



New Mexico Rail Runner Express

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**URBAN TO RURAL CONNECTION**  
Creating a Destination  
Piece by Piece

**Up, Up & Away to Santa Fe  
2012 Study Mission**

**El Dorado County Chamber of  
Commerce with Folsom Chamber of  
Commerce**

**Albuquerque and Santa Fe, New Mexico**

**July 12 - July 15, 2012  
Program Dates**



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**ALBUQUERQUE**  
THE OFFICIAL VISITORS GUIDE & VACATION PLANNER

WHERE  
*Adventure*  
MEETS  
*Culture*

» CELEBRATING  
NEW MEXICO'S  
*Centennial*  
THROUGHOUT 2012

# Purpose

- **The Study Mission is a business immersion program, dedicated to broadening the participants horizon while promoting business and political relations between regions.**
- **Each Mission is focused on a key topic such as Urban to Rural Development & agritourism**
- **Destination sites with similar experiences to share are selected to glean their past solutions and best-known-methods to key challenges.**

# Who Attended

- 4 Counties including El Dorado, Sacramento & Placer Counties.
- 5 Cities including Placerville, Folsom, Rancho Cordova, Lincoln & Sacramento.
- 2 El Dorado County Supervisors
- 1 Placerville & 2 Folsom City Council Members
- 5 El Dorado County & Lincoln Chamber Members
- 1 Rancho Cordova Chamber
- 2 Members of SACOG
- 9 Members of the El Dorado County Chamber
- Representatives of EDWA, El Dorado Community Services District, Valley Vision, Sacramento Regional, Transit, El Dorado Transit Authority, Folsom Tourism Bureau, PGE, AT&T, GenCorp, Brewer Lofgren LLP, Sacramento Commercial Properties, Granite Construction & R.E.Y. Engineers, Inc & Folsom Lake Bank

# Why Santa Fe & Albuquerque?

- Many regional assets similar to Folsom, Rancho Cordova & El Dorado County
- Rich agriculture valley and abundant recreation
- Innovative use of transportation by connecting rural areas & cities
- Land use policies and sustainable living practices
- Innovative reuses of historic buildings
- Integration of transportation and land use in a mixed use in both urban and rural settings
- Culinary Tourism Marketing
- Successful collaborative efforts showcasing the region as “Going Green”

# Albuquerque

*Presentation by:*

*Liz Shipley, Intel's Government Relations Manager*

*John Garcia, Albuquerque Director of Economic Development*

*& State Cabinet secretary for New Mexico Department of the Economy & Tourism*

**Strong Mayor Government**

**Pro-business & Pro-job growth**

**Unemployment rate is 8.6%**

**Thrives on government sector and tourism**

**Collaborates with Santa Fe for convention business**

**The Rio Grande is the life blood of New Mexico  
making their agricultural sector possible.**

**Crops - wine grapes, vegetables and peppers -  
Anaheim chili is only grown in New Mexico**

# Mesa Del Sol

Presentation by:  
Forest City Development



**40 to 50 year project -- 37,500 acres mixed use community**  
**Buildings & site plan LEED certified - Reclaimed water for irrigation**  
**Parking lots fitted for solar ---- Pulte homes are solar**  
**Building operates off the grid--- Most homes alley loaded**  
**Homes joined by 18 million SF of commercial space & include school,  
post office, library & community center** 13-0852 D 6 of 21

# El Pinto Restaurant & Salsa Company

The image shows the exterior of the El Pinto Restaurant & Salsa Company building. The building has a tan stucco facade and is heavily decorated with green vines and hanging baskets of plants. A large oval sign above the entrance reads "El Pinto" in red cursive and "EST 1962" in red block letters. An American flag is visible on the left side of the building. The entrance features two glass doors. The overall scene is bright and sunny.

**Largest  
restaurant in the  
state of New  
Mexico**

**Seats 1,000+  
guests**

**Uses 120 tons  
chiles/year**

**Makes 4,000  
cases/day**

**Capacity 3-4  
million jars/year**

**8,000 SF salsa  
production  
facility attached  
to restaurant.**



# Manufacturing Plant



**3500 people employed**  
**Excellent corporate partner & participate heavily in the local community**

**Plant is very green**

**Recycle 81% of their solid waste = 71% landfill diversion**

**Recycle 95% of chemical waste.**





# Gruet Winery

Presentation by:  
Mayor Richard Berry

Focus on Economic Development  
with emphasis on retention,  
critical component to new  
business attraction

## ---Strategies for ED---

New biz prospects together with  
banks and other sources of  
info/assistance

Request legislature corporate tax  
reduction

Travel US to proactively  
encourage biz relocation

Tourism Promotion

Retention of college graduates

Tangible support for the business  
community

\*New Mexico not initiative state  
Debates are urban vs rural issues  
far less partisan.



# Rail Runner Express

Presentation by:

**Mid-Region Council of Governments counterpart to SACOG**

Representing Bernalillo, Sandoval, Tarrant, Valencia & southern Santa Fe Counties



**Commuter train to Santa Fe 97 miles**

**Completed two phases without federal funding**

**AMTRAK and the Burlington Northern (BNSF) complete partners**

**40,000 commuters at a rate of 4000 per day**

**Commuters pay \$10/day round trip or monthly pass is \$110**

# Santa Fe “The City Different”



Business Incubator \* Commitment to hospitality and tourism  
Average five visits per visitor \* Attracts permanent residents & visitors  
unique reputation as an arts colony \* temperate climate  
low cost of living \* outdoor activities \* work opportunities  
Large residential population retirees \* 2<sup>nd</sup> largest gay population in US  
Minimum Wage \$10.29 \* NM Legislature meets 60 days in the winter  
Santa Fe has no industry

# Santa Fe Business Incubator

Presentation by:  
President and CEO, Marie Longserre

Brings \$1.1 million into local City and County coffers annually  
Joint idea chamber & city

Made possible by Local Economic Development Act investment from  
State Department of Energy Services

Provides start-up work space (\$150/month)

Provides Coaching, advisors, and affiliations (\$200/month)

Provides business development coaching (\$150/month)

Average length of training is 3.5 - 4 years

84% still in business 5 years

87% stay within 5 to 20 miles of incubator

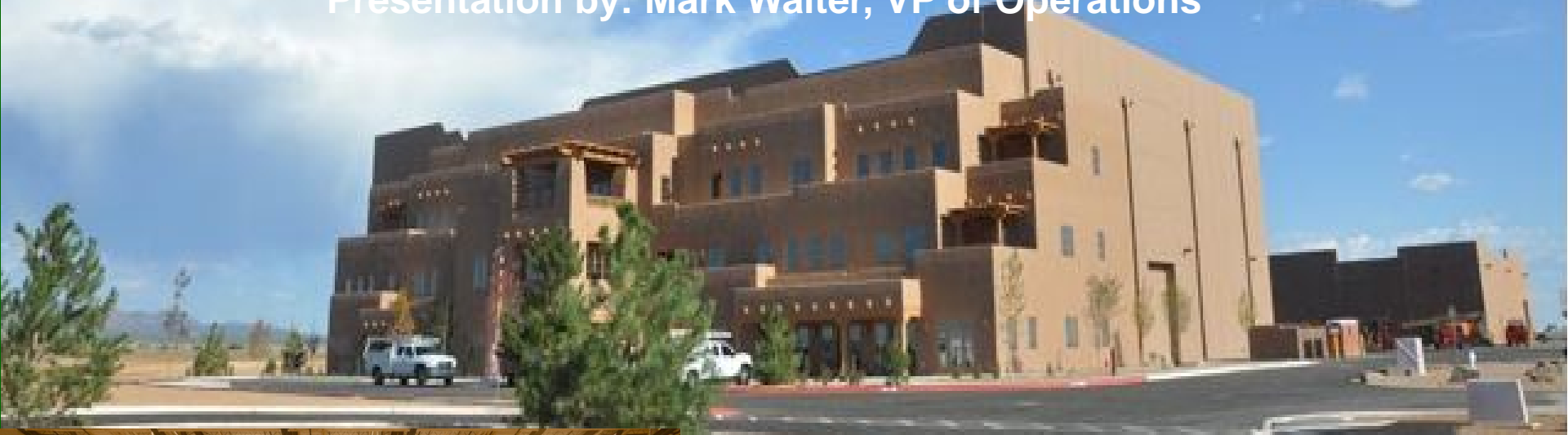
18 corporate partners working with clients

The client profile is usually a small company, or individual, or entrepreneur who has an expressed need and needs a leadership champion. They think the most important asset to running a successful incubator is finding a strong director with passion for the concept!

# SANTA FE § STUDIOS

BY FILMMAKERS FOR FILMMAKERS

Presentation by: Mark Walter, VP of Operations



**First phase of the complex 20, 000 SF**

**Santa Fe & Albuquerque provides different kinds of incentives**

**Santa Fe offers a local spending rebate ---**

**A percentage of verified local spending is rebated back to the production company**

**Other incentives are more production related**

**Establish a Media District - Adopt a Media Zone**

# Santa Fe Tourism

Presentation by:  
Steve Lewis, journalist 23 years in  
Santa Fe

Founded in 1610 by the Spanish

Early 1900's an established  
tourist destination

City leaders built the Fine Arts  
Museum and established the  
architectural vernacular

Adopt of five Historic Districts  
in 1950's each with a separate  
character.

3rd largest art market in the US  
behind NYC and LA, over 240  
galleries.

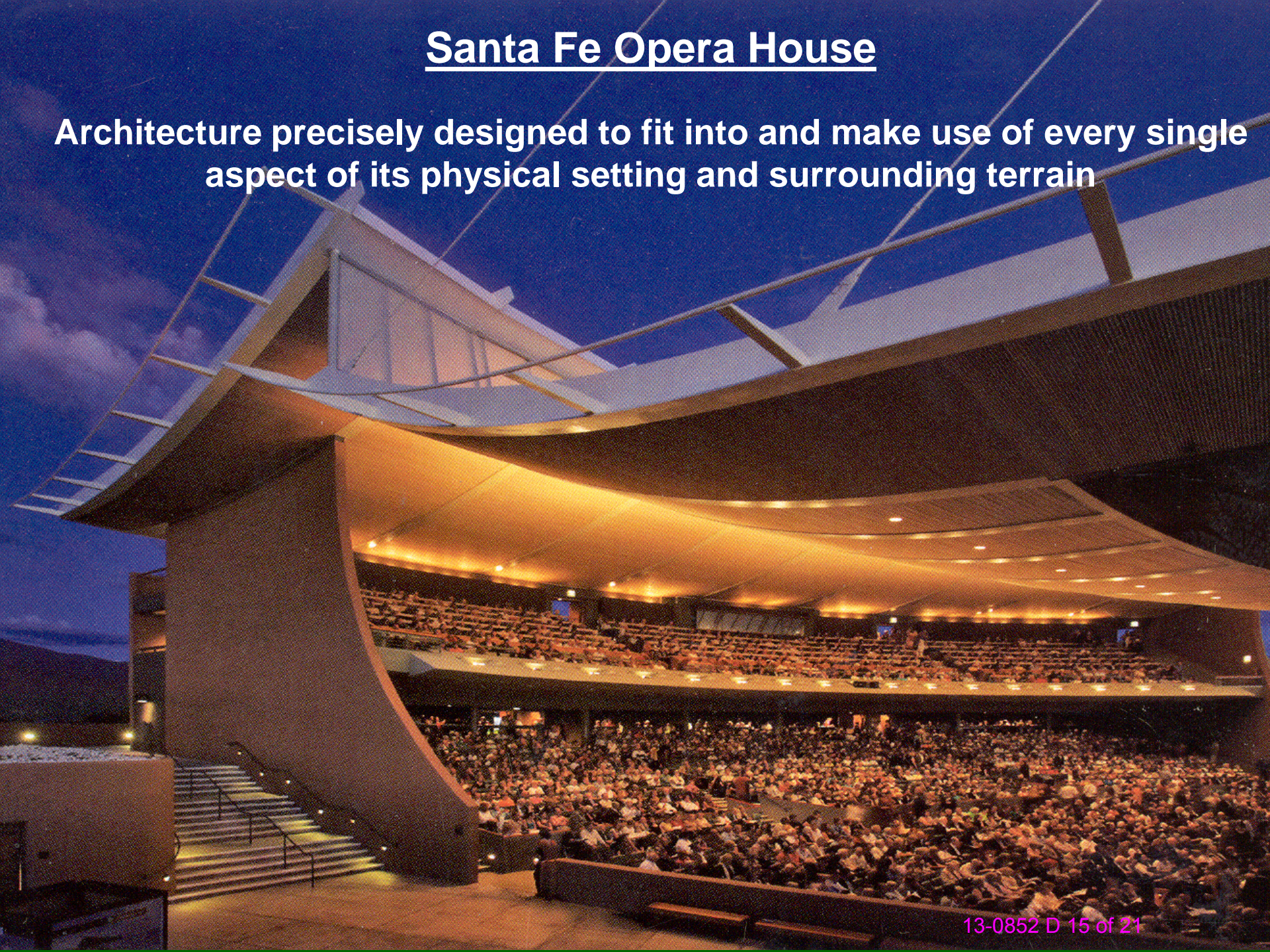
4600 sleeping rooms  
accommodating 2 million  
overnite visitors

Balance between private &  
pueblo owned facilities is  
important to the arts  
organizations that get some of  
lodgers tax



# Santa Fe Opera House

Architecture precisely designed to fit into and make use of every single aspect of its physical setting and surrounding terrain



# Santa Fe Opera House

Operational aspects of the building to advantage of the slope of the hillside the back wall of the stage is opened to the vibrant sunset to add to the drama of the current production!





# Lame, New Mexico population 75!



**Lame Historic  
Railroad Museum  
a registered non-  
profit**

**Historic train ride to  
Lame**

**Tourism destination  
Trails and Rails side  
by side**

**Only employee is  
chef all others town  
resident volunteers**





# NEXT STEPS



Advocate for a “Business Confidence Survey” (with at least an initial focus on the economic development and value of agriculture, agri-tourism and working landscapes)

- Work to create a consensus and instill a cooperative spirit within the region, recognizing and valuing the natural and agricultural resources we have to marry to the region
- Work to create the conditions that allow agriculture, agri-tourism and working landscapes to sustain themselves and to flourish (including related businesses), without trampling the rights and desires of their neighbors
- Work with the Cities and Counties to establish a predictable and consistent level of funding dedicated to the support and promotion of rural-urban connections including agri-tourism and sustainable working landscapes
- Facilitate a reciprocal visit from representatives of Santa Fe and Albuquerque to our region



# ACTING WITH A COMMON PURPOSE

All layers of the community, including government, are working together for a common cause

Increasing and maintaining agriculture and agri-tourism is a common goal

Recognizing that Agriculture and Agri-Tourism are economic engines

Recognizing that all sectors are important to each other and they are working as partners throughout their region

Maintaining the rural character of the region is key to success.

