

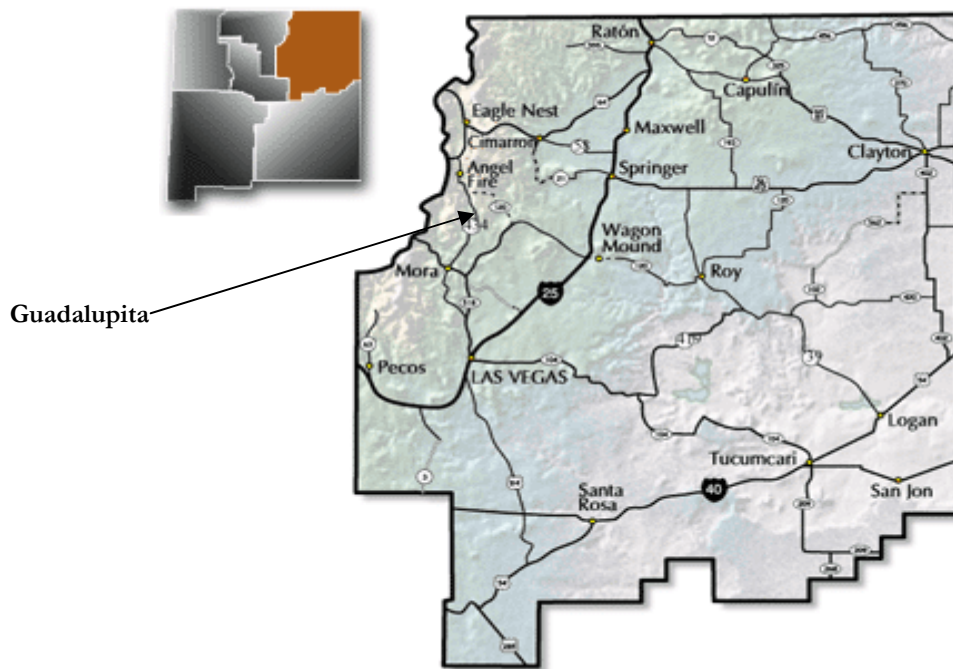
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# REPORT

## COMMUNITY SWOT ANALYSIS

### GUADALUPITA, NEW MEXICO



MONDAY, FEBRUARY 23, 2004, 6:00 PM  
SYLVIA ORTEGA'S ARTIST STUDIO,  
GUADALUPITA, NEW MEXICO

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## COMMUNITY DEMOGRAPHICS

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Guadalupita, an unincorporated community in New Mexico, lies in a broad valley surrounded by high forested mountains. It is 14 miles north of Mora, the county seat for Mora County, which is north and east of Santa Fe, New Mexico. This region offers some of the best skiing and snowboarding in the country. New Mexico's highest mountain, Wheeler Peak at 13,161 feet, dominates the landscape of the Enchanted Circle between Taos and Angel Fire. Guadalupita is 14 miles south of Angel Fire on Highway 434. Santa Fe is world-renowned for its art galleries and marketplaces and is home to North America's oldest church. While census data is not readily available it is estimated that the population within a 3 mile radius of Guadalupita includes 150 families with 400 people. Census data is available for Mora County. Based on the 2000 census, the population for Mora County is 5,180. The 2001 census population estimate for Mora County was 5,269. The population for 1990 was 4,264 which means from 1990 to 2000, the population for Mora County increased 22%. Population of Mora County from the 1980 census was 4,205. 1970 population for Mora County was 4,673, which means that the population has grown since 1980. Based on the 2000 census, Mora County has 2,616 males, 2,564 females. Median age is 39.1. Population of 18 years and over is 3,797. Population of 21 years and over is 3,582. Population of 62 years and over is 799. The per capita income for Mora County is \$12,869, while the annual average wage is \$20,487. Mora County has 2,973 total housing units of which 2,017 are occupied housing units. Of the occupied housing units, 1,663 are owner-occupied, 354 are renter-occupied, and 956 are vacant housing units. The homeowner vacancy rate is .9%. The unemployment rate in Mora County as of November 2003 is 13.9%. Largest industry employers for Mora County includes the government sector (federal, state, local); health care and social services. The highest average paying jobs are in the transportation and warehousing sector and the Federal government sector. From the agricultural sector in Mora County, there are 183 farms whose average size is 2,449. The market value of agricultural products sold is \$11,059,000. The top commodities include cattle & calves (\$10,416,000); hay and silage (\$322,000), and horses & ponies (\$111,000). There is a grade schools, a junior high and one high schools in the Village of Mora, which serves Guadalupita.. Mora County is served by Luna Community College and Highlands University, both in Las Vegas, south and east of Guadalupita. The closest commercial airports are approximately 3 hours away in Albuquerque, New Mexico. Guadalupita Town uses medical facilities in the Village of Mora.

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## SWOT DATA

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### STRENGTHS

People resources, resourceful, self-sufficient, and resilient in one of the most beautiful recreational havens in NM and SW US

Infrastructure:

Community is growing from people drawn to the area for the natural amenities and returning generations that are educated, financially stable and are getting close to retirement

Developable land that is being sold by the original homesteaders

Has a viable, well-established water association – only governing body in Guadalupita; 79 members; 42 active members; five member board elected at annual meeting

Have easements to go to properties to hoop up to a future sewer line

Because of the citizens self-sufficient nature, folks in the area tend to be “jack of all trades”

Most folks are self-supporting and/or have retirement income

High quality water

Keep irrigation systems up to standards

Dial-up internet service, but no DSL or broadband although the residents believe the fiber optics are in place

Health Social Services:

Local resident is an American Red Cross representative

Education:

Kids are bused to the Village of Mora for K-12 and have fairly good educational facilities

The area has produced quite a few teachers, nurses, dentists

Jobs:

Younger generation works in the Las Vegas/Angel Fire/Mora areas which means commuting to work within a 50 mile radius

Economic Development

Guadalupita’s economy has revolved around ranching (primarily cattle and two newly arrived alpaca ranches that produce fine alpaca fiber for textiles), logging, Christmas tree production, big game hunting, and alpaca

Low taxes is increasing population

Beauty/quietness/pollution free with low crime is increasing population

Part of the Enchanted Circle that has developed via NM Department of Tourism

Development Guiding System – put a damper on illegal and legal subdivisions

Increased improving enforcement with a system of protesting and a Planning & Zoning Commission

Hope is that economic development will be “done right”

Any future development of any subdivision that has a community water association will have to work with a local governing board

### WEAKNESSES

Access to funding resources, capital for development

Mora County is very poor, the county budget is in the red \$300,000, which has been a constant problem

Infrastructure:

Don’t have a multi-use community center for the residents to hold water association meetings; general community meetings, kitchen to produce jelly and other produce

for the tourists that travel on the Enchanted Circle; place for local artists to sell their work

Trash along the road

Only have two television channels through a local translator; people rely on satellite TV

#### Health:

Only health clinic is in Mora with 3-4 Physician's Assistants (PA), part-time dentist

Residents have to travel to Las Vegas for prescriptions however the clinic does have funds for Medicaid patients

If residents need medical specialists other than a PA, they have to travel to Las Vegas, Santa Fe, Taos, or Albuquerque

Clinic has a self-governing board – funded by the State of New Mexico

No ambulance service (provided by Village of Mora)

Because of lack of medical services – frail elderly sell and move closer to health facilities

#### Jobs

Very few jobs in Guadalupita. When the owner of the local saw mill became ill, and passed away, jobs from the saw mill, much of the lumbering industry, and Christmas tree sales disappeared

#### Economic Development

No working capital

Don't have a gas station

Don't have a convenience store

Cell phone service is spotty

Dividing of parcels of some land grant and homesteads through the generations has caused folks to leave therefore losing somewhat, the self-sustaining culture

## OPPORTUNITIES

#### Health

#### Education

Training on improving policies and procedures at the county through leadership training so that residents who run for office meet certain qualifications to run for various governing bodies; this can be done by county resolution to require that candidates meet certain standards

#### Jobs

#### Infrastructure

Would like to find funding/resources to establish a sewer system

#### Economic Development

The building of a multi-purpose community center:

Have an annual art show as part of the area's studio tours (Guadalupita is very close to the Enchanted Circle tour)

Place for educational & training opportunities for children & adults

If the center was built close to the church, the kids programs would have access to senior volunteers from Guadalupita

A certified kitchen would allow local residents to prepare edible, saleable products to the community, thus the early stages of establishing an organic Farmers Market and encouraging the development of vegetable gardens

Like to know how to set up bed & breakfasts

Need a gas station because of the large number of commuters on Highway 434 traveling from Mora to Angel Fire

Build a cell tower  
Retirees are coming back to restore multicultural family structure  
Guadalupita is centrally located to travel opportunities  
Near retirees and young retirees come home to a peaceful life  
Social Services  
Would like to have leadership training for local residents interested in getting involved in the county politics

## **THREATS**

### Infrastructure

The county roads are bad and dangerous

### Health

Overflowing leach lines in the fields and leaking septic tanks is flowing sewage onto Highway 434 which eventually migrates into streams and the water shed. This is a health and safety issues as well as causing a terrible smell in the summer

### Economic Development

Isleta Indian Tribe has purchased 4,000 acres of forested ranch land. In eleven years this land becomes federal Indian land and residents fear that the Tribe may then build a casino

Tribe tends to employ own Tribal members, not local residents

A casino could cause a change in the culture and way of life; could increase the crime rate, increase huge social service problems, bring in drugs

### Subdivisions

120 houses (wells) on 300 acres

Lack of a sewage system means that contaminated water from septic wells and leach fields is percolating downhill due to the local terrain raising health concerns

This is raising concern about the quality of the irrigation water

People upstream have bought land to develop subdivisions

County is not getting all CBDG dollars back to the community. County proposes for the funding but when it doesn't use it, the funding is returned which means an opportunity cost to Guadalupita as it is losing its fair share of CBDG funding  
Has affected housing and other services

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## NEXT STEPS

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Guadalupita is the only Republican county district in a primarily Democratic county. As a consequence the area has a different perspective from the residents of Mora, New Mexico.

The participants identified the following next steps:

- Guadalupia really needs a multi-purpose community center as a place to meet and solve community issues. The building of this center has the potential to improve job growth as the hope is to have a certified kitchen for residents to produce local food products from produce they have grown in their gardens. They also would like for the community center to serve as a satellite adult education center, artist coop and art gallery, and safe place to keep the records from the water association for the next generation.
- Another next step is to solve the sewage flowing downhill from septic tanks and leach fields, contaminating ground water and the water shed. The community reports that it has the easement authority through the water association to hook up households to a community sewer system.
- Another next step is help with alcohol and drug problems that is developing among the adult and teenage population. They would love to have the opportunity to step in with alcohol and drug problems early enough to catch the problems before they are out of control
- Another next step is an underlying concern about the quality of K-12 education as Mora Public School system has been placed on probation.