development	Requesting	\$ 50,000.00	\$ 40,000.00
Rockin 66 Transit	Requesting	\$ 52,000.00	\$ 52,000.00
Northwest NM Council of Goverments	Requesting	\$ 51,250.00	\$ 50,000.00
Grants Community Pantry	Requesting	\$ 25,000.00	\$ 25,000.00
Totals		\$ 218,250.00	\$ 207,000.00

Memo



To: City Council

From: John Martinez, Cibola Arts Council President, and Lezlie Smith, Cibola Arts Council Manager

RE: Discussion/Action - Approval of Cibola Arts Council Fiscal Year 25' Funding

Date: May 9, 2024

Outside Organization Funding

Fiscal Year 25 Requested Amount: \$40,000

Fiscal Year 24 Awarded Amount: \$40,000

ATTACHMENTS:

[CIBOLA ARTS COUNCIL INC_Orgnz. Award.pdf](#)

CIBOLA ARTS COUNCIL INC
DOUBLE SIX GALLERY / RT 66 VINTAGE MUSEUM
1001 W Santa Fe Ave. Grants, NM 87020-3515
505-287-7311 email: cibolaarts66@gmail.com



CITY OF GRANTS FUNDING REQUEST
2024-2025 FISCAL YEAR

Contacts: John Martinez, CAC Board President
Lezlie Smith, Manager

1. INTRODUCTION:

We celebrate Grants! The Arts Council's Gallery and Museum represent both creative and historic aspects of Grants and Cibola County that help to make our city a destination for tourists and travelers. We are an important part of the rejuvenation of Route 66 that Grants is promoting, with original artwork for sale and interesting information about the origins of the area. In addition, we provide various creative activities and events free of charge for people of all ages.

2. MISSION STATEMENT

The Cibola Arts Council, Inc. which includes The Double Six Art Gallery and Route 66 Vintage Museum, is dedicated to providing experiences with the arts for the citizens (and especially the youth of the area), promoting and encouraging the artists of this region, functioning as an educational resource for the arts in our area, and joining with our neighbors to celebrate our rich cultural and artistic diversity and heritage.

3. TAX STATUS

Cibola Arts Council is organized exclusively for charitable and educational purposes as an exempt organization under section 501(c)(3) of the Internal Revenue Code 1954, or the corresponding provision of any future United States Internal Revenue Code.

4. ACTIVITIES AND GOALS

The Council makes every effort to involve area residents in most aspects of art appreciation, activity, education, and to expand awareness of our multicultural history. By increasing our advertising, we intend to help put our area "on the map"

figuratively and literally, as an important destination for visitors to view and purchase art by local artists and expand the exposure of our RT66 Vintage Museum.

Art camp activities for the public are scheduled every two weeks and have included tie-dyed T-shirts, friendship bracelets, and special holiday crafts. These are well attended by both adults and children, many of whom come regularly. A class for crafting gift angels (for anyone who has lost a spouse) is planned for December, taught by a young grade school artist. Other camps introduce participants to painting, bead work, clay sculpture, mask painting and more.

We also serve the members of Dungarvin every two weeks with arts and crafts sessions. Both Ian Smith and Myriah Scarpati-Graham invent unusual crafts that members enjoy.

Classic films are shown on Saturday every two weeks, courtesy of CL Peterson; choices reflect cultural issues for diverse groups; *The Help*, *The Rabbit Proof Fence*, *Green Book*, *Lone Star*, and *Hidden Figures* are just a few offerings, plus November is opera month. Ms. Peterson also shows classical music appreciation programs every Friday headed by Leonard Bernstein which were aired live in the 1950s-60s and featured young composers and musicians.

A new event honoring loved ones who have passed, *el Dia de los Muertos*, began November 2023 and will be repeated in 2024. This was the brainchild of our President, John Martinez, who honored his parents on an ofrenda. Mr. and Mrs. Martinez were a loving couple woven indelibly in our history. Other ofrendas held touching, even tragic reminders too: Manny Vasquez, onetime City Councilor, Crystal LaPierre, from whose death Future Foundations began, Gilbert Waconda, long time Gallery employee and artist and several others. Thus, the Double Six has begun an effort to remember Grants' history through its people.

Our 2024 Schedule is as follows:

The Double Six Gallery will have four art shows in 2024:

- NEW LIFE, Opening reception on Saturday, March 23, 2024.
- MT TAYLOR AND FRIENDS, (to include the region's surrounding landscapes) Opening reception, Saturday, June 22.
- SHADOWS WANE, Opening reception Saturday, September 21,
- SNOWFLAKES, Opening reception Saturday, December 7.

Our Holiday Miniatures show will run throughout December. The second annual El DIA DE LOS MUERTOS participatory event inviting interested folks to make an Ofrenda (alter) honoring loved ones who have passed, Saturday, November 2. We plan to hold the second annual SALE OF OLD PAINTINGS –TBA. Other ongoing events which may interest you are the Saturday films, and the Saturday Art camps for children and adults.

5. ARTISTS AND THEIR WORK

We represent artists from all walks of life and welcome new artists and members often. The artist's work is diverse and thought-provoking, and yet another reflection of the makeup of Grants' identity. We will soon expand Art in Public Places exhibits. In 2023 per request of the NM legislature, artists donated work to hang in the state's legislators' offices.

6. ROUTE 66 VINTAGE MUSEUM

Two major features are Postcards from the Past and Old maps of Grants. The museum was started by Robert Gallegos, former Director of the Council. It is full of curiosities, and we plan to add more artifacts and information to increase knowledge of our history.

AMOUNT REQUESTED: \$40,000

PREVIOUS YEAR FUNDING: \$40,000



John Martinez, Board President

3-8-24
date

FINANCIAL SUPPORT REQUEST TO THE CITY OF GRANTS
(Funding sources and/or requests follow this budget outline)

Personnel:

Executive Director	20 hr/week@ 16/hr	\$ 16,640.00
Business Manager	20 + hr/wk @ 20/hr (donated)	-
Staff 1	20 hr/week@ 14/hr	14,560.00
Staff 2	10 hr/week@ 12/hr	6,240.00
Secretary	20 hr/week@ 12hr	<u>12,480.00</u>
		\$ 49,920.00
Employer costs (tax, etc.). 8 %		<u>3,994.00</u>
		\$ 53,914.00

Rent:	\$1000/month	\$ 12,000.00
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Equipment: cleaning (vacuum, ladders, etc.) display (easels, lights) maintenance & repairs	1,400.00
---	----------

Supplies: cleaning rags and liquids, paint, tissue, etc.	1,200.00
--	----------

Utilities: HVAC, Internet, web domain, water, etc.	<u>5,915.00</u>
--	-----------------

Total Operating Costs	<u>\$ 74,429.00</u>
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OTHER INCOME

Sales of artwork and memberships	\$ 1,425.00
Cash donations	520.00
New Mexico Arts (pending approval)	<u>5,700.00</u>
	<u>\$ 7,645.00</u>

IN KIND DONATIONS

Business Manager 8 hr/wk \$20 (going forward)	\$ 8,320.00
Film coordinator 15hr/wk @ \$12	9,000.00
Acting Secretary 10hr/wk @ \$12 (6 wks pending a hire)	720.00
General support; janitorial, yardwork, building improvement 6 short term volunteers, total hours 100 x 12	<u>1,200.00</u>
	<u>\$ 19,240.00</u>

Memo



To: City Council

From: Cibola Communities Economic Development Foundation

RE: Discussion/Action - Approval of Cibola Communities Economic Development Foundation
Fiscal Year 25' Funding

Date: May 9, 2024

Outside Organization Funding

Fiscal Year 25 Requested Amount: \$50,000

Fiscal Year 24 Awarded Amount: \$40,000

ATTACHMENTS:

[FY25 CCEDF Budget Request for City.pdf](#)
[Grants RERC Community Action Plan 03.15.21\[37\].pdf](#)
[Grants RERC Appendices\[30\].pdf](#)
[Cibola Outdoor Recreation Position Job Description.docx](#)
[23003 INVOICE 01.pdf](#)
[23002 INVOICE 02.pdf](#)

Outside Agency - Budget Request for FY25

Fiscal Year FY25

Entity Name Cibola Communities Economic Development Foundation

Service Provided Economic development services including, but not limited to: Operate and manage EDO; Prepare annual budget and oversee financial management of EDO; Provide information requested/respond to RFP's, RFI's, PRO's, inquiries for : expansion, relocation, new business or entrepreneurship; Provide local, community, county, and state public relations for CCEDF and its partners related to ED; Partner with Workforce Connections to deploy resources to employers and job seekers; Collaborate with NMSU Grants and Grants/Cibola Co. Schools to educate about the workforce trends and education programs to support 21st century jobs; Travel outside the state to market Grants/Milan/Cibola Co. to interested parties, site selectors, real estate brokers, commercial and industrial employers, and manufacturers for job creation.

Amount Requested \$50,000

Previous Year Funding Amount \$40,000

Other Funding Sources & Amounts FY24 - Village of Milan - \$15,000, Continental Divide Electric Coop - \$7,000, Homestake Mining Company - \$5,000, TBK Bank - \$5,000, LEADS Grant - \$15,000, EDA Grant - \$18,750

Projected Use of City Funding

1. **Cibola Outdoor Recreation initiative** - a. 2 scopes of work to execute in 12 months through the Recreation Economies for Rural Communities (RERC) Action Plan, b. plan and facilitate a Cont. Divide Trail Days event on fall Saturday in Main Street district to coincide with Tour de Acoma (Sunday-COR participation), c. present business plan to secure funding from Co., City and Village to hire OR Director for FY26; 2. **Recruitment** - a. Advertise/market the remaining 19.2 acres in Cibola Industrial Park for tenant(s), b. travel to target sector specific sales missions to market Grants to site selectors, real estate brokers, companies interested in relocation/expansion. 3. **Business Retention & Expansion**- a. visit economic-based employers, top 10 employers, and out of county companies for which we provide workforce, c. deploy business survey through email, visitation or mail if necessary, b. 4. Collaborate with developers and NM MFA on **housing development for workforce with Milan and County**, 5. **Execute Business 2 Business Network (B2B) for Grants businesses/2** per year to find synergies for increased production, sales, partnerships for job creation. 6. **Host annual Business Lunch** in May during Economic Development Week to provide update on ED work and initiatives.

Deliverables from Projected Use of

City Funding 1. **Cibola Outdoor Recreation initiative** - a. 2 or more scopes of work completed in 12 months through the Recreation Economies for Rural Communities (RERC) Action Plan, b. Hosting CDT Trail in September on fall Saturday in Main Street district to coincide with Tour de Acoma (Sunday-COR booth participation), c. Make appointments with City, Co., Village to present business plan **AND** secure funding to hire OR Director for FY26; 2. **Recruitment** - a. Place billboard for the remaining 19.2 acres in Cibola Industrial Park, place cost effective advertising were applicable , b. attend 2 target sector specific trade shows and 3 sales missions related to our assets 3. **Business Retention & Expansion**- a. visit Grants economic-based employers, top 10 employers, and out of county companies for which we provide workforce, c. deploy 50 business surveys through email, visitation or mail if necessary, b. 4. Work with City and Village to develop a affordable housing plan, collaborate with developers and NM MFA on **housing development for workforce with Milan and County**, 5. **Execute Business 2 Business Network (B2B) for Grants businesses/2** per year to find synergies for increased production, sales, partnerships for job creation. 6. **Host annual Business Lunch** in May during Economic Development Week to provide updates on ED initiatives, projects and resources with the goal of 60 business owners/partners/agencies in attendance.

Short History of Organizational Projects by Year with Outcomes if possible

2012- reestablished office, website, communications for CCEDF; **2013** - Hosted 1st Cibola County Day at the Legislature & Legislative Dinner; **2014** - Community Matching Business Model Inventory deployed-broadband is #1 need for job creation infrastructure; **2015**-Cibola County Labor Study conducted; **2016** - Began the SoloWorks pilot program for remote work at NMSU Grants Fidel Center; **2017** - Worked collaboratively with McKinley and San Juan counties on the Stronger Economies Together (SET) plan; **2018** - Moved to 210 E Santa Fe location to accomodate the increase in remote workers and CCEDF office in one place; **2019**-Completed the Milan Industrial Park master plan and design; **2020** - COVID provided an alternative working environment for SoloWorks; first three months were highly successful, the remaining months 12 months were dismal due to unemployment funds kicking in; **2021** - Continental Divide Electric Cooperative begins construction on new headquarters in the Cibola Industrial Park as anchor tenant providing broadband access in CIP, received a \$1.25M donation from Tri-State G&T due to closing of Escalante and the loss of 100+ jobs for Cibola Co.; **2022** - Received a donation of Land & Building from TBK Bank for CCEDF permanent location (1015 E Roosevelt Ave), provided funding for an Airport Feasibility Study for Grants/Milan Municipal Airport; **2023** - Championed the RERC and moved the Cibola Outdoor Recreation initiative forward by meeting monthly to execute action plans, Tractor Supply Company opened in the parcel originally identified and marketed by CCEDF creating 25 jobs; CDEC opened its new location with the expansion of the broadband division and creation of 30 new jobs, while also providing fiber connectivity to the Cibola Industrial Park, Collaboration and partnership with GGEDC, NWNMCOG, & Authority to find anchor tenant for Escalante Generation Station and aid expansion efforts for Biopappel.

Current Organizational Projects

1. Currently working on dates for Strategic Planning Session for FY24/25-27, 2. Planning of Economic Development Week in May with Business Lunch and awareness/education activities, 3. The Cibola Outdoor Recreation team is working on developing 2 scopes of work for FY25 and planning of the CDT fall event. 3. Working with signage company on the billboard for advertising remaining acreage, 4. Working on 2 grants for FY25 - EDO certification-\$40k, and LEADS Grant-up to \$25K. 5. Continued collaborative partnership with Grants Main Street as Economic Vitality Committee Chair to assist with revitalization and retention in the Main Street District. 6. **Develop alternative methods of funding** for CCEDF.

Current Goals

1. **Workforce Development**-develop sustainable programs to enhance partnerships between city businesses, education institutions, and training officials; Commit to enhance the availability, quality and characteristics of the current and future workforce of Grants, NM; 2. **Business Attraction, Retention and Small Business Development/Entrepreneurship**-enhance business development locally with strong retention efforts, as well as business attraction, develop and foster a highly productive entrepreneurial ecosystem; 3. **Infrastructure and Downtown Development**-improve foundational infrastructure (water, sewer, roads) in Grants to promote business growth, 4. **Organizational Development**-recruit private sector investment members to offset public sector declining funding, advocate for restored public sector investment and collaboration, & continue cultivating local partnerships and working closely with regional entities and chambers. 5. **Housing** - work with NMFA, Affordable Housing and developers to plan, design and construct homes for workforce.

Activities/timelines, numbers of participants, evidence of community support, anything that demonstrates you've completed the project. **FY24 NMEDD LEADS Grant** awarded-\$15,00 - 7.23; **FY24 EDO Certification** application submitted-6.30.23/site visit conducted on 8.1.23; not selected for FY24 certification; **Foreign Direct Investment Community Certification** Site Visit - August 10/11.2023-Certification received in 9.2023; Partnered with GGEDC to host a **NM Familiziarization Tour of Grants/Milan**, Prewitt and Gallup-5 site selectors in state from 9.27-30.23; **COR participated in the Outdoor Economic Conference** debutting the Cibola Outdoors brand, logo, tagline and website-excellent feedback; **COR completed 2 scopes of work** from RERC Action Plan; 3 NMP **qualified potential recruitment opportunities to date resulted in 6 site visits** in Grants - CIP, Old Hanosh Chevrolet property,, Pynes bldg on 1st, Old Napa Building on Santa Fe Ave.

Is there a plan for evaluation or follow-up? Yes/no, outline plan

Yes. Each project has its unique timeline and metrics associated with its activities. The plan provides for Quarterly reporting to the funding agencies regarding projects in their respective jurisdictions. Upon completion, a full report is provided to all the funding agencies and the success is celebrated community wide.

What has happened since you've

completed the project? Grants/Milan/Cibola County **received our FDI Site Certification** from TBIC. **COR is establishing all the foundational business** and marketing structure to work towards hiring an OR Director. **CCEDF will deploy survey and generate visits** based on business responses with local agency partners-Chamber,GMS, NMSU Grants. **NMEDD Outdoor Recreation Trails + Grant received for \$20,000** by GMS for COR to market our Outdoor recreation assets and trails. **CCEDF received a matching grant from EDA for \$75,000 over 3 years; match is 20%.**

COR completed scopes of work - 2, RERC Action Plan and Appendices, COR Director job description,

Please note any supporting documentation is welcomed and may be attached to your requests and reports.

City of Grants Office Use Only:



Community Action Plan

RECREATION ECONOMY *for* RURAL COMMUNITIES

Grants, New Mexico
November 2020





CONTACT INFORMATION

City of Grants, New Mexico and Cibola County

Workshop: November 16-18, 2020

Publication: March 2021

For more information about RERC, please visit:

<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>

U.S. Environmental Protection Agency

Project Contact: Jennifer Hirsch

Office of Community Revitalization

U.S. Environmental Protection Agency

1200 Pennsylvania Ave. NW (MC 1807T)

Washington, DC 20460

Tel: (202) 566-1060

Hirsch.Jennifer@epa.gov



City of Grants

Primary Point of Contact:

Laura Jaramillo, City Manager

600 W. Santa Fe Avenue

Grants, NM 87020

Tel: (505) 287-7927

manager@cityofgrants.net

Cover Photos: Zuni Mountains Collaborative,
<http://www.zunimountaincollaborative.org/>

COMMUNITY STORY.....4

ENGAGEMENT PROCESS.....5

VISION AND VALUES 6

 SESSION ONE: VISION AND VALUES 6

 SESSION TWO: OUTDOOR RECREATION CASE STORIES.....7

 SESSION THREE: SMALL GROUP EXERCISES.....8

 SESSION FOUR: ACTION BRAINSTORMING.....9

 SESSION FIVE: ACTION PRIORTIZATION.....9

 SESSION SIX: ACTION DETAILING.....9

 SESSION SEVEN: WRAP UP AND CLOSING 9

COMMUNITY ACTION PLAN.....10

 GOAL 1: SHAPE OUR IDENTITY AS AN OUTDOOR RECREATION DESTINATION. 11

 GOAL 2: IMPROVE CONNECTIVITY. 14

 GOAL 3: INCREASE ATTRACTIONS, AMENITIES, AND INFRASTRUCTURE FOR STAYING POWER. 18

 GOAL 4: IMPROVE LOCAL COORDINATION. 20

IMPLEMENTATION AND NEXT STEPS.....24

APPENDICES 25

COMMUNITY STORY

The City of Grants, population 9,128, is located 78 miles west of Albuquerque, New Mexico, and is Cibola County's county seat. The surrounding area is the ancestral tribal home of the Zuni, Navajo, Acoma, Laguna, and Hopi peoples, who have inhabited these lands for over 6,000 years.

Since the city's incorporation in 1872, Grants' local economy has evolved several times, first as a railroad and logging town, later as an agricultural center, and then a uranium and coal mining hub during the second half of the twentieth century. During that time, Grants also enjoyed significant tourism for several years as a waystation along historic Route 66, which runs right through town.

Following the construction of interstate I-40 in the late 1960s, the decline of the uranium mining industry in the 1980s, and the closing of several coal mines, Cibola County and Grants have experienced an economic downturn that has made maintaining a robust and diverse local economy difficult. Consequently, the region, known as the Four Corners, has some of the nation's highest unemployment and poverty rates. In 2017, the region's per capita income was \$17,768, with an unemployment rate of 6.86%. In rural areas of the County, unemployment has been known to reach a staggering 50%.

Despite these economic hardships, the County's Comprehensive Plan recognizes that the area remains home to myriad natural assets (see Figure 1). These many surrounding assets can attract outdoor recreationists whose tourist dollars can foster economic diversification and the revitalization of downtown's Main Street by supporting outdoor retailers, guide services, equipment rental shops, and lodging and dining establishments.

Investment in developing the local outdoor recreation economy has already begun. The Rio San Jose Riverwalk Legacy Trail is a USDA Forest Service-designated project that has already received funding to build multi-use trails in the area. (<https://www.grantsmainstreetproject.com/rio-san-jose-trail>)

To build upon this project, the City of Grants and Cibola County applied for the U.S. Environmental Protection Agency's (EPA) Recreational Economy for Rural Communities (RERC) program in 2019 and was one of ten finalists selected out of 170 applications nationwide. RERC planning assistance will help the County diversify its economy, become a more environmentally sustainable community, and



El Malpais National Monument (Credit: Visit USA Parks, <https://visitusaparks.com/grants-new-mexico-2/>)



Historic Route 66 Sign (Credit: City of Grants)

LOCAL OUTDOOR ASSETS

Casamero Pueblo	McGaffey Lake
Bluewater Lake SP	Mt. Sedgwick
Quartz Hill	Chain of Craters
El Morro N.M.	El Malpais N.M
Armijo Canyon	La Ventana Arch
Lobo Canyon	Mount Taylor
La Mosca Peak	Acoma Sky City
Continental Divide Trail	
list New Mexico Backcountry Discovery Route	

Figure 1 – List of local outdoor recreation assets highlighted by the Grants Steering Committee

become an outdoor recreation destination. Efforts and strategies identified through the RERC process can serve as a focal point for inclusion in the Statewide Comprehensive Outdoor Recreation Plan (SCORP).

Recognizing this opportunity, the steering committee (see Figure 2) identified four priorities during pre-workshop planning calls to build the framework for their action plan:

1. **Shape our identity as an outdoor recreation destination:** Improve branding, marketing, and promotion of Grants as an outdoor recreation destination and a great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.
2. **Improve connectivity:** Plan for and improve trail connectivity and walkability, considering near-term "low hanging fruit" as well as longer-term aspirational goals and projects.
3. **Increase attractions, amenities, and infrastructure for staying power:** Capitalize on existing opportunities and resources in downtown Grants and identify opportunities for, and work to attract more in-town amenities, businesses, and shops for tourists and residents.
4. **Improve local coordination:** Strengthen and sustain local/regional coordination and communication efforts to carry forward implementation of the RERC action plan.

ENGAGEMENT PROCESS

The planning assistance engagement process for Recreation Economy for Rural Communities has three phases: plan, convene, and act (detailed in Figure 3), and is supported by a planning assistance team (see Figure 2). The **planning** phase consists of three preparation conference calls with the local steering committee and the planning assistance team to clarify goals and arrange workshop logistics. The **convene** phase includes the effort's capstone event—a two-day workshop with the community. The **act** phase includes three follow up conference calls to finalize a community action plan and strategize on implementing the plan and maintaining momentum generated during the workshop. The community workshop occurred virtually from November 16-18, 2020, and the activities during those days are described below. Actions that were not detailed in this plan but were brainstormed at the workshop are in **Appendix A**. Workshop exercise results are summarized in **Appendix B**, and workshop registrants are provided in **Appendix C**. A pre-workshop self-assessment, completed by the local host steering committee, is **Appendix D**, and **Appendices E and F** are references, funding and technical assistance resources. A PowerPoint of the workshop's virtual tour is in **Appendix G**.

STEERING COMMITTEE

Laura Jaramillo – City Manager, City of Grants

Kendra Brown - Cibola Trail Alliance & Mt. Taylor Landscape Team

Michael Brown - Local Engineer/Outdoor Enthusiast

Les Gaines - Mt. Taylor Zuni Mountain Collaborative

Brandon Howe - Regional Planner, Northwest New Mexico Council of Governments

Donald Jaramillo, Special Projects, City of Grants

Anna Larson - Cibola County & Back Country Horsemen of New Mexico

JoAnne Martinez - Director, Grants Mainstreet

Chris Roybal - Marketing Director, City of Grants

Mark Teshima - Public Works, City of Grants

Evan Williams - Executive Director , Northwest New Mexico Council of Governments

Eileen Chavez Yarborough - Cibola Communities Economic Development Foundation

Figure 2 - Local steering committee that worked pre-workshop to prepare for the event. Almost the whole workshop (see appendix C) attended the follow-up calls.

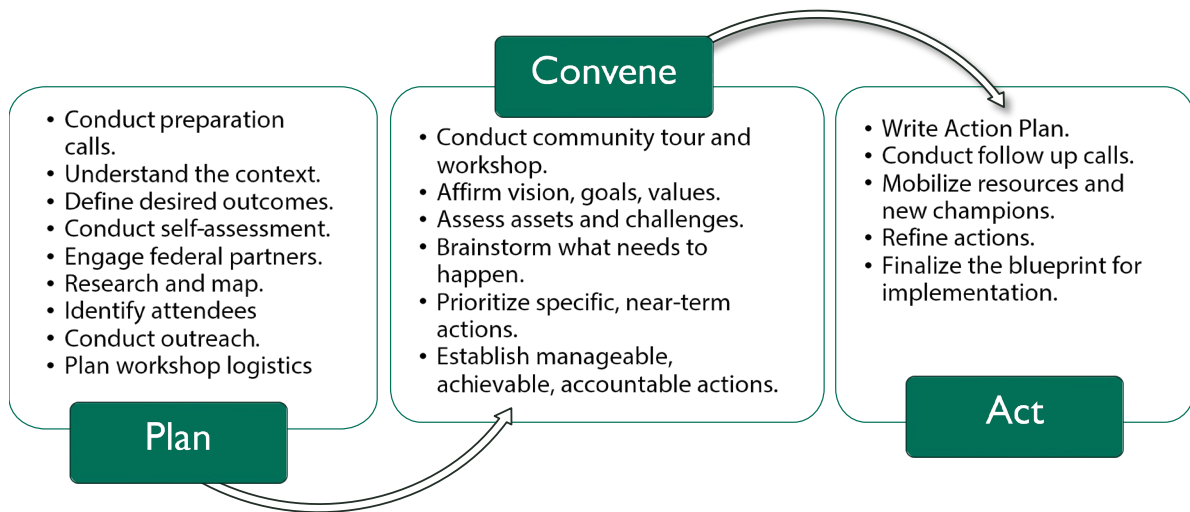


Figure 3 - Planning assistance process phases

VISION AND VALUES

SESSION ONE: VISION AND VALUES

The virtual workshop began on the evening of November 16, with lead facilitator Jason Espie welcoming the 63 attendees. A screenshot of some of the virtual workshop participants can be seen in Figure 4. Next, the point of contact and Grants City Manager introduced the steering committee and outlined their shared belief in the outdoor recreation opportunities for improving the local economy and the health and wellness of Grants' residents. Jason then invited each workshop participant to briefly introduce themselves and share three words that most excite them about Grants and outdoor recreation. A word cloud generated from participant responses can be seen in Figure 5.



Figure 4 - Despite some early group skepticism around a virtual workshop format that involved multiple zoom sessions over multiple days, the process worked well. Thanks to a consistent and dedicated group of Grants participants who showed up, paid attention, and collaborated to produce a thoughtful plan.

Jason then introduced lead Environmental Protection Agency (EPA) liaison, Jennifer Hirsch. Jennifer provided an overview of the RERC program and its focus on partnering with communities to strengthen economic opportunities for residents and businesses, enhance access to outdoor recreation and natural places, and create vibrant, walkable, and healthy downtowns and main streets.

The Moab, UT case study focused on the community's transition from a mining-based economy to one centered and, notably, marketed around outdoor recreation. Moab UT (population 5,336) is located in east-central Utah, between Arches and Canyonlands National Parks. Like Grants, Moab's economy was largely dependent on uranium and fossil fuel mining during the second half of the twentieth century. Following the decline of those extractive industries, Moab has successfully reinvented itself as a premier outdoor recreation destination, which has brought significant tourism dollars into the local economy and now supports a thriving downtown retail sector providing a host of related goods and services.

Following the case story presentations, the session concluded with Jackie Fishman from Consensus Planning presenting findings from the Grants downtown metropolitan redevelopment area master plan completed in 2017. She noted that outdoor recreation and its link to boosting tourism are captured in the report and can help inform this community action plan.

SESSION THREE: SMALL GROUP EXERCISES

Session three focused on identifying assets and barriers to implementing each of the four goals. Workshop participants opted in to one of three facilitated breakout sessions focused on a different exercise. Group 1 used an interactive, web-based map called Social Pinpoint. Participants placed markers on the map indicating the location of assets, opportunities, partners and services, and fixes. Participants reviewed assets pre-populated before the workshop and added their own—the mapping platform allowed for exploring assets and opportunities in preparation for action brainstorming in the next session. See Appendix A for a full map result series, complete with a legend for anything input as of November 2020. The mapping platform remains open for comment and will remain so until the end of April 2021, and is available at this URL:

<https://eprpc.mysocialpinpoint.com/lerc-grants#/>

Group 2 met and used pre-prepared Google Slides to explore and discuss assets and what's working well, and the challenges or barriers that Grants face when working towards achieving each workshop goal. An example of one of the slides is in Figure 8. The full set of slide results is in Appendix A.

Group 3 engaged in an itinerary planning session where they were tasked with creating a realistic 2-day outdoor recreation itinerary in and around Grants for a target audience of their choosing. Participants considered where they would go, what they would do, and what resources they would require to maximize their experience.

FEDERAL AND STATE PARTNERS

U.S. Environmental Protection Agency

Jennifer Hirsch, Adhir Kackar, Mike Kennedy

USDA Forest Service

Yolynda Begay, Toby Bloom, Steven Hattenbach, Nausheen Iqbal, Julie Padilla, Arnold Wilson

Small Business Administration

Sara Branch, Mercedes Chavez, Michelle Duran

Economic Development Administration

Trisha Korbas

USDA Rural Development

Terrence McDermott, Evert Oldham

National Park Service

Attila Bality, Marcy DeMillion, Kelly Fuhrmann, Kelly Lynch

Bureau of Land Management

Terrence Heslin, Angela West

New Mexico Outdoor Recreation Division

Axie Navas, Alyssa Renwick

New Mexico Department of Transportation

Shannon Glendenning

Figure 7 - Federal and State Agency Partners supporting RERC planning in Grants.

Following the breakout sessions, groups shared what they learned during their exercise, including what most surprised them, the gaps they identified, and which three actions their group would recommend to advance the community's goals.

SESSION FOUR: ACTION BRAINSTORMING

Session 4 focused on a facilitated action brainstorming exercise where each workshop participant was tasked with generating a set of concrete actions, along with an associated timeline, that they felt would advance any of the four workshop goals. Participants utilized shared Google Slides to capture their thoughts on digital "post-it" notes for sharing with the larger group. These ideas were grouped into themes and prepared for voting using a Google Form where participants could vote on up to 12 actions in preparation for session five.

SESSION FIVE: ACTION PRIORITIZATION

In session five, a final opportunity was given to participants to cast their vote for actions they wished to detail at this workshop. The voting results were then quickly displayed on the google slide, see a sample in Figure 9, and Appendix A for a complete set of voting results. The group then discussed the results and reflected on choices made.

SESSION SIX: ACTION DETAILING

In this session participants opted to join one of four breakout groups (one for each goal) to discuss the goal's associated actions. They were asked to select 3-5 of the top actions to achieve the goal. They could merge actions if there were similarities. These small working groups also had executive authorship to rephrase or clarify actions selected for detailing. For each top action selected, details were written out clarifying why it is important, the timeframe needed to achieve it, metrics for determining successful implementation, assigning lead and supporting roles, and identifying any necessary resources. The detailed action plan tables in this report stem from this series of work sessions, and the follow up calls post workshop to fill in gaps.

SESSION SEVEN: WRAP UP AND CLOSING

Session seven wrapped up the workshop, with representatives from each of the session six breakout groups summarizing the results of their efforts on each goal and associated set of actions. This process's prioritization and action details comprise the action plan tables in this community action plan.

Goal 1: **Shape our identity as an outdoor recreation destination:** Improve branding, marketing and promotion of Grants as an outdoor recreation destination and great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.

Assets / Working well

Lots of special, outdoor rec and natural assets in proximity to Grants	Mt Taylor Quad Tour de Acoma Mt Taylor 50k races	Ample supply of Hotel Motel/RV facilities. Plus great access off I-40, and access to trails and sites.
Lots of public lands in the vicinity.	The New Mexico Backcountry Discovery Route and the Great Divide Route both pass through or adjacent to Grants.	Mt. Taylor 50k
Cibola Trail Alliance, strong group of passionate people!	Local leadership is driving harder, many assets in town/country 2 year plan to redo all downtown water/sewer infrastructure. Introducing bigger pipeline to west entrance of town. Rodeo grounds	Continental Divide Trail, consistent number of through hikers in spring and fall
Diversified Community		Easy access along interstate
Rodeo Grounds alliance is a great group (Grants Rodeo Association)		We have a lot of good, strong non profits and volunteer, challenge is to get

Challenges / Barriers

Multi agency visitor center is not multi agency anymore.	Low name recognition	Small population to pull from (perceived)
Lack of marketing to external areas	Include these in development plans	When we hosted a very successful motorcycle event in Grants in 2017 and '18, the number one comment was, "I had no idea that the Grants area had such great riding opportunities!" Grants is "unknown".
Lack of collaboration between NPS BLM USFS	Funding, planning, consistency in local/state/federal agency leadership	
Undetermined CDT route	Should co-op AIENTA	Opposition to off-highway vehicle recreation by some individuals and groups.
Barriers Communication between organizations regarding Marketing and fund raising for		

Figure 8 - An example of one goal slide from the small group that examined assets and challenges. A complete set of the exercise slides is in Appendix A

Goal 1, Page 2: Shape our identity as an outdoor recreation destination: Improve branding, marketing and promotion of Grants as an outdoor recreation destination and great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.			
Signage	Brochure/Guide/Map	Events, activities, meetings	Stewardship, policies,
Goal 1 / 2 Create and install comprehensive, regional signage for outdoor access points including market location of visitor & information centers with better signage. Effort should include repair and fixing of existing sign boards (PS) Arie Navas / Laura Jaramila / Terry Fletcher	Goal 1 Create local trail guide/brochure with interpretive information highlighting the CDT and other trails. This brochure could have clear travel times, mapping (I have sketched out). Develop a 1-2 page outdoor recreation promotional brochure that includes a map of recreational opportunities. This comprehensive guide could include local monuments, BLM, trailheads amenities, etc. Create within next two years or sooner. Mark Teshima / Andrea Kurth / Brandon Howe / Phyllis Taylor Laurie Jaramila	Goal 1.3 Plan events for the community to support and spread enthusiasm for existing outdoor events, such as the Mt. Taylor Quad / Launch new outdoor recreation events tailored to regional highlights Arie Navas / Diana Myers	Goal 1 Host an annual community event celebrating the Continental Divide Trail that introduces local residents and Grants visitors to the CDT. Andrea Kurth
		Goal 1 Create & pig trail user experiences like a Zuni Mountains Bike-packing Tour. Establish familiarization tours for local business owners/ employees so they can showcase the local OR amenities. Feed/State	Goal 1 Create outdoor recreation expo throughout the county using multiple venues. Such as Motor sports at the racetrack, hiking and camping at the old County building and hunting at the rodeo arena and water sports at the lake. Anna Larson
		Goal 1 Invite NPS assistance services so we can learn about gateway community planning. (see more technical and planning assistance)	Goal 1/4 Increase opportunities for Grants residents to steward local recreational assets, i.e. the CDT. For example, host CDT Adopter training and volunteer trail maintenance projects in Grants, NM. Andrea Kurth
			Goal 1 Ensure that promotion and branding carries over into the built environment through design and programming. Work into policy documents, possible design guidance doc. Brandon Howe

Figure 9 - An example of a Google slide from action brainstorming, with votes added from the voting form. This is Goal 1, page 2. A full set of all actions and votes in in Appendix A.

COMMUNITY ACTION PLAN

Goal 1 – Shape our identity as an outdoor recreation destination.

- *Action 1.1 – Increase meaningful and targeted marketing of our outdoor recreation assets to clearly communicate our identity to the world.*
- *Action 1.2 – Create a paper and online map-based guide that shows the area's trails (including interpretive information about the trails), parks, campgrounds, and lodging options.*
- *Action 1.3 – Create and install comprehensive, regional signage for outdoor access points, including visitor and information centers.*
- *Action 1.4 – Continue to coordinate efforts to consistently brand and market outdoor recreation for all localities in Cibola County in order to implement a community branding campaign that uses community members and nonprofit organizations.*
- *Action 1.5 – Create a series of activity-specific expos throughout the County that highlight different outdoor recreation activities available in the area, e.g., a motorsports expo at the Uranium Capital Speedway, or a watersports expo at Bluewater Lake.*

Goal 2 – Improve connectivity.

- *Action 2.1 – Engage landowners and the United State Bureau of Land Management (BLM) in a conversation to explore public access to Black Mesa as an in-town natural asset for hiking, biking, and horseback riding.*
- *Action 2.2 – Develop pre-planned outdoor recreation itineraries.*
- *Action 2.3 – Amend Grants planning documents to include the statement, "further develop the motorized and non-motorized trail system", to facilitate follow-up efforts with the local Forest Service District and add additional weight to the Recreational Trails Program grant proposal.*
- *Action 2.4 – Request the NM Transportation Commission to designate specific segments of NM State Highways in the Grants area for legal ROV use.*

Goal 3 – Increase attractions, amenities, and infrastructure for staying power.

- *Action 3.1 – Host a business boot camp to incubate downtown businesses that could enable locals and visitors to enjoy local trails.*
- *Action 3.2 – Complete additional planning needed to realize the design for Santa Fe Avenue.*
- *Action 3.3 – Host a pop-up business weekend in the downtown area within the next year.*

Goal 4 – Improve local coordination.

- *Action 4.1 – Develop a concept for an outdoor recreation position that could be shared by the city and County to assist the implementation of the workshop actions to be ready for when a funding opportunity for the positions arises.*
- *Action 4.2 – Model community participation efforts in the State Comprehensive Outdoor Recreation Plan (SCORP) process in the coming months, e.g., dedicate a contact, complete requested surveys, or provide information for a case study.*
- *Action 4.3 – Coordinate with the Pueblos of Laguna, Acoma, Hopi, Zuni, and the Navajo Nation to align the plans and activities of Grants with activities, goals, and objectives of the Pueblos and Navajo.*
- *Action 4.4 – Engage the New Mexico Off-Highway Vehicle Alliance (NMOHVA) as a partner in helping to develop and market Grants as a motorized recreation destination.*

Goal I: Shape our identity as an outdoor recreation destination.

Improve branding, marketing and promotion of Grants as an outdoor recreation destination and great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.

Local industry and natural assets play a large role in forming a community's identity. For Grants, this has included the boom-and-bust of extractive industries (first uranium, then coal) and the fading of America's "Mother Road", Route 66, since the completion of the interstate highways network in the latter half of the 20th century. While the Northwest New Mexico Correctional Facility, constructed in 1989, continues to be an anchor institution for the city, Grants recognizes the importance of diversifying its economic base. Situated within striking distance of numerous outdoor assets (e.g., El Malpais National Monument, Mt. Taylor), promoting Grants as a gateway or basecamp for outdoor recreation presents an obvious opportunity for economic diversification. To accomplish this, Grants will need updated branding and targeted marketing to reach multiple audiences (e.g., those that know it exists, but don't see it as jumping off point, those that have yet to discover its possibilities). Discussions around branding and identity touched on both internal and external needs. Internal means that more people locally truly embrace and adopt the concept of Grants as a premiere outdoor recreation destination. Locals can be the ambassadors, entrepreneurs, and advocates for growing the identity. External efforts are to get the word out beyond Grants, to the region and nearby metro areas that this is a great place to come, stay awhile and do many activities.

Action 1.1 – Increase meaningful and targeted marketing of our outdoor recreation assets to clearly communicate our identity to the world.

What this is. Why it is important. Who benefits?	A lot of the recreation assets in the area are not well-publicized. The first step to realizing this action is to inventory the area's assets, through a series of meetings to discuss what is special and what differentiates Grants and the area. The items in the inventory could be prioritized to home in on the two or three places, things or activities that make Grants stand out from nearby recreation destinations.
Measures of success	▪ Short-term: consensus around a slogan and brand for Grants ▪ Long-term: when Grants is known and is on the map, ▪ When you no longer hear "I never knew that was here" from people who experience things in Grants
Timeframe	▪ Inventory: 2 months (February 2021) ▪ Start meeting with groups to talk to people right away ▪ Should result in media products within 12-14 months (end of 2021, start 2022) ▪ See Action 1.2
Lead Roles	▪ Chris Roybal, Marketing Director, City of Grants, to help re-kindle the previous branding efforts of "Team 66" ▪ Brenda Curtright, Executive Director, Grants Chamber of Commerce would be helpful to pull in stakeholders
Supporting cast	▪ Bruce Bleakman ▪ Chad Gaines, Cibola Trail Alliance ▪ Les Gaines to coordinate with Mark Werkmeister, New Mexico Off-Highway Vehicle Alliance (NMOHVA) ▪ New Mexico Trails Association ▪ Local groups, e.g., Back Country Horsemen, Grants Mainstreet Project ▪ Yolynda Begay, USDA Forest Service, Mount Taylor Ranger District ▪ Anna Larson (equestrian)

Action 1.1 – Increase meaningful and targeted marketing of our outdoor recreation assets to clearly communicate our identity to the world.

Needed resources and possible sources	▪ Need a point person (see Action 4.1) ▪ Need a marketing consultant or expert ▪ Need funding for experts
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Action 1.2 – Create a paper and online map-based guide that shows the area's trails (including interpretive information about the trails), parks, campgrounds, and lodging options.

What this is. Why it is important. Who benefits?	Develop a one- or two-page brochure to promote outdoor recreation in and around Grants. The brochure should include a map of recreation opportunities and there should be an online version of the map. The points of interest could include local monuments, trailheads, and amenities, such as restrooms and information centers. The brochure should include information about the seasonal accessibility of the trails.
Measures of success	▪ Publication of a brochure ▪ Website updates ▪ App development ▪ Social media presence and following
Timeframe	▪ Builds on efforts in Action 1.1, but work can start right away ▪ Could start with products like Michael Brown's virtual tour video within 1-2 months (February-March 2021)
Lead Roles	▪ Mark Teshima, City of Grants, Public Works ▪ Brenda Curtright, Grants Chamber of Commerce
Supporting cast	▪ Arnold Wilson, USDA Forest Service, Mount Taylor Ranger District ▪ Lisa Dittman, National Park Service ▪ Bureau of Land Management ▪ Andrea M. Lawrence, CTP, CTIS, Brand Development & Marketing Specialist – New Mexico Tourism Department ▪ Chad Gaines, Northwest New Mexico Tourism ▪ Susan Gautsch, People for bikes ▪ Axie Navas, New Mexico Outdoor Recreation Division ▪ Andrea Kurth, Continental Divide Trail Coalition
Needed resources and possible sources	▪ Need a point person (see Action 4.1) ▪ Explore state and federal resources for funding, e.g., New Mexico True ▪ Corporate sponsorships ▪ Local lodging tax

Action 1.3 – Create and install comprehensive, regional signage for outdoor access points, including visitor and information centers.

What this is. Why it is important. Who benefits?	We need to have better signage to direct visitors to the visitor center and points of interest. The signage strategy could include developing marketing strategies targeted at people driving on I-40 to attract them to Grants. Once the necessary
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Action 1.3 – Create and install comprehensive, regional signage for outdoor access points, including visitor and information centers.

	signs have been identified, there will need to be coordination with appropriate agencies, e.g., the National Park Service (NPS), so that standards are met.
Measures of success	▪ Developing an inventory of needed signs ▪ An increase in tourists to Grants and nearby destinations
Timeframe	▪ 9-12 months (Sept-Dec 2021) to create the inventory and acquire funding ▪ Up to 24 (late 2022) months to install the signs
Lead Roles	▪ Chris Roybal, City of Grants ▪ Brenda Curtright, Grants Chamber of Commerce (billboard collaboration)
Supporting cast	▪ Judy Horacek, Cibola County ▪ Axie Navas, New Mexico Outdoor Recreation Division ▪ New Mexico Department of Tourism ▪ Maggie Moore, Recreation Trails Program Coordinator, New Mexico Department of Transportation ▪ Arnold Wilson, USDA Forest Service ▪ New Mexico True ▪ Joanna Garcia, NMDOT (to be contacted)
Needed resources and possible sources	The next call for Recreational Trail Projects (RTP) grant applications will open in May 2021 for projects starting in FFY2023. Grants and Cibola County should coordinate with the Northwest Regional Transportation Planning Organization (NWRTPO).

Action 1.4 – Continue to coordinate efforts to consistently brand and market outdoor recreation for all localities in Cibola County in order to implement a community branding campaign that uses community members and nonprofit organizations.

What this is. Why it is important. Who benefits?	It is crucial to pull together and organize the existing efforts to create a coherent brand for the County and its destinations. This could include reconvening "Team 66", or a forming new version of the team to support prior branding work. This effort could expand on action 1.1 to include new partners and with an emphasis on implementation of the branding and identity.
Measures of success	▪ Development of Community Branded and marketing materials ▪ Create a tag line for example GRANTS= Great Recreation Adventure Near Treasured Sites
Timeframe	▪ Current Meetings are quarterly so 1 year??
Lead Roles	▪ Chris Roybal, City of Grants ▪ Possibly the position detailed in Action 4.1 (the new position could own this action)
Supporting cast	▪ Lisa Dittman, National Park Service ▪ Grants Mainstreet leadership ▪ Brenda Curtright, Grants Chamber of Commerce ▪ Cibola County ▪ Tribal Governments ▪ Grants Mainstreet Project ▪ Cibola Community Economic Development Foundation (CCEDF)

Action 1.4 – Continue to coordinate efforts to consistently brand and market outdoor recreation for all localities in Cibola County in order to implement a community branding campaign that uses community members and nonprofit organizations.

Needed resources and possible sources	Line items in various municipal budgets, i.e., Grants, Cibola County, Milan
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Action 1.5 – Create a series of activity-specific expos throughout the County that highlight different outdoor recreation activities available in the area, e.g., a motorsports expo at the Uranium Capital Speedway, or a watersports expo at Bluewater Lake.

What this is. Why it is important. Who benefits?	The expos could create an exciting way to showcase the outdoor recreation activities that Grants has to offer. The expos themselves could attract tourism, in addition to highlighting available activities.
Measures of success	Active events and increased tourism
Timeframe	- Work can start right away - Prepare individual venues for their activities and add venues as needed
Lead Roles	Grants Mainstreet leadership and/or Brenda Curtright, Grants Chamber of Commerce
Supporting cast	Various venues - The Uranium Capitol Speedway—for motor sports expo such as ATV, RV, UTV expo. Events here could include ATV or UTV races or motor bike races - Grants Rodeo Grounds area for Hunting and Archery and packing type Expo. Events here could include burro pack race, packing competitions and archery competitions - Old Cibola County Building for tent camping, Hiking, expo, biking etc. - Bluewater Lake State park for water sports expo. Events could include kayak racing, etc.
Needed resources and possible sources	- Local lodging tax (finite resource) - Seek grant opportunities and resources (Anna Larson working on research)

Goal 2: Improve connectivity.

Plan for and improve trail connectivity and walkability, considering near-term "low hanging fruit" as well as longer-term aspirational goals and projects.

The existing outdoor recreation assets in the Grants area remain largely unlinked by trails or public transportation. A personal vehicle is required to get to almost every place one would want to explore around Grants and to do motorized sport or horseback riding becomes even more complicated in terms of transporting the equipment for the activity. Knowing where to go relies heavily on local knowledge and word of mouth without robust wayfinding signage to mark trailheads, routes, and sites. Access to outdoor recreation opportunities closest to downtown, such as the trails surrounding Black Mesa, remains unofficial as it requires traversing a matrix of public and private lands. All of

these factors may serve to limit visitors' or newcomers' ability to find and appreciate local recreational opportunities without a strategy to address these connectivity issues.

Action 2.1 – Engage landowners and the United State Bureau of Land Management (BLM) in a conversation to explore public access to Black Mesa as an in-town natural asset for hiking, biking, and horseback riding.

What this is. Why it is important. Who benefits?	The Black Mesa can serve as a starting point to connect in-town trails to a more extensive network of trails. Currently, access is as an "undesignated trail", which leaves it vulnerable to development or limited or no public access. In order to ensure the Pipeline Trail remains accessible and a connector to other outdoor recreation assets, including expansion to the Continental Divide Trail, engagement with the various landowners is necessary. Most of the land is managed by the Bureau of Land Management. The Pipeline is under an easement to Kinder Morgan (a natural gas company) and powerline (Continental Divide, the electric cooperative).
Measures of success	▪ If the status of access is settled to the degree that improvements can be made with confidence ▪ Legal easements are established ▪ Use of the land is incorporated in the BLM's Resource Management Plan (approved at State level)
Timeframe	▪ 18-24 months (by end of 2022). Phases of work: ○ <i>Meet with landowners and interested parties</i> ○ <i>Develop a layout and design concept on a map</i> ○ <i>Engage and ask permission for access from landowners</i> ○ <i>Begin ground truth and design via maps</i> ○ <i>Educate landowners on the value of development</i> ○ <i>Work on easements</i> ○ <i>Work with Federal Landowners regarding the public involvement and comment process as well as any NEPA</i> ○ <i>Implement trail development</i>
Lead Roles	▪ Chad Gaines - Cibola Trail Alliance ▪ Rio Puerco - Field Office Director, Bureau of Land Management, State Office
Supporting cast	▪ New Mexico State University Grants Extension Campus ▪ Pam Reed - Bureau of Land Management ▪ Landowners (e.g., Phillip Merillat Corporation, Dick Elkins, Carl Elkins, Charlie Harding, Randy Coral) ▪ Anna Larson - Cibola County ▪ Laura Jaramillo - City of Grants
Needed resources and possible sources	▪ Need letters of support from the community's government entities (County and city) ▪ New Mexico State University has land next to the area

Action 2.2 – Develop pre-planned outdoor recreation itineraries.

What this is. Why it is important. Who benefits?	A lot of the things that locals do and use in the community are informally designated. Those new to town or visiting may find it difficult to navigate the area. Pre-planned itineraries will help those less familiar with Grants or new to outdoor recreation to have the best and easiest experience. This action is dependent on some of the action 1.1 / 1.4 efforts.
Measures of success	▪ A list of popular hikes, outings, and activities is documented, e.g., travel time, average length of activity, or any other logistics regarding access ▪ Itineraries are composed and being shared ▪ People are using them
Timeframe	▪ 3 months (March 2021 – get template ready) ▪ Finalize in second half of 2021 ▪ Dependent on actions 1.1/1.4
Lead Roles	▪ Kendra Brown, Cibola Trail Alliance & Mount Taylor Landscape Team ▪ Michael Brown, local engineer and outdoor enthusiast ▪ Mark Teshima, Public Works, City of Grants
Supporting cast	▪ Branding and marketing agency (to help translate the list to signage and promotional materials) ▪ Cibola Trail Alliance, www.cibolatrails.org ▪ New Mexico Off-Highway Vehicle Alliance ▪ Francesca Governali - Continental Divide Trail Coalition ▪ Andrea Kurth, Continental Divide Trail ▪ Grants Mainstreet Project
Needed resources and possible sources	▪ Need time and capacity ▪ Need mapping/GIS (county maps) ▪ Need graphic design ▪ Need Facebook questionnaire to solicit community recommendations/priorities ▪ New Mexico Off-Highway Vehicle Program under the New Mexico Dept of Game & Fish Trail Grants (up to \$15k per project available). The March 26, 2021 is the deadline for 2021 applications to be accepted, with awards typically made in June (for a year); www.b4uride.com Some steps have already been taken here, see the implementation section at the conclusion below. ▪ Mark Werkmeister can help co-sponsor and with the grant application ▪ There are driving itineraries for the northwest New Mexico area at the National Park Service/Bureau of Land Management visitor center

Action 2.3 – Amend Grants planning documents to include the statement, "further develop the motorized and non-motorized trail system", to facilitate follow-up efforts with the local Forest Service District and add additional weight to the Recreational Trails Program grant proposal.

What this is. Why it is important. Who benefits?	Provides leverage to get the Forest Service and the Bureau of Land Management (BLM) to include corresponding elements in their plans, which in turn requires project prioritization. Provides Cibola County communities with a seat at the table in policymaking.
Measures of success	▪ When future planning documents include this supporting language
Timeframe	▪ In accordance with when planning documents get reviewed and updated

Action 2.3 – Amend Grants planning documents to include the statement, "further develop the motorized and non-motorized trail system", to facilitate follow-up efforts with the local Forest Service District and add additional weight to the Recreational Trails Program grant proposal.

Lead Roles	▪ Chad Gaines, Cibola Trail Alliance ▪ Mark Werkmeister, New Mexico Off-Highway Vehicle Alliance
Supporting cast	▪ Mark Teshima, City of Grants ▪ Brandon Howe, Northwest New Mexico Council of Governments ▪ Yolynda Begay, Mt Taylor Ranger District
Needed resources and possible sources	▪ USDA Forest Service Motor Vehicle Use Maps https://www.fs.fed.us/recreation/programs/ohv/ohv_maps.shtml ▪ Forest Service Grants and Agreements protocols

Action 2.4 – Request the NM Transportation Commission to designate specific segments of NM State Highways in the Grants area for legal ROV use.

What this is. Why it is important. Who benefits?	Current state OHV Stature allows the NM Transportation Commission to designate specific limited segments of paved state highways for ROV use <i>"where the use of such vehicles complements the character of the community and reasonably safe conditions can be maintained."</i> The ability for ROV enthusiasts to directly access the trail networks on Mt. Taylor and in the Zuni Mountains from City streets (without having to trailer the ROVs to a remote trailhead) dramatically increases Grants' appeal for this specific type of recreation enthusiast and encourages multiple-day stays in area. City of Grants and Cibola County already have passed resolutions to allow ROV use on paved streets. State highway segments are the remaining "missing link," between ROV access from town to the destination dirt roads. Proposal requirements are that it be targeted for recreation purposes, and not benefit of any one particular business.
Measures of success	▪ Successful designation of specific NM state highway segments to allow direct access from Grants streets to non-paved roads and trails.
Timeframe	▪ Six months to petition the State Transportation Commission, one year to gain final approval.
Lead Roles	▪ Les Gaines
Supporting cast	▪ Mr. Harry Garcia, NM Representative District 69 ▪ Mr. Charles Lundstrom, District 6 Commissioner, NM Transportation Commission (potentially) ▪ Mark Werkmeister, New Mexico Off Highway Vehicle Alliance
Needed resources and possible sources	▪ Village of Milan to pass resolution for ROV use on paved village streets (in progress). ▪ USDA Forest Service is working with Mark and others on signage and possible multi use parking areas.

Goal 3: Increase attractions, amenities, and infrastructure for staying power.

Capitalize on existing opportunities and resources in downtown Grants and identify opportunities for, and work to attract more in-town amenities, businesses, and shops for tourists and residents.

In order for Grants to successfully market itself as an "outdoor town", it will need to grow its offering of product and service suppliers to address related demand. Hallmarks of a vibrant outdoor recreation destination include options for outfitting activities, buying or renting gear, guide services, resupply and repair shops, knowledge centers to help research and execute excursions, and options for dining, cultural immersion, and rejuvenation. To build Grant's amenities base will require active support of local entrepreneurship to ensure successful launch and continued growth of businesses to meet increasing tourist demand. It will also require quality downtown design of buildings, landscaping, public places, walkable streets that make people want to get out of their cars, stay longer, and enjoy and stay in the city as they recreate in the area.

Action 3.1 – Host a business boot camp to incubate downtown businesses that could enable locals and visitors to enjoy local trails.

What this is. Why it is important. Who benefits?	This action was inspired by Pop Up Marion in Marion, Virginia. As the town transitions from an extraction-based economy to one focused more on outdoor recreation and hospitality, training and assistance are necessary to bring along existing businesses and help launch new ones. Grants' current businesses will benefit from information and training that helps them cater to a new market of consumers successfully. A boot camp will give aspiring businesses the tools and confidence to launch, hopefully filling identified gaps in necessary and desired services and amenities of the community and visitors. A successful boot camp or series of boot camps is a step to expanding what Grants has to offer, drawing a more diverse customer base, developing a focus on outdoor recreation, and filling vacant commercial spaces in the downtown.
Measures of success	▪ Inventory of what "open" areas for new businesses we have ▪ Five to ten successful sign-ups for the boot camp ▪ All concepts in the incubator advance to drafting and pitching their business plans in a public event ▪ New businesses open
Timeframe	▪ 6-12 months (mid to late 2021)
Lead Roles	▪ Denise Chavez, Small Business Development Center ▪ Laura Jaramillo will connect Denise Chavez to this action and process recap
Supporting cast	▪ Michelle Duran and Mercedes Chavez (SBA) ▪ New Mexico State University (model something after Central New Mexico Community College Entrepreneurship class) ▪ Navajo Technical College Crown Point ▪ Brenda Curtright together with Matt Munson Grants Chamber of Commerce ▪ Eileen Yarborough, Cibola Communities Economic Development ▪ Cibola County ▪ Grants Mainstreet leadership ▪ Don Jaramillo, City of Grants ▪ Ken Heath, City of Marion, VA (to be contacted for advice)
Needed resources and possible sources	▪ Need a curriculum outline and corresponding faculty, teachers, and subject matter experts (finance, business planning, marketing, product sourcing, etc.) ▪ Need a selection committee

Action 3.1 – Host a business boot camp to incubate downtown businesses that could enable locals and visitors to enjoy local trails.

- Need continued technical assistance to participants
- Need funding
- Existing inventory of available buildings
- List of needed services on the city's website
- USDA Rural Development (Evert Oldham)
- Wells Fargo
- TBK Bank (regional bank, non-SBA funds)
- US Bank
- NM Oil and Gas Association Grants (applied for in February 2021)

Action 3.2 – Complete additional planning needed to realize the design for Santa Fe Avenue.

What this is. Why it is important. Who benefits?	Many places around town need attention but revitalization hinges on a vibrant downtown. Redesigning Santa Fe Avenue needs to be at the forefront of activity to reduce its speed limit and improve walkability and bikeability as part of the overall economic development equation. This redesign is a catalytic project within the Metropolitan Redevelopment Area, but needs broader support to be fully executed. Concept plans are ready, but there are remaining approval steps that need to be coordinated and completed as Santa Fe Avenue is a state highway and a bypass for interstate shutdowns.
Measures of success	▪ New Mexico Department of Transportation completes traffic study ▪ The project is approved by City Council as a top five priority of the city's Infrastructure Capital Improvement Plan ▪ Funding is secured to execute the Santa Fe Avenue redesign ▪ DESIGN IS COMPLETED
Timeframe	▪ Target is January of 2023
Lead Roles	▪ Laura Jaramillo, City of Grants ▪ Brandon Howe, North West New Mexico Council of Governments (NWNMCOG) ▪ Arif Kazmi, Engineer Support Manager, New Mexico Department of Transportation, District 6, Arif.Kazmi@state.nm.us. 505-240-1846.
Supporting cast	▪ Grants Mainstreet leadership ▪ Don Jaramillo, City of Grants ▪ New Mexico Council of Governments (NWNMCOG) ▪ City Council ▪ Community participation in terms of design and amenities (e.g., public hearings as part of the study)
Needed resources and possible sources	▪ Need a completed traffic study, NMDOT D6 to coordinate ▪ New Mexico Department of Transportation ▪ State capital outlay ▪ Transportation Alternatives Program (TAP), http://dot.state.nm.us/content/New Mexico Department of Transportation/en/Planning.html ▪ Cooperative Agreements Program (COOP) Local Government Road Fund ▪ Municipal Arterial Program (MAP) Local Government Road Fund

Action 3.3 – Host a pop-up business weekend in the downtown area within the next year.

What this is. Why it is important. Who benefits?	A pop-up event would allow aspiring businesses to test their products and services with the Grants market at low risk and gain feedback. The event will help the community to visualize opportunities in the downtown both as a consumer and as a potential entrepreneur ("Hey, I could make candles, open a cafe, sell bikes..."). This is also a placemaking activity to get folks downtown and can incorporate other elements like music. There is the potential to tie this into Made in Cibola Day, which is still in the planning stages.
Measures of success	▪ 3-5 businesses a weekend on summer evenings having moderate success ▪ One or more pop-up businesses transitions to a permanent storefront
Timeframe	▪ Summer 2021
Lead Roles	▪ Grants Mainstreet leadership
Supporting cast	▪ Chris Roybal, City of Grants ▪ Anna Larson, Cibola County ▪ Aspiring entrepreneurs ▪ Property owners and building managers ▪ Grants Farmers Market ▪ Chase Elkins, New Mexico State University Extension ▪ Future Foundations ▪ Popup businesses in spring 2021 ▪ https://www.freetoroamebiking.com/
Needed resources and possible sources	▪ Silver City pop-up art facilities, as an example ▪ Need creative incentives for property owners ▪ Need an event series marketing and promotion

Goal 4: Improve local coordination.

Strengthen and sustain local/regional coordination and communication efforts to carry forward implementation of the RERC action plan.

Developing outdoor recreation as a significant and sustained contributor to Grants' economy relies on a constellation of stakeholders working in concert. Additional capacity (e.g., staff) dedicated to advancing the city's outdoor recreation initiatives can track progress and provide coordination among groups. Collaboration priorities include the need to engage with local pueblos, the state's outdoor recreation strategy, and organizations focused on high potential outdoor activities. A close relationship with the local pueblos is imperative to ensure the natural assets that are the foundation of this plan are accessed with permission and respect. As New Mexico rolls out its State Comprehensive Outdoor Recreation Plan (SCORP), Grants has the opportunity to be a model for other communities. Activity-based advocacy groups like the New Mexico Off-Highway Vehicle Alliance (NMOHVA) will be important partners in planning and promotion. Any action that facilitates clear communication and coordination among all stakeholders will help support the successful execution of all goals.

Action 4.1 – Develop a concept for an outdoor recreation position that could be shared by the city, village, and County to assist the implementation of the workshop actions to be ready for when a funding opportunity for the positions arises.

What this is. Why it is important. Who benefits?	It is extremely important to staff this, and champion it to keep the ball rolling. A first step would be to research what other types of outdoor recreation job descriptions and duties typically involve, where and who they work for, review responsibilities, obtain funding, and coordinate communications. Explore the possibility of a consultant, and eventually transition to a local, especially one that is a skilled marketer.
Measures of success	▪ Could be a long-term effort to fund and staff this position. One measure would be to start with a consultant and volunteers, and over time find the resources to establish a position that caretakes outdoor recreation based economic development and tourism in Grants/Cibola. ▪ Draft a position profile with statement of work and desired qualifications
Timeframe	▪ Could be phased. Discussions should start right away ▪ Depends on the budget constraints of the city and County ▪ Near term: could utilize one of the AmeriCorps VISTA volunteers that the North West New Mexico Council of Governments (NWNMCOG) is bringing to the region
Lead Roles	▪ Eileen Yarborough, Cibola Communities Economic Development Foundation, could help shepherd this pursuit and keep the conversation going
Supporting cast	▪ Don Jaramillo, Northwest New Mexico Council of Governments ▪ project coordinator (support for trails within the city limits) ▪ Evan Williams and Brandon Howe, Northwest New Mexico Council of Governments (will be a key contact in seeking funds for the position) ▪ Northwest New Mexico Council of Governments ▪ AmeriCorps VISTA positions potentially
Needed resources and possible sources	▪ Need time ▪ Applied for funding from Cibola Community Economic Development Foundation ▪ Need funding for a consultant ▪ New Mexico Department of Environmental Quality Brownfields group for AmeriCorps ▪ State Comprehensive Outdoor Recreation Plan (SCORP) ▪ University of New Mexico Community and Regional Planning Program Graduate Students

Action 4.2 – Model community participation efforts in the State Comprehensive Outdoor Recreation Plan (SCORP) process in the coming months, e.g., dedicate a contact, complete requested surveys, or provide information for a case study.

What this is. Why it is important. Who benefits?	It is important to participate in the SCORP process and be associated with what is happening in the state. This will bridge connections to state and federal resources, such as the Great American Outdoors Act funding and raise awareness of Grants' role in the outdoor economy.
Measures of success	▪ Being identified as a pilot project in the SCORP ▪ Investment directed from SCORP

Action 4.2 – Model community participation efforts in the State Comprehensive Outdoor Recreation Plan (SCORP) process in the coming months, e.g., dedicate a contact, complete requested surveys, or provide information for a case study.

Timeframe	Have initiated contact and are on the agenda and will progress with process.
Lead Roles	- Les Gaines, Mount Taylor Zuni Mountain Collaborative - Evan Williams, New Mexico Council of Governments
Supporting cast	- Axie Navas, New Mexico Outdoor Recreation Division, to act as a liaison with the planning process https://www.getoutsidenm.org/ - Atilla Baloty, National Park Service 4 Corners Economic Development
Needed resources and possible sources	

Action 4.3 – Coordinate with the Pueblos of Laguna, Acoma, Hopi, Zuni, and the Navajo Nation to align the plans and activities of Grants with activities, goals, and objectives of the Pueblos and Navajo.

What this is. Why it is important. Who benefits?	There have been somewhere around 6500 years of occupancy of culture and social interaction among the tribes of this region who still occupy these lands today. The four mountains, including Mt Taylor, are sacred to all the Pueblos in New Mexico and Arizona. There is a rich story of culture and place, of first nations closely connected to the land. The story also involves a long history of racism, brutality, colonization, and displacement of native peoples, starting with the Spaniards who came seeking treasures. The name Cibola is the Seven Cities of Gold, and then continued with the arrival of other Western Europeans. Going forward, there is an opportunity for learning about, protecting, respecting the social, cultural values of the Native American tribes. As the sovereign nations many in their community are also embracing similar economic development opportunities around history, culture, and the land. There is an opportunity through this RERC process to seek to improve partnerships, so that everyone benefits, and that sacred areas and places are appropriately respected and protected. This action seeks to establish more communication and coordination with the big five tribal nations of the region, namely the Pueblos of Laguna, Acoma, Hopi, Zuni and the Navajo Nation, around appropriate and respectful economic development that involves outdoor recreation. Coordination is needed to avoid competition and to see how everyone can benefit and work together.
Measures of success	When RERC steering committee members are able to meet and participate in the consultations with the big five
Timeframe	Have consultations by spring 2021, and on-going thereafter
Lead Roles	- Yolynda Begay, United States Forest Service, Mt Taylor Ranger District (consultation) to bring a party from the Recreation Economies for Rural Communities steering committee to come and present the plan and the ideas - Steve Baumann, The National Park Service also has big five conversations, and could make introductions to the Recreation Economies for Rural Communities delegation

Action 4.3 – Coordinate with the Pueblos of Laguna, Acoma, Hopi, Zuni, and the Navajo Nation to align the plans and activities of Grants with activities, goals, and objectives of the Pueblos and Navajo.

Supporting cast	- Indian Pueblo Cultural Center, https://indianpueblo.org/ - Recreation Economy for Rural Communities "delegation" to work with the Forest Service, Mt Taylor Ranger District - Brenda Curtright and Erik Garcia, Grants Chamber of Commerce - Naleen Naanee - Cibola County would also need Judy Horacek, who is writing a Request for Proposal for the Road to La Mosca feasibility study and would like to keep abreast of communication with tribes - The following persons were listed as potential future contacts for cooperation with some of the tribes. - Marvin Trujillo Pueblo of Laguna Tribal Secretary - Adrianna M. Cerno, Acoma Pueblo, Natural Resources Coordinator, acerno@puebloofacoma.org - Ancestral Lands Office, Aaron Lowden, Program Director, aaron@conservationlegacy.org - As of February 2021, they have not been contacted but hopefully they, and others will be engaged as part of this effort. - Potential future partner: Need to reach out to American Indian Alaska Tourism Association (https://www.aianta.org/) based in Albuquerque ((505) 724-3592; info@aianta.org) They have a publication on American Indians and Route 66. https://www.aianta.org/wp-content/uploads/2020/03/American_Indians_Route66.pdf
Needed resources and possible sources	

Action 4.4 – Engage the New Mexico Off-Highway Vehicle Alliance (NMOHVA) as a partner in helping to develop and market Grants as a motorized recreation destination.

What this is. Why it is important. Who benefits?	This is a popular activity that could be a gateway to bring people to the area for other recreation activities. Grants Mainstreet has a longstanding relationship with NMOHVA, so some groundwork for this action has already been completed.
Measures of success	- Increased number of visitors and new events - When there is more economic activity in the city – will have to think about how to track this
Timeframe	Start conversations right away
Lead Roles	- Grants Mainstreet leadership - Brenda Curtright, Grants Chamber of Commerce
Supporting cast	- Mark Werkmeister, New Mexico Off-Highway Vehicle Alliance (NMOHVA) - Community members looking to have events - Yolynda Begay, United States Forest Service, Mt Taylor Ranger District - Bronco Run (Ford) group (Brenda Curtright knows Rodger Sigman)

Action 4.4 – Engage the New Mexico Off-Highway Vehicle Alliance (NMOHVA) as a partner in helping to develop and market Grants as a motorized recreation destination.

Needed resources and possible sources

- The Forest Service has a Motor Vehicle Use Map for Mount Taylor and Zuni Mountains. https://www.fs.fed.us/recreation/programs/ohv/ohv_maps.shtml
- OnX
- Avenza

IMPLEMENTATION AND NEXT STEPS

In the months following the November convening, the steering committee, plus additional participants from the workshop, continued to work on implementing the action plan. Video conference calls were held on December 17th, January 27th, and February 18th, to discuss plan refinement and implementation. The post workshop calls were well attended averaging between 35-45 persons at each. The following list are things and activities that have taken place since the workshop as of mid-February 2021.

- Grants, NM was selected by the Outdoor Recreation Roundtable, the nation's leading coalition of outdoor recreation trade associations and businesses, to receive a grant of \$5,000 to support the implementation of the action plan to grow its economy through outdoor recreation and are using this to produce guides and itinerary package in action 1.2
- Several community members were able to attend workshop on developing toolkits for Outdoor Recreation Roundtable on the new toolkit developed. <https://recreationroundtable.org/rural-development-toolkit/> The January webinar sparked some local steering committee conversations about expanding on some off the areas biking route, on road and off road.
- Ideas for funding are being development with Mark Werkmeister and the ORV group. A grant for \$10,000 from Polaris was secured, that can be transferred to our potential projects in the Grants area, primarily to be used to provide better/more user friendly trailhead and route signage. There have been meetings with the Mt Taylor District Ranger to start seeking their approval as the work would be on USDA Forest Service managed lands. There is also the ability to apply for an additional \$15k from the NM's OHV Program grants if we identify an appropriate need.
- Grants had first get back together meeting with Route 66 to discuss how they might support action plan, notably for potential for a couple of grants to augment ORV signage and other trail access points.
- Chris Roybal and the Gaines family have started to put together spreadsheet of local attractions so support Action 1.1
- Mark Werkmeister shared examples of brochures, and Mark Teshima is helping to coordinate some of these branding efforts as it relates to Goal 1 and the ORR grant implementation. The activities and itineraries spreadsheet is moving along well as of February 2021. *Five brochures in development, each with their own map, information, and itineraries*
- Yolynda Begay, Mt Taylor Ranger District to mentioned that COVID 19 has heavily impacted the neighboring Tribal communities and most do not have the capacity at the moment to consult, though this could change in the future.
- The City prepared proposal for a staff an Outdoor Rec Champion to help with initiative forward in the next couple years to follow up on Action 4.1. This effort really needs a dedicated person to take the initiative to the next level. The proposal for \$250,000 was submitted to Cibola County Economic Development Board.
- Laura Jaramillo (City of Grants) and Brenda Curtright (Grants Chamber of Commerce) have done some thinking through what a business boot camp could look like and how it could be a blend of virtual and in person. Brenda applied for a grant to support this effort to the New Mexico Oil and Gas Association that could help support the boot

camp series, e.g., bring in guest speakers and marketing professionals to provide instruction at the boot camp events.

- The Northwest New Mexico Council of Governments reported that the region has been successful in obtaining a scenic byway designation. Expands to the three counties, Cibola to San Juan.
- The National Wilderness Stewardship Alliance trails grants are due by April 26th and run from May 1st to Dec. 31st. <https://www.wildernessalliance.org>
- In February, Dan Carter, Continental Divide Trail Coalition met with members in Grants to talk about Gateway Communities portion of the website. <https://continentaldividetrail.org/cdt-gateway-communities/grants/> This page lists 10 things to do in Grants.
- Dan also invited the Grants RERC group to view the Continental Divide Trail Coalition Gateway Community Summit webinar. https://www.youtube.com/playlist?list=PLs_DFPsz_gjvM6zIFGmwqLEyBRsGfiRRO7
- Arnold Wilson, USDA Forest Services reported that they recently sent out tribal consultation letters for the CDT trail relocation project (relates to Action 4.3). Scheduled next is sending the scoping

document for the NEPA process, goes to all people interested in project for public comment. .

- USDA Forest Service is also moving forward on the Lobo Canyon Trail (Mt Taylor Project) a community driven proposal with the Cibola Trail Alliance, and provides additional trail loop opportunities from the CDNT trailhead. Timeline for a decision is late March early April.
- The New Mexico State Outdoor Recreation Plan (SCORP) will be wrapped up by Fall of 2021. March to May 2021 is a key phase for public input via a number of town halls and focus groups. This period would be a great opportunity for the RERC Grants participants to get involved, per Action 4.2. For more information: <https://www.getoutsidenm.org/>
- Kelly Fuhrmann, NPS, suggested that there is an opportunity for Grants to build an "astrotourism" component into the local economy. El Morro National Monument, about 45 miles outside of Grants, was recently designated a Dark Night Sky Park by the International Dark Sky Association. NPS is working on a similar designation for El Malpais National Monument. Dark night skies are a local asset and offers a visitation opportunity for Grants to outfit its night lighting fixtures to serve and benefit from an astrotourist destination economy.

APPENDICES

- *Appendix A – List of additional actions brainstormed but not detailed yet*
- *Appendix B – Workshop Exercise Results*
- *Appendix C – Workshop Participants*
- *Appendix D – Community Self-Assessment (completed pre-workshop)*
- *Appendix E – References*
- *Appendix F – Funding and Technical Assistance Resources*
- *Appendix G – Community Virtual Tour PowerPoint Slides*

APPENDIX A: ADDITIONAL ACTIONS

During the workshop session 4, participants each brainstormed actions that would support one or more goals. The exercise was performed using Google Slides, the results were categorized and then voted upon (see Appendix B). In small groups, participants then detailed their top 3-5 actions with specifics as shown in the main body of the report. There was not enough time to detail the full wealth of ideas. This appendix serves as a placeholder for those ideas, should they be turned to for future efforts.

Goal 1: Shape our identity as an outdoor recreation destination.

Improve branding, marketing and promotion of Grants as an outdoor recreation destination and great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.

- *Ensure that marketing media programs emphasize Eco-Tourism*
- *Integrate or create additional information regarding outdoor recreation activities into materials to be distributed at the National Park Service and Bureau of Land Management visitor centers*
- *Connect with local and regional athletes to participate in and help market local events*
- *Determine if Grants is a partner or rival of Gallup in attracting the outdoor adventure community. If Grants is a partner, expand the message. If Grants is a rival, determine areas of advantage and push forward*
- *Identify the two or three assets or opportunities that distinguish and/or differentiate Grants from our competition, e.g., the surrounding forest areas, mountain/gravel biking, skiing, hiking, horseback riding, birdwatching, hang-gliding, etc.*
- *Re-brand and market outdoor recreation as a separate category on the Grants Chamber of Commerce website*
- *Add motorized recreation as a specific component of the Grants branding and marketing effort*
- *Plan events for the community to support and spread enthusiasm for existing outdoor events, such as the Mt. Taylor Quadrathlon. Launch new outdoor recreation events tailored to regional highlights*
- *Create and package trail-user experiences like a Zuni Mountains Backpacking Tour*
- *Establish familiarization tours for local business owners and employees so they can showcase the local outdoor recreation amenities*
- *Invite National Park Service assistance services so we can learn about gateway community planning*
- *Host an annual community event that celebrates the Continental Divide Trail and introduces residents and Grants visitors to the trail*
- *Increase opportunities for Grants residents to steward local recreational assets, e.g., the Continental Divide Trail. For example, host Continental Divide Trail Adopter training and volunteer trail maintenance projects in Grants*

- *Ensure that promotion and branding carry over into the built environment through design and programming. Work into policy documents, e.g., design guidelines*

Goal 2: Improve connectivity.

Plan for and improve trail connectivity and walkability, considering near-term "low hanging fruit" as well as longer-term aspirational goals and projects.

- *Complete a feasibility study for building a road to La Mosca*
- *Form local community group to identify and increase non-ADA (Americans With Disabilities Act) compliant walkable areas, trails, and workout areas within city limits and address gaps in trail-to-trail connectivity between Grants and trailheads outside of town*
- *Review existing plans first to prioritize maintenance and in-process projects and coordinate with Northwest New Mexico Council of Governments and Rockin' 66 to link with existing transit or develop transit to bridge gaps limiting access to trails that are currently accessible only by driving*
- *Continue to establish the Legacy Trail and make the connection from town to forest*
- *Build the Lobo Canyon trails*
- *Build trails at the Quartz Hill trailhead for the Zuni Mountain trail system*
- *Need to consider integrating broadband connectivity into the attractions to enhance the experience and support health and safety*
- *Evaluate local park access and connectivity*
- *Develop a bike park in Grants to excite local youth and residents*
- *Develop comprehensive trail signage for ATVs and jeeps in the Mount Taylor Ranger district*
- *Create trail connectivity from Mount Taylor to Mount Sedgewick through the center of Grants*

Goal 3: Increase attractions, amenities, and infrastructure for staying power.

Capitalize on existing opportunities and resources in downtown Grants and identify opportunities for, and work to attract more in-town amenities, businesses, and shops for tourists and residents.

- *Provide entrepreneurs a resource for finding grants to open outdoor recreation shops*
- *Create a group to engage and organize local entrepreneurs and potential entrepreneurs (folks who are currently experiencing job loss as a result of the turn away from extraction industries). The group could provide ideas for new businesses. We'd rather they start a new business than move away*
- *Create and deliver training to the hospitality industry with a focus on promoting outdoor recreation options, or Grants as a destination for corporate retreats*
- *Incentivize business owners and property owners to tear down, remodel, or clean up abandoned buildings to provide an opportunity for new growth in downtown*
- *Provide more WiFi hot spots near tourism sites and attractions*
- *"Elderhostel" program - dedicate an effort to bring people here from foreign countries. We used to have this program and it was very successful*

- *Beautify and enhance downtown spaces (e.g. highlight water assets) to help increase foot traffic downtown and make it a focal point of businesses for the outdoor recreation in the area*
- *Reduce the speed limit through downtown. Study traffic control impacts*
- *Increase building density and vibrancy in Downtown for locals, which in turn brings visitors as they are drawn to authentic places and experiences*
- *Develop the abandoned hotel on Santa Fe Avenue as a shopping center for local businesses. Maybe even use it as an incubator of local businesses and restaurants*
- *Identify downtown real estate specifically for outdoor recreation businesses and offer incentives to relocate them*
- *Work on implementing the action items in the Metropolitan Redevelopment Area Plan*
- *Improve local camping and RV park sites to allow for more visitor stays. Increase the number of RV park spaces and camping grounds*
- *Finalize the purchase of the Red Lion Inn and complete the remodeling and expansion of glamping units, then expand the glamping concept so it creates jobs. Set up a strategic partners network to market and utilize the facility*
- *Add more outdoor activities that can involve larger groups like bike rallies, cross country ski and snowshoe rallies, finding photography and birding locations that reveal the cultural history of the area, without compromising Native American traditions*
- *Develop and host a 5-day stage race for gravel biking (similar to Tour de Gila)*
- *Organize group outings such as long trail runs, mountain biking, or gravel riding, with an emphasis on reaching out to neighboring communities for participants*
- *Weave creative placemaking into all improvement projects to boil in design, art, passion, and community involvement*
- *Organize new races (ultramarathons, gravel races, etc.) and continue to host existing events (Quartz crusher, 100-mile gravel ride, etc.) to highlight our outdoor rec opportunities and attract people from areas beyond our neighboring communities*
- *Build local events around National Trails Day, Public Lands Day, Take a Kid Mountain Biking Day, and National Take A Hike Day*
- *Bring more entertainment to Mainstreet. Seek out local bands that would like to get exposure and book for every Saturday (activate space, vendor trucks, the park, etc.)*
- *Engage federal partners to gain a better understanding of the permitting process for guiding tours on public lands*
- *Recruit more tour companies and outfitters*
- *Provide weekend group tours to areas of interest such as the mining museum, pueblos, other key attractions, with the next step being program development (i.e. tour schedule)*
- *Conduct a market demand analysis to assess the potential to provide jeep tours, horseback riding, zip-lining, and other outdoor activities*
- *Resurrect the Zuni Mountain Railroad Auto Tour*
- *Recruit a manufacturing company-specific to outdoor recreation and our assets. Provide tours of the factory, brand as "made in Cibola NM"*
- *Create an incentive program targeting youth to get them out to more local attractions*
- *Engage New Mexico Outdoor Recreation Division directly to discuss "shovel ready" business opportunities for guided tours*

- *Create a list of food sources and types, with electronic links to the menus, hours of operation, locations, etc. If this already exists, make it easier to do online orders; this is a weakness of many food sources in Albuquerque*

Goal 4: Improve local coordination.

Strengthen and sustain local/regional coordination and communication efforts to carry forward implementation of the RERC action plan.

- *Coordinate with State Parks to increase visitor stays and provide additional activities*
- *Create and improve the Local Friends of the Lake organization*
- *Petition local Planning and Zoning board to allow for mixed-use commercial/residential space downtown*
- *Hold quarterly outdoor recreation discussions with federal and state partners*
- *Establish regularly scheduled public meetings with federal agencies to provide updates on permitting processes, timelines, hurdles, opportunities to volunteer for projects on federal lands*
- *Convene a quarterly meeting with elected officials to discuss programs and possible opportunities. Host quarterly town hall meetings to get the work out into the community*
- *Reconvene Team 66 to coordinate branding efforts*
- *Establish a permanent outdoor recreation committee with local and regional organizations to oversee implementation efforts and hold responsible parties accountable*
- *Offer free training for businesses to train front line workers to tell travelers about assets*
- *Work with and support the NPS on the Dark Skies initiative that is currently happening for the El Malpais National Monument*
- *Connect with teachers, nonprofits, and other educators in Grants to implement outdoor recreation and conservation programming about the Continental Divide Trail*
- *Contact the local federal partners to understand permitting processes for filming and outdoor recreation businesses to share with those organizations as they come to the area. (Chris Roybal is the current contact)*
- *Initiate steps to unite the business community, local governments, non-profits, tribal governments, and steering committee on the specific goals*
- *Develop a communication and collaboration platform that tracks progress, dashboards, and metrics. This would seek continuous improvement to our area through ongoing planning and visions (and coordination & communication)*
- *Improve local coordination*
- *Market day trips to nearby communities in nearby counties*
- *Improve and market ADA-compliant activities in Grants recreational areas*
- *Formalize regional infrastructure priorities by identifying and formally agreeing on capital projects and cost-sharing (county, city, flood control district, etc.), with the next step being a resolution or MOU*
- *Identify a single point of contact within the Grant administrative infrastructure for an event host to contact for assistance in setting up events in Grants*

APPENDIX B: WORKSHOP EXERCISE RESULTS

The Recreation Economy for Rural Communities workshop with Grants, New Mexico involved several exercises that helped define workshop participants' vision, goals, and actions they wish to take to strengthen outdoor recreation and downtown revitalization efforts in their community. The following appendix documents many of these activities that shaped the action plan developed through this planning process. This appendix contains summaries of the following:

- Visioning and Values Exercises
- Asset Mapping Exercise
- Assets and Challenges Exercise
- Action Brainstorming and Voting Exercise

As a part of the workshop's opening session, workshop facilitators asked participants to share three words that they felt summarize their feelings about Grants and outdoor recreation. They also asked participants to share what outdoor recreation means to them. For both of these questions, participants entered responses into the video conference chat for discussion. Responses to these questions and exercises helps illustrate workshop participants' broad vision for the recreation economy and downtown revitalization in Grants. Word clouds summarizing the responses to each question, as well as the full list of responses, are included below. These word clouds highlight the most commonly-listed words and phrases participants used in answering these prompts.

[illegible]

- accessible
- adventure
- anxious to invest
- asset-based community development
- assets
- capacity building
- collaboration
- collaborations
- collaborative problem solving
- community
- connection

- continental divide trail
- convening
- converging cultures
- coordination
- creative outdoor opportunities
- develop
- diamond in the rough
- economic
- economic development
- economic opportunity
- ecotourism hub
- enjoyable
- equity
- excited about Grants
- experience
- exploration
- fun times
- future
- getting kids outside
- getting veterans outside
- got it all
- happy to help
- health
- hidden outdoor treasures
- hub
- I love recreation
- inspiring a new generation
- interesting
- lots of potential
- market
- model for the state
- nature
- opportunities for growth
- opportunities in the Grants area
- opportunity
- opportunity for growth
- outdoor opportunities
- outdoor recreation
- personal gain
- potential
- reconnection
- recreation
- rejuvenation
- relationships
- resource provider
- safe
- share our mountain
- share outdoor activities with others
- show off our hometown
- socioeconomic development
- stakeholders
- strategies
- support
- sustainability
- tourism
- tourism dollars
- trails
- trails in our backyard
- treasures
- wellness
- world class
- funding their future
- outstanding
- outdoor opportunities

What Does Outdoor Recreation Look Like to You?



- Horseback riding
- Hiking
- Climbing
- Snowshoeing
- Running
- Kayaking
- Skiing
- Biking
- Photography
- Hunting
- Fishing
- Camping
- ATVs
- Dark skies
- Breathtaking views
- Shooting stars
- Wide diversity of activities
- Something for everybody
- Great spaces
- Activities in town
- In-town parks
- Outdoor sports
- Youth
- Stewardship
- Water views
- Beautiful skies
- Rock climbing
- Way of life

- Family time
- Life journey
- Bird watching
- Natural and accessible

Making Headlines

Workshop facilitators also asked small groups of workshop participants to think about something positive that has happened in Grants involving outdoor recreation and downtown revitalization around 3-5 years from the workshop, and to generate newspaper headlines that reflect what has happened. The headlines are summarized below.

- *"ADA Path Brings Visitors to Grants to Explore"*
- *"First Native American film festival hosted from Coyote Del Malpais"*
- *"Grants NICA Youth Cycling Group Spearheads Largest Mountain Biking Event in Southwest Region"*
- *"Patagonia Relocates HQ to Grants"*
- *"RIDE the Fire & Ice motorcycle event that includes all people, all experiences, and is inclusive for a longer period of time"*
- *"Outdoor Recreation Puts Grants on the Map!"*
- *"Grants/Cibola County hosts the National Jr. Rodeo Finals!"*
- *"Grants and New Mexico has become a mecca for outdoor recreation. Outdoor recreation has been an economic driver that has bought prosperity to families and community. 20% of people make a living in this sector. Working together was the most important part of making this a success."*
- *"Outdoor Adventure in Grants Cibola County surpasses Moab"*
- *"Grants visitation surpasses Moab!"*
- *"Grants hosts the outdoor recreation conference"*
- *"Four Seasons of Fun"*
- *"Grants/Milan Airport has weekend 'Fly Ins.' Experienced pilots offer weekend air tours!"*
- *"The Recreation Boom: Cibola County tops some of the nation's best recreational destination"*
- *"Mud season is so great..."*
- *"World Gravel Grinding Championships Come to Grants"*
- *"Highest paved road in NM reinvigorated local and regional economy - improves local economy and accessibility - regionally multicultural collaborative"*
- *"Zuni Acoma Trail intersection with CDT become Internet destination sensation!"*

Asset Mapping Exercise

During the workshop, one small group exercise involved using an interactive, web-based map called Social Pinpoint. In this exercise, workshop participants placed map markers on community assets; things that need fixing or attention; opportunities or big ideas; outdoor recreation assets; and partners or organizations. Participants reviewed assets that were pre-populated prior to the workshop and added their own. The mapping platform allowed workshop participants to explore Grants' assets and opportunities to prepare for action brainstorming in a following workshop session.

The mapping results from this exercise are documented and summarized below. The interactive Social Pinpoint site will remain open for continued community input through the end of July 2021. The mapping shown below represent comments and inputs to the map as of February 2021. The three maps below (Regional scale, City scale, and Downtown scale) use the same legend.

<https://eprpc.mysocialpinpoint.com/rerc-grants>

Map #	Comment Category	Comment
1	Community Asset	Free Water for hikers (Dog Park on South East corner of park)
2	Community Asset	RV park and Brewery
3	Community Asset	National Parks Visitors Center
4	Community Asset	RV Park
5	Community Asset	RV Park
6	Community Asset	Cimarron Rose Bed and Breakfast
7	Community Asset	Mountain Harmony RV Park and Bed and Breakfast
8	Community Asset	Old School Art Gallery
9	Community Asset	El Morro RV Park and Cafe
10	Community Asset	Inscription Rock Trading and Coffee.
11	Community Asset	Bar S RV Park
12	Community Asset	US Forest Service Headquarters
13	Community Asset	New Mexico Mining Museum
14	Community Asset	Route 66 Photo Arch
15	Community Asset	Native Basket Array along Santa Fe Ave
16	Community Asset	Outdoor entrainment area
17	Needs Fixing or Attention	Need an outdoor Class A Campground
18	Needs Fixing or Attention	BLM is discussing updating the parking lot here
18	Needs Fixing or Attention	Building a bridge could open area over the creek
19	Needs Fixing or Attention	County Road 42 - "Chain of Craters Backcountry Byway" Needs a little work. Biking currently not allowed, but could be integrated little or no damage to the area.
20	Needs Fixing or Attention	Wilderness designation limits biking, so marketing would be for hiking/equestrian.
21	Needs Fixing or Attention	Several years ago they tried to start a Friends of the Lake association, but it never got off the ground. Recommend retrying that idea to create a private group that would help the state park.
21	Needs Fixing or Attention	The limited state parks in NW NM have limited resources and are under budgetary threat. Big opportunity for

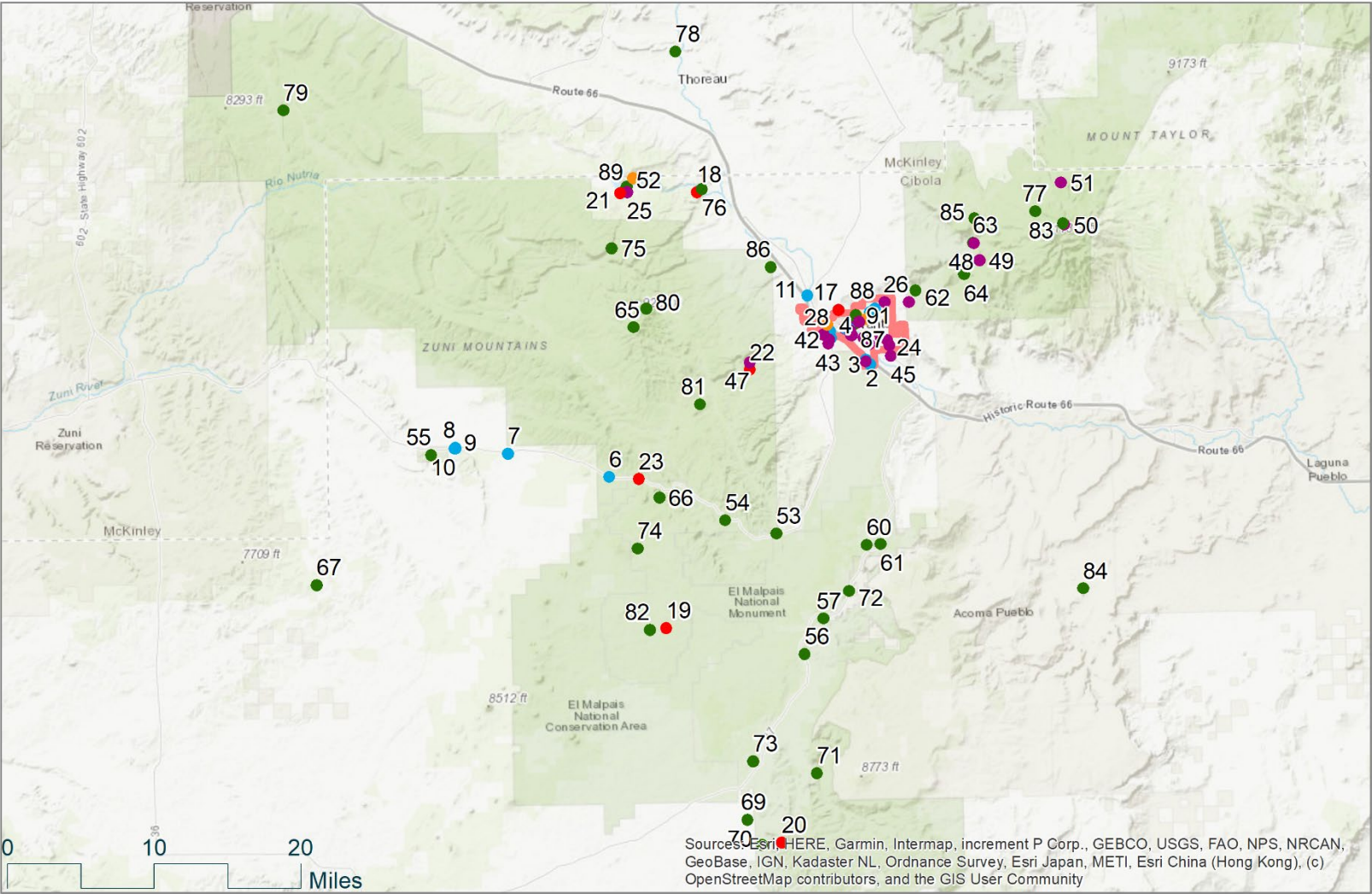
Map #	Comment Category	Comment
		public/private partnerships that can be mutually beneficial, but this needs to be incubated.
22	Needs Fixing or Attention	Needs new/replaced signage.
23	Needs Fixing or Attention	Local lodging capacity in the area may be a constraint to growth.
24	Opportunity or Big Idea	Walking trail around Coyote Del Malpais 16,000 ft.
25	Opportunity or Big Idea	Kayak Racing or group Kayak activities. and Kayak Rentals.
26	Opportunity or Big Idea	Create a Trail Stewards volunteer program that assist hikers, monitor trail use, provide maps, and provides a personal connection with visitors.
27	Opportunity or Big Idea	rv resort "Glamoing" 252 acres city owned land
28	Opportunity or Big Idea	Arena Project - a regional initiative lead by the City of Grants to expand this facility into a multi-purpose arena with \$2.5M in capital outlay matching funds. http://cpms.dfa.state.nm.us/doShowAppropriations.aspx?pid=E2506
29	Opportunity or Big Idea	Vacant Hotel/Motel/Commercial stock - redevelopment via EPA Brownfields program either as Multipurpose (MP) Grant and/or Area-wide Planning Grant to create a tourism/hospitality anchor at Exit 85.
30	Opportunity or Big Idea	Build-out the Cibola Industrial Park as a tourism and hospitality anchor and drive increased traffic to the El Malpais Visitor Center. This can be a jumpoff point for travelers to convert them from passer-by to overnight stays.
31	Opportunity or Big Idea	https://www.rd.usda.gov/about-rd/initiatives/rural-placemaking-innovation-challenge
31	Opportunity or Big Idea	Santa Fe Avenue Improvement Project - possible design funding via NM MainStreet and/or NEA Our Town grant.
32	Opportunity or Big Idea	High Street Improvement Project
33	Opportunity or Big Idea	Replacement and Installation of Sidewalks
34	Opportunity or Big Idea	Develop an annual report on the Mining Museum, including visitorship, popularity of exhibits, and potential for growth. Identify steps to improve this important asset that can help anchor or complement outdoor recreational tourism.
35	Opportunity or Big Idea	Contact established recreational touring businesses and invite them to establish a private touring business in Grants, possibly as a satellite to existing touring businesses elsewhere
36	Opportunity or Big Idea	Lead the formation of a regional recreational development task force to promote the development of additional outdoor recreation opportunities and coordinate on current assets

Map #	Comment Category	Comment
37	Opportunity or Big Idea	Evaluate the business licensing process to identify opportunities to create incentives for pop-up businesses downtown
37	Opportunity or Big Idea	Initiate “downtown pop-up days” by developing a schedule and working to ensure that is stays accurate, updated and highly visible to the public, and by developing additional attractions, activities and events around the downtown area on those days
38	Opportunity or Big Idea	Conduct a Grants branding effort to secure community buy-in for outdoor recreation promotion, and to develop a Grants logo and promotional material for marketing purposes. Develop and deploy a branded marketing campaign to promote the city as an outdoor recreation destination. A sub-branch of this campaign should promote the city as a retirement destination
39	Opportunity or Big Idea	Build “missing link” sidewalks and trails within and around parks and between parks and schools, key city facilities and shopping areas, and plant trees where feasible (cross-link to Transportation). Extend the Legacy Trail to the Future Foundations Family Center and beyond
40	Opportunity or Big Idea	Develop a pump track or bike park on suitable land either in the city open space next to the golf course or on available private property made available by a property owner
41	Opportunity or Big Idea	Designate formalized routes to the Continental Divide Trail and develop wayfinding signage from downtown Grants to the trailheads
42	Opportunity or Big Idea	Advocate for improving road bike facilities along NM 53 and other routes, such as a maintained shoulder signed for bicycles.
43	Opportunity or Big Idea	Create a map for and advertise all-terrain vehicle and other recreational motorized vehicle routes in and around Grants
44	Opportunity or Big Idea	Advocate for improving road bike facilities along NM 547 and other routes, such as a maintained shoulder signed for bicycles. Submitted for Federal Lands Access Program but not funded.
45	Opportunity or Big Idea	Create on-street bicycle lanes and signed shared lanes
46	Opportunity or Big Idea	Encourage Downtown density by adding variety of housing options to Downtown Grants
47	Opportunity or Big Idea	We should resurrect the Zuni Mountain Rail Auto Tour. It is already in place but the signage has been completely destroyed. Once new signage is in place we need real promotion, not just through the Forest Service. We should explore the old idea of reinstalling the narrow gauge railroad up Zuni Canyon Grants to the Low Ranch. Would be a great I 40 attraction.

Map #	Comment Category	Comment
48	Opportunity or Big Idea	Class A motor camping area
49	Opportunity or Big Idea	Camping area! Needs improvement.
50	Opportunity or Big Idea	Visitor features
51	Opportunity or Big Idea	ATV and OHV action area
52	Outdoor Recreation Asset	Bluewater Lake State park. Great for Boating, Hiking trails, camping, and Fishing. Recommend more boating activities such as Kayak Racing.
53	Outdoor Recreation Asset	Zuni-Acoma Trail Head and access to portions of the CDT from this trail head
54	Outdoor Recreation Asset	NPS Trails and LAva Tube Caving opportunities here
55	Outdoor Recreation Asset	El Morro National Monument Trails and Camping available.
56	Outdoor Recreation Asset	Day use area and access to the trail over to the La Ventana Arch. Picnic Tables and pit toilets available here.
57	Outdoor Recreation Asset	La Ventana Arch Parking and Trail
57	Outdoor Recreation Asset	"The Arches" of Cibolla Co. Beautiful photogenic spot.
58	Outdoor Recreation Asset	Legacy Trail, 3000 feet, ADA compliant
59	Outdoor Recreation Asset	Grants High School Loop (2500 ft. complete ADA compliant)
60	Outdoor Recreation Asset	Sand stone Bluffs overlook NPS
61	Outdoor Recreation Asset	BLM Campground
62	Outdoor Recreation Asset	Continental Divide Trailhead. Access point to Continental Divide Trail
63	Outdoor Recreation Asset	USFS Campground. Lobo Canyon Campground
63	Outdoor Recreation Asset	Correction Coal Mine Campground
64	Outdoor Recreation Asset	USFS Camp Ground
65	Outdoor Recreation Asset	Ojo Redondo Campground USFS
66	Outdoor Recreation Asset	Bandera Volcano and Ice Caves Hiking trails and gift shop
67	Outdoor Recreation Asset	Wild Spirit Wolf Sanctuary. Tours, gift shop, and camping available.
68	Outdoor Recreation Asset	NMSU/BLM Hiking trail
69	Outdoor Recreation Asset	Hiking Trail in Wilderness area. No bikes allowed.
69	Outdoor Recreation Asset	Homestead Canyon Trail BLM
70	Outdoor Recreation Asset	Armijo Canyon Hiking Trail. Wilderness area. Bikes not allowed.
71	Outdoor Recreation Asset	Lobo Canyon hiking trail. BLM Wilderness
72	Outdoor Recreation Asset	Acoma-Zuni Trailhead. Trail Crosses the malpais and ends at Highway 53
73	Outdoor Recreation Asset	Lava Falls Hiking Trail NPS
74	Outdoor Recreation Asset	Big Tubes Hiking Trail and lava tube caves
75	Outdoor Recreation Asset	Picnic and Day use area USFS
76	Outdoor Recreation Asset	Bluewater Creek Hiking Trail BLM managed trail
77	Outdoor Recreation Asset	Canopy and Access to Continental Divide trail and Gooseberry springs trail

Map #	Comment Category	Comment
78	Outdoor Recreation Asset	Casamero Pueblo: 25 Miles (28 minute drive) from Grants; Outlier of Chaco Canyon; Built between 1000 and 1125 AD; 22 Rooms, a great Kiva, and 37 additional sites at the settlement; The ruins are open year round and accessed via a short trail from the parking lot
78	Outdoor Recreation Asset	https://fourcornersgeotourism.com/entries/casamero-ruin-chacoan-outlier/0641b076-faec-4587-8c33-93d2dfc5a44b
79	Outdoor Recreation Asset	McGaffey, NM: 61 Miles (63 minute drive) from Grants; Two Forest Service campgrounds (McGaffey and Quaking Aspen), Hillso-McGaffey Trail System; 60 miles of single track Location for Zia Rides 24 Hours in the Enchanted Forest; McGaffey Lake (Intermittent); Access to many miles of dirt/gravel roads and dispersed camping locations in the Zuni mountains
80	Outdoor Recreation Asset	Mt Sedgwick: 24 Miles (60 minute drive) from Grants; At 9,256 ft. Mt Sedgwick is the highest point in the Zuni Mountains ; Access to thousands of acres of National Forest; Opportunities for hiking, biking, horse back riding; Dispersed camping and campgrounds Elk and mule deer hunting (NM game management unit 10)
81	Outdoor Recreation Asset	Quartz Hill: 16 Miles (30 minute drive) from Grants; Zuni Mountain Trail System trailhead to be located here; Access to over 100 miles of single-track trails in development; Quartz Crusher mountain bike race; Currently held on existing two track through the forest with hopes to transition onto the Zuni Mountain singletrack trail system; Numerous historic mining and logging sites
82	Outdoor Recreation Asset	El Malpais National Monument: Varies based on access point, 23 Miles (33 minute drive) from Grants to El Calderon on NM 53; Explore cinder cones, lava tube caves, sandstone bluffs, and hiking trails; Evening bat flights during the late summer months; Greater El Malpais National Conservation area includes many additional recreation opportunities surrounding the monument
83	Outdoor Recreation Asset	La Mosca Lookout Tower: 22 Miles (60 minute drive) from Grants; Mt. Taylor summit is 11, 306 ft. and accessed via the Gooseberry Trail from two directions; Tsoodzil to the Navajo people, it is one of the four sacred mountains marking the cardinal directions and the boundaries of the traditional Navajo homeland Serves as the turn around point for the annual Mt. Taylor Winter Quadrathlon La Mosca peak at 11,036 ft. is accessible by forest rd. during warm months; Paving the access road would make it

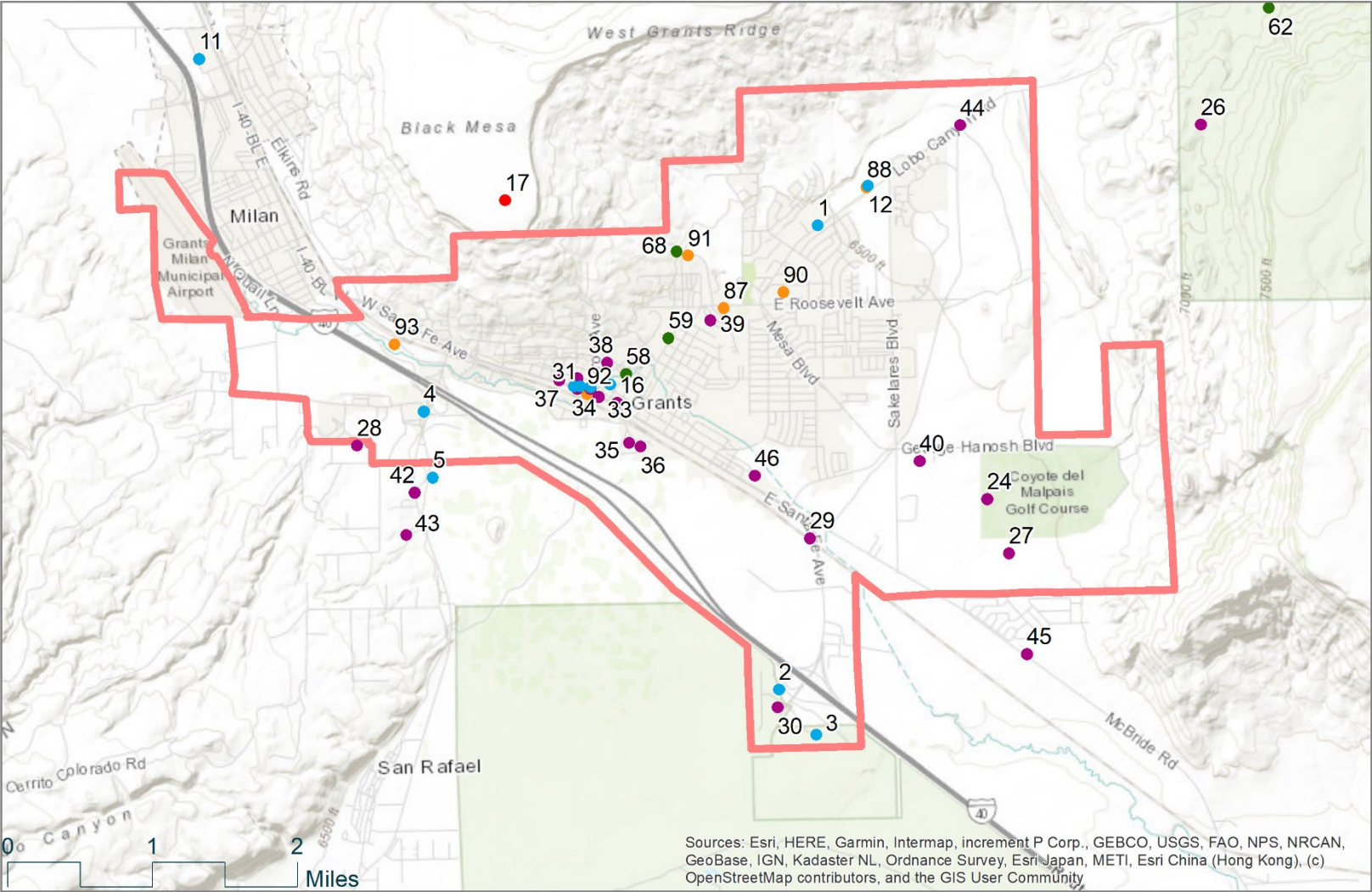
Map #	Comment Category	Comment
84	Outdoor Recreation Asset	Acoma Sky City: 28 Miles (40 minute drive) from Grants; Oldest continuously inhabited settlement in North America ; 28th Historic Site designated by the National Trust for Historic Preservation; The Haak'u Museum and Sky City Cultural Center provide education and exposure to the Pueblo of Acoma; Trip Advisor 2020 Travelers' Choice Sky City Cultural Center is in the top 10% of attractions worldwide
85	Outdoor Recreation Asset	Coal mine canyon campground No class A motor home parking
86	Outdoor Recreation Asset	Lime Kiln (Zuni Mt. Trails) easy parking area for horse trailers.
87	Partner or Organization	El Morro & El Malpais National Monuments Headquarters
88	Partner or Organization	US Forest Service Headquarters
89	Partner or Organization	NM state Parks Division
90	Partner or Organization	Cibola County Government
91	Partner or Organization	NMSU Grants Campus
92	Partner or Organization	City Hall & Council Chambers - City of Grants
93	Partner or Organization	Northwest New Mexico Council of Governments - regional planning and development organization; http://www.nwnmcog.com/



- Community Asset
- Opportunity or Big Idea
- Partner or Organization
- Grants, NM
- Needs Fixing or Attention
- Outdoor Recreation Asset



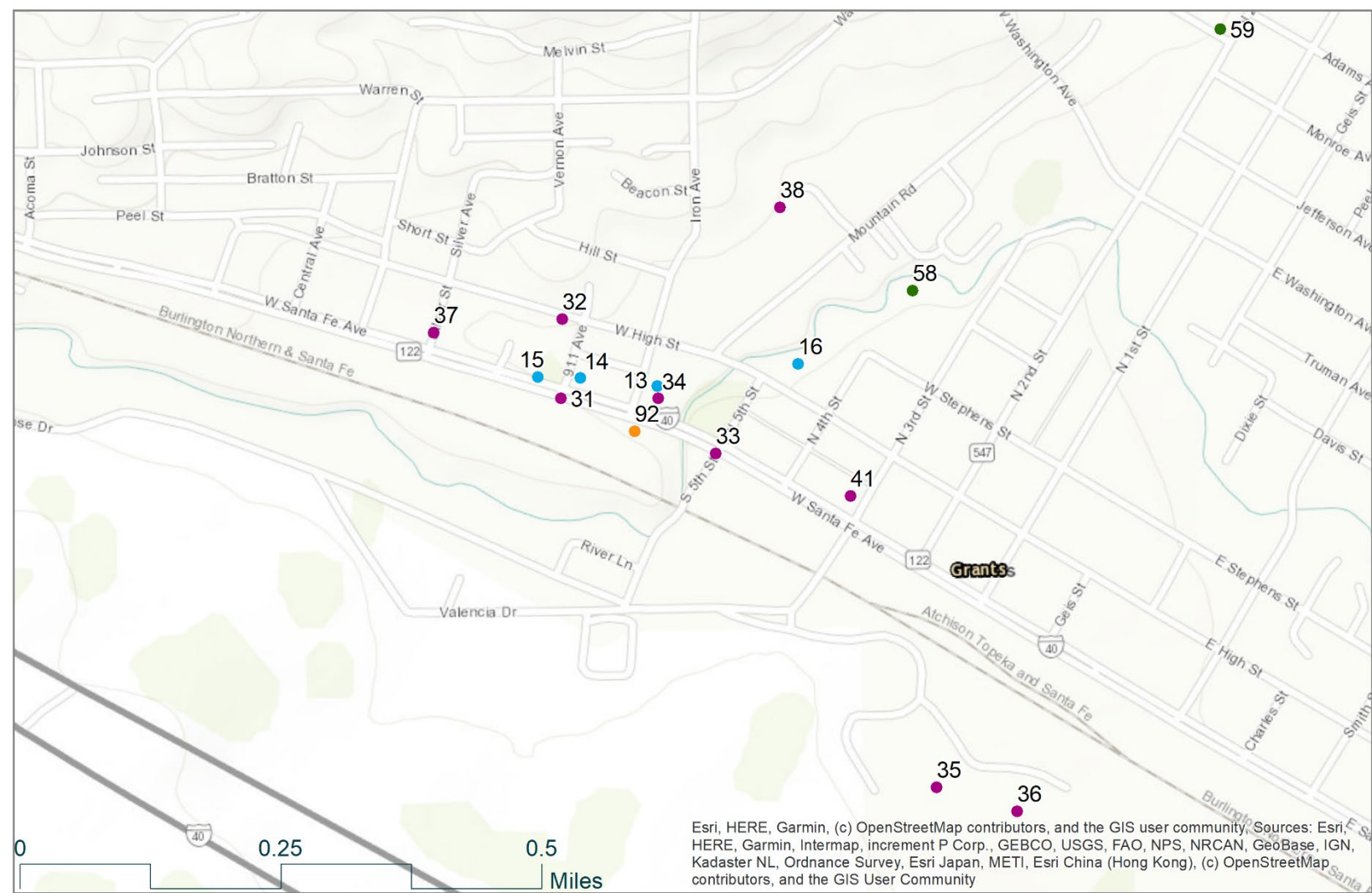
Grants, NM (Regional Scale)



- Community Asset
- Opportunity or Big Idea
- Partner or Organization
- Grants, NM
- Needs Fixing or Attention
- Outdoor Recreation Asset



Grants, NM (City Scale)



Grants, NM (Downtown Scale)

Assets and Challenges Exercise

Another small group exercise involved workshop participants brainstorming existing assets (what is currently working well in Grants to build on the outdoor recreation economy and revitalize downtown) and challenges (what barriers exist to achieving your goals around outdoor recreation and downtown revitalization). Workshop facilitators asked each participant to review the workshop goals and to write their ideas for assets (blue virtual post it notes) and challenges (red virtual post it notes), under the workshop goal to which it related. A summary of all the assets and challenges listed during this exercise is included below.

Goal 1: **Shape our identity as an outdoor recreation destination:** Improve branding, marketing and promotion of Grants as an outdoor recreation destination and great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.

Assets / Working well

<i>Lots of special, outdoor rec and natural assets in proximity to Grants</i>	<i>Mt Taylor Quad Tour de Acoma Mt Taylor 50k races</i>	<i>Ample supply of Hotel /Motel/RV facilities. Plus great access off I-40. and access to trails and sites.</i>
<i>Lots of public lands in the vicinity.</i>	<i>The New Mexico Backcountry Discovery Route and the Great Divide Route both pass through or adjacent to Grants.</i>	<i>Mt. Taylor 50k</i>
<i>Cibola Trail Alliance, strong group of passionate people!</i>	<i>Local leadership is driving harder, many assets in town/county 2 year plan to redo all downtown water/ww infrastructure. Introducing bigger pipeline to west entrance of town. Rodeo grounds</i>	<i>Continental Divide Trail, consistent number of through hikers in spring and fall</i>
<i>Diversified Community</i>		<i>Easy access along interstate</i>
<i>Rodeo Grounds alliance is a great group (Grants Rodeo Association)</i>		<i>We have a lot of good, <u>strong non profits</u> and volunteer, challenge is to get them involved and working together.</i>

Challenges / Barriers

<i>Multi agency visitor center is not multi agency anymore.</i>	<i>Low name recognition</i>	<i>Small population to pull from (perceived)</i>
<i>Lack of marketing to external areas</i>	<i>Include these in development plans</i>	<i>When we hosted a very successful motorcycle event in Grants in 2017 and '18, the number one comment was, "I had no idea that the Grants area had such great riding opportunities!" Grants is "unknown".</i>
<i>Lack of collaboration between NPS BLM USFS</i>	<i>Funding, planning, consistency in local/state/federal agency leadership</i>	
<i>Undetermined CDT route</i>	<i>Should co-op <u>AIENTA</u></i>	<i>Opposition to off-highway vehicle recreation by some individuals and groups.</i>
<i>Barriers Communication between organizations regarding Marketing and budgeting for Marketing.</i>		

Goal 2: **Improve connectivity:** Plan for and improve trail connectivity and walkability, considering near-term “low hanging fruit” as well as longer-term aspirational goals and projects.

Assets / Working well

<i>Acoma Sky City: 28th Historic Site in the National Trust for Historic Preservation</i>	<i>A fairly large and relatively untapped motorized route network on Mt. Taylor and in the Zuni Mtns.</i>	<i>Pueblo and Navajo lands and culture in close proximity.</i>
<i>Rt. 66 - the Mother Road.....; lots of interest, tourism and outdoor rec; longest continuous stretch of Rt. 66 in NM</i>	<i>Easy one day trip or weekend trip from Albuquerque</i>	<i>Rails and Trails program - in the Zuni Mts.</i>
<i>Zuni Mountain Trails Project</i>	<i>Lobo Canyon Trail System</i>	<i>Route 66!</i>
<i>Main Street plan can support applications for funding</i>	<i>Riverwalk and legacy trail, is really pretty, along. Also Blue water lake (in county)</i>	

Challenges / Barriers

<i>Lack of hotels/motels and other businesses that cater to tourists</i>	<i>Many of the identified approved routes in the current Travel Management Plan are dead-ends or “out and backs”.</i>	<i>Night time attractions.</i>
<i>Water resources are limited here in the northwest region</i>		<i>Leakage to Gallup and Albuquerque - retail and service</i>
<i>Some level of apathy from leadership - not enough of a “can-do” attitude</i>	<i>Connectivity - Fiber to the door. We need 21st century connectivity to promote as a place to work and play</i>	<i>Connections to assets is still car dependent, could improve direct active transportation connection from town to destinations</i>
<i>Equipment for hiking, walking, connectivity - bicycles, transport</i>	<i>Lack of east-west connection motorized trails to Gallup (west) and Cuba (east)</i>	<i>Eligibility of Grants as a subrecipient of federal-aid funds-</i>
<i>Wildlife impacts</i>		

Goal 3: **Increase attractions, amenities, infrastructure for staying power:** Capitalize on existing opportunities and resources in downtown Grants and identify opportunities for, and work to attract more in-town amenities, businesses, and shops for tourists and residents.

Assets / Working well

Increase EV charging station- one at Walmart, but install them in the downtown to draw folks in

Old County building - turn into a downtown hotel with shops; build up and use the front part of the historic building

Zipline and/or observatory on Black Mesa or Horace Mesa

Airport - invite pilots for fly ins on weekends. Offer air tours of area/region May be able to use to launch hot air balloons or have launch parties

Wifi Hot spots in town

Two breweries!

Is uncrowded, which is positive for some, but is also a challenge because less economic opportunity

SBDC but not many people know about Small Business Development Center (Clemente Sanchez?)

Challenges / Barriers

Lack of "mom and pop" motels in the downtown area for riders to stay. Many riders prefer smaller places to stay that are within walking distance of restaurants and breweries. Ofo restaurants and bre

*We had a hard time identifying an appropriate **venue** for meeting/eating for 100-200 people in the downtown area.*

Infrastructure - slow down the traffic on Santa Fe/Rt. 66 through Grants/Milan to make inviting and walkable

Entrepreneurs - Need more locals/new arrivals to build their dream, come here and build and start up business (more people)

Rent is high in downtown spaces, which is detriment to small business start up.

Goal 4 **Improve local coordination:** Strengthen and sustain local/regional coordination and communication efforts to carry forward implementation of the RERC action plan.

Assets / Working well

- Team 66 was working well (until COVID) need to get that going again. Avoids duplication, coordinates marketing.*
- Opportunity: Cross promotion with other attractions and offerings within Grants and at the along the route. Wireless prompts at strategic points of the tour can alert travelers.*

Challenges / Barriers

- Getting the word out - how?*

Social Media

Newspaper

Radio

What is the best method??
- Inclusion of Native American Communities - cultural values for resources - respect*

Collaborate for win win
- Opportunity -- connect with NPS Tourism Office to understand NPS gateway issues/opportunities*
- Educating and coordinating with front line staff and local businesses. Helping locals understand what is around so they can be ambassadors*

Action Brainstorming and Voting Exercise

During the action brainstorming exercise, workshop facilitators asked participants to brainstorm actions they felt would help the community make progress towards achieving each of the four workshop goals. Participants were asked to carefully consider an action with a verb, to write a full sentence to describe each action, and to draft actions that are “SMART,” **S**pecific, **M**easurable, **A**chievable, **R**elevant, and have a **T**imeframe.” A shared Google Slide Deck allowed every workshop participant to individually contribute their ideas on a slide that was designated for their personal working space. After each workshop participant individually brainstormed their actions, the group discussed all actions and sorted them into the corresponding goal. Workshop participants then voted on which actions under each goal they would choose as their top priority, using a voting form on Google Forms. A summary of all the actions that were voted upon for each goal is included below, including the number of votes each received (indicated in red). Following the voting exercise, workshop facilitators asked participants to break into small groups to choose a subset of actions for each goal and to add more detail to the what, how, when, why, and who for each action – those results became the action tables documented in the action plan.

Goal 1, Page 1: Shape our identity as an outdoor recreation destination: Improve branding, marketing and promotion of Grants as an outdoor recreation destination and great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.

Marketing materials, outreach, brochure, web

Goal 1 **10**
Make a significant push in meaningful and targeted marketing of our current assets, as well as those being developed, video, brochures, etc, to communicate the vision/identity we come up with to the world. Identify how, who and where to message.

Les Gaines / Michael Brown /
Chris Roybal

Goal 1 **4**
Broaden marketing with Chamber of Commerce to attract I40 travellers

Terry Fletcher

Goal 1 **3**
Ensure that market media programs emphasize Eco-Tourism

Kenneth Segura Knoll

Goal 1 **10**
Along with printed guides, develop an improved website that includes listings of local restaurants, lodging, attractions, amenities; coordinate this with NM True promotion.

Laura Jaramillo / Phyllis Taylor

Goal 1 **3**
Integrate or create additional information regarding outdoor recreation opportunities/activities into materials to be distributed at the NPS/BLM visitor center.

Jennifer Hirsch, EPA

Goal **5**
Develop marketing strategies targeted at I40 travelers to increase customer traffic to downtown Grants.

Eric Garcia

Goal 1 **7**
Connect with local and regional athletes to participate in -- and help market -- local events.

Axie Navas

Goal 1. **4**
Develop an informational brochure describing all lodging/overnight options, including hotels/motels, RV Parks, and campgrounds.

Phyllis Taylor

Brand formation and coordination; identifying what makes us unique

Goal 1 **3**
Determine/decide if Grants is a partner or rival of Gallup in attracting the outdoor adventure community. If partner, expand message. If rival, determine areas of advantage and push forward!

Mark Werkmeister

Goal #1 **9**
Revive and expand (or rebrand) "Team 66" to continue to coordinate and consistently brand and market outdoor recreation for all of Cibola Co., - Grants, Milan, and other localities in order to implement a community branding campaign, including a vision, a brand identity and positioning, and fulfilling brand promise. Include community, volunteers, nonprofits in process.

Kendra Brown / Eileen
Yarborough / Evan Williams /
Chad Gaines

Goal 1 **8**
Identify the two or three (or specific) assets/opportunities that distinguish and/or differentiate Grants from our competition, e.g., the surrounding forest areas, mountain/gravel biking, skiing, hiking, horseback riding, birdwatching, etc. or

Eileen Yarborough / Susan Ostlie /
Evan Williams

Goal 1 **5**
Re-brand/market outdoor recreation as separate category on Cibola County Chamber of Commerce website.

Jennifer Hirsch, EPA

Goal 1 **4**
Add motorized recreation as a specific component of the Grants branding/marketing effort.

Mark Werkmeister

Goal 1, Page 2: Shape our identity as an outdoor recreation destination: Improve branding, marketing and promotion of Grants as an outdoor recreation destination and great place to visit and live. Build on existing branding and marketing efforts to become an escape destination for outdoor and adventure recreation.

Signage	Brochure/Guide/Map	Events, activities, meetings		Stewardship, policies,
Goal 1 / 2 12 Create and install comprehensive, regional signage for outdoor access points including market location of visitor & information centers with better signage. Effort should include repair and fixing of existing sign boards (FS) Axie Navas / Laura Jaramillo / Terry Fletcher	Goal 1 12 Create local trail guide/brochure with interpretive information highlighting the CDT and other trails. This brochure could have clear travel times, mapping (I have sketched out.). Develop a 1-2 page outdoor recreation promotional brochure that includes a map of recreational opportunities. This comprehensive guide could include local monuments, BLM, trailheads amenities, etc. Create within next two years or sooner. Mark Teshima / Andrea Kurth / Brandon Howe / Phyllis Taylor Laura Jaramillo	Goal 1,3 5 Plan events for the community to support and spread enthusiasm for existing outdoor events, such as the Mt. Taylor Quad. / Launch new outdoor recreation events tailored to regional highlights Axie Navas / Dianna Myers	Goal 1 5 Host an annual community event celebrating the Continental Divide Trail that introduces local residents and Grants visitors to the CDT. Andrea Kurth	Goal 1 7 Re-engage and fund a robust regional marketing organization that will collaborate with state, regional and private sector partners on a plan that incorporates social media and other outreach marketing tools to sustain promotion of the recreation economy. Terry McDermott
		Goal 1 4 Create & pkg trail user experiences like a Zuni Mountains Bike-packing Tour. Establish familiarization tours for local business owners/ employees so they can showcase the local OR amenities. Fed/State	Goal 1 7 Create outdoor recreation expo throughout the county using multiple venues Such as Motor sports at the racetrack, Hiking and camping at the old County building and hunting at the rodeo arena and water sports at the lake. Anna Larson	Goal 1/4 7 Increase opportunities for Grants residents to steward local recreational assets, i.e. the CDT. For example, host CDT Adopter trainings and volunteer trail maintenance projects in Grants, NM. Andrea Kurth
		Goal 1. 5 Invite NPS assistance services so we can learn about gateway community planning. (see more technical and planning assistance)		Goal 1 6 Ensure that promotion and branding carries over into the built environment through design and programming. Work into policy documents; possible design guidance docs. Brandon Howe

Goal 2: Improve connectivity: Plan for and improve trail connectivity and walkability, considering near-term “low hanging fruit” as well as longer-term aspirational goals and projects.

PLANNING

Goal 2

5

Amend Grants planning documents to include “further develop motorized trail system” to facilitate follow-up efforts with local FS District and add additional weight to RTP and other grant proposals.

Mark Werkmeister

Goal 2

4

Complete a feasibility study for building the Road to LA MOSCA.

Les Gaines

Goal 2

10

Engage landowners and BLM in a conversation to explore public access to Black Mesa as an intown natural asset for hiking, biking, and horseback riding.

Should also include zipline and observatory.

Eric Garcia

CONNECTIVITY

Goal 2

9

Form local community group to identify / increase NON-ADA compliant walkable areas, trails, and workout areas within city limits and address gaps in trail-to-trail connectivity between Grants and trailheads outside of town.

Review existing plans first to prioritize maintenance and in-process projects and coordinate with Northwest RPO and [Rockin' 66](#) to link with existing transit or develop transit to bridge gaps limiting access to trails that currently require driving.

Kelly Lynch - NPS ELMA ELMO
Michael Brown
Eileen Yarborough
Phyllis Taylor
JoAnne Martinez
Adam Arguello
Terry Fletcher
Evan Williams
Mark Teshima

Goal 2

8

Continue to establish the Legacy trail and make the connection from town to forest.

Dianna Myers

Goal 2

7

Build Lobo Canyon trails.

Adam Arguello
Kendra Brown

Goal 2

7

Build trails at Quartz Hill trailhead for the Zuni Mountain trail system.

Adam Arguello

Goal 2

6

Need to consider broadband connectivity integration into the attractions as an enhancement of experience and health and safety support.

WAYFINDING

Goal 2

10

Develop pre-planned outdoor recreation itineraries, multi-use (hiking, biking, ATV, tc.) trail maps / route information to adjacent communities and seasonal road condition / vehicle requirements on Mt. Taylor / Zuni Mts. for distribution via websites and local recreation facilities

Include something about scenic byway - partner with state/tourism department on this - cooperative marketing that needs to accompany this; idea of ticket for purchase - engage region;

May need to split this action up into separate actions - planning itineraries (site seeing versus active options); business development; packaging; and then marketing development

Mark Werkmeister
Brandon Howe
Dianna Myers
Susan Coffey

Goal 3: Increase attractions, amenities, and infrastructure for staying power: Capitalize on existing opportunities and resources in downtown Grants and identify opportunities for, and work to attract more in-town amenities, businesses, and shops for tourists and residents.

Incubation / Training

- Goal 3** 9
Host business boot-camp (similar to Marion VA example) or other strategy to incubate retail /rental /repair shops, new drinking/dining establishments, lodging options in downtown to enable locals and visitors be prepared to enjoy local trails. Expand existing offerings and draw a more diverse customer base. Develop businesses centered around existing outdoor recreation opportunities. Fill storefront vacancies.
 Laura Jaramillo/Eric Garcia/Judy Horacek/Chris Roybal/Anna Larson/Michael Brown/Les Gaines
- Goal 3** 4
 Provide entrepreneurs a resource for finding grants to open outdoor recreation shops.
 Chad Gaines
- Goal 3** 8
 Host a pop-up business weekend in the downtown area within the next year.
 Laura Jaramillo

- Goal 3** 3
 Create a group to engage and organize local entrepreneurs and potential entrepreneurs (folks who are currently experiencing job loss as a result of the turn away from extraction industries). Group will provide ideas for new businesses. We'd rather they start a new business than move away!
 Kendra Brown
- Goal 3** 3
 Create and deliver training to the hospitality industry with a focus on promoting outdoor recreation options / Grants as a destination for corporate retreats.
 Chris Roybal/Kenneth

Infrastructure Improvement

- Goal 3** 8
Reconstruct and improve Santa Fe Avenue within the Downtown core to increase pedestrian use and retail: 1) design improvements 2) obtain NMDOT funds 3) construct. Many places around town need attention but in order to revitalize, downtown needs to be at the forefront and highlight recreation.
 Brandon Howe/Evan Williams/Mercedes Chavez
- Goal 3** 7
 Incentivize business/property owners to tear down, remodel or clean up abandoned buildings to provide opportunity for new growth in downtown district.
 Chad Gaines
- Goal #3** 2
 Provide more WIFI hot spots near visitor/tourism sites and attractions. (if able)
 "Elderhostel" program - dedicate an effort to bring people here from foreign countries. We used to have this program; very successful!
 Eileen Yarborough

- Goal 3** 4
 Beautify and enhance downtown spaces (e.g. highlight water assets) to help increase foot traffic downtown and make it a focal point of a businesses for the outdoor recreation in the area.
 Mark Teshima/Les Gaines
- Goal 3** 5
 Reduce the speed limit thru downtown. Study traffic control impacts.
 Mark Teshima
- Goal 3** 1
 Increase building density and vibrancy in Downtown for locals, which in turn bring visitors as they are drawn to authentic places and experiences.
 Evan Williams
- Goal 3** 7
Develop the abandoned hotel on Santa Fe Avenue as a shopping center for local businesses. Maybe even use it is a incubator of local businesses and restaurants.
 Judy Horacek

- Goal 3** 3
 Identify downtown real estate specifically for outdoor recreation (and outdoor-recreation adjacent) priority businesses and offer incentives to relocate
 Axie Navas
- Goal 1/3** 6
 Work on implementing the action items in the MRA Plan.
 Laura Jaramillo
- Staying Power**
- Goal 3** 10
Improve local camping and RV park sites for allow for more visitor stays. Increase number of RV park spaces and camping grounds
 Anna Larson
- Goal 3** 4
 Finalize the purchase of the Red Lion Inn and complete remodel and expansion of glamping units, then expand glamping concept so it creates an industry jobs; set up strategic partners network to market and utilize the facility
 Kenneth Sequera Knoll

Goal 3: Increase attractions, amenities, and infrastructure for staying power: Capitalize on existing opportunities and resources in downtown Grants and identify opportunities for, and work to attract more in-town amenities, businesses, and shops for tourists and residents.

Races / Events

Goal 3 **8**
Add more outdoor activities that can involve larger groups like bike rallies, x-country ski and snowshoe rallies, finding photography and birding locations that reveal the cultural history of the area, without compromising Native American traditions.

Susan Ostlie

Goal 3 **4**
Develop/Host a 5 day stage Race for Gravel Biking (similar to Tour de Gila)

Chad Gaines

Goal 3 **2**
Organize group outings such as long trail runs, mountain biking, or gravel riding, with an emphasis on reaching out to neighboring communities for participants.

Adam Arguello

Goal 3 **3**
Weave creative placemaking into all improvement projects to boil in design, art, passion, and community involvement.

Evan Williams

Goal 3 **8**
Organize new races (ultramarathons, gravel races, etc.) and continue to host existing events (Quartz crusher, 100-mile gravel ride, etc.) to highlight our outdoor rec opportunities and attract people from areas beyond our neighboring communities.

Adam Arguello/Michael Brown

Goal 3 **3**
Build local events around National Trails Day, Public Lands Day, Take a Kid Mountain Biking Day, and today- National Take A Hike Day.

Fed/State Partner

Goal 3 **5**
Bring more entertainment to Mainstreet. Seek out local bands that would like to get exposure and book for every Saturday (activate space, vendor trucks, the park, etc)

JoAnne Martinez

Sites / Tours / Outfitters / Amenities

Goal 3 **3**
Engage federal partners to gain a better understanding of the permitting process for guiding tours on public lands.

Kendra Brown

Goal 3 **2**
Recruit more tour companies and outfitters.

Chris Roybal/Judy Horacek

Goal 3 **2**
Provide weekend group tours to areas of interest such as the mining museum, pueblos, other key attractions, with the next step being program development (i.e. tour schedule).

Mario Juarez-Infante

Goal 3 **1**
Conduct a market demand analysis to assess potential to provide jeep tours, horseback riding, zip-lining, and other outdoor activities.

Mario Juarez-Infante

Goal 3 **4**
Resurrect Zuni Mountain Railroad Auto Tour

Terry Fletcher

Goal #3 **5**
Recruit a manufacturing company specific to outdoor recreation and our assets. (hiking & water sports equipment, biking, horseback riding equipment /feed and boarding, ATV's, parts, supplies, etc.). Provide tours of the factory, brand as "made in Cibola NM"

Eileen Yarborough

Goal 3 **6**
Create an incentive/program targeting youth to get them out to more local attractions.

Dianna Myers

Goal 3 **10**
Engage NM Outdoor Recreation Division directly to discuss "shovel ready" business opportunities for guided tours.

Kendra Brown

Goal 3 **3**
Create a list of food sources and types, with electronic links to the menus/ hours of operation, location/prices, etc. If this already exists, make it easier to do online orders; this is a weakness of many food sources in ABQ, I have noticed.

Susan Ostlie

Goal 4, Page 1: Improve local coordination: Strengthen and sustain local/regional coordination and communication efforts to carry forward implementation of the RERC action plan.

Identifying new projects and regulatory changes	Working groups and recurring meetings	Establishing new connections	
Goal 4 ⁸ Coordinate with State Parks to increase visitor stays and provide additional activities. Create and Improve the Local Friends of the Lake organization Anna Larson	Goal 4 ⁶ Quarterly outdoor recreation roundtable with Feds/State partners Federal/State Partner	Goal 4 ⁵ Create a round table. Staying ³ power comes from Grants being a desirable place to live and work. Learn what needs improvement for making Grants a better livable place -- schools, health care, etc. Fix some of these issues or promote the civic infrastructure, Federal/State Partner	
Goal 4 ⁴ Petition local Planning and Zoning board to allow for mixed use commercial/ residential space downtown. Kendra Brown	Goal 4 ⁶ Establish regularly scheduled public meetings with federal agencies to provide updates on permitting process, timelines, hurdles, opportunities to volunteer for projects on federal lands. Adam Arguello	Goal 4 ⁵ Establish a permanent outdoor rec committee with local and regional organizations to oversee implementation efforts and hold responsible parties accountable Phyllis Taylor	
Goal 4 ⁶ Identify the Grants and/or other local Public Works, parks and streets directors to determine planned infrastructure projects where green/complete streets can be included to enhance community walkability, bikeability Suzanna Perea/EPA Reg. 6	Goal #4 ⁴ Convene a quarterly meeting with elected officials to educate on programs and possible opportunities. Host quarterly town hall meetings to get the work out into the community. Eileen Yarborough	Goal 4 ⁴ Connect with teachers, nonprofits, and other educators in Grants to implement outdoor recreation/conservation programming about the CDT or on the CDT. Andrea Kurth	
	Goal 4 ⁵ Reconvene Team 66 to coordinate branding, consolidated effort. Or start a new effort, freshen it up, more business leaders, etc. JoAnne Martinez (working group)	Goal 4 ⁵ Connect locals with visitors' destinations Offer free/incentive trainings for businesses to train front line workers to tell travelers about assets Mark Teshima	
		Goal 1/4 ³ Work with and support the NPS on the Dark Skies initiative that is currently happening for El Malpais National Monument. Kelly Lynch - NPS ELMA ELMO	
		Goal 4 ⁸ Engage/utilize the New Mexico Off Highway Vehicle Alliance (NMOHVA) as a partner in helping develop and market Grants as a motorized recreation destination. Big part of community, come every year. Mark Werkmeister	
		Goal 4 ⁹ Contact the Pueblos of Laguna, Acoma, Zuni, and the Navajo, and coordinate plans and activities of Grants with activities, goals and objectives of the Pueblos. Explore whether each Nation wants a single point of contact representing all or multiple points of contact Bruce Bleakman	
		Goal 4 ¹ Contact the local Federal partners to understand permitting processes for filming and outdoor recreation businesses so as to share with those organizations as they come to the area. (Chris Roybal is the current contact.) Kelly Lynch - NPS ELMA ELMO Establish reasonable timelines per Les Gaines	

Goal 4, Page 1: Improve local coordination: Strengthen and sustain local/regional coordination and efforts to carry forward implementation of the RERC action plan.

Create new coordination materials

Goal 4 9
Develop a communication and collaboration platform that tracks progress, dashboards, and metrics. Keeps us all up-to-date and accountable. This would seek continuous improvement to our area through ongoing planning and visions (and coordination & communication).
Evan Williams Les Gaines

Goal 4 2
Improve Local coordination
Market day trips to nearby communities in nearby counties
Debra Tellez

Other strategies and efforts

Goal 4 10
Model community participation in the State Comprehensive Outdoor Recreation Plan (SCORP) process in the coming months (eg. dedicate a contact, complete requested surveys, provide information for a case study).
Many people

Goal 4 5
Identify existing resource users, meet ,communicate and collaborate to alleviate conflicting values, timing, etc.
le - hunters & hunting seasons
Wildlife breeding & fawning seasons. Cultural values
Evert - USDA-RD

Goal 4 3
Improve and Market focused recreational activities that are ADA capable in Grant Recreational areas.
Debra Tellez

Goal 4 (or 3) 5
Formalize regional infrastructure priorities (i.e. flood mitigation) by identifying and formally agreeing on capital projects and cost sharing (county, city, flood control district, etc.), next step is Resolution or MOU.
Mario Juarez-Infante

This is important - To staff 12
Explore how, where and who, to fund a shared **outdoor recreation planner position within the county/city/village to aid in the planning and implementation of action strategies. This position** could research positions, review responsibilities and obtain funding, coordinate communications and collaboration. No one person fully engulfed in this. Need point person

Brandon Howe

This could be a task of the coordinator : Connect agencies to plan and create a "welcome document" short/long term regional plan that can be summarized in 45 min workshop. When new local electees or new fed/state director comes in they can view plan and have appropriate contacts in region .
Mark Teshima

APPENDIX C: WORKSHOP PARTICIPANTS

Local Steering Committee

The following table provides contact information for the **local steering committee members** who joined the pre-workshop planning for the virtual workshop, the workshop itself, and/or the follow up after the workshop.

Name, Affiliation	Email
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Dean Tulk, New Mexico Off Highway Vehicle Alliance	prez@nmohva.org

Name, Affiliation	Email
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Workshop Participants

The following table provides contact information for additional **workshop participants** who joined some or all of the virtual workshop, in addition to the local steering committee members and federal and state partners.

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Federal and State Agency Partners and Workshop Facilitators

The following table provides contact information for members of the **federal or state agency partners** who collaborated to plan the workshop and support the assistance process either in person or on conference calls and includes the workshop facilitation team.

Name, Affiliation	Email
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APPENDIX D: COMMUNITY SELF-ASSESSMENT

The Recreation Economy for Rural Communities Self-Assessment is a pre-workshop information gathering tool designed to help the local steering committee identify and describe the existing and aspirational elements your outdoor recreation economy. It also helps facilitators to better prepare for and tailor a content for the community and helps with goal identification. This page describes what the self-assessment is, followed by the results of what the Grants, NM local steering committee submitted to the workshop facilitators to help guide the agenda and focus for the RERC workshop.

What this self-assessment is

- A conversation starter.
- A learning tool for the community steering committee to begin thinking about recreation economy initiatives.
- An information-gathering tool for an outside facilitator to better understand where the community is today and where it wants to go.

What it is not

- A scorecard, ranking, audit, or judgment of any kind.
- A checklist of programs and projects you could have.
- A permanent assessment that cannot be revised.
- Intended to be an onerous task for the community.

Benefits for the community

- Helps the community conceptualize their current recreation economy and place-based initiatives and begin to examine the scope of possibilities and interrelated activities.
- Helps generate ideas about possible stakeholders to invite to the workshop.
- Provides a preliminary activity for the steering committee to do together.

Benefits for an outside facilitator

- Provides valuable background information on the status of the recreation economy and place-based initiatives.
- Helps clarify workshop goals and desired outcomes.
- Helps identify case studies and supplemental materials most pertinent for the community.

Recreation & Community Vision: Narrative Overview

In this section, consider your vision and thoughts about your community's potential and how recreation fits into your vision. Please attach a document with your response to these questions.

1. **Describe your ideal vision for your community.** *A community that capitalizes on outdoor adventure and opportunities available thus creating jobs, economic growth and improving the quality of life for citizens.*
2. **How does outdoor recreation fit into that vision?** *It will be a large economic driving factor.*
3. **What are important historical and current aspects of your community's identity and culture?** *Logging, pueblos (Acoma, Laguna, Zuni) and Spanish Land Grants, mining, route 66 (longest continuous stretch), malpais, Bluewater lake, lava tubes, national parks and forest service lands within close proximity, Mt. Taylor (the sacred mountain).*
4. **What outdoor amenities does your community have and how are they currently enjoyed? Please include any available maps, use statistics, or other relevant data.** *Mountains, lake, creeks, mesas, national parks, people enjoy kayaking, hiking, biking, cross country skiing, snowshoeing, horseback riding, sporting events, hunting, antler collecting, shooting, ATV, camping, caving and fishing.*
5. **Are there gaps in access or use that are impacting any part of your community?** *Lacking trail connectivity, camp grounds are inaccessible for parts of the year, marketing of available sites, zuni mountains poor road condition, county rd 42 and forest rd 50 need attention. Infrastructure lacking such as trail heads, restrooms, signage and picnic facilities.*
6. **How does outdoor recreation currently contribute to your community's priorities, such as quality of life; Main Street revitalization; attracting new businesses and residents; or promoting tourism?** *It's been a focus for master plans for last decade, however not fully utilized and lacks coordination of effort.*
7. **What excites you the most about the potential outdoor recreation economy in your community? What would you like to grow or change?** *Business growth that captures adventure based tourism, using this as stepping stone to redefine community as a destination. This type of tourism pushes quality of life and investments.*
8. **Tell us about how your community relates to your region – how would you describe your region, and is your vision connected to regional assets or opportunities? What is unique about your community that you want to emphasize?** *Culture, historical values, landscape, hunting, fishing, undiscovered adventure such as lava tubes or bat caves or inscription rock. Grants is the hub for each of these adventures potentially. The center hub between Albuquerque and Gallup.*
9. **Are there communities that are similar to yours that you find appealing? Are there aspects of potential growth that don't fit your community's vision or that you want to avoid?** *Gallup, Taos, Moab, Cortez, Silver City. We desire more tourism but want to avoid congestion or overcrowding.*

10. **In general, how far along is your community in achieving your community vision? What are the top successes your community has had in making progress towards your vision, and who was involved?** *We are in the infancy stage. Successes: Rio San Jose Trail. Gateway community for Continental Divide Trail. Volunteer organizations (CTA, BCH, Team 66, Quad Committee), Mt. Taylor Quadrathlon, Quartz Hill Trail funding, RT 66 neon sign, basket array, backcountry discovery route. Partners involved were the City of Grants, Cibola County, Zuni Mt. Collaborative, Cibola Trail Alliance, Forest Service, Future Foundations Family Center, McKinley County, and Northwest NM Council of Governments.*
11. **What kind of capacity or support do you most need? What are your known gaps or challenges in making progress towards your vision? Please describe any steps your community has already taken to overcome barriers or bring in additional capacity.** *We are lacking marketing & branding, amenities such as retail stores, restaurants, and curio stores, night life. We need a plan to help us coordinate efforts and we need to find a way to attract entrepreneurs who are interested in starting new businesses that will support outdoor rec.*
12. **Do you have any current data, maps, planning or strategic documents, website links, or other information that can provide context and support your vision for growing your recreation economy? (Some of the sections below identify specific information that could inform our work together.) Attach maps, comp plans, city/county MRA plans**
13. **Who are the primary current user groups or stakeholders, and are there groups of people or populations who could be better included?** *Mostly local mountain bikers & hikers, CDT thru hikers, RT66 motorists, ATV users, equestrians, locals who like to fish and hunt. We do attract a lot of out-of-town hunters. We wish to bring in more tourists and develop an interest and participation from local low income families.*
14. **Please share any other thoughts that are important this program.** *We need to educate our own citizens to be ambassadors rather than sending people to Albuquerque, Durango, Flagstaff, etc. When asked what there is to do in the area, most front liners cannot direct tourist to our many amenities. We need to create marketing plugs for each attraction.*

Areas of Focus: Questionnaire

In this section, **assess your community's current status** in the following categories related to the outdoor recreation economy and Main Street revitalization:

1. Outdoor Recreation Asset Identification and Mapping
2. Recreation Infrastructure Development
3. Recreation Economy Support and Ancillary Services
4. Downtown Revitalization & Placemaking
5. Economic Development: Opportunities and Advancement
6. Local and Regional Promotion and Branding
7. Diversity, Equity and Inclusion
8. Public Health
9. Leveraging Partnerships
10. Natural Resource Stewardship

As you fill out this questionnaire, please think about any supporting information, data, or related topics that are specific to your community. You are welcome to attach any additional materials or add narrative and explanatory comments where needed.

In answering the questionnaire, please:

- ⇒ Use the “Level of Interest” column to provide a sense of your community’s level of priority for the strategy or action identified: Low, Medium, High or Not Applicable.
- ⇒ Use the “Level of Achievement” column to indicate your community’s progress towards achieving the strategy or action identified: No Activity Yet, Limited Activity, Well Underway, or Established.
- ⇒ Use the Notes/Comments section to explain your answer or reference related information. For example, if the strategy or action is “Your community knows what types of recreational activities are most popular, and where those activities generally occur,” and your community has completed a visitor use survey and map, you can use the Notes/Comments section to reference the survey and relevant results.

At the end of the questionnaire, you will be asked to share any additional information, context, or background data that you believe is important for the project team to understand for recreation-related economic development and Main Street revitalization in your community.

1. Outdoor Recreation Asset Identification and Mapping

A key first step is to identify what outdoor amenities your community already has and how they are currently enjoyed. What are the major natural assets? What is the landownership mix for those assets? Are there existing maps or guides that show your community's outdoor amenities, and how they are connected to your downtown? Please attach any maps, statistics, visitation, usage, or other relevant data as part of your response to this section.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Your community has identified high value outdoor recreation assets in or around your community.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Informally identified. Need to make a formal list.
2. Your community knows what types of recreational activities are most popular, and where and when those activities generally occur.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Locals don't participate or fully understand the available activities.
3. Your community understands how recreational experiences are currently supporting outcomes you want to see (e.g. quality of life, public health, Main Street revitalization, recruiting new residents and businesses, attracting visitors).	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	There is a small group that understands, the larger population needs to embrace concepts of outdoor recreation. Some locals drivers are rude to bikers on the road
4. Your community has maps, guides or other materials (print or online) that show recreational opportunities and related amenities.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	The only maps/ printed materials available currently are for CDT or National Monuments
5. Your community has identified known access points for recreation, and also knows where there are gaps in access to outdoor assets.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	The committed volunteer group is well aware, but the greater community is less informed.
6. Your community has identified regional outdoor assets that are relevant for your community.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Regional assets have been identified and well marketed (Gallup Trails, National Monuments, etc.)
7. Your community has identified cultural or historic assets that connect to outdoor recreation.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☐ Well underway ☒ Established	Cultural and historic assets are well marketed.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
8. Your community has identified areas of current or potential user or landowner conflict.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Example: FR50 landowner conflicts. Federal/state land conflicts exist as well.

2. Recreation Infrastructure Development

Recreation infrastructure, including hiking, biking, ORV, and horse trails, boat ramps, signs, infrastructure for activities like climbing, archery or skiing, etc., supports outdoor access and opportunities. How is your existing infrastructure serving your community's goals and priorities for outdoor recreation? Are there gaps in access, connection, or type of recreation infrastructure? What are your areas of greatest need for investment? Do you have a plan and funding for your areas of greatest potential growth, as well as maintenance and upkeep of existing infrastructure? Please attach any relevant planning, funding, or visioning documents in your response to this section.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Your community has outdoor infrastructure relevant to your local activities (e.g. trails, boat ramps, archery ranges).	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Development is extremely limited relative to our goals.
2. Your community has identified opportunities for new infrastructure and has created a development plan.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Plans for small projects: like the ZMT Trail system, already exist. Independent efforts exist but there's not a comprehensive plan.
3. Your community has a sustainable source of funding for facilities and infrastructure maintenance, as well as development.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	Opportunity exists through new outdoor recreation office, especially considering current economic challenges.
4. Your community understands where there are access barriers for different demographics, and is invested in creating solutions.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	Haven't explored these challenges. Demographic challenges locally.
5. Your recreation infrastructure design mitigates user conflict and supports multiple types of locally relevant recreational opportunities.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Current trail plans accommodate multiple users.
6. Your community is working with multiple landowners across	☐ NA ☐ Low	☐ No activity yet ☒ Limited activity	To date, most plans utilize Forest

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
jurisdictions where easements or acquisitions may be necessary for development.	☐ Medium ☒ High	☐ Well underway ☐ Established	Service land. Conversations have been limited with Natnl Parks
7. Outdoor recreation infrastructure is safe, accessible, and well maintained.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Existing infrastructure is well maintained. Local USFS campgrounds could be improved.
8. Recreation infrastructure is well marked, with clear wayfinding signs.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Existing signage is in disrepair.

3. Recreation Economy Support and Ancillary Services

Outdoor activities support and are supported by a rich ecosystem of community amenities and complementary activities and investments. These can include direct services, like outfitter and guide operations, outdoor gear retailers, repair shops, and lodging, as well as indirect businesses and opportunities like coffee shops, restaurants, breweries, art galleries, farmer's markets, cultural and historic attractions, colleges and universities, and more.

A thriving outdoor recreation economy can support quality of life for current residents, attract visitors, and bring new residents to a community – but access to core services is also important for success. For example, access to a qualified workforce, adequate housing, broadband, health and education services, rescue operations, adequate infrastructure (like water and sewage), and transportation are important to the overall picture and makeup of a healthy outdoor economy.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Your community has a mix of amenities for day visitors, overnight or weekend visitors, and local residents.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Food service, entertainment, leisure activities are lacking.
2. Your community has businesses and services that directly support outdoor recreation users, e.g. outfitter and guides, gear and retail stores, tour operators, repair shops, rental stores, etc.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	This segment is very undeveloped locally.
3. Your community has lodging and affordable housing options for visitors, those working in recreation industry and related services, and new residents.	☐ NA ☐ Low ☒ Medium ☐ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Inexpensive housing exists, but communal (seasonal) housing is limited.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
4. Your community has adequate infrastructure to support visitation and growth including water, sewage, and broadband.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Infrastructure improvements are under way. Broadband is expanding.
5. Your community has a thriving local food scene, e.g. with local restaurants, breweries, coffee shops, farmer's market, etc.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	The community is desperate for additional food/entertainment options.
6. Your community has a mix of other attractions and services, including cultural and historic attractions, a walkable Main Street, community events, etc.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Cultural opportunities are abundant nearby, but local opportunities and a walkable mainstreet shopping/eating area are limited.
7. Your community has sufficient emergency services, search and rescue vehicles, and capacity to support increased visitation.	☐ NA ☒ Low ☐ Medium ☐ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	These services are readily available.

4. Downtown Revitalization & Placemaking

The outdoor economy can support Main Street revitalization, and can play a key role in placemaking. Similarly, thriving downtowns will attract and support visitors, residents, and businesses. Communities can choose to purposefully connect and integrate outdoor recreation with local businesses and downtowns as well as other local attractions, so that the outdoor recreation economy can help drive Main Street revitalization.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Your community has an active Main Street program or downtown association.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Turnover in mainstreet staff and lack of financing has been a challenge.
2. Your community has a plan to target growth to the downtown and identifies goals and strategies for advancing revitalization connected to outdoor recreation.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	The MRA "Metropolitan Redevelopment Area Plan" is helping this effort.
3. Your downtown is designed to foster walkability, including sidewalks, safe bike routes, and transit, and has attractive and functional streetscaping and landscaping.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
4. Your downtown has strong physical or visible connections to your recreation infrastructure, such as trails, wayfinding signs, branding, shuttle services, etc.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	We need ideas
5. Visitors and residents can access recreation infrastructure throughout the community and connect to adjacent public and private lands that are used for recreation.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	The opportunity exists, but there's a lack of maps & signage. Local phone app has some info.
6. Year-round recreation opportunities are available for residents and visitors.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☐ Well underway ☒ Established	Yes! We need to market them.
7. Local guides, directories, or websites identify recreation destinations and events, making it easier for people to learn about outdoor recreation.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Several independent efforts are in place, but we need to bring it all into one marketing effort.
8. Your downtown has businesses that directly support or serve the experience of your outdoor recreation assets.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	These businesses are needed
9. Signs, websites, and routes are designed to connect outdoor recreational users to relevant services, amenities, businesses, and Main Street.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Turquoise signs in town are helpful. Local phone app has some information.
10. Your downtown offers multiple other attractions or desirable services/amenities that would attract or retain visitors or users of your recreation assets.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	There are not enough attractions to keep people for more than a few minutes.
11. Your community has identified primary historic structures or features that are important to recreation economy and actively supports their preservation or rehabilitation.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Opportunities exist but we haven't formally inventoried them.
12. Your community and region's natural assets and heritage are celebrated through local events, public art, festivals, etc.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Local cultural celebrations exist but marketing is limited. A cohesive marketing approach is needed.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
			Additional events are needed in the downtown area.
13. Regional partnerships with other local communities and recreation destinations is increasing use of recreation opportunities offering visitors more destinations and activities in the area, and increasing visitor length of stay in the region.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Preliminary efforts are in place with McKinley county.
14. Your community regularly surveys users of your recreation assets, services, and businesses to better serve interests and needs.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	This has never happened.
15. Your community has an active public engagement strategy to build and sustain social and political support for recreation-related economic development.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	This has never happened but is critical so that locals embrace recreation oriented tourists.

5. Economic Development: Opportunities and Advancement

The recreation economy can help to drive economic development and growth that can sustain long-term prosperity. Once outdoor recreation has been identified as a key sector in economic development planning, policy, and programming in your community, development opportunities can include businesses and services that market directly to outdoor users as well as indirect businesses and services, manufacturing, local food and beverage options, lodging and housing development, and more. Areas of focus can include growing and retaining existing businesses, supporting small enterprises and entrepreneurs, attracting new businesses, providing job training that aligns the workforce with current needs, and ensuring that well-paying, year-round jobs are available to residents.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Your community has identified outdoor recreation as a driver of economic prosperity, and has a clear vision for future development and growth.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	We need to formalize the many discussions that have taken place and develop a formal plan.
2. Local and regional plans (e.g. comprehensive, economic development, transportation, and forest plans) explicitly prioritize recreation-based economic development, conservation, and	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	ZMTP, Grants Ridge, Comp Plan all focus on this area.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
Main Street revitalization, and include goals and strategies to achieve priorities.			
3. Your community has identified capacity gaps and is implementing a plan to address those needs (e.g. access to capital for new and existing businesses, job training, workforce development).	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	We have ideas, but we need to formalize an implementation plan.
4. Your community has policies and financial incentives to support small businesses and entrepreneurs (e.g. revolving loans or microloans, reduced rent/tax incentives, marketing support, business coaching, a business incubator, etc.).	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	Doesn't exist
5. Your community is utilizing grant, funding, or capacity building opportunities available through Opportunity Zone, USDA Rural Development, Small Business Administration, and other programs.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	We received a grant for the recreation economy meeting and also received grant funding for the Legacy Trail
6. Local residents are employed in recreation-based businesses, and receive a living wage.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	This lifestyle doesn't exist right now
7. Training events, classes, or other vocational development programs for residents and students exist to prepare them for jobs in outdoor recreation.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
8. Recreation-based entrepreneurship is encouraged through business training and/or loan programs.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	We would like more information on how others achieve this.
9. Processes for acquiring permits or licenses to operate relevant businesses follow a clear and transparent process.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	We need to formally outline the process.
10. Recreation asset development is designed to support community livability and opportunities for local economic development.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
11. Planning, policies, zoning and other codes, and financial incentives support downtown revitalization (i.e. mixed-use development, infill development, brownfield revitalization, adaptive reuse of historic structures, etc.).	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Would like more info on how these programs are implemented. Empty building ordinance is being implemented. Cibola County has no restrictions on zoning
12. Planning, policies, zoning and other codes, and financial incentives support the primary and ancillary businesses necessary for the recreation economy and their workforce (e.g. traditional lodging, AirBnBs, small manufacturing, business incubators, affordable housing, etc.)	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Would like more info on how these programs are implemented. Empty building ordinance is being implemented. Cibola County has no restrictions no zoning.
13. Your community has an active business association, or network of outdoor recreation economy businesses that provide peer support and work together.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	

6. Local and Regional Promotion and Branding

To activate an outdoor recreation economy, it is important to connect natural assets to local branding, marketing, and promotion efforts so that residents and visitors alike associate your community with your unique outdoor amenities and activities. Your community may also want to connect local opportunities to assets available within the region that may attract visitors and new residents and businesses.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Your community has a clear brand and identity that emphasizes your key natural and recreational assets, reflected in consistent public and private marketing materials.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	No brand.
2. Your community has identified target demographics, markets, and opportunities to promote your natural and recreational assets and quality of life.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	No activity
3. Your community has a tourism plan and economic development plan with goals and strategies to strengthen and promote the	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway	No Plan

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
region's natural and recreational assets.		☐ Established	
4. Prospective visitors and new residents and businesses have multiple ways to find out about your community and region's outdoor amenities.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Somewhat happening
5. Your community has a webpage and an active social media presence that promotes your recreational brand.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Marketing efforts exist, but there is no common recreational brand.
6. Your community has developed outdoor recreation-related outreach, recruitment, and marketing materials that are available for local residents, businesses, and others to use.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
7. There are clear and consistent signs and wayfinding throughout your community that reflect your brand.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
8. Your community markets recreation and tourism opportunities through other entities, such as regional or state tourism offices.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	

7. Diversity, Equity, and Inclusion

Recreational amenities and the economic opportunities that flow from them will provide the greatest long-term benefits to the community when they are available to everyone no matter their identity or background, across race, gender, culture, religion, socioeconomic status, age, and physical abilities. Representing the diversity of the community in planning and policy decision-making and when designing programming and managing natural amenities can help ensure equitable access and environmental justice. Outdoor opportunities and activities that reflect and harness the unique strengths, celebrate the special traditions, and build on the interests of all segments of the population are likely to be more inclusive and successful in the long term. Meaningful engagement goes beyond seeking feedback, and includes inviting people from all parts of the community to help create project ideas and to lead and share responsibilities in the work.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Recreation assets and amenities are equitably distributed and accessible to everyone in your community.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Opportunities are well distributed, but seasonally there are challenges with

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
			access for low clearance vehicles.
2. Your community is actively addressing any barriers to access for trails, parks, playgrounds, and green space.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	Legacy trail is ADA compliant. ZMTP is ADA compliant.
3. Community planning efforts are meaningfully engaging low-income residents, residents of color, youth, and other traditionally underrepresented populations.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
4. Your community's plans for economic development, outdoor recreation, and Main Street revitalization involve traditionally underrepresented populations in leadership and decision-making.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
5. Access to technical and financial assistance, business incubators, marketing, and other support for economic development related to the outdoor economy is available to all.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	No discrimination on income. Opportunities don't exist at all.
6. Recreation spaces, events, infrastructure, programs, and opportunities are welcoming, inclusive, and reflective of diverse cultures and identities.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	

8. Public Health

Outdoor recreation is directly related to public health. It is well documented that engaging in physical activity and spending time in nature supports better physical and mental health outcomes. Intentionally connecting the design and location of outdoor amenities and infrastructure with your community's priorities for public health can make a big difference for local health outcomes, and also can be an important selling point for new residents and businesses that care about having a healthy workforce.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Many in your community participates in some form of outdoor recreation.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	There is a small active community, but on the whole most people do not recreate outside.
2. Your community promotes healthy lifestyles, including	☐ NA ☐ Low	☐ No activity yet ☒ Limited activity	

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
through the siting and design of outdoor recreation infrastructure.	☐ Medium ☒ High	☐ Well underway ☐ Established	
3. Your community holds events or festivals that take place outdoors or include outdoor recreation as a key component.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	Mt. Taylor Quad, Mt. Taylor 50k, 5k runs, Milan Triathlon, Fire and Ice bike race
4. Your community has active clubs or groups that facilitate experiences, host events, and build community for a range of outdoor activities.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	See above
5. Local schools are connected to trails and green space, and have programs and clubs that support outdoor pursuits.	☐ NA ☐ Low ☒ Medium ☐ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
6. Health professionals in your community understand the mental and physical health benefits of outdoor recreation and recommend time in the outdoors to their patients.	☐ NA ☐ Low ☒ Medium ☐ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	
7. Residents generally have equitable access to social services, health care, and healthy food.	☐ NA ☐ Low ☒ Medium ☐ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	
8. Environmental justice issues that negatively impact public health, including access to clean air, water and green space, are being addressed.	☐ NA ☒ Low ☐ Medium ☐ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	
9. Recreation businesses engage in outreach programs to recruit newcomers and under-represented groups to outdoor experiences, e.g., first time ski packages.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	This is important but we don't currently do it.

9. Leveraging Partnerships

A successful recreation economy requires the coordination of policies and projects across land ownership boundaries and across disciplines, such as recreation, conservation, land management, community planning, economic development, public health, education, health, local services, and transportation. Partnerships across a region can strengthen each community's economy as part of a

larger region. Partners may represent local, state, and federal governments; nonprofit and community-based organizations; the private sector; and regional anchor institutions.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Diverse recreation groups are working with each other to support your community's outdoor economy.	☐ NA ☒ Low ☐ Medium ☐ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
2. Economic development groups and partners are working together to strengthen the recreation sector (e.g. economic development and workforce organizations, Small Business Development Centers, Chambers of Commerce, large employers, the business community, universities and community colleges, lending institutions, etc.).	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
3. At least one collaborative stakeholder group is active and working with partners and landowners to prioritize and accomplish projects and address concerns or needs.	☐ NA ☐ Low ☒ Medium ☐ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	CTA, Backcountry Horsemen, ZMTP, MTZMC
4. Your community has established partnerships with public land managers and has had meaningful input into relevant plans and projects on adjacent public lands.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	MTZMC
5. Your community is connected with neighboring communities and with services and amenities in your region that complement local offerings. Local priorities are reflected in regional plans.	☐ NA ☐ Low ☐ Medium ☒ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	Efforts of regional communities are disjointed

10. Stewardship of Natural Resources

Natural resources are the assets that drive the entire outdoor recreation economy. Without investing in stewardship and management, recreation assets—and related economic opportunities—will not be sustained. To ensure the longevity of economic prosperity related to outdoor recreation, communities can design recreation infrastructure, distribute use, and invest in funding and capacity for stewardship in order to protect natural resources and give back to the places and experiences that support community livability and growth.

Common Strategy or Action	Level of Interest	Level of Achievement	Notes/Comments
1. Your community has a core group of volunteers and/or stewardship organizations that help to maintain outdoor assets and natural resources.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☐ Well underway ☒ Established	Groups are well established. Need more local members!
2. Communication between community leaders and public land managers supports mutual understanding of stewardship capacity and needs and cooperation on high priority stewardship projects.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☐ Limited activity ☒ Well underway ☐ Established	
3. Your community's private landowners are engaged and support your community's vision for natural resource stewardship and management.	☐ NA ☐ Low ☒ Medium ☐ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	Need to engage them during our April meeting
4. Your community provides stewardship-related education to students, visitors, local residents, and others.	☐ NA ☐ Low ☒ Medium ☐ High	☒ No activity yet ☐ Limited activity ☐ Well underway ☐ Established	
5. Recreation opportunities have been designed to be sustainable, and appropriate resource management plans are in place.	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	New efforts focus on sustainability
6. Sustained stewardship funding is available to maintain and protect recreation resources (e.g., local bonds or tax dollars are available to address stewardship needs).	☐ NA ☐ Low ☐ Medium ☒ High	☐ No activity yet ☒ Limited activity ☐ Well underway ☐ Established	

Additional Data

Please attach any other data or information that might be helpful for this project, for example:

- Major local and regional employers, industry sectors, and employment rates
- Median income, percent of population below the poverty line
- Local and regional population numbers and demographics
- Environmental or other known hazards in the area
- Age and type of housing stock, landownership and homeownership patterns
- Location of your downtown and list of current businesses and amenities available
- Status of base infrastructure and services: water, sewage, search and rescue, etc.
- Current availability and/or quality of broadband

- Description of local food and beverage options, lodging, and other visitor services
- Description of health care availability
- Identification of local educational institutions, including all pre-school, elementary, middle school, high school, vocational schools, colleges and universities
- Availability of key support services, e.g. daycare
- Workforce overview and list of local workforce development and training centers or programs
- List or map of the major natural assets in your community and region, and identification of who owns or manages these assets
- Description of how outdoor assets are connected to each other and to population and commercial centers with transportation infrastructure
- Any available visitation/use/revenue data--how many visitors do you have, when do they come, what do they do, what do they spend money on currently?
- List or map of any cultural or historic sites in your area or region
- List of any stakeholder groups that are active in land management planning, economic development, Main Street revitalization, outdoor recreation, or any other relevant activities
- A list of key partners from different sectors/fields, including
 - Public and private land management/natural resource management/stewardship and outdoor recreation
 - Main Street/downtown development
 - Economic development, business retention and attraction, and small business development
 - Tourism and local/regional branding and marketing
 - Transportation
- Links to any relevant websites
- Other

Additional Feedback

Please identify or discuss any other issues or aspirations related to recreation, people, places, or opportunity in your community:

APPENDIX E: REFERENCES

This compendium of references was developed for the Recreation Economy for Rural Communities planning assistance program sponsored by the U.S. Environmental Protection Agency, the USDA Forest Service, and the Northern Border Regional Commission. For more information on the Recreation Economy for Rural Communities Program, visit:

<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>

Community Engagement, Diversity, Equity, and Inclusion.....	2
Community-Specific Strategies and Examples	2
Land Conservation, Stewardship, Parks, and Health	3
Main Street Revitalization and Economic Development	4
Outdoor Recreation	6
Trails and Transportation.....	10

Community Engagement, Diversity, Equity, and Inclusion

American Indian Alaska Native Tourism Association (AIANTA). AIANTA has served as the national voice for American Indian nations engaged in cultural tourism. In addition to serving as the voice for Indian Country tourism, AIANTA provides technical assistance and training to Tribal nations and Native-owned enterprises engaged in tourism, hospitality and recreation.

<https://www.aianta.org/aianta-reports-publications/>

Diversify Outdoors. Diversify Outdoors is a coalition of social media influencers – bloggers, athletes, activists, and entrepreneurs – who share the goal of promoting diversity in outdoor spaces where people of color, LGBTQIA, and other diverse identities have historically been underrepresented. We are passionate about promoting equity and access to the outdoors for all, that includes being body positive and celebrating people of all skill levels and abilities.

<https://www.diversifyoutdoors.com/>

Outdoor Afro: Where Black People and Nature Meet. Outdoor Afro has become the nation's leading, cutting edge network that celebrates and inspires Black connections and leadership in nature. Outdoor Afro is a national not for profit organization with leadership networks around the country. With nearly 90 leaders in 30 states from around the country, the organization connects thousands of people to outdoor experiences, who are changing the face of conservation.

<https://outdoorafro.com/about/>

Community-Specific Strategies and Examples

Oregon Outdoor Recreation Network. The Travel Oregon website has many great resources on many aspects of outdoor recreation.

<https://industry.traveloregon.com/opportunities/programs-initiatives/outdoor-recreation/outdoor-recreation-development/>

Pennsylvania Department of Conservation and Natural Resources. Outdoor Recreation Plan Webinar Series. (October 2020). This video series was produced to support Pennsylvania's Outdoor Recreation Plan.

<https://www.dcnr.pa.gov/Recreation/PAOutdoorRecPlan/Pages/default.aspx>

1. Recreation for All: <https://youtu.be/P6Ubw9yrbjE>
2. Sustainable Systems: <https://youtu.be/ORTzpvo9VcA>
3. Funding and Economic Development: <https://youtu.be/HYid2q9Ay-Q>
4. Technology: <https://youtu.be/BSquMY-Kde4>
5. Health and Wellness: <https://youtu.be/StUz6s2J8pc>

Skowhegan, Maine. *Transformation Through Outdoor Recreation*. (2016). Residents of Skowhegan came together to share ideas for the future of their town, resulting in the Skowhegan Strategic Plan for Community Transformation at which voters adopted during the June 2016 town meeting.

<https://runofriver.org/outdoor-recreation-plan/>

<https://mainstreetskowhegan.org/strategic-planning/>

State of Colorado. *Colorado Statewide Comprehensive Outdoor Recreation Plan (SCORP)* (2019). Colorado's SCORP considers both conservation and recreation together and looks at current and changing demographics and recreation trends to help the outdoor recreation sector be culturally relevant and respond to future shifts.

<https://cpw.state.co.us/Documents/Trails/SCORP/Final-Plan/SCORP-Without-Appendices.pdf>

The Conservation Fund. *Conservation Leadership Network Project Profiles*. This landing page provides access to various rural and gateway community projects from across the U.S., with many examples of communities that have successfully leveraged the outdoor recreation economy.

<https://www.conservationfund.org/our-work/conservation-leadership-network/our-projects>

Tompkins County, New York. *Tompkins County Outdoor Recreation Tourism Implementation Plan*. (2018). Identifies collective steps to develop and promote Ithaca and Tompkins County as a premier regional destination for outdoor recreation.

<http://tompkinscountyny.gov/files2/tourism/2018-3-14-Outdoor%20Rec%20Implementation%20Plan.pdf>

Vermont Urban and Community Forestry. *Town Forest Recreation Planning Toolkit and Webinar Series*. (June 2020). This toolkit offers the resources needed to develop a town forest recreation plan for your community from start to finish, including step by step planning and detailed materials organized around planning themes such as stories, existing conditions, public engagement, natural resources, plan development, and implementation. Links to several webinars in the "Town Forest Recreation Planning Webinar Series" are also included below.

<https://vtcommunityforestry.org/places/town-forests/recreation-planning-initiative/recreation-planning-toolkit>

- New Tools for Sustainable Forest Based Recreation Webinar
<https://youtu.be/UTHEj0AC3pE>
- Connecting Downtowns w/Trails for Economic Vibrancy Webinar
<https://youtu.be/s1SQoUqN22s>
- Trails for People and Wildlife Webinar
<https://youtu.be/uhbYUMrgLqU>
- Mountain Biking Trails 101 Webinar
<https://youtu.be/zCmco-WDrPM>
- Trail Building & Maintenance Webinar
<https://youtu.be/lrv9eqoUQNE>

Land Conservation, Stewardship, Parks, and Health

National Park Service and Centers for Disease Control and Prevention. *Parks, Trails, and Health Workbook: A Tool for Planners, Parks & Recreation Professionals, and Health Practitioners*. A

workbook to help strengthen the design and implementation of community-based parks and trails projects.

https://www.nps.gov/orgs/rtca/upload/Parks-Trails-and-Health-Workbook_2020.pdf

The Trust for Public Land and the City Parks Alliance. *The Field Guide for Creative Placemaking and Parks* (2017). How-to guide that connects creative placemaking with parks and open spaces by strengthening the role of parks and open space as an integrated part of comprehensive community development, advancing arts- and culturally-based approaches to park making, and highlighting the role of parks as cultural products unto themselves.

<https://www.tpl.org/field-guide-creative-placemaking-and-parks>

U.S. Department of Agriculture Forest Service. *The Stewardship Mapping and Assessment Project (STEW-MAP)*. STEW-MAP is a research methodology, community organizing approach, and partnership mapping tool developed by scientists at the USDA Forest Service Northern Research station that answers the question: who takes care of the local environment? This question is important because stewards, or civic groups that engage in caring for local nature, play a significant role in building stronger, healthier, greener, and more resilient communities.

<https://www.nrs.fs.fed.us/STEW-MAP/>

Main Street Revitalization and Economic Development

International City/County Management Association and Smart Growth Network. *Putting Smart Growth to Work in Rural Communities*. (2010). Focuses on smart growth strategies that can help guide growth in rural areas while protecting natural and working lands and preserving the rural character of existing communities.

<https://www.epa.gov/smartgrowth/putting-smart-growth-work-rural-communities>

Main Street America Resource Center. The Main Street Resource Center is a comprehensive digital library containing a broad range of member resources, including their signature Main Street Approach handbooks and guides, newly released revitalization toolkits, and the popular Main Street Now Journal archive. There are some non-member materials available here as well.

<https://www.mainstreet.org/howwecanhelp/resourcecenter>

McMahon, Ed. *Why Some Places Thrive and Others Fail: The New Formula for Community Revitalization*. Virginia Town and City. (January/February 2017). This article describes why some communities can maintain and build on their economic vitality and quality of life in an ever-changing world.

https://www.vml.org/wp-content/uploads/pdf/VTCJanFeb17_pg21-25.pdf

National Association of Counties (NACo). *Resources for Transitioning Economies*. (2015). Website developed by NACo and the National Association of Development Organizations to share publications, tools and training, funding and other resources on economic diversification with communities and regions seeking to strengthen their local economies.

<http://diversifyeconomies.org/>

National Association of Development Organizations (NADO). *Planning for Prosperity in Small Towns and Rural Regions*. (2015). Contains materials developed by NADO and its partners through the HUD Sustainable Communities Initiative capacity building program, including publications, webinars, workshop materials, and other information on a variety of topics such as economic resilience, entrepreneurship, community engagement, downtown redevelopment, food systems, and many more.

<https://www.nado.org/online-resource-planning-for-prosperity-in-small-towns-and-rural-regions/>

National Association of Development Organizations, *WealthWorks Rural Economic Development Case Studies*. (2019). Series of case studies examining how rural communities are applying concepts of wealth creation, an approach to community and economic development that is demand-driven, focusing on market opportunities that capitalize on a community's existing assets or underutilized resources. Includes stories of communities building lasting livelihoods and supporting local ownership and control of assets related to outdoor recreation, tourism, and more. <https://www.nado.org/wealthworks-case-studies/>

National Endowment for the Arts. *How To Do Creative Placemaking: An Action-Oriented Guide to Arts in Community Development*. (2016). This action-oriented guide is focused on making places better. It includes instructional and thought-provoking case studies and essays from leading thinkers in creative placemaking and describes the diverse ways that arts organizations and artists can play essential roles in the success of communities across America.

<https://www.arts.gov/publications/how-do-creative-placemaking>

Next Generation. *The Future of Arts & Culture Placemaking in Rural America: Digital Exchange Webinars*. Each of these one-hour webinars feature voices from across the country, sharing specific themes, challenges, and opportunities collectively encountered in rural placemaking. This series was made possible through the support of the Rural Policy Research Institute (RUPRI), National Endowment for the Arts, the McKnight Foundation, and USDA Rural Development.

<https://ruralgeneration.org/digital-exchange/>

Project for Public Spaces (PPS). *The Power of Ten*. The Power of 10+ is a concept PPS developed to evaluate and facilitate Placemaking at multiple city scales. The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. This concept can be applied to outdoor recreation economy resources and assets at the main street, town, and area scale, namely to increase the reasons for people to come, stay longer, and do more in a place.

<https://www.pps.org/article/the-power-of-10>

Smart Growth America. *(Re-)Building Downtown: A Guidebook for Revitalization*. (2015). This guide uses Smart Growth America's seven-step approach to downtown redevelopment and is

aimed at local elected officials who want to re-invigorate and strengthen neighborhood centers of economy, culture, and history.

<https://smartgrowthamerica.org/introducing-rebuilding-downtown-a-guidebook-for-revitalization/>

The Democracy Collaborative. *Community Wealth*. This website offers resources, guides, case studies, videos and examples of strategies for building wealth in a community. Some strategies are nonprofit and profit-making models such as community development corporations (CDCs), community development financial institutions (CDFIs), employee stock ownership plans (ESOPs), community land trusts (CLTs), cooperatives, and social enterprise.

<https://community-wealth.org/>

U.S. Department of Agriculture. National Agricultural Library Rural Information Center. The Rural Information Center (RIC), a service of the National Agricultural Library (NAL), assists rural communities by providing information and referral services to rural government officials, community organizations, libraries, businesses, and citizens working to maintain America's rural areas. The "Downtown Revitalization" sections features a wide variety of planning resources, case studies, funding, journal, and organizations.

<https://www.nal.usda.gov/ric/community-development-resources>

<https://www.nal.usda.gov/ric/downtown-revitalization>

U.S. EPA. *Essential Smart Growth Fixes for Rural Planning, Zoning, and Development Codes*. (2012). Offers 10 essential fixes to help rural communities amend their codes, ordinances, and development requirements to promote more sustainable growth.

<https://www.epa.gov/smartgrowth/essential-smart-growth-fixes-communities>

U.S. EPA. *Framework for Creating a Smart Growth Economic Development Strategy: A Tool for Small Cities and Towns*. (2016). Provides a step-by-step guide to building a place-based economic development strategy for small and mid-sized cities, particularly those that have limited population growth, areas of disinvestment, or a struggling economy.

<https://www.epa.gov/smartgrowth/framework-creating-smart-growth-economic-development-strategy>

U.S. EPA. *Smart Growth Self-Assessment for Rural Communities*. (2015). Tool designed specifically for rural communities that helps villages, towns, and small cities evaluate their policies to create healthy, environmentally resilient, and economically robust places.

<https://www.epa.gov/smartgrowth/smart-growth-self-assessment-rural-communities>

Outdoor Recreation

Bureau of Economic Analysis, *Outdoor Recreation Satellite Account*. Federal dataset measuring the economic activity as well as sales and receipts generated by outdoor recreational activities across the U.S. and by state. These statistics also measure each industry's production

of outdoor goods and services and its contribution to the U.S. GDP. Industry breakdowns of outdoor employment and compensation are also included.

<https://www.bea.gov/data/special-topics/outdoor-recreation>

Daily Yonder. Provides articles on outdoor recreation, many based on Headwaters Economics research. A few relevant articles are listed here:

- *How Outdoor Recreation Supports Rural Economic Development*. (Feb 24, 2019). <https://www.dailyyonder.com/speak-piece-outdoor-recreation-supports-rural-economic-development/2019/02/25/>
- *Recreation Is Bigger Share of U.S. Economy than Ag or Mining, Report Says*. (May 10, 2018). <https://www.dailyyonder.com/recreation-bigger-share-u-s-economy-ag-mining-report-says/2018/05/10/>
- *Rural "Recreation Counties" Show More Population Resilience*. (Feb 10, 2019) <https://www.dailyyonder.com/rural-recreation-counties-show-population-resilience/2019/02/11/>

Headwater Economics. Headwaters Economics is an independent, nonprofit research group that works to improve community development and land management decisions. The organization receives funding from a wide variety of sources, including contracts with federal agencies such as the Bureau of Land Management and U.S. Forest Service; charitable foundations; and contract work for partner organizations. Its website provides outdoor recreation economic data by state in addition to other outdoor recreation industry research and analysis. Several relevant reports are listed below:

- *Best Practices for States to Fund Outdoor Recreation*. (2017). Seven case studies illustrate best practices and lessons learned to develop programs for outdoor state recreation funding. <https://headwaterseconomics.org/economic-development/state-recreation-funding/>
- *Economic Profile System*. Tool allowing users to produce free, detailed socioeconomic reports at the community, county, or state level and including topics such as Land Use and Public Land Amenities as well as Agriculture, Timber, and Mining. EPS is also known as the Human Dimensions Toolkit by the Forest Service. <https://headwaterseconomics.org/tools/economic-profile-system/about/>
- *How Outdoor Recreation Supports Rural Economic Development*. (2019). Report that finds that counties with outdoor recreation economies are more likely to attract new residents with greater wealth and have faster-growing wages than their non-recreation counterparts, particularly in rural communities. <https://headwaterseconomics.org/economic-development/trends-performance/outdoor-recreation/>
- *National Forest Socioeconomic Indicators Tool*. Tool allowing users to run free, easy-to-use reports detailing economics, demographics, land use, business sectors, and other topics for communities near every National Forest. <https://headwaterseconomics.org/tools/forest-indicators/>

- *The Outdoor Recreation Economy by State*. (2019). Report outlines the outdoor recreation economy impacts by state, using Bureau of Economic Analysis data. <https://headwaterseconomics.org/economic-development/trends-performance/outdoor-recreation-economy-by-state/>

National Governors' Association. *Outdoor Recreation Learning Network*. This resource highlights many opportunities for states to advance the outdoor recreation economy and conservation, stewardship, education, workforce training, economic development, infrastructure, equity, inclusion, public health, and wellness.

<http://nga.org/outdoors>

National Park Service, *River Access Planning Guide*. An online and downloadable resource for planning river access. The step-by-step process guides planning for river access with recreation users in mind. This guide can assist the challenging task of providing for a variety of uses while protecting natural resources in rivers and other waterways. The guide's approach provides a framework for meeting the needs of people seeking to enjoy river recreation on, off, and in the water.

<https://www.nps.gov/articles/river-access-planning-guide-a-decision-making-framework-for-enhancing-river-access.htm>

Northern Forest Center. *The Northern Forest Outdoor Recreation Economy Symposium*. (2018). Summarizes the 2018 gathering, which explored evolving trends in outdoor recreation and its role as a critical economic driver in the Northern Forest region. Links to presentations, notes, and priorities for each of the participating states (Maine, New Hampshire, Vermont and New York).

<https://northernforest.org/programs/regional-strategy/recreation-economy>

Outdoor Industry Association (OIA). OIA synthesizes the different strategies and programs currently employed in the U.S. and overarching themes, best practices, and lessons learned. Several relevant resources are listed below.

<https://outdoorindustry.org/>

- *Outdoor Participation Report*. (2019). Study showing levels of participation in outdoor activities. <https://outdoorindustry.org/resource/2019-outdoor-participation-report/>
- *State Funding Mechanisms for Outdoor Recreation*. (2017). Provides a summary from Headwaters Economics that outlines state funding mechanisms for outdoor recreation. <https://outdoorindustry.org/wp-content/uploads/2015/03/Headwaters-Economics-v5-screen.pdf>
- *State-Level Outdoor Recreation Reports*. (2017). Provides links to reports describing the participation in and economic impact of the outdoor recreation sector in every state and Congressional district. <https://outdoorindustry.org/advocacy/>

- *The Outdoor Recreation Economy*. (2017). Summarizes the economic impact of the outdoor recreation sector across the U.S. and includes national statistics on consumer spending, jobs, and tax revenue, along with statistics for specific recreation activities. https://outdoorindustry.org/wp-content/uploads/2017/04/OIA_RecEconomy_FINAL_Single.pdf
- *White Paper on State Leadership Roles for Outdoor Recreation*. (2016). This white paper describes the role that states can play in promoting outdoor recreation, with examples from states that were early to adopt state-level directors of outdoor recreation. <https://outdoorindustry.org/resource/white-paperstate-leadership-roles-for-outdoor-recreation-a-promising-trend/>

Outdoor Recreation Roundtable (ORR). ORR promotes the growth of the outdoor recreation economy and outdoor recreation activities, educating decision makers and the public on balanced policies that conserve public lands and waterways and enhance infrastructure to improve the experience and quality of life of outdoor enthusiasts everywhere. ORR publishes many white papers, research, statistics and reports on the importance of outdoor recreation. <https://recreationroundtable.org/>

- *The Outdoor Recreation Roundtable Rural Economic Development Toolkit*. (2021). This toolkit outlines strategies for using outdoor recreation as a tool for economic development, including key best practices and examples from around the country. <https://recreationroundtable.org/rural-development-toolkit/>

Sausser, Brooke and Jordan W. Smith, Ph.D. *Elevating Outdoor Recreation*. Institute of Outdoor Recreation and Tourism at Utah State. (July 2018). This study provides an overview and analysis of eleven state offices of initiatives of outdoor recreation. https://www.nps.gov/orgs/1892/upload/Elevating_Outdoor_Rec_Together.pdf

Society of Outdoor Recreation Professionals (SORP). SORP is the nation's leading association of outdoor recreation and related professionals who strive to protect natural and cultural resources while providing sustainable recreation access. The organization's website provides access to webinars, scholarships, and tools for outdoor recreation planning including a library of all state comprehensive outdoor recreation plans (SCORPs) and technical resources. <https://www.recpro.org/>

U.S. Department of Agriculture. *Federal Outdoor Recreation Trends: Effects on Economic Opportunities*. (2016). Summarizes participation trends and projections for 17 outdoor recreation activities common on federal lands, describes the current economic activity supported by outdoor recreation, and discusses how anticipated future changes in recreation participation and climate may impact the economic activity supported by outdoor recreation. <https://www.fs.usda.gov/treesearch/pubs/53247>

U.S. Department of Agriculture. *Recreation Economy at USDA Economic Development Resources for Rural Communities*. (2020). USDA's Forest Service, Rural Development, and the National Institute for Food and Agriculture developed this resource guide for rural communities to

identify resources that develop the recreation economy. It describes the roles of federal agencies and programs in the recreation economy and highlights numerous financing strategies and case studies from communities.

https://www.rd.usda.gov/sites/default/files/RD_Recreation_Economy_USDA.pdf

U.S. Department of Agriculture. *Recreation Economic Values for Estimating Outdoor Recreation Economic Benefits from the National Forest System*. (2017). This report presents the most recent update of the Recreation Use Values Database, based on an exhaustive review of economic studies spanning 1958 to 2015 conducted in the United States and Canada, and provides the most up-to-date recreation economic values available.

<https://www.fs.usda.gov/pnw/publications/recreation-economic-values-estimating-outdoor-recreation-economic-benefits-national>

Trails and Transportation

American Trails. *Resource Library*. Search thousands of articles, studies, training, and projects on every aspect of trails and greenways. This website also has a national map searchable by state for agencies, organizations, training, and state-specific resources relating to trails and greenways.

<https://www.americantrails.org/resource-library/>

Centers for Disease Control and Prevention. *Resources for Implementing Built Environment Recommendations to Increase Physical Activity*. This website contains a compilation of real world examples, an Implementation Resource Guide, and a Visual Guide to help communities implement recommendations for built environment approaches that combine one or more interventions to improve transportation systems (activity-friendly routes) with one or more land use and community design interventions (everyday destinations) to increase physical activity. <https://www.cdc.gov/physicalactivity/community-strategies/beactive/index.html>

Federal Highway Administration. *Bicycle and Pedestrian Program*. The Federal Highway Administration's Bicycle and Pedestrian Program promotes safe, comfortable, and convenient walking and bicycling for people of all ages and abilities. This program supports pedestrian and bicycle transportation through funding, policy guidance, program management, and resource development. The website contains information on funding resources, design and implementation, case studies, guidebooks, and other information.

https://www.fhwa.dot.gov/environment/bicycle_pedestrian/

Federal Highway Administration. *Small Town and Rural Multimodal Networks*. (2016). This document helps small towns and rural communities support safe, accessible, comfortable, and active travel for people of all ages and abilities. It provides a bridge between existing guidance on bicycle and pedestrian design and rural practice, encourages innovation in the development of safe and appealing networks for bicycling and walking, and shows examples of project implementation.

https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/small_towns/fhwa_hep17024_lg.pdf

Headwaters Economics. *Trails Research and Searchable Benefits Library*. (2019). Compilation of 144 trail studies on the impacts of trails in a single library, searchable by type of benefit, use, year, and region.

<https://headwaterseconomics.org/economic-development/trails-pathways/trails-research/>

Main Street America and Project for Public Places. *Navigating Main Streets as Places: A People-First Transportation Toolkit*. (2019). This toolkit provides guidance on how to evaluate streets and transportation through the lens of placemaking; balance the needs of mobility and other street activities; and build stronger relationships with other decisionmakers and the community. It's a one-stop-shop toolkit featuring guidance and best practices for rural downtowns and urban neighborhood commercial districts.

<https://www.mainstreet.org/howwecanhelp/navigatingmainstreets>

Rails-to-Trails Conservancy. *Trail-Building Toolbox*. A one-stop-shop for the basics to create a vibrant rail-trail for your community, including technical tips and tried-and-true methods for generating neighborhood, political, and funding support for your project. Parts of the toolbox include organization, acquisitions, funding, planning, design, and maintenance.

<https://www.railstotrails.org/build-trails/trail-building-toolbox/>

Rails-to-Trails Conservancy. *Trail Towns*. Provides examples, best practices, and resources for communities and regions seeking to start or grow Trail Town programs, which can help to entice trail users off the trail and into adjacent communities, supporting economic development.

<https://www.railstotrails.org/build-trails/trail-building-toolbox/planning/trail-towns/>

Safe Routes to School National Partnership. *Get to Know Your Neighborhood with a Walk Audit*. Walk audits are a great tool to gather information about street conditions, engage community members, and inform planning and traffic safety projects. This is a how-to manual to conduct your own walk audit. Though designed for safe routes to school, it can be applied to routes and connections between amenities in and around a downtown/Main Street area.

https://www.saferoutespartnership.org/sites/default/files/get_to_know_your_neighborhood_with_a_walk_audit.pdf

The Scenic Route. *Getting Started with Creative Placemaking and Transportation*. A guide for using creative placemaking strategies in transportation projects to reflect and celebrate local culture, heritage, and values.

http://creativeplacemaking.t4america.org/?utm_source=Design+-+2016+Highlights&utm_campaign=Design+2016+Highlights+Newsletter&utm_medium=email

APPENDIX F: FUNDING AND TECHNICAL ASSISTANCE

This compendium of funding and technical assistance resources was developed for the Recreation Economy for Rural Communities planning assistance program sponsored by the U.S. Environmental Protection Agency, the USDA Forest Service, and the Northern Border Regional Commission. For more information on the Recreation Economy for Rural Communities Program, visit:

<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>

COVID-19 Pandemic Assistance	2
Federal Funding and Technical Assistance.....	2
Non-Federal Funding and Technical Assistance.....	9
State-Specific Funding and Technical Assistance	11

COVID-19 Pandemic Assistance

America Outdoors – COVID-19: America Outdoors has summarized many resources to support the outdoor recreation industry during the COVID-19 crisis, including guidance documents, best practices, and funding resources.

<https://www.americaoutdoors.org/covid-19/>

Forbes – List of Coronavirus (COVID-19) Small Business Loan and Grant Programs: Forbes compiled a list of loans and grants available to small businesses to recover from the COVID-19 crisis.

<https://www.forbes.com/sites/advisor/2020/04/10/list-of-coronavirus-covid-19-small-business-loan-and-grant-programs/?sh=78255b63cc4b>

Go Fund Me – Coronavirus Relief for Small Businesses: Six Ways to Get Help: An article that summarizes help that is available to small businesses during the COVID-19 crisis.

<https://www.gofundme.com/c/blog/coronavirus-relief-small-businesses>

Travel Oregon – COVID-19 Toolkit: This toolkit includes links to federal and other resources available for communities impacted by COVID-19. While focused on Oregon, there is a link to “Federal Resources” that can be helpful for any community.

<https://industry.traveloregon.com/opportunities/marketing-co-ops-toolkits/toolkits/covid-19-toolkit/>

USDA Rural Development – COVID-19 Federal Rural Resource Guide: USDA Rural Development has taken a number of immediate actions to help rural residents, businesses, and communities affected by the COVID-19 crisis.

<https://rd.usda.gov/coronavirus>

https://rd.usda.gov/sites/default/files/USDA_COVID-19_Fed_Rural_Resource_Guide.pdf

U.S. Small Business Administration – Paycheck Protection Program: This SBA loan helps businesses keep their workforce employed during the COVID-19 crisis.

<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program>

Federal Funding and Technical Assistance

Appalachian Regional Commission (ARC): ARC is an economic development partnership agency of the federal government and 13 state governments focusing on 420 counties across the Appalachian Region. ARC’s mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia. The Area Development program relies on a flexible “bottom up” approach to economic development, empowering Appalachian communities to work with their state governments to design impactful investment opportunities supporting ARC’s mission and investment priorities. ARC’s Area Development program makes investments in two general areas: critical infrastructure and business and workforce development. Critical infrastructure investments mainly include

water and wastewater systems, transportation networks, broadband, and other projects anchoring regional economic development. Business and workforce investments primarily focus on entrepreneurship, worker training and education, food systems, leadership, and other human capital development. In addition, ARC invests in Business Development Revolving Loan Funds to help the Region's smaller businesses access capital. All ARC Area Development grant proposals originate at the state level in consultation with the ARC state program manager.

- ARC's service area:
<https://www.arc.gov/about-the-appalachian-region/>
- ARC's investment priorities:
<https://www.arc.gov/investment-priorities/>
- ARC's Business Development Revolving Loan Funds:
<https://www.arc.gov/resource/arc-business-development-revolving-loan-fund-grant-guidelines/>
- ARC State Program Managers:
https://www.arc.gov/state_partner_role/state-program-manager/

Corporation for National and Community Service (CNCS): Provides grants to national and local nonprofits, schools, government agencies, faith-based and other community organizations committed to strengthening their communities through volunteering. Grants are either made directly to an organization or through an intermediary group that handles the distribution of grant funding. Eligibility requirements and funding opportunities vary by program; programs include AmeriCorps and Senior Corps. AmeriCorps is an umbrella that consists of three distinct programs: AmeriCorps VISTA, the AmeriCorps National Civilian Community Corps, and AmeriCorps State and National.

<http://www.nationalservice.gov/build-your-capacity/grants>

Five Star and Urban Waters Restoration Program: The Five Star and Urban Waters Restoration grant program seeks to develop community capacity to sustain local natural resources for future generations by providing modest financial assistance to diverse local partnerships focused on improving water quality, watersheds and the species and habitats they support. The Five Star and Urban Waters program will award approximately \$1.5 million in grants nationwide.

<https://www.nfwf.org/programs/five-star-and-urban-waters-restoration-grant-program/five-star-and-urban-waters-restoration-grant-program-2021-request-proposals>

National Park Service (NPS) – Community Assistance: This website provides an overview and links to NPS funding, project assistance, and special designation programs that are available to the public and community groups.

<https://www.nps.gov/articles/community-assistance-national-regional-programs.htm>

National Park Service (NPS) – Historic Preservation Grant Programs: The NPS Historic Preservation Grant Programs can assist communities with a variety of historic preservation and community projects focused on heritage preservation.

<https://www.nps.gov/preservation-grants/index.html>

National Park Service (NPS) – Land and Water Conservation Fund: The Land and Water Conservation Fund provides grants to states for park and recreation-related land acquisition and development. Individual state pages for LWCF funding are most helpful.

<https://www.nps.gov/subjects/lwcf/stateside.htm>

National Park Service (NPS) – Rivers, Trails, and Conservation Assistance Program (RTCA): RTCA Supports community-led conservation and outdoor recreation projects across the country. RTCA's network of planning and design professionals collaborate with community groups, nonprofits, tribes, and state and local government to design trails and parks, conserve and improve access to waterways, and protect special places.

www.nps.gov/rtca

Northern Border Regional Commission (NBRC): The NBRC provides grants in support of community and economic development projects (including outdoor recreation) across a region that includes much of Maine, New Hampshire, New York, and all of Vermont. NBRC's largest annual grant opportunity is the State Economic & Infrastructure Development (SEID) program, which funds projects up to \$1 million (for true infrastructure), or \$350,000 (for non-infrastructure) per project. The SEID opportunity typically opens in March/April, with applications due in May, and awards made in early fall. For updates on funding opportunities, and a comprehensive listing of projects previously funded, please see NBRC's website.

<https://www.nbrc.gov>

U.S. Department of Transportation Federal Highway Administration – Federal Lands Access Program: Improves transportation facilities that provide access to, are adjacent to, or are located within Federal lands. Funds, distributed among States by formula, supplement State and local resources for public roads, transit systems, and other transportation facilities, with an emphasis on high-use recreation sites and economic generators.

<https://flh.fhwa.dot.gov/programs/flap/>

U.S. Department of Transportation Federal Highway Administration – Recreational Trails Program: The Recreational Trails Program provides funds to the States to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses. Each State administers its own program, usually through a State resource agency, and has a state coordinator.

https://www.fhwa.dot.gov/environment/recreational_trails/rtpstate.cfm

<http://www.recreationaltrailsinfo.org/>

U.S. Department of Transportation Federal Highway Administration – Transportation Alternatives Set-Aside: These set-aside funds from the Surface Transportation Block Grant (STBD) program funding include all projects and activities that were previously eligible under the Transportation Alternatives Program, encompassing a variety of smaller-scale transportation projects such as pedestrian and bicycle facilities, recreational trails, safe routes

to school projects, community improvements such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity.

<https://www.fhwa.dot.gov/fastact/factsheets/transportationalternativesfs.cfm>

https://www.fhwa.dot.gov/environment/transportation_alternatives/

U.S. Economic Development Administration (EDA) – Public Works and Economic Adjustment Assistance (PWEAA) Program: EDA’s Public Works and Economic Adjustment Assistance (EAA) programs provide economically distressed communities and regions with comprehensive and flexible resources to address a wide variety of economic needs.

- Public Works: Grants to build, improve, or expand vital public infrastructure and development facilities to enable communities to attract new, or support existing businesses that will generate new high-paid/high-skilled jobs and income for residents in the area. Among the types of projects funded are water, sewer, industrial and business parks, access roads to industrial sites, port improvements, business incubator facilities and training facilities.
- Economic Adjustment Assistance: Grants for development of public facilities, public services, business development (including funding of a revolving loan fund), planning, technical assistance, training, and any other assistance to alleviate economic distress. Flexible range of economic development tools: Construction, Non-Construction, Revolving Loan Funds.

<https://www.eda.gov/funding-opportunities/>

U.S. Economic Development Administration (EDA) – Local Technical Assistance and Short Term Planning: Through its Planning and Local Technical Assistance programs, EDA assists eligible recipients in developing economic development plans and studies designed to build capacity and guide the economic prosperity and resiliency of an area or region.

- Local Technical Assistance: The Local Technical Assistance program strengthens the capacity of local or State organizations, institutions of higher education, and other eligible recipients to undertake and promote effective economic development programs through projects such as feasibility studies, market research impact analyses and other projects leading to local economic development.
- Short Term Planning: The Planning program helps support organizations, including District Organizations, Indian Tribes, and other eligible recipients, with Short Term and State Planning investments designed to guide the eventual creation and retention of high-quality jobs, particularly for the unemployed and underemployed in the Nation’s most economically distressed regions.

<https://www.eda.gov/funding-opportunities/>

U.S. Environmental Protection Agency (EPA) – Office of Community Revitalization: EPA’s Office of Community Revitalization works with communities to help them grow in ways that expand economic opportunity while protecting human health and the environment. The Office of Community Revitalization conducts research; produces reports and other publications; provides examples of outstanding smart growth communities and projects; and works with

tribes, states, regions, and communities through grants and technical assistance programs on a range of smart growth topics.

<https://www.epa.gov/smartgrowth>

U.S. Environmental Protection Agency (EPA) – Brownfields Program: Provides funding for brownfields assessment, cleanup, revolving loans, environmental job training, technical assistance, training, and research. For example, Area-Wide Planning Grants provide funding to conduct research, technical assistance and training that will result in an area-wide plan and implementation strategy for key brownfield sites and help inform the assessment, cleanup and reuse of brownfields properties and promote area-wide revitalization. Assessment Grants provide funding to inventory, characterize, assess, and conduct planning and community involvement related to brownfields sites. Cleanup Grants provide funding to carry out cleanup activities at brownfield sites.

<https://www.epa.gov/brownfields/types-epa-brownfield-grant-funding>

USDA Forest Service – Citizen Science Competitive Funding Program: Citizen Science Competitive Funding Program (CitSci Fund) was launched in 2017 to support innovative projects that address science and resource management information needs while connecting people to the land and one another. It is an opportunity for USDA Forest Service units and partners to apply for up to \$60,000 over the course of 6 years for collaborative citizen science projects.

<https://www.fs.usda.gov/working-with-us/citizen-science/competitive-funding-program>

USDA Forest Service – Community Forest & Open Space Program: The Community Forest and Open Space Conservation Program provides financial assistance grants to local governments, Indian tribes, and qualified nonprofit organizations (including land trusts) to establish community forests that provide defined public benefits such as recreational opportunities, the protection of vital water supplies and wildlife habitat, demonstration sites for private forest landowners, economic benefits from timber and non-timber products.

<https://www.fs.usda.gov/managing-land/private-land/community-forest/program>

USDA Forest Service – Forest Legacy Program: The Forest Legacy Program is a conservation program administered by the USDA Forest Service that provides grants to state agencies to permanently conserve important forest lands that support strong markets for forest products, protect air and water quality, provide recreational opportunities, and sustain important fish and wildlife habitat.

<https://www.fs.usda.gov/managing-land/private-land/forest-legacy>

USDA Forest Service – Forest Stewardship Program: The Forest Stewardship Program (FSP) works in partnership with state forestry agencies, cooperative extensions, and conservation districts to connect private landowners with the information and tools they need to manage their forests and woodlands. FSP works to assist landowners to actively manage their land and related resources, keep land in a productive and healthy condition for present and future owners and increase economic benefits of land (e.g., timber harvesting) while conserving the

natural environment. FSP also helps landowners identify goals for their land and the management activities needed to realize them.

<https://www.fs.usda.gov/managing-land/private-land/forest-stewardship/>

USDA Forest Service – Regional Research Stations: Forest Service R&D research needs to reflect the diversity of natural resources across the country. To accomplish this, research is conducted at nearly 80 locations across the United States, organized around five regional research stations plus the International Institute of Tropical Forestry in Puerto Rico and the Forest Products Laboratory in Madison, Wisconsin. R&D laboratories are complemented by a network of 80 experimental forests. In addition, R&D research includes collaborations in other countries.

<https://www.fs.fed.us/research/locations/>

USDA Forest Service – Urban & Community Forestry Program: The Urban and Community Forestry Program supports the health of all our nation's forests by creating jobs, contributing to vibrant regional wood economies, enhancing community resilience, and preserving the unique sense of place in cities and towns of all sizes. By working with our state partners to deliver information, tools and financial resources, the program supports fact-based and data-driven best practices in communities, maintaining, restoring, and improving the more than 140 million acres of community forest land across the United States. Technical support is provided to communities by state forestry agencies and non-profit partners for local actions, such as conducting tree inventories, preparing management plans and policies, and planting and caring for trees.

<https://www.fs.usda.gov/managing-land/urban-forests/ucf>

USDA Natural Resources Conservation Service (NRCS): The NRCS has several grants and technical assistance programs that support community conservation efforts. Some of them include:

- Conservation Technical Assistance: NRCS can provide farmers and landowners technical assistance to manage their natural resources in a responsible and sustainable way.
- Environmental Quality Incentives Program (EQIP): Provides landowners and land managers with financial assistance to address natural resource concerns on private, working lands through conservation practices. Issues addressed can include soil erosion, water quality impacts, soil quality degradation (soil compaction, soil productivity/health), low plant productivity, and degraded wildlife habitat.
- Conservation Stewardship Program (CSP): Provides financial assistance to conservation minded agricultural and forestry producers by paying for existing conservation activity AND for newly adopted conservation measures. Adopting a new conservation activity is a requirement for program participation.

<https://www.nrcs.usda.gov/wps/portal/nrcs/site/national/home/>

USDA Rural Development – Business and Industry Loan Guarantees: Provide guarantees on loans made by private lenders to help new and existing businesses gain access to affordable capital by lowering the lender’s risk and allowing for more favorable interest rates and terms.
<https://www.rd.usda.gov/programs-services/business-industry-loan-guarantees/>

USDA Rural Development – Community Facilities Program: Provides affordable loans, loan guarantees, and grants to construct, expand, or improve facilities that provide essential public services in rural areas, such as health care, education, public safety, and others.
<https://www.rd.usda.gov/programs-services/all-programs/community-facilities-programs>

USDA Rural Development – Rural Business Development Grants: Help small and emerging private businesses and/or nonprofits in rural communities startup or expand businesses. Funds may be used to acquire or develop land, buildings, plants, and equipment; build or improve access roads, parking areas, utility extensions, and water and waste disposal facilities; provide technical assistance; establish revolving loan funds; and support rural distance learning programs that provide educational or job training.
<https://www.rd.usda.gov/programs-services/rural-business-development-grants>

USDA Rural Development – Single Family Housing Programs: Provide loans, loan guarantees, and grants to give families and individuals the opportunity to buy, build, repair, or own safe and affordable homes located in rural America. Eligibility for these loans, loan guarantees, and grants is based on income and varies according to the average median income for each area.
<https://www.rd.usda.gov/programs-services/all-programs/single-family-housing-programs>

USDA Rural Development – Summary of Major Programs: A summary document that catalogs the more than 40 programs USDA has to support rural America, including telecommunications, electric, community facilities, water and environment, business and cooperative programs, and single and multi-family housing programs.
https://www.rd.usda.gov/files/RD_ProgramMatrix.pdf

USDA Rural Development – Telecom Programs: Loans and grants to build and expand broadband networks in eligible rural areas. Loans build broadband networks and deliver service to rural households and businesses and provide capital for rural telecommunications companies and broadband providers. Grants are reserved for communities with the highest need.
<https://www.rd.usda.gov/programs-services/all-programs/telecom-programs>

USDA Rural Development – Water and Waste Disposal Loan and Grant Programs: Provides funding for clean and reliable drinking water systems, sanitary sewage disposal, sanitary solid waste disposal, and storm water drainage to households and businesses in eligible rural areas.
<https://www.rd.usda.gov/programs-services/water-waste-disposal-loan-grant-program>

U.S. Small Business Administration (SBA): Created in 1953, SBA helps small business owners and entrepreneurs pursue the American dream. The SBA is the only cabinet-level federal agency fully dedicated to small businesses and provides counseling, capital, and contracting

expertise as the nation's only go-to resource and voice for small businesses. If you need access to capital to help you achieve your business goals, the SBA offers various funding programs for all business types. Whether you need to create a successful business plan, get expert advice on expanding your business, or train your team, SBA's resource partner network is here to help!

- For Funding Programs: <https://www.sba.gov/funding-programs>
- For Local Assistance visit: <https://www.sba.gov/local-assistance/find?address=87107&pageNumber=1>

Non-Federal Funding and Technical Assistance

AARP Community Challenge Grants: These grants fund projects that help communities make immediate improvements and jump-start long-term progress towards livability for people of all ages in communities across the nation. 2019 projects were designed to create vibrant public places, demonstrate the tangible value of "Smart Cities," deliver a range of transportation and mobility options, and/or support the availability of a range of housing choices.

<https://www.aarp.org/livable-communities/community-challenge/>

Blue Zones – Made to Move: The Made to Move program is a competitive funding opportunity created to assist communities in advancing active transportation through local project development, implementation, and supporting policies. With the ultimate goal of promoting more walkable, bikeable, transit-friendly environments for all ages, incomes, and abilities, this funding opportunity will be awarded to five mid-sized communities in the United States. Each community will receive \$100,000 plus technical assistance from the Blue Zones, LLC, built environment team.

<https://www.bluezones.com/made-to-move/>

Causality Brand Grant: Causality offers both full (pro bono) and matching (partial, funding requirement of 50 percent) service grants to nonprofits for brand marketing and creative services such as brand assessment and development, identity design or logo refresh, marketing materials, marketing campaign development, website design and build, digital/social media graphics, and more.

<https://www.causalitybrandgrant.com/>

Community Transportation Association of America – Rural Passenger Transportation Technical Assistance Program: Funded by USDA Rural Development, this program helps rural communities enhance economic growth and development by improving transportation services. The program provides planning assistance for facility development, transit service improvements and expansion, new system start-up, policy and procedure development, marketing, transportation coordination, training, and public transit problem-solving activities.

<https://ctaa.org/rural-tribal-passenger-transportation-technical-assistance/>

GrantWatch: A website listing thousands of current grants, funding opportunities, awards, contracts and archived grants.

<https://www.grantwatch.com/>

KaBoom! Playground Grants: Several KaBoom! grants support the development of playgrounds in communities.

<https://kaboom.org/grants>

National Main Street Center, Trail-Oriented Economic Development Technical Services: The National Main Street Center provides a suite of technical services to support main street revitalization professionals in developing comprehensive, trail-oriented economic development plans. Available through a number of delivery models including one-day in-state workshops, one-day in-community technical assessments and plan development, and webinars.

<https://americawalks.org/wp-content/uploads/2017/05/NMSC-Trail-Oriented-Development-Flyer.pdf>

National Recreation and Park Association (NRPA): NRPA provides information about grant and fundraising opportunities that are available for park and recreation agencies and affiliated friends groups and 501(c)(3) nonprofits.

<https://www.nrpa.org/our-work/Grant-Fundraising-Resources/>

National Wilderness Stewardship Alliance: NWSA is a network of volunteer-based organizations to provide stewardship for America's enduring resource of wilderness. They have variety of funding grant programs (\$2-10,000 range) related to stewardship and trails. Applications are usually due by late March of each year.

https://www.wildernessalliance.org/funding_programs

People for Bikes: The People for Bikes Community Grants Program provides funding for important projects that build momentum for bicycling in communities across the U.S. These projects include bike paths and rail trails, as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives. Grant cycles are 1-2 per year and are up to \$10,000.

<https://www.peopleforbikes.org/grant-guidelines>

Rails-to-Trails Conservancy: This website lists many federal, state, and local government funding mechanisms, as well as grants, partnerships, and other creative funding methods available for trail building – for acquisition and maintenance.

<https://www.railstotrails.org/build-trails/trail-building-toolbox/funding/acquisition-funding/>
<https://www.railstotrails.org/build-trails/trail-building-toolbox/funding/maintenance-funding/>

The Conservation Alliance: The Conservation Alliance Grants Program seeks to protect threatened wild places throughout North America for their habitat and recreational values. These grants are given to registered 501(c)(3) nonprofit organizations working to protect the special wild lands and waters in their backyards. While these funds are often for protecting

land, they have been utilized for providing pedestrian access to wild lands, which includes trail development.

<http://www.conservationalliance.com/grants/>

U.S. Endowment for Forestry and Communities – Innovative Finance for National Forests Grant Program: This grant program, developed in partnership with the USDA Forest Service National Partnership Office and the National Forest Foundation, develops, refines, and scales tools, templates, and approaches that direct private investment capital to improve the health of the National Forest System through projects that deliver environmental and social outcomes and financial returns. Project activities may take place on the National Forest System; on adjacent state, private or tribal lands; or across boundaries provided outcomes contribute to the health of Forest Service ownership.

<http://www.ifnfggrants.org/>

State-Specific Funding and Technical Assistance

Outdoor Recreation Division, Economic Development Department, State of New Mexico

<https://www.nmoutside.com/>

Recreational Trails Program, New Mexico Department of Transportation

<https://www.dot.state.nm.us/content/nmdot/en/Planning.html#BPE>

Transportation Project Fund. Application process is through Northwest Regional Transportation Planning Organization.

<http://www.nwnmcog.com/rtpo.html>

Transportation Alternatives Program after RTP from the Federal section, same link for both programs

APPENDIX G: COMMUNITY TOUR

The Grants steering committee led workshop participants on a “virtual tour” of outdoor recreation locations in Grants and the surrounding region. This appendix contains the virtual tour in a presentation format.

RECREATION ECONOMIES FOR RURAL COMMUNITIES WORKSHOP

GRANTS NM OUTDOOR RECREATION OPPORTUNITIES TOUR



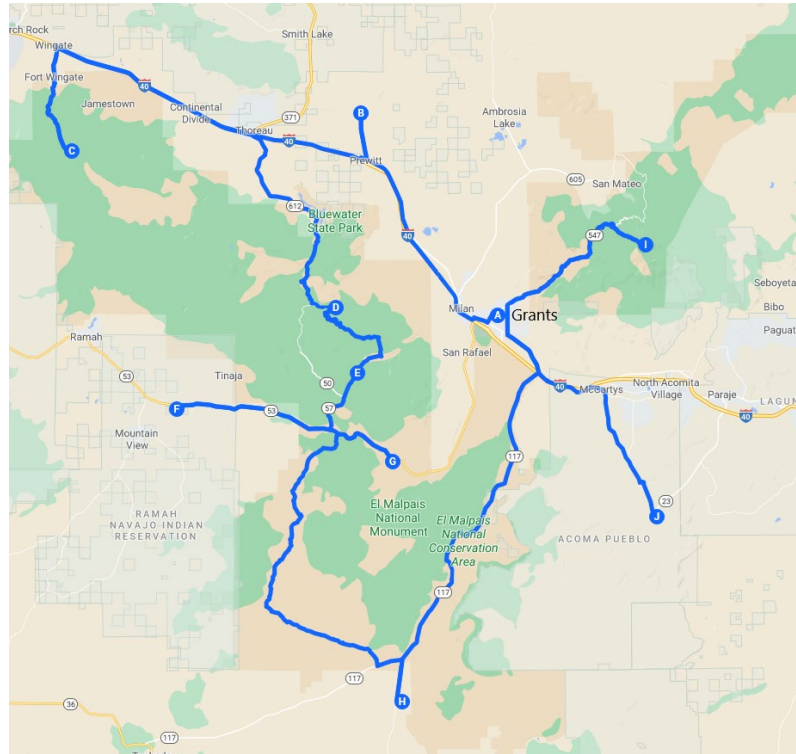
GRANTS NM OUTDOOR RECREATION TOUR

Locations “Visited”:

- Casamero Pueblo
 - McGaffey NM
 - Bluewater Lake
 - Mt. Sedgwick
 - Quartz Hill
 - El Morro National Monument
 - El Malpais National Monument
-
- Chain of Craters
 - Armijo Canyon
 - La Ventana
 - Lobo Canyon CDT Trailhead



GRANTS NM OUTDOOR RECREATION TOUR

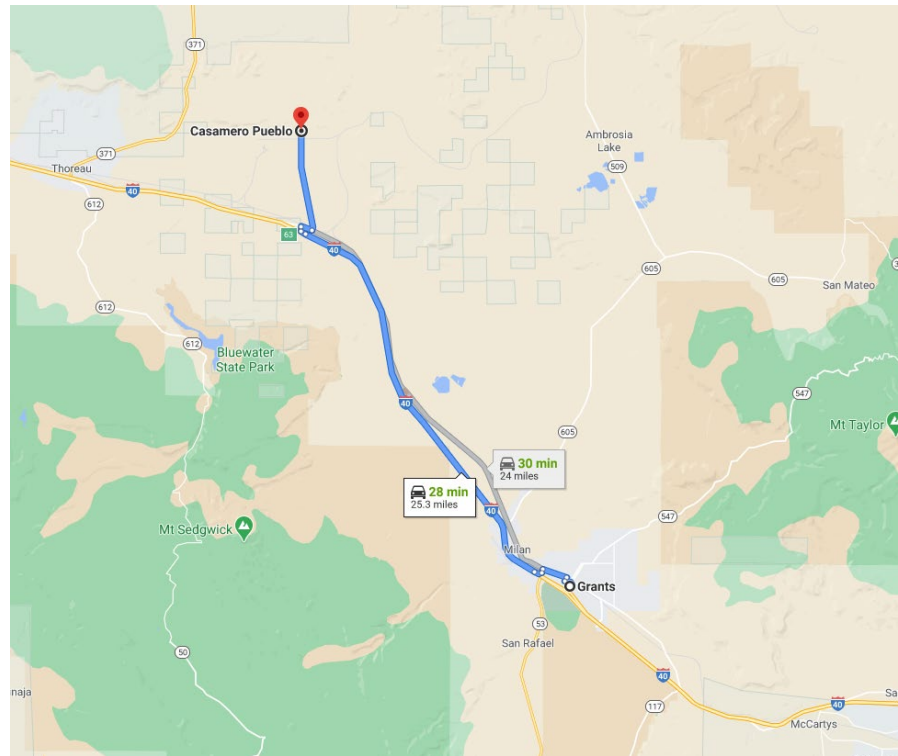


CASAMERO PUEBLO

- 25 Miles (28 minute drive) from Grants
- Outlier of Chaco Canyon
- Built between 1000 and 1125 AD
- 22 Rooms, a great Kiva, and 37 additional sites at the settlement
- The ruins are open year round and accessed via a short trail from the parking lot



CASAMERO PUEBLO

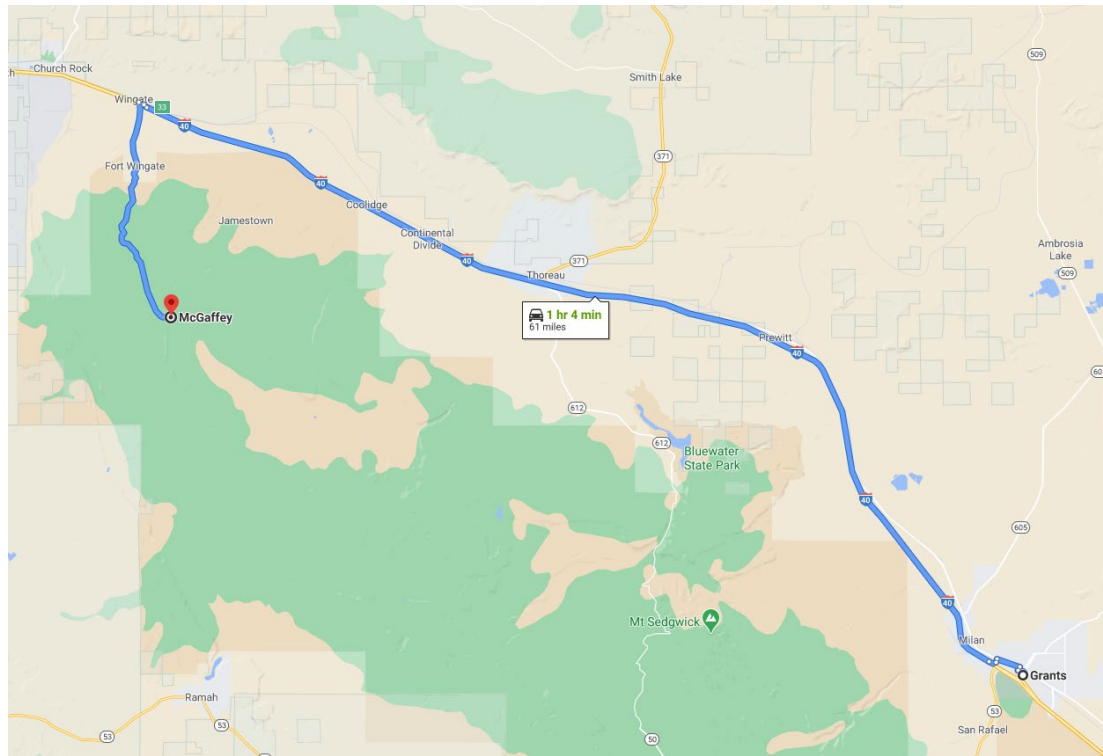


MCGAFFEY NM

- 61 Miles (63 minute drive) from Grants
- Two Forest Service campgrounds (McGaffey and Quaking Aspen)
- Hillso -McGaffey Trail System
 - 60 miles of single track
 - Location for Zia Rides 24 Hours in the Enchanted Forest
- McGaffey Lake (Intermittent)
- Access to many miles of dirt/gravel roads and dispersed camping locations in the Zuni mountains



MCGAFFEY NM

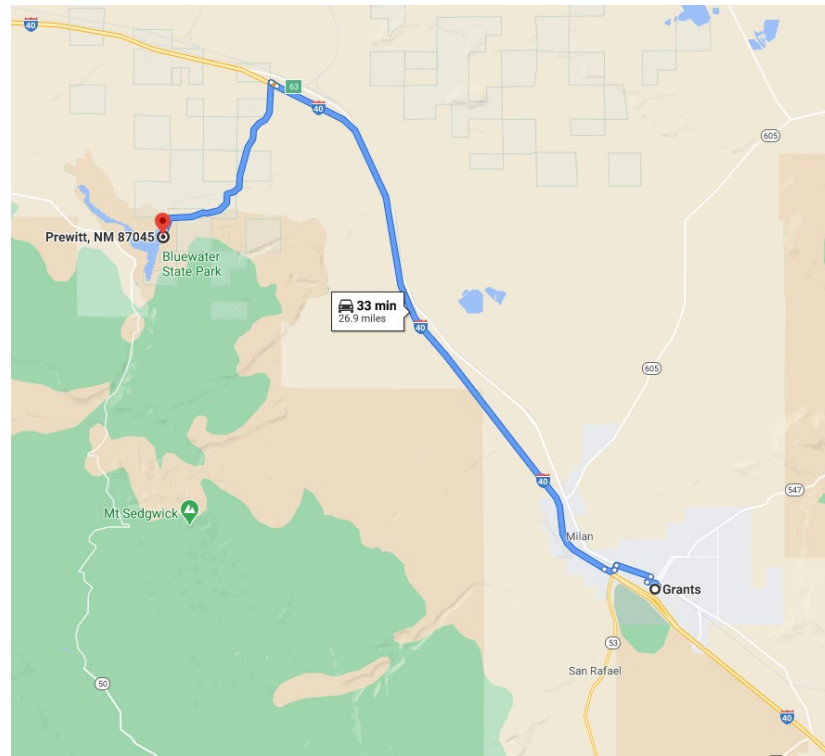


BLUEWATER LAKE

- 27 Miles (33 minute drive) from Grants
- Full hookup campsites, dispersed camping, boat ramp and dock, group facilities
- Muskie fishing destination
- Boating, kayaking, canoeing, stand up paddle boarding
- Birding, hiking, horseback riding



BLUEWATER LAKE

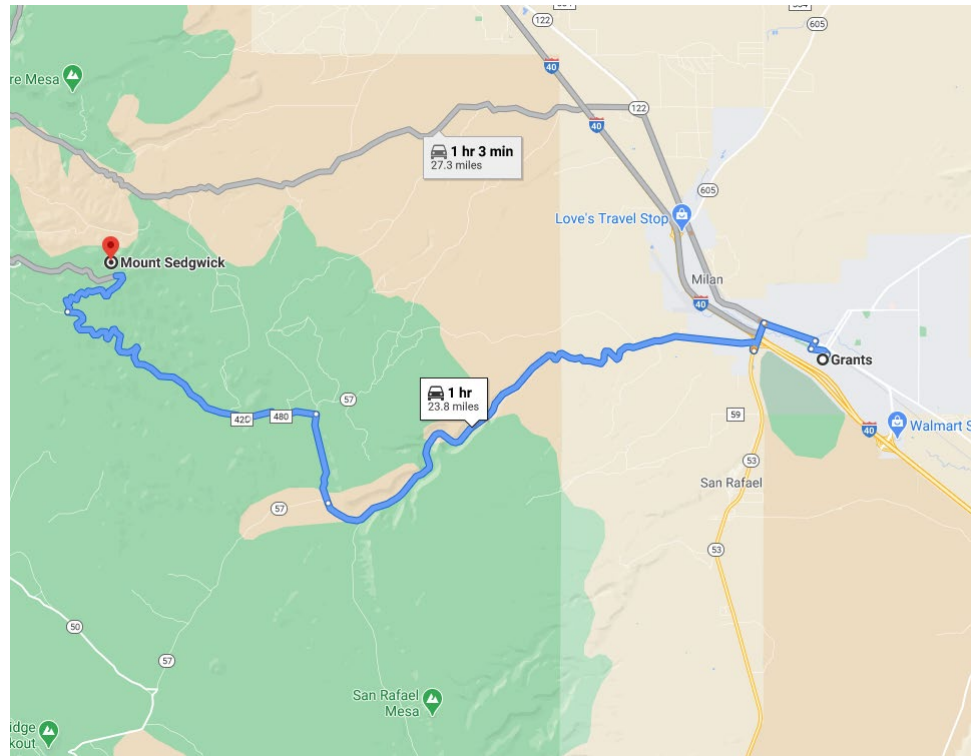


MT SEDGWICK (ZUNI MOUNTAINS)

- 24 Miles (60 minute drive) from Grants
- At 9,256 ft. Mt Sedgwick is the highest point in the Zuni Mountains
- Access to thousands of acres of National Forest
- Opportunities for hiking, biking, horse back riding
- Dispersed camping and campgrounds
- Elk and mule deer hunting (NM game management unit 10)



MT SEDGWICK (ZUNI MOUNTAINS)

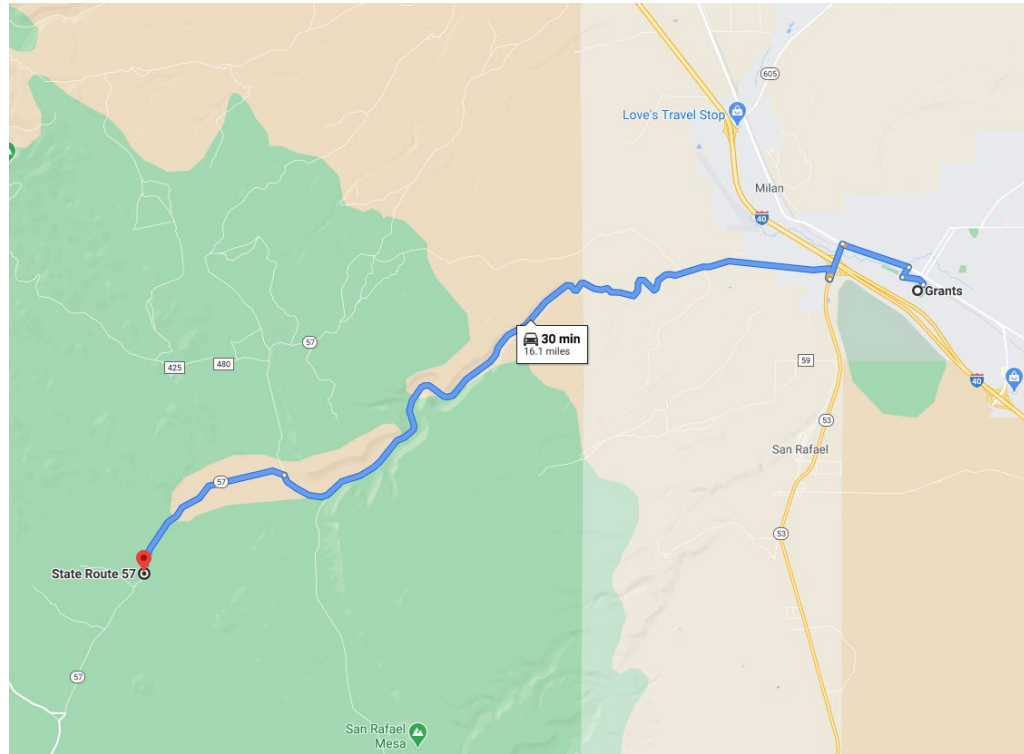


QUARTZ HILL

- **16 Miles (30 minute drive) from Grants**
- **Zuni Mountain Trail System trailhead to be located here**
 - Access to over 100 miles of single -track trails in development
- **Quartz Crusher mountain bike race**
 - Currently held on existing two track through the forest with hopes to transition onto the Zuni Mountain singletrack trail system
- **Numerous historic mining and logging sites**



QUARTZ HILL

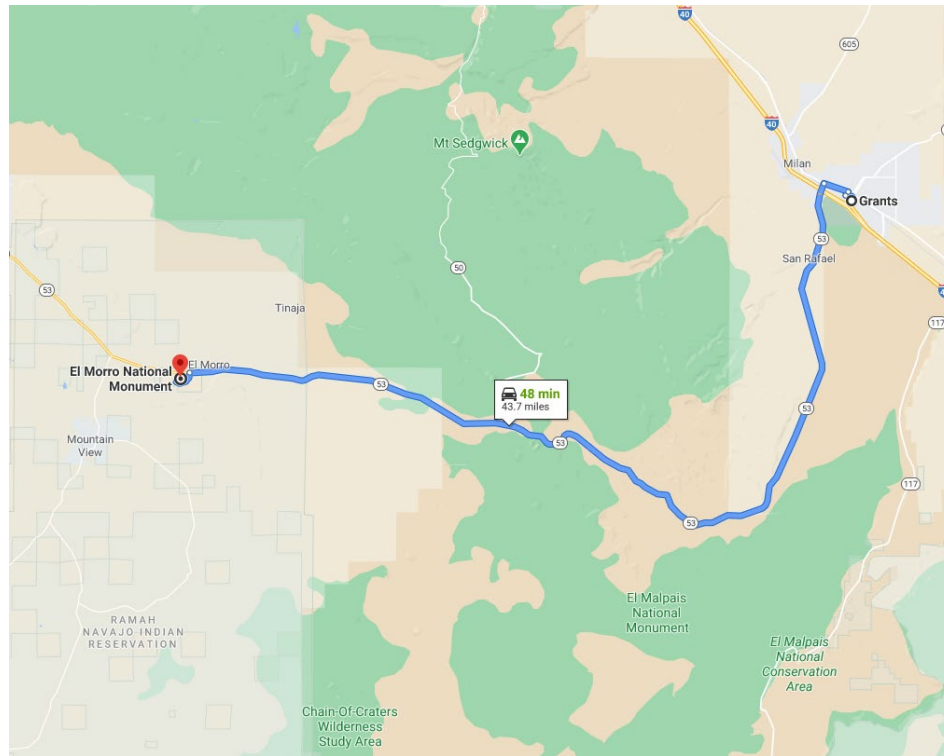


EL MORRO NATIONAL MONUMENT

- 44 Miles (48 minute drive) from Grants
- A reliable waterhole hidden at the base of a sandstone bluff made El Morro a popular campsite for hundreds of years
- Ancestral Puebloans, Spanish and American travelers carved over 2,000 signatures, dates, messages, and petroglyphs
- Atsinna Pueblo is located atop the sandstone bluff
- Onsite free campground, self guided hiking paths, and a visitors center



EL MORRO NATIONAL MONUMENT

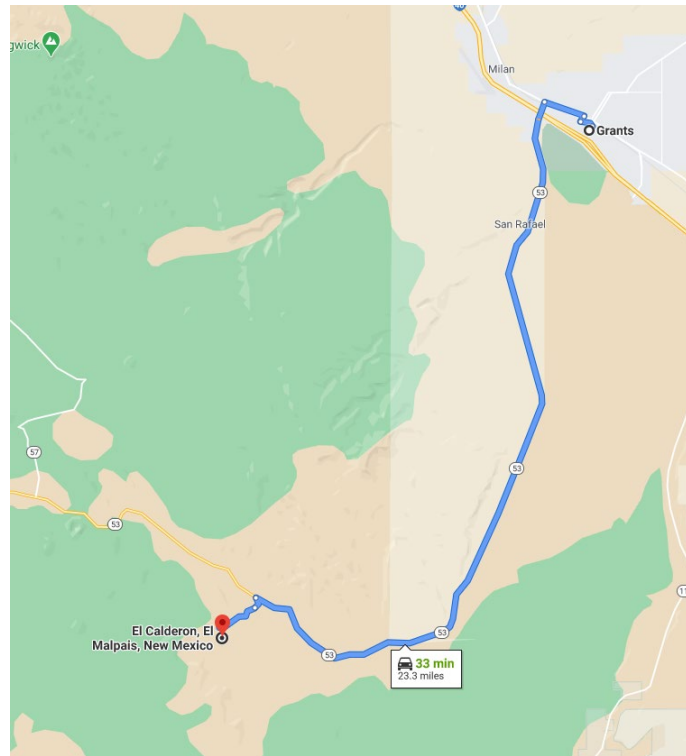


EL MALPAIS NATIONAL MONUMENT

- **Varies based on access point, 23 Miles (33 minute drive) from Grants to El Calderon on NM 53**
- **Explore cinder cones, lava tube caves, sandstone bluffs, and hiking trails**
- **Evening bat flights during the late summer months**
- **Greater El Malpais National Conservation area includes many additional recreation opportunities surrounding the monument**



EL MALPAIS NATIONAL MONUMENT

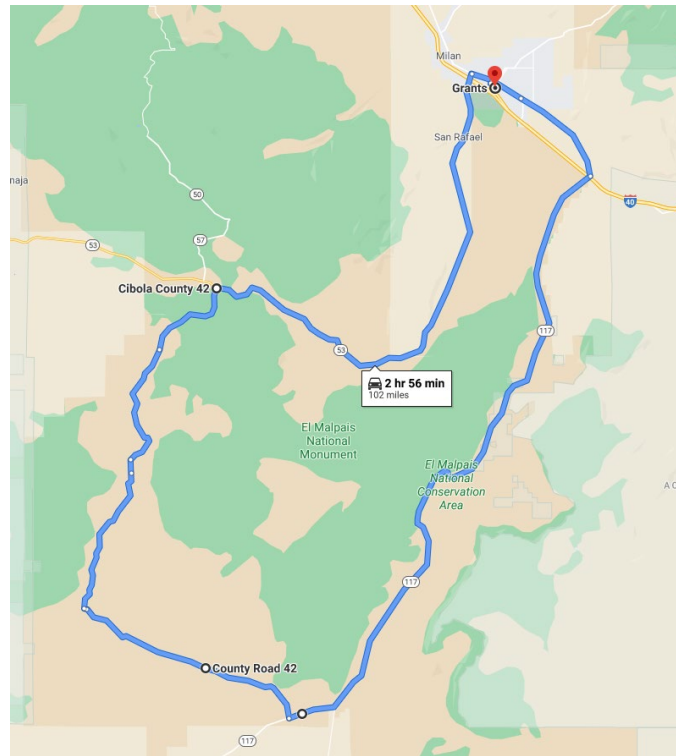


CHAIN OF CRATERS BACKCOUNTRY BYWAY

- **28 Miles (31 minute drive) from Grants to the intersection on NM 53, 42 Miles (47 minutes drive) to the intersection on NM 117**
 - 33-mile backcountry byway on county road 42 located in the El Malpais National Conservation Area
 - To drive or cycle the loop from grants is just over 100 miles total
- **Opportunity to access the national monument, and explore a line of more than 25 cinder cones that was the result of magma finding a weak spot in the Earth's crust**
- **Hiking and gravel biking opportunities (intersects the CDT twice)**



CHAIN OF CRATERS BACKCOUNTRY BYWAY

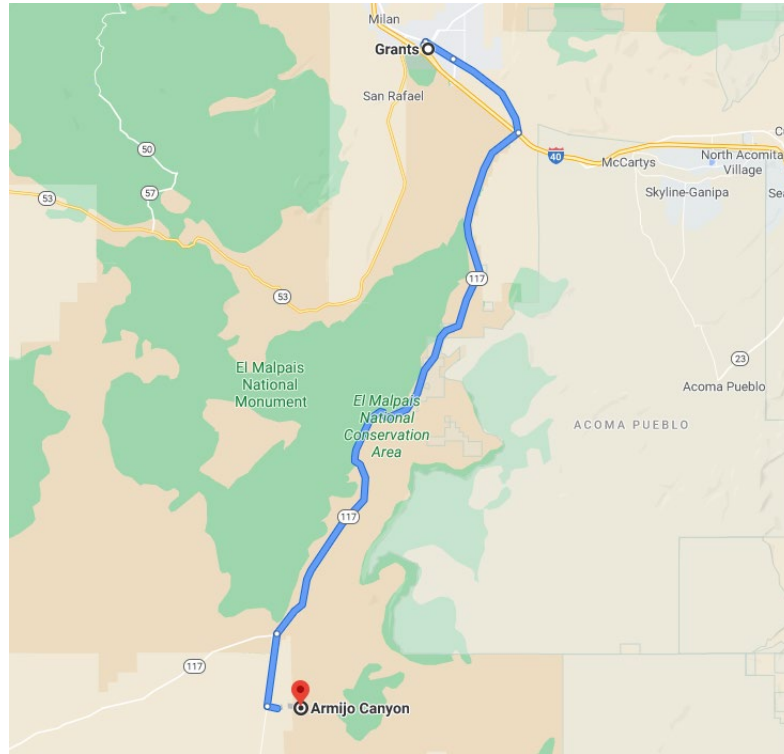


ARMIJO CANYON

- 44 Miles (54 minute drive) from Grants
- One of several trailheads into the Cebolla Wilderness Area
- Dittert Site, another Outlier of Chaco Canyon, is located at the mouth of the canyon
 - L-shaped masonry structure that was originally two stories high and consisted of 30 -35 rooms and a kiva
 - Pot shards and petroglyphs in the vicinity
- Armijo Homestead and Spring site



ARMIJO CANYON

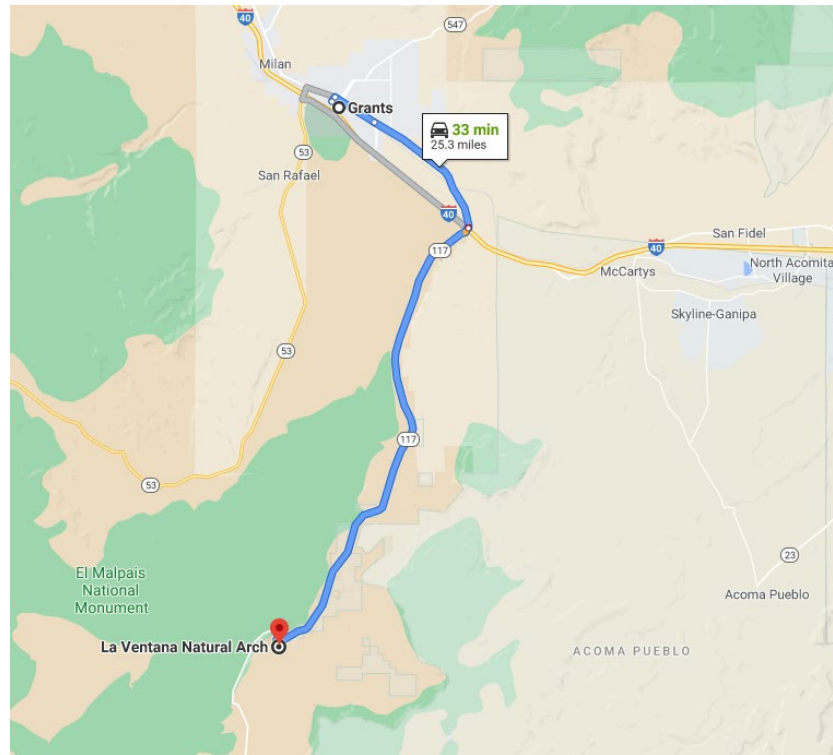


LA VENTANA NATURAL ARCH

- 26Miles (33 minute drive) from Grants
- One of New Mexico's largest natural arches
 - Easiest to access of many natural arches in the area
- Relatively easy trail is $\frac{1}{4}$ of a mile to the base of La Ventana
- Surrounded by dramatic sandstone cliff formations, piñon and juniper trees, and a variety of shrubs and grasses
- Excellent road bike route on NM 117 from Grants



LA VENTANA NATURAL ARCH

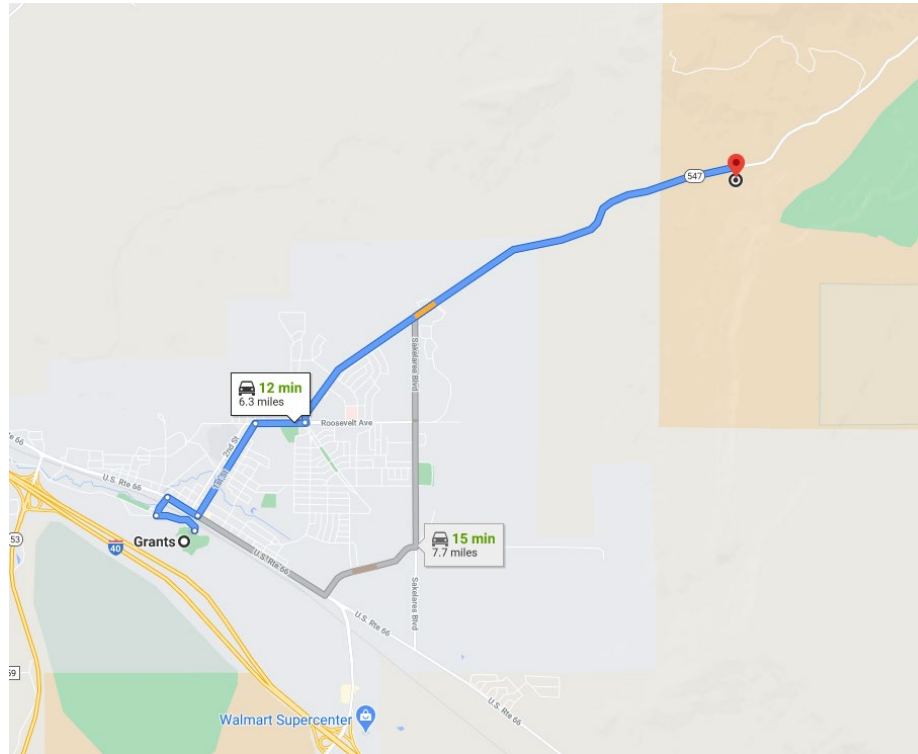


LOBO CANYON CDT TRAILHEAD

- 6 Miles (12 minute drive) from Grants
- 2,305 Miles to Canada for Northbound through hikers
- 403 Miles to Mexico for Southbound through hikers
- The 2 mile hike to the top of the mesa is a favorite among locals
- Proposed Lobo Canyon Trail System would share this existing trailhead



LOBO CANYON CDT TRAILHEAD

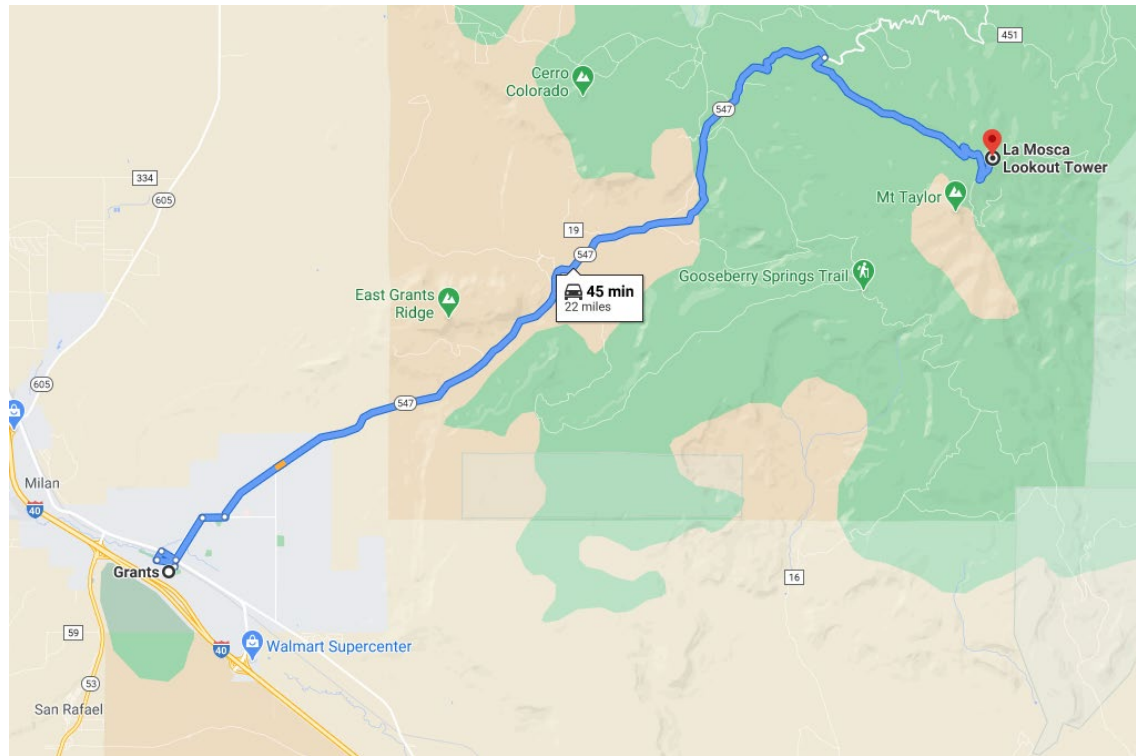


MT TAYLOR/LA MOSCA LOOKOUT

- **22 Miles (60 minute drive) from Grants**
- **Mt. Taylor summit is 11, 306 ft. and accessed via the Gooseberry Trail from two directions**
 - Tsoodzil to the Navajo people, it is one of the four sacred mountains marking the cardinal directions and the boundaries of the traditional Navajo homeland
 - Serves as the turn around point for the annual Mt. Taylor Winter Quadrathlon
- **La Mosca peak at 11,036 ft. is accessible by forest rd. during warm months**
 - Paving the access road would make it the highest paved road in NM
- **The miles of trails on and surrounding Mt. Taylor are enjoyed by bikers, runners, hikers, hunters, horseback riders, ATV /UTV enthusiast and many others**



MT TAYLOR/LA MOSCA LOOKOUT

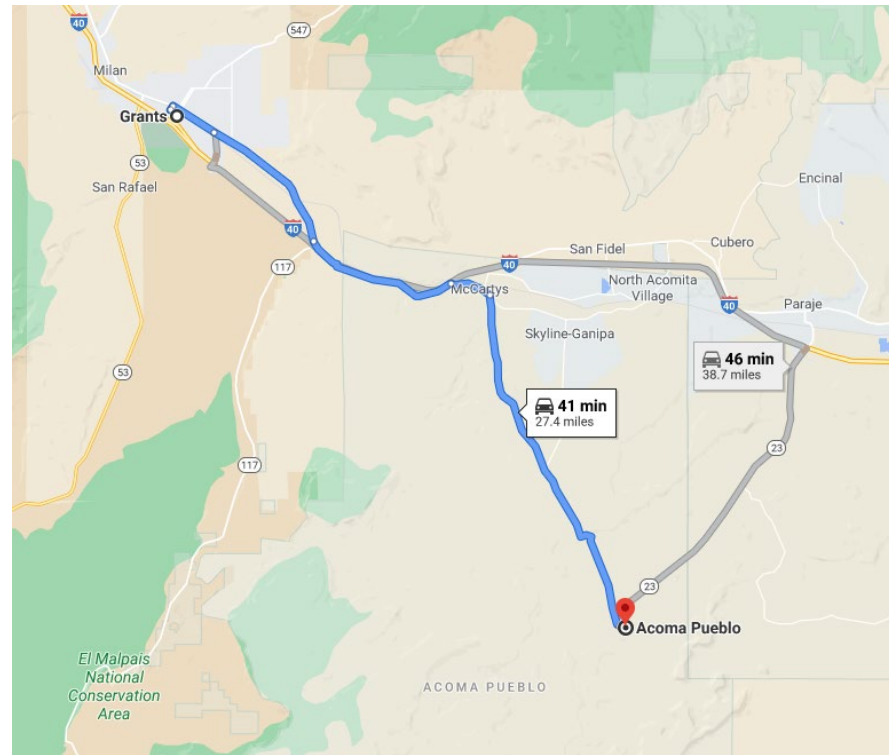


ACOMA SKY CITY

- 28 Miles (40 minute drive) from Grants
- Oldest continuously inhabited settlement in North America
- 28th Historic Site designated by the National Trust for Historic Preservation
- The Haak'u Museum and Sky City Cultural Center provide education and exposure to the Pueblo of Acoma
- Trip Advisor 2020 Travelers' Choice
 - Sky City Cultural Center is in the top 10% of attractions worldwide



ACOMA SKY CITY



OTHER RECREATION OPPORTUNITIES



Cibola County Outdoor Recreation Position Job Description

Summary:

The Outdoor Recreation Economic Development Specialist will play a pivotal role in fostering economic growth and vitality by promoting and enhancing outdoor recreation opportunities within Cibola County. This position will focus on developing and implementing strategies that leverage the existing assets, recreational resources, and tourism potential of the region. The Specialist will work closely with local businesses, government agencies, community organizations, and other stakeholders to maximize the economic impact of outdoor recreation.

Key Responsibilities:

1. Strategic Planning: Develop and implement a comprehensive outdoor recreation economic development strategy that aligns with the overall economic development goals of the region.
2. Partnership Development: Cultivate relationships to create a collaborative network with local, regional, state, tribal, and federal partners. To date these agencies and organizations include but are not limited to:
 - USFS
 - BLM
 - NPS
 - Navajo Nation
 - Pueblo of Laguna
 - Pueblo of Acoma
 - Pueblo of Zuni
 - State of NM
 - Village of Milan
 - Cibola County
 - City of Grants
 - Grants/Cibola County Chamber of Commerce
 - Grants Main Street
 - Cibola Trail Alliance
 - Mt. Taylor/Zuni Mountain Collaborative
 - Rugged West Festival Organizers
 - Cibola Communities Economic Development Foundation
 - Mt. Taylor Winter Quadrathlon
 - Mt. Taylor 50k
 - Continental Divide Trail Coalition
 - Cibola County Schools
 - Numerous local business
3. Business Attraction: Identify and attract outdoor recreation-related businesses, such as outfitters, gear manufacturers, and adventure tourism companies, to invest in the region.
4. Infrastructure and Facility Development: Lead or otherwise participate in initiatives to develop and maintain outdoor recreational infrastructure, including trails, parks, campgrounds, and access points.
5. Promotion and Marketing: Create marketing campaigns to promote the area as a premier outdoor recreation destination, targeting tourists, outdoor enthusiasts, and potential investors. This will primarily be accomplished digitally through the website and social media platforms, but will also include attending regional events whose participants would be likely to appreciate the

outdoor recreation opportunities in Cibola County. The position would also involve meaningful content creation (pictures, videos, social media posts, short articles etc.) in addition to content provided or made available by third parties.

6. Community Engagement: Engage with local communities and organizations to ensure that the benefits of outdoor recreation development are equitable and that residents are informed and involved in the process. This would be accomplished through several avenues including event support and organization, periodic guided activities (hiking, biking, etc.)
7. Data Analysis: Collect and analyze economic and tourism data to measure the impact of outdoor recreation on the local economy and identify areas for growth.
8. Grant and Funding Acquisition: Identify and secure funding opportunities, grants, and subsidies to support outdoor recreation initiatives and infrastructure development.
9. Policy Advocacy: Advocate for policies that support outdoor recreation and economic development, working with local government and relevant stakeholders.
10. Sustainability: Promote sustainable practices within the outdoor recreation industry, such as environmental conservation and responsible tourism.

Qualifications:

- Proven experience in economic development, tourism, or outdoor recreation management.
- Strong project management and strategic planning skills.
- Excellent communication and interpersonal skills.
- Knowledge of the local outdoor recreation landscape and potential.
- Grant writing and funding acquisition experience.
- Data analysis and reporting skills.
- Demonstrated ability to work collaboratively with diverse stakeholders.
- Passion for outdoor recreation and its economic potential.



15 Conifer Rd
Grants, NM 87020
Phone (505) 290-3819

QUOTED TO:

Attn. Eileen Chavez Yarborough
Cibola Communities Economic Development Foundation
1015 E Roosevelt Ave
PO Box 277
Grants, NM 87020

INVOICE

DATE: November 10, 2023
INVOICE # 23003-01

FOR: RERC Grant Action
Items Additional
Service

DESCRIPTION	DATE	HOURS/ MILES	RATE	AMOUNT
Initial Website Creation				\$ 483.50
3rd Party Services			\$ 296.00	
Management of initial creation and content		3.00	\$ 62.50	
Expansion of Asset Inventory				\$ -
Add the following assets to the inventory: Driving routes/cruises (dirt roads and pavement), Vistas, Natural features (La Venta, Little Redwall Canyon, Little Water Canyon, Etc.), Commercial Services, Hunting and fishing opportunities		0.00	\$ 62.50	
Content Creation/Collection				\$ 1,000.00
Pictures and videos of Outdoor Recreation in and around Cibola County		16.00	\$ 62.50	
Logo Development				\$ 1,325.00
3rd Party Services			\$ 700.00	
Management of initial creation and content		10.00	\$ 62.50	
Social Media Site Set Up and Content Posting				\$ -
Pictures and videos of Outdoor Recreation in and around Cibola County		0.00	\$ 62.50	
SUBTOTAL				\$ 2,808.50
TAX RATE				7.8750%
SALES TAX				\$ 221.17
OTHER				
TOTAL				\$ 3,029.67

Make all checks payable to **Rinconada Adventures**

Total due in 30 days, 1.5% interest per month charged on past due balances



15 Conifer Rd
Grants, NM 87020
Phone (505) 290-3819

BILLED TO:

Attn. Eileen Chavez Yarborough
Cibola Communities Economic Development Foundation
1015 E Roosevelt Ave
PO Box 277
Grants, NM 87020

INVOICE

DATE: November 10, 2023
INVOICE#: 23002-02

FOR: RERC Grant Action
Items, Quote 23002
Dated 01/13/2023

DESCRIPTION	DATE	HOURS/ MILES	RATE	AMOUNT
Action Items 1.2, 2.2, 1.3		60.00	\$ 62.50	\$ 3,750.00
1.2.1 Inventory all sanctioned trails in Cibola county (or in close proximity) and compile into a digital resource that can be filtered and sorted		20.00		
1.2.2 Create printable maps for specific use groups: Hiking/trail running, Mountain biking, Equestrian, ATV/Motorcycle, UTV/4x4		0.00		
2.2.1 Hiking Itinerary		10.00		
2.2.2 Gravel Biking Itinerary		10.00		
2.2.3 Mountain Biking Itinerary		10.00		
2.2.4 Camping Itineraries (Car-Camping, Camper/RV, Backpacking)		0.00		
2.2.5 NPS Caving Itinerary		0.00		
2.2.6 Historical/Archeological Itinerary		10.00		
Action Items 1.3, 4.4, 4.1		23.00	\$ 62.50	\$ 1,437.50
1.3.1 Work with stakeholders to determine signage locations, this scope of work assumes three locations 10		0.00		
1.3.2 Creation of signage content, Location A		5.00		
1.3.3 Coordinate/facilitate signage fabrication and installation, Location A		0.00		
1.3.4 Creation of signage content, Location B		5.00		
1.3.5 Coordinate/facilitate signage fabrication and installation, Location B		0.00		
1.3.6 Creation of signage content, Location C		5.00		
1.3.7 Coordinate/facilitate signage fabrication and installation, Location C		0.00		
4.4.1 (NMOHVA) Set up, attend meetings, identify opportunities for collaboration		0.00		
4.4.2 (NMOHVA) Pursue identified collaboration opportunities		0.00		
4.1.1 Use experience on the above action items to develop a detailed job description for an outdoor recreation position		8.00		
			SUBTOTAL	\$ 5,187.50
			TAX RATE	7.8750%
			SALES TAX	\$ 408.52
			OTHER	
			TOTAL	\$ 5,596.02

Make all checks payable to **Rinconada Adventures**

Total due in 30 days, 1.5% interest per month charged on past due balances

Memo



To: City Council

From: Rockin 66 Transit

RE: Discussion/Action - Approval of Rockin 66 Transit Fiscal Year 25' Funding

Date: May 9, 2024

Outside Organization Funding Request

Fiscal Year 25 Requested Amount: \$52,000

Fiscal Year 24 Approved Amount: \$52,000

ATTACHMENTS:

[Village of Milan Letter head \(1\).docx](#)

[City of Grants FY24 Entity budget Request & Reporting.pdf](#)

[State Budget Spreadsheet FY 24 Showing Accruing Amounts .pdf](#)

[Trips for meetings FY 23-24.pdf](#)

FELIX O. GONZALEZ
MAYOR



JAMES MERCER
MAYOR PRO TEM

Candi Williams
VILLAGE INTERM

VILLAGE OF MILAN
P.O. BOX 2727 • 609 Highway 66
MILAN, NEW MEXICO 87021

TRUSTEES
MONICA SANDOVAL
CHRISTOPHER J.
ARCHULETA
ROSEANNE LOPEZ

01/29/2024

City of Grants

600 W Santa Fe Ave

Grants, NM 87020

Dear Mayor and Council Members,

I am humbly requesting funding of \$ 52,000.00 on behalf of Rockin 66 Express. We are public transportation that serves the City of Grants, the Village of Milan and unincorporated areas of Cibola County. We are grateful for all the support you have given to us and look forward to working with you in the future. Attached you will find a breakdown of the ridership for last year and other supporting documents.

Thank you for your time and consideration.

Yours Sincerely,

Melissa Porter

Transit Manager

FY24 Outside Agency - Budget Request

Fiscal Year Fiscal Year 2024 (October 2024-September 2025)

Entity Name Rockin 66 Express

Service Provided Public Transportation

Amount Requested \$52,000

Previous Year Funding Amount \$52,000

FTA, City of Grants: \$52,000.00, Cibola County: \$ 51, 916.69, Village of Milan: \$29,899.27 Auctions(varies), Workforce

Other Funding Sources & Amounts Solutions (varies on their funding) Local Match is \$133,815.96 Federal Match is \$175,857.94

Projected Use of City Funding Administration and Operating Support

2006 The Carrot Express was established by Zuni Transit and was originally called Cibola Transit Authority

2007 The Village of Milan took over as Fiscal Agent and continued as the Fiscal Agent for the Carrot Express to this day

2014 The Carrot Express changed its name from Cibola Transit Authority to the Carrot Express so to provide a unique and catchy name for their services

2014 – At the advice of the New Mexico Department of Transportation, The Carrot Express went from a fixed route to demand response. The decision was made because the Carrot Express did not have enough of a fleet, drivers or funding to offer paratransit services for the fixed route.

2014 The Carrot Express started to charge 50¢ per trip per passenger

2016 The Carrot Express appointed a new transit director

Short History of Organizational 2017 The Carrot Express increased the trips from 75¢ per trip per passenger

Projects by Year with Outcomes if 2018, October – The Carrot Express introduced hybrid stops into their services

possible June 10, 2019 – The Carrot Express changed its name to the Rockin 66 Express

The Rockin 66 Express program will provide the Village of Milan, City of Grants, and the communities of Cibola County that funding covers, with a coordinated, accessible and curb-to-curb transit system, providing access to health care,

Current Organizational Projects shopping, education, employment and public recreational services, and any other transportation needs.

Current Goals Increased Passenger Trips, Increase coverage area to include more areas of Cibola County, Hire one part time driver.

Activities/timelines, numbers of participants, evidence of community

support, anything that demonstrates you've completed the project. We participate in every community event that we are invited to. We have established relationships with organizations and businesses throughout the community to provide services to those in need.

Is there a plan for evaluation or follow-up? Yes/no, outline plan At this time we do not have a plan for evaluation. We do track our numbers, we track customer comments, complaints and suggestions, and we work towards making our services more reliable and available to as many clients as possible.

What has happened since you've completed the project? Each year we continue to increase our passenger trips. Transit strives on a daily basis to provide dependable, reliable and safe public transportation for the citizens of The City of Grants, The Village of Milan, and Cibola County.

Please note: Any supporting documentation is welcomed and may be attached to your requests and reports.

City of Grants Office Use Only:

ADMINISTRATION EXPENSES	FY 2024	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	Total C-N	Remaining Admin Balance
EXPENDITURES															
1-01-10 Managers	\$50,000.00	\$3,840.00	\$3,840.00	\$5,760.00	\$3,840.00	\$3,840.00	\$3,840.00							\$24,960.00	\$25,040.00
1-02-05 FICA	\$3,964.30	\$277.61	\$277.59	\$424.49	\$275.98	\$276.00	\$276.01							\$1,807.68	\$2,156.62
1-02-10 PERA Retirement	\$6,000.00	\$323.84	\$632.64	\$671.04	\$447.36	\$447.36	\$447.36							\$2,969.60	\$3,030.40
1-02-15 Health Insurance	\$10,400.00	\$849.24	\$849.24	\$849.24	\$934.36	\$934.29	\$934.44							\$5,350.81	\$5,049.19
1-02-20 Unemployment Ins.	\$1,543.53	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							\$0.00	\$1,543.53
1-02-25 Workman's	\$10.00	\$0.00	\$0.00	\$2.30	\$0.00	\$0.00	\$2.30							\$4.60	\$5.40
1-03-25 Cell Phone	\$4,000.00	\$235.44	\$865.45	\$235.49	\$470.98	\$0.00	\$235.49							\$2,042.85	\$1,957.15
1-04-05 Audit	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							\$0.00	\$1,000.00
1-04-10 Advertising	\$1,600.00	\$0.00	\$539.00	\$0.00	\$0.00	\$512.00	\$0.00							\$1,051.00	\$549.00
1-05-05 NMTA	\$400.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							\$0.00	\$400.00
1-04-15 Equipment Rental	\$2,456.47	\$76.34	\$63.93	\$75.74	\$89.32	\$76.41	\$78.27							\$460.01	\$1,996.46
1-07-25 Vehicle Insurance	\$7,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							\$0.00	\$7,000.00
1-08-10 Utilities	\$5,000.00	\$307.50	\$51.09	\$328.80	\$158.09	\$541.96	\$0.00							\$1,387.44	\$3,612.56
1-09-10 Physicals	\$3,339.00	\$0.00	\$55.55	\$159.55	\$0.00	\$155.00	\$140.00							\$510.10	\$2,828.90
1-11-05 Office Supplies	\$1,761.00	\$0.00	\$0.00	\$179.72	\$0.00	\$101.74	\$0.00							\$281.46	\$1,479.54
1-12-05 Training / Per Diem	\$2,000.00	\$0.00	\$0.00	\$0.00	\$229.78	\$0.00	\$832.10							\$1,061.88	\$938.12
TOTAL ELIGIBLE COSTS	\$100,474.30	\$5,909.97	\$7,174.49	\$8,686.37	\$6,445.87	\$6,884.76	\$6,785.97	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$41,887.43	\$58,586.87
Local Share	20%	\$1,181.99	\$1,434.90	\$1,737.27	\$1,289.17	\$1,376.95	\$1,357.19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,377.49	Total Admin/ State & Local Match Due
Federal Share	80%	\$4,727.98	\$5,739.59	\$6,949.10	\$5,156.70	\$5,507.81	\$5,428.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$33,509.94	\$41,887.43

[illegible]

	OCTOBER 2023	NOVEMBER 2023	DECEMBER 2023	JANUARY 2024	FEBRUARY 2024	MARCH 2024	APRIL 2024	MAY 2024	JUNE 2024	JULY 2024	AUGUST 2024	SEPTEMBER 2024	TOTALS:
Health	225	161	160	151	184	210							1091
Government	36	39	39	47	36	29							226
Work	263	206	263	198	219	194							1343
Misc	218	54	86	79	164	99							700
Shopping	136	136	154	176	153	153							908
Home	82	74	103	75	75	78							487
NMSU	17	12	3	16	10	14							72
Special Events	0	0	0	0	0	8							8
Bus Stops	101	92	94	71	76	66							500
Totals:	1078	774	902	813	917	851	0	0	0	0	0	0	5335
Special Events	26	0	35	0	70	8							139
ADA Passengers	90	53	48	70	78	84							423
Veteran Passes	42	18	55	36	24	26							201
Cancel	69	52	59	56	64	77							377
No Show	6	8	9	12	16	19							70
Miles	6040	5031	5698	5371	5557	5219							32916
Hours	244	202.5	224.5	209.5	221.5	216.5							1318.5
Fares	\$315.90	\$180.40	\$270.60	\$362.70	\$267.00	\$281.10							\$1,677.70
Passes	686	470	507	483	586	544							3276

Medical = Dr, Eye, Hearing, Dentist, Hospital, Therapy, Counseling, Dialysis, Pharmacy *Government = ISD, Court, Bank, Food Pantry, HUD, Cap Office, MVD, Post Office, Library, Senior Center* *Home includes those staying in hotels and at the Shelter* *Misc trips = Pool/Computer lab, Park, School Bus Depot, , Daycare, Good Sam, Mining Museum, Pool, Loan Companies, Volleyball, Church *Shopping includes paying bills, Laundry, Loan CO, Restaurant, Insurance Co's, Car Repair, Grey Hound, Car Dealerships, Bowling Alley, Theatre * *After School = Mesa, Tutoring, Cheer, Students*

Fares include purchased Passes. Passes include free trips.

Special Events

October 14 Grants Main Street Solar Eclipse

October 21 Milan Pumpkin Patch

December 15 Continental Christmas Party

February 17 Winter Quad

Memo



To: City Council

From: Northwest New Mexico Council of Governments

RE: Discussion/Action - Approval of Northwest New Mexico Council of Governments Fiscal Year 25' Funding

Date: May 9, 2024

Outside Organization Funding Request

Fiscal Year 25 Requested Amount: \$51,250

Fiscal Year 24 Awarded Amount: \$50,000

ATTACHMENTS:

[COG_Membership Packet_Orgnz. Award.pdf](#)



NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS

106 West Aztec Avenue
Gallup, NM 87301
Phone: [505] 722-4327
Fax: [505] 722-9211

US Economic Development District #1
NM State Planning District #1
www.nwnmcog.com
Executive Director | Evan Williams

January 18, 2024

Andrew Valencia, Manager
City of Grants
600 W. Santa Fe Avenue
Grants, NM 87020

RE: COG Membership Agreement for FY 2025

Dear Mr. Valencia,

This letter is written to formally request continued membership in the Northwest New Mexico Council of Governments and the renewal of our work on your entity's behalf. Included in this membership renewal packet is a draft membership agreement for FY2025 and a draft member appointment form for FY2025. We have also included a copy of our 6-month report, which includes highlights of COG's work on behalf of the City of Grants. We would like to highlight the following FY2024 successes as part of our partnership with the city:

1. **Multipurpose Arena Phase 1:** DFA Regional Recreation & Quality of Life Grant - \$2,000,000 & NMTD Destination Forward Grant - \$384,000.
2. **2nd Street Shared Loop Path:** DFA Federal Matching Grant - \$445,707
3. **Comprehensive Plan & Economic Analysis:** NMFA Local Government Planning Fund - \$50,000
4. **Grants/Milan Transportation Safety Action Plan:** Initiated June 23; to be complete by September 2024.
5. **Drainage Master Plan:** Initiated October 23; to be complete by June 2024.

Please note that in FY2022, the COG board approved an annual 2.5% increase in membership for all dues paying members to account for salary increases, overhead expenses and other necessary expenses required to uphold and maintain the Council of Governments. In FY2024, the City of Grants opted to increase membership above the required 2.5% and provided a \$50,000 to the COG for planning and technical services. The COG proposes that the city apply the original 2.5% increase to the previous membership due amount and is requesting **\$51,250.**

The COG appreciates the City of Grants' financial commitment to support our efforts to move the region forward. The increase in membership provided by the City of Grants will go a long way to ensuring continuity of support provided to Grants and the larger northwest region of New Mexico. We look forward to the upcoming fiscal year. If you have any questions or concerns, please don't hesitate to call.

Sincerely,

Evan Williams
Executive Director

NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS

MEMBERSHIP AGREEMENT

with

CITY OF GRANTS

Fiscal Year 2025

This Agreement is entered into by and between Northwest New Mexico Council of Governments (hereinafter "COG") and City of Grants (hereinafter "MEMBER"), pursuant to the following conditions and terms:

1. COG agrees to provide for the following:
 - a. Performance of professional work in service to the MEMBER, including specific assignments as requested and mutually concurred by the MEMBER and COG throughout the course of this Agreement, drawn from the COG's Menu of Services; such service to include assignment of a professional planner to direct Member Services, in alignment with the Member Dues & Services policy adopted by the COG Board of Directors.
 - b. Continued leadership and performance in local and regional development activities, as supported by local, state, federal and philanthropic grants and contracts.
 - c. Competent management and stewardship of the COG's resources and responsibilities, on behalf of its Members.
2. MEMBER agrees to provide for the following:
 - a. To remain a voting member on the COG's Board of Directors, to consist of up to three (3) representatives to the Board and one (1) alternate, and to participate in the COG's governance, policy development and administrative oversight.
 - b. To pay annual dues into the treasury of the COG in the amount of **\$51,250** per annum, such payment to be rendered in *one annual payment at the beginning of the fiscal year* for the annual period July 1, 2024 through June 30, 2025.
3. It is mutually understood and agreed that:
 - a. A portion of the Membership dues shall be committed to the support of the COG organization as a whole and to its general operating and overhead expenses, including matching funds as required for certain state and federal grants;
 - b. A portion of the dues shall be available for direct communications with and services to the MEMBER, including specific assignments as requested and mutually concurred by the MEMBER and the COG; and
 - c. For significant tasks and assignments requiring staffing above and beyond the levels specified herein, the COG may negotiate for and/or assist in securing additional funds to supplement this agreement.

NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS

CITY OF GRANTS

Louie Bonaguidi, Treasurer

Eric Garcia, Mayor

ATTEST: _____
Evan Williams, Executive Director

ATTEST: _____
Frances Salas, City Clerk

NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS

Board of Directors Appointment Form – FY25

Member Government: City of Grants

Date: _____

1. The governing body of the City of Grants (hereinafter Member) has designated:

as its official Representatives to the Board of Directors of the Northwest New Mexico Council of Governments (NWNMCOG), the organization established by State Statute as New Mexico Planning & Development District I and by the US Department of Commerce as Economic Development District 1.

2. It is understood that the responsibilities of Board representatives include, but are not necessarily limited to:

- Attendance at four (4) quarterly meetings of the Board of Directors as scheduled and, as needed and feasible, such special meetings as may be called by the Board Chair. Generally, regular meetings are held within the NWNMCOG planning district, rotated county-to-county among Cibola, McKinley and San Juan Counties [one (1) of which is the annual meeting];

[NOTE: Per the NWNMCOG Articles of Agreement: "Should the representative and/or alternate miss three (3) consecutive meetings, the governing body of the respective member shall be asked to appoint another representative to the Board."]

- Voting on Board motions and resolutions;
- Serving on and meeting with such committees or task forces as appointed by the Chairman of the Board and/or as volunteered;
- Serving as Board officer as nominated and elected;
- Representing issues, needs and perspectives of the Member within the Council of Governments forum as applicable and appropriate;
- Staying up-to-date on NWNMCOG issues, primarily (a) as represented in the packet of informational materials prepared by staff for each Board agenda and (b) with respect to direct services performed for the Member;
- Communicating with and reporting to the governing body of the Member regarding NWNMCOG issues, priorities and activities; and
- Assisting in advocating for local and regional issues and projects throughout the year.

3. The governing body has also designated _____ as Board Alternate, whose responsibilities are to assume the duties and authorities of either Representative, including voting on Board motions and resolutions, in the absence of and as delegated by the Representative.

SIGNED: _____

DATE: _____

NAME: _____

TITLE: _____

CITY OF GRANTS

FY24 6-MONTH WORK PROGRAM REPORT

July 1, 2023 - December 31, 2023

Produced by the Northwest New Mexico Council of Governments

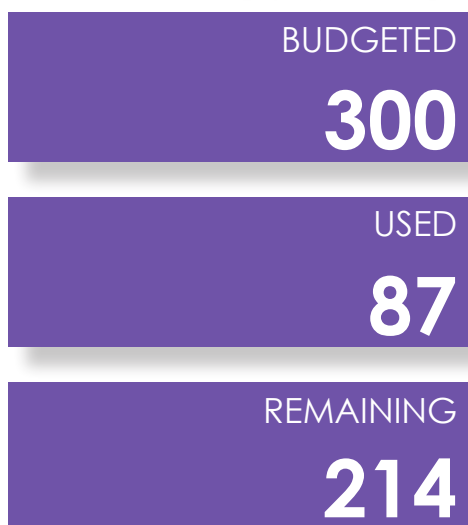


BACKGROUND

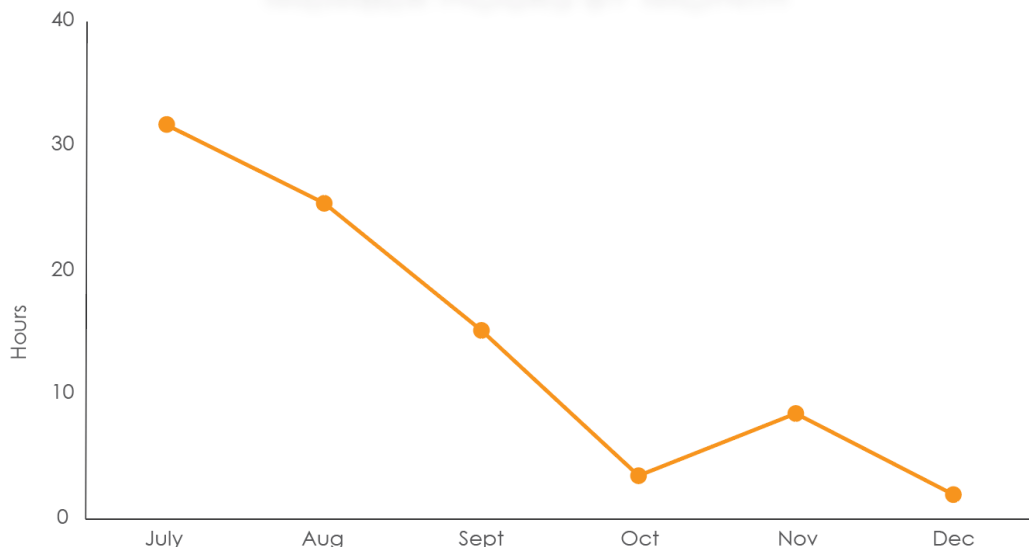
The City of Grants continues to keep up its commitment to serve its residents by providing quality of life enhancements while keeping true to culture and character of the residents. The city's Mayor, Manager, Councilors, and staff continue to make tremendous strides with vital economic, community, and transportation development projects. The City has also worked to provide quality services and programs for its citizens.

The future of the city is bright, as strong leadership is present and active partnerships continue to grow. The Northwest New Mexico Council of Governments hopes to continue its partnership with the City of Grants.

MEMBER HOURS REPORT



MEMBER HOURS BY MONTH



PLANNING HIGHLIGHTS

Comprehensive Plan - At the start of the fiscal year, the City of Grants notified the COG of the need to update the comprehensive plan to reflect current conditions of the city and to identify strategies for future development. It was also noted that much of the city's existing work to improve areas of the city, start innovative development zones, and progress with site specific projects was not in alignment with the existing plan.

With that information in hand, the COG, during the first quarter, developed and submit an application to the New Mexico Finance Authority's Local Government Planning Fund program to help fund the update of the comprehensive plan and also conduct preliminary analysis of economic potential of the areas around the east and west interchanges along

Interstate-40. In September 2023, the City and COG was notified that the application for funding was approved by NMFA in the amount of **\$50,000**. The awarded grant funding coupled with local cash contributions will be enough to procure professional services to complete the comprehensive plan update, economic analysis, and LEDA ordinance update.

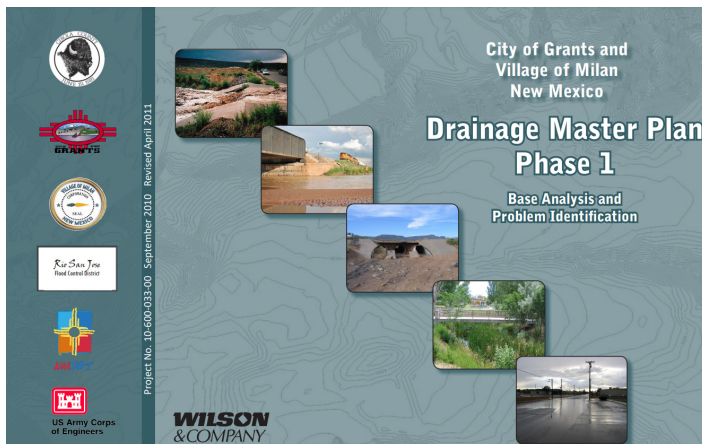
Grants/Milan Comprehensive Transportation Safety Action Plan - In FY2023, COG staff was able to leverage \$30,000 (\$15K from Grants, \$15K from Milan) to secure **\$120,000** from NMDOT State Research & Planning grant funds to plan and develop a Comprehensive Safety Action Plan for the City of Grants and the Village of Milan. The plan will support the improvement of the municipal transportation network including federal, state, and locally owned transportation assets that experience significant safety issues. The plan will

also serve as a comprehensive approach to the management and build out of the regional transportation system and will include the prioritization of projects that support regional connectivity, safety of road users, accessibility for residents and public safety services, and support for regional economic development activities.

To-date, the COG and hired consultants Wilson & Company, have officially kicked-off the planning project and are working to identify existing conditions through the collection of transportation related data, and have begun to develop components of the plan to align with the FHWA definition of a safety action plan. COG will continue to serve as the lead agency and has assumed all administrative responsibilities. The plan is anticipated to be complete no later than September 2024.

Drainage Master Plan – A long standing item on the City/COG 2-Year Work Program, the Regional Drainage Master Plan has continued to be a working item for the COG, city, county, and village staff. Cibola County has graciously opted to fund the update of the Drainage Master Plan and has contracted with the COG to lead the update effort.

Since assuming lead agency responsibility, the COG has hired sub-consultants Wilson & Company to complete the update of the plan. Wilson & Company provided professional services to complete the 2010 master plan and COG felt like it was fitting for Wilson & Company to continue to serve as the technical experts for the update of the plan.



COG and Wilson & Company have officially kicked-off the planning process and has worked to identify existing conditions and update hydrologic models for Grants, Milan, and numerous unincorporated communities in Cibola County. The Drainage Master Plan is scheduled to be complete no later than June 30, 2024.

PROJECTEERING HIGHLIGHTS

Infrastructure Capital Improvement Plan (ICIP) – In partnership with the city manager and special projects coordinator, COG led the update of the city’s annual submission of the ICIP. The update of the City’s ICIP (2025-2029) focused on creating a manageable list of projects, limiting the total number of projects within the first year to 11, and reducing the total number of projects to 24 across the 5-year period. COG also assisted the city with amendments to the ICIP to align with 2024 legislative strategies. The COG views the ICIP as a foundational planning tool to assist the City of Grants with the implementation of infrastructure improvements.



Legislative Technical Assistance – COG staff once again provided legislative assistance to the City of Grants through the coordination of the Cibola Area Legislative Forum, which was held on November 22nd in Milan at the Village Trustee Chambers. The forum was well attended and included numerous Cibola area organizations including the Cibola County, Village of Milan, Pueblo of Acoma, Ramah Navajo, NMSU-Grants, Cibola Communities Economic Development Foundation, Cibola Trail Alliance, and Grants Mainstreet. The forum provided the opportunity for these organizations to present legislative priorities including projects and proposed legislation to area legislators prior to the 2024 Legislative Session.

COG staff also conducted work sessions with city management and staff to outline legislative priorities, develop finance strategies, produce informational material, and develop and submit capital outlay requests. As we progress into the legislative session, the COG will work to ensure the City of Grants’ legislative priorities are at the forefront of legislative funding bills. COG assisted with the submission of 4 capital outlay request to area legislators and 1 request to the Governor’s office totaling \$7.2M.

DFA Regional Recreation & Quality of Life Grant - During the 2023 Legislative Session, \$40M was included in the budget bill for continuation of the DFA regional recreation & quality of life program which provided significant funding for the Multi-purpose Arena project. COG was notified that although significantly funded, the arena projects was experiencing cost-overrun due to recent inflation, material delays, and other economic trends. With this information in hand, the COG recommended the City once again apply for the second round of DFA Regional Recreation & Quality of Life grant program.

With assistance from city staff, COG developed and submitted the application to DFA in the first quarter of FY2024. In October of 2023, the City and COG were notified that the application for the arena project was once again funding in the amount of \$2,000,000.



NMTD Destination Forward - Seeing an opportunity to attract more funding for the multi-purpose arena project, the COG notified the city of the possibility of tapping into the New Mexico Tourism Department's Destination Forward program. COG and city staff aimed to identify a suitable and acceptable component of the project, which ended up being the purchase and installation of Grandstands at the multi-purpose arena. The COG developed and submitted the application and in October 2023, the City and COG were notified that the application was awarded \$384,000.

Capacity Building Grant – During the 2023 legislative session, the legislature once again funding the DFA Capacity Building program which allows local governments to obtain funding for the purpose of grant writing, project readiness and grant management. With assistance from the COG, the city developed and submitted an application and was awarded \$30,000 for grant writing assistance.

The COG's previous effort to stand-up a grant writing program through procured consultants, allowed the City to seamlessly continue FY2023 efforts to develop and submit grant applications. As the fiscal year progresses, the COG will work with the city to identify grant applications for catalytic projects, ready projects, and submit applications to funding programs.

DFA Federal Matching Grant - During the first quarter of FY234, DFA announced a call for applications to assist local governments with matching funds for previous awarded projects that received federal funding. COG worked with city

staff and hired consultants to identify a project that would fit the eligibility requirements of the program. The only project that fit was the need for additional funding to complete the 2nd Street Shared Loop Path project located adjacent to the Grants High School. The project was funded by NMDOT pass through funding as part of the Transportation Alternatives Program. COG developed and submitted the application for funding and in August of 2023, the City was notified of award in the amount of \$445,707. The exact amount committed to the federal transportation program.

With the \$445,707 awarded to support this project, the City of Grants can utilized the original match commitment to complete this project and use the funding for other matches and other projects.

REGIONAL INITIATIVES

Leveraging Your Investment to Grow the Region - Your membership allows the Council of Governments to do what it does best – create common purpose and programs to advance our region in big ways that move the needle. Membership funds are what provides the COG's foundation from which we can grow initiatives and larger projects that really impact the region. A portion of your funds have been used to leverage additional funding to initiate, maintain and/or complete the following:

Economic Development Administration - The COG operates as the Economic Development District designated by the US Economic Development Administration (EDA) that requires a match that a portion of member funds supports each year. The COG continued to help support economic development efforts in Northwest New Mexico. The following



projects received direct EDA and other economic investments:

- Milan Industrial Park - \$2.7M, \$484K, & \$1M
- San Juan College Harvest Kitchen & Food Hub - \$130K
- NWNM Economic Development Organizations - \$621K
- Rehoboth McKinley Christian Hospital - \$1M
- Farmington Animas River Trail Extension - \$500K

Assistance to Coal Communities - The COG has received two grants to assist the region in re-purposing assets to transition the economy around the E-L-M strategy (energy-logistics-manufacturing). Over the last 4 years, the COG has helped the region and its partners as follows:

- Milan Industrial Park – completed master planning and 100% design of Site #1 with a 125,000 sq. foot speculative building.

- Prewitt Industrial Park – completed master planning and 30% design of Site #1 with a 125,000 sq. foot speculative building.
- Greater Gallup Industrial Workforce Program – invested in a three-year pilot program that has produced and placed 52 local workers into base jobs in the region.
- EDO Support – \$240,000 of capacity building support of area Economic Development Organizations to assist them with local transition and diversification strategies.
- Fort Wingate Depot – market feasibility study on a single parcel.

Revolving Loan Fund - The COG has stood back up and re-capitalized its revolving loan fund to support business expansions and provide needed access to capital to businesses that are scaling after the pandemic. The COG currently has \$900,000 to lend and is actively partnering, networking, and marketing this program. In FY2024, the COG has conducted business visits to market the program directly to potential clients and is currently in the process of closing deals to secure the first clients.

Transportation Project Fund

Through years of work, education, and advocacy through our Regional Transportation Planning Organization (RTPO), the New Mexico Legislature created and funded a new program for local and tribal transportation projects. In the four rounds of the fund, our region was awarded:

- 2019 - over \$12,000,000 (25%) in project funding out of the \$50,000,000 available
- 2021 - over \$20,000,000 (12.5%) in project funding out of the \$160,000,000 available
- 2022 - over \$18,000,000 (18%) in project funding out of the \$100,000,000 available
- 2023 - over **\$9,000,000** (15%) in project funding out of the \$66,000,000 available.



I-40 Planning - In FY2024, COG continues to coordinate with awarded members and NMDOT to establish procedure to initiate projects and develop mechanisms that work for both entities. COG will lead 7 infrastructure improvement projects. The COG will lead the following projects:

- Village of Milan - Horizon Boulevard - \$1,500,000
- Village of Milan - NM568 New Interchange - \$3,500,000
- McKinley County - Prewitt Interchange - \$3,000,000
- McKinley County - Thoreau Interchange - \$1,000,000
- McKinley County - Williams Acres Safety - \$150,000
- City of Gallup - East & West Interchanges - \$4,000,000

Long Range Transportation Planning - COG is engaged with numerous long-range transportation planning efforts in the region. Similar to the Grants/Milan plan, the COG is leading the effort to develop the McKinley County Transportation Master Plan. The will serve guide transportation development in McKinley County for years while also establishing eligibility for federal transportation funding. COG also sits on the steering committee for the Gallup Transportation Master Plan and has participated in numerous meetings to ensure the plan aligns with the Regional Transportation Plan and works with the McKinley Plan.

Rural Water Summit & Water System Regionalization – The COG has established a Water & Environmental Office to focus on supporting programs, projects, and policies to support small water systems and associations. On August 31, 2023, the COG held the third Annual Regional Rural Water Summit headlined by the Office of the State Engineer. Throughout



the fiscal year, the COG has continued to engage Rural Communities Assistance Corporation (RCAC) to work directly with water associations on organizational and financial sustainability. The COG has also brought in new partners to assist small systems including the Southwest Environmental Finance Center and NMED. In addition to technical assistance, the COG has co-developed a training program specifically tailored to small systems. The training program was as success as representatives from Cibola and McKinley County completed the curriculum. The COG continues to support small systems with compliance, organizational management, and project development. COG has extended its reach into Cibola County over the past 6-months and looks forward to continue partnership with Cibola entities.

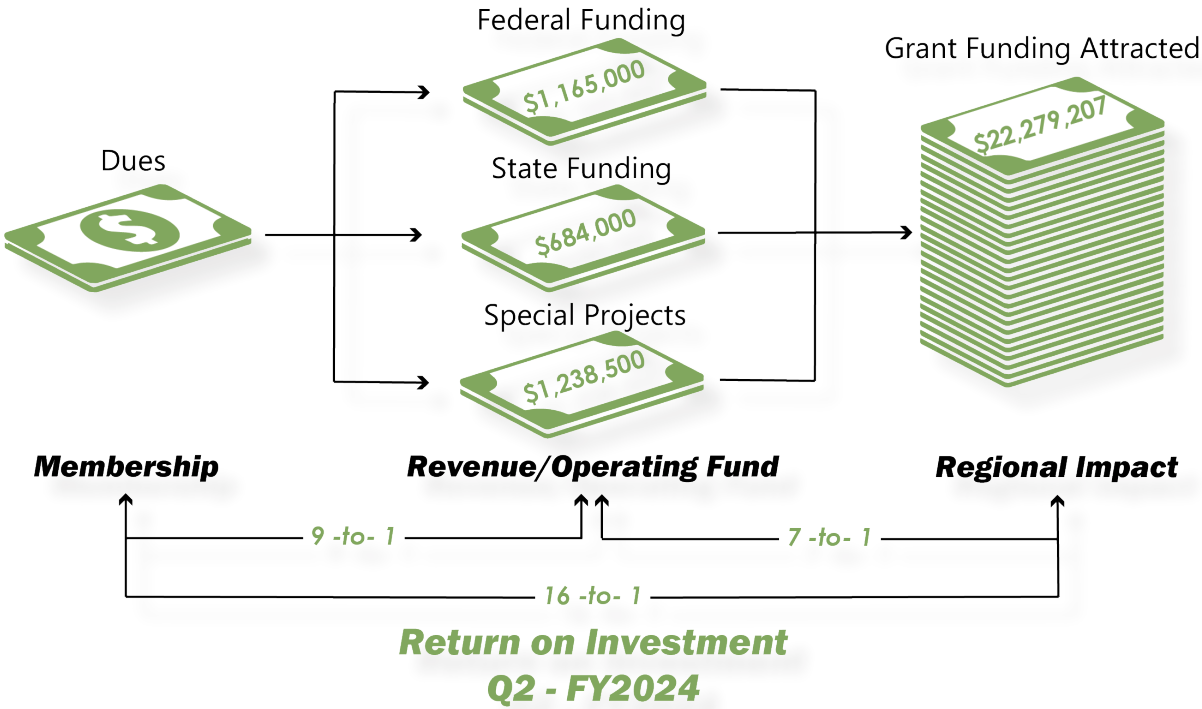
Trail of the Ancients Byway Corridor Management Plan - In FY2024, COG has received the notice to proceed from NMDOT to begin the update of the Corridor Management Plan for the Trail of the Ancients Scenic Byway. The corridor management plan will serve as the guiding document for management and implementation of improvements to the regional corridor. The plan will work to create a sense of regional community, provide strategies to increase opportunities for economic development and will spur preservation of appropriate historic and cultural resources in the area. COG has since

procured consultants Bohannon Huston Inc. and is in the process of scheduling project kick-off. The plan is scheduled to be completed by June 2024.

Zuni Mountain Trail System - The COG has been able to plan, design, and now begin construction of this 200+ mile non-motorized single-track trail system that spans the Zuni Mountains through Cibola and McKinley counties, including the leveraging of over \$5,000,000 of investment to date. This year, the COG and its partners have focused on construction of McKenzie Ridge Trail Connector that connects the Hilso Trail System to the Twin Springs Trail System.

Return on Investment - Since take over the helm as Executive Director, Mr. Williams has worked with his staff to conduct annual return on investment reports to member governments who financially contribute to the COG. These reports include highlights of accomplishments and a monetary return on investment recap.

Through two quarters, COG has been able to assist the region in securing **\$22,279,207** in grant funding. With two more quarters to go and numerous applications in pending and in development, COG hopes for another successful year.



Memo



To: City Council

From: Alice Perez, Executive Director of The Community Pantry

RE: Discussion/Action - Approval of Grants Community Pantry Fiscal Year 25' Funding

Date: May 9, 2024

Outside Organization Funding Request

Fiscal Year 25 Requested Amount: \$25,000

Fiscal Year 24 Awarded Amount: \$25,000

ATTACHMENTS:

[Grants Food Pantry_Orgnz. Award.pdf](#)



The Grants Community Pantry

P.O. Box 2102 * Milan * NM 87021

222 E. Stephens Ave. * Grants * NM 87020

Office: (505) 287-5090 Fax: (505) 287-9349

www.thecommunitypantry.org

March 7, 2024,

City of Grants

Grants, NM

RE: Proposal for funding

To Whom It May Concern:

As the Grants Community Pantry continues to move forward with assisting the citizens of Grants NM, and the continued rising cost of food, this is a proposal to the City of Grants NM to continue a service contract in the amount of \$25,000 for the fiscal year 2024-2025, June 1, 2024 to June 30, 2025.

These funds will assist with the continued services to 1,864 families every month, twice a month, equaling to 3,901 individuals, throughout the year. This will allow us to purchase and provide approximately 7,347 lbs of food. The total lbs of food distributed to Grants, NM is 54,230.

On behalf of the citizens of Grants, NM. We thank you in advance.

Alice Perez, Executive Director

The Community Pantry

(505) 726-8068

director@thecommunitypantry.org

"Because No Mother's Child Should Go Hungry"

Memo



To: City Council

From:

RE: Discussion/Action - Approval of 2024 Ford F350 Truck for the Mechanic Shop Purchase in the amount of \$72,224 from Richardson Ford Sales

Date: May 9, 2024

ATTACHMENTS:

[Ford F350 Mechanic Shop Truck.pdf](#)

Andrew Valencia
City Manager

Jorge Mendez
Public Works Director



Erik Garcia
Mayor

George Garcia
Mayor Pro-Tem

MEMO

TO: City Council

FROM: Jorge Mendez, Public Works Director

DATE: May 1, 2024

RE: Purchase of 2024 Ford F350

I am requesting approval from the council for the purchase of a 2024 Ford F250 shop truck for our Mechanic Shop. This purchase will replace the current shop truck which is not meeting the needs of our mechanics. We have acquired three quotes for this purchase; Richardson Ford Sales Inc. \$72,224.00, PowerFord \$79,957.50 and Melloy Dodge \$87,058.00. I am recommending purchase through Richardson Ford Sales in the amount of \$72,224.00. Thank you for your consideration of this purchase.

QUOTE REQUEST

Date Received: 4/22/24
Ordering Agency: CITY OF GRANTS
ATTN: JOHN HOBBS
Vehicle Type: FORD F250 SERVICE BODY

Basic Equipment:

Ford Motor Co. Fleet ID # QB733

1-2024 FORD F350 4X4 CHASSIS CAB, GAS MOTOR, DRW

Base Price \$ 56,535.00

Added Equipment:

10' SERVICE BODY
W/ LIFT GATE

+ \$19,689.00

Per Unit \$ 72,224.00

VENDOR-- RICHARDSON FORD SALES INC.

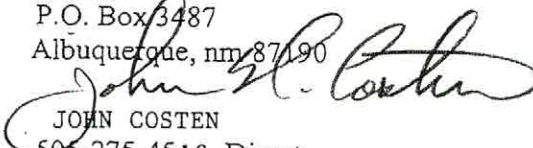
Physical Address:
8601 Lomas Blvd. NE
Albuquerque, NM 87112

CONTACT PERSON--

Attn: John Costen

Mailing Address:

P.O. Box 3487
Albuquerque, NM 87190


JOHN COSTEN
505-275-4518- Direct
505-275-4563- Fax
800-917-6176 TOLL FREE



1101 Montañó Rd NE
Albuquerque, NM 87107
505-766-6600

04/23/2024

To: Grants NM

Re: Agreement 00-00000-20-00088

<u>Item and Description</u>		<u>Quote</u>
Item 17	Ford F 350 Regular cab	\$47,685.00
Item K	84" CA	\$1,250.00
Item Q	Back up camera	\$1,495.00
Item AA	Cruise control	\$595.00
Item BC	Sync 3	\$1,295.00
Item BE	Keyless remote entry	\$395.00
Item BQ	Trailer brake controller factory	\$850.00
Item BS	Trailer tow package	\$895.00
Item	Tommy lift for UB	\$5,750.00
Item	Utility body	\$15,950.00
	(upfit quoted by CTE)	
Allow 5% for possible price increase		\$3,807.50

Total for one vehicle

\$79,957.50

Thank You

Manuel Beltran
Commercial Manager
Power Ford



QUOTE

2024 Ram 3500 Reg Cab & Chassis

CES# 2020-31A-C105-ALL

Ram 2024 Ram 3500 Regular Cab & Chassis dually 60" CA, 6.7L I6 Cummins Turbo Diesel, 6 spd Auto Aisin transmission, bright white color, cloth bench seat, trailer brake, black tubular steps, dual rear wheels, full size spare, Parkview bac up camera tradesman level 1, tow mirrors, electric shift on the fly transfer case, heavy duty rubber floor mats, transfer case skid plate,

MSRP	\$69445.00
CES Discount	-\$1387.00
Total Price	\$68,058.00

Aftermarket Utility Bed 9'4"x97"x60 c/a, with tow hitch, mud flaps, wiring harness, rear camera install \$10,600.00
Tommy Lift Gate (8-14week to install) \$8,400.00

Total for truck and utility bed \$87,058.00

Dominic Gonzales
Fleet Sales Manager
Melloy Dodge
(505)379-8052 direct

Jason Sanchez

(505) 907-2483

Memo



To: City Council

From: Frances Salas, City Clerk

RE: Discussion/Action - Approval of Ordinance No. 24-1282 City of Grants Election Districts Boundaries & Election Plan

Date: May 9, 2024

The Ordinance repels recently approved June 28, 2023, Ordinance No. 23-1277, which was found to be incorrect by Cibola Counties GIS Specialist Acacia Gardner due to the District Map excluding annexed Rodeo Grounds Property in 2019.

Research and Polling, Michael Sharp, advised my office that the map he initially utilized to redistrict the City of Grants was downloaded directly from the census. Mr. Sharp assisted my office in generating the new redistricted map, which Acacia Gardner had provided my office. I have included zoomed in photos of the newly generated District 4 maps changes.(District 4 Comparison Visual) Along with the entirety of the map.(2024_Plan B Map)

Also, per the counties request; my office, with the assistance of Jean Ann Clemons and City Manager Valencia, generated more specific instructions, which previously stated Grants city limits to West/North/East to Unnamed arroyo now has seven new boundary descriptions for the District 4 boundaries (p. 3 Ordinance 24-1282) and also corrects one street name which was incorrectly named North Hills, replaced by Sawmill Rd. which is highlighted in the Ordinance. (pp. 1 & 3.) Once again Mr. Sharp stated he received the street names from the census map.

*The Grants City Council opted into the Regular Local Election, per Ordinance 23-1274, and amended the City Charter by adopting Ordinance 23-1276, Section 7.01. City Elections, to allow City Council to have the choice of either opt into to Regular Local Election or for the City to hold its own election during the Municipal Officer Election Day.

With the Councils approval to opt into the Regular Local Election the next election will be held November 2025, with the current seats of District 1 and District 3 ending December 31, 2025.

The new boundaries will not be in effect until the next City Council Election held in November 2025.

Respectfully,

Frances Salas
City Clerk

ATTACHMENTS:

[ORDINANCE 24-1282 ELECTION DISTRICT BOUNDARIES.FAS Edit.pdf](#)
[District 4 Map Camparison.pdf](#)
[2024 _Plan B Map.pdf](#)



ORDINANCE NO. 24-1282

AN ORDINANCE PROVIDING FOR A PLAN OF DISTRICTS/WARDS AND DEFINING BOUNDARIES FOR EACH SAID DISTRICT/WARD AS SINGLE-MEMBER ELECTION DISTRICTS FOR COUNCILORS; AND PROVIDING FOR IMPLEMENTATION OF AN ELECTION PLAN; REPEALING AND REPLACING ORDINANCE NOS. 11-1193, 22-1265 AND 23-1277.

NOW BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF GRANTS, NEW MEXICO as follows:

SECTION 1. PURPOSE

The purpose of this ordinance is to establish wards/districts in the nature of single-member districts for election of councilors and to adopt rules and regulations to implement elections by district as required and authorized in NMSA 1978, Section 3-12-1.1. This Ordinance shall be known as the “City of Grants Election Districts Boundaries & Election Plan”.

SECTION 2. CREATION OF WARDS/DISTRICTS

A. Beginning with the November 2025 election, Councilors shall reside in and be elected from wards/districts, which shall constitute single-member municipal election districts, except as otherwise provided in this ordinance.

B. There are created four wards/districts more particularly described as followed:

1. District 1

Beginning at the intersection of **Sawmill Rd** and Roosevelt Ave:

<u>Along</u>	<u>Direction</u>	<u>To</u>
Sawmill Rd	North	Unnamed dirt road
Unnamed dirt road	North	Unnamed dirt road
Unnamed dirt road	Northwest	Unnamed arroyo
Unnamed arroyo	Northwest	Grants city limits
Grants city limits	North/East/South	Power line
Power line	West	Pipeline
Pipeline	North	Unnamed dirt road
Unnamed dirt road	West	Roosevelt Ave
Roosevelt Ave	West	Sawmill Rd

Ending at the intersection of **Sawmill Rd** and Roosevelt Ave

2. District 2

Beginning at the intersection of Mesa Blvd and Roosevelt Ave:

<u>Along</u>	<u>Direction</u>	<u>To</u>
Mesa Blvd	Southeast	Unnamed dirt rd/alley east of Balsam St
Unnamed dirt rd/alley east of Balsam St	South	Sage Ave
Sage Ave	West	Balsam St
Balsam St	South	George Hanosh Blvd
George Hanosh Blvd	Southwest	Rio San Jose
Rio San Jose	Northwest	Arroyo/drainage ditch
Arroyo/drainage ditch	North	Washington Ave
Washington Ave	West	Geis St
Geis St	Northeast	Jefferson Ave
Jefferson Ave	Northwest	Geis St
Geis St	Northeast	Lincoln Ave
Lincoln Ave	Northwest	1 st St
1 st St	Northeast	Roosevelt Ave
Roosevelt Ave	East	Mesa Blvd

Ending at the intersection of Mesa Blvd and Roosevelt Ave

3. District 3

Beginning at the intersection of Roosevelt Ave and Mesa Blvd:

<u>Along</u>	<u>Direction</u>	<u>To</u>
Roosevelt Ave	East	Unnamed dirt road
Unnamed dirt road	East	Pipeline
Pipeline	South	Power line
Power line	East	Grants city limits
Grants city limits	South/East/West	U.S. Route 66
U.S. Route 66	Northwest	George Hanosh Blvd
George Hanosh Blvd	Northeast	Balsam St
Balsam St	North	Sage Ave
Sage Ave	East	Unnamed dirt rd/alley east of Balsam St
Unnamed dirt rd/alley east of Balsam St	North	Mesa Blvd
Mesa Blvd	Northwest	Roosevelt Ave

Ending at the intersection of Roosevelt Ave and Mesa Blvd

4. District 4

Beginning at the intersection of Roosevelt Ave and Sawmill Rd:

<u>Along</u>	<u>Direction</u>	<u>To</u>
Roosevelt Ave	West	1 st St
1 st St	Southwest	Lincoln Ave
Lincoln Ave	Southeast	Geis St
Geis St	Southwest	Jefferson Ave
Jefferson Ave	Southeast	Geis St
Geis St	Southwest	Washington Ave
Washington Ave	East	Arroyo/drainage ditch
Arroyo/drainage ditch	South	Rio San Jose
Rio San Jose	Southeast	George Hanosh Blvd
George Hanosh Blvd	Southwest	U.S. Route 66
U.S. Route 66	Southeast	Grants city limits
Grants city limits	South/West	Grants city limits
Grants city limits	North/Northwest	Grants city limits (NM Highway 53)
Grants city limits (NM Highway 53)	South	Grants city limits
Grants city limits	Northwest	Grants city limits
Grants city limits	Southeast/East	Grants city limits (BNSF Railway)
Grants city limits (BNSF Railway)	Northwest	Grants city limits
Grants city limits	East/North	Unnamed arroyo
Unnamed arroyo	Southeast	Unnamed dirt rd.
Unnamed dirt rd	Southeast	Unnamed dirt road
Unnamed dirt rd	South	Sawmill Rd
Sawmill Rd	South	Roosevelt Ave

Ending at the intersection of Roosevelt Ave and Sawmill Rd

SECTION 3. MUNICIPAL ELECTION DISTRICT MAP

The boundaries of each ward/district are shown on the municipal election ward/district map, entitled City of Grants, Cibola County, New Mexico, marked Plan B, which is hereby adopted as the official districting map and is to be kept in the custody of the Municipal Clerk.

SECTION 4. IMPLEMENTATION OF DISTRICTED ELECTIONS

The system of single-member district elections by ward/district described herein shall be implemented as the terms of current councilors expire. In the interest of continuity of experience on the council and to further all policies for which the staggered method of election has been adopted, no existing term of office of any current councilors who have been elected by ward/district shall be shortened by implementation of this election system.

SECTION 5. CANDIDATES

- A. Only persons residing in a particular district/ward and who otherwise meet all applicable requirements imposed by law or ordinance shall be allowed to be candidates for the position of councilor for the ward/district.
- B. In determining whether the residence of a person lies in a particular ward/district, the rules set forth in NMSA 1978, Section 1-1-7 shall apply.
- C. In addition to the requirements for a declaration of candidacy set forth in section NMSA 1978, Section 1-22-7, the Municipal Clerk, or County Clerk, shall not accept a declaration of candidacy for the position of Councilor unless the declaration of candidacy states in which ward/district the candidate resides and is seeking election. The Municipal Clerk, or County Clerk, shall determine if the candidate's residence is within the ward/district from which the candidate is seeking election. If the candidate does not reside within the appropriate ward/district, the Municipal Clerk, or County Clerk, shall determine the declaration of candidacy invalid.
- D. A write-in candidate shall not be elected to fill the position of councilor, unless the write-in candidate resides in the ward/district from which the write-in candidate is elected.

SECTION 6. ELECTION NOTIFICATION

Pursuant to NMSA 1978, Section 1-22-4(A), "between one hundred twenty and one hundred fifty days before the next regular local election, each local government shall notify the county clerk of the county in which the primary administrative office of the local government is situate of all local government positions that are to be filled at the next regular local election."

In addition to the requirements of Section NMSA 1978 § 1-22-4, the election notification to the county clerk shall set forth which wards/districts shall elect Councilors at the regular local election.

SECTION 7. ELECTION OF OTHER MUNICIPAL OFFICERS

Nothing in this ordinance shall be construed to affect the manner in which other municipal officers are elected.

SECTION 8. PLURALITY OF VOTES CAST REQUIRED FOR ELECTION

Each candidate for the position of Councilor shall receive only the votes cast for such candidate by the resident qualified electors of the ward/district from which that candidate is running. The candidate who received a plurality of qualified votes cast by elector's resident in that ward/district shall be elected to the office of Councilor.

SECTION 9. REPEAL OF ORDINANCE NOS.

Ordinance Nos. 11-1193, 22-1265, and 23-1277 are hereby repealed.

SECTION 9. EFFECTIVE DATE

This Ordinance Shall take effect and be in force from and after its passage approval and posting as required by law.

(This space is intentionally left blank.)

PASSED AND APPROVED, this _____ day of _____, 2024.

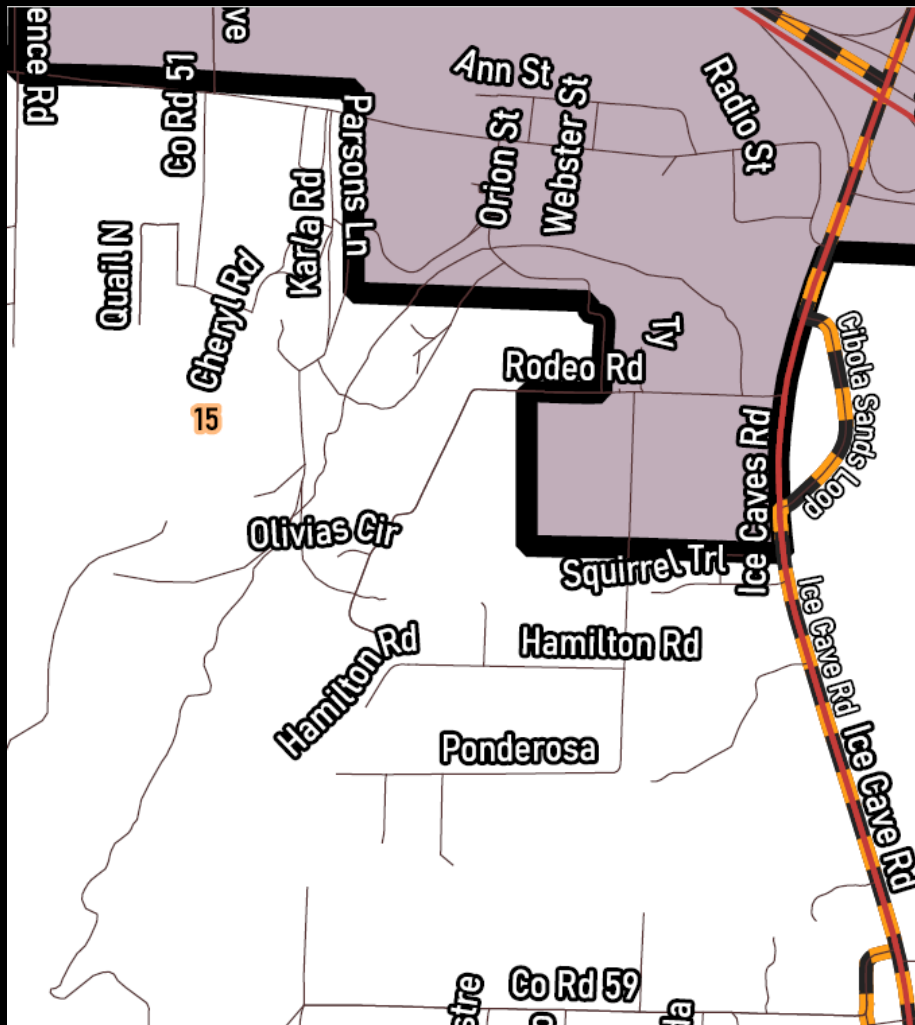
Erik Garcia, Mayor

ATTEST:

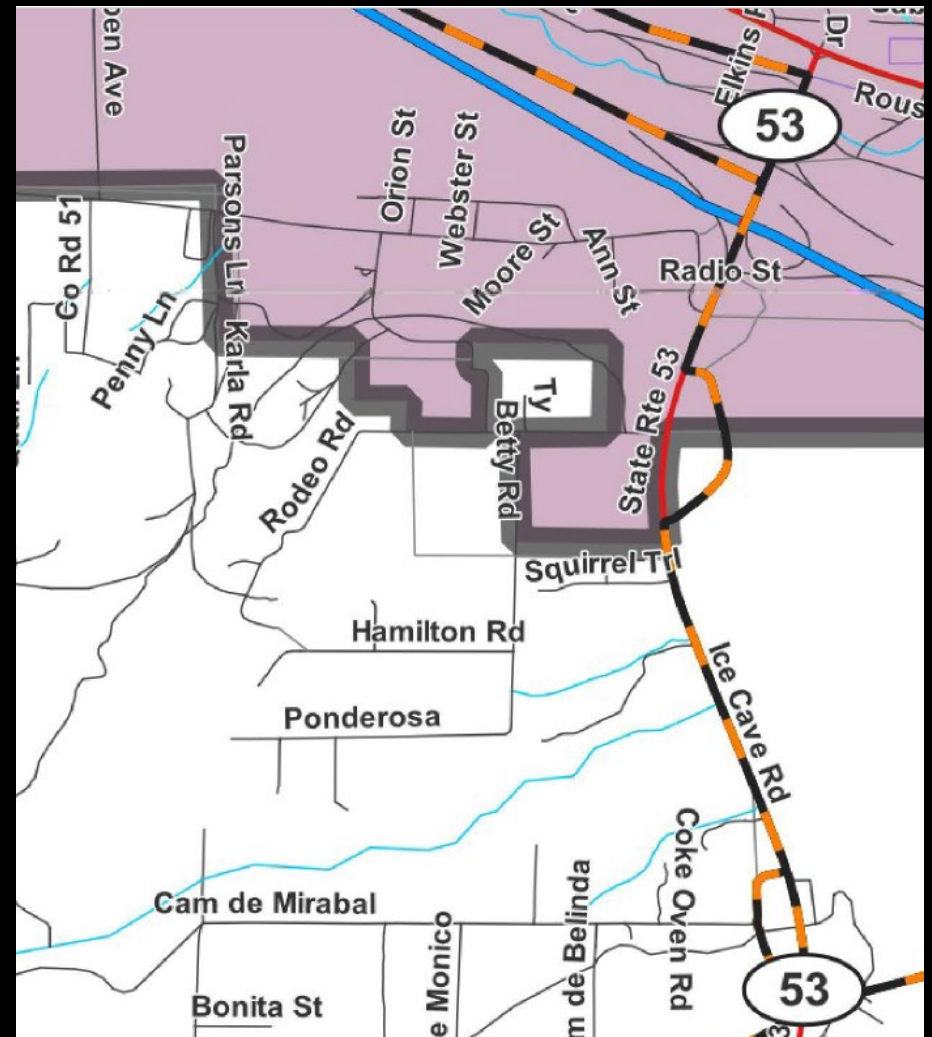
Frances Salas, City Clerk

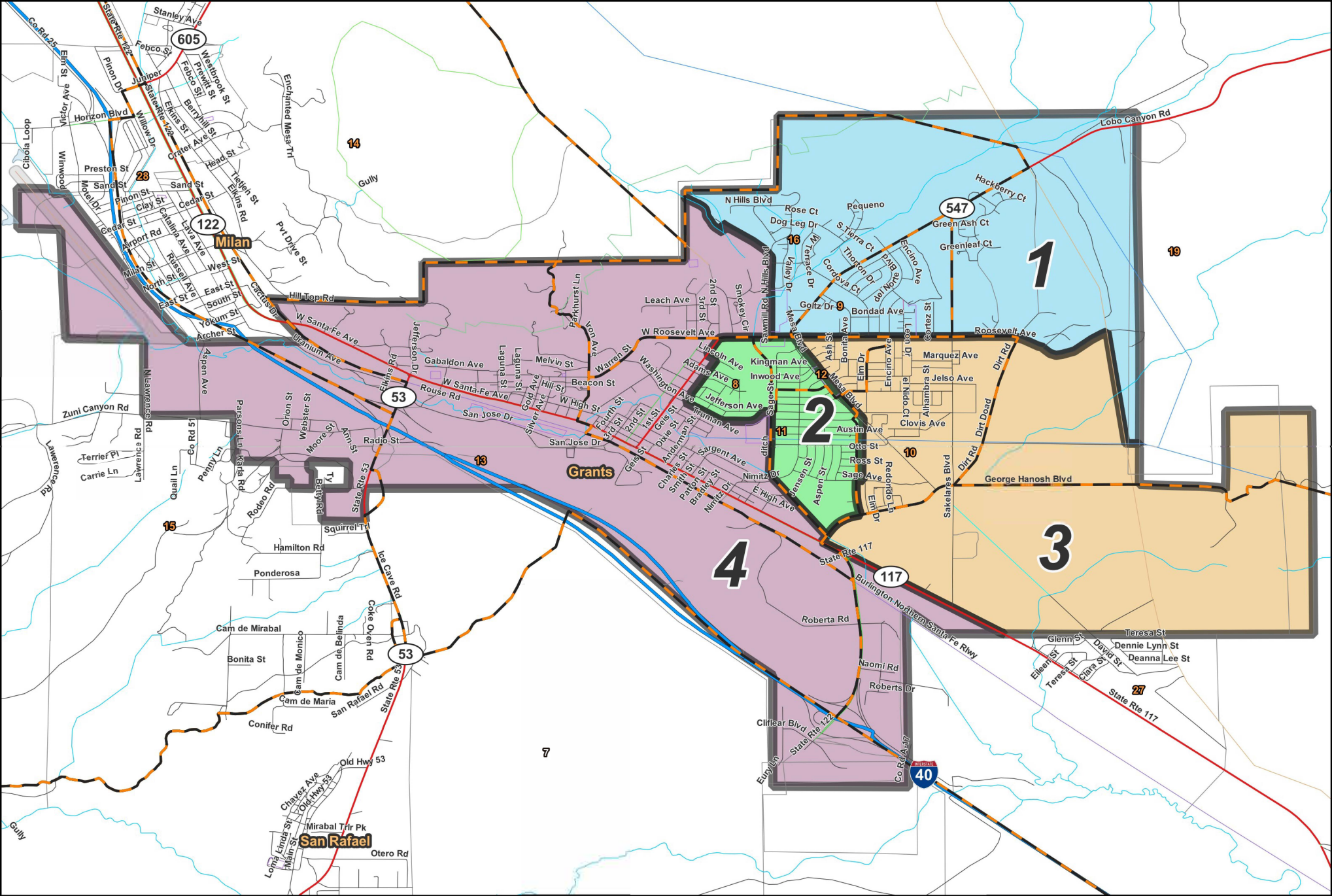
CITY OF GRANTS DISTRICT 4 BOUNDARY COMPARISON

Adopted Map without annexed Rodeo Grounds Property.

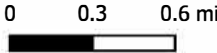


Newly proposed Map with the annexed Rodeo Grounds Property.



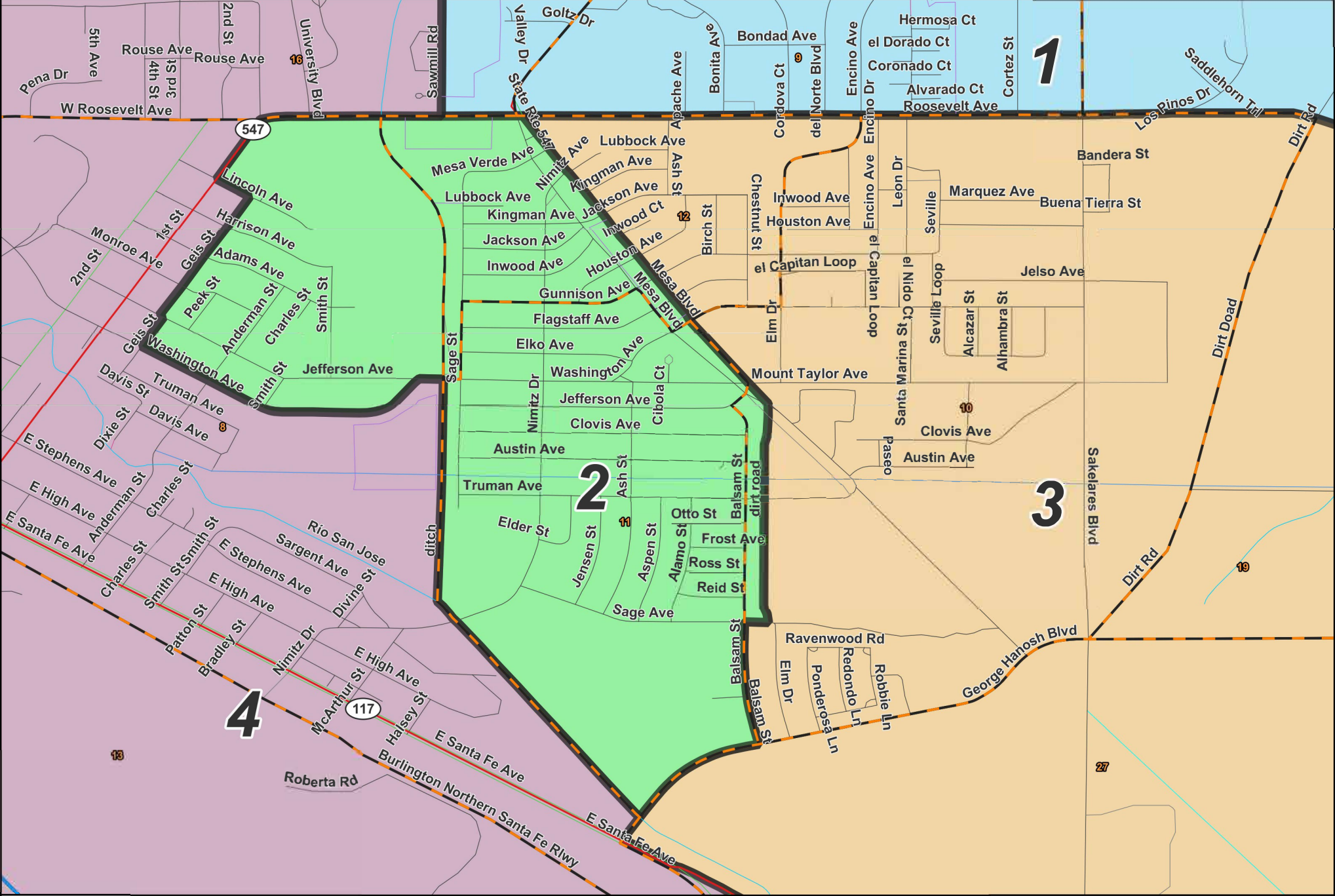


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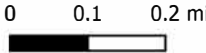


Precincts





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 Precincts