

Village of Ruidoso
Fact Sheet
As of October, 2016

Located at the foot of the Sierra Blanca Mountain Range, and surrounded by the Lincoln National Forest, Ruidoso is a mountain resort community. At an official elevation of 6,920 feet, areas within the Village range from 6,500 to 8,000 feet in elevation. The full-time population of the Village, at 8,000, frequently swells to over 25,000, as tourists and second-home owners seek recreation and relaxation in our mountain community. Indeed, over 60% of our residences are vacation homes.

The abundance of second-home owners and tourists (lodging revenues have experienced two consecutive years of double-digit growth) underscore the attractiveness of the community. Weather conditions, with an average high temperature of 65.57° and an average low of 34.04°, are considered ideal. The Village receives approximately 36 inches of snow each season and has 23 inches of precipitation.

Recreational activities are plentiful in Ruidoso. The Village's park system comprises eleven parks and open spaces that total over 700 acres of land. Parks, lakes and open space include over 26 miles of trails and pathways within the Village, eight pavilions and seven athletic fields for baseball, softball, soccer and football. The Village's two lakes offer boating, fishing and area hiking; fly fishing is available along the Rio Ruidoso. These venues are actively used by both citizens and visitors. Ruidoso hosts summer football training for the University of Texas at El Paso. We host a number of competitive mountain/road bike events, including the annual "Tour de Ruidoso" and "12 Hours in the Wild West". Our parks department hosts a number of events for area youth including summertime swimming lessons, "Wilderness Camp" (a summer youth program) and actively supports various youth sport programs. Additionally, Ruidoso has an 18-hole disc golf course, one of the largest in the State of New Mexico, and a skateboard park.

The area features numerous hiking and jogging trails. The Cedar Creek area, managed by the U.S. Forest Service, features 17 miles of trails. The Grindstone Lake area, managed by the Village, has 18 miles of trails. The Links trail, located in the heart of the Village, is a three-mile paved path. Walking trails are featured on the River Trail, within the Village, which is continuing to be expanded. The White Mountain Wilderness, adjacent to the Village, has 132 miles of trails - going from elevations of 5,000 to 11,000 feet. Fort Stanton, a State historical site, located approximately 12 miles from the Village, has 90 miles of trails for hiking, mountain biking and horse riding. There are also trails around Lake Mescalero, at the Inn of the Mountain Gods.

Golfing opportunities abound. There are two eighteen-hole golf courses located within the Village, The Links, a municipal golf course and Cree Meadows, a semi-private club. Five other golf courses are located within an eight-mile radius of the Village: Alto Lakes Golf and Country Club, the Outlaw, Kokopelli, Rainmaker's and the Inn of the Mountain Gods.

The Inn of the Mountain Gods, an enterprise of the Mescalero Apache Tribe, is a premier resort destination. Located three miles from the Village, the Inn features 273 guest rooms and 40,000 square feet of meeting space. A number of dining facilities are located at the Inn. Recreational activities include fishing, skeet shooting, horseback riding and big game hunting. The Inn has installed a new zip line which carries riders across Lake Mescalero. Las Vegas-style gambling is offered in the main casino at the Inn, as well as at an offsite facility.

Ski Apache, over 750 acres in size, which is managed by the Inn of the Mountain Gods, is located approximately 15 miles from Ruidoso. Operating between Thanksgiving and Easter,

each year, the ski area features 55 trails; 20% of the trails are considered “expert”, 60% “intermediate” and 20% “beginner”. The area’s fifteen feet of annual snowfall is augmented by extensive snow-making equipment. There are 11 lift lines and a new passenger gondola - the largest in the State. Additionally, the area hosts the “Apache Wind Rider Zip Tour”, an 8,890 foot zip line which descends from an elevation of 11,489 feet (at the top of Ski Apache). The line, which takes an hour and a half to ride, reaches speeds of up to 65 miles per hour. Gondola and zip line operations are offered in the summertime, as well.

The Ruidoso Downs Racetrack offers quarter horse racing from Memorial Day to Labor Day each year. Nine to thirteen races are held Fridays through Mondays each racing season. The season culminates with the All American Futurity race, which is the world’s richest quarter horse race. A casino is located adjacent to the racetrack and operates year-round. Other track events include night time concerts and the annual “Cowboy Symposium”.

The Spencer Theater for the Performing Arts hosts year-round concerts, traveling Broadway shows and other special events. The theater seats 514 in an intimate setting (the furthest seat from the stage is only 67 feet away). Opened in 1997, this \$22 million facility is located on 74 acres of land. In addition to indoor performances, outdoor performances are frequently held during our mild summer nights.

When tired of playing, Ruidoso offers numerous eclectic shops in our “Midtown” area. This walkable area also features a number of coffee houses, nightclubs and eating establishments. Special events are held at Wingfield Park, adjacent to Midtown.

Other area attractions include the Billy the Kid Scenic Byway, historic Lincoln, Fort Stanton, Hubbard Museum of the American West, Smokey Bear Historical Park, Valley of Fires Recreational Area, Lincoln National Forest, Cloudcroft and White Sands National Monument. Carlsbad Caverns National Park is less than a three hour drive from Ruidoso. Also within a three hour drive is El Paso, Albuquerque and Santa Fe. Commercial air services are offered as close as Roswell (a one-hour drive), which operates daily flights to Dallas and Phoenix.

Community residents are provided with a number of key services by the Village of Ruidoso. Governed by an elected Mayor and six Council members, the Village has a \$42.8 million annual operating budget. This budget includes community services, consisting of economic development, planning/zoning, airport operations, forestry, library, parks and recreation, community center and convention center operations. Public works include water production and distribution, streets, sewage, solid waste and wastewater treatment.

Fire protection is provided by three full-time fire stations, staffed with a total of 22 employees. This department addresses fire suppression, medical life support, emergency management and public fire education. The department successfully has achieved an ISO rating of 2 for the community; this reduces premium rates on insurance.

Ruidoso is a safe community, thanks in large part to its Police Department which is staffed by forty employees. Besides routine police services, the department provides for code enforcement and animal control. Despite the transient nature of our community, the Police Department has effectively managed the level of crime. Violent and property crime, for the Village in 2014, totaled 3.0 incidents per 1,000. This compares favorably to the State wide average of 5.9 per 1,000.

Within the past decade, the Village has invested tremendous resources in improving our infrastructure, particularly as it relates to water and the treatment of wastewater. The Village has designated a full-time administrator to oversee the management of water resources. Water production is served by surface water (Rio Ruidoso and Eagle Creek) and 13

groundwater wells. *The groundwater wells have a gross production capacity of over 3,800 gallons per minute.* The Village has 16 above ground water storage tanks and 2 wet wells at the water treatment plants. The Village has capacity to store 18 million gallons in the existing water tanks. The two area reservoirs, Alto Lake and Grindstone, have a combined storage capacity of 573.5 million gallons. With average daily consumption of 1.8 million gallons, the Village's storage reserves have the capacity to accommodate 326 days of regular usage. Without a doubt, the Village's water situation has never been better, and continues to improve.

In 2011, construction was completed on a \$36 million wastewater treatment plant. This state-of-the-art facility utilizes membrane technology to achieve discharge standards well within regulatory guidelines. In order to accommodate the seasonality of our population, the plant was designed to facilitate future growth. The average daily volume is 1.6 million gallons. The plant can currently process up to 2.7 million gallons per day. The framework is in place to increase this production capacity to 3.6 million gallons per day in the future.

Education is a hallmark of our mountain community. Eastern New Mexico Ruidoso is a two-year community college serving approximately 1,000 area students. The campus features conventional classroom teaching as well as an extensive offering of on-line courses. Specialty education includes Wildlife Fire Science, Cyber Security, occupational training and hospitality management. A variety of industry certifications are also offered upon request. ENMU-Ruidoso houses the Lincoln County Workforce Development Center, which provides workforce recruitment and development services, including wage incentives for new employers. The Center also houses offices for the Small Business Development Center.

The Ruidoso Municipal School District serves 2,000 students at its six campuses. The District offers a wide range of traditional courses, as well as a distinguished dual language instructional program and an award-winning culinary arts program at the high school. Curriculum is further augmented by the availability of dual-credit college courses, offered in conjunction with ENMU Ruidoso. Athletics include robust football, track, cross-country, golfing, volleyball, baseball, softball, wrestling and basketball programs. Band and choir programs are offered at both the middle and high schools. The schools offer Pre-K programs, Head Start and, for the last three years, and an "early" start program for grades kindergarten through three (this program allows an additional 25 days of instructional time). A new kindergarten and Pre-K campus is currently being built. This \$18 million facility should begin operation in early 2018.

Healthcare needs in the Village are served by a county-owned hospital, Lincoln County Medical Center. This 25-bed facility is located in Ruidoso and is managed by Presbyterian Healthcare Services. A critical access facility, services include emergency care, family medicine, internal medicine, obstetrics/gynecology, radiology, general surgery, orthopedic surgery and lab services. The hospital employs more than 265 people, providing \$20 million in annual compensation and benefits. A therapy center is adjacent to the hospital. The County of Lincoln is seeking the building a new, \$25 million + hospital building within the next two years. During construction, services will continue to be offered in the existing facility. The new building will be a two-story, 70,000 square foot facility.

Given the level of vacation homes and the number of adjacent communities (Alto, Copper Ridge, Ranches of Sonterra, Copper Canyon, Rainmakers, among others), there is an abundance of homes available for purchase. A new 62-lot subdivision is currently being developed adjacent to Grindstone Lake. Additionally, plans have been approved to complete a 45-unit condominium development. Specific listings for residential, commercial and land can be accessed at: www.usaml.net/ruidoso.

Utility services are available throughout the Village and adjacent communities. Electric power is provided by PNM and Otero County Electric Cooperative. Natural gas is provided by Zia Natural Gas. Land line phone service is provided by Windstream. Cable television is available through TDS. Broadband services are currently offered by Windstream, TDS and, to a lesser extent, Mescalero Apache Telecom. A fourth broadband provider is currently working with Village on providing additional fiber optic services. The Village provides solid waste, water and wastewater services.

Economic development continues in the Village of Ruidoso. Building permit activity is increasing. Lodging revenues, in 2015 were 12.33% higher than 2014. 2016 collections were 9.36% higher than 2015 - this represents an increase of 22% over the last two fiscal years. GRT collections for fiscal year 2016 were up by 6.93% over the previous year.

Recent commercial activities include the establishment of an Albertson's grocery store (a buy-out of an existing store), expansion of dining rooms at three established restaurants, plans for a new motel, and opening of a long-term care facility. These projects, along with the potential construction of the new hospital and completion of the new school campus, as well as a \$33 million Village infrastructure project, will result in further increases in revenue for the Village.

In support of our economic development, the Village has hired a fully-qualified Planning Administrator. He is a member of the American Planning Association and a Certified Zoning Official. His work is supported by a GIS staff and two building officials.

Earlier this year the Village established a "sister city" relationship with Puerto Peñasco, Sonora, Mexico. Puerto Peñasco is a seaside resort, featuring a number of recreational activities. It is within a ten-hour drive. This relationship affords us the opportunity to access tourism markets in Arizona and the Mexican State of Sonora.

The Village is working with businesses to obtain designation as a New Mexico MainStreet for the Midtown district. This designation, if realized, will provide for grant opportunities, organization, consulting and public/private ventures - all in an effort to improve the attractiveness, pedestrian friendliness and economic vitality of this central shopping/entertainment district.