

RESOLUTION NO. 2017-1624

A RESOLUTION IN SUPPORT OF A SUSTAINABLE OUTDOOR RECREATION
INDUSTRY IN FARMINGTON AND SAN JUAN COUNTY

WHEREAS, nationwide, the outdoor recreation industry generates \$887 billion in consumer spending and 7.6 million jobs annually; and

WHEREAS, in New Mexico, the outdoor recreation industry generates \$6.1 billion in consumer spending, 68,000 direct jobs, \$1.7 billion in wages and salaries and \$458 million in state and local tax revenue annually; and

WHEREAS, each year, 65 percent of New Mexicans participate in outdoor recreation activities, including bicycling, motorcycle riding, off-roading, snow sports, hunting, fishing, running, backpacking, boating and camping; and

WHEREAS, 34 million travelers visited New Mexico in 2015, many for the recreational opportunities available on public lands; and

WHEREAS, Farmington and San Juan County's rich public lands and the culture of outdoor recreation provide an opportunity to recruit and develop industries that provide products and services related to outdoor recreation in the area; and

WHEREAS, the Glade Run Recreation Area (Chokecherry Canyon), Dunes Vehicle Recreation Area, and the Navajo Trail System afford great opportunities to expand off-roading services and activities and enable hiking and equestrian activities; and

WHEREAS, the Road Apple Trail Network, Alien Trail and Animas River trails enable the offerings of bicycling in the region; and

WHEREAS, the San Juan River, Animas River, Lake Farmington and Navajo Lake are good destinations to offer additional fly fishing and recreational non-fly fishing; and

WHEREAS, available BLM, Navajo Lake and National Park campgrounds enable tent camping; and

WHEREAS, McGee Park, Parks Recreation and Cultural Affairs sites, Navajo Lake and private sites allow recreational vehicle camping; and

WHEREAS, the Game Management Units (GMU) of 2A, 2B, 2C, and 7 of Northwest New Mexico provide some of the best hunting in the state and allow draws for almost all types of hunts; and

WHEREAS, destinations such as the Animas River Trail, Kinsey Trail, Bisti Wilderness and Chaco Cultural National Historic Park afford numerous opportunities for trail activities; and

WHEREAS, the San Juan College Human Performance Center climbing wall provides a great rock climbing experience; and

WHEREAS, the Animas River, San Juan River, Lake Farmington, Navajo Lake and Jackson Lake are prime locations for water sports; and

WHEREAS, Lake Farmington has experienced a 400 percent increase in water craft activity since opening the lake to the public and is expanding its beach area by 10,000 square feet; and

WHEREAS, La Plata Canyon is an often-used location for winter snow sports such as snowshoeing; and

WHEREAS, there are many prominent historic heritage and cultural parks and monuments, including but not limited to, Chaco Cultural National Historic Park, Aztec Ruins National Monument, Mesa Verde National Park, Monument Valley Navajo Tribal Park and Salmon Ruins, that are within 15 to 150 miles from Farmington that afford the opportunity to build and expand offerings and heavily promote cultural tourism; and

WHEREAS, the community of Farmington has the benefit of the San Juan College Small Business Development Center and Enterprise Center

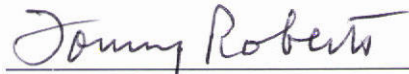
Incubator to assist in development of outdoor recreation-oriented businesses; and

WHEREAS, Farmington has available retail/rental space downtown and industrial commercial space within the Metropolitan Redevelopment Area for outdoor recreation-oriented businesses; and

WHEREAS, a sustainable outdoor recreation industry in Farmington and San Juan County would provide the opportunity to enrich local quality of life, enhance the tourism experience, diversify the regional economy and create more jobs, and align with the community brand that Farmington is a place where outdoor lovers and active families thrive.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF FARMINGTON, that the City supports an outdoor recreation industry in Farmington and San Juan County and will work with residents, businesses, governments and other organizations to provide recreational opportunities and promote recreation-oriented business.

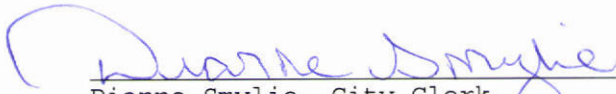
PASSED, APPROVED, SIGNED AND ADOPTED this 9th day of May, 2017.



Tommy Roberts, Mayor

SEAL

ATTEST:



Dianne Smylie, City Clerk