



»» State of the Village

January 23, 2023
Mayor Lynn D. Crawford



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First, I would like to thank the Stakeholders of Ruidoso for your continued support as we all work to make this community the best place to work, live, and play. I want to review the overall State of the Village while sharing highlights from 2022 along with top priorities from each department for 2023. The roadmap that was created at last year's Strategic Planning Session was successful in providing direction that resulted in lasting impacts to our community in 2022.

The overall State of our Village is one of resilience, strength, and optimism. This has never been more evident than in the days and weeks that followed the devastating McBride Fire. This community stepped up to help our fellow residents that were affected by the disaster, and the donations and assistance that we received from around our great state was nothing short of amazing.

Just as they were in 2020 and 2021, public meetings have continued with a hybrid model of in-person Council meetings and virtual options on Zoom with live-streaming via YouTube. It is essential that the community participates and is knowledgeable on all public matters. As we have been in the past, we are always available to listen to your questions, concerns, and comments.

In 2022, we were lucky enough to see our Gross Receipts Taxes and Lodger's Taxes increase. Cannabis sales came to our community and are now adding to our bottom line. We successfully used the cash balance in the Ruidoso Wastewater Treatment Plant Enterprise Fund (RWWTP) to eliminate debt service payments on the Series 2013 GO Refunding Bonds and the Series 2013 Wastewater Refunding Revenue Bonds which resulted in lower utility bills for all of our customers. In addition, we brought five new events, including Party in the Pines and Ride Ruidoso to the Village that are designed to draw tourists and locals alike.

It is essential that we continue to come together and work toward common goals so that the Village can continue to thrive and be successful. This includes working to find funding to support improvements to transportation, workforce housing, broadband, water and wastewater infrastructure, and outdoor recreation amenities.

This report will cover the Village's response to the McBride Fire, our current financial position, accomplishments for 2022, priority recommendations for 2023, and legislative priorities for 2023.

I will highlight departmental successes from 2022 and discuss upcoming goals for 2023. Beginning tomorrow, we will go into a strategic planning session that will detail the resources and tactics needed to achieve the goals listed in this document.



MCBRIDE FIRE

On April 12, 2022, at approximately 2:30 PM, the McBride Fire started on Warrior Drive. It eventually burned a total of 6,159 acres, 207 homes and buildings, and claimed two lives. The fire was preceded by the wind event that was responsible for the fire starting with wind gusts up to 90 mph. The Ruidoso police dispatch started receiving calls before 11:00 AM about trees falling throughout the village, and ultimately received over 100 calls to 911. The Ruidoso Fire Department along with the Ruidoso Police Department, Village of Ruidoso Public Works Department, and the Parks & Recreation Department responded to these calls.

The call about a fire starting on Warrior Drive came in at 2:30 PM. At this time all Ruidoso Fire Department personnel responded to the area to assist with fire suppression. The fire quickly spread into neighboring residential areas and continued to move northeast. With the fire moving so quickly, fire and police personnel only had time to go through neighborhoods and

notify residents that they needed to evacuate immediately. The fire moved up the side of the mountain towards McBride Drive and Ruidoso Middle School (RMS). RMS was informed to shelter in place due to the movement of the fire. The fire proceeded north up Gavilan Canyon towards the Homestead Loop area, Lower Eagle Creek areas, and east into the National Forest.



The Village immediately activated the Emergency Operations Center (EOC), and the Emergency Manager contacted Lincoln County Emergency Management and Lincoln National Forest personnel for assistance with the fire. The response from regional departments from Capitan, Bonito, Nogal, Ruidoso Downs, Hondo, Nogal, National Forest Hot Shots, State Fire and Mescalero was excellent as they all assisted with the fire. We also received assistance with the road closures from the Lincoln County Sheriff's Department, Ruidoso Downs Police Department, BIA police, New Mexico State Police, and the Border Patrol.

Ruidoso Fire, Lincoln County Fire units, National Forest Hot Shots, and State Forestry units were on the initial attack for approximately 48 hours prior to a Type 1 Incident Management Team from

the National Forest Service assuming command of the fire on April 14, 2022. We also received assistance from the Roswell Fire department with two units and four fire personnel to assist with other calls in the Village for several days.

In the after-action report, it was determined that all Village vehicles in the RFD, Public Works, and Parks & Rec departments need to be equipped with speaker systems. In addition, new generators are being purchased for the Village, and two of the sirens in the alarm system are being replaced.



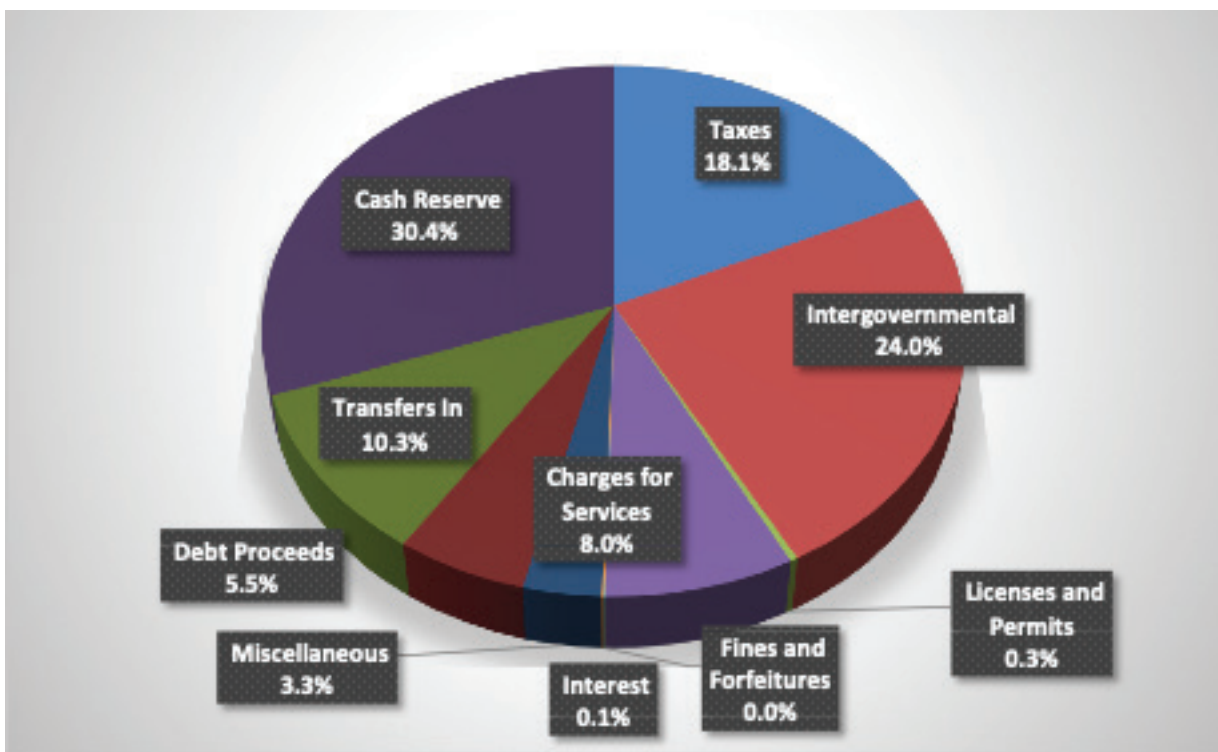
FINANCIAL SUSTAINABILITY

The Village began FY 2023 with a cash balance of \$71,153,038 and is currently projecting revenues at \$81,176,150, which amounts to \$152,329,188 of available cash to spend. Operating expenditures were cut based on previous year's usage, but the Village has been extremely lucky and has received many grants which has increased our expenditure budget at the end of December to \$122,747,800. It should be noted that expenditures also include all capital project balances that were not completed as of June 30, 2022. Some of the capital projects included the rehabilitation of a sewer line, the Public Safety Building, Wingfield House, bridges, and the Magistrate Court.

All capital outlay monies totaled \$74,797,551, yielding \$47,950,249 for operations. Therefore, anticipated ending cash balance for FY 2023 is projected at \$29,581,388. All other revenue categories, especially Gross Receipts Taxes, are performing better than budget.

FY 2023 REVENUE SOURCES

QE 12/31/22



The Village of Ruidoso has completed their 2021 audit in a timely manner and is currently under review by the New Mexico State Auditor's Office (SAO). Results are expected to be released as public information in late February 2022. The overall financial health of the Village of Ruidoso remains strong and both governmental and proprietary funds reported increases to net position. This exceeds required reserves and increases the Village's cash position. As of June 30, 2022, the Village's governmental funds reported combined fund balances of \$26,884,821, an increase of \$3,478,500 in comparison with the prior year.

Several of the Village's bond issues are rated by Moody's and Standard & Poor's. The Village maintains an A1 rating from Moody's on its Series 2012 Refunding Revenue Bonds, an AA from Standard & Poor's and an A1 from Moody's on its Series 2013 GO Refunding Bonds, and an A+

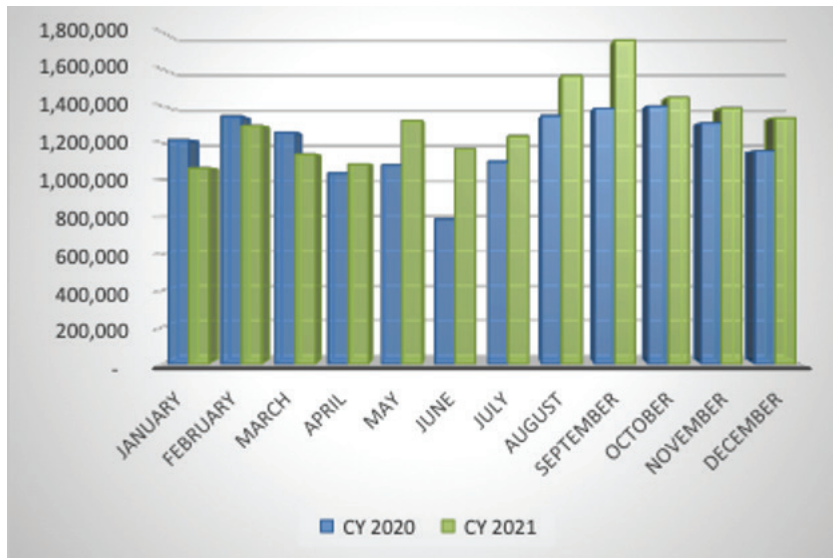


from Standard and Poor's and an A1 from Moody's its Series 2013 Wastewater System Refunding Revenue Bonds.

State statutes limit the amount general obligation debt a governmental entity may issue to four percent (4%) of the average full valuation. The current debt limitation for the Village is \$22,729,740, which is significantly more than the Village's outstanding general obligation debt, which totaled \$8,355,000 as of June 30, 2021.

GROSS RECEIPTS TAX

GROSS RECEIPTS TAX DISTRIBUTIONS



While most municipalities lost Gross Receipts Taxes (GRT) as COVID-19 suffocated their economies, the Village experienced growth. GRT taxes have increased from short-term rentals, tourist activity, and Village construction projects. The Village experienced a growth rate of 13.9% from CY 2019 to CY 2021. As you can see from the chart, CY 2021 April distribution (February sales) surpassed CY 2020 levels and continued to grow.

Beginning July 1, 2022, Cannabis businesses started remitting GRT monthly. Not only are GRT taxes assessed on sales, but also a 12% Excise Tax. Of this percentage, the Village and the county receive 33.33% of the tax. Each month's distribution has averaged \$27,909 and projected FY 2023 funds will add \$300,000 toward General Fund Expenditures.

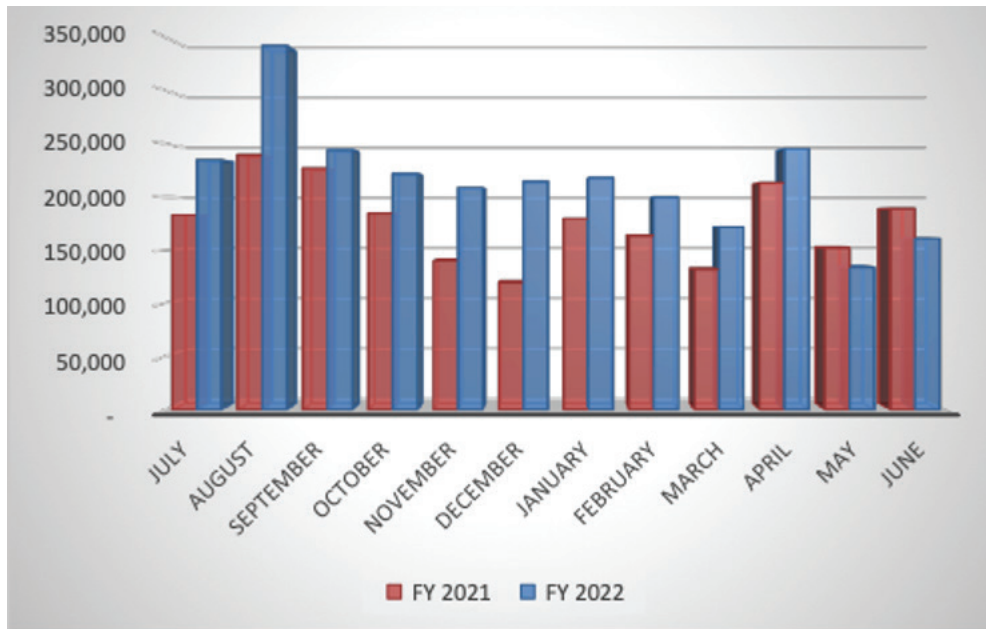
At the same time, the governor reduced the state portion of its GRT rate from 3.9% to 3.775%, reducing the overall Ruidoso rate to 8.3125%. This reduction has not impacted the Village at all. The Village's distribution has continued to grow.

LODGER'S TAX

Another revenue area that benefited from increased tourism was Lodger's Tax. Tax receipts also began to exceed prior year amounts in April (March sales) and continued growing at a rate of 22.23% over CY 2021. Because of this trend, in FY 2023, the Lodger's Tax Board projected revenues at a \$2.3 million level and as of December 2022, taxes collected are 36% from meeting budgeted levels. As revenues exceed expenditures, the fund's net position remains strong and continues to grow. The outlook for 2023 is a continued upward trend.



LODGER'S TAX RECEIPTS



DEBT FINANCING

The Village recently issued its Series 2022 General Obligation (GO) Bonds for water infrastructure projects. The bond cycling program began in 2014, and this is the ninth issuance for a total of \$13,500,000 in available funding. The GO Bonds are publicly supported funding options from a 1.5 mill levy on property taxes voters approved in the March 2022 election. During the March 2024 election, voters will decide whether to continue with the Mill Levy GO Bonds. The outstanding balance on these bonds is \$7,830,000 on December 31, 2022.

The Village also issued a Mortgage Finance Authority loan (\$400,000) for the Affordable Housing development at 1114 Mechem. In addition to the loan, the Village also received a legislative appropriation of \$980,000, an American Rescue Plan Act grant of \$1,000,000, and private donations of \$220,000. This site will house seventeen (17) mobile homes for the victims of the McBride Fire.

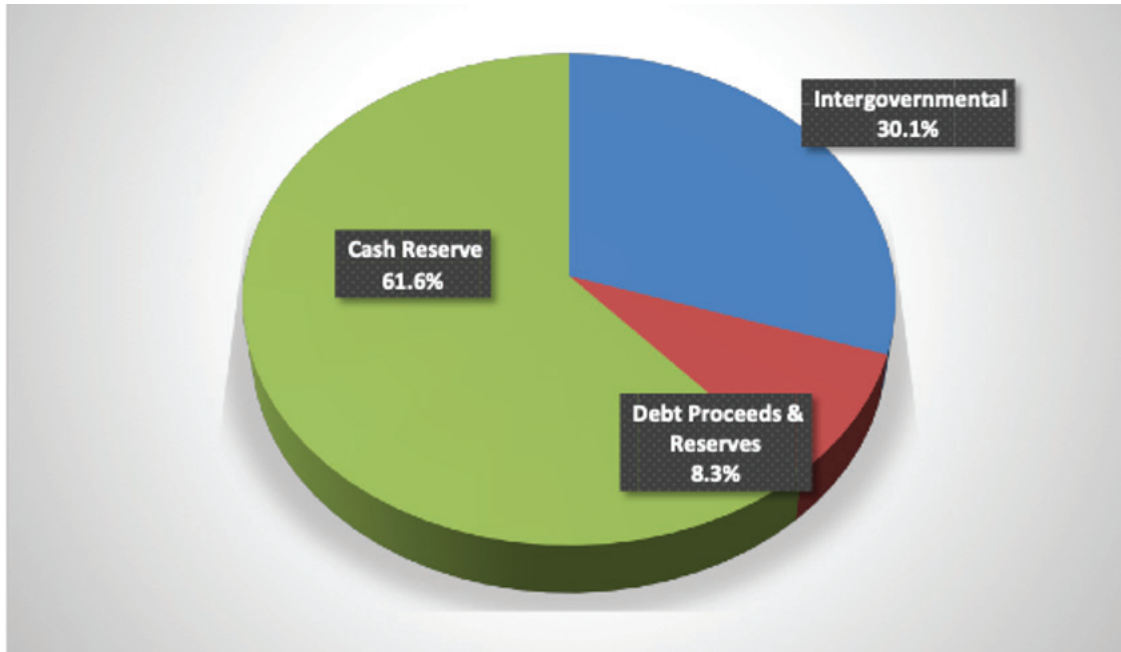
NMFA approved a Water Trust Board loan/grant for the Eagle Creek wellfield. The loan is for \$678,912 and will be paid upon project completion from cash reserves in the Supplemental GRT Special Revenue Fund. The grant for the project totals \$1,018,369 for a total project cost of \$1,697,281. This grant is just one example of how the Village uses its reserves to leverage grant funding and is the second successful financing arrangement for this project.

Public Infrastructure and Facility Projects

In FY 2022, the Village has started work on over \$45M of capital projects most of which are continuation of projects started in FY 2021. Some of these projects include the FEMA Restoration of the existing sewer line and lift stations, the Village Hall addition, improvements to Alto Plant #3 improvements, Magistrate Court, and Town & Country subdivision water line replacement. New projects include the Horton Complex Remodel, Cree Meadow Trail, and Brown and Fault Well improvements. As the Village completes these projects they also serve as an economic impact strategy to help stimulate the economy with a spending multiplier effect by generating GRT revenue to the Village. In addition, a third of the projects are financed by grants obtained from both Federal and State Agencies.



FY 2022 CAPITAL PROJECT REVENUE SOURCES



2022 Highlights

- Awarded a contract for a Rate Study and Master Plan for all utilities. Planning is currently underway.
- Conducted an analysis of RWWTP cash reserves and was able to not only retire \$8M of debit but also suspended \$17 of the monthly wastewater service rate which has reduced the overall monthly utility charge to Village customers.
- Capital projects continued to move forward on the completion of the FEMA sewer line project. The restoration of existing sewer line, lift station, and force mains phases are under construction, and the final hazard mitigation phase is designed and is currently out to bid and anticipated construction to start in June 2023.
- The design of the six FEMA bridges has been awarded and design completion is scheduled for April 2023 and out for bid shortly after. Anticipated construction will begin July 2023. Construction completion is targeted before winter 2023.

Priorities for 2023

Finance will finalize manuals on how to perform processes including budget adjustments, purchasing requisitions, and how to run reports in the financial software system. The department will also be developing a process of addressing delinquent accounts and applying liens.

On the financial reporting side, the department will be gathering information needed for the statistical section of preparing a Comprehensive Annual Financial Report (CAFR) and assisting in the rate analysis for all utilities.

LEGAL

2022 Highlights

The Village of Ruidoso remains committed to protecting the municipality from risks associated with the operations of a municipal government while, at the same time, assuring the rights of citizens to participate in government.



Providing the best infrastructure and services to VOR residents and guests requires a strong relationship with outside vendors. That is why, in 2022, the legal department conducted numerous trainings with Village management, department directors, and other individuals related to the legal complexities involved in the contracting process to assure sound contractual relationships with those that work closely with the VOR.

In addition, the Village is bound by numerous state laws that protect the citizen's right to access information and participate in the democratic process. To ensure complete transparency in local government, throughout 2022, the Village engaged in staff training related to laws related to their departmental operations.

Priorities for 2023

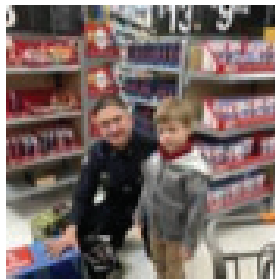
In 2023 and beyond, the Village will continue to rely on its team of legal experts to protect the interests of the governing body, but also the public treasury, with continued legal training of staff, and full compliance with all laws related to local government, including:

- Balancing the interest of the municipality with the interest of the citizen to be informed and to participate in the process.
- Providing strong contractual commitments from vendors and contractors, which requires an understanding of contract law.
- A commitment to professionalism and legal compliance of all boards and commissions.
- Dedication to protecting the public treasury by ensuring compliance in all areas of law.

LAW ENFORCEMENT

2022 Highlights

During 2022, the Ruidoso Police Department (RPD) remained committed to strengthening public confidence by being open and accountable, providing instruction and support, and utilizing the latest tools and technologies. Additionally, the department prepared personnel for emergencies and optimized workforce potential through career growth and enhanced recruitment.



RPD Shop With a Cop

Since May 2020, in response to societal events and the resultant changes in law enforcement policy, and alongside an RPD leadership change in June of 2021, the Ruidoso Police Department has transitioned from traditional methods of policing to more community-based policing with the goal of creating trust.

One of the first changes to be implemented was a sound Internal Affairs policy that included mechanisms for accountability and transparency. Next came community outreach and education, inviting citizens to be more involved with the police department and to report crimes that they typically would not be aware were crimes.

During 2022, the Ruidoso Police Department successfully worked with the Village of Ruidoso to better engage citizens outside of traditional Law Enforcement roles. Through these initiatives



and RPD capabilities, the Ruidoso Police Department has successfully solved numerous investigations that have resulted in successful prosecutions.

RPD also conducted two Citizens' Academies, received a recruitment and retention grant from the State of New Mexico, and developed policies to become accredited.

Currently, department morale is at an all-time high, attributed to a succession plan that facilitates promotion from within the ranks for executive positions and a successful recruitment campaign to attract and retain officers. The past few months have been instrumental in filling positions and cultivating a growing sense of professional camaraderie within the organization.

Priorities for 2023

Priorities for 2023 include:

- Receive accreditation through the New Mexico Municipal League
- Upgrading body-worn cameras for officers
- Continuation of retention plan for officers and dispatchers



UTILITY BILLING

2022 Highlights

The Village of Ruidoso Utility Billing Department has made it easy to connect to the Village water system by creating a single application when requesting service.

The department is looking to redesign utility bills and has collected redesign examples that are ready for the Council to review.

Priorities for 2023

In 2023, delinquent accounts will be reviewed to determine a process and policy for decreasing delinquency and enforcing payment of liens. The department will also continue to install meter endpoints and engage in succession planning.



INFORMATION TECHNOLOGY

2022 Highlights

During 2022, the Village of Ruidoso Information Technology Department ensured that all Village locations are on the Windstream fiber network, conducted procurement to install fiber on “the last mile to the home” and is currently working with Windstream to construct the project. Wi-Fi was also installed at Wingfield Park.

Priorities for 2023

In 2023, the department will evaluate the current phone system to determine if a new plan is needed to decrease the number of times the phones are out of service. The department will also evaluate Village public areas as potential public Wi-Fi access points.

CAPITAL PROJECTS

2022 Highlights

With a population of 8,062, Ruidoso currently has Capital Projects underway that would be expected from a town four times its size. During 2022, several shovel-ready construction projects were engineered and had sufficient grant funding that enabled construction to begin quickly. Currently, the Village has 67 projects between the design and construction phases. Project types range from infrastructure improvements, building improvements, and equipment which help maintain our level of service.



Below are some of the projects that have been completed or are in progress:

- Alto Treatment Plant Rehabilitation – In Progress
- FEMA Restoration of the Sewer Line – In Progress
- Village Hall Addition – Completed
- Magistrate Court Building – In Progress
- Horton Complex Remodel – In Progress



- Cree Meadows Trail – Completed
- FEMA Bridge Replacement – In Progress

As the Village completes these projects, they also serve as an economic impact strategy to help stimulate the economy with a spending multiplier effect by generating GRT revenue. In addition, approximately one-third of the projects are funded by Federal and State Agency grants.

Below is a snapshot of funding that the Village has received:

FEMA Bridges Version 2	\$7,977,108	FY 2021
Legislative Appropriations:		
Fire Mitigation & Watershed Improvement	\$110,000	FY 2020
Horton Horton	\$500,000	FY 2021
Sewer Line	\$1,553,000	FY 2022
Bridge Replacement	\$200,000	FY 2022
Village Hall	\$115,000	FY 2022
Wingfield House	\$750,000	FY 2022
E911 Consolidated Dispatch	\$3,465.00	FY 2022
Workforce Housing Development	\$980,000	FY 2022
NM Transportation Grant	\$3,325,000	FY 2022
American Rescue Grant	\$1,954,381	FY 2022
NM Recreation Trail Grant Links	\$500,000	FY 2022

Between FY 2022 and FY 2023, the Capital Projects Department has completed 17 Requests for Proposals (RFP) and 15 Invitations for Bids (IFB). The number of procurements is estimated to increase as more State and Federal funding is dispersed for shovel-ready projects through the American Rescue Act.

In 2022, the FEMA Sewer Line Project which includes the restoration of the existing sewer line, lift station, and force mains, continued. The final Hazard Mitigation Phase went out for bid and was awarded to AUI, Inc. Construction on this phase started in August 2022.

Phase I of the Horton Complex has been completed. Phase II is currently in design, and construction will begin in the summer of 2023.

Priorities for 2023

- Implementation of project management software to help monitor and report on Capital Projects from inception to completion
- Closing out Phase II (Lift Stations and Force Mains) of the FEMA Sewer Line Project in February 2023
- Continuation of Phase III (Hazard Mitigation) of the Sewer Line FEMA Project



- Completion of the engineering on the remaining FEMA Bridge Projects
- Procurement of construction services.

CLERK

2022 Highlights

In March 2022, the Clerk's office successfully held the 2022 Municipal Elections. Successful candidates in the election included:

- Lynn D. Crawford: Elected and sworn-in as Mayor
- Frank Potter: Elected and sworn-in as Municipal Judge
- Darren Hooker, Tim Coughlin, and Gary Jackson: Elected and sworn-in as Councilors.

In 2022, the Clerk's office also began the process and implementation of records management, destroying approximately 125 boxes of records that had reached their retention period. Further development of the records management and destruction process will carry over into 2023.

Priorities for 2023

Priorities in 2023 include developing and implementing a virtual public meetings platform through Granicus software for live streaming Council meetings. The ability to engage with Council meetings online provides meaningful public project feedback and input and encourages more residents to engage with local government. Training for the streaming services will be provided to all directors and staff liaisons for boards and commissions to maximize available resources.

The Clerk's office will also develop consistent processes and procedures for inspecting Public Records requests across all departments. This action is a vital function of the Clerk's office as the New Mexico Inspection of Public Records Act states that every person has the right to inspect public records of the Village of Ruidoso.

HUMAN RESOURCES

2022 Highlights

In 2022, the Human Resources Department established a safety and risk program to provide safety awareness training to all employees to mitigate on-the-job hazards to minimize accidents and ensure compliance with local, state, and federal safety regulations. The Safety Coordinator has established safety liaisons from each department who have been trained to take the lead daily in providing guidance on safety matters and identifying and acting on potential hazards. The Safety Coordinator conducts safety inspections, holds monthly meetings with safety liaisons, and provides safety training on various safety topics for Village employees.

Throughout 2022, the Human Resources Manager has led the Personnel Policy Committee to revise and draft new policies for the Village of Ruidoso. The committee has been working with our legal team to review proposed changes and provide input that goes back for final review. The committee has been successful in getting 12 chapters approved by the Council, with the remaining five to be approved by early 2023. These policies will provide a framework for conducting business and acceptable outcomes in all personnel-related matters. These will provide guidelines to ensure that all local, state, and federal laws are followed. It will also provide direction for all employees within the organization.





VOR Employee Appreciation Luncheon

Priorities for 2023

In 2023, the Human Resources Department will focus on training and development for Village employees. With our newly established pay-for-performance plans in place and the need for Village employees to continue to build capacity within the organization, training will be crucial. Our partnership with ENMU-Ruidoso is strong and has allowed the Village to bring in specialized training for our employees. We are also working closely with ENMU-Ruidoso to develop a CDL program that meets state requirements that will allow us to prepare employees, both in the classroom and behind the wheel, to test for their commercial driver's licenses. The Village will also be ready to kick off an online learning platform in early 2023. This software will provide training designed for the public sector and offers topics in many different disciplines.

In addition, the Village has several successful employees, managers, and directors who are nearing retirement eligibility over the next five years. The Human Resources Department will focus on collaborating with directors with a formalized training plan to ensure that through succession planning, we are not only identifying high-potential employees but that we are also evaluating the skills that these individuals need to grow within the organization. We will follow a training plan to ensure they receive the technical and management training needed in the identified timeframe. This process will assist the Village in ensuring a smooth transition as individuals retire and allow other individuals opportunities for growth and development in their careers at the Village of Ruidoso.

COMMUNITY DEVELOPMENT

2022 Highlights

The highest priority Community Development project for 2022 was to provide housing for those families that were displaced by the McBride Fire. Eighteen manufactured homes were purchased using donations, grants, and local funds. This housing development is located at 1114 Mechem Drive and has been named Mechem Meadows. One of the three-bedroom homes was placed at 99 Sunny Slope. This property has been undeveloped since the Sierra Blanca Regional Airport relocated to Alto in 1987. This home will also be rented under the same guidelines as the Mechem Meadows development.

These homes will be held permanently in the Village of Ruidoso Housing Trust Fund as long-term rentals.



The remainder of the units will be dedicated to those families that meet the income threshold of 140% low-to-moderate guidelines for Lincoln County, New Mexico.

Additionally, the Village of Ruidoso and Mesa Apartments, LLC will continue to work together to reapply for the 9% tax credits from the New Mexico Mortgage Finance Authority. If the tax credits are awarded, up to 70 apartments will be developed at 1104 Mechem Drive. 1104 Mechem Drive is a prime location, with the land being located off an arterial highway, near recreation activities and public schools. It is a relatively flat tract of land, making it more suitable for development. Below is a graphic depicting the future development of this property:

Priorities for 2023

The highest Community Development priority in 2023 will be E911 Street Address Planning and Implementation to correct and improve the Village emergency response and disaster preparedness. A valid E911/physical address is required for all properties, residences, occupied structures, and/or businesses for emergency service personnel to respond quickly and efficiently. Incorrect addresses have been an issue for years in the Village. US Highway 70 has been corrected and flows sequentially with the adjacent communities. Sudderth Drive poses a greater challenge due to the high density and challenges associated with business state and federal licensure. To assist property owners through this process, the Governing Body directed staff to issue a Request for Proposals to bring on a contractor to analyze and assist the community. Once the company is on-board, this project will begin again.

In 2023, the Village will implement the Façade Improvement Grant Program funded by State of New Mexico Legislative funds. An investment of \$230,000 will be provided to grant-recipient businesses within the Ruidoso Mainstreet District, which is also a part of the Metropolitan Redevelopment Area. This grant will enhance and revitalize parts of the Sudderth corridor. All work will be completed by the start of the summer of 2023.

TEAM TOURISM

2022 Highlights

Team Tourism is a collaborative collective of municipal officials, community stakeholders, and communications professionals tasked to inform, connect, inspire, and drive greater value and economic impact for the Village and its community members.

Each year, Ruidoso welcomes visitors who come to enjoy our scenic forests, tour our vibrant and charming village, explore our mountains, and enjoy a vast range of activities and events. Tourism is a significant economic driver for our municipality, and Team Tourism has worked hard to create a supportive business environment and promote all that Ruidoso has to offer while ensuring a sustainable municipality supporting a quality of life for all Ruidosoans.

In 2022, even as the Village weathered several natural disasters, including floods, wildfires, mudslides, and freezes alongside recovering from one of the most challenging events in recent history—the COVID pandemic—Ruidoso welcomed record visitors. Ruidoso vacations have taken people outside, brought families closer, and reminded guests how special Ruidoso is. And visitor spending helped generate a 19.58% increase in Village of Ruidoso gross receipts sales over FY 2021 and a 21.58% increase in FY22 Lodger's Tax revenue.



Over the past year, Team Tourism continued with television, print, and digital advertising campaigns. We also added components to support the accessibility of information, customized promotional efforts for tourism, and leveraged new technologies. And, as in past years, we received recognition by the 2022 New Mexico Hospitality TopHat Awards, this time for the ‘Best Broadcast Campaign.’

Future strategic goals include extending our reach, enhancing our offerings, expanding delivery channels, redesigning current platforms, and enriching content to benefit visitors, community partners, and residents while increasing Village revenues.

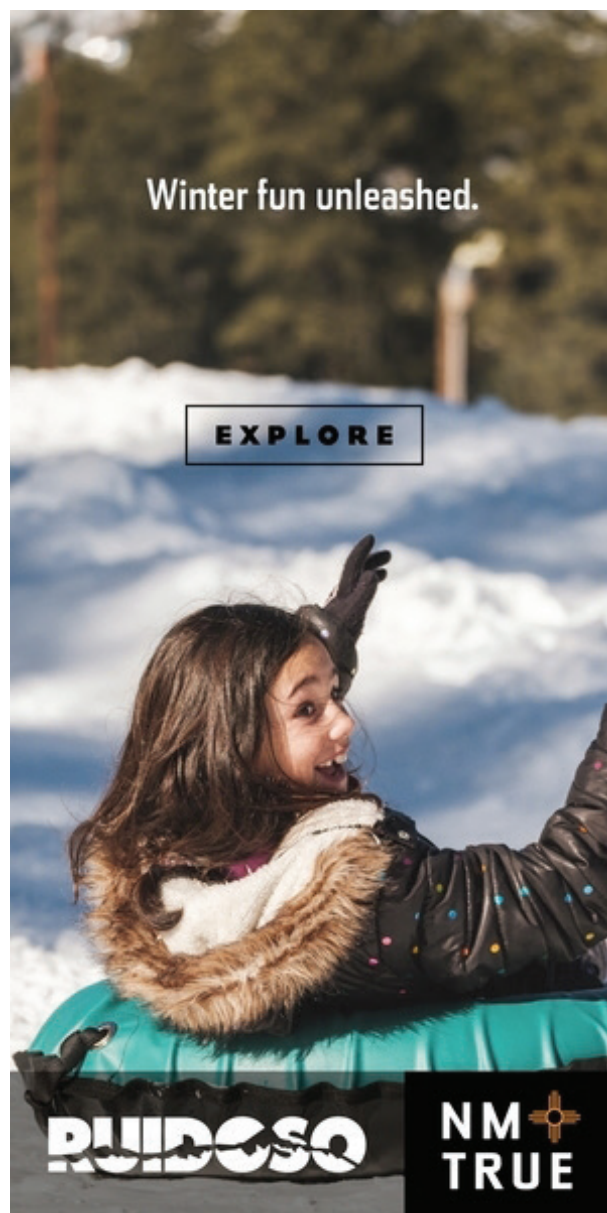
New Mexico Tourism Department Co-op Marketing Program

Over the course of the past two years, Team Tourism leveraged partnerships with the New Mexico Tourism Department (NMTD) in co-op marketing and advertising campaigns. The value this program brings to the Village of Ruidoso is tremendous. NMTD matched funds put forth by the Village, generating \$104,000 in matching funds in 2021 and an 82% increase in 2022 to \$553,062. This investment in co-op funds allowed the overall media budget for the Village to exceed \$1,000,000.

The 2022 program included a wide variety of media strategies, including:

- Video Production
- Professional Photography
- Micro-influencer Campaigns
- Managed Search
- Digital Advertising
 - » Social media
 - » Static
 - » Video
 - » Native
 - » Display
 - » YouTube
 - » CTV
 - » Trip Advisor
- Digital out-of-home
- Print Media
- Digital Media

Including the fire recovery funds invested after the McBride Fire (see details below), the total NMTD investment in Ruidoso tourism in 2022 was \$630,000.



McBride Fire Response and Recovery

Just as the Village was hitting its stride post-COVID and Team Tourism had launched a strong summer travel campaign, the McBride Fire tore through Gavilan Canyon, devastating our community. Overnight, the team shifted focus and created an online information portal as part of the municipal Ruidoso-NM.gov website with one primary mission: To provide the public with an immediate source of fire-related information with remote delivery integrations, including social media channels and news feed platforms. This online portal ensured the timely delivery of real-time fire information that was consistent, reliable, and accessible.

Once it was safe and viable to host visitors again, the Village seized the opportunity to participate in a New Mexico Tourism Department (NMTD) fund-matching recovery program that enabled the Village to activate a \$150,000 post-fire Ruidoso media campaign.

Ruidoso Adventure Tours

The second annual 2022 Ruidoso Adventure Tours once again invited residents and visitors to get active to win and showcased the outdoor assets of our village. Six adventure tours (biking, hiking, disc golf, 4X4, motorcycle, and fishing) took participants to open spaces across Ruidoso and Lincoln County, with designated stops on each tour. Once participants confirmed tour compilation via the Ruidoso Travel App, they earned an entry drawing for one of six Grand Prizes, including a Ruidoso Vacation Package, a mountain bike, an OHV, a Harley Davidson motorcycle, and an RV. The approximate total prize value was \$81,000.

During the six-month campaign, 407 individuals completed 1,075 tours (participants are encouraged to do multiple tours), with advertising efforts reaching an audience of 762,973 page views and 1,320,109 impressions. The Ruidoso Travel app increased by over 60% in Year-Over-Year (YOY) page views as a direct result of the contest with an increase of 538,527, and app users increased by 22,787 people, a 27% YOY rise.



The third annual 2023 Ruidoso Adventure Tours which will kick off on March 11, 2023.

Driving Year-Round Business

In 2022, Team Tourism continued to produce year-round marketing campaigns encouraging visitors to visit Ruidoso. Team Tourism also leveraged Google integrations to develop a new comprehensive lodging tool with direct search and free booking links on the official Village tourism website DiscoverRuidoso.com to discover hotel rooms and vacation rentals, enabling visitors to book directly with hospitality providers and partners. Via the DiscoverRuidoso.com website, visitors can now:

- Find hotels that match their needs and preferences by filtering parameters like price, location, user ratings, and hotel class.
- Learn about a hotel and the surrounding area through photos, user reviews, amenity details, and location info.
- Compare prices or reserve a room directly with a Ruidoso lodging.



Events

During the past year, the Village created, managed, and promoted a series of events to attract visitors (especially in off-peak seasons), provide locals with entertainment, and foster destination awareness via media exposure, and, in turn, attract future visitors, provide local jobs, and help support local initiatives. All total, the Village added five major events to the calendar, resulting in many additional visitors coming to our area.

Three of these events bolstered existing events:

- Party in the Pines > Brewdoso
- Ride Ruidoso > Golden Aspen Motorcycle Rally
- AspenFest Festival > AspenFest After Party

Two of these events were entirely new:

- Cinco de Mayo Celebration
- 3 Kings of Comedy Show

Analytics indicate that these events were successful, providing new and repeat visitors and residents with robust events that will continue in the future.



Lodger's Tax Revenue

Revenues in FY22 increased by 19.58% over FY21. It is projected that receipts will rise another 2% to represent a 21.58% increase in Lodger's Tax Revenue. Because of this trend, in FY23, the Lodger's Tax Board projected revenues at a \$2M level. This value exceeds the 2022 goal to grow Lodger's Tax revenue by 15%.

Research and Analytics

Evaluating the direct impact of visitor activity allows for comparisons and rankings against other years and initiatives. During the past year, Team Tourism has tracked mobile, social, and website analytics to evaluate marketing and advertising efforts. The research and data help the Village guide content and initiatives and expand the development of new and exciting tourism offerings while simultaneously helping to maximize opportunities and sustainably increase visitation. Understanding the data and tailoring media buys and messaging is essential to stand out from the crowd as travelers continue to look to book trips.

Priorities for 2023

- Develop a comprehensive five-year marketing plan.
- Use the tourism marketing strategy to grow Lodger's Tax Revenue by 15% YOY by delivering positive experiences and interactions. Test and analyze to identify the strategies that are working and refine.
- Audience development remains a key priority in the year to come as we focus on identifying and targeting visitor segments and engaging with these visitors before, during, and after their stays.
- Use analytics to track sales, leads, visitors to the website, clicks, impressions, etc.



WATER DISTRIBUTION AND SEWER COLLECTIONS

2022 Highlights

In 2022, the Village of Ruidoso Water and Sewer Department completed and closed out Phase 1 FEMA project which included the restoration of existing sewer lines and manholes. This project addressed damaged sewer lines and manholes resulting from the 2008 flood event. The sewer lines were rehabilitated with Trenchless Liner Technology. The contractor made a total of 13-point repairs and lined 48,640 feet of sewer line starting from the Mescalero line in Upper Canyon to the Wastewater Treatment Plant in Ruidoso Downs.

The department also completed the Town and Country Water sewer and street project (CDBG), eliminating the old 4" line that has been extended over the years and was not up to code. This project also brought sewer availability to more than additional residences. This project eliminated aged 6" A.C. water lines and portions of 2" galvanized lines while adding additional fire protection. There were 4,737 linear feet of new 6" C900 DR14 PVC waterline added along 3,636 linear feet of new 8" SDR-35 PVC sewer line, 8 Kennedy fire hydrants, 14 48-inch manholes, and 12 service connections to existing services.

- Original Contract = \$1,550,892.10
- Change Orders = \$44,504.35
- Total Contract and Project Close-out: \$1,595,609.44

2023 Priorities

In 2023, department priorities include the completion and close-out of the second phase FEMA Sewer Project Hazard Mitigation project from the floods of 2008. This project was bid out and awarded to Smith Construction in 2021. The second phase is the completion of two lift stations, one at Sleepy Hollow and the other is the Circle lift station. The Circle lift station is located near the traffic circle at the base of the Upper Canyon. It will pump all sewers coming from Upper Canyon to Sudderth Drive. The Sleepy Hollow lift station is located at Sleepy Hollow Bridge, pumping the sewer from the residences on the west side of Sleepy Hollow and across in preparation for the bridge replacement.

The completion and close-out of Phase 3 FEMA Sewer Project Hazard Mitigation will also occur in 2023. The project was awarded to AUI, Inc. with a Notice to Proceed date of July 29, 2022, with a Substantial Completion date of November 24, 2023, and a Readiness for Final Payment date of December 24, 2023. The Village and engineers selected nine locations to be mitigated, starting from North Loop in Upper Canyon to Leach Drive. The project consists of armoring the sewer line in the river and installing and replacing manholes.



STREETS

2022 Highlights

The Street Department finished the 21-22 Map (Municipal Arterial Grant Program) Phase 2 in 2022 at Grindstone and helped Cutler Paving with the completion of resurfacing Gavilan Canyon Road, Warrior Drive, and Paradise Canyon Road.

The department also completed the backfilling and paving of a new parking lot at Wingfield Drive and assisted in mitigation and debris cleanup after the McBride Fire.

2023 Priorities

Priorities for 2023 include finishing the Resort Drive, D Street, and Upper Sudderth MAP Project which must be complete by June of 2023, and the Co-op (Cooperative Grant Program) for Carter's Park and Wingfield Subdivisions which will start in June 2023. In addition, the Hull repaving project will begin this spring.

Ongoing drainage issues will also be addressed as efficiently as possible.



SOLID WASTE

2022 Highlights

In 2022, the Solid Waste Department purchased 100 new dumpsters at a discounted price from a company going out of business, procured needed cylinders, and rebuilt an engine for one of the older trash trucks. Improvements made to the Transfer Station included the construction of a new wall, the replacement of metal grates which presented a trip hazard, a new gate for the second floor, and heating repairs.

An agreement between the Village of Ruidoso and Lincoln County for the utilization of the Transfer Station, was also renewed which produces \$85,000 in annual revenue.

2023 Priorities

The department's highest priority in 2023 is the replacement of the container delivery truck and trailer for the efficient servicing and trade-out of trash cans. Dumpster inventory will also be purchased and replaced, and new fire protection and large exhaust fans will be installed at the Transfer Station.

WATER RESOURCE

2022 Highlights

In 2022, the Water Resource Department contracted with Wachs Water Services to conduct water line leak detection service throughout the Village. Main water line leaks and breaks were evaluated, as well as hydrant, valve, service line, and meter leaks. To update our Utility GIS, all valves and fire hydrants were GPS mapped and stored in a geo-database, with any detected



leaks referred to the water distribution crew for repair. As part of the water loss management plan, the Water Resource Department began conducting leak detection for one-third of the Village which will take place annually. This project will be completed at the end of 2023.

A Master Plan and Rate Analysis for Water and Wastewater Utilities began in 2022 and is expected to be completed in 2023. This process reviews the utility enterprise funds (water, sewer collections, wastewater treatment, and solid waste) and recommends the number of employees, facility upgrades, and line replacement for future considerations. The line replacement recommendations were made with modeling software that considered the potential growth of the Village as well as infrastructure aging and water leaks analysis.

2023 Priorities

Continued Water Resource Department priorities in 2023 include increased water production within Eagle Creek, the completion of the Brown and Fault Well Rehabilitation Project, and closing out Phase 3 of the Eagle Creek Well Field improvements (Alto 3 and 4 wells). Another essential task for the Water Resource Department is the Upper Canyon Surface Diversion Project, rehabilitating the Upper Canyon Surface Diversion to improve efficiency and operations of water diversion from the Rio Ruidoso into the Grindstone Reservoir.

WATER PRODUCTION



2022 Highlights

In 2022, the Village of Ruidoso completed the Alto Crest Water Treatment Plant improvements. These improvements included upgrades that will help with the overall plant efficiency and help streamline the operation of the Water Treatment Plant. With the addition of Brown and Fault Wells



set for completion in 2023, production will increase from Eagle Creek to the Alto Crest Water Treatment Plant, which supplies 60-70% of the Village's drinking water supply.

The Village also completed the cleaning of the Grindstone Dam gallery drains. The cleaning of these drains will help reduce the hydrostatic pressure on Grindstone Dam and will help to eliminate a deficiency identified in the Grindstone Dam Inspection from the Office of State Engineer Dam Safety Bureau.

2023 Priorities

One of the priorities in 2023 for Water Production is to continue working on items outlined within the Grindstone Emergency Spillway Assessment, including concrete repairs. Grindstone and Alto Lake Dam outlet works inspection and survey repairs are also planned. These two projects will be completed in 2023 and will correct several deficiencies identified in the Grindstone Dam Inspection from the Office of State Engineers Dam Safety Bureau.

Tank Restoration Phase 1 is also in progress and should be completed in 2023. This project will correct any deficiencies identified within the latest tank inspections and in the 2021 Sanitary Survey from the New Mexico Environmental Department. The tanks in Phase 1 include Alto Tank #1 (West), Grindstone Tank #1, Little D Tank, and the East and West Backwash Tanks.

REGIONAL WASTEWATER TREATMENT

2022 Highlights

In 2022, the Regional Wastewater Treatment Plant (RWWTP) received its new five-year NPDES permit with the same attainable TMDL implementation plan as the previous permit. In the Fall of 2022, the facility replaced 3,200 filters in MBR Train #4, which should add 10 years of filtration to that train. In 2021, the RWWTP was evaluated for potential solar panel installation to mitigate a portion of utility bills at the plant. Staff and consultants developed the most strategic solar installation based on property availability and obtained grant/loan funding through the Clean Water State Revolving Fund. In 2022, the solar project finalized the proposed layout pending property acquisition for installation.

2023 Priorities

In 2023, the RWWTP will continue to manage water use and reduce pollutants, meeting all TMDL's of the new NPDES permit 365 days a year. The facility will replace an additional 3,200 filters within the MBR Train in the spring and fall, adding 10 more years of filtration to two more trains. The fine screens should be replaced or rehabilitated in 2023, adding to the facility's longevity. We also anticipate advertising a design/build project for a solar installation, with construction completion in 2023-2024. The five-year Master Plan and the facility's CIP should also be accomplished this coming year.

WATERSHED

2022 Highlights

In 2022, funding was secured for hazard mitigation and fish habitat structures along Robin Road. A total of 24 in-stream structures were created with natural materials. These structures should help mitigate the damage caused by a 100-year flood event and create a supportive natural habitat for Rio Ruidoso fish populations.



The Village of Ruidoso also worked with the NMED Surface Water Quality Bureau to create a Watershed-Based Plan (WBP) to help address water quality issues that can lead to the impairment of a stream. Once a plan is in place, the Village of Ruidoso can start applying for projects under the EPA Section 319 funds. These funds will help the Village implement more water quality and habitat improvement-related projects.

2023 Priorities

In 2023, the Village should continue moving forward with the construction of stormwater improvements for the Horton Complex, Village Hall, and Wingfield Park. This construction will help manage stormwater better by allowing the water to settle into detention basins without causing damage to other structures and help enable the water to infiltrate into the ground, thereby recharging groundwater aquifers. The Village has applied for several grants to conduct projects like the Two Rivers Park River Restoration. These projects will be conducted along the Rio Ruidoso, inside Village Municipal Limits. If funded, the project will take approximately three years, with the first year focusing on design. If funding is not secured, the Village will continue to seek funding opportunities to conduct similar projects on small sections of the Rio Ruidoso.

PARKS AND RECREATION

PARKS AND FACILITY MAINTENANCE

2022 Highlights

In 2022, the Parks and Facilities Division continued to make investments and strides in improving the quality of life for Ruidoso residents and visitors. The department continued with infrastructure improvements and enhanced amenities to Village parks in the form of improvements to the Cree Meadows Trail and the trail system at Alto Lake. Enhanced amenities were also added at Alto Lake, including a boat dock, kid's pond, pedestrian bridge, picnic tables, and a split rail fence. Improvements at Grindstone Lake included the addition of a new concrete boat ramp and a new Wibit climbing wall and slide.

The most significant accomplishment in 2022 for the Parks and Facilities Division was the completion of Master Plans for the following parks:

- Moon Mountain
- White Mountain Sports Complex
- Wingfield Park.

With the completion of these three master plans, the foundation is strong for the future of outdoor recreation opportunities for the residents of Ruidoso and its visitors.

2023 Priorities

2023 sets up to be an exciting year for the Parks and Facilities Division. The division will continue to find creative and innovative ways of acquiring funding to implement continued infrastructure improvements and enhanced amenities to Village parks. Grindstone Lake will be the first Village park to see those improvements in 2023, installing a large picnic pavilion, new picnic tables, two restroom facilities, an ADA sidewalk, park benches, and a paved parking lot. At Eagle Creek, a new, state-of-the-art 18-Hole Disc Golf Course is sure to be rated as one of the best courses in the Southwest.



Additionally, the division will continue to invest in improving the Village's trail system by renovating the Links Trail and the new trail system at Moon Mountain. As with every year, the division will continue the commitment to the residents of Ruidoso and its visitors to maintain and improve the current parks infrastructure and amenities.

RECREATION OPERATIONS

2022 Highlights

In 2022, the Ruidoso Valley Chamber of Commerce recognized the Parks and Recreation Department as its 2022 Business of the Year for its outstanding contributions to the community's economic prosperity. One significant Parks and Recreation contribution was the Ride Ruidoso event. Through this event, the department raised over \$18,000 for each of the following organizations: Toys for Tots, Lincoln County Boys and Girls Club, Lincoln County Community Foundation, Lincoln County Shelter Fund, and Ruidoso Housing Trust Fund. The Recreation Department also purchased the ice skating rink that will serve the citizens and visitors of Ruidoso for years to come.

2023 Priorities

During the 2023 calendar year, the Recreation Department's goal is to continue to enhance quality of life for all Ruidosoans and visitors. One way to do this is by installing wayfinding signage to assist individuals with finding all the great things Ruidoso has to offer. The Parks and Recreation Department also plans to enhance the infrastructure in Village parks to better support current special events and activities and add new recreational opportunities.

COMMUNITY CENTER

2022 Highlights

2022 was full of improvements at the Ruidoso Community Center with the installation of new insulation, ceiling tiles, and upgraded LED lighting, which were all made possible by a grant from the New Mexico Aging & Long-Term Services Capital Outlay Department (NMALTSO). The grant appropriation also enabled the Community Center to purchase upgraded exercise equipment which is free for public use. The new equipment showed a considerable rise in attendance in 2022, and the engagement of a younger demographic at the center.



An annual Appreciation Awards Banquet was hosted by the Ruidoso Community Center's Retired and Senior Volunteer Program (RSVP) at Ruidoso High School. The event was catered by Tee-Pee Lounge students and featured a fantastic three-course dinner. The banquet recognized the many volunteers associated with the RSVP Program with Appreciation Awards for their years of service, hard work, and dedication at the non-profit Volunteer Stations across Lincoln County. A total of 224 RSVP Volunteers contributed 17,220 hours of



service to non-profit stations in 2022, allowing a cost savings of \$395,199 (\$29.95) to these areas. Many volunteers and program participants travel seasonally from neighboring states, living in Ruidoso and contributing to the economy.

2023 Priorities

In 2023, the Community Center plans to utilize grant funding from the Department of Finance Administration to hire an architect to design a Community Center addition to provide more commercial kitchen, equipment storage, and meeting space. The expansion will allow the center to offer more programs and services while providing increased public meals.

The Community Center will continue to provide a meeting place for community involvement and social interaction. The Ruidoso Community Center offers an inviting place in a convenient location where people can improve their health and well-being.

CONVENTION CENTER

2022 Highlights

During 2022, the Convention Center staff completed several critical capital improvements, including the addition of specialized acoustic tiles in the exhibit hall that will significantly increase the acoustic properties of the buildings for special events and concerts.

Additionally, a new mechanical bay door was installed, enhancing the center's ability to support large-scale load-ins for conventions and trade shows. RCC completed the renovation of rooms 4, 5, and 6, replaced a damaged door on the south side of the building, and replaced all fluorescent lights in the exhibit hall and rooms 1, 2, and 3 with energy-efficient LED fixtures and bulbs.



During 2022, the Convention Center staff worked with the Parks and Recreation Department and Team Tourism to host several keystone events at the Convention Center. These included the first annual Ruidoso Outdoor Expo, the Ruidoso Cinco de Mayo Celebration Concert, the Sierra Blanca Powwow, and the Three Kings of Comedy Tour Show. These events represented a new direction for the Convention Center as a facility for local events. While the primary focus of the Convention Center remains serving multi-day groups and conventions, these successful new events prove that public functions and special events add value to the community.

2023 Priorities

In 2023, Convention Center staff will work closely with the Village's marketing vendor to develop and execute a plan to broadly market the convention center. This plan will include



marketing to local organizations, state and regional trade groups, and associations to increase the number of multi-day events scheduled at the Convention Center in upcoming years.

The Convention Center staff will also work with the Village Emergency Management team and other departments to enhance the facility's capability to serve as the primary evacuation center for the region. Enhancements will include installing a backup generator and coordinating with the Parks & Recreation Department to plan additional restroom and shower amenities for the Convention Center for use during emergencies.

KRUI 1490, THE MOUNTAIN

2022 Highlights

In 2022, the staff KRUI-1490 added a second "live" show to the radio station's programming and live-streamed several events, including the 2022 AspenFest and Ruidoso Adventure Tour prize awards.



Throughout the year, KRUI-1490 continued to expand its role as the primary public information source for the Village of Ruidoso. Of specific note was the radio station's role during the McBride Fire in April 2022.

During the emergency, radio staff worked closely with the Public Information Officer to provide up-to-date information to the public in a timely and efficient manner. Dozens of updates and PSAs were created and disseminated during the first 36 hours of the wildfire emergency.

2023 Priorities

In 2023, the staff of KRUI will focus on growing advertising revenue by hiring a commission-based sales director for the station.

Also, in 2023, at least two new local interest programs will be established. These will include a cultural and natural history program created in conjunction with the staff and volunteers of the Wingfield House Heritage Center.

WINGFIELD HOUSE HERITAGE CENTER

2022 Highlights

The Wingfield House Restoration Project saw the completion of Phase I and the commencement of Phase II in 2022. The estimated completion date for Phase II is estimated to be the spring of 2023, with the Wingfield House Heritage Center scheduled to open to the public by May 2023.

In collaboration with the steering committee, a mission and purpose statement was developed and approved for Wingfield House Heritage Center with an operation manual, collection policy, and operational budget set for Year One. The budget was presented to the Lodger's Tax Committee and governing body and approved. Also approved was the hiring of a full-time facility curator.

2023 Priorities

Planned for 2023 are the design, fabrication, and installation of a permanent exhibit within the Wingfield House Heritage Center for completion by the spring of 2023. Also scheduled is developing an interpretive and programming plan for the Wingfield Heritage House's initial operational year to include public lectures, tours, concerts, and more.



PUBLIC LIBRARY

2022 Highlights

In 2022, the Ruidoso Public Library staff conducted community outreach with patrons about their library needs to identify and enhance library resources and services. As a result, the library offered improved educational opportunities for youth programming and added youth media materials that are diverse and inclusive for all youth demographics.

Replacement of the heating and cooling system began in 2022, and the library replaced the carpet and vinyl flooring in the Youth Service area, making substantial progress to upgrades in the facility. Also enhanced during the year were library collections and resources.

2023 Priorities

In 2023, the library will strive to provide rich cultural, educational, and recreational programming through a reimagined library. The goal will be to provide a “go-to” public space influenced by library programming and events by providing resources and connections to housing, education, employment, health, and general assistance. Programming will focus on helping individuals keep up with the newest technology, stay connected with loved ones, learn new skills, or get a job. The library will continue to serve as a public hub for the community by connecting people with services that give the community a free and safe environment to learn, grow, and thrive.

FIRE

2022 Highlights

The Ruidoso Fire Department had a busy 2022 by responding to 1,906 calls. These calls included structure fires, wildland, medical, rescue, and mutual aid responses in Lincoln County, Ruidoso Downs, and Mescalero.

The Ruidoso Fire Department also saw a change in command in 2022. Fire Chief Cody Thetford retired in April 2022, and Joe Kasuboski was tapped to replace him. The department also hired Assistant Fire Chief, Ross Coleman.

Highlighted accomplishments in 2022 included fighting the McBride Fire and working with Lincoln County during the burn scar flooding. RFD also launched an online training platform for its staff to gain valuable advanced training in an online environment.

Throughout 2022, RFD maintained its Insurance Services Office (ISO) rating of #2. This rating reflects how the Village of Ruidoso and the Ruidoso Fire Department respond to emergencies and reduce community risk. This rating is vital to the public and emergency responders' safety. The ISO ratings also affect the cost of homeowners insurance premiums in the community.

2023 Priorities

Priorities for 2023 include updating one of the department's Type-6 Wildland fire truck pumping systems and purchasing a new Type-6 Wildland fire truck while working closely with the Village Forestry Department to improve and implement the Community Risk Reduction Program.



EMERGENCY MANAGEMENT

2022 Highlights

Emergency Management Department accomplishments in 2022 included the operations of the Emergency Operations Center during the McBride Fire and the promotion of the Village's Emergency Notification System.

2023 Priorities

In 2023, Emergency Management will replace two sirens for the Emergency Notification System and continue to work with Village staff and the community to ensure residents and visitors are signed up to receive notifications and understand what to do in the event of an emergency.

The department will also continue to ensure the public has access to emergency resources and fire safety information by utilizing social media, radio broadcasting, and Emergency Notification Systems to build reliability in the community.

SIERRA BLANCA REGIONAL AIRPORT (SBRA)



2022 Highlights

In 2022, the SBRA purchased two additional hangars for daily or weekly rentals for visiting aircraft, created an Airport Advisory Board, and Preliminary Engineering Report and Design of runway 12/30 was completed with a contractor awarded the bid to complete the project.

2023 Priorities

Priorities in 2023 will include:

- Reconstruction of runway 12/30 and taxiway B in late spring
- Working with State aviation and FAA on replacing firefighting apparatus and snow removal equipment and the 139 certifications
- Begin the review and update of the Airport Master Plan.



FORESTRY

2022 Highlights

The Village of Ruidoso is one of the few communities in New Mexico with its own Forestry Department. The Village is also ranked #1 in the state of New Mexico and #2 in the nation for the possibility of a catastrophic forest fire. This is why it is vitally important for residents to make sure that they maintain defensible spaces around their properties.

In 2022, the Forestry Department completed 416.5 acres (about the size of 416 football fields) of thinning on Village property, including 370 acres at Sierra Blanca Regional Airport and 36.5 acres adjacent to Fire Station #1. The 5736-acre McBride Fire graphically highlighted the benefits of treating forest fuels to mitigate the threat and control of wildfire. The contrast between treated areas and untreated areas is dynamic.

2023 Priorities

Priorities for the Forestry Department in 2023 include:

- Thinning at least 60 acres (about the area of a large shopping mall) of Village-owned property to bring them back into compliance with the 42-80 Ordinance.
- The certification of approximately 900 properties in the selected implementation area.
- Removing reported hazard trees.
- Thinning Village right-of-way.

LEGISLATIVE SESSION PRIORITIES

New Mexico Legislature 2022 Legislative Session Priorities

The 2022 Legislative Capital Outlay listing of funded projects for the Village of Ruidoso is below. The CIP projects received the final Governor's approval on March 9, 2022.

- Bridge Replacement projects - \$200,000 – Grant Agreement executed
- Sewer System Improvements - \$1,563,000 – Grant Agreement executed
- Wingfield House Museum Construction- \$750,000 – Grant agreement executed
- Senate Bill 48 "Junior Bill"
- \$80,000 for the MainStreet Program in Ruidoso- Grant agreement executed
- \$230,000 for Façade Grant Improvements in the Ruidoso Midtown area

New Mexico 2023 Legislative Session Priorities

As approved by the Council in the ICIP, the Village has submitted a total of five 2023 Capital Outlay request forms for project funding consideration. The list of projects includes:

- Workforce Housing (\$1,000,000)
- Broadband Fiber Connectivity (\$1,000,000)
- Bridge Replacement Construction (\$6,000,000)
- Sewer Infrastructure Construction Improvements (\$913,363)
- Outdoor Recreation Infrastructure Development (\$500,000)

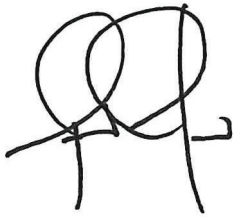


In closing, this community endured the hardships created by the devastation of the McBride Fire in 2022. However, the community also stepped up and came together to help out in the aftermath. I believe that is what this community represents, and what we are all about.

We all share the desire to continue to prosper and grow, and together we can work towards a brighter future that will help us achieve our goals in 2023 that will not only have near-term impact for our residents but will positively affect generations to come.

Finally, I would also like to thank my wife, Traci, for the support she continues to provide me with. I would like to give a special thank you to the Village Council for their unwavering support and commitment to constantly improve this community every single day.

Thank you!



Lynn D. Crawford
Mayor of the Village of Ruidoso

