Hospitality, Tourism, and Recreation

Niches: Historical and Cultural Tourism, Outdoor Recreation, Events, Ecotourism, Agritourism, Adventure Tourism, Conventions, Dark Skies, Birding, Rockhounding

Strategies:

* Increase community pride so residents and industries are advocates of each other throughout the region.
* Support conventions and meetings at conference center throughout the region.
* Increase marketing efforts for creative and cultural events as well as outdoor recreation for the region.
* Improve and increase the types of transportation efforts throughout the region.
* Increase and support the awareness of all facets of recreation for all residents and tourist’s enjoyment.
* Increase the direct hospitality jobs and entrepreneurship by aligning the educational standards with industry needs.
* Support innovative hospitality business models to increase the quality of life throughout the region’s communities.
* Collaborate and leverage funding opportunities with key partners to help build capacity and grow the outdoor economy.
* Support legislation about allowing people to occupy vacant buildings while bring the building up to code while educating interested parties in the cost of renovating.
* Support legislation of increasing the supply of rural liquor licenses but keeping value to existing licenses.
* Educate constituents about the outdoor economy.
* Increase outdoor infrastructure to help recruit outdoor economy and other types of businesses throughout the region.
* Develop small scale building investor co-ops that would help renovate vacant buildings while creating co-work style setup for multiple businesses.

Key Partners:

* MainStreet/Arts and Culture Districts
* Museums
* Hotel and restaurant owners
* New Mexico Economic Development Department
* New Mexico Outdoor Recreation Division
* New Mexico MainStreet Division
* New Mexico Tourism Department
* New Mexico Game and Fish
* New Mexico Department of Transportation
* Bureau of Land Management
* National Parks Service
* State Parks
* United State Forest Service
* School Districts
* Western New Mexico University
* Western New Mexico University-Cultural Affairs
* Mimbres Regional Arts Council
* Ghost Towns
* Outfitters/Guides
* Art Associations
* Deming Arts Council
* Youth Conservation Corps
* Emergency Planning Coordinator
* Grant County Cattle Growers

Vulnerabilities

* Not all residents are supportive of “different” recreational interests.
* Businesses of the same kind are not wanting any new businesses of the same kind in proximity.
* Businesses sometimes do not want to make an investment in their own business or property.