

**Jesse Swagerty's Vision for Harding County
The Reason I Created Ute Creek Construction LLC**

Vision:

My vision is to reverse the ongoing decline of population of Harding County, NM and create sustainable economic growth within the community, so that the remaining businesses, schools, and villages do not perish.

Mission:

I aim to make Harding County an appealing and accessible place to live for both incoming residents as well as resident youth by creating, promoting, and supporting local commerce and general community welfare.

Strategy:

Stop outflow of capital from the County through creation of a local industry and job market.

Tactic:

By creating and building a local construction company I can address three major problems which contribute to Harding County's population decline: lack of local commerce, poor job market, & housing shortage.

1. Lack of Local Commerce: For many years, most residents have had no option but to hire non-local contractors for services. Use of non-resident contractors and employees results in a transfer of funds that are never reinvested locally. This lack of a local consumer market has resulted in closure of nearly all local businesses. A local construction company would keep a significant amount of capital circulating within the County.
2. Create Jobs: The construction company will create a local job market for full-time trades workers and staff. This should attract people to relocate to the county.
3. Address housing shortage: A construction company with proficient tradesmen provides a solution to one of the most basic needs in any community, which is housing. The company can repair and restore existing dwellings, build new residential and commercial buildings, and support public works and institutions with projects that otherwise go undone.

Values:

- Integrity: Adherence to moral and ethical principles within our community, business, and personal lives.
- Quality: Sustainability and durability of products and services we produce.
- Livelihood: Opportunity for prosperity of our employees as well as our clientele, through high paying wages/salaries, without added expense to our customers.

Summary:

I'd like to offer attractive jobs for employees to relocate to the area, and provide affordable services and homes to current and new residents. I hope that our company will influence further economic development and business growth within the area to create a snowball effect on the population.