

NEW MEXICO MAINSTREET AND NEW MEXICO OUTDOOR RECREATION DIVISION

# Outdoor Recreation Atlas Pilot Study

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New Mexico MainStreet

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# The WHY

- OR can support local, asset based economic development
- People are accessing OR at record levels. Some communities aren't ready.
- OR development should support local values and be "right sized" within the context of each community
- Strategic planning is needed to identify catalytic projects that connect OR assets with downtowns



# How did we conduct the study?

## 1. County Selection:

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

# HOW did we conduct the study?

## 2. County Stakeholder Meetings

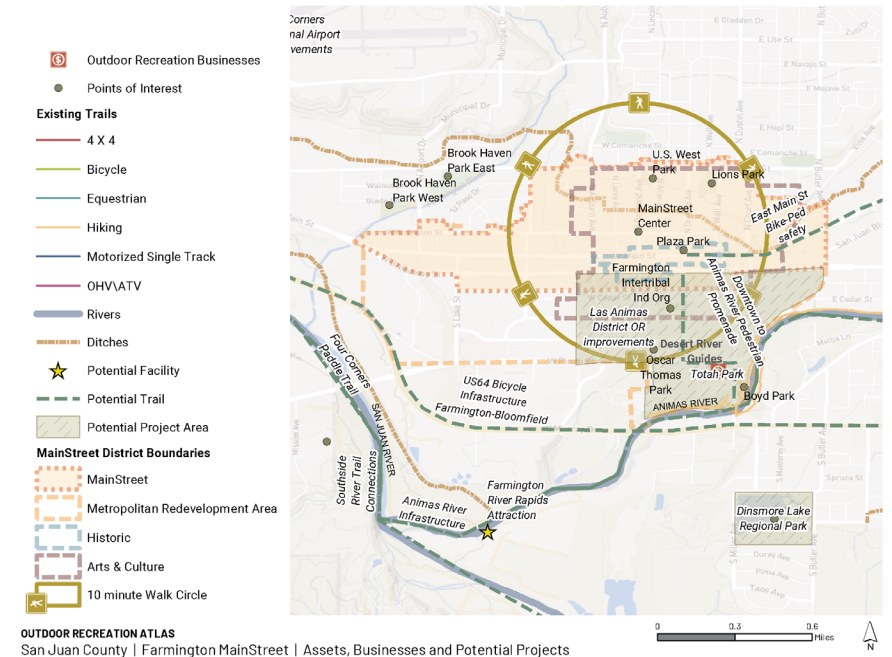
- Definitions
- Community priorities
- Partnerships
- Capacity

## MainStreet is the Front Door to Outdoor Recreation

**10** Miles of hiking trails within a 15-minute walk from downtown  
And 10 miles of hiking within a 5-mile drive

**4** Outdoor business in the MainStreet District  
Check out Desert River Guides

**8** Different Types of Outdoor Recreation Activities within a 5-mile drive from MainStreet  
River rafting, paved walking trails, multi-use trail walking, and equestrian, hiking, OHV/ATV trails!

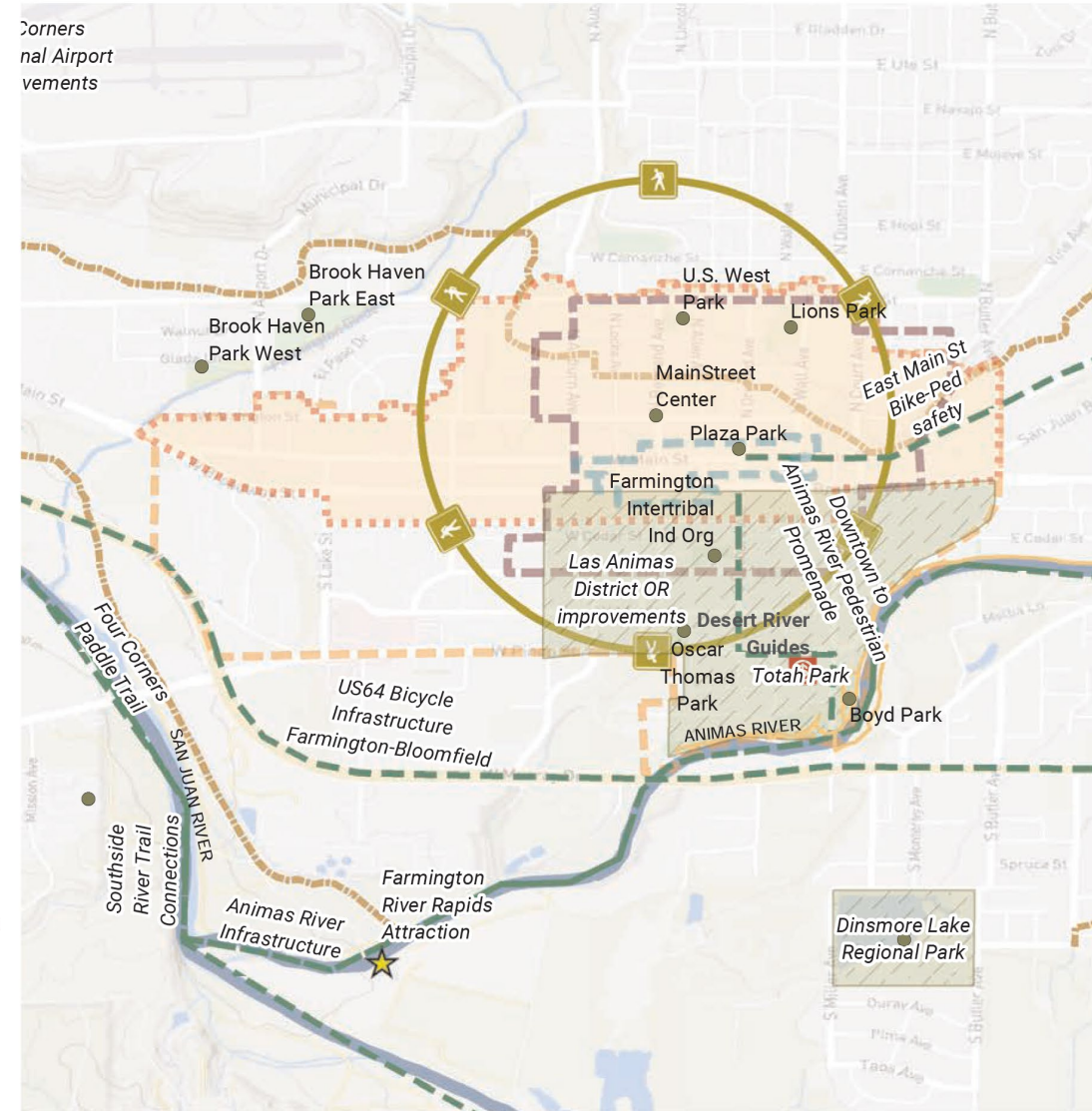
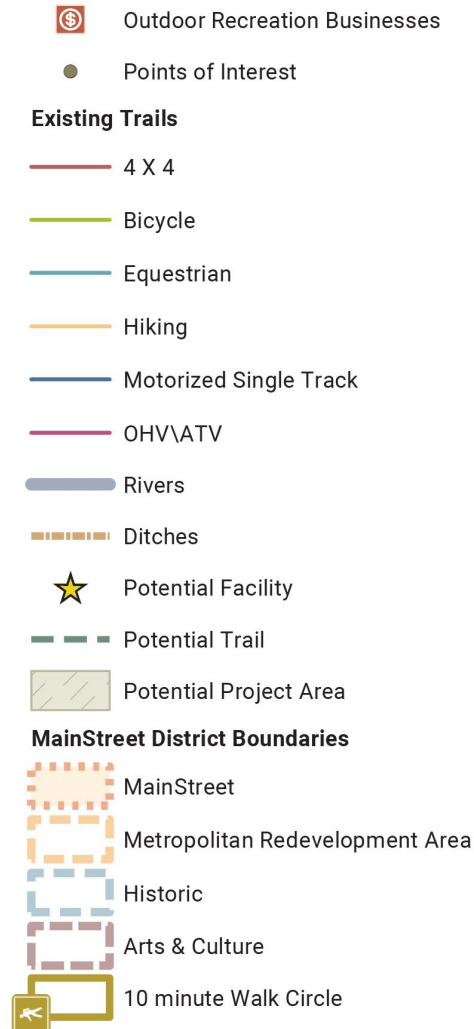




# How did we conduct the study?

## 3. Asset + Project Identification

- Plan Review
- Asset Mapping
- Additional stakeholder meetings
- Project Mapping





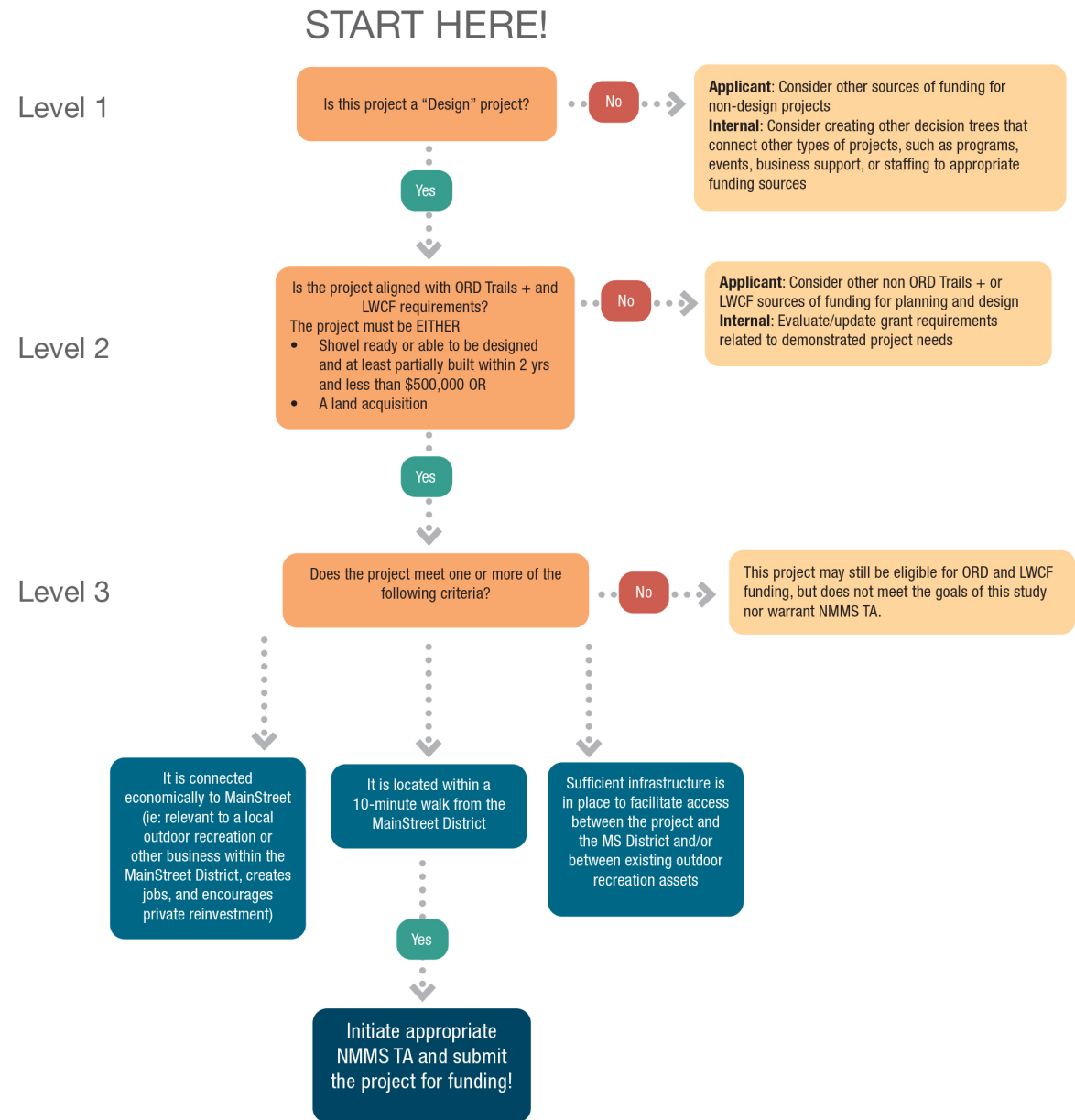
Potential Project	Project Type	Ownership/ Contact	Cost Range	Status	Size	Nearest Community	Selection Process
1. 20th & 30th Street bike lanes	Trail	Farmington		Completed		Farmington	Deferral Level 1
2. Aerial Adventures	Park	Farmington		Seeking partner		Farmington	Deferral Level 1
3. Ah-shi-sle-pah Trailhead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



# How did we conduct the study?

## 4. Project Evaluation

- Connectivity to MainStreet
- Compatibility with funding sources





# What did we learn?

- We have a lot more questions
- We need more data
- Connections are physical and ideological
- "Projects" should go beyond design – include events, staffing, business support, programs
- Communication is important
- Need for funding support to move projects beyond planning stage and support maintenance and operations





# Should we continue the OR Atlas work?

- Communities are interested/excited about it
- EDD Coordination
- Targeting NMMS Technical Assistance
- Helps communities prepare for the future





# How will we continue the OR Atlas work?

- Targeted Technical Assistance
- Community Mapping
- Ongoing coordination with Outdoor Rec Division
- Development of Application Process
- Tell us what you need!

