
City of Rio Communities

ECONOMIC DEVELOPMENT TASKFORCE





ECONOMIC DEVELOPMENT

- S.W.O.T. Evaluations and Rankings for Retail Goods and Services
- Economic Development Tools
- Economic Development Plan



HOUSING

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|--|---|---|
| For the City | Local money spent locally; Rooftops bring retail; Property tax | Lack of awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic; Zip code | Expansion of services water/sewer; Update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; Venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power); Infill lots with utilities; Ready to develop subdivisions; Obtain water rights | Lack of aesthetics; Ugly entryway; Problematic intersections; Lack of utility infrastructure; Lack of investors |
| For the Community | Provide housing for newly created local jobs; Avoid Los Lunas and Albuquerque traffic; Lower cost than other areas; Potential creation of parks; Proximity to golf Course; Views | Increased traffic; Cost of homes; Cap on school capacity; Lack of Medical care; Lack of available fiber internet | Creation of local jobs; USDA loans for new homeowners; Homes for workforce and new families; Possible expansion of schools | Public safety; Interest rates |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Economically stable/prosperous; Shorter approval times for permits and licenses | Lack of a local incentives package; Cost of building materials; Time waiting for utilities to be connected/inspections to be completed | Lack of homes in the County; Able to build a variety of home types (Apartments, Townhomes, R1, R2, Senior living etc.); Affordable land | Nearby residential developments closer to I-25; Land availability in high desirability areas; High price points for sellers; Security of build site/crime |

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|---|---|---|--|
| For the City | Facilities/Parks for community events such as sports, farmers markets, fairs; Rental fees | Lack of developed parks and recreational facilities | State/Federal grant opportunities; Outdoor recreation and tourism grant opportunities; City-owned land; Possibility of purchasing old parks | Lack of funding to pay maintenance and staff for parks/facilities; Crime |
| For the Community | Convenience; Asked for by City Residents; Health and social benefits | Increased traffic | Something to do for all ages | Public Safety |



PARKS/RECREATION AMENITIES

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|--|---|--|
| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/Available structures to move into; Lack of awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | Educate supermarket retailers; LEDA Retail; City/County local incentives package; Expansion of services water/sewer; Update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; Venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents; Availability of more products than current retailers | Increased traffic; Cost of products | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Economically stable/prosperous; Shorter approval times for permits and licenses | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s) Team up with pharmacy and/or food café/small fast food; Investors looking for new locations; Tradeshow; Opportunity zone | Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |



SUPERMARKET



| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|--|---|--|
| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/available structures to move into; Lack of awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | Expansion of services water/sewer; Update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; Venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents; Availability of more products | Increased traffic; Cost of products | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Economically stable/prosperous; Shorter approval times for permits and licenses | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s); Team up with supermarket; Investors looking for new locations; Opportunity zone | Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |



BANK/CREDIT UNION

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|--|---|--|
| For the City | Revenue Generated by GRT; More banking options | Minimal existing/available structures to move into; Lack of awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | City/County local incentives package; Expansion of services water/sewer; update entryway aesthetic; information packets in the hands of city and contracted economic development stakeholders; venture capitalist(s); build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents; Availability of more banking options for accounts and loans | Increased traffic | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Economically stable/prosperous; Shorter approval times for permits and licenses | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s) Investors looking for new locations; Opportunity zone | Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |

FIBER



| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|---|-------------------------------------|--|---|
| For the City | Better internet for Municipal buildings | Cost; Timing | Franchise agreements | Damage to city roads during installation; Funding |
| For the Community | Faster internet for homes | Increased traffic; Cost of products | Availability of fiber in new neighborhoods might be attractive to potential buyers | Affordability |
| For the Business | Large market area (65,000); Shorter approval times for permits and licenses | Lack of a local incentives package | Lack of competition within the city; New homes and businesses needing service | Cost; Wireless internet companies |

LANDSCAPING

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|---|--|--|
| For the City | Revenue Generated by GRT; Local money spent locally | Lack of local disposal site for yard debris | Beautification of residential and business properties; Update Landscaping Ordinance; Create Aesthetics Committee; TAP Grants; State and Federal Grants | Improper disposal of yard waste due to lack of disposal facility |
| For the Community | Convenience; Asked for by City Residents; Availability of more products than current retailers | Cost of products | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Growing business type; May be home based; No need for retail location; Easy to obtain a business license | Lack of retail facilities | Maximum exposure event(s); Large population of elderly needing help | Nearby competition; Potential downturn in the economy |

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|---|--|--|---|
| For the City | Revenue Generated by GRT | Minimal existing/available structures to move into; Lack awareness of Rio Communities; Existing capacity of roads to handle increased commercial traffic | LEDA Retail; City/County local incentives package; | Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | | Increased semi truck traffic; Cost of products | Creation of local jobs | Public Safety |
| For the Business | Near industrial park; Near rail spur | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | FEDEX/UPS drop off locations or standalone business; Maximum exposure event(s); More online shoppers creating a need for more product shippers | Price of fuel; Availability of diesel fuel within the city; Constantly changing technology used in shipping process |



SHIPPING

INSURANCE/ PROFESSIONAL OFFICE SPACE



| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|--|--|--|
| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/available structures to move into; Lack of awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | LEDA Retail; City/County local incentives package; Expansion of services water/sewer; Update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; Venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections |
| For the Community | Convenience | Increased traffic | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Shorter approval times for permits and licenses; Can be home/online based | Lack of available retail space; Lack of retail developers; Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s) Tradeshows; Opportunity zone | Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |

FITNESS/WELLNESS

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|---|---|---|
| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/available structures to move into; Lack awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | Educate retailers; LEDA Retail; City/County local incentives package; Expansion of services water/sewer; update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents; Health benefits | Increased traffic; Cost of products | Creation of local jobs | Public Safety; Hours of operation; Cost |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Shorter approval times for permits and licenses; No competition within the city | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s); Investors looking for new locations; Tradeshow; Opportunity zone | Nearby competition; Land availability in high desirability areas; Facility security |



HARDWARE STORE

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|--|--|--|
| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/available structures to move into; Lack of awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | LEDA Retail; City/County local incentives package; Expansion of services water/sewer; Update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; Venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents | Increased traffic; Cost of products | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Shorter approval times for permits and licenses | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s) Investors looking for new locations; Tradeshows; Opportunity zone | Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |

ELECTRONIC SALES AND REPAIR

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|---|---|--|
| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/available structures to move into; Lack awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | Educate retailers; LEDA Retail; City/County local incentives package; Expansion of services water/sewer; Update entryway aesthetic; information packets in the hands of city and contracted economic development stakeholders; venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents; Availability of more products than current retailers | Increased traffic; Cost of products | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); land availability; Utilities infrastructure; Economically stable/prosperous; Shorter approval times for permits and licenses | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s); Investors looking for new locations; Tradeshows; Opportunity zone | Online sales; Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |

| Action | Strength | Weakness | Opportunities | Threats |
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| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/available structures to move into; Lack awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | LEDA Retail; City/County local incentives package; Expansion of services water/sewer; Update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; Venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents; Availability of more products than current retailers | Increased traffic; Cost of products | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Economically stable/prosperous; Shorter approval times for permits and licenses | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Lack of competition in the City; Maximum exposure event(s); Investors looking for new locations; Tradeshows; Opportunity zone | Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |



WINDSHEILD REPLACEMENT/AUTO BODY/ DETAILING



AUTO PARTS/EQUIPMENT PARTS STORE

| Action | Strength | Weakness | Opportunities | Threats |
|-------------------|--|---|--|--|
| For the City | Revenue Generated by GRT; Local money spent locally; Attracts nearby communities to spend money within the City | Minimal existing/available structures to move into; Lack awareness of Rio Communities and its market potential; Existing capacity of roads to handle increased commercial traffic | LEDA Retail; City/County local incentives package; Expansion of services water/sewer; Update entryway aesthetic; Information packets in the hands of city and contracted economic development stakeholders; Venture capitalist(s); Build the public private partnership with utilities infrastructure (water, sewer, fiber, natural gas, electric power) | Lack of aesthetics; Ugly entryway; Problematic intersections; Business recruitment courtship timetable is short |
| For the Community | Convenience; Asked for by City Residents; Availability of more products than current retailers | Increased traffic; Cost of products | Creation of local jobs | Public Safety |
| For the Business | Large market area (65,000); Land availability; Utilities infrastructure; Economically stable/prosperous; Shorter approval times for permits and licenses | Lack of a local incentives package; Lack of commercial retail brokers; Cost of building materials | Maximum exposure event(s); Investors looking for new locations; Tradeshows; Opportunity zone | Nearby competition; Land availability in high desirability areas; High price points for sellers; Facility security |

TOOLS

A 3D bar chart with five bars of increasing height, colored purple, blue, green, yellow, and red from left to right. A green arrow curves upwards from the first bar to the top of the last bar, indicating growth or progress.

Economic Development

RETAIL



LEDA RETAIL ORDINANCE
AMENDMENTS

SUPERMARKET
RECRUITMENT LETTER

CITY BRAND IDENTITIY

TELE-PHARMACY

REMOVAL OF DIPADATED
BULDINGS ON
MAINSTREET

AFFORDABLE PROPERTY

PARTNERSHIP
WITH VCBI

FIBER/ HIGH
TECHNOLOGY

MEDICAL

AVAILABLE BUILT LOCATION

MEDICAL SERVICES LETTER

COMMUNITY AGING
DEMOGRAPHICS/
PAYING PATIENTS

NEARBY COMPETITION IN THE
MARKET AREA



TEMPORARY LODGING

DOORDASH

NEW MEXICO
TRUE LOCATION

SCENIC BYWAY

GET ON THE
TOURISM MAP

CULTURAL DESTINATION

Promotions Grants

IRBs?

AIRBnB/
LODGER'S TAX

ALLOW MOTHER-IN-
LAW QUARTERS ON
RESIDENTIAL LOTS

ACCESSORY DWELLING
UNITS/ SHORT-TERM
RENTALS

RIVERSIDE OR
MOUNTAINVIEW
PROPERTIES



TRUCK STOP



PROXIMITY TO
MANUFACTURING
LOCATIONS

PETROLEUM TRAFFIC

RETAIL TRUCK STOP

HWY 304 INDUSTRIAL
PARK PROXIMITY

SOUTH HWY 47

HIGH TRAFFIC COUNT
AREA

DOT APPROVAL

HIGH SPEED
INTERNET

ROOM TO
MANEUVER/ROOM TO
PARK

WATER/SEWER/
OTHER
INFRASTRUCTURE

ATTRACTIONS

| | | | | |
|------------------------------------|----------------------|---|--------------------------------|---------------|
| 10th ANNIVERSARY | BICYCLE RACING | BIKING | CAR SHOWS | CRAFT SHOWS |
| CULTUREAL (FINE ARTS/ETHNIC) VENUE | DISC-GOLF | DOG SHOW | DRONE PARK/HOBBY AIRCRAFT PARK | FALL FESTIVAL |
| FISHING | FOOD/MUSIC FESTIVAL | GEM SHOWS | GOLF EVENTS | OKTOBERFEST |
| PARADES | ROAD RACE(5k or 10k) | RUGBY CULTUREAL (FINE ARTS/ETHNIC) VENUE | SKEET/ARCHERY SHOOTING | SOCCER |



RV PARK



| | | | | |
|---------------------------|--|-----------------------------|--|--|
| 15-20 ACRES | ACQUISITION OPPOORTUNITY INFORMATION PACKETS | CATERER/ CONCESSIONS | DESTINATION SITES INFORMATION PACKETS | FLAT LAND |
| INTERNET SERVICES | LANDSCAPING | MARKETING | ON-SITE SEWER/ DUMP STATION | PICNIC/PATIO TABLE AMENITIES/ BARBEQUE |
| PRIVATE ANGEL INVESTOR | REC ROOM | SWIMMING POOL/ MINI GOLF | VIEWS (HAVE THEM) | WATER |

ECONOMIC DEVELOPMENT PLAN ORDINANCE

DEFINING WHAT IS
NEEDED OR MISSING

CLARIFYING GOALS

SETTING PRIORITIES

SUCCEEDING THROUGH TRAINING
AND TOOLS

DEFINING ROLES

WORKING TOGETHER
WITH CITY MANAGER/COUNCIL/ED
CONSULTANT



SPECTACULAR VIEWS, ENDLESS OPPORTUNITIES

