



State of the Village 2021

Town Hall Meeting January 25, 2021

TODAY'S PRESENTATION

STATE OF THE VILLAGE

- Pandemic Response
- Current Financial Position
- Department Accomplishments
- Priority Recommendations for 2021
- Legislative Priorities
- Public Safety
- Q&A

PANDEMIC RESPONSE

- Active Emergency Response since March 2020
- Budget cuts made in April in preparation
- Bi-weekly engagement w/Governor's Office
- VOR Operating Procedure modifications
- Relaxed ordinances to assist businesses
- Re-opening Plan for community & businesses
- Ruidoso Safe Campaign
- CARES Act Funding
- County wide effort w/ local governments
- 12 Executive Orders Issued
- DOH coordination for COVID response
- COVID Hotline Response



The Village of Ruidoso has taken a proactive approach in responding to the COVID-19 Pandemic to provide for the health, safety and welfare of the village of Ruidoso by focusing on the mitigation of COVID-19 and its impact to the economy.

FINANCIAL STABILITY



2020 marked the first time in 25 years that the Village of Ruidoso received the Director's Award from the New Mexico Department of Finance and Administration's Director, Donnie Quintana; one community a year is awarded for Best Budgeting Practices.

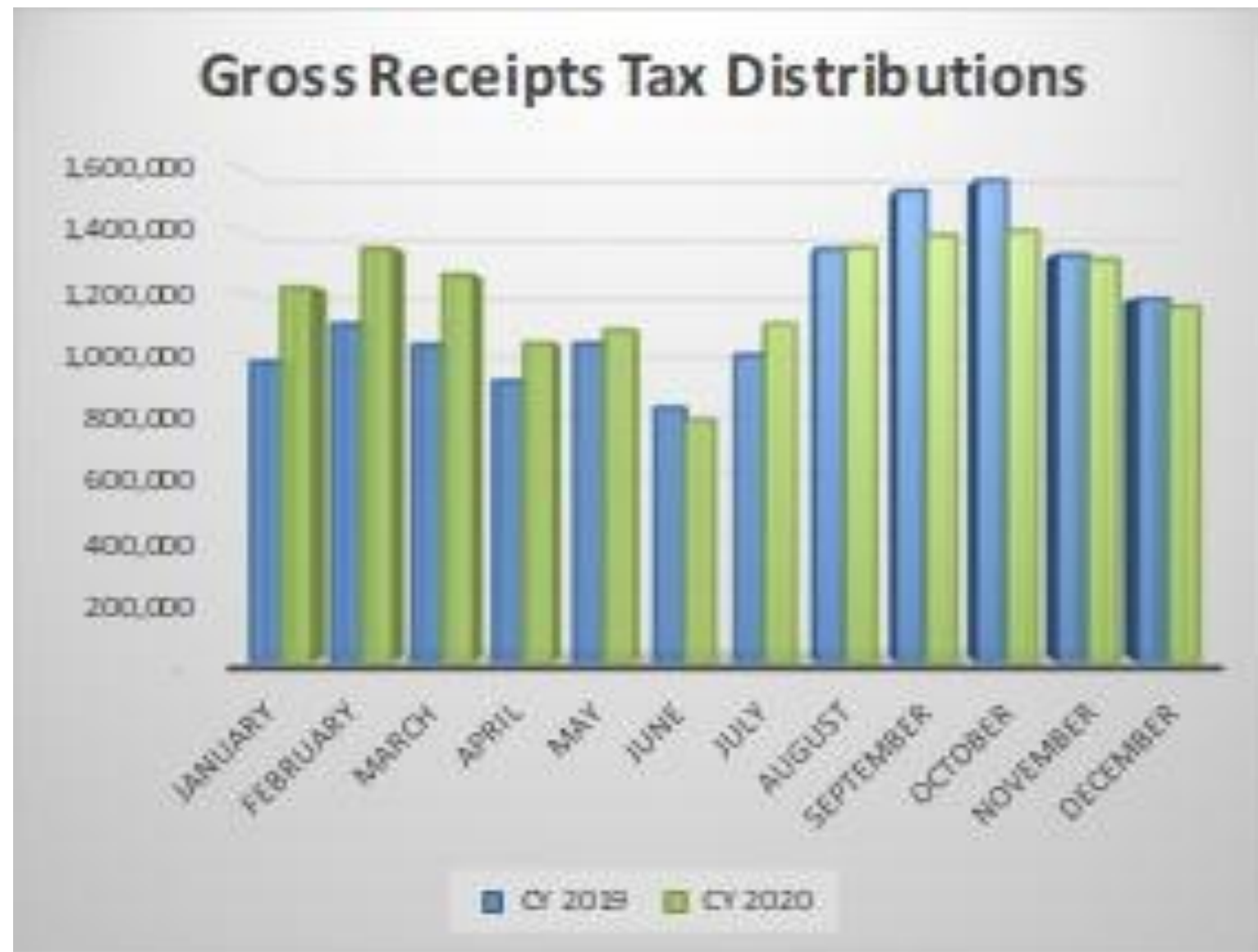
On June 30, 2020, the Village's governmental funds reported combined fund balances of \$23,406,321, an increase of \$6,833,086 in comparison with the prior fiscal year.

FINANCIAL STABILITY

2019
vs
2020

The Village began FY 2021 with a cash balance of \$67 million and projected revenues at \$70,165,516 for a budget total of \$137,512,435 cash and encumbered funds.

Budgeted expenditures were reduced in anticipation of the COVID-19 projected revenues were anticipated to be \$114,881,306.



FINANCIAL STABILITY

- Taxable Gross Receipts for:
 - ❑ October 2020 up \$1,885,668 or 6.95% from the previous year
 - ❑ September 2020 was down 2.02% from the previous year
 - ❑ Year-to-date GRT revenue is down 3.06% for December's report.
 - ❖ YTD retail sales figures are up 2.05% or \$1,244,758.
 - ❖ This month's retail trade is down 3.77%.
- The construction sector is down \$5,891,461 compared to October 2019; a decrease of 25.24%.
- YTD gasoline tax revenue decreased 8.13%; loss of \$5,775 over 2019.
- Lodgers' Tax collected in November 2020 was down YTD 1.79% or \$19,920.
- GRT Rate Breakdown:

State	5.1250%
City	3.0625%
County	0.2500%
Total	8.4375%

KEY ITEMS

December

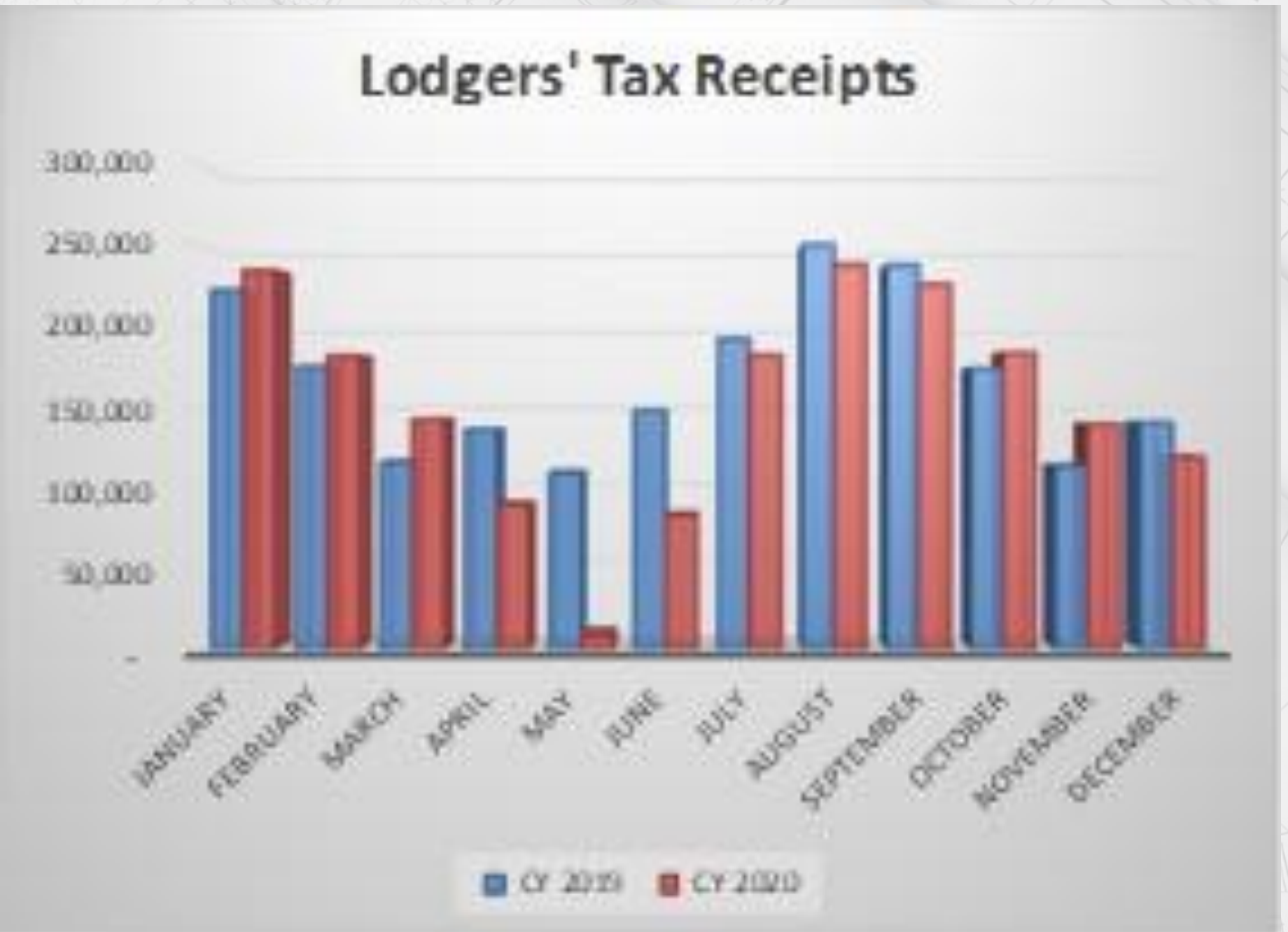
2020 Monthly

Report

January 15, 2021

LODGERS' TAX FUND

GROWTH & STABILITY

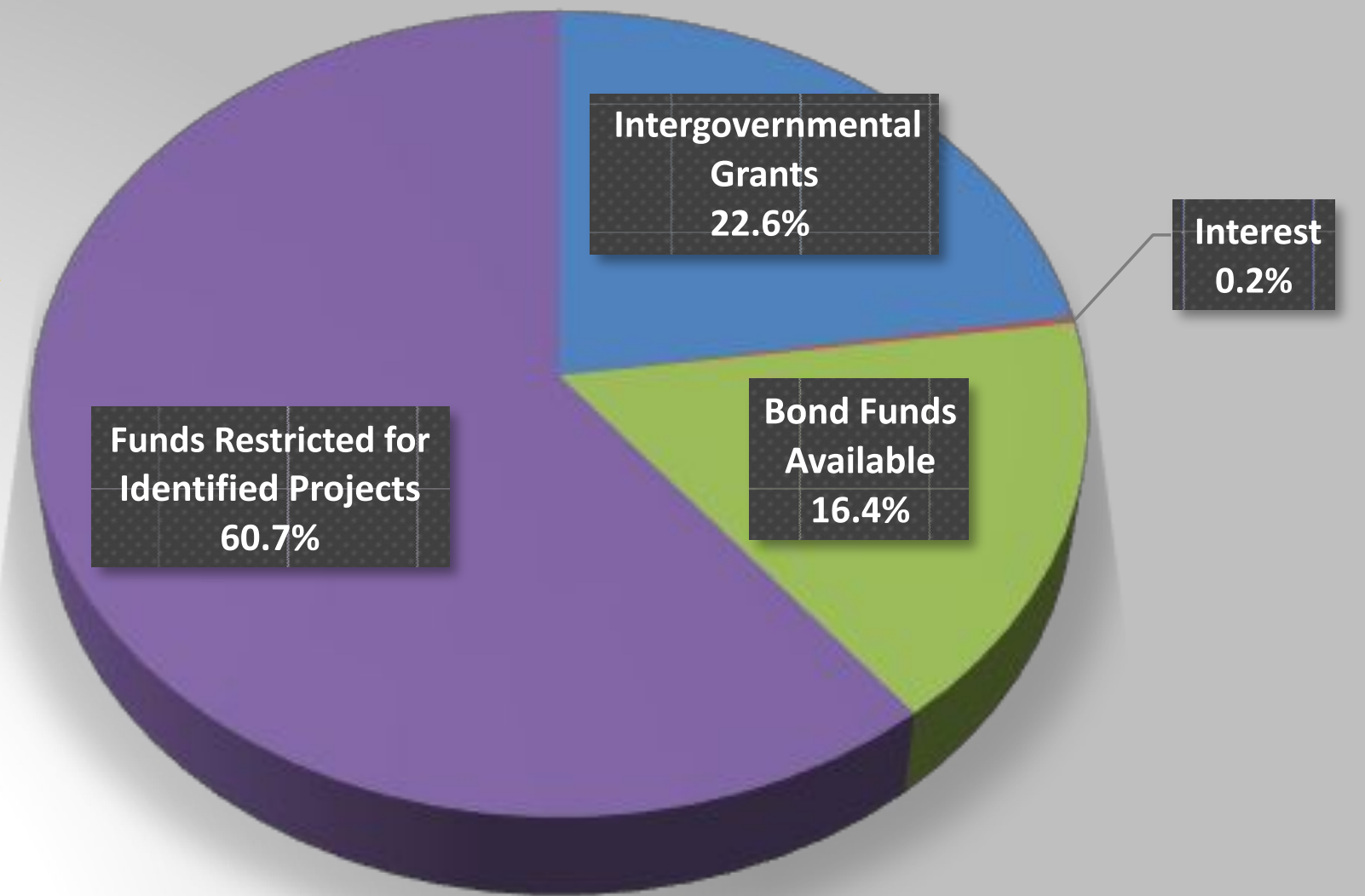


Another area of growth and stability flourished was in the Lodgers' Tax Fund. As more lodgers register as short-term rentals, the Village has been able to see growth in an industry that has suffered from national declines in travel.

PUBLIC INFRASTRUCTURE

The spending on these projects are scheduled improvements for community infrastructure that will also be an economic impact strategy to help stimulate the economy with a spending multiplier effect.

FY 2020 Capital Project Revenue Sources



Community Development



The American Planning Association awarded the Village 1st place in Excellence in Public Engagement.

The plan was presented at the annual American Planning Association and to the Managers' Association with the New Mexico Municipal League to help guide other communities on keeping their Comprehensive Plan in action.

This best practice has been implemented for all townhall meetings to keep the community engaged.

- Metropolitan Redevelopment Plan
- Links Walking Trail Extension
- Grindstone Master Plan

Community Development

2021 Priority: Economic Vitality

Economic vitality is key to a healthy community.

- Help businesses remain viable/profitable
- Ensure workforce remains energized & sustainable
 - Purchased a mobile analytic software
 - Established an economic revitalization committee (Parks & Rec, Team Tourism, Community Development)

Tourism

- Cut budget by 50%
- Brand awareness
- Adaptive messaging



Ruidoso, New Mexico
October 13, 2020 · 🌐

We look forward to welcoming you with a smile. Let's keep #RuidosoSafe by wearing a mask and practicing social distancing.

<https://www.discoverruidoso.com/responsible-travel-in...>



Outdoor Tourism

The Village of Ruidoso recognizes the value of outdoor recreation in our community and the role it plays in the continued growth of our tourism economy.

Areas to target for 2021:

- OHV Recreation
- Disc Golf
- Camping/RV
- Hunting/Hiking/Wildlife
- Winter Sports
- Mountain Biking
- Water Sports & Fishing
- Aerial Sports
- Golf
- Rock Climbing

Water Distribution

An illustration of a water distribution system. It shows a grey pipe with a valve leading from a grey rectangular building labeled 'WTP' (Water Treatment Plant) towards a blue body of water labeled 'River & lake'. The background features green hills, a city skyline, and a yellow lightning bolt. There are also several Wi-Fi signal icons scattered throughout the scene.

- Distribution
 - Leveraging G.O. Bonds and Community Development Block Grant monies
 - 1,200 linear feet of sewer line has been extended
 - Private developers
- Assets Management
 - Wells Rehabilitations
 - G.O. Bonds
 - Watershed Program

Streets

Finished their 19-20 Municipal Arterial Grant Program (MAP) Project and Upper Canyon CO-OP Project.

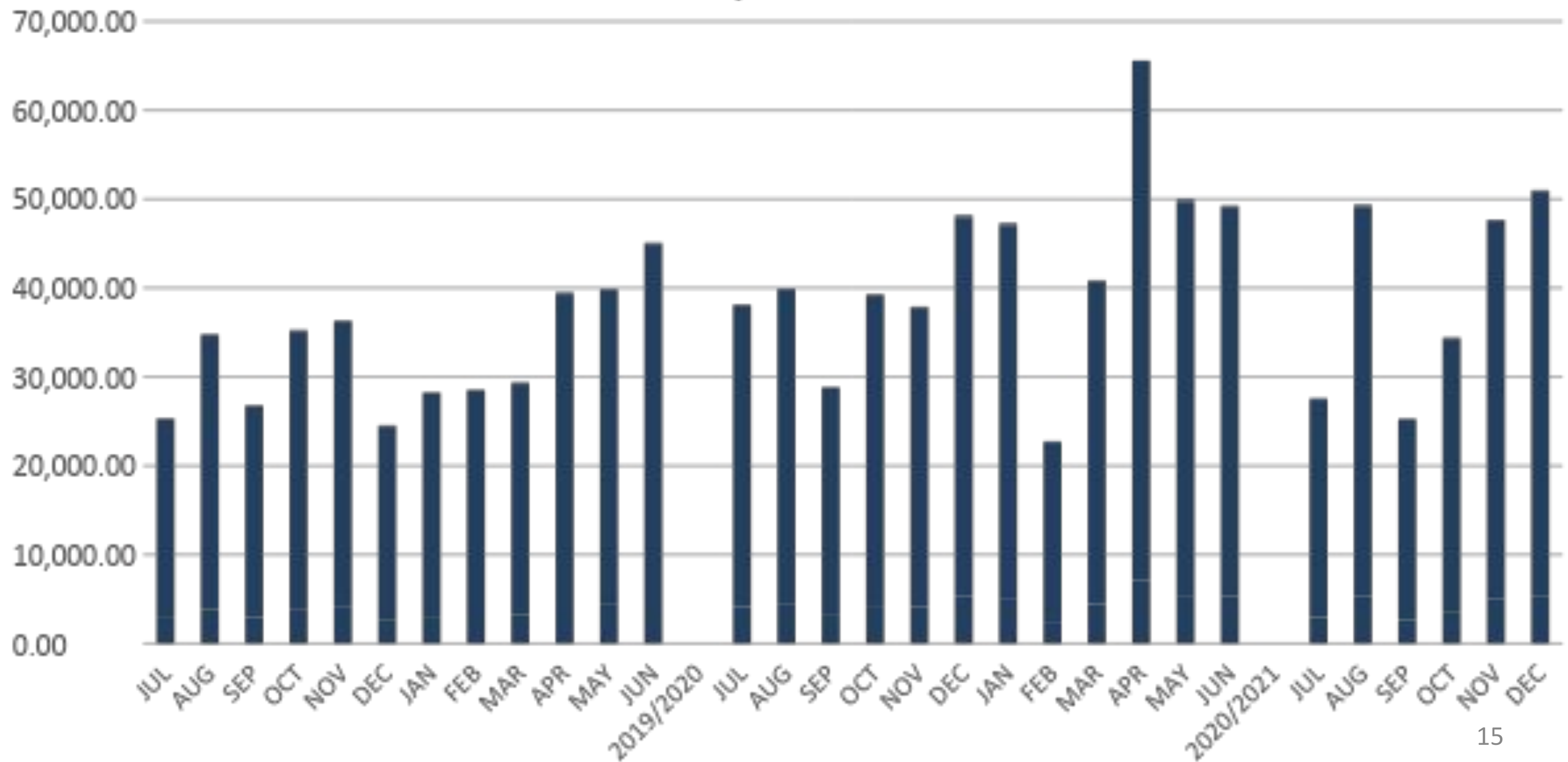
In order to be considered for New Mexico Department of Transportation MAP funding, the route must be;

- A Thorough Extension Of State Highway Routes
- Major Connections Between State Highway Routes
- Major Streets Of Service To State Highways
- Or A Major Local Service Street

Solid Waste

Unexpected impact to the department included additional yard waste due to property owners spending more time at home.

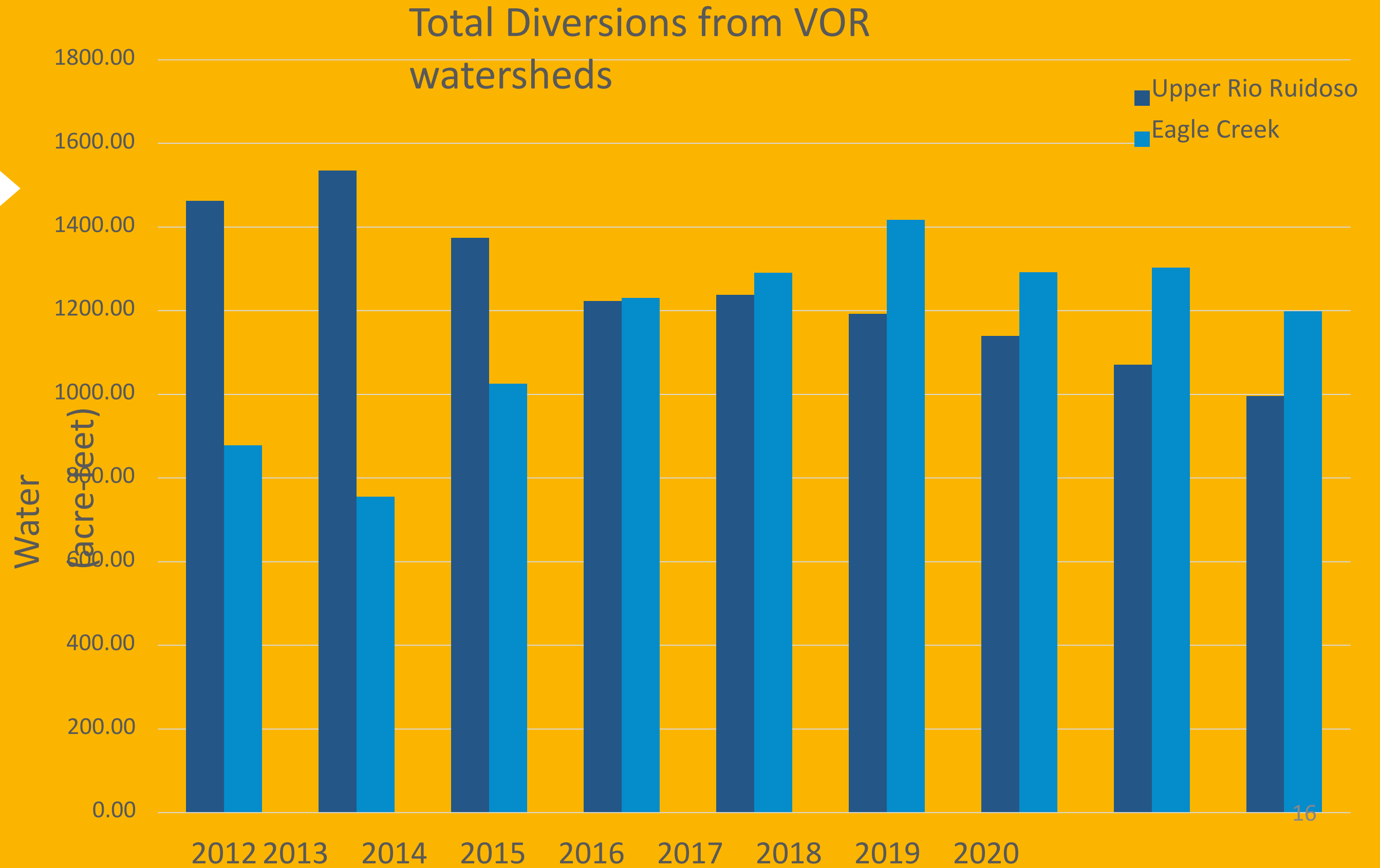
Solid Waste Disposal of Yard Waste



Water Resource

The Asset Management Program will be completed in 2021.

The Water Resource Department will finalize the Risk and Resiliency Assessment and begin preparing Emergency Response Plan.



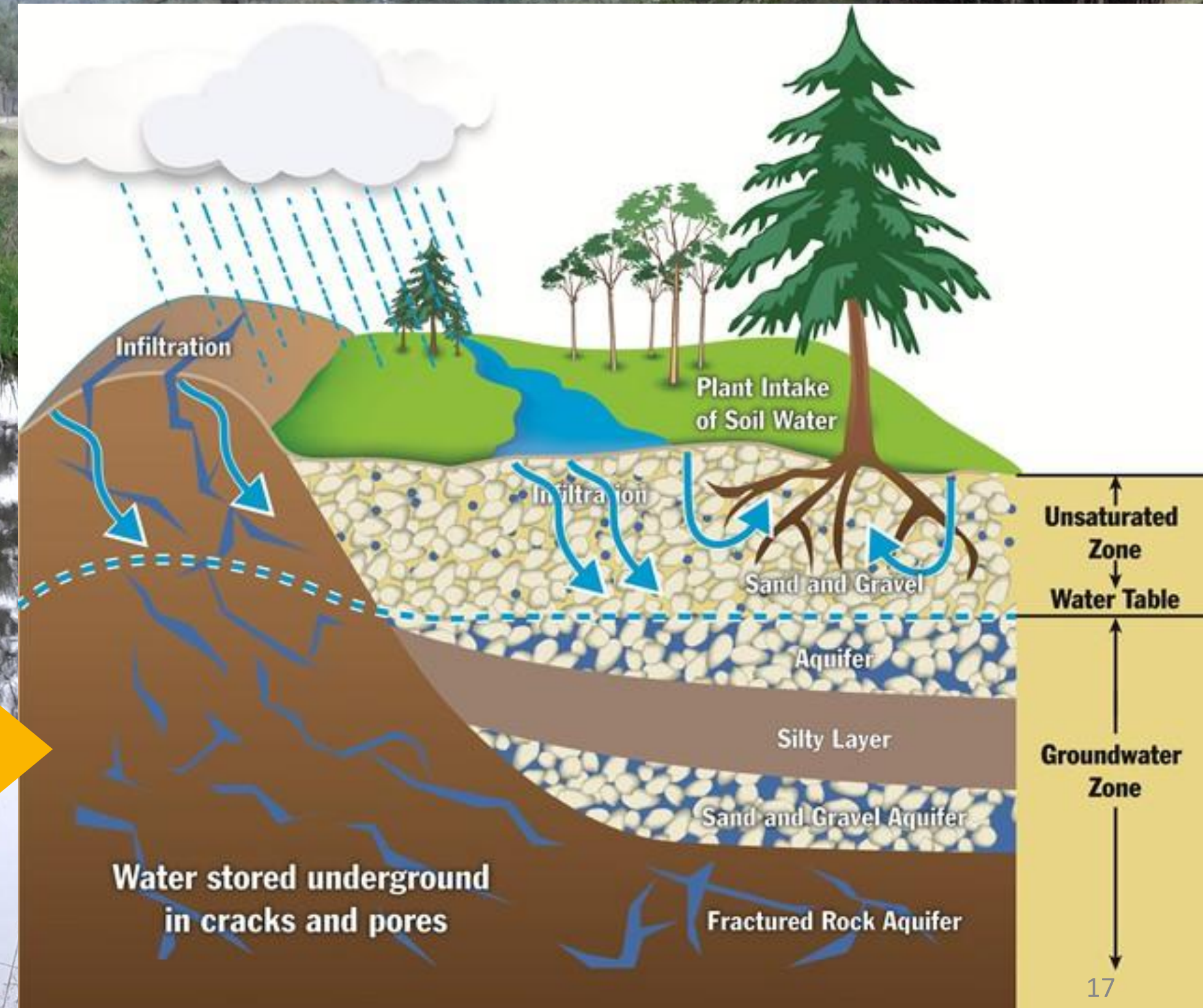
Watershed

2020 Accomplishments

- Water Quality Improvements
- 14 Acres of land purchased to protect and improved water supply
 - 60-70% of Water from Eagle Creek Watershed
- Horton Complex storm water improvements
- Grindstone Canyon Wetlands
- Fish Habitat at Main Rd. & Robin Bridge
- Repairs to Robin Road Bridge

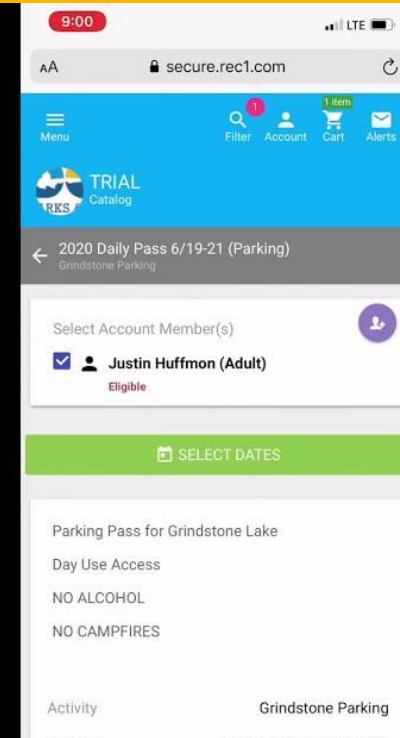
2021 Priorities

- Wingfield Park drainage improvements
- Water Quality Improvements
- Horton Complex storm water improvements



Parks and Recreation

- Online Reservations
- COVID Cleaning
- Sanitization Stations
- Temporary Essential Day Care



Parks and Recreation

COVID-Safe Activities

- Archery Shoots
- Disc Golf
- Halloween
- Christmas
 - Laser Show
 - Trail of Lights at Wingfield
 - House Decoration Contest

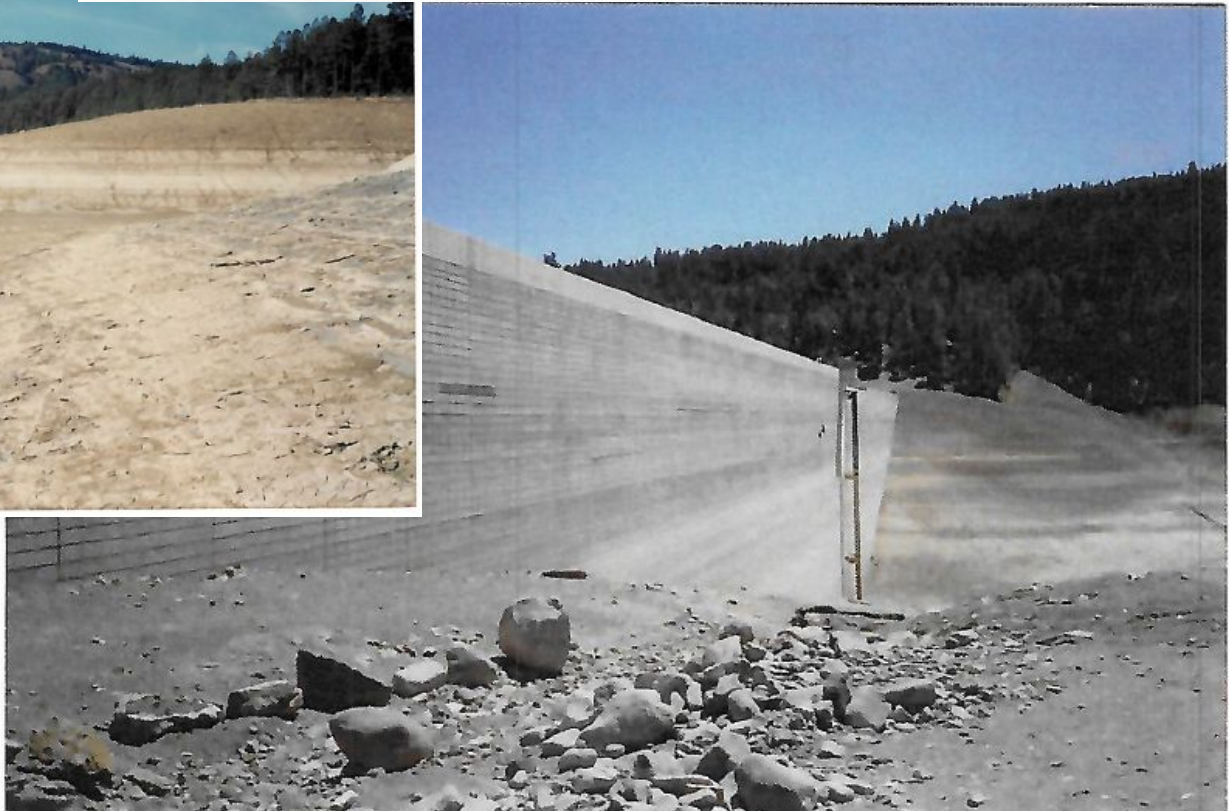


Grindstone Beach



Parks and Recreation

NOW



THEN

KRUI-The Mountain

Donation made possible by the Hubbard Foundation

- Weekly Programming Mon-Fri 8 am - 9/10:
 - Mondays' with the Mayor
 - Tuesday: Local Legends
 - Wednesday: Mountain Air with ENMU
 - Thursday: Outdoor Hour
 - Friday: Village Volume
- Advertisements
- New Building | Wingfield House

Community Center



Convention Center



- Food for Backpack Program
- Food Bank
- Toys for Tots Distribution

Library



- Wifi
- E-Books
- Curbside Service

Police Department

A photograph of a stone wall with a sign that reads "RUIDOSO POLICE DEPARTMENT" in large, blue, three-dimensional letters. The wall is made of irregularly shaped stones in shades of grey and brown. In front of the wall is a dense, green hedge. The top of the image has a dark blue gradient overlay with the text "Police Department" in white.

RUIDOSO
POLICE
DEPARTMENT

- Consolidated Dispatch
- Total call volume for 2020 was 18,496
 - Police, Fire and EMS for both jurisdictions
 - Hire of Deputy Chief

Fire Department



- ISO Rating of 2
- \$9,000 in Hubbard Grant for body armor vests

Emergency Management

- Recommendations for COVID-19 Response
- New Sirens
- Building Resilient Infrastructure and Communities (BRIC) Grants
 - Support states, local communities, tribes and territories as they undertake hazard mitigation projects, reducing the risks they face from disasters and natural hazards.
- Emergency Redundancy Systems Installed

Sierra Blanca Airport



- Completed and Passed FAA Part 139 Inspection Certification
- Completed Markings Project for Runway 06-24

Forestry

- VOR is one of the few communities with a Forestry Department
- Ranked #1 in the possibility of a catastrophic fire
- Thinned 117 Acres
- 815 Compliant Private Properties
- 185 Hazard Trees
- Surveyed 500 acres at Airport for Kuenzer's hedgehog cactus
- ISO Rating of 2

NM 2021 Legislative Priorities

Infrastructure Capital Improvement Plan (ICIP)

- 5 requests submitted for Capital Outlay:
 - Bridge Replacement Projects (\$750,000)
 - Workforce Housing (\$750,000)
 - E-911/ Consolidated Dispatch (\$750,000)
 - Horton Complex (\$750,000)
 - Forest & Watershed Improvements (\$150,000)



Q & A

- How do we maintain Grindstone Lake without it being over ran by tourists?



Q & A

- What's your plan for increasing long-term rental/affordable housing?



