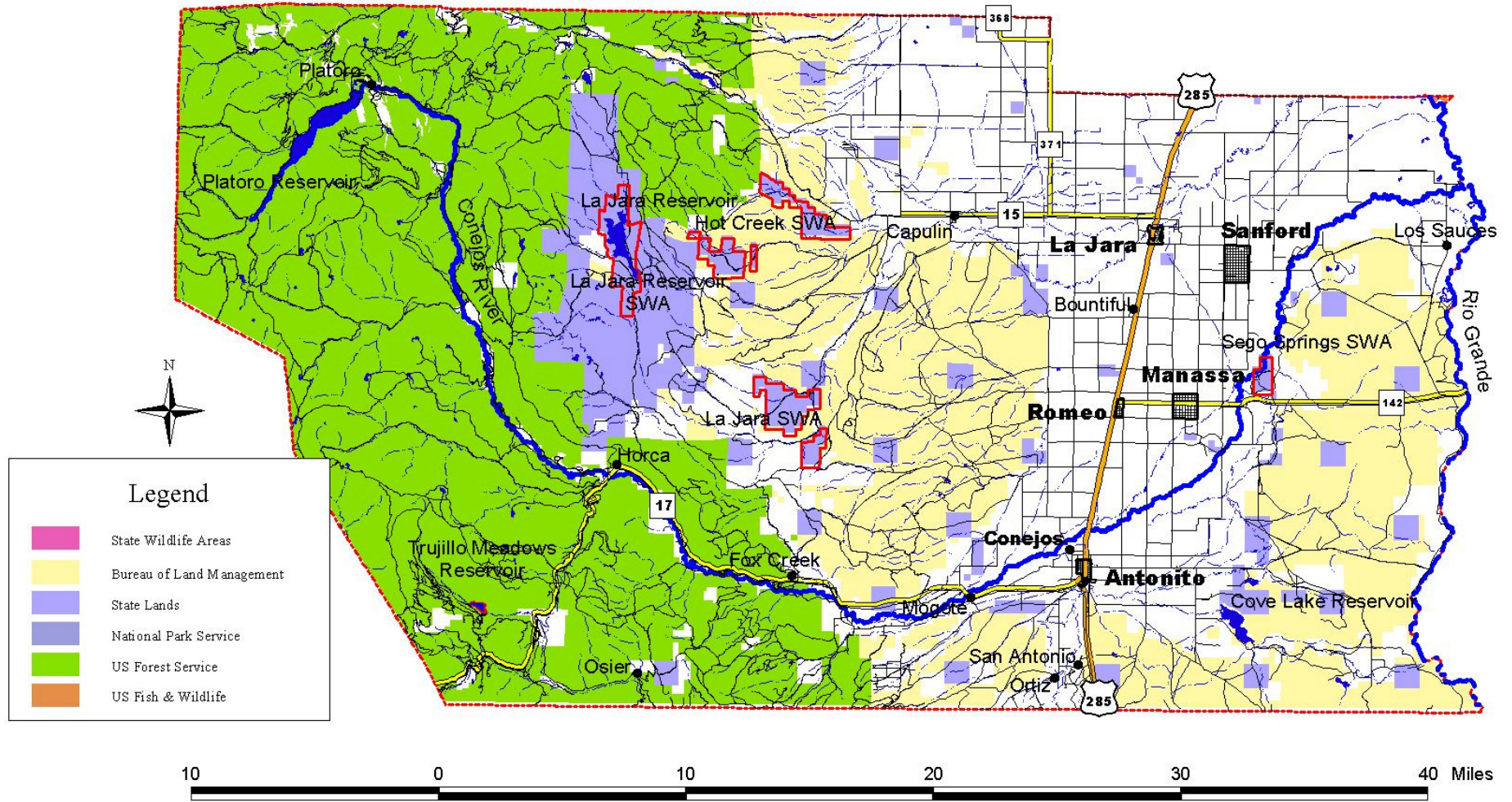


Map 23

Conejos County



Source: San Luis Valley GIS/GPS Authority.

Conejos County

County Input on Goals and Objectives	Potential DRG assistance
Agribusiness	
Goal: Create or retain higher paying jobs within the agribusiness sector by adding value and developing new products and markets.	
Objective: Expand opportunities for value-added processing.	FS, RLF
Objective: Expand opportunities for new markets, niche markets, and new products.	FS
Objective: Identify opportunities for aquaculture and hydroponics.	TA
Objective: Expand hay markets to New Mexico dairies.	GS
Non-Ag Industry Sectors	
Goal: Create or retain higher paying jobs in the non-ag sectors by upgrading skills, applying new technologies, closing sales gaps, supporting new products and marketing methods, and replacing mine and sawmill closures with new industries.	
Objective: Explore feasibility of establishing a Solar Panel Assembly Plant.	DR, FS
Objective: Explore new job creation through alternative energy entrepreneur ventures such as windmills, methane, and biomass.	DR, FS
Objective: Upgrade existing telecommunications system via the installation of new networks and increased access.	OA
Objective: Expand the existing Business Mircolan Program.	GS, TA
Objective: Partner with business support organizations and associations to develop business cooperatives.	TA
Objective: Partner with municipalities and the County to create attractive town centers that will encourage business owners to re-locate.	TA
Objective: Market business support resources (e.g. SBDC, DRG, ELC, etc.) to potential entrepreneurs.	TA
Objective: Expand local business mentoring and loan program.	TA
Objective: Maintain awareness of small business needs in the county.	GS
Objective: Recruit entrepreneurs to attend existing business training programs (e.g. Leading Edge).	GS
Objective: Support existing Conejos County businesses.	GS
<u>Strategy:</u> Complete Conejos County Business Guide and related web sites to increase consumers' support of local businesses.	DR
<u>Strategy:</u> Market business support resources to existing businesses.	TA
<u>Strategy:</u> Explore new markets and revenue streams to support existing businesses.	TA
<u>Strategy:</u> Encourage area business owners to participate in local planning and development initiatives and efforts.	GS

Conejos County (Continued)

County Input on Goals and Objectives	Potential DRG assistance
<p>Objective: Partner with municipalities and the County to create attractive town centers that will encourage business owners to re-locate to the county and help existing businesses to thrive.</p>	GS
<p><u>Strategy:</u> Modernize, renovate, occupy, and preserve the historical significance of the towns.</p>	GS
<p><u>Strategy:</u> Increase and maintain community involvement in every stage of this project.</p>	GS
<p><u>Strategy:</u> Reclaim a piece of land for the community as gateway, open space, etc.</p>	GS
<p>Objective: Obtain feedback from businesses throughout the SLVC and potential employees (including high school students) in the county regarding job training needs; disseminate such information to school districts and other educational organizations</p>	TA
<p><u>Strategy:</u> Survey local employers and potential employees regarding job training needs.</p>	DR
<p><u>Strategy:</u> Share job training needs and information with educators at all levels.</p>	DR
<p><u>Strategy:</u> Develop a job training resource and referral system.</p>	TA
Tourism	
<p>Goal: Capture a greater share of tourism market potentials and jobs by identifying new markets, improving services and infrastructure, and enhancing tourist attractions and amenities.</p>	
<p>Objective: Develop a tourism plan for the county.</p>	TA
<p><u>Strategy:</u> Work with Adams State College’s School of Business Marketing Department.</p>	GS
<p><u>Strategy:</u> Partner with local Chambers of Commerce to provide tourism information to visitors, businesses and potential tourists.</p>	GS
<p>Objective: Expand nature- and eco-based <i>managed</i> tourism opportunities and employment making use of existing assets such as trails and public lands.</p>	DR, TA
<p>Objective: Support existing tourist railroads and assess feasibility for other tourist rail developments, including extending the Cumbres & Toltec train into Antonito and possibly to Alamosa.</p>	FS
<p>Objective: Improve downtown Antonito such as inclusion of a boardwalk and mall area with museum and more shops.</p>	OA
<p>Objective: Explore establishing more guide services.</p>	GS
<p>Objective: Establish the Scenic By-Way.</p>	GS
<p>Objective: Offer hospitality training and expand print materials.</p>	GS
<p>Objective: Conduct a survey of historical sites then, establish preservation programs, and create ordinances to protect this community resource.</p>	TA
<p>Objective: Create more roadside attractions building on the history, natural assets, and culture of the county; improve signage; and place more heritage markers.</p>	TA

Conejos County (Continued)

County Input on Goals and Objectives	Potential DRG assistance
Infrastructure	
Goal: Assist with physical infrastructure improvements to support economic and community development, improve system quality and capacity, and ensure that future needs are met.	
Objective: Build landfill and recycling facility.	OA
Objective: Upgrade and/or install water and sewer facilities where needed.	TA
Objective: Build Detention Center.	GS
Objective: Establish Communications network.	GS
Objective: Complete Comprehensive Plan revision (that will include UB regulations and updated zoning regulations).	TA
Capacity Building and Communications	
Goal: Increase the capacity of local governments and county-based development groups to plan for desired futures, and improve the level of communications and cooperation among and between them.	
Objective: Create a Web Site.	GS
Objective: Utilize (or establish) coalitions, citizen groups and neighborhood associations to work on all of these issues.	GS
Objective: Exert greater lobbying influence on the state and federal levels.	GS
Objective: Be a model rural county for sustainable economic and community development.	GS
Objective: Create regional awareness of the county through things like the SLV Land Use Summit.	TA
Objective: Promote multi-state and multi-county initiatives to increase our effectiveness.	TA
Objective: Develop customized workshops that address specific economic development needs.	TA
Community Services and Facilities	
Goal: Improve the quality of life and capacity of the Valley for future development by upgrading and expanding a wide range of community services, facilities, and amenities.	
Objective: Support efforts to improve the availability, accessibility, and affordability of healthcare services.	GS
<u>Strategy:</u> Establish a satellite clinic model in remote areas.	GS
<u>Strategy:</u> Increase the variety of healthcare services available.	GS
<u>Strategy:</u> Provide affordable health insurance plans to our community.	GS
<u>Strategy:</u> Develop comprehensive school-based health centers in the three school districts to serve all the children and youth in the county.	GS
<u>Strategy:</u> Expand the availability of in-patient and outpatient services.	GS

Conejos County (Continued)

County Input on Goals and Objectives	Potential DRG assistance
<u>Strategy:</u> Expand and improve the physical structure of the Conejos County hospital.	OA
<u>Strategy:</u> Convert the existing rural health clinic to a Federally Qualified Health Center.	GS
<u>Strategy:</u> Develop the healthcare network to improve functions and reduce costs.	GS
<u>Strategy:</u> Develop and introduce healthcare transportation alternatives to serve residents.	GS
Objective: Support efforts to improve availability of affordable housing for workers.	GS
<u>Strategy:</u> Focusing on the use of natural and local housing materials (adobe, etc).	GS
<u>Strategy:</u> Provide the community with necessary resources to transform unsafe housing conditions into safe and sanitary living environments.	TA
<u>Strategy:</u> Require uniform building code regulations.	GS
Objective: Establish an Assisted Living Facility.	RLF
Objective: Support efforts to preserve the county’s historic and cultural heritage.	TA
Objective: Support efforts to improve safety and emergency services and ensure the ambulance service continues.	OA
Objective: Assist in providing parenting classes and child care, especially for teenagers	GS
Objective: Ensure transit services are in place for older adults.	GS
Objective: Improve recreation in the county.	GS
<u>Strategy:</u> Establish a Recreation District to provide and sustain an array of recreational options and opportunities.	GS
<u>Strategy:</u> Develop a Parks and Recreation Department that will serve individual communities, as well as the entire county.	GS
<u>Strategy:</u> Utilize existing facilities (e.g. schools, county government buildings, classrooms, library, county arena) to provide activities.	GS
<u>Strategy:</u> Develop satellite community centers.	GS
<u>Strategy:</u> Integrate cultural development activities with recreational activities.	GS
Objective: Promote the heritage and culture of the county.	TA
Objective: Develop local curators for museum(s).	GS
Objective: Increase the graduation rate among Conejos County youth.	GS
<u>Strategy:</u> Establish a Family Literacy Program.	GS
<u>Strategy:</u> Develop non-traditional education programs to keep at-risk youth enrolled in school and engaged in the process to complete their education.	GS
Objective: Provide relevant career based learning opportunities for all students in the k-12 educational system.	GS

Conejos County (Continued)

County Input on Goals and Objectives	Potential DRG assistance
<p>Objective: Increase community involvement, among all citizens in Conejos County, in the educational system.</p> <p style="text-align: center;">Natural Resources and Environment</p> <p>Goal: Protect and enhance environmental assets; assist conservation groups in maintaining the resource base; and support sustainable and environmentally sound management practices and use of natural resources.</p> <p>Objective: Maintain and work to preserve natural areas and open space.</p> <p>Objective: Support sustainable levels of land use and natural resources, and the management practices needed to ensure their protection for current and future generations.</p> <p>Objective: Support measures to conserve water, prevent permanent loss due to over-appropriation, and protect against exportation.</p> <p>Objective: "Take a further look" at the concept of eco-regions.</p> <p>Objective: Partner with Conejos County officials, CON-CEPTs, and environmental groups to assist businesses in complying with zoning and environmental laws; develop a system to encourage businesses to become environmentally friendly and responsible.</p> <p><u>Strategy:</u> Research the feasibility of purchasing a 14 acre salvage yard located at Conejos County's northern gateway.</p> <p><u>Strategy:</u> Work with the County to standardize zoning and information about zoning regulations.</p> <p><u>Strategy:</u> Utilize Adams State College SBDC business environmental assistance program that educates businesses in using waste products in their end product and in conservation and recycling.</p>	<p style="text-align: center;">GS</p> <p style="text-align: center;">GS</p> <p style="text-align: center;">TA</p> <p style="text-align: center;">TA</p> <p style="text-align: center;">DR</p> <p style="text-align: center;">GS</p> <p style="text-align: center;">GS</p> <p style="text-align: center;">TA</p>