



Village of Santa Clara Comprehensive Plan

Draft #2

Prepared for:
Village of Santa Clara
Santa Clara, New Mexico
&
Southwest New Mexico
Council of Governments

Prepared by:



in association with:
Southwest Planning and Marketing
Resource Technology, Inc.

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Acknowledgments

Village of Santa Clara Comprehensive Plan

Mayor

Imelda M. Lopez

Village Council

Robert O. Alirez

Kathy H. Marquez

Robert G. Alirez, Jr

Connie Holguin

Village Clerk/Treasurer

Julia Marquez

Southwest New Mexico Council of Government

Priscilla Lucero, Executive Director

Gloria Terrazas-Barnes

Victor Ruiz

Comprehensive Plan Steering Committee

Imelda M. Lopez, Mayor

Joan Atencio

Liz Stewart

Jose E. Carrillo, Principal, Central Elementary

Levia Moore

Ellen Scheigert

Priscilla Lucero

Gloria Terrazas-Barnes

Victor Ruiz

Consultant Team

CommunityByDesign

230 S. St. Francis Drive

Santa Fe, NM 87501

505-983-8328

and

Southwest Planning and Marketing

Resource Technology, Inc.

Shannon Papin, Historic Preservationist

Adopted _____

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Executive Summary

The Village of Santa Clara Comprehensive Plan provides direction and priorities for the future of the Village regarding Land Use, Housing, Economic Development, Community Services, Transportation, and Infrastructure.

The Comprehensive Plan was developed through an extensive community participation process that included a citizen steering committee, interviews with local leadership and stakeholders, and three public meetings that identified the community's vision, goals and prioritized the plan's implementation strategies.

Over eighty implementation strategies were identified to achieve the plan's vision and goals. These strategies were prioritized by the community for each plan element and the top priorities are presented below, reflecting the community's vision, values, and most important actions to be taken for the future.

- **Community Vision**

The Village of Santa Clara is a proud multi-cultural community where there is a strong connection with the past through the generations of families that live here. This is a safe and family-friendly village where everyone knows one another and possesses great educational and entrepreneurial opportunities. We seek to develop a sustainable future based on respecting our cultural heritage, protecting our natural assets and strengthening the economic opportunities for our residents with an emphasis on environmentally safe and technologically advanced models. The rebirth of our village will build on our historic architecture, be a center for creating locally-based artisan products, promote reinvestment in our neighborhoods, and instill civic pride as a healthy community.

Based on the values and priorities of the community, the following strategies were those determined by the residents to be of the highest priority:

(TO BE DETERMINED AFTER COMMUNITY MEETING)

- **Land Use Priority Strategies**

- **Housing Priority Strategies**

Executive Summary

- **Economic Development Priority Strategies**
- **Community Services Priority Strategies**
- **Transportation Priority Strategies**
- **Infrastructure Priority Strategies**

I. Introduction

The Village of Santa Clara Comprehensive Plan is “...a community vision for a desired and sustainable future”

A Comprehensive Plan is a “living” document that establishes what the resident, business owner, property owner and interested party, would like to see in the future of the Village. It is intended to be updated every five years and amended as the Village changes, as regulations are adopted, and programs evolve. The Comprehensive Plan establishes a framework comprised of the community’s values, goals and objectives, which becomes a direction for the Village Council and State and Federal Legislators.

The Comprehensive Plan does not change any existing, or create any new, policies, laws, regulations, or requirements, but it can recommend changes to them. The Plan is advisory and not regulatory. There is a community vision and seven elements to the Village of Santa Clara Comprehensive Plan, each element includes a set of Goals and Implementation Strategies:

- Land Use
- Housing
- Economic Development
- Community Services
- Transportation
- Infrastructure
- Implementation

The purpose of a Comprehensive Plan is to:

- Provide direction for a common community future.
- Prioritize the community’s needs and values.
- Become the basis for seeking funding through Village’s General Funds, State’s ICIP (Infrastructure Capital Improvement Plan), and State and Federal CDBG (Community Development Block Grants).
- Create “nexus” (connection) to revisions in the Land Use Zoning ordinances and subdivision regulations.

I. Introduction

The Village of Santa Clara's Comprehensive Planning Process is community-based and directed by citizens who participated as a Steering Committee. Interviews with community leaders and stakeholders as well as three community workshops form the plan that:

- Develops a community vision
- Evaluates demographics and existing conditions
- Assesses opportunities, issues, and constraints
- Identifies goals and objectives for each component
- Defines implementation strategies to achieve the goals



Village of Santa Clara Municipal Building

History and Culture

Santa Clara lies in the heart of the country once inhabited by the Mimbres people, a group of Mogollon Native Americans known today for their extraordinary pottery designs. Where did the Mogollons come from? It is assumed they were descendents of the Paleo-Indians who roamed New Mexico 20,000 years ago. Living in the Late Pleistocene Era, these early people lived by hunting primarily big game. When the climate dried out 9,000 years ago and became more desert-like,

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people turned toward hunting small game and gathering; manos and metates came into use. Then, about 4,000 years ago, a great change came to southwestern New Mexico: the people began to cultivate corn, and agricultural society began. This trend was stabilized 3,000 years ago with the additions of beans and squash. With these changes, the Mogollon culture began to emerge. Around 200 BC, the Mogollons formed pueblos, consisting of pit houses, relying on farming, hunting, and gathering. The Mogollons, perhaps influenced by the Anasazis to the north, began to produce pottery, the most outstanding of which was produced by the Mimbres people.

Who were these Mimbrenos? We know that corn, the central element of their diet, was ground by single family units rather than collectively as was done by the Anasazis. In addition to their excellent pottery, the Mimbres people are known for the mysterious funeral practice of placing a bowl with a hole knocked in it (a “killed” bowl) above the head or over the face of the deceased. About one half of Mimbres burials exhibit this feature.

Classic Mimbres occupation of the area was between 1010 and 1140 AD. Widespread drought in the 11th and 12th centuries led to the abandonment of large towns. The Mimbrenos remained in the area in smaller group in the post classic periods from 1200 to 1450 AD. The Mogollons eventually disappeared in New Mexico; disease in the wake of the Spanish conquest, among other factors, took its toll. It is thought that the remainder of the Mogollons by 1450 had merged with their Anasazi neighbors.

In the mid 1600s, a new indigenous people moved in the Santa Clara area, the Apaches. An Athabascan people who acquired many traits from the Plains Indians, including clothing styles and the use of tipis, the Warm Springs and Mimbrenos Apache bands roamed Arizona and southern New Mexico through the coming of the Spanish, and later, during the time of early U.S. acquisition of the area. The mineral wealth in the region has defined much of the activity around Santa Clara for the last 200 years. In 1800 an Indian, doubtless an Apache, showed Colonel Jose Manuel Carrasco copper in the Santa Rita basin. Carrasco then began mining there in 1801, but sold his mine to Don Francisco Manuel de Elguea in 1804.

Conflict between miners and Apaches seemed inevitable and, after a massacre of Apaches at the Santa Rita mine in 1837 from which Apache warrior Mangas Coloradas escaped, Apache raids on white settlers, miners, and travelers intensified. With the Treaty of Guadalupe Hidalgo in 1848 and the Gadsden Purchase in 1854, all of New Mexico belonged officially

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to the United States and the U. S. government was poised to take the Apache problem in hand. In 1858 gold was discovered in Pinos Altos. Gold was followed by miners and miners were followed by more Apache raids. By 1866, with mining activity in earnest in Silver City, U.S. officials determined it was necessary to protect miners, settlers, ranchers, and travelers from the Apache bands led by Mangas Coloradas, Victorio, and Geronimo. Company B of the 125th Colored Infantry constructed Fort Bayard in 1866. Troops then regularly patrolled the area and, with their protection, soon 1,000 miners were working 600 claims in the region.

In 1867 General J. J. Carlton recommended in one of his reports that four troops of cavalry be stationed at Fort Bayard to protect the county seat, Santa Clara, then known as Central City. In the precarious frontier days, the only relief from military life and endless Indian fighting expeditions were the comforts of Central City, and it was in Central City that the soldiers spent their pay. When gold played out in a couple of years, though Central City was still valuable to the nearby fort, the county seat moved to Pinos Altos and what had been the courthouse in Central City was put up for bid in 1869. In 1870, only eighty-nine people called Central City home, yet Central City continued to grow. In 1880, 120 people lived in Central City and by 1890 when the Apache raids were no longer on the horizon; the village had grown to 257 people.

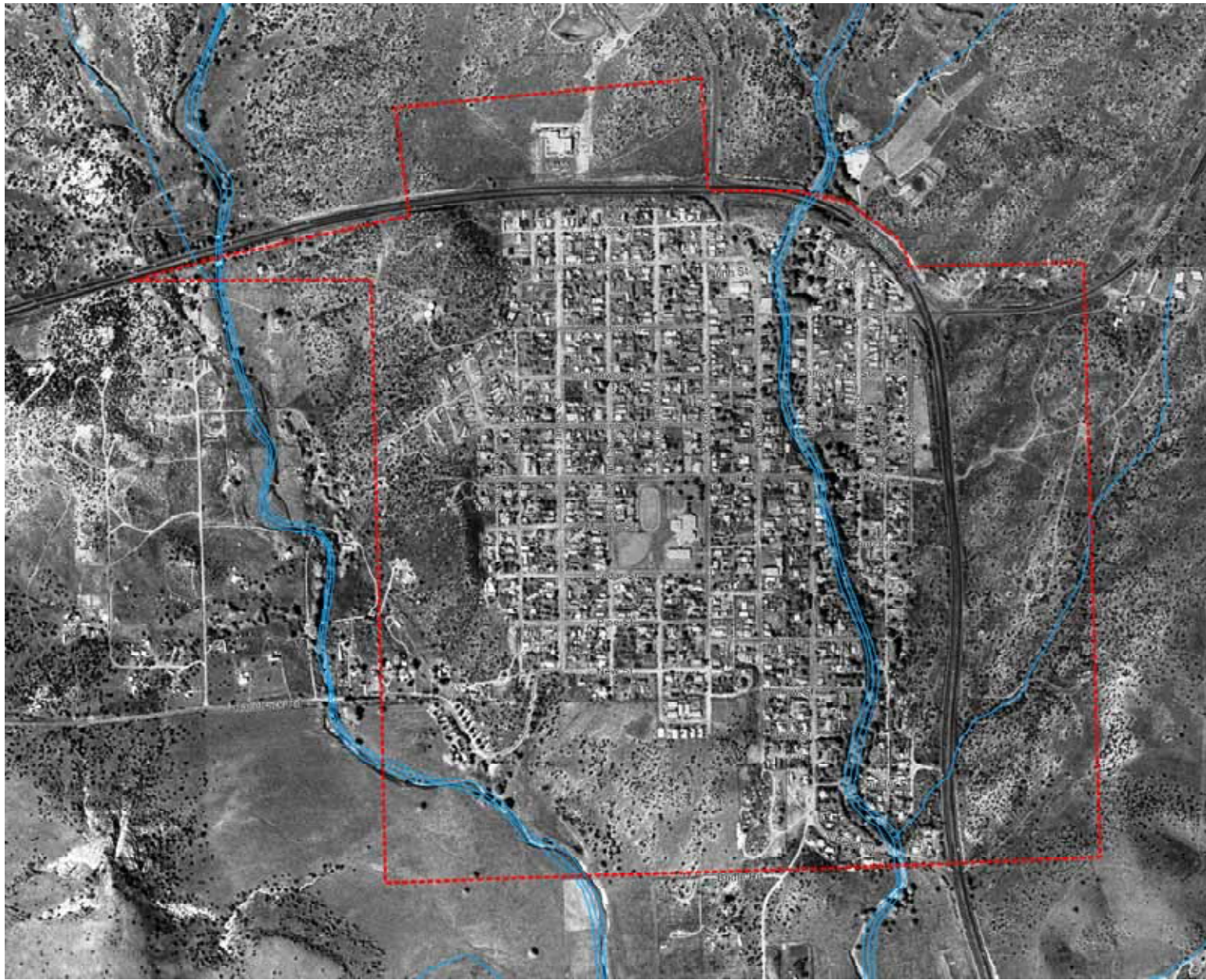
The growth of Central City in its early years paralleled the Apache containment. A guide and scout from Fort Bayard had found gold and silver in the Mogollons in 1870. That was also the year in which Victorio, by Executive Order, was promised a reservation near Warm Springs. Cochise, a chief of the Chiricahua Apaches, closely related to the Warm Springs band, was also promised a reservation in the Warm Springs area. When the reservations did not come through as promised, Cochise went back to raiding. Soldiers were expected to protect citizens and, in this explosive environment of settlers shooting Indians and Indians raiding settlers, were sent out to kill or capture all the Apaches. The Chiricahua and Mescalero bands were assigned reservations in 1872 and the Warm Springs group was banished to the Tularosa River, where they wintered. Many died, and they were forced to return to Warm Springs. Geronimo joined forces with Apaches in Mexico in 1877 and together they raided settlements in southern New Mexico. Fort Bayard around that time had 17 officers, 325 enlisted men, 25 Navajo scouts, and 400 horses and mules. The day of the Apache was over. Victorio was to lead his people to San Carlos where he was subsequently arrested. Victorio died in 1880. The band escaped from San Carlos, was recaptured, taken back to Warm Springs, and again relocated to San Carlos. Geronimo surrendered in 1886 and Apache raids became only a memory in the growing settlement of Central City.

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In 1903 more mineral claims were filed and Central City enjoyed slow but steady growth over the next few decades. In 1920, 1,000 people lived in Central City and by 1940 there were over 1700 residents. In this era the place began to be known simply as Central. On May 5, 1947, 154 property owners requested that Central be incorporated as a village. Around that time one of Santa Clara's more unusual residents, a New York transplant and Jesuit priest, worked to better the health of his fellow man. Father Roger Aull came to the dry southwest, as did so many, to heal a respiratory problem. In nearby San Lorenzo, he met mining engineer Alex Morrison who suggested the priest come to the mine to inhale the "peculiar smelling gas" which Morrison believed protected miners from colds and flu. Together they eventually engineered the Halox Therapeutic Generator. After Morrison's death, Father Aull left San Lorenzo for Santa Clara or Central as the people called it then. Though Father Aull's halox generator is now outmoded, it is doubtless that the priest was ahead of his time: using machines to propel inhalants into the lungs of those with respiratory illnesses is now commonplace. Father Aull also showed an almost saintly generosity. He did not charge for the use of his machine. If those he had helped wanted to pay, he suggested they help him work on a rock chapel he was building. That chapel, managed by the Bureau of Land Management for years, was later sold to St. Vincent De Paul's Catholic Church in Silver City. It is now home to St. Mary Theotoka's Retreat Center where healing masses, labyrinth walks, and weekly contemplative masses are now offered. Expansions are planned for this active center.

About a hundred years after Grant County moved the county seat to Pinos Altos from Central City following a mining "bust", a sudden population growth, again caused by mining, brought new houses to Central in 1965 and 1966. The village, also in the 60s, acquired substantial water rights, poising it to make powerful decisions. Since the 1990s Santa Clara has been seeking to attract residents who appreciate its small town atmosphere and low crime rate, confident that diversifying its economic base will secure a brighter future for its citizens. In the early days of statehood, Grant County tried to secede from the rest of the state because it was not being treated fairly by political bosses in Santa Fe; it wanted to decide its own destiny. Today, over 1800 residents of Santa Clara show that same strength and pride in community. Though the village suffered the vagaries of mining ups and downs, combined with the unpleasant prospect of becoming just a bedroom community for Silver City, it recently decided to change its name back to the original name of Santa Clara, thus claiming and standing squarely upon its entire history. This history encompasses the beauty of prehistoric pottery and archeological finds, eventual victory in the face of Apache raids, and most pertinently, perseverance through over a hundred years of changing fortunes in the mining industry.

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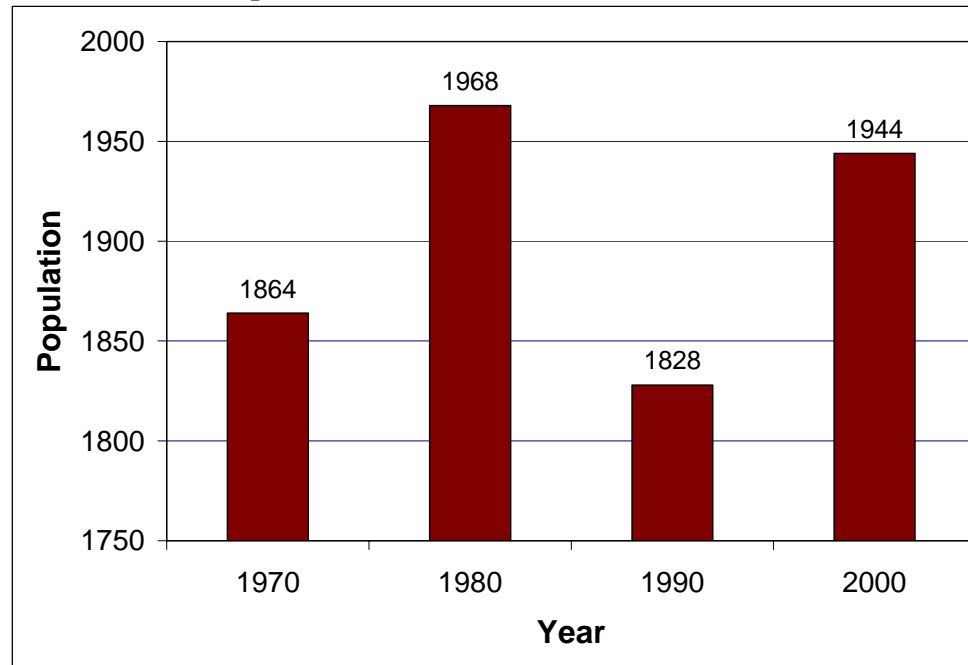
II. Community Profile

Population Trend

Prior to 1998, Grant County had experienced a steady population increase. Over the past decade from 1990 to 2000 Grant County population increased by 12.0%, of which 5.4% was a natural increase through child birth while the remainder, 6.7%, was a net migration increase (people moving in outpaced those moving out). The incorporated and unincorporated areas are nearly equal in population distribution. In 2000, Silver City accounted for approximately 34.0% of the total population, Bayard 8.0%, Hurley 5.0%, Santa Clara 5.0% and the remaining unincorporated areas about 47.0%.

Following the trend of Grant County, the Village of Santa Clara population has been decreasing following a period of growth from 1990-2000. The population trend for the past forty years shows large variations in the Village population. The population decreased by 140 persons between 1980 and 1990 and increased by 116 between 1990 and 2000

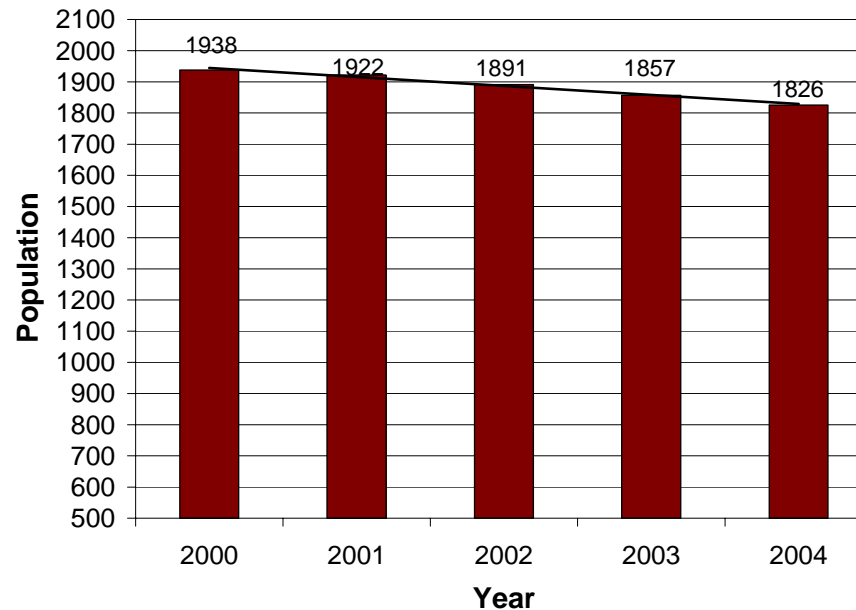
Santa Clara Population Trend 1970 to 2000 (Source: Census 2000)



II. Community Profile

The most recent population estimates from the Bureau of Business and Economic Research for 2004 show the population decline is continuing, losing an additional 112 persons since 2000, making the Village population essentially the same as in 1990.

Santa Clara Population Trend 2000 to 2004 (Source: BBER 2005)



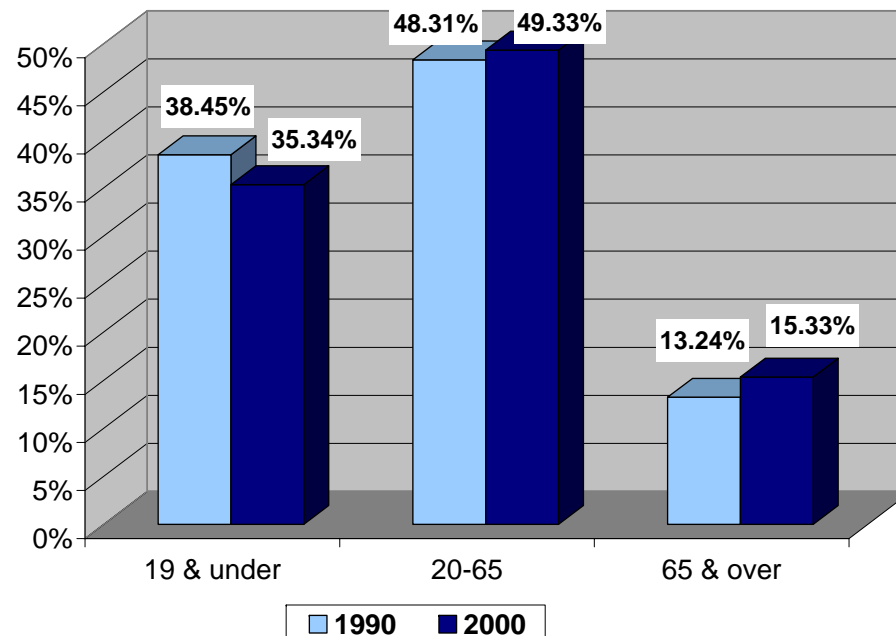
Age Distribution

While there is a population decline, the age distribution of the Village of Santa Clara has not changed significantly from 1990 to 2000. The percentage of the total population that is 19 years and younger decreased by 3.1%. This is most likely related to the 7.4% decrease in the percentage of family households compared to non-family households. The 20-65 age groups have increased slightly by 1.0%.

II. Community Profile

An increasing senior population is a concern nationwide as the baby boomers approach retirement. The Grant County region is often talked about in terms of its growing appeal as a retirement community. However, the percentage of the population that is 65 or older has only increased slightly by a percent change of 2.1%. Comparatively, in terms of percent change in New Mexico, the senior population increased by 28.4% between 1992 and 2002. In Dona Ana County, a rapidly growing senior community, between 1990 and 2000 the percent change in senior population 65 and older was 29.0%. However, the Village of Santa Clara does have a slightly higher percent of population that is senior (15.3%) than New Mexico (12.3%) and the U.S. (11.7%). So while it might not be a growing retirement community, the Village of Santa Clara does have a significant elderly population.

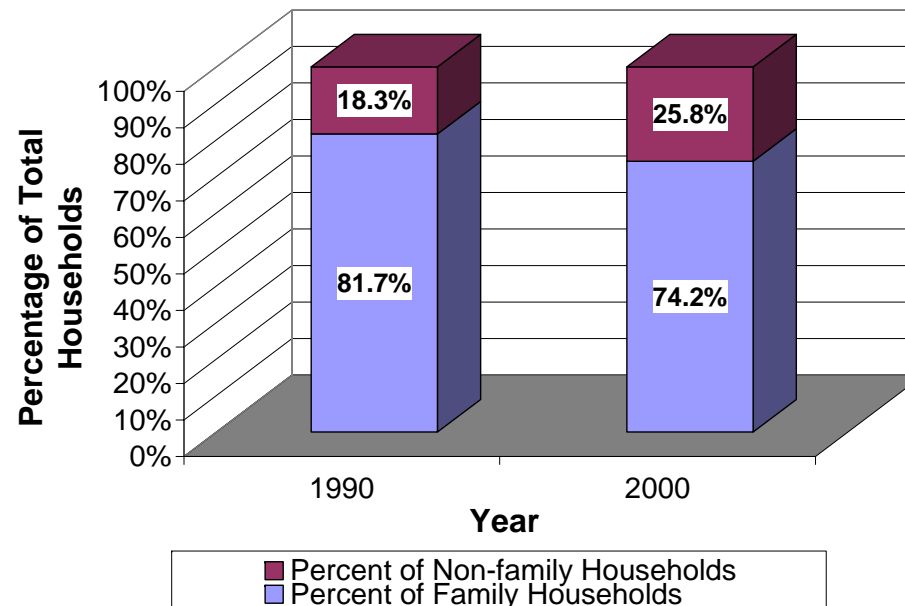
Distribution of Age of Population 1990 and 2000 (Source: Census 2000)



II. Community Profile

According to the U.S. Census, the total number of households in the Village of Santa Clara has increased from 600 to 696 between 1990 and 2000 despite the population decline. The total number of family households has increased in Santa Clara from 490 to 496, declining as a percentage of the total households by 7.5%. Non-family households increased from 110 to 200.

Family Households as Percent of Population (Source: Census 2000)



Race

Grant County's racial composition is nearly evenly split between White and Hispanic/Latino. In Grant County, the Hispanic population has increased as a percentage of the total population by 3.6% from 1990 to 2000. In both Santa Clara and Bayard, the Hispanic population increased by over 10.0% as a percentage of the total population.

II. Community Profile

	1990		2000		Percent Change	
	Hispanic	White	Hispanic	White	Hispanic	White
Grant County	45.2	47.8	48.8	48.5	3.6	0.7
Bayard	72.9	13.4	84.4	14.1	11.5	0.7
Hurley	58.1	38.5	60.3	37.3	2.2	-1.2
Santa Clara	71.1	13.1	83.5	14.6	12.4	1.5
Silver City	47.9	45.1	52.4	44.5	4.5	-0.6

Educational Attainment

Santa Clara, along with the other Mining District communities, has a higher percentage of the population with a high school education; however, a lower percentage has a college education. For the region, Santa Clara has the lowest percentage of the population with some college education or above. However, those with a B.A. or higher have increased over 1.0% in the past decade.

Educational Attainment in Grant County 2000

	Bayard	Hurley	Silver City	Santa Clara	Grant Co.
Less than 9th grade	20.4%	14.8%	9.0%	18.9%	9.2%
9th - 12th, no diploma	17.4%	11.9%	11.30%	15.3%	11.4%
High school graduate	31.4%	36.2%	25.1%	37.4%	29.1%
Some college, no degree	18.6%	18.4%	24.4%	16.5%	24.3%
Associate	2.8%	4.8%	5.1%	3.0%	5.5%
BA	5.3%	9.5%	15.5%	5.3%	11.4%

II. Community Profile

Village of Santa Clara Vision Statement:

The Village of Santa Clara is a proud multi-cultural community where there is a strong connection with the past through the generations of families that live here. This is a safe and family-friendly village where everyone knows one another and possesses great educational and entrepreneurial opportunities. We seek to develop a sustainable future based on respecting our cultural heritage, protecting our natural assets and strengthening the economic opportunities for our residents with an emphasis on environmentally safe and technologically advanced models. The rebirth of our village will build on our historic architecture, be a center for creating locally-based artisan products, promote reinvestment in our neighborhoods, and instill civic pride as a healthy community.



III. Land Use

The Village of Santa Clara is located in southwestern New Mexico, east of Silver City in Grant County. It is part of the “Mining District” along with Bayard, Ft. Bayard and Hurley. The village began to develop in the early 1860s, populated by people who provided services to the soldiers at Fort Bayard and when the Territorial Legislature created Grant County in 1868, the Village changed its name to Central City. Serving as the county seat, Central City experienced a short-lived boom, building a courthouse, jail, businesses, and “pleasure houses” for the miners and soldiers seeking relaxation. One year later the county seat promptly moved to Pinos Altos and the courthouse went up for sale. Boom-bust cycles have seen the population swell and decline but the land area has remained at one square mile in size. In 1996, Central City reclaimed its original name with pride in its history and determination to improve quality of life.

Existing Studies and Plans

Village of Santa Clara Comprehensive Plan, 1996

Designed to provide the basis for growth management regulations, this comprehensive plan identified goals and policies for seven elements including: Community Character, Economic Development, Transportation, Land Use, Community Facilities, Housing, and Utilities. The plan was written to address the threat of the Village disincorporating as a municipality and to assist the Village to reclaim its vitality.

Grant County Comprehensive Plan, 2004

The Grant County Comprehensive Plan establishes goals, policies and implementation measures for the six plan elements of Land Use and Community Design, Housing, Transportation and Circulation, Public Facilities and Services, Economic Development, and Natural Resources and Hazards. The Comprehensive Plan sets forth the county’s policies regarding the types and locations of future land use activities.

Village of Santa Clara Economic Development Plan, 2000

The Village of Santa Clara Economic Development Plan assessed the demographics, work force, assets, and outlook and developed an Action Plan with goals and strategies to build its economic future. Initiatives to capture tourism, recruit new businesses and fund infrastructure improvements are recommended.

Historic Buildings of Significance

All of the buildings referenced below appear to have what is usually referred to as “local significance”. Depending on the extent of renovations, it is likely that they would be eligible for the New Mexico Register of Cultural Resources or the National Register of Historic Places. Each building’s significance is discussed below with a review of the nominating process to either one of these registers and the benefits of each. While there are strong possibilities for state and national listings, there is no geographical tie between these buildings and therefore no possibility for a registered historic district.

Santa Clara Church

The Santa Clara Church appears to have been restored or has been well taken care of by the community. With a construction date of 1884 and the very important role the church has played in the history of Santa Clara, it appears a likely candidate for both the state and national registers. A building survey was completed in 1996 that lists minor repairs that should be made to the building.



Bradley Hotel

This two story adobe was built circa 1890 as a brothel that serviced Fort Bayard. The former hotel has also seen uses as a convenience store and liquor store. It is currently used as a wood and furniture-making shop, and is slated for restoration utilizing small diameter wood in the reconstruction of the front façade. Future plans include developing a Mercado on the adjacent properties.



Fort Bayard Complex

Fort Bayard is under the jurisdiction of Grant County and owned by the State of New Mexico. It is still currently being used as a medical facility. Parts of the complex are in a fairly serious state of disrepair and several of the buildings seemed threatened by demolition by neglect. Fort Bayard has already been designated a National Historic Landmark and there can be no higher designation. The Fort is a significant resource for the Mining District, the State of New Mexico, and the

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country. Fort Bayard should be proposed for a *Save America's Treasures* Grant. There are both competitive and designated funds available for these grants and more on the application process can be found at <http://www.saveamericastreasures.org/>.

New Mexico Register of Cultural Properties

The New Mexico State Register is maintained by the Historic Preservation Division of the Department of Cultural Affairs. While any individual can nominate a property to this register, it is the decision of the Cultural Properties Review Committee (CPRC) to place properties on the State Register and to forward nominations to the National Register. The State Register is composed of properties identified by the CPRC as having historical or other cultural significance and integrity, being suitable for preservation, and having educational significance. The CPRC meets four times a year to review applications and determine eligibility. A property nominated to the National Register of Historic Places (see below) must be reviewed and approved by the State Historic Preservation Office (SHPO) before being forwarded to the National Park Service. Any property passed on for consideration on the National Register will automatically be considered for the State Register at the next meeting of the CPRC. For further information, please see <http://www.nmhistoricpreservation.org>

National Register of Historic Places

The National Register of Historic Places is the Nation's official list of cultural resources worthy of preservation. Authorized under the National Historic Preservation Act of 1966, the National Register is part of the national program to coordinate and support public and private efforts to identify, evaluate, and protect historic and archeological resources. The National Register is administered by the National Park Service, which is part of the U.S. Department of the Interior.

- National Register properties must be documented and evaluated according to uniform standards. In general, a property must meet a minimum requirement of being no less than fifty years old and it is expected that the site will possess significance in American history, architecture, archeology, engineering, and culture. This can be present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association. Recognition by the placing of a property on the



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National Register is designed to help state and local governments, Federal agencies, and others identify important historic and archeological properties worthy of preservation and of consideration in planning and development decisions.

In addition, owners of properties listed on the National Register may be eligible for a 20% investment tax credit for the certified rehabilitation of income-producing historic structures (such as commercial, industrial, or rental residential buildings). It is important to remember that the being placed on the National Register is purely an honorary designation and does not prevent the destruction of any resource by a private party. The owner of the property has complete discretion as to the use and condition of a building, and has the option to amend or destroy the building at any time. For more information, please see <http://www.cr.nps.gov/nr/index.htm>

National Heritage Area

Santa Clara could join with other communities in their geographical area, such as Bayard, Silver City, Hurley and Santa Rita, to form a National Heritage Area. A "National Heritage Area" is a place designated by the United States Congress where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. National Heritage Areas are a strategy that encourages residents, government agencies, non-profit groups and private partners to collaboratively plan and implement programs and projects that recognize, preserve and celebrate America's defining landscapes. The heritage areas seek short and long-term solutions to their conservation and development challenges by fostering relationships among regional stakeholders and encouraging them to work collaboratively to achieve shared goals. Southwestern New Mexico has an extensive history of mining industries that were the main motivation for the settlement and development of the area. These mining resources and their associated sociological history are essential in the development of New Mexico as well as the United States. Santa Clara is a small community with important history but limited resources. By joining with the surrounding communities, their resources would be combined and multiplied and their history would take on added significance

III. Land Use

During the planning process with the Steering Committee and community, several issues and opportunities for land and water use were identified.

Issues- (things to change in the future as a result of the plan)

- \$ street signage (presently working on addressing and signage)
- \$ no Zoning Board
- \$ home-based businesses that exceed regulatory limits
- \$ existing legal non-conforming land uses
- \$ illegal non-conforming uses given two years to come into conformance but not enforced
- \$ residential land uses not allowed in commercial district

Opportunities- (things to preserve/enhance as part of the plan)

- \$ Village has hired a Zoning officer for compliance issues
- \$ home-based business provisions in Code
- \$ Main Street (Bayard Street) frontage available and potential for new businesses (beauty shop, coffee shop, restaurant, confectionary)
- \$ inexpensive property and potential for reinvestment (“sleeper” opportunities)
- \$ Cameron Creek potential for recreation and resource enhancement (like Silver City Big Ditch)
- \$ Village has the only established industrial/business park in Grant County

In response to identifying the issues that the community would like to see changed in the future, and the opportunities they feel should be enhanced in the plan, the following Land Use Goals were developed. For each goal there are several implementation strategies that could be used to achieve the goal.

Land Use Goals:

Goal 1. Revise and improve the Village land use regulations and procedures/process.

Strategy 1. Create a Citizen Zoning Committee/Board to review the existing land use regulations and districts and determine revisions needed in the Code. Examples of revisions identified include but are not limited to: (1) broadening the allowable land use in the

III. Land Use

Industrial Park to allow general business uses; (2) allowing mixed use/residential uses in the commercial zones; and (3) reviewing home-based business regulations.

Goal 2. Promote the availability of infill development and investment opportunities.

Strategy 2. Provide incentives for the redevelopment/reinvestment of blighted properties or for new development to occur on targeted infill properties through expedited zoning/development plan review approvals, permit fee waivers, and water/wastewater connection fee waivers.

Strategy 3. Create an informational brochure for realtors/developers that identifies incentives available for targeted development areas and provides information on zoning, permitting and review procedures for developing in the Village.

Goal 3. Establish a sense of community pride within the village neighborhoods.

Strategy 4. Promote a “Village Pride” beautification program through community clean-ups and awards for most attractive street or neighborhood on an annual basis to foster community pride.

Strategy 5. Utilize high school community service volunteers, such as through the Juvenile Probation Office or Youth Conservation Corps, to engage in tree plantings or building renovations, assisted by a local business (landscaper, painter, plasterer), and utilizing plants provided through the New Mexico State Forestry program.

Strategy 6. Develop a campaign utilizing local media and a motto to promote a positive community image and vision such as “Beautiful Santa Clara!” that can be displayed in parks, on posters/advertisements, t-shirts, bumper stickers, etc. Link the campaign to community clean-ups, youth beautification events, business events, community awards, etc.

Strategy 7. Partner with the YouthBuild or the AmeriCorps programs to assist in a community beautification program.

Goal 4. Create an identifiable village entry, edge and center.

Strategy 8. The Village will establish “gateway features” at the three main entrances of the Village along US 180. These entry features will include signage and public art features that relate to the Village culture and logo.

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Strategy 9. Develop a community gathering place along Bayard St that can serve for youth activities, fiestas, farmers market, and other events.

Strategy 10. Identify a village landscape theme (cultural or historical elements) that can be developed along US 180 and into the Village along Bayard St. These may include fencing, walls, banners, public art, and/or lighting.

IV. Housing

Homeownership

Homeowner occupancy in the Village of Santa Clara has increased by 2.6% since 1990 to 74.3%. This is less than in Grant County which experienced a 4.1% increase in homeowner occupancy. Grant County and Santa Clara are nearly the same rate and both are higher than the state and national average.

Homeowner Occupancy (Source: Census 2000)

Place	Homeownership Rate 1990	Homeownership Rate 2000
Grant County	70.3%	74.4%
Town of Santa Clara	71.7%	74.3%
New Mexico	67.4%	70.0%
U.S.	63.9%	67.7%

Housing Vacancy and Occupancy

While the total number of housing units increased, the number of vacant units also increased by 35 units, a percent change of 1.8% over the past decade. The number of occupied units increased by 72 units. Owner occupied units increased by 71 units, a percent change of 2.6% since 1990.

Housing Unit Vacancy and Occupancy (Source: Census 1990 & 2000)

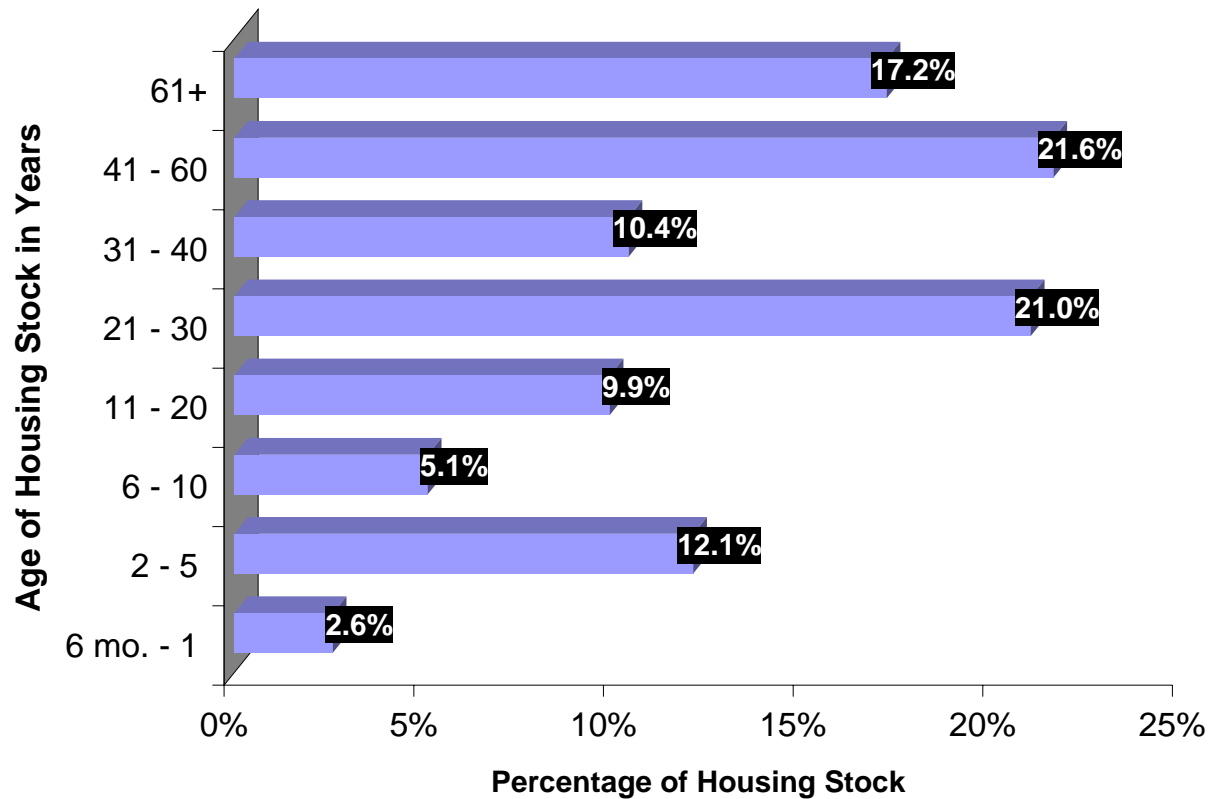
	1990	2000	Percentage of Total 1990	Percentage of Total 2000	Percent Change 1990 - 2000
Total number of housing units	700	837	-	-	
Total Vacant Units	107	143	15.29%	17.08%	1.80%
Total Occupied Units	593	694	84.71%	82.92%	-1.80%
Renter Occupied Housing Units	168	197	28.33%	25.70%	-2.63%
Owner Occupied Housing Units	425	497	71.67%	74.30%	2.63%

IV. Housing

Age of Housing Stock

The housing stock in Santa Clara is aging with 47.9% of total housing stock thirty years or older. This is however a small decrease since 1990 indicating some newer housing is being added.

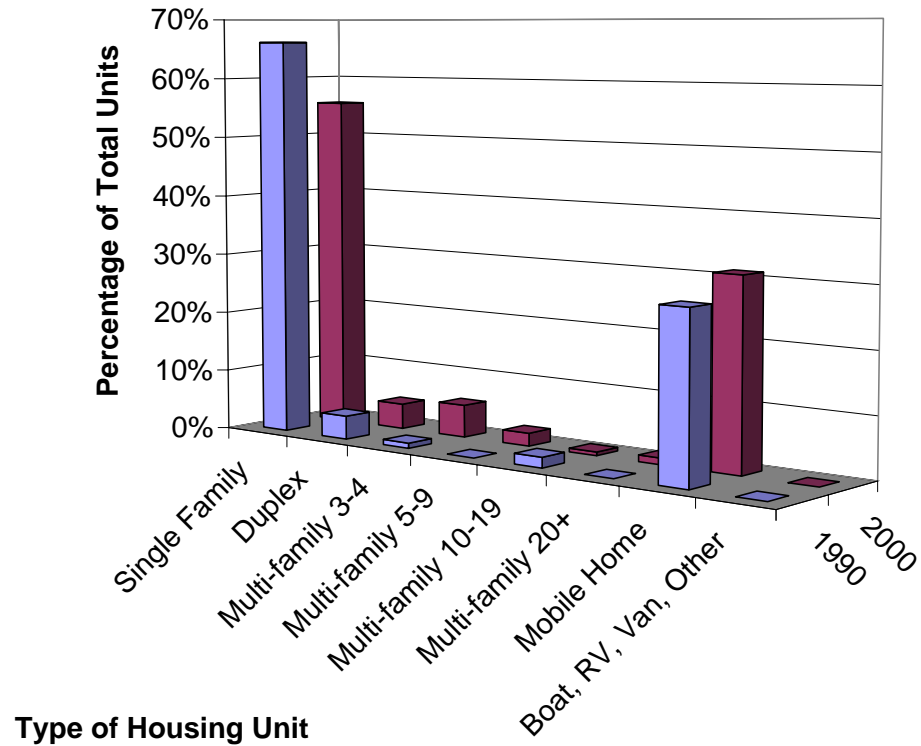
Age of Housing Stock 2000 (Source: Census 2000)



Housing Type

IV. Housing

Housing Type 1990 and 2000 (Source: Census 2000)



The total number of housing units has increased by 140 units over the past decade. However, the increase came from adding 69 mobile homes and 67 multi-family units, while adding only 4 single family units. Single family units decreased as a total percentage of the housing stock to 55.6%, a negative 10.6% change, while mobile homes increased to 31.1% of the total. Multi-family increased as a percentage of total units 13.5% in 2000 compared to 6.5% of the total units in 1990, a net gain of 67 units.

IV. Housing

Housing Type 1990 and 2000 (Source: Census 1990 & 2000)

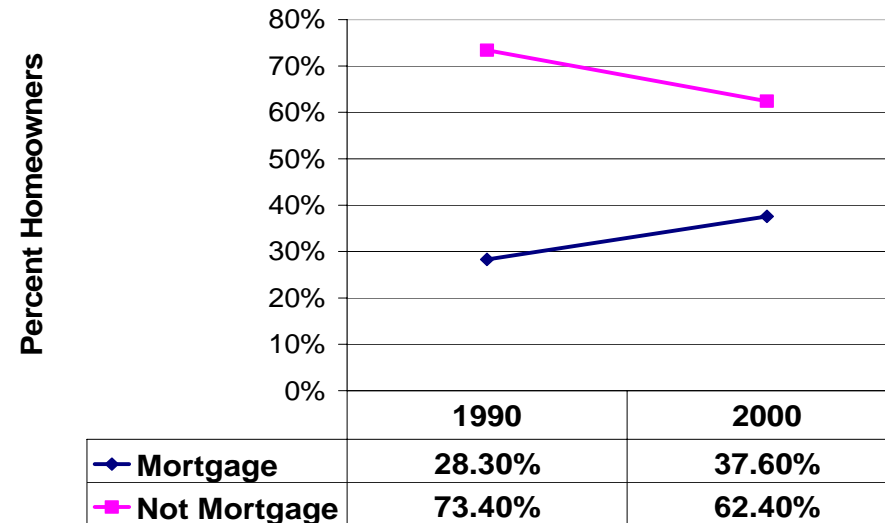
Type of Housing	No. of Units 1990	No. of Units 2000	Percentage of Total 1990	Percentage of Total 2000	Percent Change
Single Family	461	465	66.1%	55.6%	-10.6%
Duplex	27	35	3.9%	4.2%	0.3%
Multi-family 3-4	6	45	0.9%	5.4%	4.5%
Multi-family 5-9	0	18	0.0%	2.2%	2.2%
Multi-family 10-19	12	5	1.7%	0.6%	-1.1%
Multi-family 20+	0	9	0.0%	1.1%	1.1%
Mobile Home	191	260	27.4%	31.1%	3.7%
Boat, RV, Van, Other	-	-	0.0%	0.0%	0.0%
Total Housing Units	697	837	66.1%	55.6%	-10.6%

Housing Affordability

IV. Housing

Housing affordability is defined by the Department of Housing and Urban Development (HUD) as paying less than 30.0% of a household's income towards either rent or a mortgage payment. In Santa Clara, along with the increase in owner occupancy, the number of households with a mortgage has increased from 1990 to 2000 by 9.3% from 28.3% to 37.6%.

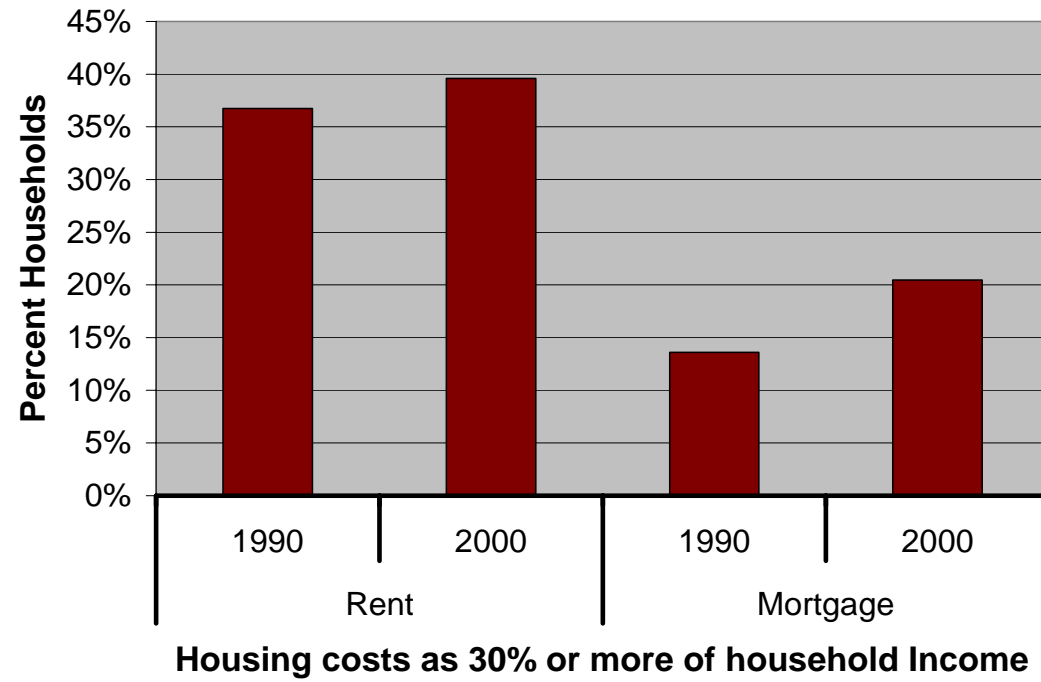
Percent Households with a Mortgage (Source: Census 2000)



With the increase in mortgages has also been a 6.9 % increase in the percentage of households with a mortgage paying over 30.0% of household income towards house payments. Between 1990 and 2000, there was an increase in the percentage of total households renting paying 30.0% or more towards rent by 2.8% despite the increase in rental units.

Housing Affordability (Source: Census 1990 & 2000)

IV. Housing

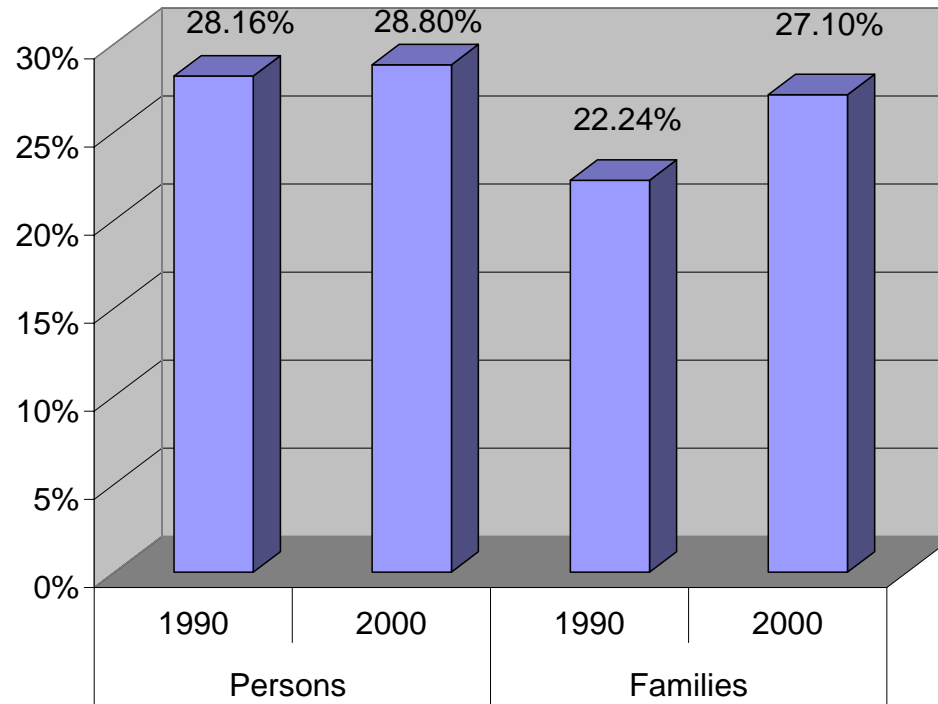


IV. Housing

Income

The Census in 2000 shows an increase in both the number and percentage of persons and families living in poverty.

Percent Population in Santa Clara Living Below the Poverty Level (*Source: Census 1990 & 2000*)



IV. Housing

During the planning process the Steering Committee and community identified several issues, opportunities, and goals for housing.

Issues- (things to change in the future as a result of the plan)

- Lack of quality housing stock
- Need for housing rehabilitation program to keep/restore the historical buildings

Opportunities- (things to preserve/enhance as part of the plan)

- Available land with utilities and potential areas for annexation
- Great schools, particularly elementary
- Affordable land
- Interesting simple architecture (adobe)

Addressing the challenges of community housing generally requires an organization with staff dedicated and experienced with housing development. A community housing development organization, or *CHDO*, is a non-profit dedicated to various aspects of providing safe, decent, and affordable community housing. Programs will vary from basic service provision such as homeownership counseling and providing housing rehabilitation loans, to actual housing development and construction. Since rural housing development is most frequently challenged by lack of organizational capacity (either within an existing organization or by the fact no organization exists), many of the following goals and strategies recommend developing relationships and partnerships between communities facing similar problems in order to benefit from their experience as well as to build regional capacity and collaboration to gain economies of scale. It is not recommended that each community in Grant County, all of which are facing various community housing issues, pursue individual community housing programs. Instead it is recommended they work together to establish one organization or program that can serve the entire County or potentially even more effectively to develop a regional organization to serve surrounding counties as well.

In response to identifying the issues that the community would like to see changed in the future, and the opportunities they feel should be enhanced in the plan, the following goals were developed. For each goal, there are several implementation strategies that could be used to achieve the goal.

Housing Goals

Goal 1. Provide adequate affordable housing opportunities in the Village.

Strategy 1. Build quality affordable multi-family apartments through an affordable housing tax credit program in partnership with the help of technical assistance from an organization such as the Enterprise Foundation (see www.enterprisefoundation.com for additional information) or the New Mexico Mortgage Finance Authority.

Strategy 2: Provide an incentive for a tax-credit developer to build affordable multi-family units by providing low cost or free land within the city limits.

Strategy 3. Form a partnership with an existing affordable housing Community Housing Development Organization (CHDO) that is focused on home rehabilitation, homeownership, and housing development, such as Tierra del Sol in Las Cruces or the newly formed Luna County housing organization, to increase the capacity of Santa Clara to provide services such as homeownership counseling, down-payment assistance, and low-interest rehabilitation loans as well as to sponsor affordable housing construction and development.

Strategy 4. In partnership with other Grant County and Southwest region (Catron, Luna, and Hidalgo) local governments, consider the creation of a multi-county regional community housing organization that is supported by all counties to address the overall housing issues of the region and thus positioning itself more competitively for funding and efficient economies of scale.

Goal 2. Increase the availability of abandoned and undeveloped lots for infill development.

Strategy 5: Conduct an assessment of vacant and abandoned lots in the Village. Identify whether the property is up to date on all taxes, codes, environmental compliance, etc. For properties in positive legal status, work with either the homeowner to educate about redevelopment incentives or work with a housing development organization (CHDO) to identify homes for purchase and rehabilitation. For properties in violation, work through legal structures of State of New Mexico and Village to encourage compliance or to force foreclosure to be acquired by community housing organization.

IV. Housing

Strategy 6: Where feasible, develop a zoning density bonus program to provide developers or homeowners an economic incentive that will allow building additional units on the same lot if the developer/homeowner is willing to rehabilitate an older or vacant housing unit. Require in an ordinance that at least one of the units remain affordable.

Strategy 7: Determine if any vacant or developable parcels qualify for federal Environmental Protection Agency brownfield designation and program funding. Work in partnership with the City of Silver City brownfield coordinator to pursue grant funding.

Goal 3. Promote the rehabilitation of the existing housing stock.

Strategy 8. Increase participation with and support of the Southwest New Mexico Council of Governments (SWNMCOG) to receive rehabilitation money through the USDA rural housing assistance program, New Mexico Mortgage Finance Authority (NMMFA), and Community Development Block Grants (CDBG).

Strategy 9: Work with the New Mexico Mortgage Finance Authority to be eligible for the New Mexico Trust Fund program which can provide additional funds for home rehabilitation or consider establishing a local trust fund for housing development modeled on this program.

Strategy 10. Work with the New Mexico State Historic Preservation Office to conduct a historical properties assessment.

Strategy 11: Work with the New Mexico State Historic Preservation Office to educate Village citizens through workshops, brochures, or individual counseling about the New Mexico State Historic Preservation Office Cultural Property Preservation tax credit for housing rehabilitation. (information is available at: <http://www.nmhistoricpreservation.org>)

Strategy 12: Create a Santa Clara Historic Preservation Committee to work with community members and oversee historical preservation activities.

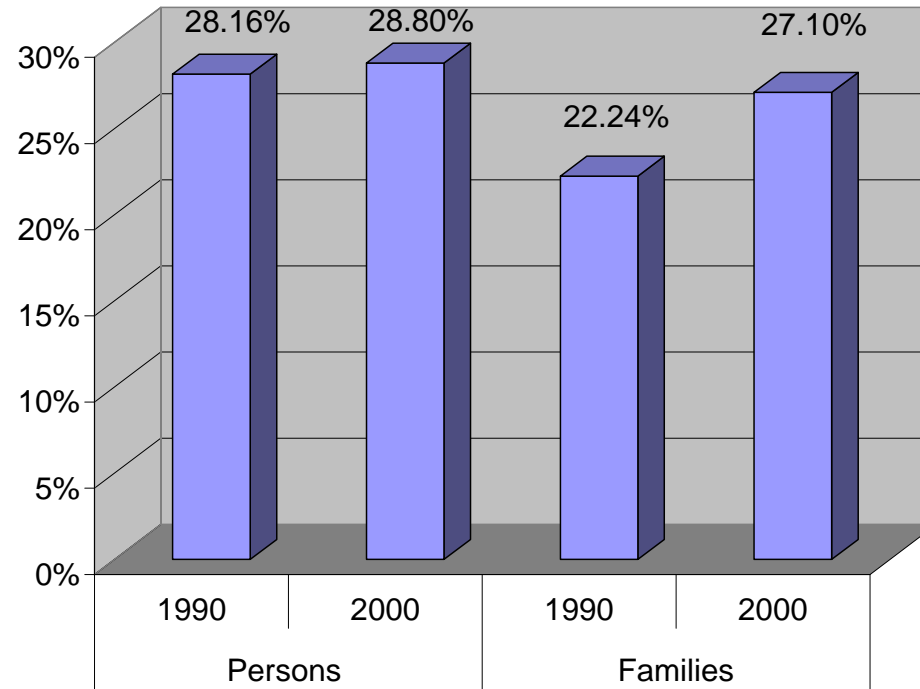
Strategy 13. Work with the local Habitat for Humanity program to purchase and rehabilitate a house annually in Santa Clara for affordable housing.

V. Economic Development

Income

The Census in 2000 shows an increase in both the number and percentage of persons and families living in poverty.

Percent Population in Santa Clara Living Below the Poverty Level (*Source: Census 1990 & 2000*)



V. Economic Development

Per Capita Income in Grant County

Per capita income (PCI) is the Total Personal Income (TPI) divided by the number of residents. Bayard has the lowest PCI and median household income of the county, followed by Santa Clara, Hurley, Grant County, and Silver City. However, both Grant County and Hurley's household income are higher in relation to PCI than the other areas.

1999	Grant County	Bayard	Hurley	Santa Clara	Silver City	New Mexico
Per Capita Income	\$14,597	\$11,066	\$11,999	\$9,484	\$21,957	\$17,261
Median Household Income	\$29,134	\$21,957	\$27,404	\$20,980	\$25,881	\$34,133

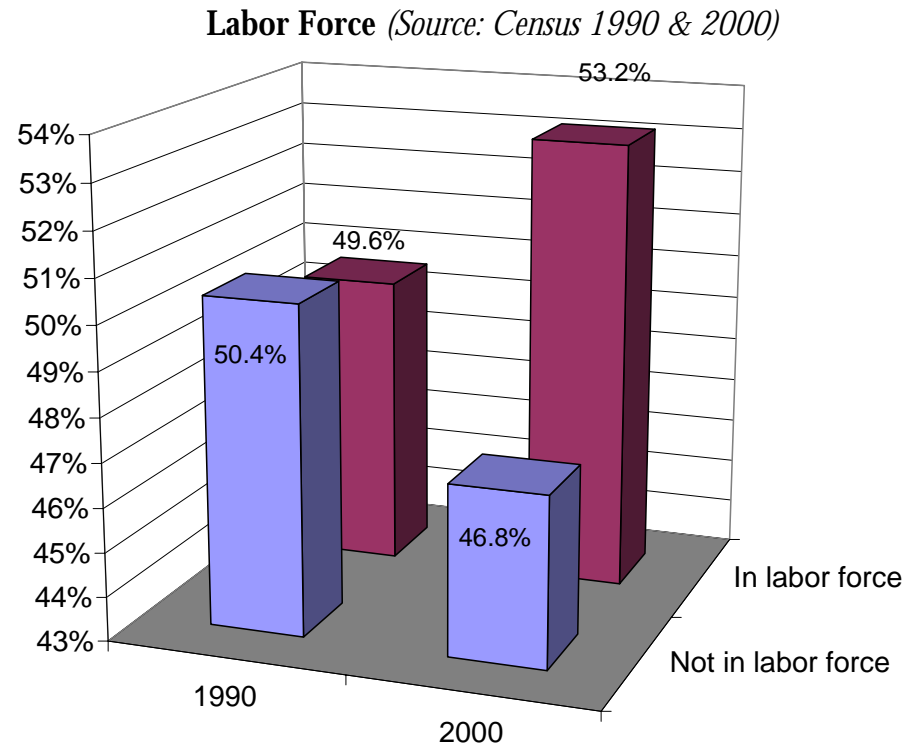
Source: Census 2000

V. Economic Development

Employment

Labor Force

From 1990 to 2000 there was an increase of 3.6% in the number of persons 16 and over in the labor force and an equivalent decrease in the percentage not in the workforce.



V. Economic Development

Following layoffs by Stream International and Phelps Dodge, the Grant County economy experienced increased unemployment and large drops in the labor force.

Grant County	1999	2000	2001	2002	2003	2004
Civilian Labor Force	12,890	11,210	11,402	11,186	10,540	10,489
Employed	11,790	10,462	10,590	9,945	9,308	9,436
Unemployed	1,100	748	812	1,241	1,233	1,053
Unemployment Rate	8.5%	6.7%	7.1%	11.1%	11.7%	10.0%

Source: NM Dept. of Labor

In 2005, Grant County is showing an improvement following those major layoffs. According to the New Mexico Department of Labor, Grant County unemployment in 2005 has been returning to the prior trend of 1999.

Grant County	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005	June 2005	July 2005
Civilian Labor Force	10,293	10,514	10,625	10,690	12,347	12,342	12,373
Employed	9,478	9,639	9,763	9,862	11,529	11,434	11,476
Unemployed	815	875	862	828	818	908	897
Unemployment Rate	7.9%	8.3%	8.1%	7.7%	6.6%	7.4%	7.2%

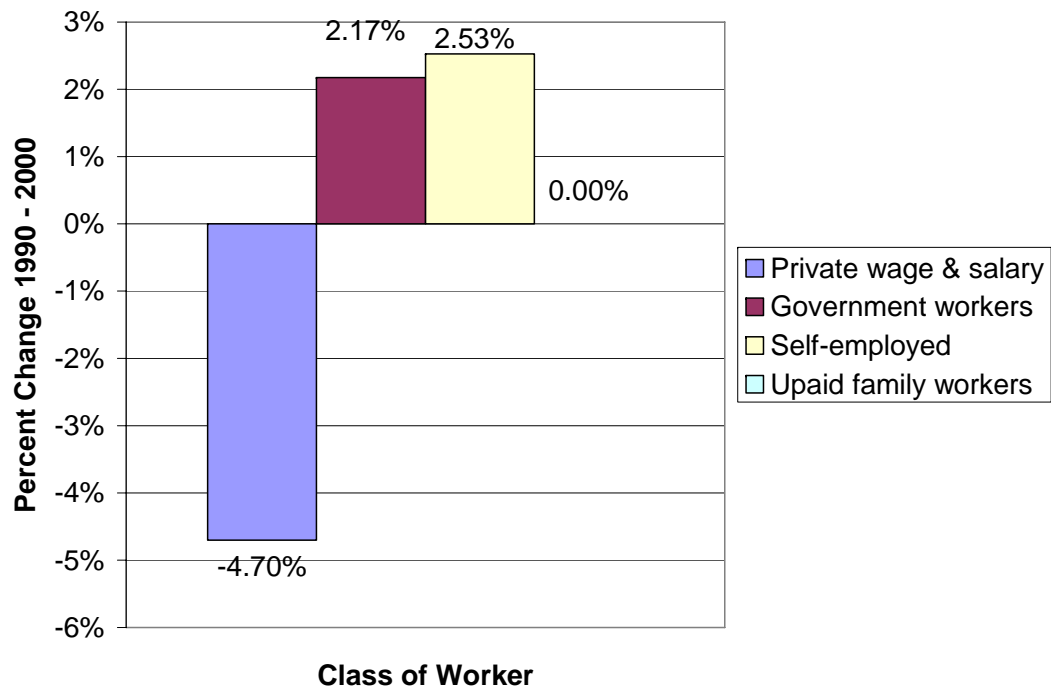
Source: NM Dept. of Labor

V. Economic Development

Class of Worker

Since 1990, the percent change in number of government workers increased 2.1% and self-employed increased 2.5% while private wage declined 4.7%. For Grant County, Santa Clara has the second highest percentage of workers employed in government.

Class of Worker Percent Change 1990 to 2000 (Source: Census 1990 & 2000)



V. Economic Development

Class of Worker in Grant County 2000 (*Census 2000*)

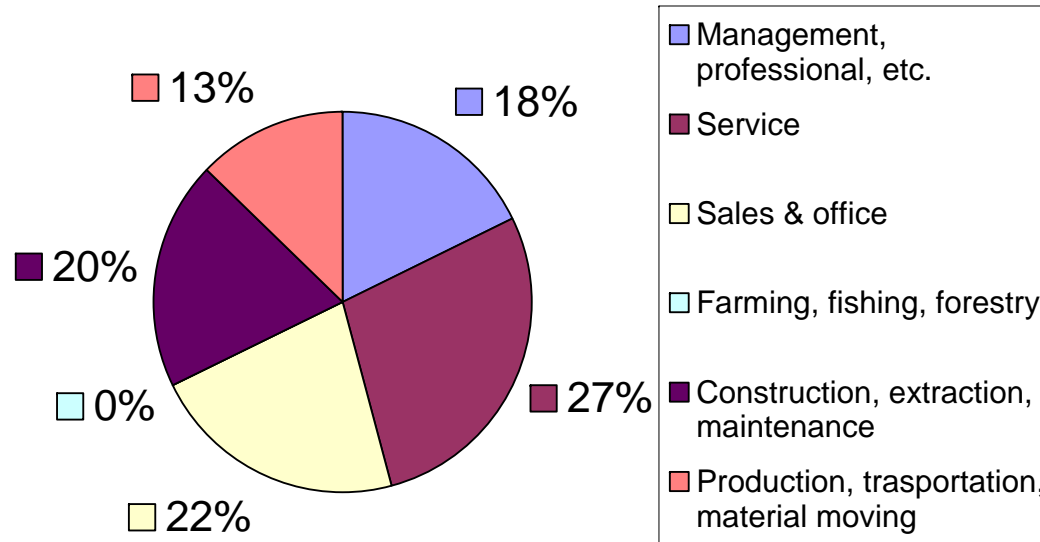
	Grant County		Bayard		Hurley		Santa Clara		Silver City	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Private Wage and Salary	7121	62.4	541	66.9	344	70.5	394	65.3	2,571	64.9
Government Workers	2997	26.3	235	29.0	113	23.2	171	28.4	999	25.2
Self employed and not incorporated business	1240	10.9	31	3.8	31	6.4	38	6.3	357	9.0
Unpaid family worker	55	0.5	2	0.2	0	-	0	-	36	0.9

V. Economic Development

Occupation

Occupation describes the kind of work the person does on the job. In 2000, 27.0% of workers were in the service occupation, followed by 22.0% in sales and office, 20.0% in construction, extraction, and maintenance, 18% in management and professional occupations, and finally 13.0% in production, transportation, and material moving.

Occupation in Santa Clara 2000 (Source: Census 2000)



V. Economic Development

Occupation in Grant County 2000

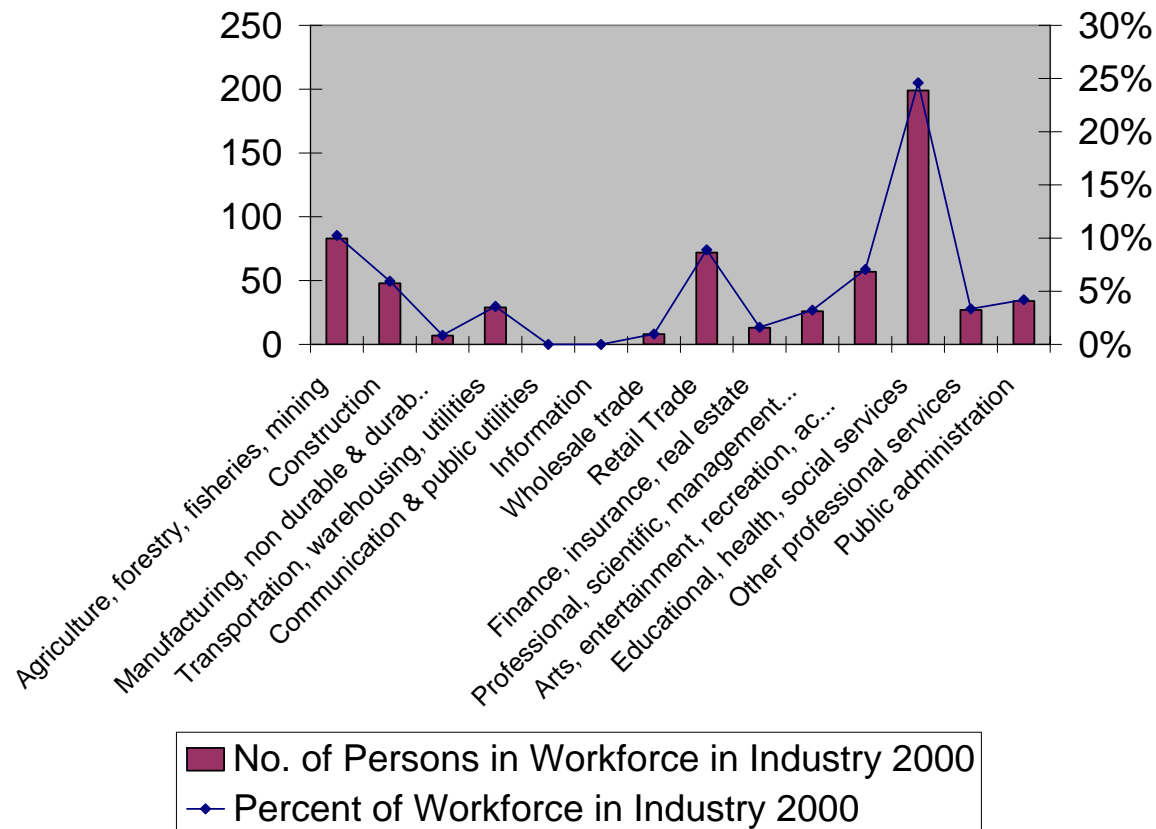
	Grant County		Bayard		Hurley		Santa Clara		Silver City	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Management, professional, etc.	3,412	29.9	161	19.9	105	21.5	107	17.7	1,176	29.7
Service	2,250	19.7	248	30.7	96	19.7	169	28.0	878	22.2
Sales & office	2,485	21.8	178	22.0	112	23.0	132	21.9	867	21.9
Farming, fishing, forestry	72	0.6	0	-	0	-	0	-	18	0.5
Construction, extraction, maintenance	1,868	16.4	133	16.4	102	20.9	118	19.6	532	13.4
Production, transportation, material moving	1,326	11.6	89	11.0	73	15.0	77	12.8	492	12.4

V. Economic Development

Industry Type

Information on industry relates to the kind of business conducted by a person's employing organization. Within Santa Clara, the largest industry sector in 1997 was in education, health, and social services (24.6%); followed by mining (10.6%); retail trade (8.9%); arts, entertainment, recreation, accommodation, and food services (7.1%); construction (5.3%); public administration (4.2%); and other professional services (3.3%).

Industry in Santa Clara 2000 (Source: Census 2000)

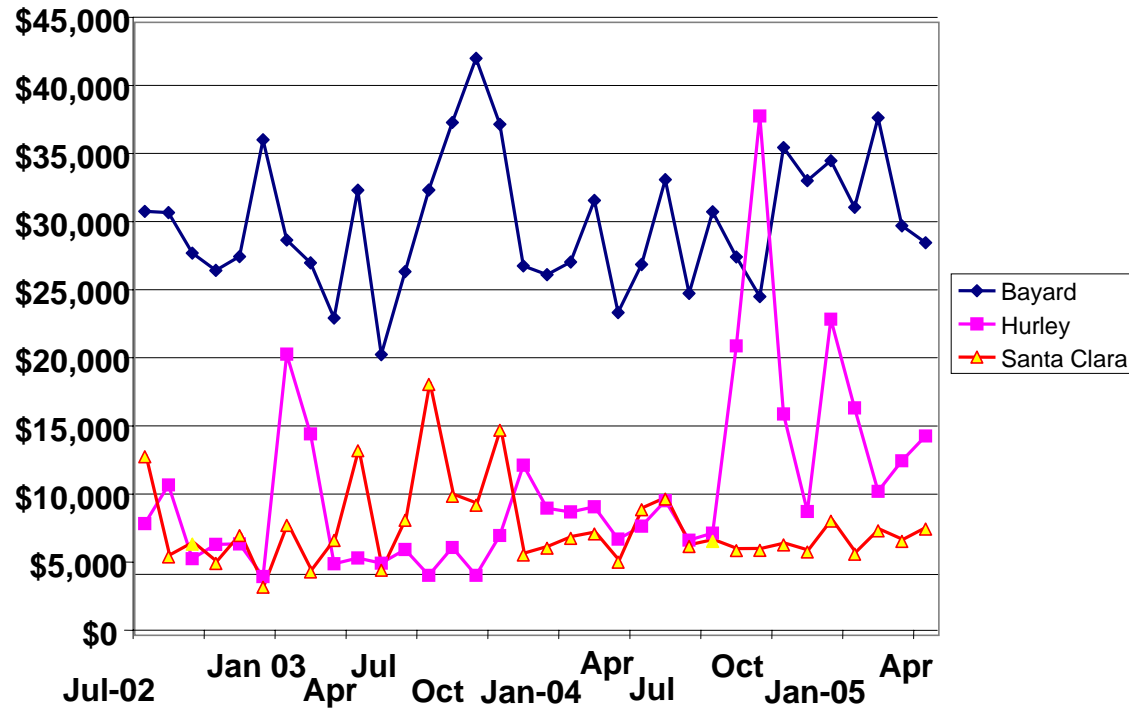


V. Economic Development

Gross Receipts

Gross receipts are illustrative of an area's economic activity. It is evident from looking at the Mining District comparatively, as well as Grant County and Silver City, that the economy over the past three fiscal years has experienced significant fluctuations. The trend for Santa Clara has been a slight decrease from 2003 to 2005.

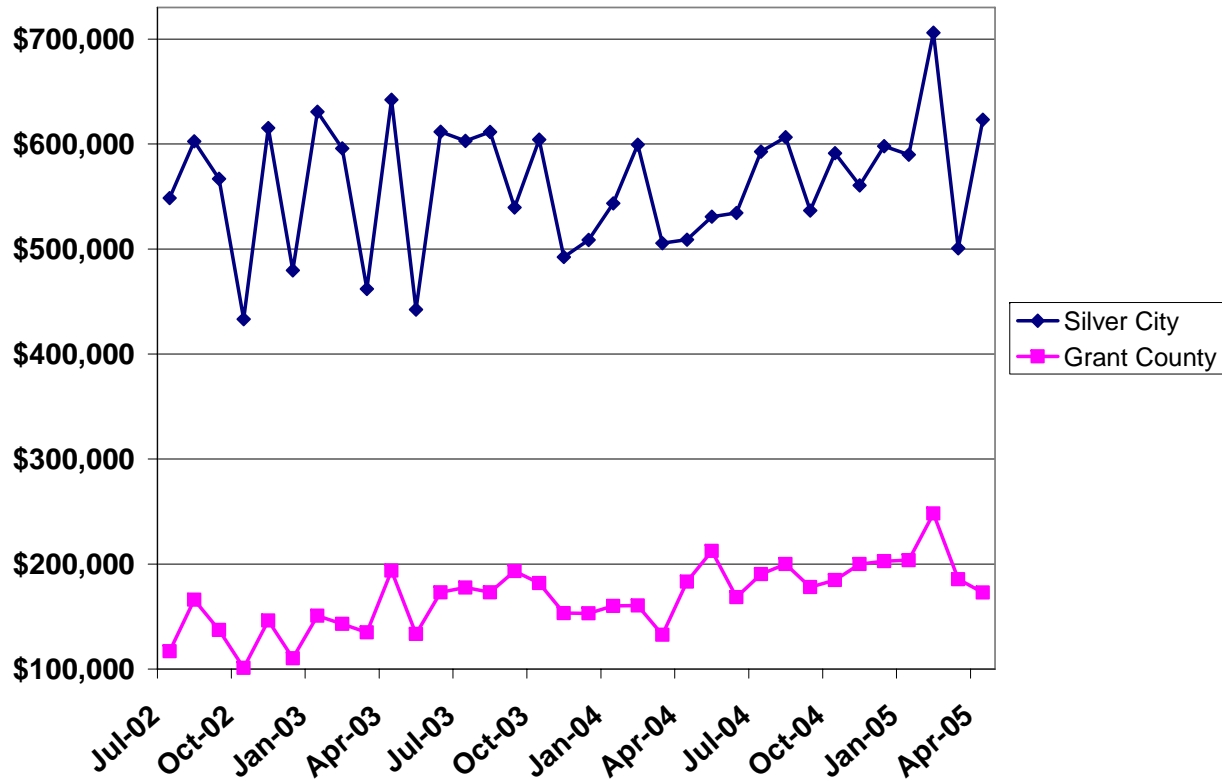
Mining District Gross Receipts for Fiscal Year 2002 to 2005
(Source: NM Dept. of Finance)



V. Economic Development

Grant County & Silver City Gross Receipts for Fiscal Year 2002 to 2005

(Source: NM Dept. of Finance)



V. Economic Development

With regard to economic development, the Steering Committee and community identified several issues, opportunities, and goals.

Issues: (things to change in the plan)

- Santa Clara Industrial Park is not marketed (10 acres available with another 80 ac to annex)
- Need to expand infrastructure through the industrial park
- Take advantage of Bataan Memorial sports park activities @ industrial park (restaurants, hotels, etc) or into the village center – tourism and small conferences
- Need a market, pharmacy, gas station, restaurant in village
- Lack of skilled workforce
- Lack of economic development organization
- Lack of infrastructure in village
- Lack of assistance, incentives and support for small business and entrepreneurs (but industrial park was a great start)

Opportunities: (things to enhance or preserve in the plan)

- SC Industrial park has great untapped potential- light assembly or high tech or bio-tech
- US Hwy 180 has Scenic by way potential
- Ft Bayard Game Refuge and County sports complex
- Historic downtown area- 75 structures for possible historic designation
- Affordability and reinvestment opportunities
- Creative and talented artisans without opportunity to demonstrate abilities - Mercado and related retail
- Accessible and receptive to new businesses; “business-friendly”

Economic Development Goals:

In order to be successful, rural economic development requires collaborative efforts focused on promoting a region’s assets and leveraging limited resources. While collaboration is increasing in the area, particularly as a result of the Grant County Economic Development Coalition for Progress (GCEDCP), there needs to be an equal focus on building up capacity of

V. Economic Development

local organizations to deal with increased demand for services. This will require both financial and human capital. Many of the following recommendations are about accessing existing community resources such as business counseling. However, while existing organizations can indeed provide help to the community of the Village of Santa Clara, for the larger community and regional vision to be achieved, all the local organizations, as well as the Village, are going to need additional people to do the work (either volunteer or staff) as well as more money for implementation. The GCEDCP planning effort is intended to create a regional implementation plan to address some of these issues. Finally, the GCEDCP created a list of existing economic development entities summarizing their organizational focus and projects. This is included in the appendix.

Some recent economic development efforts include the Fiber Arts Collaborative's application for Rural Development Authority funds for a training center outlet in Santa Clara, and the St. Francis Foundation promoting economic development initiatives in Santa Clara through its non-profit status. Geo-Care Health Center is also constructing a new medical facility that will be annexed into the Village and create significant employment opportunities and gross receipts revenues for Santa Clara.

In response to identifying the issues that the community would like to see changed in the future, and the opportunities they feel should be enhanced in the plan, the following goals were developed. For each goal, there are several implementation strategies that could be used to achieve the goal.

Goal 1: Promote the industrial park as an employment center.

Strategy 1. Develop a marketing package for business recruitment that includes a Santa Clara community profile, contacts, available business sites, desired businesses, and incentives. Include in outreach campaign conducted for the region including in all collateral materials and on a webpage promoting the region linked to the local government, Chamber, and SIGRED sites.

Strategy 2. Identify land and building sites available for business development both for general commercial activity as well as for the target industry list. Update quarterly and share with the business recruitment organization such as SIGRED or the Chamber to distribute.

V. Economic Development

Strategy 3. Work with the US Dept of Commerce Economic Development Administration office in New Mexico to identify grant funding opportunities for development of the industrial park.

Strategy 4. Through the Village Council and as part of the Local Economic Development Ordinance, create a Business Incentives Committee responsible for developing, reviewing, and analyzing business recruitment opportunities and developing an incentive package that will be based on objective criteria and guarantee the Village a return on investments.

Goal 2: Encourage redevelopment of the Village Center and Bayard Avenue.

Strategy 5. Work through the New Mexico MainStreet partners program to gain technical assistance on downtown revitalization.

Strategy 5. Utilize and promote the Cultural Property Preservation tax credit through the New Mexico Historic Preservation Division to encourage historical building rehabilitation.

Strategy 7. As part of the regional effort with the GCEDCP, work with the NMEDD to develop enabling legislation for non-Enterprise Communities that would allow a rural commercial building rehabilitation tax credit up to \$50,000, based on a model by the State of Vermont, (<http://www.state.vt.us/tax/creditscode.shtml>) which would encourage reuse and rehabilitation.

Goal 3: Support establishment of new businesses through initiatives and assistance.

Strategy 8. Create a list of targeted and desired businesses such as a motel, pharmacy, restaurant, etc. and work collaboratively with Silver City/Grant County Economic Development (SIGRED) or another business recruitment organization to initiate contact, promotion, and negotiations for desired businesses.

Strategy 9. Encourage local businesses to join the Silver City/Grant County Chamber of Commerce and create a Santa Clara local business group in order to advocate for the needs of the local business community as well as receive the benefits of networking with other business owners.

Strategy 10. Identify the types of assistance local businesses would like to receive and communicate needs to the Entrepreneurial Network which is comprised of business support organizations in Grant County including the SWNMCOG, CODC, SEED, SWNM

V. Economic Development

SBDC, the Chamber, SIGRED, and NM MainStreet. Provide support services opportunities in the Village including: business counseling, mentoring, networking, referrals, support groups, and business development information distribution.

Strategy 11. Distribute the Small Business Development Resource Guide being developed by the GCEDCP in the Village Hall, community center, post office and other locations and designate a person in the Village government, an organization or an appointed person/ombudsman to be the local resource for small business development who can refer interested individuals to appropriate support services located in the County.

Strategy 12. Institute a local business preference on contracts between local businesses or governmental entities such as the school district, Village of Santa Clara, Ft. Bayard Medical Center, and Phelps Dodge to support local businesses through a “buy local” effort in the community and County.

Goal 4: Provide opportunities for vocational training and workforce development, such as teens when out of school.

Strategy 13. Work with the Department of Labor through the economic development committee to connect village citizens to workforce development and training opportunities. Provide business owners with information on incentives from the Department of Labor regarding mentorship and training assistance for employees such as development workshops on customer service, computer skills, etc.

Strategy 14. Create a computer technology training center at the high school or community center that can be used for either on-site training programs by existing Grant County workforce development organizations or linked to web and video-cast educational opportunities from state universities, vocational schools, and training centers.

Strategy 15. Develop a youth internship program with the Cobre School District and the Children, Youth, and Families Department YES program and local businesses and organizations to provide workforce development opportunities for youth.

Goal 5: Provide opportunities for increased economic development and quality of life through tourism.

Strategy 16. Work with regional organizations such as the Black Range RC&D and Grant County Chamber tourism committee to implement regional effort to access tourism technical assistance and grant funds through REDTT, RDRC, and the NM Department of Tourism to build local capacity and assets and create an aggressive funding campaign to implement identified projects.

V. Economic Development

Strategy 17. Identify opportunities for local entrepreneurship related to tourism such as B&B's, RV parks, restaurants, etc. and promote those opportunities by helping to identify land and to connect entrepreneurs to technical and financial assistance provided by non-profits in Grant County and throughout the state.

Strategy 18. Work collaboratively with the Bayard Historic & Tourism Committee to promote and develop the region's tourism related to mining history.

Goal 6: Increase the collaborative partnerships in a regional economic development effort.

Strategy 19. Support a local economic development corporation non-profit in collaboration with Hurley and Bayard, focused on the Mining District, that builds the local capacity of the Village and integrates the various efforts of Santa Clara's economic development efforts including micro-enterprise development, MainStreet, business recruitment, and tourism development.

Strategy 20. Develop relationships through the GCEDCP and other organizations to develop a larger regional perspective beyond Grant County that includes Luna, Hidalgo, and Catron through a larger collaborative effort including a revolving loan fund, collaborating on capitalizing on opportunities with Mexico, tourism promotion, etc.

Goal 7: Increase the capacity of Santa Clara citizens to provide leadership on community committees, boards, and task forces related to economic development.

Strategy 21. Identify funding resources for leadership and capacity development such as Economic Development Administration capacity building grants.

Strategy 22. Provide training and workshops to community members to encourage involvement in the local community and identify national and statewide training and workshop opportunities and provide sponsorship for Santa Clara citizens to attend.

VI. Community Services

The Village of Santa Clara has a new Village Municipal Hall and Police Building. While the Village has three full time police officers, they have a volunteer ambulance service. The Fire Station was built in 1990 and is in need of refurbishment. The Village has one park with new improvements under construction and the Cameron Creek pedestrian bridge. There is also a Senior Center that is a new service housed in an older building in need of repairs. A new children's playground is located in the Central Elementary School grounds, and a community cemetery is located at the south end of the village.

The Village does not have a library facility, with the closest library located in Bayard. The closest sports fields are in the County's Bataan Memorial Park.

Health services are provided in the area by Hidalgo Medical Services at the Cobre High School in Bayard and the Gila Regional Medical Center being the closest hospital 12 miles away in Silver City. A new medical facility is being constructed by GeoCare that will replace the State Medical facility at Fort Bayard. Gila Regional is in the process of opening a pharmacy pick-up service in Bayard on an on-call basis. There presently is no child care facility in the Village.

During the planning process the Steering Committee and community identified several issues, opportunities and goals for community services.

Issues: (things to change in the plan)

- Take more advantage of Bataan Memorial Park
- Lacking in health and social services (Hildago Medical in Bayard or go to Silver)
- No child care facility or library
- Lack of full time ambulance service
- Recreation facilities needed: basketball courts, park space, bathrooms



VI. Community Services

Opportunities: (things to enhance or preserve in the plan)

- New senior citizen center
- Exceptional Police Dept
- Pedestrian bridge over Cameron Creek
- Bataan Park - could be connected via the creek under the highway

Community Services Goals

Goal 1. Create additional neighborhood parks and recreation facilities and enhance the landscaping in existing parks, community facilities and along streets using reclaimed water.

Strategy1 . Revise the Village Zoning Code and Subdivision Regulations to include landscaping and park dedication requirements or in lieu fees on new development

Strategy2 . Initiate a land acquisition program through the use of conservation easements or purchase of development rights (PDRs) for green belts and parks.

Goal 2. Create an interconnected pathway (Mining District trail) along Cameron Creek and to the county park and Fort Bayard (into Birding trail).

Strategy 3: Contact the Rivers, Trails and Conservation Assistance Program (RTCA) in the National Park Service for assistance in developing a local trail network as well as providing recreational opportunities and linkages within the community. RTCA is the “Community Assistance Arm” that works with community groups and local, State, and federal government agencies to conserve rivers, preserve open space, and develop trails and greenways. For more information about RTCA see <http://www.nps.gov/rtca>.

Strategy 4: Develop a community multi-use trail plan, with the assistance of a planning consultant and/or the RTCA, within and outside of the Village to connect to Bataan Memorial park, schools, regional trails and other points of interest in order to improve the pedestrian system.

VI. Community Services

Goal 3. Create a partnership for a satellite health clinic in the village.

Strategy 5. Pursue funding and collaborative partnerships with the Gila Regional Medical Center, Office of Rural Health Policy (ORHP) and the Rural Assistance Center (RAC), in establishing a health care clinic.

Goal 4. Establish a library branch and a child care facility in the village.

Strategy 6. Prepare a needs assessment for existing and proposed community facilities and pursue funding through the Infrastructure Capital Improvement Plan, Legislature Capital Outlay funding, USDA Rural Development program and private sources for rehabilitating existing facilities and constructing new facilities.

Strategy 7. Create a “Santa Clara Friends of the Library” to serve as a fundraising organization for the library and establish the initial library facility space in order to qualify for expansion funds from the NM State Library Office.

Strategy 8. Identify a suitable space in an existing Village building or facility that could serve as a child care facility and issue a request for a public/private partnership proposal for an organization to provide the child care services (need to have approved the Local Economic Development ordinance to implement this strategy).

Goal 5. Expand and enhance the Emergency Services facilities (police, fire and EMS).

Strategy 9. Prepare a needs assessment for existing and proposed community facilities and pursue funding through the Infrastructure Capital Improvement Plan, Legislature Capital Outlay funding and private sources for rehabilitating and expanding the existing facilities.

Strategy 10. Pursue funding from the USDA Rural Development program (loans and/or grants) for emergency services facilities.

VII. Transportation

Highways

The two main highways in Santa Clara are US 180 and NM 152. Highway 180 is an east-west U.S. highway, with the eastern terminus in Hudson Oaks, Texas (west of Fort Worth) at an intersection with Interstate 20. Its western terminus is unclear; though signage at an intersection 40 miles (64 km) northwest of Flagstaff, Arizona indicates that the route ends at Arizona State Highway 64, many maps continue the US 180 designation to the south rim of the Grand Canyon (at Grand Canyon Village, Arizona).

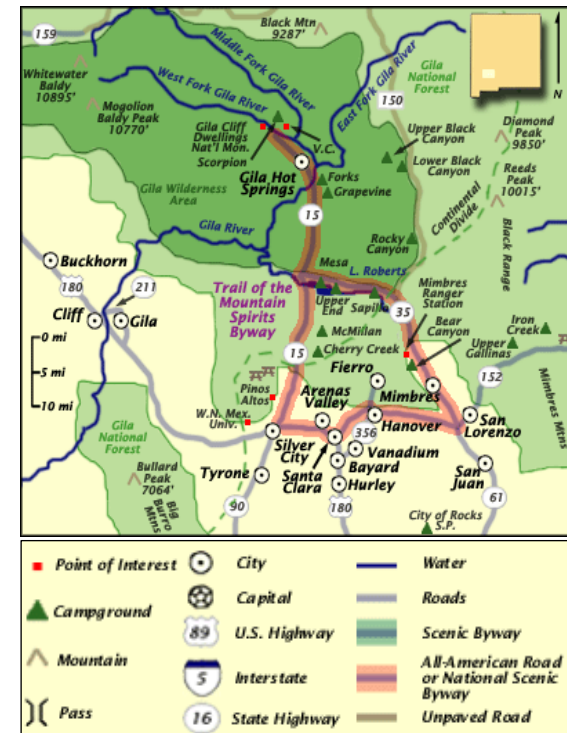
NM 152 branches off US 180 in Santa Clara and climbs north through four miles of forested hills to its crossroads with NM 356 at Hanover, NM. On NM 152, an overlook affords visitors a view of the Chino open-pit copper mine. The Kneeling Nun, a landmark geological formation and the source of many local legends, overlooks the mine. Northeast of Santa Clara, NM 152 also comprises a part of the 93-mile *Trail of the Mountain Spirits National Scenic Byway* (see map). NMDOT's web site (<http://www.nmshtd.state.nm.us/scenicbyways/TrlMtnSpirits.asp>) describes this scenic byway as a place to “walk where the spirits of all the people - miners, homesteaders, Indians, Spanish explorers, mountain men – who have passed through this area left their mark. And, like those who came before, the beauty of the surroundings will leave its mark on you.” NM 152 runs for a total of 65 miles from Santa Clara to Interstate 25 at exit 63.

Funding Sources

The State Transportation Improvement Program (STIP) is New Mexico's six-year transportation preservation and capital improvement program, which identifies multi-modal transportation projects that use federal, state, state capital outlay funds and local government transportation funds. The current STIP contains \$1 million designated for reconstruction of the 0.85 mile long Bayard Street (a.k.a.



Intersection of US 180 & NM 152



VII. Transportation

Federal Loop 6403), for federal Fiscal Year 2006 (NMDOT Project Number 3303).

Governor Richardson's Investment Partnership (GRIP) is a \$1.6 billion statewide transportation expansion and infrastructure improvement program that was widely supported across New Mexico. GRIP was approved by the New Mexico Legislature in 2003 and was signed into law. There are no current GRIP projects in or near Santa Clara in the immediate future. GRIP II, a continuation of this program, is currently in the planning stages and was not funded in 2006, but will be brought before the Legislature again for consideration. As currently proposed, GRIP II may include approximately \$3 million for roadwork related to Hutchinson Street north of Piñon Street.

Annual Average Daily Traffic (AADT) counts within and near Santa Clara

Source: Consolidated Highway Data Base (CHDB), NMDOT:

US 180:

Beginning Milepoint	Year of actual count	*Method: Annual Growth Factor (AGF)			Terminus Santa Clara, NM
		2004	2003	2002	
119.036	1997	15,137	14,966	14,762	
119.761	2003	8,886	8,785	13,100	Jct. NM 152
120.536	2003	8,886	8,785	13,100	

NM 152:

Beginning Milepoint	Year of actual count	2004	2003	2002	*Method	Terminus (Jct. US 180: Santa Clara, NM)
0.000	2004	1,990	1,681	1,641	COV	Jct. US 180
0.206	2004	1,990	1,681	1,641	COV	

* COV = count derived from recent coverage counts

AGF = annual growth factor, generalized from coverage counts within the traffic segment and updated with loop and growth factors

VII. Transportation

Local Roads

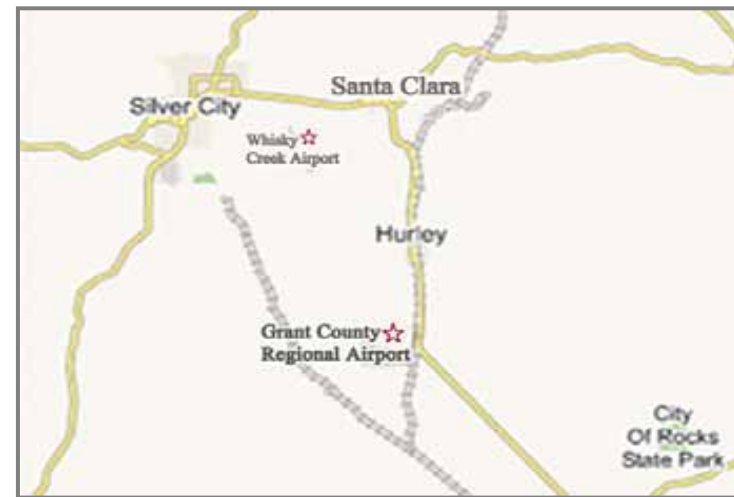
Santa Clara has about 15 miles of local roads of which approximately 80% are paved. Most of the paved roads have curbs and accessible curb ramps, but only about 5% have sidewalks, making it difficult for the disabled to navigate. The remaining unpaved streets generate dust and negatively impact the air quality in the community.

A recent asphalt chip-seal project funded through a legislative appropriation and the NMDOT addressed some street maintenance issues along Oak, Encino and E. Maple Streets. However, 40% of the remaining paved roads still need to be chip-sealed to prevent further deterioration, or repaved. The challenges in local street maintenance and improvements predominantly stem from a lack of funding through local sources, such as Gross Receipts Tax revenue. The recent development of an Industrial Park in Santa Clara will generate some revenue but more sources are needed to keep up with the required maintenance. Community Development Block Grant (CDBG) funds were used for new construction on Cleveland Street and part of James Street

Local concerns include the need for a bridge at Oak Street to provide all-weather access to residential areas, and improvements are needed to the creek crossings on Mill, Boulder, and Fellner Streets. In general, residents have cited a lack of street signs and adequate addressing as being an issue, as well as the intersection of Maple Street and U.S. 180 which is felt to be unsafe.

Public transportation: *Corre Caminos Transit*

In general, the use of public transportation is on the rise, likely due to the rising cost of gasoline. Corre Caminos Transit (505-388-3180), Grant County's public transit bus service, reports a monthly rider-ship of about 2,300-2,500 people of which approximately 60% is from the Mining District. A funding cut in 2005 may cause a reduction in the number of daily trips through the Mining District from the current five down to three. This could negatively impact the Village, and would generally affect those who least can afford it, such as the elderly seeking medical care in Silver City or those who cannot afford a car. However,



Relative location of local airports to Santa Clara.

VII. Transportation

according to U.S. Census Bureau data from 2000, of the 588 workers then over age 15 in Santa Clara, none reported using public transportation to get to work.

There are three bus stops in the Village and one “flag stop” that is used only when a rider calls for a pickup. These stops are located at the Village Hall, Bellm and Morrow, Cleveland and Cottonwood, and the flag stop at the Manhattan Apartments.

Airports

The closest general airport with carrier service is in Las Cruces, NM, 92 miles to the southeast. Local air transportation needs are met by Grant County Regional Airport, ten miles south; and the Whiskey Creek Airport, four miles to the west on U.S. 180.

The Grant County Airport is owned and operated by the Grant County Commission and was built in the early 1950s. Commercial service is provided by Great Lakes Airlines. Grant County Airport is also home to the Gila National Forest Aerial Fire Base and Fire Cache. Forest Fire fighting support is provided throughout the Southwest from this base. Whiskey Creek Airport is a small paved lighted airstrip that provides general aviation services to the local area. There is no commercial service, but fuel and repairs are available through the onsite Fixed Base Operator (FBO).

Trails and Pathways

Within three miles of the Village there are several national recreation trails, among them the Wood Haul Wagon Road Trail and the Sawmill Wagon Road Trail. These trails are on federal lands north of Santa Clara, including the historic Fort Bayard property, now managed by the U.S. Forest Service, Silver City Ranger District, as part of the Gila National Forest. There are no maintained recreational trails or pathways within the Village itself.

VII. Transportation

During the planning process the Steering Committee and community identified several issues, opportunities, and goals on transportation.

Issues: (things to change in the plan)

- Too many dirt streets; finish paving the streets
- Lack of sidewalks and bike paths (need SR2S- safe routes to schools)
- Only one bus stop-need more
- School bus stops should be marked
- Need bridge over Creek at Oak St (no all-weather-access to homes)
- Maple St and Hwy 180 intersection unsafe
- Mill St, Boulder and Fellner are not safe crossings during rain (water flow in creek)
- Lack of street signs and addressing
- Lack of facilities for those with disabilities

Opportunities: (things to enhance/preserve in the plan)

- Easy to get around-street layout is simple and efficient
- Cameron Creek as pathway and connection to Ft Bayard and Bayard
- Central Elementary school is accessible and centrally located

Transportation Goals:

Goal 1. Create a complete network of paved streets with curbs, sidewalks, and bike lanes.

Strategy 1: Inventory and prioritize streets to be paved, curbs (and associated drainage issues) and sidewalks to be constructed, and desired locations and routes for bike lanes. Develop a plan for phased construction, and acquire funding through local, State, or federal sources.

Strategy 2: As part of new construction, require developer to provide paved streets, sidewalks and bike lanes as appropriate for that development, or develop impact fees for development to pay for these improvements.

Strategy 3: Develop a cohesive streetscape and site furnishing plan for main arterials to improve the pedestrian environment and

VII. Transportation

enhance visual connectivity within the Village.

Goal 2. Improve the pedestrian system to better accommodate youth and those with disabilities.

Strategy 4: Identify and prioritize areas in need of sidewalks and retrofit these streets as funding allows. Provide ADA curb access ramps at all intersections and crossing points.

Strategy 5: Require sidewalk and ADA access ramp construction with any new development or renovation.

Strategy 6: Research other possible options available to improve pedestrian safety from sources such as <http://www.walkinginfo.org/pedsafe/index.cfm>, or hire a consultant to evaluate and make recommendations. These recommendations might include:

- a) Street furnishings to enhance the walking environment;*
- b) Roadway narrowing or other traffic calming techniques;*
- c) Policies that address street clutter and line of sight issues;*
- d) Crosswalks and crossing enhancements;*
- e) Roadway lighting improvements, and*
- f) Driver education, outreach, and training.*

Strategy 7: Work with the Safe Routes to School program to identify and address barriers to the creation of safe streets in Santa Clara. (From <http://www.saferoutestoschools.org/>: “Safe Routes to Schools is a popular program spreading across Canada and the U.S. designed to decrease traffic and pollution and increase the health of children and the community. The program promotes walking and biking to school through education and incentives that show how much fun it can be. The program also addresses the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and exploring ways to create safer streets.”)

Goal 3. Improve connectivity between east and west side of Cameron Creek.

Strategy 8: Determine desired location for trails/pathways to improve connectivity between east and west.

Strategy 9: With the assistance of a planning consultant or the RTCA, evaluate trail crossing opportunities in these locations, and determine feasible options such as pedestrian bridges, low flow crossings, or causeways.

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Solid Waste

Santa Clara's solid waste is handled through a bin collection system with pickup by private contractor under municipal contract. The current contractor is Garcia Waste Management. Trash is picked up twice per week and hauled to the Southwest Regional Landfill located approximately 5.5 miles south of Silver City, to the west of Santa Clara.

The landfill is operated by the Southwest Solid Waste Authority (SSWA), an entity created by a Joint Powers Agreement between the jurisdictions of Grant County, Hidalgo County, Town of Silver City, Town of Hurley, Village of Santa Clara, City of Lordsburg, and the City of Bayard.

Recyclables

The Southwest Solid Waste Authority provides drop-off recycle bins near the Santa Clara Village Hall for cardboard, paper goods and yard waste (under municipal contract). In June of 2005, SSWA announced that they will no longer collect plastics or glass for recycling due to the distance and the cost of transport from the community to the demand centers for glass and plastic.

Electrical Utility: TNMP/PNM

The location of the three phase lines in Santa Clara are shown in the Electrical Infrastructure figure. There is adequate electrical capacity for any future expansion that may occur in Santa Clara. Most electrical lines are above-ground, though in some areas single phase lines have been relocated below grade. Placement of lines underground in some parts of town can be very expensive due to the difficulty of trenching through "rockland", or areas with a high percentage of stone and/or exposed bedrock, and caliche (hard pan). Costs for trenching can be as high as \$10/foot, not including the cost of the conduit and running the power lines.

Gas Utility: PNM

There is adequate capacity for any future expansion that may occur. Joint trenching for future developments could help to minimize infrastructure costs. Gas lines could possibly be placed in the same trench with telephone, electrical and other cables to preserve views and make the most of available resources.



VIII. Infrastructure

However shared trenches must be wide enough to allow for a two-and-a-half foot separation between different utilities, thereby greatly increasing the size of the trench. The recent purchase of TNMP, the local electrical utility, by PNM may facilitate joint trenching once the merger is complete in 2007.

Wastewater System

According to the *Preliminary Engineering Report for Water and Wastewater System Improvements (Report)* prepared for the Village by Engineers Inc. (August 2003), the existing wastewater collection system consists of a 15 inch gravity fed trunk line that follows Cameron Creek through the Village. The lateral lines are six inch and eight inch in size. These lines also carry wastewater from Fort Bayard, and then continue south to Bayard. Wastewater from Bayard and the surrounding area is currently treated through the Chino Mine, owned by Phelps Dodge, where the water is used in milling and grinding which is necessary to mine copper. Due to environmental concerns, Phelps Dodge will no longer accept wastewater. A new treatment plant has been planned for the Village of Santa Clara, City of Bayard, and Fort Bayard, through a joint powers agreement, with the City of Bayard as the lead agency. The Phase I WW Facility has been funded and plans are currently pending approval by U.S. Environmental Protection Agency (EPA). There have been several delays due to technicalities and environmental issues related to compliance with the EPA and the NM Environment Department. Upon completion, the treatment plant will service Bayard, Santa Clara and the Fort Bayard Medical Center, and Phase II will provide treated effluent to assist in water conservation. Trouble spots in the wastewater collection system within Santa Clara noted in the *Report* include:

- a section of sewer line between Oak Street and Church Street in the alley between Prescott and Bayard, that “constantly plugs and overflows,” and similar issues along James Street between Oak Street and Pine Street;
- along Prescott and along Mill between Prescott and Bayard Streets;
- along Hutchinson Street between Oak Street and Cactus Street;
- between Encino and Cactus;
- between Hutchinson and Prescott; and
- along Piñon between Hutchinson and James Street.

Speculation is that pipes in these areas have settled, shifted, or are broken. The section of pipe along Cameron Creek between Mill and Fellner also overflows because this section does not have capacity at peak flows.

VIII. Infrastructure

The Village has taken advantage of financial and technical assistance programs available through the USDA Rural Development program. These Rural Utilities Service (RUS) programs target water and wastewater treatment needs and provide grants for water, sewer, storm water, and solid waste disposal facilities. An RUS grant is providing funding for the Phase I improvements recommended in the *Report* which have been planned and are currently under review by the NM Environment Department. This phase includes: upgrading the sewer from Mill Street to Fellner; realignment of the sewer from Ridge Crest Mobile Home Park; and rehabilitation of the alleyway sewer:

- between Spring and Oak Streets;
- between Pine and Oak along James Street;
- along Prescott;
- along Mill between Prescott and Bayard;
- along Hutchinson between Oak and Cactus;
- between Encino and Cactus;
- between Hutchinson and Prescott; and
- along Piñon between Hutchinson and James Streets.

Construction is expected to begin in May 2006.

Water System

According to the *Preliminary Engineering Report for Water and Wastewater System Improvements (Report)* by Engineers Inc. (August 2003), the Village of Santa Clara supplies the water both for its residents and to points beyond the Village limits. The two water sources for the Village are the Lone Mountain well fields and the Twin Sisters Infiltration Gallery. Of these two sources, Lone Mountain is the more dependable, but is also further from the Village reservoirs, and therefore more costly. The Twin Mountain Infiltration Gallery is a seasonal source, and is often dry during the summer's peak months of water usage. Twin Sisters Infiltration Gallery is located along Twin Sisters Creek on the north side of U.S. 180, one mile west of the Fort Bayard State Hospital entrance. Twin Sisters Creek flows into the Mimbres River, 25 miles to the south, via Whitewater Creek. Annual water rights from this source are for 241.9 ac-ft/year, which can be withdrawn from either surface or groundwater. This means that a well drilled within the gallery could augment and increase the availability of water from this source. According to Village pumping records, in some years the Infiltration Gallery contributes less than 10 ac-ft of water annually. The 30-inch diameter perforated galvanized steel collection pipe was found to be in sound

VIII. Infrastructure

condition, based on investigations performed in 1999, with pipe perforations appearing mainly open, with root penetration and hard mineral deposits in some locations.

The Mimbres Underground Water Basin supplies the water for Santa Clara's second water source, the Lone Mountain well fields. The well fields are located about three miles southwest of the Village. The annual water rights at Lone Mountain are 272.9 ac-ft per year, based on an estimated demand of 70 gallons per person per day for a projected population of 3,480 people (N. Gordon, 40 Year plan, 1996).

The water main along Bayard Avenue between U.S. 180 and Oak Street has broken several times due to aging. The water main attached to the Maple Street Bridge has also suffered numerous breaks due to aging and freezing. In some parts of town the water lines need to be relocated into the Village easements. These lines are predominantly located under mobile homes in the Ridge Crest Mobile Home Park and on Mineral Street near Maple Street.

According to Village maintenance personnel, losses in the water system average roughly 17% to 23% of water pumped versus water sold. This is a vast improvement over past years when meters located too close to fittings and outdated water meters resulted in an apparent loss of 50%. Close to two-thirds of the Village water meters have been replaced and/or relocated and leaks have been repaired since those high readings occurred.

The RUS grant (see Wastewater System) is also providing funding for the Phase I water system improvements recommended in the *Report*. Planned improvements include realignment of the water lines in the mobile home park, line replacement in Bayard Street, relocation and extension of the water line in Maple Street and the Mineral alley, and improvements to the Maple Street bridge crossing. Construction is expected to begin in May 2006. Santa Clara has an additional \$500,000 earmarked for as yet unidentified water system improvements on its wish list of Capital Outlay projects for the future.

VIII. Infrastructure

With regard to infrastructure, the Steering Committee and community residents identified several issues, opportunities, and goals.

Issues

- drainage problems along streets – major drainage problem corner of Spring and S. Bellm St.
- only recycling newspaper and cardboard; no glass and plastic (only aluminum cans are collected).

Opportunities

- new well water quantity and quality is good
- water service transmission lines are being replaced
- effluent reuse to provide water availability
- new WWTF w/ regional effluent is to be constructed
- telecommunications system is adequate.

Infrastructure Goals

Goal 1. Improve the drainage and stormwater system throughout the village.

Strategy 1. Perform an assessment and identify issues and priorities that need to be addressed for drainage and stormwater system improvements.

Strategy 2. Identify sources of funding such as a U.S. Housing and Urban Development's Community Development Block Grant (<http://www.hud.gov/offices/cpd/communitydevelopment/programs/>); direct appropriations from the State, or through programs such as the State of New Mexico Water Trust Fund (<http://www.nmfa.net/Funding/WTB.htm>) and the Governor's Invest New Mexico initiative (<http://www.governor.state.nm.us/invest.php?mm=4>), and/or federal money in the form of grants available from agencies such as FEMA and the EPA for flood and watershed protection, if applicable.

Strategy 3. Determine the requirements needed to qualify and apply for funds and develop construction and phasing plans, and construct improvements as funding allows.

VIII. Infrastructure

Goal 2. Improve the agreements with the utility franchises regarding street repairs and reconstruction.

Strategy 4. Develop standards for street repair and require all contractors to meet those standards when repair work or new construction is carried out.

Strategy 5. Develop criteria for construction related to contractor qualifications, experience and quality of work performed and develop a list of approved contractors to perform work on Village projects or work within the street rights of way or in public areas.

Strategy 6. Develop a Letter of Agreement (LOA) or Memorandum of Understanding (MOU) with all utility franchises that conduct repair work or new construction within the Village limits that states what the Village is requiring and what the utility is agreeing to. This letter or memorandum must be a legally-binding and enforceable document.

Goal 3. Expand and promote the recycling program to include glass and plastics.

Strategy 7. Research existing markets, grants, and programs that might provide funding/support to help make recycling of glass and plastics more cost-effective.

Goal 4. Assure the most efficient and cost effective use of the Village's reclaimed water allocation.

Strategy 8. Determine total amount, reliability, and anticipated quality of the water that will be available from this source and determine any associated costs with its use (such as transport, testing, infrastructure, etc.).

Strategy 9. Inventory and evaluate the possible uses of treated water within the community. These uses could include irrigation for public spaces (parks, public building landscapes, etc.), heating and cooling and industrial uses.

Strategy 10. Determine feasibility by comparing potential potable water savings with the costs and impacts associated with delivering and using treated water over time.

Strategy 11. Proceed with necessary planning, construction, and retrofit if the use is determined to be cost effective, efficient, and/or environmentally justifiable.

VIII. Infrastructure

Goal 5. Promote and increase water conservation measures among residents and businesses.

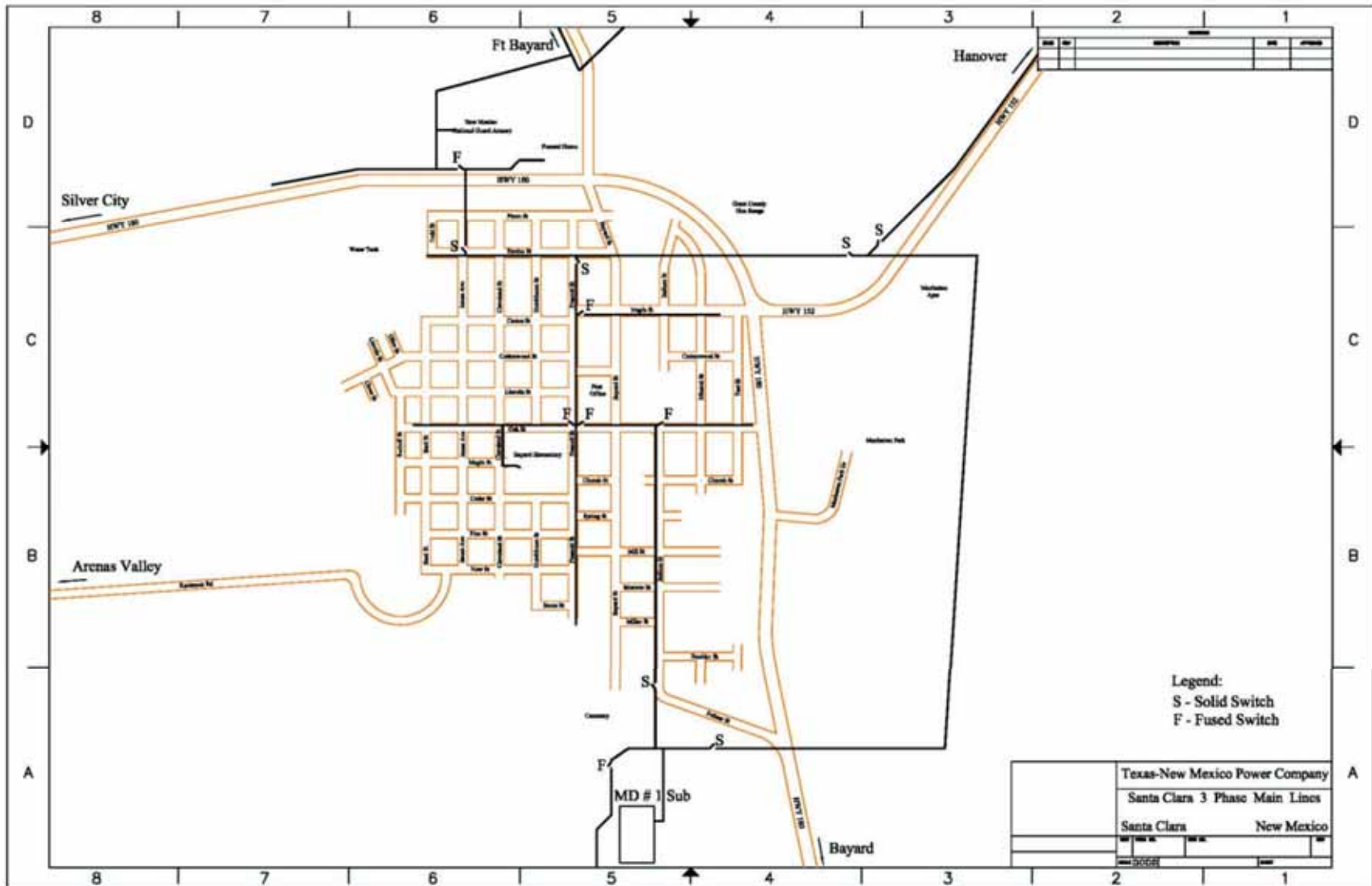
Strategy 12. Educate the community on water conservation and recycling techniques through community events such as festivals, free workshops, inserts in water bills or other means to raise awareness of the issues. Workshop topics might include design and use of gray water systems, low flow fixtures, drip irrigation design, proper settings for irrigation controllers through the seasons, etc. Research existing water conservation educational programs such as the program developed by the NM Office of the State Engineer (OSE) (<http://www.ose.state.nm.us/water-info/conservation/h2o-outreach.html>).

Strategy 13. Institute rebate incentives for water conservation measures (low flow fixtures, front loading washing machines, water conservative landscapes, etc.).

Strategy 14. Institute graduated rate structure for water waste (runoff) or exorbitant users.

Strategy 15. Develop voluntary water conservation programs or ordinances related to landscape design, water features, the timing of irrigation application, car-washing restrictions, etc. to mandate conservation.

VIII. Infrastructure



Electrical Infrastructure (TNMP Village of Santa Clara)

IX. Implementation

Forthcoming ...awaiting community meeting to determine priorities...

APPENDIX A
Organizations involved in Economic Development in Grant County

Governmental Entities

Town of Silver City

Economic Development Staff: 0

Contact Person: Town Manager, Alex Brown or Community Development Director

Phone: 505-538-3731

Planning:

1. Grant County and Silver City Comprehensive Plan 2004

Tools:

1. LEDO: Ability to develop incentives for business relocation
2. Certified Community

Activities:

1. Support Business Retention and Recruitment
 - a. Provides financial resources to support organizations
2. Brownfield's Program, Joseph Gendron

Grant County

Economic Development Staff: 0

Contact Person: County Manager, Harry Burgess

Phone: 505-574-0008

Website: <http://www.grantcountynm.com/>

Planning:

1. Grant County and Silver City Comprehensive Plan

Tools:

1. LEDO: Ability to develop incentives for business relocation
2. Cooperative Advertising

3. Certified Community

Activities:

1. Support Business Retention and Recruitment
 - a. Provides financial resources to organizations
2. Projects:
 - a. Studying feasibility of Grant County Industrial Park at the Airport

Village of Santa Clara

Economic Development Staff: 0

Contact Person: Mayor Lopez

Phone: 505-537-2443

Planning:

1. 2000 Comprehensive Plan
2. 2000 Economic Development Plan and Profile
3. Developing a Comprehensive Plan in 2005.

Tools:

1. LEDO: Ability to develop incentives for business relocation

Activities:

1. Support Business Retention and Recruitment
2. Projects
 - a. Development of the Santa Clara Business Park
 - i. Invested \$1,018,000
 - ii. Three businesses created 19 new jobs (Gila Wood Net, Santa Clara Woodworks, Bee Hive for Senior Assisted Living, Terrazas Crematory and Mortuary, Sam Grijalva Business Complex)
 - iii. Need another \$1,399,358 for infrastructure
 - iv. Goal: 60 jobs.
 - b. Santa Clara Mercado – idea is to create a business incubator space. It is a ½ acre lot.
 - c. Becoming a Main Street Community

City of Bayard

Economic Development Staff: 0

Contact Person: Mayor Martinez

Phone: 505-537-3327

Planning:

1. Developing a Comprehensive Plan in 2005
2. Bayard Economic Development Strategy 2003
3. Bayard Tourism Plan 2004

Tools:

1. LEDO: Ability to develop incentives for business relocation

Activities:

1. Support Business Retention and Recruitment
2. Projects:
 - a. Bayard Vocational/Technological Training Center
 - b. Promoting sports events at fields
 - c. Becoming a Main Street Community

Town of Hurley

Economic Development Staff: 0

Contact Person: Mayor Baca

Phone: 505-537-2287

Planning:

Tools:

Activities:

1. Support Business Retention and Recruitment
2. Projects:
 - a. Promoting residential housing development

Grant County Economic Development Coalition for Progress

Organization: Collaborative

Economic Development Staff: 0

Contact Person: Commissioner Torres, chair

Phone: 505-574-0008

Planning:

1. Developing County Economic Development Plan

Tools:

Activities:

1. Coordinate collaboration between governmental jurisdictions
2. Projects:
 - a. Fund SEED for entrepreneurial support
 - b. Fund SPM for planning and coordination
 - c. Fund SIGRED for business recruitment

Southwest New Mexico Council of Governments

Organization Type: quasi-governmental

Staff: 4

Contact Person: Priscilla Lucero or Gloria Terrazas - Barnes

Phone: 505-956-1293

Mission: Assist local government and serve as economic development district coordinator

Primary Service Area: Grant, Luna, Hidalgo, and Catron

Activities:

1. Provides technical assistance to organizations to accessing and leveraging resources in state and federal government
2. Writes and administers CDBG grants
3. Writes Community Economic Development Strategy (CEDS) (Five Year Plan)

4. Serves as outreach for NM Mortgage Finance Authority to promote first time homebuyer programs, housing development, rehabilitation, and emergency shelter programs
5. Assists with ICIP planning
6. Acts as Regional Planning Organization for transportation
7. Assists fire departments with submitting FEMA fire grants
8. Assists local governments, non profits, and special districts with capital outlay
9. Assists entities with demographics
10. Current Projects:
 - a. Assisting Santa Clara with projects for Industrial Park and Mercado
 - b. Assisting Fort Bayard Medical Center with Master Plan RFP
 - c. Assisting all local governments and special districts with infrastructure projects
 - d. Assisting housing agencies and local governments with housing projects
 - e. Assisting Santa Clara, Bayard, Catron County with their Comprehensive Plans
 - f. Beginning to develop CDBG projects for the 2007 funding cycle
 - g. Developing the Infrastructure Capital Improvements Plans for the local governments and special districts, including the Hurley Water and Wastewater study.

Economic Development Organizations

Black Range RC&D

Organization Type: governmental (USDA)

Staff: 1

Contact Person: Rich Olson

Phone: 505-388-1569

Mission: The purpose of the Resource Conservation and Development (RC&D) program is to accelerate the conservation, development and utilization of natural resources, improve the general level of economic activity, and to enhance the environment and standard of living in designated RC&D areas. It improves the capability of State, tribal and local units of government and local nonprofit organizations in rural areas to plan, develop and carry out programs for resource conservation and development. The program also establishes or improves coordination systems in rural areas. Current program objectives focus on improvement of quality of life achieved through natural resources conservation and community development which leads to sustainable communities,

prudent use (development), and the management and conservation of natural resources. RC&D areas are locally sponsored areas designated by the Secretary of Agriculture for RC&D technical and financial assistance program funds.

Primary Service Area: Luna, Catron, Grant, and Hidalgo Counties

Activities:

1. Projects:
 - a. Development of a Youth Conservation Corps program
 - b. Development of the Black Range RC&D Revolving Loan Fund for forestry businesses
 - c. Sustainable Forestry support and development
 - d. Watershed Protection

CODC

Organization Type: nonprofit

Staff: 1

Contact Person: Walt Schwartz

Phone: 505-388-1604

Mission: To effect social and economic change by providing education and business opportunities for low-income, Hispanic, and other traditionally underserved minority communities of Southwest New Mexico.

Primary Service Area: Silver City and Grant County

Activities:

1. WESST Corps/CODC Marketlink Perfect Pitch Entrepreneur and Small Business Training Program
 - a. Training community members to be entrepreneur small business trainers.
 - b. Will provide regular community skill workshops in business planning and development for underserved population.
2. Tierra Alta Pellet Plant
3. Possible incubator space could be revitalized
4. Going through organizational development/strategic planning

Silver City – Grant County Chamber of Commerce

Organization Type: nonprofit

Staff: 1

Contact Person: April Weitlauf

Phone: 505-538-3785

Website: www.silvercity.org

Mission: support area business

Primary Service Area: Silver City and Grant County

Activities:

1. Business Promotion
2. Tourism Marketing
 - a. Coordinates Cooperative Advertising
3. Events Promotion

Silver City – Grant County Economic Development Corporation (SIGRED)

Organization Type: nonprofit

Staff: 1

Contact Person: Ralph Gauer

Phone:

Website: www.silvercity-business.org

Mission: to improve, expand and a maintain Grant County's economic base.

Primary Service Area: Grant, Luna, Catron, and Hidalgo Counties

Activities:

1. Business recruitment through host visits, outreach, NMEDD recruitment responses, promotion of Grant County.
2. NAFTA Institute: Statewide training institute for promoting international trade with Mexico.
3. International Business Accelerator: Statewide educational programs, information, and resources for promoting international trade.
4. Economic Development Institute: statewide training program for economic development professionals.

5. Support local economic development.
 - a. Grant management for GCJBC/Ford Foundation projects: Santa Clara Industrial Park, Santa Clara Mercado, the Gila Conservation Education Center, Fort Bayard Biomass Heating Project, and Southwest Fire Fighters, Hidalgo Area Development Corporation.

Silver City Main Street Project

Organization Type: nonprofit

Staff: 1

Contact Person: Frank Milan

Phone: 505-534-1700,

Website: www.silvercitymainstreet.com

Mission: To encourage a vibrant, historic downtown which is recognized as the heart of our diverse community.

Primary Service Area: Downtown Silver City Revitalization

Activities:

1. Business Retention and Recruitment
 - a. MainStreet Gift Certificates
 - b. Historic Downtown Guide & Business Directory
 - c. Training Programs – Marketing and Merchandising
2. Historic Downtown Events:
 - d. Celebration of Spring Festival in May, Taste of Downtown Silver City in September, Lighted Christmas Parade in November, Silver City Farmer’s Market, BluesBerry Brunch (Blues Fest)
3. Bricks and Mortars Projects
 - a. Infrastructure investment in lighting, park, visitor center, sidewalks, etc.
4. Historic Preservation & Design Support
 - a. Low – interest loan referrals, free design assistance, Historic Overlay Zoning
5. Beautification and Litter Control
 - a. Adopt a Median, recycling bins, grounds-keeping, tree planting

Successful Entrepreneurship and Economic Development (SEED)

Organization Type: nonprofit

Staff: 1

Contact Person: Debbie Seibel 538-9723 or Rick Stansberger 534-0451

Website:

Mission: Entrepreneurial Development

Primary Service Area: Grant County

Activities:

1. A community board and business development specialist will provide business counseling, assistance and mentoring to entrepreneurs over a year time period to initiate and develop small businesses.

Southwest Small Business Development Center

Organization Type: nonprofit

Staff: 2

Contact Person: Linda McArthur or Mary Tarazoff

Phone: 505-538-6320

Website: N/A

Mission: Provide technical assistance to small businesses and start ups.

Primary Service Area: Catron, Grant, Hidalgo, and Luna Counties.

Activities:

1. Individual business counseling.
2. Workshops in business development and expansion, computer literacy, human relations, employee training, learning skills, and management.

Cultural and Heritage Tourism Related Organizations

Ft. Bayard Historical Society

Organization Type: nonprofit

Staff: 1

Contact Person: Cecilia Bell

Mission: to preserve and educate about the history of NM.

Primary Service Area: Grant County

Activities:

1. Restoration.
2. *Note: Activities enhance and promote tourism.*

Mimbres – Paquime Connection

Organization Type: nonprofit

Staff: 0

Contact Person: George Pintar

Phone: 505-546-7125

Website: <http://www.wnmu.edu/paquime/main.html>

Mission: Develop the tourism potential of the Mimbres-Paquime culture between Grant County and Chihuahua.

Primary Service Area: Grant County/Chihuahua

Activities:

1. Promote the Mimbres Paquime region as tourism destination.
2. Website and annual travel guide.

Pinos Altos Historical Museum

Organization Type:

Staff: 0

Contact Person:

Mission:

Primary Service Area: Pinos Altos

Activities:

1. Displays and exhibits.

San Vicente Historic Project

Organization Type: forming a nonprofit

Staff: 0

Contact Person: Lynn Geyer

Mission: To plan and create a Silver City economic development zone, which interprets, preserves and celebrates the heritage and natural history of the San Vicente Cienega by promoting educational, recreational and tourism opportunities.

Primary Service Area: Silver City and Grant County

Activities:

2. Organization is in development stages

Silver City Museum

Organization Type: nonprofit

Staff: 1

Contact Person: Susan Berry

Phone: 505-538-5921

Website: www.silvercitymuseum.org

Mission: The Silver City Museum creates opportunities for residents and visitors to explore, understand, and celebrate the rich and diverse cultural heritage of southwestern New Mexico by collecting, preserving, researching, and interpreting the region's unique history.

Primary Service Area: Silver City

Activities:

Trail of the Mountain Spirits Scenic Byway

Organization Type:

Staff: 0

Contact Person: Keith LeMay

Website: http://www.tmsbyway.com/tms_main.html

Mission:

Primary Service Area: Grant County

Activities:

1. Promote the byways region as a tourism destination
2. Website

Arts and Culture Related Organizations

(400 artists, 50 galleries)

El Sol Theater

Organization Type: nonprofit

Staff: 1

Contact Person: Gina & Dru Ruebush

Phone: 505-534-0309

Mission: to restore the El Sol Theater and promote the performing arts.

Primary Service Area: Grant County

Activities:

3. Restoration and development of performing arts venue.
4. Promote the performing arts.

Mimbres Region Arts Council

Organization Type: nonprofit, membership

Staff: 4

Contact Person: Donna Lawder

Phone: 505-538-2405

Mission: dedicated to enriching the cultural life of southwestern New Mexico by providing quality programs that nurture and inspire a love and understanding of the arts.

Primary Service Area: Grant County

Activities:

1. Annual events including Chocolate Fantasia, Silver City Blues Festival, Gallery Studio Tours, Millie & Billy Ball, Fiesta de la Olla, Weekend at the Galleries, Dia de los Muertos.
2. Community art events.
3. Cultural tours to Mexico and Peru.
4. Youth art programs including community mural projects.

San Vicente Artists

Organization Type: formal group, membership

Staff: 0

Contact Person: 505-534-0269

Mission: artist group dedicated to promotion of local art and artists.

Primary Service Area: Silver City and Grant County

Activities:

1. Develop Artists Guide for self guided tours
2. Art Fair in the Big Ditch Park

Grant County Art Guild

Organization Type: formal group

Staff: 0

Contact Person: 505-537-6161

Email: gcag@silversity-nm.com

Mission: artist group dedicated to promotion of local art and artists.

Primary Service Area: Grant County, Pinos Altos

Activities:

1. Provide art space
2. Website
3. Annual Pinos Altos Art Fair
4. Annual Juried Exhibit

Community Building Organizations

Gila Resources Information Project (GRIP)

Organization Type: nonprofit, advocacy

Staff: 1

Contact Person: Allyson Siwik

Phone: 505-538-8078

Email: grip@gilaresources.org

Website: www.gilaresources.info

Mission: To protect the quality of life and environmental health of Southwestern New Mexico.

Primary Service Area: Silver City and Grant County

Activities:

1. Participate in economic development forums and strategizing.
 - a. Visioning 2020 meetings on sustainable development.
 - b. Promoting interest in the implementation of the Comprehensive Plan.

Hometown Initiative

Organization Type: advocacy and networking

Staff: 0

Contact Person: Allyson Siwik or Ron Henry

Phone: 505-538-2674

Mission: To build, through continuous dialog and action, an economy that works in harmony with natural systems, supports both cultural and biological diversity, and fosters fulfilling and enjoyable community life for everyone. It is a forum and catalyst for action in the area of sustainable economic development characterized by: locally managed and embedded in the community, committed to a lasting presence, and provides growth that maintains and improves the existing values and assets of our community so that we may pass on to future generations a generous environment.

Primary Service Area: Silver City and Grant County

Activities:

1. Participate in economic development forums and strategizing.
2. Promote dialogue.
3. Projects:
 - a. Visioning workshops

La Capilla Project

Organization Type: non-profit

Staff: 0

Contact Person: Joe Ray

Phone: 505-538-2549

Mission: to develop the La Capilla Chapel.

Primary Service Area: Silver City

Activities:

1. Restore and complete the La Capilla chapel.

Penny Park/Gila Institute for Tots to Teens

Organization Type: nonprofit

Staff: 1

Contact Person: Gwen Jones

505-388-1677

Mission: To develop the Penny Park as a community asset.

Primary Service Area: Silver City

Activities:

1. Development.
2. Host community events.

Southwest Hispanic Roundtable (SHRT)

Organization Type: incorporated with PRC

Staff: 0

Contact Person: Earl J. Montoya or Carlos Provencio

Phone: 505-388-5617

Mission: To unify the Hispanic community for establishing political leverage in order to obtain equity in social services/programs and to make the area Hispanics aware of their entitlements as well as addressing Hispanic issues of economic development, discrimination and education. The organization promotes Hispanic culture/heritage to build pride and a positive self-image in our Hispanic youth regarding their roots. Awareness, by the community, will be developed of the prejudices and negative stereotypes that are resulting in Hispanics not being treated with dignity and respect. SHRT promotes building trust and the unification of all ethnic groups, for the common good of the community. Community inputs will be sought to develop a Hispanic agenda regarding the pertinent issues and priorities to achieve the above objectives.

Primary Service Area: Grant County

Activities:

1. Participate in economic development forums and strategizing.
2. Promote youth development.

The Grant County Community Health Council

Organization Type: nonprofit

Staff: 3

Contact Person: Beverley Allen-Ananins, Coordinator

Phone: 505-388-9708

Website: www.gcchc.org

Mission: To enhance the quality of life in Grant County, New Mexico, through assessment of needs, planning and prioritizing, and coordinating efforts to meet those needs.

Primary Service Area: Grant County

Activities:

1. Grant County Grant Writers Guild: Meets monthly the first Wednesday of every month at 8 a.m. The grant writers work with local organizations to identify and pursue funding.
2. Special Topic Townhalls: Did economic development. Next is Workforce Development Town Hall coming up in September it will provide a forum for strategically planning for and conducting effective workforce development in the County.

The Wellness Coalition

Organization Type: nonprofit

Staff:

Contact Person: Andrianna Bowen, Asst Coordinator

Phone: (505) 534-0665

Website: www.wellnesscoalition.org

Mission: The Wellness Coalition improves the quality of life and builds community capacity among Catron, Grant, Luna and Hidalgo Counties through fostering partnerships, activating collaborative processes, and developing resources

Primary Service Area: Grant, Catron, Hidalgo, and Luna County

Activities:

1. Provides capacity building to non-profit organizations.

Workforce Development Organizations

Adult Education Services (WNMU)

- Computer, GED, assessment and referral for job skills training of welfare recipients, ESL, Citizenship.

Literacy Link Leamos

- Individual tutoring for GED tutoring, ESL, basic number skills, basic literacy.

Literacy Program (WNMU)

- Affiliated with WNMU adult education. Literacy, GED, computer literacy, ESL, NM Works Program, job skills.

New Mexico Works Program (DoL)

- For people receiving TANF. Provides assessment, work ethic classes, job skills and education.

Vocational Rehabilitation (DoL)

- Vocational services provided for disabled individuals to get them back to work or maintain employment.

APPENDIX B: Census Definitions

Industrial Classification

The Economic Census classifies establishments according to the new North American Industry Classification System (NAICS). NAICS codes replace the Standard Industrial Classification (SIC) codes used in previous censuses. NAICS classifies industries using 2-, 3-, 4-, 5-, and 6- digit levels of detail. 2-digit codes represent sectors, the broadest classifications. 6-digit codes represent individual industries in the U.S.

Related terms: [Economic census](#), [North American Industry Classification System \(NAICS\)](#)

Industry (economic)

In the 1997 economic census data, U.S. industries are classified using a 5- or 6- digit NAICS code. Industry groups are represented by classification using a 4 digit NAICS code.

Related term: [North American Industry Classification System \(NAICS\)](#)

Industry (population data)

Information on industry relates to the kind of business conducted by a person's employing organization. For employed people the data refer to the person's job during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours. Some examples of industrial groups shown in products include agriculture, forestry, and fisheries; construction; manufacturing; wholesale or retail trade; transportation and communication; personal, professional and entertainment services; and public administration.

Related terms: [Economic census](#), [Employed](#)

Occupation

Occupation describes the kind of work the person does on the job. For employed people, the data refer to the person's job during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours. Some examples of occupational groups shown in this product include managerial occupations; business and financial specialists; scientists and technicians; entertainment; healthcare; food service; personal services; sales; office and administrative support; farming; maintenance and repair; and production workers.

Related term: [Employed](#)