



CIBOLA COUNTY PLANNING AND DEVELOPMENT

March 25, 2021



Economic Development

Economic Base Jobs

Jobs that bring money into area from outside the community

Service Sector Jobs

Jobs that provide services within the community and where money stays in the community.

Housing

Available affordable housing is necessary in a community for growth.

Amenities

Resources in our community that provide better quality of life for residents and visitors.

Economic Development

Economic Base Jobs

Primary

- The primary sector of the economy extracts or harvests products from the earth.
- Raw Materials and Basic Foods



Economic Base jobs include remote employment from company outside of the area.

Secondary

- The secondary sector of the economy manufactures finished goods.
- Construction, Processing, Manufacturing



Development of Economic Base jobs includes:

- 1: Local business retention and growth
2. Active recruiting and attracting new businesses to the area.
3. Development of a remote employment base of workers.



Economic Development Service Sector Jobs

- Retail industry
- Computer and I.T. services
- Hotels and tourism services
- Restaurants and Cafes
- Transport – rail, bus, air, sea
- Communication
- Banking services
- Insurance services
- Pension services
- Food and beverage services
- Postal services

Development of Service Sector jobs includes:

1. Local business retention and growth including training.
2. Active recruiting and attracting new businesses to the area.
3. Marketing and branding tourism and outdoor recreation areas within the community.
4. Aiding local businesses to become more economic base through online sales and marketing.

Cibola County Employment Prospects for 2021 and future.

- Existing economic base company received LEDA funding to retain 125 jobs and add up to 30 more.
- Local economic base company working on expansion and adding 10-12 new jobs.
- New economic base facility in planning stages to add 80 new jobs
- New service sector facility in planning stages to add 5 new jobs
- New service sector facility in construction and opening by July will provide about 15 new jobs
- Existing economic base company still needs to fill 150 positions.
- Education facilities still need to fill about 20 positions
- NMSU - has openings for full time and part time
- Hospital has openings for 30 employees
- Shed manufacturing facility has 6 job openings.
- Temporary solar construction estimated to add 100 jobs for the remainder of 2021
- Temporary building construction jobs (unknown amount) for up to 2 years for new building for Local Business.
- Interstate Road Construction projects in Cibola County may offer more temp jobs also.

• **CIBOLA COUNTY'S ECONOMY IS GROWING!**

Economic Development potential

- Application completed to recruit economic base manufacturing company for 60 jobs.
- Discussions with company to recruit economic base distribution center to area.
- Discussion with individual to recruit new service sector building and jobs in the area.
- Discussion regarding development of one or two rehabilitation facilities within the county. (25 up to 50+ jobs)
- Development proposals for Grants Airport.
- Expansion of broadband internet services to San Rafael and Bluewater Village will allow for business growth in those areas. (Construction in progress). Expansion to additional areas also being looked at.
- Development of outdoor recreation plan to increase tourism and job growth.
 - Planning and Zoning discussion with company considering development of private campground near Bluewater Lake
 - Planning and Zoning discussion with company considering development of private campground on private land in the Zuni Mountains
- Discussions with housing development companies to build houses in the community could lead to:
 - Temporary construction jobs
 - Available housing to aid in recruitment of new businesses and employees into unfilled jobs
 - Growth of the community will help increase service sector jobs also.

Tourism Activities

- Mt Taylor Quad- averages 350 contestants per year and additional crew and family members total bring in about 400-600 visitors to the community for the weekend.
- Mt Taylor 50K has about 100 contestants per year and additional crew and family add up to between 150-250 visitors to the community for the weekend.
- Tour De Acoma Bike race has about 300 contestants per year and with their crew and family together brings in about 400-600 visitors per year for the weekend.
- El Morro National Monument averages 51,000 visits per year. El Malpais National Monument averages 146,000 visits per year. Chaco Canyon averages 40,800 visits per year. (per NPS statistics)
- Continental Divide Trail hikers average about 400 per year and Great Divide Mountain Bike Ride average about 100 bikers per year.
- Chamber of Commerce and Mining Museum average between 8,000 to 10,000 visitors per year and around 5300 underground tours. In 2019 of those statistics, over 600 were foreign visitors from over 39 countries.
- Grants neon arch tracking has been difficult, but estimates are about 960 visits annually.

Cibola County Housing Information

Housing sales market was very active in 2020. Average days on the market for housing had decreased by more than half over 2019 and average sales price has increased by \$28,512 over 2019. However, we still lack housing for growth. Even though real estate rental and leasing increase by 6.8% from October to December of 2020, the rental market is full and has a waiting list.

Title company #1 had 28 closings on residential property. Local transfer to new housing was 13 households, but 15 households were incoming from a different town or state. Including several job transfers into the community.

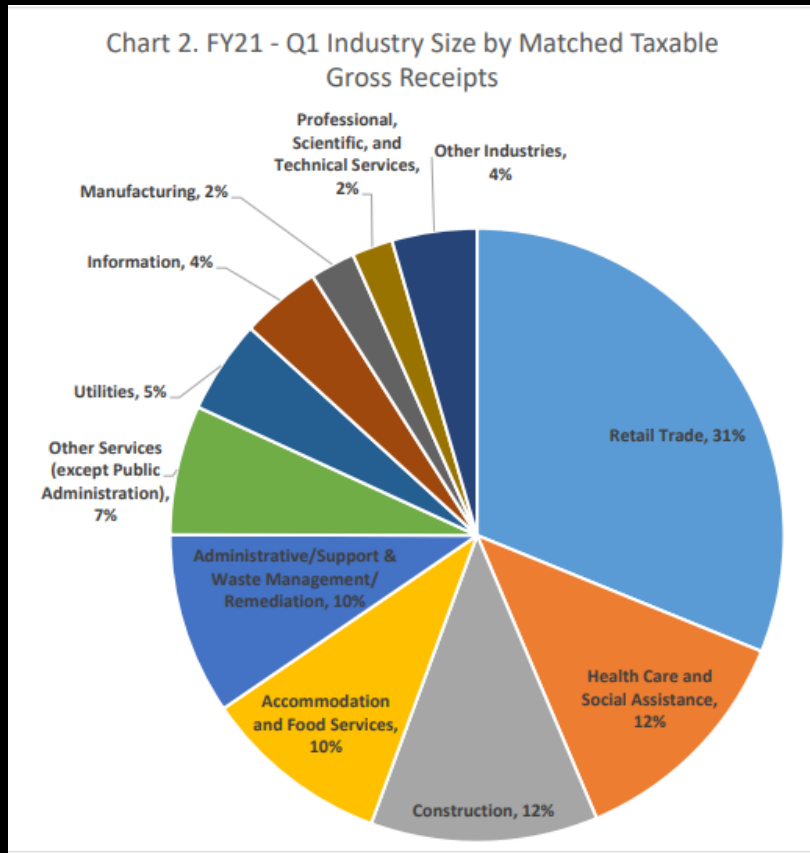
(Didn't get data in time for the presentation) Title company #2 had xx closings on residential property. Local transfers to were xx households, but xx households were incoming from out of county or out of state.

Vacant land sales, request for Rural Addressing, zoning and building permit questions have increased. 65 new rural addresses were added in the second half of 2020.

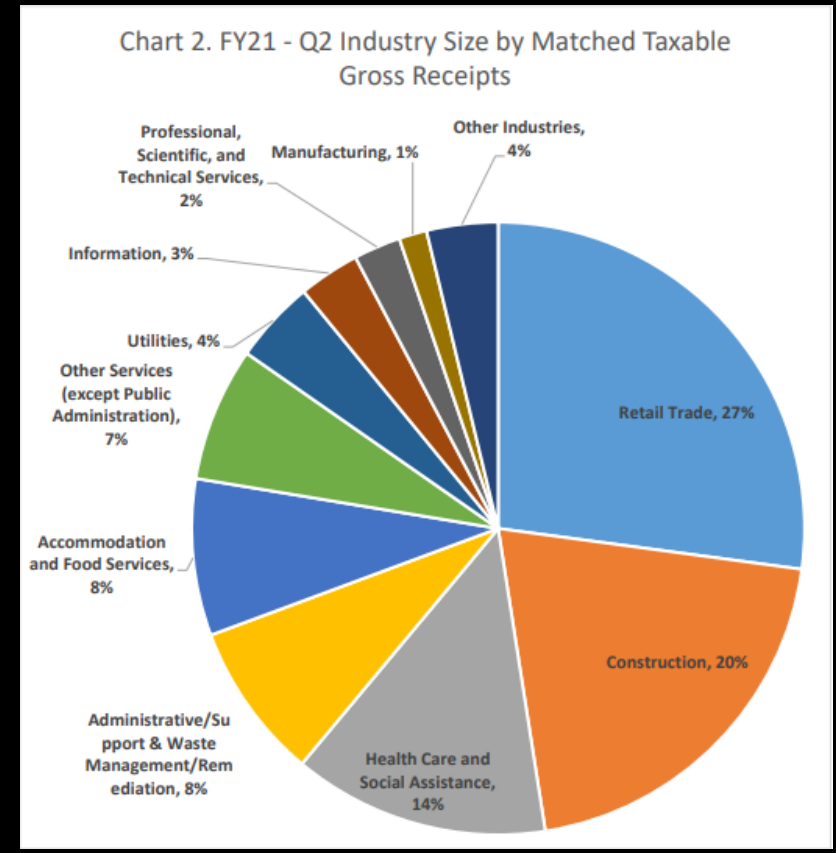
Requests for mobile home placement permit letters doubled in 2020 compared to 2019. First 2 months of 2021 Mobile home placement permit letters equal all of 2019 request.

Requests for flood zone status letters almost doubled from 2019 (31 letters) to 2020 (59 Letters)

Quarterly Gross Receipts Taxes by Industry



July through September 2020 as reported in December 2020



October through December 2020 as reported March 2021

Amenities

Amenities are often considered to be physical in nature such as:

Public transportation, recreation facilities, trails, public Wi-Fi access, and many other items that contribute to the enjoyment of a place.

Sometimes amenities can be non-physical such as:

Access to clean water, enforcement of existing codes such as illegal dumping and reduction of derelict buildings, low crime rates, or other activities that increase the quality of life of a community.

Code Enforcement Activities

- Business Registrations have almost tripled in 2020 over 2019 when enforcement was lacking. 2019 registrations were 55 businesses. 2020 Business Registrations were 151.
- Code Enforcement on Trash and Illegal Dumping in 2019 wasn't tracked. In 2020 there were 10 violation notices sent for illegal dumping and trash. Additional complaints in 2021 are pending.
- Total letters for various code violations was 32 in 2020. 17 have been resolved and 16 are still pending. Final action may include court appearances. Two additional complaints required investigation but were found compliant with ordinances.
- 4 new complaints under investigation and first steps for compliance.

