



QUALITY OF LIFE INITIATIVE

DEKKER/PERICH/SABATINI + MARKET AND FEASIBILITY ADVISORS



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Presentation

Project purpose

Project focus

Findings

Recommendations

Next steps



Project Purpose



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

Project Focus



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

Findings- Projects



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

Findings- Projects



Multi-purpose, Multi-generational Recreation Facility

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

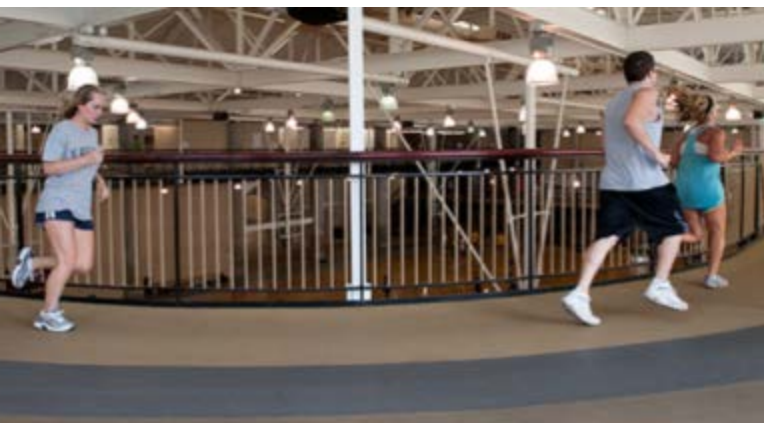
Aquatics: indoor competitive pool, recreational aquatics, and warm water therapy facility – replacing many existing outdated facilities

Indoor sports: running and field sports

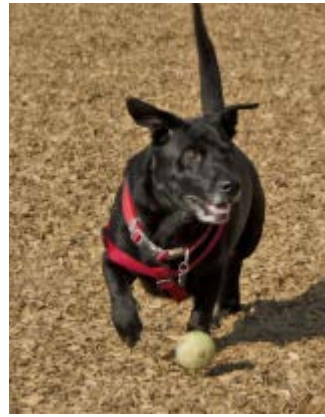
Health and wellness programs for entire county

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

Findings- Projects



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



Findings- Projects



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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