
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



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; Tradeshows; 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; Tradeshows; 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
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, cyan, green, and red. A green arrow points upwards from the top of the red bar. A curved orange line is drawn under the bars, and a red line is drawn under the purple bar.

Economic Development

RETAIL



LEDA RETAIL ORDINANCE
AMENDMENTS

SUPERMARKET
RECRUITMENT LETTER

CITY BRAND IDENTITY

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 OPPORTUNITY 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

