

Economic Development

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Strengths

- Art and culture
- Climate
- Local university
- Outdoor recreation
- Open space
- Dark skies
- Local governments work together
- Unique communities

Opportunities

- Two ports-of-entry; only 24 hour port in the State.
- Outdoor recreation manufacturing and prototype opportunities.
- Rural communities with logistic connections with airport facilities, I-10, rail, and trucking.

Aspirations

- Increase work ethics
- Increase broadband capacity throughout the region
- Reduce poverty rates
- Diversify regional economy
- Increase workforce training
- Increase affordable/workforce housing
- Reduce unemployment rates

Results

- The entire region is where people want to move to work, live and play.
- Talented workforce enhancing all industry sectors throughout the region.
- Diverse small business community.
- Increase quality of life amenities and services throughout the region.

To overcome these vulnerabilities and have a resilient region, the Southwest New Mexico Council of Governments acts as the collaborating entity by helping existing partners with projects and creating new partnerships to ensure the quality of life and services needed throughout the entire region. Moving forward the SWNMCOG will be encouraging more partners to be a part of the Regional Transformation Planning Organization to help fulfill the strategies in the CEDS document.

Top Priority Strategies

1. Create a regional business database to not only disseminate information quickly but also to implement a formalized Business Retention and Expansion program that provides outreach and a strong regional business community.
2. Develop a regional marketing and branding strategy for southwest New Mexico.
3. Increase the broadband capacity throughout the region as online learning and remote working becomes a more prominent way of life.
4. Advocate childcare regulations and financial for childcare for ages from 0-12 to help the workforce get back to full employment especially during the recovery of COVID19.
5. Align the region's workforce development programs and educational institutions to address the unmet workforce needs with the region's target industries.
6. Encourage the promotion and implementation of the CO.STARTERS entrepreneurship program to the communities and school districts throughout the region to help build the small business community.
7. Facilitate the establishment of tax increment financing zones in all incorporated community's downtowns and identify additional finding streams for downtown infrastructure improvements.
8. Help the movement of the development of industrial parks throughout the region to capitalize on opportunities associated with the region's renewable energy potential as well as the existing agricultural and mining industries.
9. Advocate for State legislative change to the governmental vulnerabilities to help build economic recovery especially in rural New Mexico.
10. Support new energy transmission throughout region in order to continue promoting New Mexico as a energy mecca state.
11. Maintain and enhance the road infrastructure throughout the region to include a port-of-entry truck bypass, Cedar Street in Deming, making US Highway 180 four lanes from Deming to Hurley.
12. Continue to support essential air services out of Grant County Airport and the regional transit services.
13. Advocate for "road ready" UTV/ATV friendly communities throughout the region as more tourists are using them as means of transportation.
14. Embrace Silver City as a Continental Divide Trail Gateway Community to help promote the regions outdoor recreation assets.
15. Enhance multimodal transportation and trail connectivity and accessibility to create a region that is friendly for all facets of transportation.