

# Master Plan 2035 Economic Development Focus Public Input Workshop

## April 16, 2019

The meeting facilitator began the meeting and Mayor Donald T. Lopez welcomed everyone. Los Lunas Economic Development Manager Ralph Mims presented information on Los Lunas' present conditions, their economic development history, and the success that Los Lunas has seen with its efforts to draw in, retain, and support businesses. He mentioned steps that Los Lunas has taken to aid in its success, particularly that Los Lunas has developed and promoted an identity to put it on the map, both within and outside the state, to attract and retain businesses and to capitalize on a large trade area. They have accomplished this through physical infrastructure, such as beautifying its community entrances, through marketing, such as a logo, slogan, and online presence, and by communicating to potential businesses what the community has to offer. Los Ranchos Planning and Zoning Director Tim McDonough also spoke briefly on conditions in the Village, such as former Mayor Larry Abraham's efforts to begin defining a Village identity, infill and redevelopment based on the Village's physical conditions, how to incorporate and present opportunities for home based businesses, and that gross receipts tax alone funds Village operations. Maria Rinaldi, Fourth Street Project Manager, also spoke briefly about her experience with the Town of Bernalillo, where they had to balance their traditions with growth and decide what aspects to be preserved or developed, as well as consider positive and negative impacts from its neighbors. Looking forward, to retain its scale and semi-rural environment, she said that the Village can recognize the business corridor's potential for infill development, recognize the potential of not only an agricultural history but a current practice of agriculture, and to not forget business retention.

There were several main questions for small group discussion presented on placards on the tables:

- Over the next 10-15 years, what will be our biggest needs and challenges in the area of economic development?
  - What range of businesses—present and future—represent the best “fit” for the Village?
  - What do we want to be known for—from a business perspective?
  - How do we align the ideas from other public meetings with future economic development?
- What recommendations for future action in this area do you have?

In addition to these questions, speakers and attendees posed questions based on their own experiences:

- When talking about economic development, do we mean businesses for residents or to draw people in? Will our economic development be based locally or regionally?
- What is the Village's identity? Who and what will the Village be?

Small tables discussed broad values and specific actions in response to the questions before reconvening as a whole. Each table was asked to provide its top five to seven ideas. The following are some ideas mentioned by attendees grouped into themes:

### Identity

- The Village needs to create an identity to determine its economic development path. This identity can involve several elements including but not limited to:
  - The Village's lifestyle
  - Recognizing the Village's history and balancing it with change
  - The Village's atmosphere as a safe and relaxing place
- Types of businesses will be drawn to the Village based on its identity
  - The question of whether the Village's economic development is focused on local vs. regional does not need to be answered, as the types of businesses and markets will be attracted to the Village
- The identity of the Village would drive branding, marketing, and promotion of the Village

## **Marketing & Promotion**

- A slogan to promote alongside the Village's logo. Some suggestions from the meeting:
  - Preserving the past, embracing the future
  - It's not just a Village, it's a lifestyle
  - Los Ranchos – New Mexico's "Rurban Retreat"
- Work on the social media and online marketing of Village businesses, possibly with the aid of the Village
- Incorporate economic development into a Village employee's job description
- Promote the Village and agriculture through events, such as the Growers' Market and Lavender Festival

## **Business Types**

- Conduct a business survey to determine what kinds of businesses residents want
- Businesses in Village are high quality, unique, small (Village) scale, artisan, and/or traditional, such as:
  - Skilled craftspeople, artisans
  - Professional services
  - Specialty grocery
  - Spa/holistic/wellness/health
  - Light manufacturing
- Agriculture based businesses – both food related and non-food related
- Encourage home occupations

## Tourism

- Local Agri-Tourism tied to the Village's lifestyle and agricultural aspect of its identity
- Focus on attracting and retaining destination businesses
- Focus on the Village as a destination, for both day trips and multi-day/overnight trips
  - Lodging for overnight trips

## Market

- Focus on market niches currently attracted to the Village and create an environment for those niches
  - Example: Attract and retain businesses for women who frequent the Village. They are already making trips to salons in the Village, and salon-owners believe this is partially due to the relaxed and safe atmosphere of the Village, so retain these visitors with shopping and eating beyond their initial trip.
- Balance appealing to local and regional consumers – the businesses within the Village will attract certain niches

## **Agriculture**

- Expand Village's farmer and resident partnerships for residential lots to commercial lots – encourage planting on commercial property

## **Infrastructure & Facilities**

- Work with MainStreet to develop and enhance the physical infrastructure along 4<sup>th</sup> Street
- Government can influence economic development through investment in infrastructure and facilities
- Develop strong Village-wide internet infrastructure to support businesses throughout the Village
- Work on zoning processes and clarify zoning around Fourth Street's commercially zoned properties
- Encourage solo worker/telecommuter/home occupation services space in Village
- A North Valley economic development incubator, co-op, agriculture processing facility – Like South Valley Economic Development Center
- Create event centers around Village and better utilize current event centers (eg. Larry P. Abraham Agri-Nature Center)
  - Accessible and multi-generational
- Multi-generational center – could possibly generate revenue for Village
- Support use of Village for events that already go around or through the Village

- Bicycling and running/walking events or races

## Entities & Organizations

- Inventory 4<sup>th</sup> Street property ownership to gauge interest in business activity and community
- Encourage businesses to work synergistically through the formation of a business organization, like a Chamber of Commerce
- Work with MainStreet to develop and enhance the physical infrastructure along 4<sup>th</sup> Street
- Support current and potential businesses

The general theme across all table conversations was that the Village needs to solidify what its identity is to form a basis for economic development, including businesses, markets, infrastructure, facilities, and government and other organization involvement. The identity would be the starting point for promotion and marketing of the Village and Village businesses but would not be just an identity for economic development, instead threaded through all Village activities. Also, the Village can balance appealing to markets outside the Village and within the Village; businesses can attract consumers outside the Village and provide for residents.

Based on the conversation and energy, at the end of the meeting a sign-up sheet was passed around for those interested in continuing the conversation on economic development. This was the final Master Plan public input meeting. The Master Plan Committee will begin reviewing drafts of sections of the plan and a public open house will be held at Village Hall on a Saturday at the end of June for the public to speak with staff and leave written comment.

Below is the written work product from the economic development focus meeting. The bulleted list and sticky notes in the photos are not grouped by category or importance.

## Recommendations & Ideas

- The Real Green Deal → Agriculture → Economic Development, Distributed Power – traditional power production (micro grids)
  - The Real Green Deal → Renewable Power → Distributed Power– traditional power production (micro grids)
- Streamline zoning process
- Agricultural tourism/lifestyle – Local, restaurant, farm/table
- Agricultural (micro-farming) process
- Tourism (stay in Los Ranchos) – food trucks, wine bars
- Focus on gender\*
- Agri-Nature Center
- Lavender Festival
- Growers’ Market
- ADA inclusive parks
- School impact
- Destination Business
- Multi-generational center (sports)
- Event center
- Event center (social) – concerts, theater
- Specialty grocery
- Skilled craftsman/artisans
- High end quality shops & restaurants
- Professional services
- Agriculture based businesses
- Solo worker support facility
- Artisans/crafts
- Light manufacturing
- Destination businesses
- Main Street
- Chamber of Commerce
- Attract business to 4<sup>th</sup> Street that will bring outside people to spend \$
- Village spend funds to attract \$ and support businesses
- Inventory of ownership of 4<sup>th</sup> Street property
- Define and maintain consistent vision of 4<sup>th</sup> Street
- Develop strong internet capability
- Encourage home business
- Slogan: It’s not just a Village it’s a Lifestyle
- Los Ranchos – New Mexico’s “Rurban Retreat”
- North Valley commercial kitchen/entrepreneur council – facility to process
- Spa/holistic medicine wellness health

\* “Focus on gender” meaning focus on attracting types of businesses for women who frequent the Village. They are already making trips to the Village, so the goal is to retain them and have them shop and eat beyond their initial trip.

Spa/Holistic Medicine Wellness Health	North Valley Commercial Kitchen/ Entrep Council	INVENTORY & OWNERSHIP of 4TH STREET PROPERTY DEFINE & MAINTAIN CONSISTANT VISION of 4E STREET.	Slogan: Its just not a Village its a Lifestyle
DEVELOP STRONG INTERNET CAPABILITY ENCOURAGE HOME BUSINESS	Los Ranchos - New Mexico's "Rurban Retreat"	EVENT CENTER (SOCIAL) CONCERTS THEATER	ATTRACT BUSINESS TO 4E STREET THAT WILL BRING OUTSIDE PEOPLE TO SPEND \$ VILLAGE SPEND FUNDS TO ATTRACT & SUPPORT BUSINESSES
Event Center	Main Street Chamber of Commerce	Destination Business	Multi-generational Center (SPORTS)
Ag based businesses Skilled craftsman/ Artisans	School Impact	High End Quality Shops & Restaurants Destination Businesses	ADA Inclusive PARKS
Spec. Grocery Solo Worker Support Facility Artisans/Crafts	Growers Market	<del>High End Quality Shops &amp; Restaurants</del> Destination Businesses	Agri-Nature Center
Lavendar Festival	Light manufact- uring Professional Services	STREAMLINE ZONING PROCESS	Agricultural Tourism/Life- style Restaurant Farm Table Local
FOCUS ON GENDER	AGRICULTURAL (MICRO-FARMING) PROCESS	TOURISM (STAY IN LR) FOOD TRUCK, WINE BAR.	