

VILLAGE OF RUIDOSO THE LINKS AT SIERRA BLANCA

SEPTEMBER 15, 2020

PRESENTED BY:
BRIAN SANDEROFF, PRESIDENT



METHODOLOGY

RESEARCH OBJECTIVES:	TO ASSESS PROPERTY DEVELOPMENT ISSUES REGARDING THE LINKS AMONG PROPERTY OWNERS AND LOCAL RESIDENTS
TOTAL SAMPLE SIZE:	N=1,809
DATA COLLECTION METHOD:	MAIL SURVEYS 1,493 ONLINE SURVEYS 316
SOURCE OF MAILING LIST:	WATER UTILITY BILL
RESPONSE RATE OF MAIL SURVEY:	23.3%
FIELD DATES:	AUGUST 10TH – SEPTEMBER 2ND, 2020

DEMOGRAPHICS OF SAMPLE

	TOTAL SAMPLE	FULL-TIME RESIDENTS	PART-TIME RESIDENTS
RESIDENTIAL STATUS			
FULL-TIME	48%	100%	0%
PART-TIME	43%	0%	100%
NON-RESIDENT	4%	0%	0%
GOLFER IN HOUSEHOLD			
YES	57%	54%	67%
NO	43%	46%	33%
GENDER			
MALE	57%	46%	67%
FEMALE	38%	49%	30%
OWN/RENT HOME			
OWN	92%	94%	98%
RENT	3%	5%	2%

NOTE: PERCENTAGES DO NOT EQUAL 100% DUE TO "NO RESPONSE" CATEGORY BEING REMOVED

DEMOGRAPHICS OF SAMPLE

	TOTAL SAMPLE	FULL-TIME RESIDENTS	PART-TIME RESIDENTS
HOME WITHIN ½ MILE RADIUS OF THE LINKS			
YES	42%	47%	42%
NO	53%	52%	57%
INCOME			
LESS THAN \$40,000	12%	22%	3%
\$40,000 TO \$59,999	10%	16%	5%
\$60,000 TO \$99,999	23%	28%	20%
\$100,000 AND OVER	38%	23%	59%
AGE			
18-34 YEARS	4%	8%	*
35-49 YEARS	10%	17%	4%
50-64 YEARS	31%	31%	33%
65 YEARS AND OVER	48%	40%	61%
CHILDREN UNDER 18			
YES	16%	24%	9%
NO	78%	74%	89%

*LESS THAN 1% REPORTED.

NOTE: PERCENTAGES DO NOT EQUAL 100% DUE TO "NO RESPONSE" CATEGORY BEING REMOVED

OVERALL IMPORTANCE OF AMENITIES TO HAVE IN RUIDOSO

TOTAL SAMPLE (N=1,809)

RANKED BY HIGHEST PERCENTAGE OF "VERY IMPORTANT"

	VERY IMPORTANT 5	4	3	2	NOT IMPORTANT AT ALL 1
MORE OUTDOOR RECREATIONAL OPPORTUNITIES, SUCH AS HIKING AND BIKING TRAILS	47%		21%	27%	
	28%	19%	21%	10%	17%
MORE RESTAURANTS AND ENTERTAINMENT OPTIONS	44%		21%	29%	
	24%	20%	21%	10%	19%
A NEW RECREATION CENTER WITH A SWIMMING POOL/WATERPARK	46%		15%	43%	
	23%	13%	15%	14%	29%
MORE LOCAL SHOPS AND BUSINESSES	31%		21%	41%	
	17%	14%	21%	15%	26%
A NEW RECREATIONAL COMPLEX WITH DAYTIME SPORTS FIELDS FOR YOUTH AND ADULT TEAMS	28%		19%	47%	
	17%	11%	19%	15%	32%

NOTE: PERCENTAGES DO NOT EQUAL 100% DUE TO "NO RESPONSE" CATEGORY BEING REMOVED

SUPPORT/OPPOSE THREE DIFFERENT PROPOSALS RELATED TO THE FUTURE OF THE LINKS GOLF COURSE

TOTAL SAMPLE (N=1,809)

RANKED BY HIGHEST PERCENTAGE OF "STRONGLY SUPPORT"

	STRONGLY SUPPORT 5	4	3	2	STRONGLY OPPOSE 1
KEEP THE 18-HOLE GOLF COURSE AS IS	53%	10%	14%	7%	9%
	63%			16%	
REDEVELOP THE GOLF COURSE PROPERTY TO RETAIN 18 HOLES AND INCLUDE SPORTS FIELDS AND ADDITIONAL RECREATION SPACE	19%	13%	19%	13%	28%
	32%			41%	
REMOVE THE GOLF COURSE AND REPLACE IT WITH A DAYTIME RECREATIONAL COMPLEX THAT WOULD INCLUDE SPORTS FIELDS (SOCCER, BASEBALL, SOFTBALL, ETC.) THAT COULD HOLD LOCAL AND REGIONAL TOURNAMENTS	9%	4%	8%	9%	61%
	13%			70%	

NOTE: PERCENTAGES DO NOT EQUAL 100% DUE TO "NO RESPONSE"

PREFERRED PROPOSAL FOR THE LINKS GOLF COURSE

TOTAL SAMPLE (N=1,809)

KEEP THE 18-HOLE GOLF COURSE AS IS

52%

REDEVELOP THE GOLF COURSE PROPERTY TO RETAIN 18 HOLES AND INCLUDE SPORTS FIELDS AND ADDITIONAL RECREATIONAL SPACE

27%

REMOVE THE GOLF COURSE AND REPLACE IT WITH A DAYTIME RECREATIONAL COMPLEX THAT WOULD INCLUDE SPORTS FIELDS THAT COULD HOLD LOCAL AND REGIONAL TOURNAMENTS

9%

SOMETHING ELSE

7%

0%

20%

40%

60%

5% DID NOT RESPOND

PREFERRED PROPOSAL FOR THE LINKS GOLF COURSE

RESULTS SEGMENTED BY DEMOGRAPHIC GROUPS

	KEEP GOLF COURSE As Is	REDEVELOP THE GOLF COURSE	REMOVE THE GOLF COURSE
TOTAL SAMPLE	52%	27%	9%
RESIDENTIAL STATUS			
FULL-TIME	51%	25%	14%
PART-TIME	57%	29%	5%
GOLFER IN HOUSEHOLD			
YES	64%	27%	4%
NO	36%	28%	16%
GENDER			
MALE	58%	26%	8%
FEMALE	45%	31%	11%
OWN/RENT HOME			
OWN	54%	28%	9%
RENT	34%	30%	27%

NOTE: PERCENTAGES DO NOT EQUAL 100% DUE TO THE "SOMETHING ELSE" AND "NO RESPONSE" CATEGORIES BEING REMOVED

PREFERRED PROPOSAL FOR THE LINKS GOLF COURSE

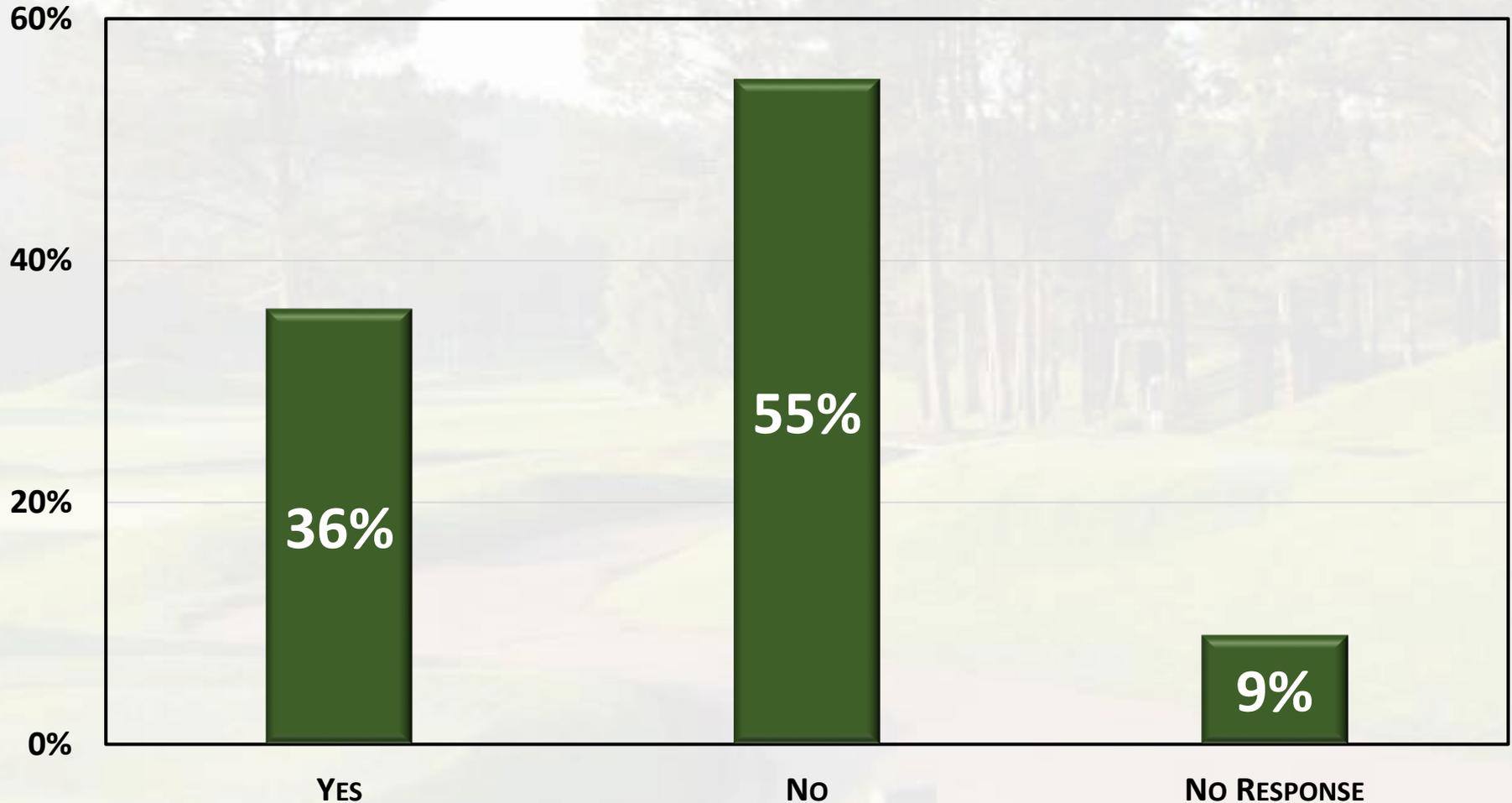
RESULTS SEGMENTED BY DEMOGRAPHIC GROUPS

	KEEP GOLF COURSE AS IS	REDEVELOP THE GOLF COURSE	REMOVE THE GOLF COURSE
HOME WITHIN ½ MILE RADIUS OF THE LINKS			
YES	56%	26%	10%
NO	51%	30%	9%
INCOME			
LESS THAN \$40,000	46%	23%	20%
\$40,000 TO \$59,999	47%	34%	9%
\$60,000 TO \$99,999	45%	35%	9%
\$100,000 AND OVER	58%	27%	7%
AGE			
18-34 YEARS	33%	25%	33%
35-49 YEARS	37%	30%	18%
50-64 YEARS	52%	30%	8%
65 YEARS AND OVER	59%	27%	6%
CHILDREN UNDER 18			
YES	39%	28%	21%
NO	56%	28%	7%

NOTE: PERCENTAGES DO NOT EQUAL 100% DUE TO THE "SOMETHING ELSE" AND "NO RESPONSE" CATEGORIES BEING REMOVED

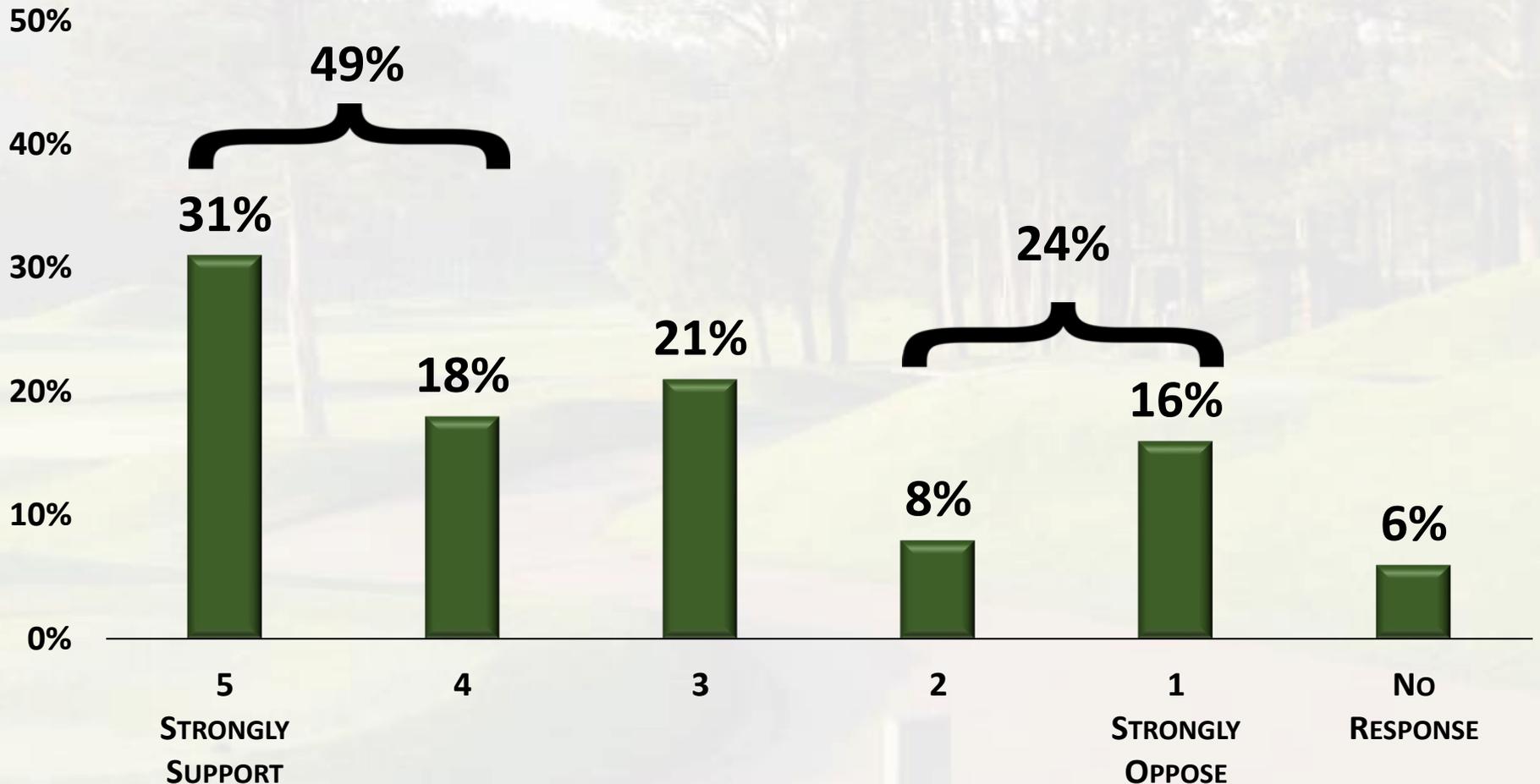
WOULD THE LINKS GOLF COURSE BE APPROPRIATE FOR A DAYTIME RECREATIONAL COMPLEX AND SPORTS FIELDS?

TOTAL SAMPLE (N=1,809)



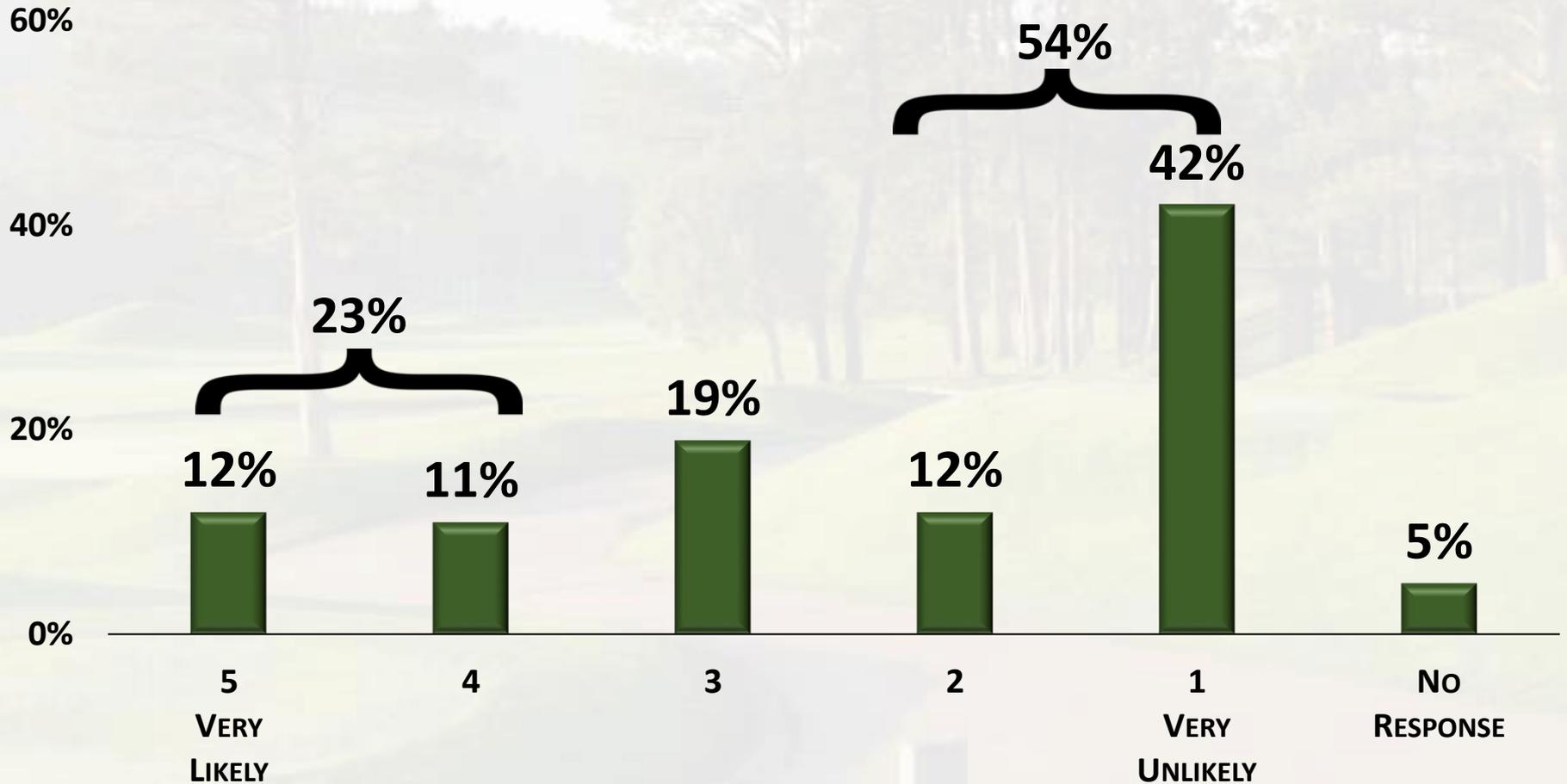
SUPPORT/OPPOSE USING RECENTLY PURCHASED LAND ADJACENT TO GOLF COURSE FOR ADDITIONAL SPORTS FIELDS FOR DAYTIME USE

TOTAL SAMPLE (N=1,809)



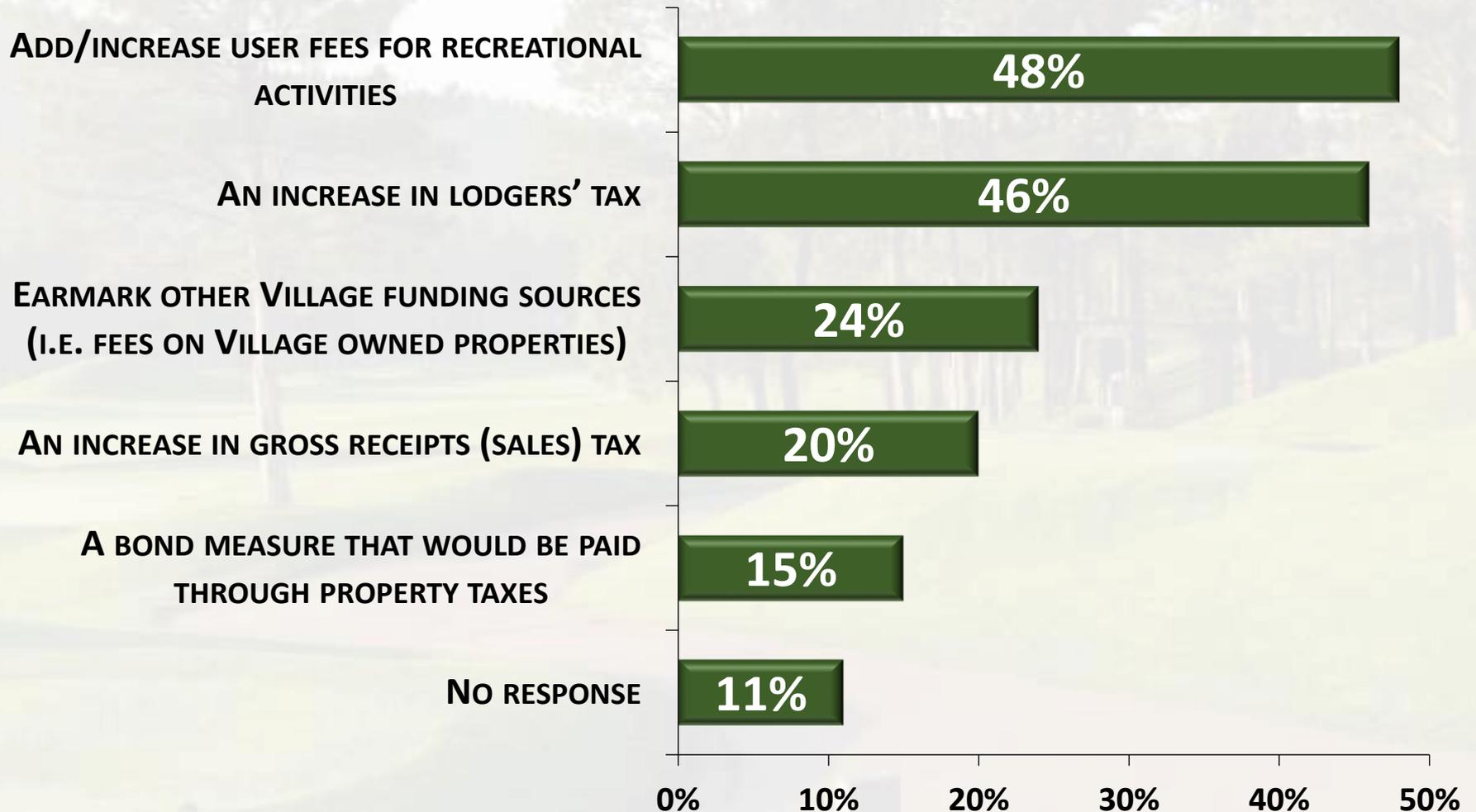
LIKELIHOOD OF FINANCIALLY SUPPORTING BUILDING MORE SPORTS FIELDS FOR DAYTIME USE ON VACANT PROPERTY ADJACENT TO THE GOLF COURSE

TOTAL SAMPLE (N=1,809)



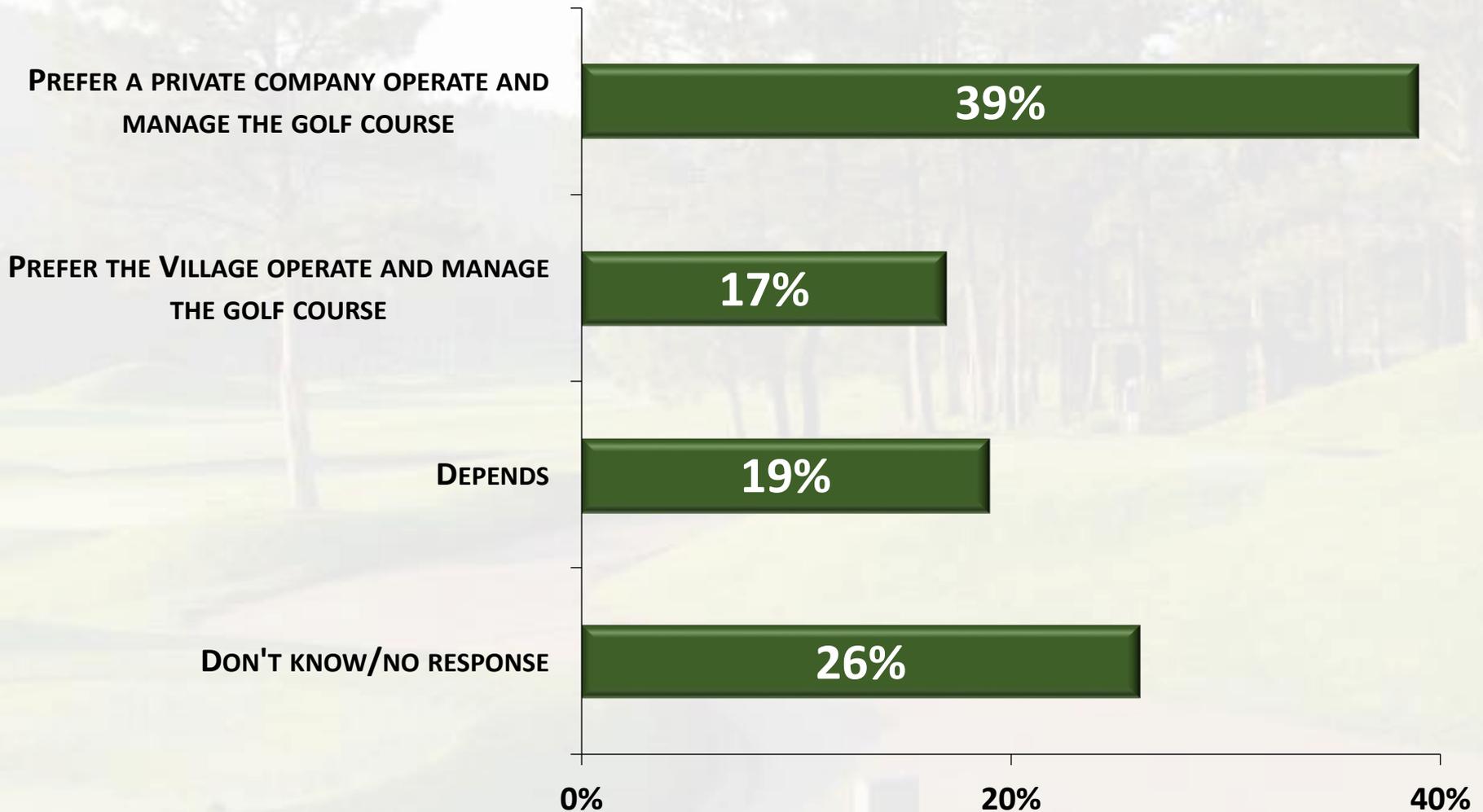
PREFERRED WAY FOR THE VILLAGE TO RAISE ADDITIONAL FUNDS FOR RECREATIONAL ENHANCEMENT

TOTAL SAMPLE (N=1,809)



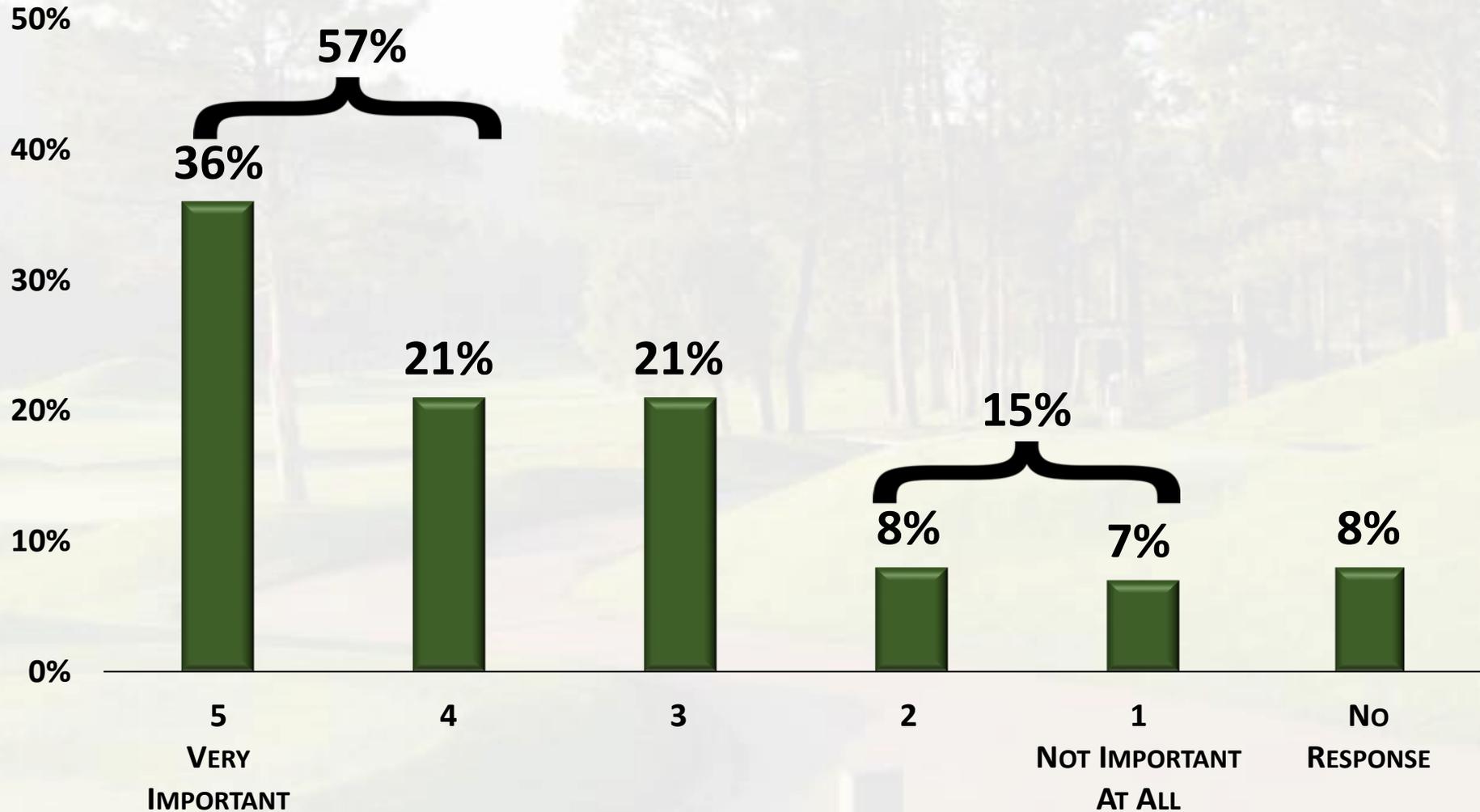
PREFERENCE FOR OPERATION AND MANAGEMENT OF THE GOLF COURSE

TOTAL SAMPLE (N=1,809)



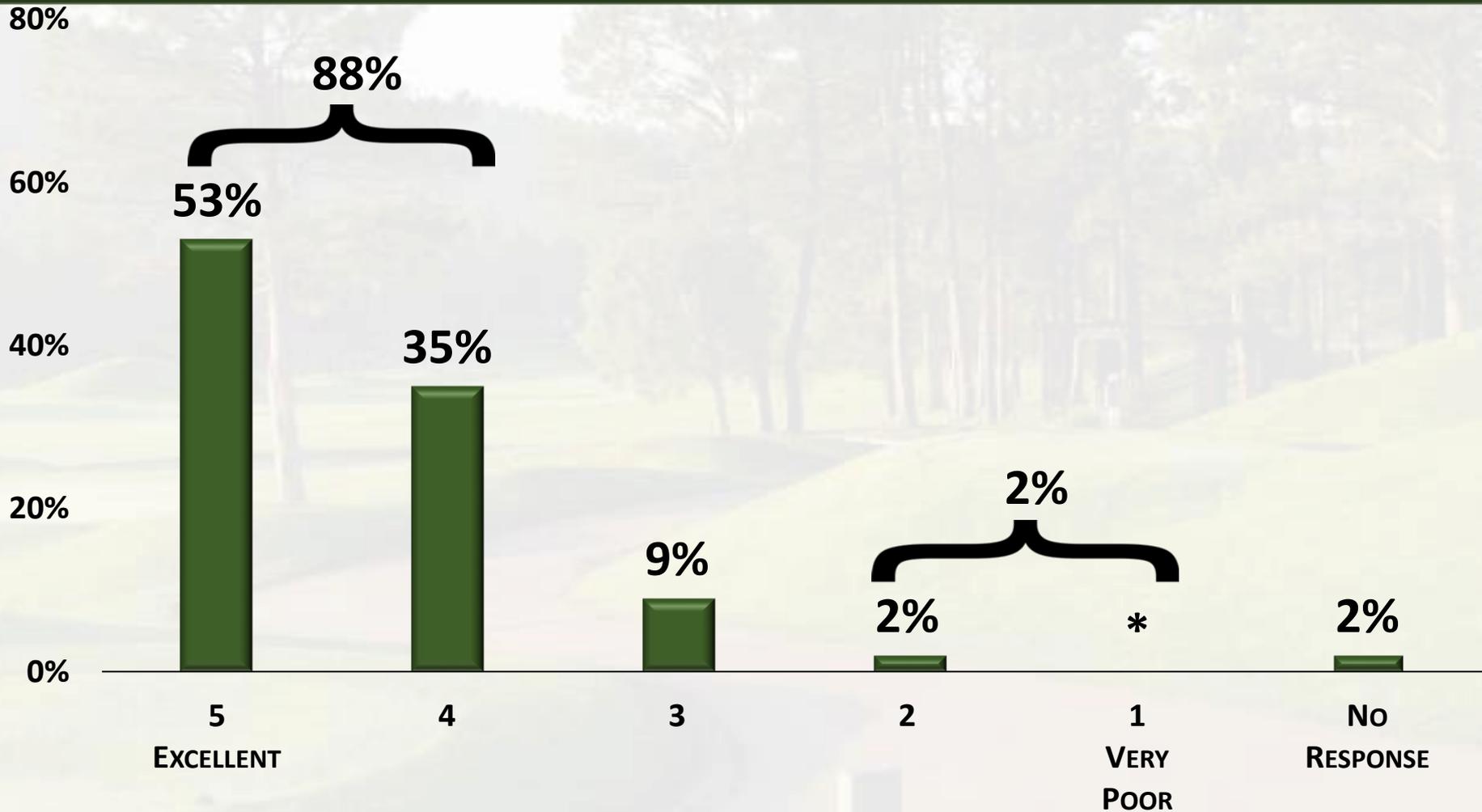
OVERALL IMPORTANCE OF THE LINKS GOLF COURSE TO THE ECONOMY OF RUIDOSO

TOTAL SAMPLE (N=1,809)



OVERALL EXPERIENCE PLAYING THE LINKS GOLF COURSE

AMONG THOSE WHO PLAY AT THE LINKS
TOTAL RESPONSES (N=909)



*LESS THAN 1% REPORTED.