ORII & CTED

Building the Future of Farmington
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹

<table>
<thead>
<tr>
<th>Category</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>$278B</td>
</tr>
<tr>
<td>Gasoline and Fuels</td>
<td>$304B</td>
</tr>
<tr>
<td>Household Utilities</td>
<td>$313B</td>
</tr>
<tr>
<td>Motor Vehicles and Parts</td>
<td>$465B</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>$466B</td>
</tr>
<tr>
<td>Outdoor Recreation</td>
<td>$887B</td>
</tr>
<tr>
<td>Financial Services and Insurance</td>
<td>$921B</td>
</tr>
<tr>
<td>Outpatient Health Care</td>
<td>$931B</td>
</tr>
<tr>
<td>Hospital Care</td>
<td>$964B</td>
</tr>
</tbody>
</table>

¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product
Outdoor Recreation Employs America

Job Comparisons, by Industry

- REAL ESTATE, RENTALS, LEASING: 2.0M
- OIL AND GAS: 2.1M
- INFORMATION: 2.5M
- EDUCATION: 3.5M
- TRANSPORTATION AND WAREHOUSING: 4.3M
- CONSTRUCTION: 5.5M
- FINANCE AND INSURANCE: 5.8M
- OUTDOOR RECREATION: 6.1M
<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BICYCLING</strong></td>
<td>Paved-road, Off-road</td>
</tr>
<tr>
<td><strong>CAMPING</strong></td>
<td>RV campsite, Tent campsite, Rustic lodging</td>
</tr>
<tr>
<td><strong>FISHING</strong></td>
<td>Recreational fly, Recreational non-fly, Fishing from a boat</td>
</tr>
<tr>
<td><strong>HUNTING</strong></td>
<td>Shotgun, Rifle, Bow</td>
</tr>
<tr>
<td><strong>MOTORCYCLE RIDING</strong></td>
<td>On-road, Off-road</td>
</tr>
<tr>
<td><strong>OFF-ROADING</strong></td>
<td>ATV, OHV, Dune buggies, Jeeping</td>
</tr>
<tr>
<td><strong>SNOW SPORTS</strong></td>
<td>Downhill skiing (including telemark), Snowboarding, Cross-country skiing or Nordic skiing, Snowshoeing, Snowmobiling</td>
</tr>
<tr>
<td><strong>TRAIL</strong></td>
<td>Trail running, unpaved, Day hiking, unpaved, Backpacking, Rock climbing (natural rock or ice)</td>
</tr>
<tr>
<td><strong>WATERSPORTS</strong></td>
<td>Kayaking, Stand-up paddling, Rafting, Canoeing, Boating (motorized)</td>
</tr>
<tr>
<td><strong>WILDLIFE VIEWING</strong></td>
<td>Bird watching, Other wildlife watching</td>
</tr>
</tbody>
</table>
# Outdoor Recreation Economy

<table>
<thead>
<tr>
<th>State</th>
<th>Consumer Spending</th>
<th>State and Local Tax Revenue</th>
<th>Direct Jobs</th>
<th>Wages and Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>$52.6 Billion</td>
<td>$3.5 Billion</td>
<td>411,000</td>
<td>$15.8 Billion</td>
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<tr>
<td>Colorado</td>
<td>$28.0 Billion</td>
<td>$2.0 Billion</td>
<td>229,000</td>
<td>$2 Billion</td>
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<tr>
<td>Arizona</td>
<td>$21.2 Billion</td>
<td>$1.4 Billion</td>
<td>201,000</td>
<td>$5.7 Billion</td>
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<tr>
<td>Utah</td>
<td>$12.3 Billion</td>
<td>$737 Million</td>
<td>110,000</td>
<td>$737 Million</td>
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<tr>
<td>Oklahoma</td>
<td>$10.6 Billion</td>
<td>$663 Million</td>
<td>97,000</td>
<td>$3.1 Billion</td>
</tr>
<tr>
<td>New Mexico</td>
<td>$9.9 Billion</td>
<td>$623 Million</td>
<td>99,000</td>
<td>$2.8 Billion</td>
</tr>
</tbody>
</table>

Outdoor Industry Association  
National Recreation Economy Report 2017
1/8% Public Safety
1/8% Public Works and Street Paving
1/8% Hold Harmless Reimbursement
2/8% Community Transformation and Economic Diversification (CTED)

5/8% Total Proposed Tax
Outdoor Industry/Manufacturing

- Working to create outdoor attraction amenities
- Becoming a thought leader in Outdoor Recreation industry
- Creating a landing pad for outdoor recreation outfitters, guides, and manufacturers
We were a major player at the Outdoor Retailer Show

Working to attract manufacturers of outdoor goods
Industrial Space/Animas District

- City owned industrial space south of downtown core
  - Provides 14k+ sf of warehouse/production space
- Animas district targeted as a growth space for light manufacturing of outdoor goods
- Also a prime space for guide services with regards to rafting as well as biking the river trails
Maker Space/Incubator
Local Foods Local Places
Food Hub

• Proposed at old “wet shelter”
• Part of Local Foods Local Places initiative of San Juan College and the SJ County Extension Office
• College has grant for operations and equipment
Outdoor Recreation Pledge

Farmington’s Outdoor Recreation Pledge

Whether a resident or visitor, take the pledge to preserve Farmington’s treasured shared spaces, and leave them better than you found them for the next guest.
Lake Farmington Group Pavilion

- Newly added
- Adds to amenities at campground
Cabins at LF

- LOI out for Cabins
- Infrastructure part of need
- Revenue Sharing
Lake Farmington Road Paving
NM State Land Swap/Lease

- Expand Lake Trails System
- Interconnect to BLM Trails

NM ⊂ FMTN

5 OUT
Bicycle Trail Connections
Gateway Park
Outdoor Rec Amenity Zones (Gateway Park West)

- Gateway Park amenities zone along Animas River to encourage private development
  - Bike rentals
  - River trails access
  - Patio seating area
  - Small playground
  - River Put-outs
North Animas Trail/Among the Waters

- Browning Parkway to Largo
- Links Largo to west of Miller Street
Southside River Trail

• Architectural/Construction documents
• Connects North Trail to Southside of river and future Pinon Hills Blvd
Riverside Market Kiosk
Gwynhaven Park

- Conceptual
- Develops 80 acres across from the Museum
North Foothills Recreational Area

• Approx. 80 acre donation of property
• Donors wish for it to be used for non-motorized recreational purposes
• Design study to be conducted in-house
  • To include “Nordstrom family wishes for land”
    • BMX/Cyclo-cross Tracks
    • Outdoor Learning
    • Walking Trails
    • Sustainable Development
    • Other Recreation Uses
North Foothills Recreational Area

A. PUMP TRACK/BIKING TRAILS
   • BMX AND CYCLOCROSS RECREATION TRACK

B. SOLAR LID INFRASTRUCTURE
   • SOLAR PANELS, RAINWATER HARVESTING

C. WALKING/RUNNING TRAILS
   • 5 + 10 K RACE OR CASUAL WALKING

D. ENVIRONMENTAL LEARNING
   • OUTDOOR CLASSROOMS FOR SCHOOL USE

E. FRISBEE GOLF/RECREATION
   • CAN COMPLIMENT SANDSTONE COURSE

F. CITY ENVIRONMENTAL LAB
   • CITY GREENHOUSE, PLANTING LAB, SUSTAINABLE CONSTRUCTION DEMOS
All Abilities Park

Rio Rancho, NM
MTB Pump Track

- Conceptual
- Additional amenity for area
- Partnership with BLM
- Grant out for second Pump-track
DESTINATION PLACEMAKING

Turning our hallway into a living room.
SITE AMENITIES AND FURNISHINGS
FARMINGTON MAIN STREET • APRIL 2018

LIGHT POLES

NOTE: Wi-Fi AND SPEAKERS WILL BE LOCATED PER MANUFACTURER'S RECOMMENDATION IN NEXT PHASE OF DESIGN.
Downtown to Animas River Promenade Study
Orchard Park Conceptual Redesign

- Orchard Park

Centrally located and in the heart of the downtown core, Orchard Park should be a central attraction. Although somewhat small, thoughtful redesign of the park could transform it into an attraction of its own in the downtown.
Totah Park

- Conceptual
- Link downtown to Animas River
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