



Sunland Park 2040

Presentation to the Economic Development and Policy Committee

October 13, 2022

**WILSON
& COMPANY**

discipline | intensity | collaboration | shared ownership | solutions

Agenda



- Municipal Complex Economic Development
- Rio Grande Trail Outdoor Recreational Economy
- Entertainment Central Business District Corridor
- Camino Real de Tierra Adentro Port of Entry

Municipal Complex Economic Development







- Economic impacts are measured in terms of changes in output, value added, labor income, employment, and tax revenue. The impacts are based on project activity occurring in Doña Ana County, New Mexico. Spillover over effects into the rest of New Mexico are estimated using Multi-Regional Input-Output (MRIO) analysis.

Table 4 contains the estimated impacts resulting from Phase I construction.

Table 4 - Estimated Economic Impact of Phase I Construction

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	439	\$24,262,541	\$29,147,262	\$50,000,000
Indirect Effect	38	\$1,549,047	\$2,933,180	\$6,418,979
Induced Effect	99	\$4,312,075	\$7,938,985	\$13,653,492
Total Effect	576	\$30,123,662	\$40,019,427	\$70,072,470

Tables 5 contains the estimated impacts of a single Bi-national Regional Soccer Tournament Event.

Table 5 - Estimated Economic Impact of Scenario #1: a Single Bi-national Regional Soccer Tournament Event

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	81	\$2,389,369	\$3,795,628	\$6,940,257
Indirect Effect	11	\$492,636	\$796,084	\$1,654,193
Induced Effect	11	\$484,719	\$892,759	\$1,534,981
Total Effect	104	\$3,366,724	\$5,484,471	\$10,129,432



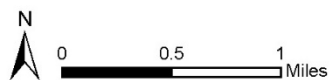






Rio Grande Trail Outdoor Recreational Economy

Rio Grande Trail Outdoor Recreational Economy



Study Area Map
Sunland Park Regional Master Plan
Sunland Park, New Mexico

Rio Grande Trail Outdoor Recreational Economy



- Regional multi-purpose recreation trail that compliments the Paseo del Norte.
- Rio Grande Trail is New Mexico's cross-state, recreational trail for hiking, biking, and horseback riding along the Rio Grande.
- Phase I is from NM/TX State Line to County Club Road, approximately 31,400 linear feet or approximately 11.9 miles when looped.
- Design elements will focus on raising awareness about natural habitats, rich history, striking landscapes, and vibrant communities. The trail contributes to cultural and environmental awareness, healthy lifestyles, spiritual growth, and economic prosperity for New Mexico and its visitors.
- Connections to the Multi-generational Municipal Complex, Dino-tracks, Mount Cristo Rey, City Hall, Ardovinos, etc.

Entertainment Central Business District Corridor

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Entertainment and Business District



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Gateway into Sunland Park Entertainment and Central Business District



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Questions?

Camino Real de Tierra Adentro Port of Entry

