QUALITY OF LIFE INITIATIVE
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Needs assessment methodology
Master plan economics
Economic planning and strategy
Presentation

Project purpose

Project focus

Findings

Recommendations

Next steps
Investigate Quality of Life Needs and Opportunities – County-wide

An unprecedented collaborative effort between Lea County, City of Hobbs, Hobbs Municipal Schools, New Mexico Junior College, University of the Southwest, and J.F Maddox Foundation designed to …

• identify needs
• establish high quality recreational assets for all citizens of the county
• investigate equitable cost sharing
• avoid duplication
• enhance county-wide access to centralized facilities

Result: a shared understanding of needs and opportunities
Project Purpose

Quality of Life Initiative
(Projects county-wide are already underway or at varying stages of planning and consideration involving public and private collaboration)

Indoor Equestrian Facility
Ocotillo Community Links
Park Enhancements: Eunice, Lovington, Tatum, Jal and Hobbs
Lea County Event Center Enhancements
Lea County Fairground Enhancements
New Boys and Girls Club
Multi-generational Facility
Enhance the quality of life for existing residents and further diversify and grow the local economy

Major recreation facilities will…
- Serve residents county-wide
- Attract new residents and visitors
- Facilitate/support special events
- Support local businesses

Quality of Life facilities attract and retain skilled labor

A skilled labor force is a requirement for recruiting and retaining industry in Lea County
Findings

Based on our independent study, there is a significant need for Quality of Life facilities in Lea County.

Lea County resident participation and attendance will be significant with quality facilities and responsive programming.

Project selection needs to strike a balance:
- Economic Development and Quality of Life
- Large Towns and Small Towns
- Reasonable range of operation and maintenance costs
- All ages and many interests
Indoor Equestrian Facility

Show ring adaptable for various types of equine events

Puts Lea County on regional/national event map

Synergies with Lea County cultural identity, local equestrian interests and race track facilities

Economic impact from event visitation
Findings- Projects

Ocotillo Golf Course Community Links

Executive par 3 course will help grow the game of golf in Lea County

Youth-focused programs will build lifelong participation

New driving range will help facilitate participation

New clubhouse will be available for diverse community programs

Expansion of the walking trail at the golf course provides additional recreational opportunities for citizens
Multi-purpose, Multi-generational Recreation Facility

Combines several Quality of Life/Community Health and Wellness projects into one facility:

Aquatics: indoor competitive pool, recreational aquatics, and warm water therapy facility – replacing many existing outdated facilities

Indoor sports: running and field sports

Health and wellness programs for entire county

Attractive, inviting environment for meetings and community gatherings

Adjacency to other institutional and community facilities provides opportunity to create a national/regional convention complex
Findings- Projects

**Park Enhancements**

Strategic enhancements to include:

**Splash Pads:** self contained, outdoor water play areas; have a long use period in the southwest.

**Multi-generational Park:** park with a variety of activities that will appeal to community members of all ages. Likely components include a walking/biking trail, fitness stations, play structure(s), multi-purpose field, splash pad, skate/climbing elements, shelter, tables and benches.

**Dog parks:** nationally, visitation to dog parks is significantly increasing; activities facilitate a high level of social interaction.

**Extreme/adventure Sports:** skate boarding, BMX, mountain biking, soft surface (mountain) bike trails, paintball, parkour, rock climbing- great appeal for teen and young adult demographic; participation is increasing moderately nationally.
Event Center Enhancement

Optimize the partnership between Lea County and NMJC which provides educational opportunities in Entertainment Technology

Keep the events that are local crowd pleasers

Focus entertainment programming on bands and performers traveling between larger cities

Develop events and programming that will more fully utilize growing hotel capacity
Community Connections

Explore opportunities to connect the communities within the county:

- Transit loop/shuttle used to connect outlying communities to recreation facilities
- Potential partnership with schools
- Trail network
- Streetscape beautification projects for expanded Quality of Life impact
Recommendations

Cost Sharing and Revenue

Entities should continue to collaborate and coordinate to achieve and maintain high-level efficiencies

The collective capacities of the Joint Powers entities are significant – presenting unprecedented opportunities related to Quality of Life initiatives

Entities should continue to attract partnerships for private capital funding sources
Recommendations

Collaboration and Coordination of Projects

Develop projects where residents from the entire county can access them

Develop projects where costs can be effectively shared and supported

Co-locate projects to synergize their value and impact for the county
Summary

Needs Assessment
There is a significant need for Quality of Life enhancements in Lea County

Findings
Significant opportunities exist for specific, achievable Quality of Life enhancements that address county-wide needs

Recommendations
Maintain the unprecedented collaboration among public and private entities to pursue implementation of Quality of Life Initiatives in Lea County
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