

The Village of
MOSQUERO, NEW MEXICO



MOSQUERO VILLAGE CENTER REVITALIZATION PLAN

A METROPOLITAN REDEVELOPMENT AREA PLAN



A New Mexico MainStreet Community



Technical Assistance provided by:

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Introduction

The Village of Mosquero lies on New Mexico State Highway 39 in Harding County, New Mexico. Interstate 25 can be accessed 52 miles to the west at Wagon Mound. Located on the high plains of northeastern New Mexico, Mosquero is the county seat of Harding County and is the smallest county seat in New Mexico. The original town-site plat was filed in July of 1908. Mosquero is situated on the western edge of the Llano Estacado, a flat, high plains area bordering New Mexico and Texas.

The community economy was historically tied to agriculture, to oil and gas production and to the Dawson rail spur. The closure of the mines in Dawson in 1950 meant the discontinuation of the rail spur. Harding County and Mosquero have been losing population ever since. Although now a ranching community, the county still continues to produce carbon dioxide which provides some employment for the town.

In 2010 Mosquero was home to 93 residents, many who rely on the traditional economy based on agriculture and livestock or work for public agencies. Declining population, lower median incomes and numerous vacant and underutilized properties within the village center are indicators of the slow economic decline of the village as a whole and the need to reverse physical and economic conditions that are unfavorable to the social and economic well-being of the residents of the community. In 2014, the combined Villages of Roy, Solano and Mosquero in Harding County achieved NM MainStreet's "Start-Up Communities" status. Harding County MainStreet identified Revitalization Plans for the three communities as its economic development project to enhance its historic business districts, increase tourism, create new businesses and jobs and incentivize private reinvestment.

The Mosquero Village Center Revitalization/Metropolitan Redevelopment Area (MRA) Plan will define the community's vision for the village center and identify priority catalytic projects to revitalize the area through a community partnership process. The plan examines existing conditions and assets, analyses the economics and market, develops a conceptual revitalization plan, designs specific redevelopment sites and projects, and identifies sustainable implementation strategies and funding sources for future improvements. When adopted by the Village Council, the Village Center Revitalization Plan becomes a living document that guides redevelopment for years to come.

The New Mexico Metropolitan Redevelopment Code (3-60A-1 to 3-60A-48 NMSA 1978) provides municipalities in New Mexico with the powers to correct conditions in areas or neighborhoods which "substantially inflict or arrest the sound and orderly development" within the municipality. These powers can help reverse an area's decline and stagnation; however, the municipality may only use these powers within the designated Metropolitan Redevelopment Area (MRA). Designation of an MRA is based on findings of deteriorated or dilapidated conditions, which include physical as well as economic conditions. The Village Council approved the MRA Designation report in 2016. Through an extensive community participation process, a plan for the village center that reflects its historical context and present opportunities and assets, has been developed. The Plan identifies revitalization projects to create a vibrant sustainable village center.

The plan includes:

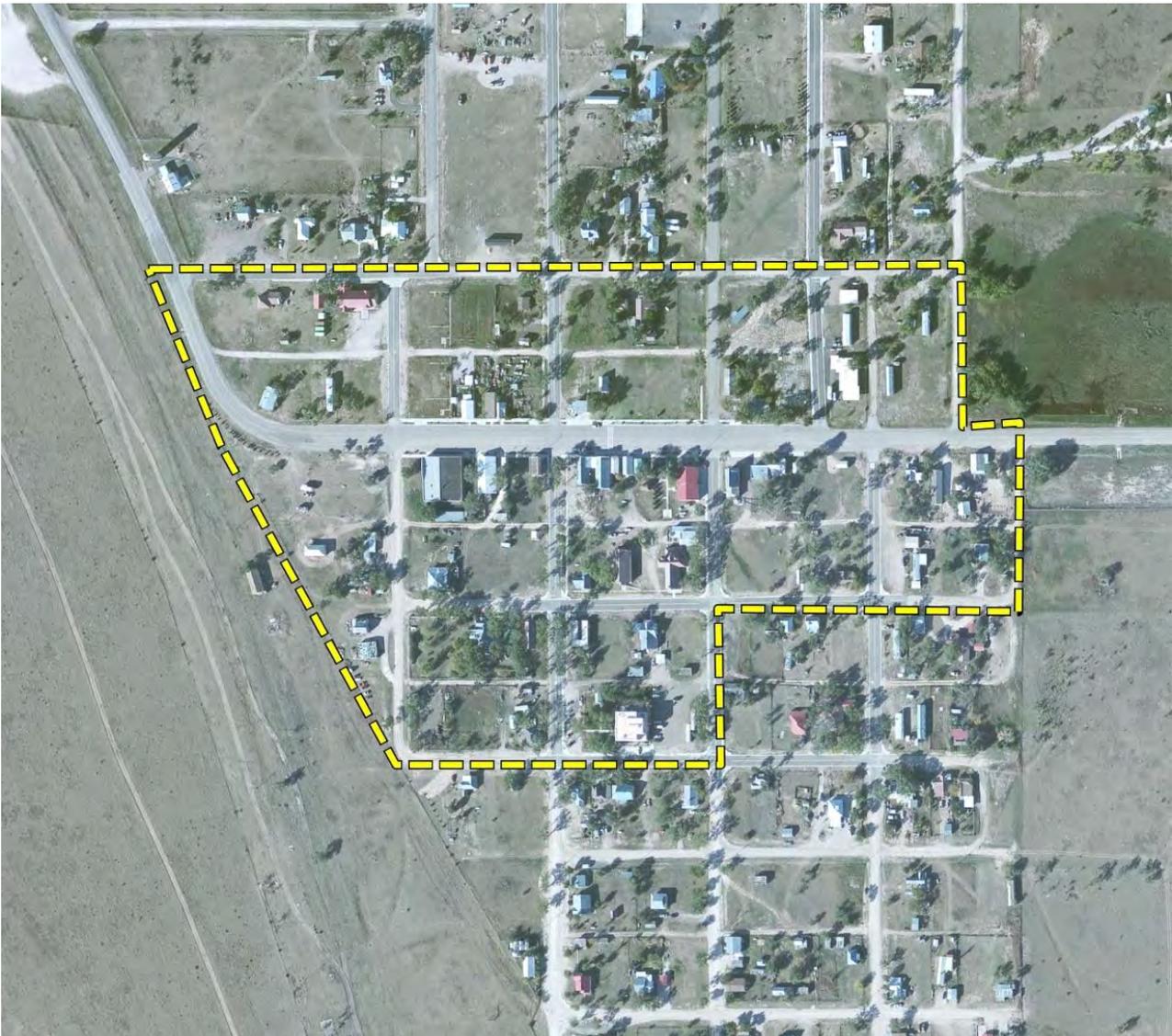
- An asset inventory to determine the significant cultural and historic features and buildings, opportunity sites for redevelopment, and regional attractions.
- Evaluates the transportation, traffic, parking, and pedestrian issues in the area and creates a walkable pedestrian-friendly environment through enhancements and traffic calming measures.
- Determines vacant, underutilized and/or available land and buildings within the area that could be redeveloped and recommends adaptive reuses of existing buildings or new development on vacant land.
- Identifies priority catalytic projects that will stimulate revitalization efforts and attract private sector reinvestment into the village center.
- Identifies partnerships and funding sources to implement the plan.

The planning process resulted in a prioritized and phased Village Center Revitalization Plan with implementation strategies consisting of revitalization projects and steps that the Village Council and its partners can follow for the successful and long term revitalization of the village center.

MRA PLAN BOUNDARY

The boundary of the Mosquero Metropolitan Redevelopment Area encompasses the core of the Village, straddling NM Highway 39/Main Street, extending one block north and one to two blocks south.

Approaching from the north on NM 39, the boundary begins at the intersection of NM 39 and Brown Street, extending east to the end of Brown where the boundary turns south on Lakefront Boulevard to Main Street; then east on Main to 6th Street, then south to Cedar Street. Follow Cedar west two blocks to 4th Street; then south on 4th to Pine Street, then continuing west on Pine to 2nd St and beyond to the fence line behind the parcels on the west side of 2nd. Follow this fence line northeast to the NM 39 west side right-of-way (ROW) line, and continue along the ROW line to the Brown Street alignment and then east to the point of origin.



Community Participation

Steering Committee

The Harding County MainStreet program, assisted by Harding County and the Villages of Roy and Mosquero, organized a Steering Committee to work with the NM MainStreet consultant team in developing the Village Revitalization Plan. The Steering Committee's participants included members of the community, business and property owners and various organizations including, Harding County MainStreet/Economic & Community Development Corporation, Harding County Chamber of Commerce, and Mosquero School District. Representatives from NM Department of Transportation, NM Historic Preservation Division, were also stakeholders who were involved in the process. Five meetings were held with the Steering Committee at the Harding County Community Center in Roy during the plan development.



Community Workshops

A full day Community Workshop was held on Saturday, May 7, 2016 at the Harding County Community Center. The day was dedicated to exploring ideas for improving economic conditions and creating vibrant village centers for the three Harding County communities along Highway 39, Roy, Mosquero and Solano.

The day began with a community discussion on existing conditions, vision, and goals for the village centers. A presentation on inspirational ideas on placemaking, vibrant village centers, and pedestrian improvements followed. The 30 participants then broke into small Workgroups and developed ideas to improve Mosquero and the other communities. Each Workgroup then shared their ideas with all attendees before the full group together with the design team synthesized the ideas into a preferred plan based on the common or best groups' ideas and concepts.



A community open house meeting was held on July 19th at the community center and over 30 residents attended to review the draft plans and proposed projects, and provide valuable input on their ideas and priorities.

Recommendations and Projects

Plan Goals

Vision Statement for Harding County and Village Center Revitalization:

Harding County and its Villages are sustainable economic centers that support business and job creation. We are a close-knit safe community, where people look after one another without being intrusive. We have a variety of housing types to meet the needs of all community members. Our enhanced facilities and amenities are the result of regional collaboration and partnerships that work with local businesses and economic development groups. We value our rural way of life, ranching economy and cultural and historical assets.

Mosquero Village Center Revitalization Goals:

- Promote asset-based economic development that supports business and job creation in all of the county's economic sectors.
- Promote a variety of housing types to meet the needs of all community members, including an assisted living facility.
- Provide improved public facilities and amenities for residents and visitors.
- Expand events and amenities that are authentic and work well for both tourists and residents.
- Create a business incubator and a full service commercial kitchen facility.
- Assist young people in starting their own businesses.
- Encourage and support existing and new commercial services, such as a gas station, restaurant, bakery, barber, hair dresser, and café.
- Improve Main Street (NM 39) with street lights, sidewalks, landscaping, signage, and pedestrian and bicycling safety improvements.
- Rehabilitate and repurpose vacant commercial buildings in the Main Street district.
- Promote the arts and provide artist live/work studios.
- Promote water conservation and water harvesting in landscapes, building and streets.
- Preserve and enhance our cultural and historic resources.

Revitalization Strategies

The following strategies identify revitalization and placemaking projects that will move the village center towards achieving the community's vision and goals. These projects incorporate land use, urban design, pedestrian safety enhancements, and transportation elements to create the village center as a place that people want to live, work, and shop.

- Incorporate the prioritized Village Center redevelopment projects into the Village's ICIP (Infrastructure Capital Improvement Plan) for legislative and grant funding purposes.
- Organize a community-based "Village Placemaking" event to improve the look and feel of the village center (e.g., benches, artwork, beautify the plaza and water tower art park area, etc.).
- Amend the Village's Local Economic Development Act (LEDA) Ordinance to include the new legislative amendments language such as adding the "Cultural Facilities" definition, allowing retail development as a qualifying use, and adding "Metropolitan Redevelopment developer" as a qualifying entity. The NM Economic Development Department Regional Representative can provide assistance to the Village on preparing the revised LEDA ordinance.
- Create a Wayfinding/Historic walking tour interpretive signage system for the Village Center area that utilizes vehicular signage along the highways and includes pedestrian signage for walking within the village center.
- Work with the Northeast Regional Transportation Planning Organization and NMDOT on implementing the parking and pedestrian safety improvements proposed along NM 39 through NMDOT's STIP/TAP process (State Transportation Improvement Plan/Transportation Alternatives Program).
- Coordinate a NM Historic Preservation workshop with the NM Historic Preservation Division for building owners with buildings that are eligible for designation on the NM Cultural Properties Register/National Register for Historic Places.
- Create Entrepreneur initiatives such as develop an organizations' capacities to form a youth entrepreneurship initiative that builds on the relevant programs offered at the high school.
- Explore the potential for a community commercial kitchen that capitalizes on the area's small farms and local food entrepreneurs.
- Assist owners to acquire financing to articulate their business plans and access key programs. These include Small Business Administration loans administered by area banks, and non-traditional loans provided from alternative lenders like The Loan Fund, Accion New Mexico, and WESST.

Conceptual Revitalization Plan and Projects

The following recommendations identify revitalization and redevelopment projects that will move the Village Center towards achieving the community's goals. These projects incorporate land use, urban design, pedestrian safety enhancements, and transportation elements to create the village center as a place that people want live, work, and visit.



MOSQUERO VILLAGE CENTER REVITALIZATION PLAN

MOSQUERO, NEW MEXICO

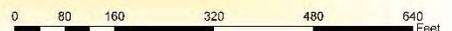


- Village of Mosquero
- Harding County
- Mosquero Schools



Map Date: 5/2/2016

Data Source: RGIS, Harding County



Village of Mosquero Revitalization Projects

The proposed projects for the Mosquero Village Center include:

- Continue and expand the HCECDC Façade Improvement program (grants or low-interest loan program) to building and business owners.
- Pursue acquisition and development of the vacant building adjacent to the Village Hall Park for the proposed Visitor Center/Gallery Studio.
- Repurpose the former Gas station and City Bar buildings as a restaurant/café/microbrewery/studio space.
- Pursue funding to construct the proposed parking and pedestrian improvements on NM 39/Main Street.
- Develop the Historic Walking Tour/Pathway system and interpretive displays.
- Install Entry/Public Art Features into the Village Center (two locations)
- Redesign and construct the Village Hall Park into an event and community plaza space.
- Provide assistance to redevelop the RV/Covered Wagon campground.
- Recruit and partner with a gas station/convenience store developer.
- Recruit and partner with a developer/non-profit organization to develop the proposed mixed use/workforce housing project on NM 39 across from the Village hall.
- Redesign and construct improvements to the Harding County Courthouse square.
- Create the Wildlife Playa and Goodnight Loving Trail Interpretive area along NM 39.
- Repairing the weather damage to the building murals on Main Street.

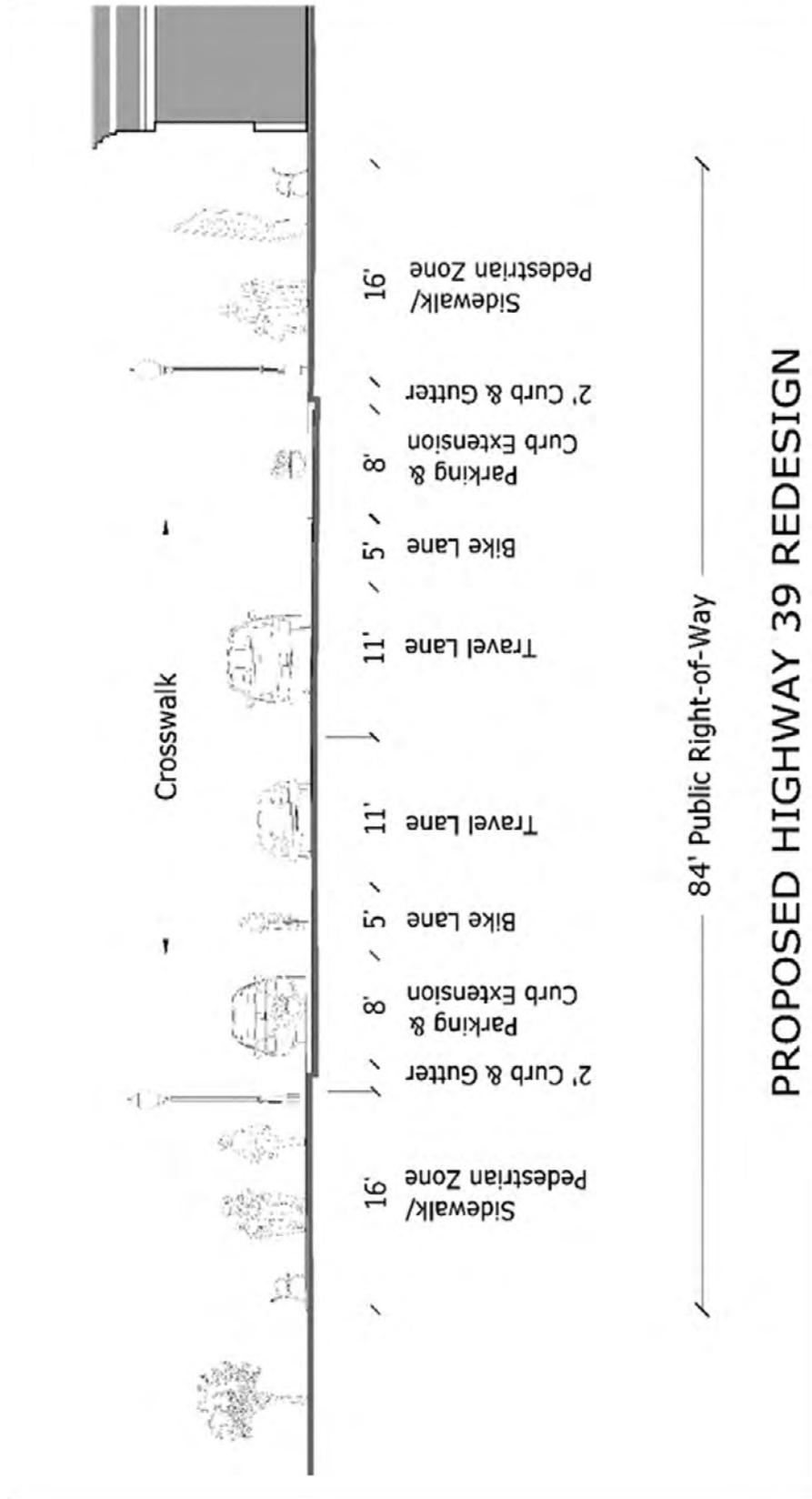




(Local traffic calming/pedestrian safety improvement on NM 39)







Implementation

Prioritized Revitalization Projects

The Mosquero Village Center Revitalization Plan outlines several strategies and recommendations the Village and its various partners should follow to provide for effective and efficient community development in the Village Center. The Project Prioritization table is a summary of the projects outlined in the Plan, and identifies responsibility and funding sources which are indexed to the numbered sources listed in the following Funding Sources section. The following projects were prioritized by the residents that attended the open house community meeting. These priorities do not require the Village or other organizations to pursue implementation in this order; it only serves as guidance based on the residents' preferences of what they would like to see occur during the decision making and funding process. The Village, working in partnership with the HC MainStreet, NM MainStreet and other State, County, Federal agencies and non-profit organizations, will collaborate on implementing these projects.

PROJECT PRIORITIZATION	RESPONSIBLE ENTITIES	FUNDING SOURCES*
Redesign and construct the Village Hall Park into an event and community plaza space.	VM, HCMS, NMMS/EDD	1, 3, 5, 17, 18, 19, 20, 21
Repurpose the former Gas station and City Bar buildings as a restaurant/café/microbrewery and/or studio space.	VM, HCMS, NMMS/EDD, NMHPD	1, 2, 3, 5, 8, 12, 13, 17, 20
Continue and expand the HCECDC Façade Improvement program (grants or low-interest loan program) to building and business owners.	VM, HCMS, HC, NMMS	1, 5, 8, 9, 18, 19
Repairing the weather damage to the building murals on Main Street	VM, HCMS, MSD	1, 5, 8, 9, 18, 19
Pursue acquisition and development of the vacant building adjacent to the Village Hall Park for the proposed Visitor Center/Gallery Studio.	VM, HCMS, NMMS/EDD	1, 2, 3, 5, 8, 12, 13, 17, 20
Recruit and partner with a gas station/convenience store developer.	VM, HCMS, NMMS/EDD	1, 5, 8
Create the Wildlife/Birding Playa and Goodnight Loving Trail Interpretive area along NM 39.	HCMS, VM, NMDOT, NMMS	1, 5, 6, 18, 19
Install Entry/Public Art Features into the Village Center (two locations)	HCMS, VM, NMMS	1, 5, 18, 19, 20
Pursue funding to construct the proposed parking and pedestrian improvements on NM 39/Main Street.	HCMS, VM, NMDOT, NMMS	1, 3, 5, 6, 9, 21
Recruit and partner with a developer/non-profit organization to develop the proposed mixed use/workforce housing project on NM 39 across from the Village hall.	VM, HCMS, NMMS/EDD	1, 2, 3, 5, 7, 8, 14
Redesign and construct improvements to the Harding County Courthouse square.	HC, HCMS, NMMS	5, 18, 19
Develop the Historic Walking Tour/Pathway system and interpretive displays.	HCMS, VM, NMMS	1, 5, 18, 19
Provide assistance to redevelop the RV/Covered Wagon campground.	VM, HCMS, NMMS/EDD	1, 5, 8

VM	Village of Mosquero
HCMS	Harding County MainStreet/EDC
HC	Harding County
NMDOT	NM Department of Transportation
NMMS/EDD	NM MainStreet/Economic Development Department
NM HPD	NM Historic Preservation Division
NEEDO-NM/NRTPO	Northeast EDO/NE Regional Transportation Planning Organization

*Suggested funding sources for individual projects, other sources may also be available.

Funding Sources

A number of funding sources from local, State and Federal agencies have been identified as potential opportunities to finance the implementation of the Mosquero Village Center Redevelopment Plan.

1. PUBLIC/PRIVATE PARTNERSHIPS

There are a number of opportunities for partnerships to occur between various government agencies and private non-profit organizations, Trusts, and building owners. Partnerships hold the highest potential for redevelopment opportunities to occur in the Village center. The Village can provide incentives through public financing, and land holdings, to serve as incentive/collateral for groups such as the NM Community Development Loan Fund, Accion; Wesstcorp, Small Business Association, and private developers.

2. NEW MEXICO COMMUNITY DEVELOPMENT LOAN FUND

The New Mexico Community Development Loan Fund is a private, non-profit organization that provides loans, training and technical assistance to business owners and non-profit organizations. Their services support the efforts of low-income individuals and communities to achieve self-reliance and control over their economic destinies. Loans to new and existing small businesses for such needs as equipment, inventory, building renovations and operating capital. They provide loans to non-profits for such needs as bridge financing against awarded private and public contracts, capital improvements and equipment, and loans to non-profits that develop affordable housing.

3. GENERAL OBLIGATION (GO) BONDS

GO bonds can be used to fund infrastructure, property and building acquisition and rehabilitation, and public improvements and community facilities, after approval by the voters in an election. Often new bond projects are approved when they are additional phases of a successful program.

4. TAX INCREMENT FINANCING (TIF) DISTRICTS

Tax increment financing is created through a local government's property tax assessments increments and in the case of TIDDs, gross receipt tax increments. The incremental difference in tax is used to finance the improvements within the district. In New Mexico, tax increment financing is enabled in forms through the Metropolitan Redevelopment Code. Creating a TIF District would be beneficial to the downtown area and provide an incentive for private sector reinvestment. Given the low tax base in the area, it would be advantageous if both Village and County would participate in contributing their respective increments to the TIF district.

5. INFRASTRUCTURE CAPITAL IMPROVEMENT PLAN

The Village's Infrastructure Capital Improvement Program (ICIP) is to enhance the physical and cultural development of the Village. Through a multi-year schedule of public physical improvements, ICIP administers approved Capital Expenditures for systematically acquiring, constructing, replacing, upgrading and rehabilitating the Village's built environment. In practice, the ICIP develops, and sometimes directly implements, diverse projects and improvements to public safety and rehabilitation of aging infrastructure such as roads, drainage systems and the water and wastewater network, public art projects, libraries, museums, athletic facilities, parks and trails, and Senior, Community and Multi-service Centers.

6. FIXING AMERICA'S SURFACE TRANSPORTATION (FAST) ACT

The FAST Act is the first federal law in over a decade to provide long-term funding certainty for surface transportation infrastructure planning and investment. The act authorizes \$305 billion over fiscal years 2016 through 2020 for highway, highway and motor vehicle safety, public transportation, motor carrier safety, hazardous materials safety, rail, and research, technology, and statistics programs. With the enactment of the act, states and local governments are now

moving forward with critical transportation projects with the confidence that they will have a federal partner over the long term. There are funds allocated for sub-programs such as the Transportation Alternatives Program (TAP) for multi-modal projects and enhancement projects that may be used for pedestrian, bicycle and transit, and regional trail improvements. The NMDOT also administers the five year state transportation improvement plan (STIP) that is updated once a year through the Northeast Regional Transportation Planning Organization (NERTPO).

7. LOW-INCOME HOUSING TAX CREDITS (LIHTC)

Ten year credit for owners of newly constructed or renovated rental housing that sets aside a percentage for low-income individuals for a minimum of 15 years. The amount of the credit varies for new construction and renovation. The project must receive allocation of New Mexico State's annual credit ceiling or use multifamily housing tax-exempt bonds that receive allocation of New Mexico State's bond volume cap. Allocations are made on the basis of the New Mexico State Qualified Allocation Plan.

8. LOCAL ECONOMIC DEVELOPMENT ACT (LEDA)

There are several funding and partnership programs under the LEDA state statute. The Local Option Gross Receipts Tax (LOGRT) of the Local Economic Development Act (LEDA) provides a means of financing improvements in the village center through an increase in gross receipts tax that is earmarked for public improvements and arts and cultural facilities. The Village can also set aside up to 5% of their general revenue for economic development projects as identified in their Economic Development Plan. The NM Economic Development Department (EDD) also manages a LEDA Capital Outlay fund to communities and businesses that can demonstrate a viable job creation metric through public/private partnerships.

9. COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG)

This program is administered by the State of New Mexico through the Local Government Division of the Department of Finance and Administration for communities with populations under 50,000. Funds can be applied towards planning projects, economic development activities, emergency activities, construction or improvement of public buildings, and rehabilitation or repair of housing units. CDBG funds can be used for towns engaged in downtown revitalization including redevelopment of streets and fund facade improvement programs. There is a \$500,000 grant limit per applicant (\$50,000 maximum for planning efforts) and a 5% cash match by the applicant is required.

10. COMMUNITY DEVELOPMENT REVOLVING LOAN FUND

The purpose of this loan program is to assist local governments in attracting industry and economic development through acquisition of real property, construction, and improvement of necessary infrastructure, and other real property investments. The funds are intended to create jobs, stimulate private investment, and promote community revitalization. All incorporated municipalities and counties are eligible. Loans are limited to \$250,000 per project and repayment is not to exceed 10 years. The political subdivision must pledge gross receipts tax to repay the loan. Local governments can obtain a request forms and technical assistance from the New Mexico Economic Development Department.

11. USDA RURAL DEVELOPMENT PROGRAMS

The USDA provides assistance to rural communities including loan and grant programs that address small businesses and rural businesses, rural housing, rural community facilities, and rural utilities. Provides loan programs such as the B&I Loan (similar to an SBA 7A- but can be made for higher amounts) and also grant programs. USDA rural development grants can be made directly to small businesses that are accomplishing innovative economic development work or energy efficiency installations, but must flow through a non-profit or local government intermediary.

12. STATE TAX CREDIT FOR REGISTERED CULTURAL PROPERTIES

This program is available to owners of historic structures who accomplish qualified, rehabilitation on a structure or stabilization or protection of an archaeological site. The property must be individually listed in, or contributing to a historic

district listed in the State Register of Cultural Properties. The credit is applied against New Mexico income taxes owed in the year the project is completed and the balance may be carried forward for up to four additional years. Maximum in eligible expenses is \$50,000 for a tax credit of \$25,000. There is no minimum project expense. This program has proved accessible and useful for small projects that can include façade improvements.

13. BROWNFIELDS PROGRAM FUNDS

The U.S. Environmental Protection Agency (EPA) and NM Environment Department (NMED), through their Brownfields Program, provide funding for rehabilitating affected historic properties. The NMED and EPA's Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training. In addition to direct brownfields funding, NMED and EPA also provide technical information on brownfields financing matters.

14. NEW MEXICO MORTGAGE FINANCE AUTHORITY (MFA)

The MFA is a quasi-public entity that provides financing for housing and other related services to low- to moderate-income New Mexicans. There are 37 state and federal programs administered by the MFA that provide financing for housing including low interest mortgage loans and down payment assistance, weatherization, green building and rehabilitation, and tax credit programs. The MFA partners with lenders, realtors, non-profit, local governments, and developers. The MFA has provided more than \$4.1 billion in affordable housing.

15. PUBLIC PROJECT REVOLVING FUND (PPRF)

The Public Project Revolving Fund (PPRF) is a New Mexico Finance Authority (NMFA) fund to finance public projects such as water system upgrades and other infrastructure improvements, fire and law enforcement equipment, and public buildings. Both market rate based loans and loans to disadvantaged communities at subsidized rates are made from PPRF funds. Enacted in 2003, the Statewide Economic Development Finance Act (SWEDFA) authorizes the Finance Authority to issue bonds, make loans and provide loan and bond guarantees on behalf of private for-profit and non-profit entities. In 2005, the Finance Authority also created the Smart Money Loan Participation Program, a business lending program designed to use a \$5.1 million appropriation to create greater access to capital throughout New Mexico.

16. THE KRESGE FOUNDATION

The Kresge Foundation also has a major granting program supporting arts and community building and also artists' skills and resource development. This initiative seeks to support arts and culture as a tool to revitalize communities by funding exemplary programs that integrate cultural organizations and artists into community.

17. ARTPLACE

ArtPlace has four core areas of activity: a national grants program that annually supports creative placemaking projects in communities of all sizes across the country; our Community Development Investments in six place-based community planning and development organizations that are working to permanently and sustainably incorporate arts and culture into their core work; field building strategies that work to connect and grow the field of practitioners; and research strategies to understand, document, and disseminate successful creative placemaking practices.

18. NM CLEAN AND BEAUTIFUL PROGRAM

This program is operated under the NM Tourism Department and offers no-match grants of usually up to \$50,000 for placemaking, beautification, and improvement of deteriorated areas. The property must be publically-owned and the local government serves as the fiscal agent. The grant application process opens in March.

19. NEW MEXICO RESILIENCY ALLIANCE

The mission of the New Mexico Resiliency Alliance is to support economic resiliency in New Mexico's rural and underserved communities by mobilizing and leveraging resources towards locally-driven community development and by researching and advocating for asset-based economic development strategies. The Resilient Communities Fund is the flagship program of the New Mexico Resiliency Alliance. In just its first two years of operations, the NMRA made community development awards averaging \$2,500 to 23 New Mexican communities. In 2014 and 2015, investments totaling \$90,000

were locally matched by \$200,000 in cash and in-kind resources, more than 1,500 hours of volunteer time donated by 600+ community members, and \$100,000 in technical assistance provided by the New Mexico MainStreet Program. The Resilient Communities Fund focuses on projects in the following priority areas: Placemaking, Civic/Youth Engagement, Marketing & Promotions, Food Security & Environmental Stewardship.

20. THE NATIONAL ENDOWMENT FOR THE ARTS (NEA)

NEA's Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work. Through Our Town, subject to the availability of funding, the National Endowment for the Arts will provide a limited number of grants for creative placemaking. Our Town requires partnerships between arts organizations and government, other nonprofit organizations, and private entities to achieve livability goals for communities. Matching grants range from \$25,000 to \$200,000.

21. NM MAINSTREET CAPITAL OUTLAY/PUBLIC INFRASTRUCTURE FUNDS

The NM MainStreet/EDD requests and receives each year from the NM Legislature and Governor funds for the improvement and construction of projects and infrastructure identified in the MainStreet communities' Revitalization Plan. These funds are distributed through an application process and approved by the NMMS Director and EDD Cabinet Secretary

Appendix

- History, Existing Conditions and Demographics
- Community Meeting Flyers

Existing Conditions

History

The Harding County MainStreet: Community Economic Assessment, a 2015 report by UNM Bureau of Business and Economic Research (BBER), notes that "Harding County is the entryway to the Llano Estacado. The first written account of the area came from Coronado's 1540 expedition in which he wrote about the area's potential as grazing lands. Traditionally the territory of the Apache, Comanche, and Kiowa, no Spanish or Mexican land grants were recorded in the county, however, Hispanic settlement in the area dates at least as far back as the Mexican territorial era.

Anglo settlement came to the area with the Homestead Act of 1862. In 1901 the Dawson Coal Company was founded and by 1902, a rail spur was completed between Tucumcari and the new coal mines, running through Roy, Solano and Mosquero. With the closure of the mines in Dawson in 1950, the rail spur was discontinued. Harding County has been losing population ever since."

The *Intensive Level Survey: Commercial Corridors of Roy, Solano, and Mosquero Harding County, New Mexico* prepared by John W. Murphey for New Mexico MainStreet in 2015 offers a detailed history of Mosquero and Harding County. This report is the source for the following history.



In 1908, Benjamin F. Brown filed a townsite, laying out future Mosquero, under his Mosquero Land Company. J. F. Smith assisted him in the work. What resulted was a grid-iron of streets laid out as right angles to the railroad. Like Roy, some of the tracts were triangular, following the angle of the railroad. Unlike Roy, there was no development planned on east side of the tracks, as the Pablo Montoya Land Grant to the east blocked development. To encourage growth, Brown constructed two stone buildings on his townsite; one as a dwelling and a hotel, the other as a store and post office. For the latter, Brown hired Agustin Blea, a local stonemason, to build the handsome Greek Revival-style edifice which still stands at 36 Main Street. While the initial settlement flopped, a plat was subsequently filed in Clayton on July 7, 1908. The railroad helped Brown's business by constructing a depot.

The town officially opened for settlement on September 21, 1908. In the 1910s, home-seekers began to drift into the area. James L. Linson arrived from Oklahoma and erected a store and a small residence — and dug the town's first well, hitting water at 100.' By 1915, the nascent community had a population of 150. It was connected on the Star Mail route to David, southeast of Mosquero. It supported one hotel, a café, a blacksmith, a barber, two general stores and three saloons — one run by the justice of peace. It had a weekly newspaper — the *Mosquero Sun*, a self-proclaimed Republican newspaper published every Tuesday by Brown's teenage sister-in-law, Aurelia Trujillo. The paper later added a Spanish section, reflecting the town's dominant population.

In its early years, Mosquero prospered as a market center, serving the nearby homestead communities of Fairview, Black Lake, Cone, Rosebud, David, and East David. During the school year, mothers moved into Mosquero from far-flung homesteading communities so that their children could attend a town school.

During this period the railroad played a vital role in connecting Mosquero to the outside world. It supplied the brick and concrete to build the town and its own two-story section house, and hauled away the crops grown by area farmers. Because of this, Mosquero emerged during the 1920s as a large shipper of wheat and beans. While complaints about the railroad's rates were frequent, it was the only way remote Mosquero could reach outside markets.

The People

The 1920 census documented 183 dwellings in Mosquero and its surrounding area, representing 175 heads of households and a population of approximately 360. The majority of the heads of households (23%) were born in New Mexico, 40 with identifiable Hispanic surnames. These families most likely migrated from Las Vegas and Mora County, along with other native-born Hispanics who established small communities along the Canadian River and its tributaries.

The next major group of heads of households was born in Missouri (6%), followed by Texas (4%). Texas was followed by Kansas (2%), which was trailed by a handful of other states — Iowa, New York, Indiana, Oklahoma, Wisconsin and others — each representing approximately 1% of the total heads of households. In contrast to Solano and Roy, only two heads of households were foreign-born, hailing from England and Switzerland.

Becoming a County Seat

Prior to becoming the new county seat in 1921, Mosquero's town population remained steady at 150. By this time the town's commercial businesses had expanded to include the Wilson Company, a general merchandise affiliated with a national chain that dealt in grain, coal and lumber which had its own elevator. The company supported a large agricultural operation in the area, planting thousands of acres in wheat, beans, and broom corn.

Despite the growth in commercial services, Mosquero relied on Roy for telephone service and Mills for its banking needs. The town had developed culturally to now include a Roman Catholic and Methodist church. It was around this time that the Catholic school came into being. Education similarly advanced in 1921, when the community passed a \$23,000 bond to build a modern public school.

With knowledge that Mosquero would mostly likely be selected as the county seat, a small real estate boom occurred in the spring of 1921. The local paper reported that speculators bought town lots, "before the boom actually struck town". Those purchasing land included Dudley S. Durrin, one of the two brothers hailing from Peekskill, New York; the Springer Lumber Company; individuals from Solano; and Solomon Floersheim of Roy, who took options on several commercial blocks.

The promised "coming boom" did arrive later that summer, as the slow working machinery of the new county government finally engaged. The first to move into town were the abstract companies, eager to submit bids for the long work of transcribing the records of the counties that were carved out to make Harding County. Fulfilling this role were the Mosquero Abstract and Title Company, dealing in real estate, insurance, and loans, and the Harding County Abstract Company, a similar operation.

Things began to pick up in 1922, starting with activity along Main Street. Alvin Cloud and John McNeil built a new grocery store in March, and several buildings were financed by Dudley S. Durrin, the attorney, and Judge John Westfall, a Solano building contractor who homesteaded adjacent to the Durrins in Solano.

Contributing to the town's development was a new two-story hospital at the west end of Main Street. Constructed of stone and containing 11 rooms, the boosterish local newspaper predicted it would be one of the "finest hospitals on the Mesa." The "hospital," given the euphonious name of "the Lake View Sanatorium," was actually a tuberculosis sanatorium, under the direction of Dr. D. C. Daniel who owned the local drug store. It was one of many sanatoria built in New Mexico in the early 20th century, when the idea prevailed that the state's ever-present sun and dry climate could cure tuberculosis.

A Small Town Incorporates

The year 1922 saw a push for incorporation. An editorial in the newspaper implored citizens to make Mosquero "one of the best little cities in the state." The town incorporated on May 1, 1922, and held its first council meeting on the night of May 18. That night, the new governing body passed nine ordinances, including laws requiring business and occupation licenses

and a nuisance law (no doubt aimed at its saloons). Four years after becoming the county seat, Mosquero had reached a comfortable population of 750. Its business center had grown to support several stores, including the Mosquero Variety Store — selling confectionary, sundries, school supplies, notions and children’s clothing — and Bernstorff & Reynolds, a general merchandise that also dealt in coal and grain. Automobiles, now a common sight on the Mesa, were serviced at the Pioneer Garage and the Mesa Motor Company. But by the late 1920s, many of the town boosters had left. Brown went on to California, where plied his real estate trade to Hawthorne, then a town of about 7,000, located southwest of Los Angeles.

The Drought Years and CO₂ Boom

The onset of the drought years and the Great Depression eroded Mosquero’s tenuous prosperity. By 1936, the population had dropped to around 400. The Wilson Company had left town and only a few stores remained. During the New Deal, Mosquero benefited from 16 WPA projects. Work around town included constructing sidewalks, erecting a new school building and a gym for the high school, and installing a vault in the courthouse. Perhaps the most important project to Mosquero’s development was a WPA effort that created the town’s first municipal water system. Unlike in Roy, WPA financing was used throughout the project, including building the water tower that still stands. Appropriate for the time, L. A. Popejoy, an Arkansas-born farmer, in 1936 named his new Mosquero business the New Deal Hotel and Bar. Federal money flowed into town in other ways. In 1938, the U.S. Soil and Conservation Service created the Mesa Soil Conservation District, a 150,000-acre soil conservation area with its headquarters in Mosquero.

With rapid development of the Bueyeros CO₂ field in the mid-1930s, Mosquero expected its future to change. Hoisted across the masthead of the Harding Developer was the modest phrase “The Dry Ice Capital.” A headline on the Harding County Developer in 1938 promised that “Mosquero’s Day is Coming,” as it expected the town to benefit from a rush of CO₂ exploration. Its proximity to the “largest dry ice field” did help. By the mid-1940s, the town’s population was back up to 750 and it reached higher by the end of the decade.

Business from the Bueyeros field (by then renamed the Bravo Dome) included services provided to drillers and plant operators. In 1950, the Witt Ice and Gas Company opened a plant northwest of Bueyeros, and two years later the Iccco plant opened south of town. In the 1970s, Amerigas constructed a liquidification plant east of Mosquero, and CO₂-In-Action, an Amarillo company, purchased the former Witt plant. They opened their offices in two former commercial buildings on Main Street.

But with shifts in CO₂ exploration, Mosquero lost out on the action. Politics and business interests in Union County influenced a major player, the Amoco Corporation, to headquarter in Clayton. Mosquero, with no motel, restaurant or bar, was ready to receive the sometimes hundreds of workers who were bussed to the fields north of town. Recent new CO₂ development in the area is helping the economy with four different companies operating in the Bravo Dome Field.

The Last Round Up

Today Mosquero’s population is around 93, and is sustained by being the county seat and the site of Mosquero Municipal Schools. The schools are the area’s largest employer.



The schools are a bright spot on the Mesa. Their Roundup Technology program introduces students from 7th to 12th grades to new technologies, encouraging them to design in the digital arts and become “Digital Media Entrepreneurs.” Some of the students’ work includes short movies exploring the community’s history. In a nod to their heritage, the students also conduct oral histories with family members and older residents, creating synoptic history reports. Others work with the “Paint the Town” program, which teams students with professional muralists who train the students to paint scenes of local history on downtown buildings. This project serves as a visual history and brightens what otherwise might be a blighted landscape. Perhaps most importantly, the students write, edit, and produce the *Harding County Roundup*, now the county’s only newspaper.

Planning Framework

COMPREHENSIVE PLAN FOR THE VILLAGE OF MOSQUERO, 2012.

The Comprehensive Plan for the Village of Mosquero, adopted in 2012, examined existing conditions of demographics, economy and housing, land uses and utility infrastructure.

Seven elements were considered to develop the final plan. These were land use and housing, economic development, infrastructure, transportation, community facilities, hazard mitigation, and green community considerations. Goals, objectives and implementation strategies were created for the Village in each of these areas.

Among the guidance provided by the Comprehensive Plan, select goals are most noteworthy for this revitalization plan. These include the Land Use and Housing Goals “Promote Mosquero as a Desirable Place for Families and Individuals to Live” and “Strengthen the Appeal of Mosquero as a Place to Visit.”

Economic Development Goals include “Promote and Attract New Business Investment and Visitors to Mosquero to Strengthen the Village’s Economic Base,” “Emphasize and utilize a County-wide approach to economic development” and to “Showcase Village Activities to Visitors and Potential New Residents.”

Community Facilities Goals include “Increase Recreational Assets for Residents and Visitors”, “Provide a Healthcare Service”, and “Present a Clean Tidy Appearing Community to Visitors.”

AMIGOS BRAVOS HOMETOWN COMPETITIVENESS PROGRAM, 2007

The Amigos Bravos program was a 2007 County wide effort to build upon the assets the community already existing and to grow the competitiveness of the County. Twenty-one action items were developed and ranked by attendees and individuals signed commitments to work on these items. The six top ranked items to come out of the program were:

- Positive Progressive Outlook and Attitude for Harding County
- More Gas Stations
- Natural Resources & Clean Energy Development
- Better Medical Facilities
- Jobs and Opportunities for Returning Youth
- Bed & Breakfasts, Motels, etc.

Existing Zoning and Land Use

The Village of Mosquero has no zoning regulations or restrictions.

The land uses within the MRA boundary include commercial and public facilities, vacant land and single family residential. These land uses were mapped in 2012 as part of the Comprehensive Plan for the Village of Mosquero and are shown below. Little change has occurred in the land uses within the MRA since the mapping was done.

The Comprehensive Plan stated "*The commercial heart of the Village is located along Main Street, roughly between the NMSR 39 curves at the west end of Main Street almost to 5th Street. A few businesses are still in operation: a restaurant, a country market and a feed store. A newly refurbished church rectory on South 4th Street now houses a very attractive Bed and Breakfast facility. An RV park is located at the west end of Main Street. Many of the commercial buildings along Main Street are vacant, but have been dressed-up with the application of very colorful wall murals. Landscaping of the boulevard areas along Main Street adds color and an inviting atmosphere to Main Street.*

Most of the existing residential area lies to the south of Main Street, but a significant amount of residential is located north of Main Street. The Mosquero Schools and the Village's Community Park lie north of Main Street."



Source: 2012 Comprehensive Plan for the Village of Mosquero, by R.M. Draker and Associates, et al.

Demographics

Demographic and economic conditions data and analysis is based on the document *Harding County MainStreet: Community Economic Assessment* produced by UNM Bureau of Business and Economic Research (BBER) in June of 2015. Available data was used to evaluate the demographic and economic conditions. In some instances the data was only available in broader categories, such as county wide labor statistics.

Population

The total population of Harding County in 2013 was 693 people according to U.S. Census Bureau estimates. The population of the county dropped 15% between 2000 and 2010. County population was 810 at the beginning of the century and

dropped to 695 in 2010 - an average annual growth rate of -1.53%. Over the same period, New Mexico's population grew at an annual rate of 1.25%.

"In 2010, 234 of Harding's residents lived in Roy. This is 33.6% of the total population of the county. Roy's population dropped from 304 to 234 between 2000 and 2010 – a loss of 26% of the population" according to BBER

Households

HOUSEHOLDS ESTIMATE, HARDING COUNTY (2013)

	ROY	MOSQUERO	HARDING COUNTY	NEW MEXICO
POPULATION	243	88	687	2,069,706
HOUSEHOLDS (#)	90	42	261	761,938
AVG HOUSEHOLD SIZE	2.70	2.10	2.63	2.66
HOUSEHOLDS WITH OWN CHILDREN	17%	12%	12%	29%
MARRIED-COUPLE, NO CHILDREN	11%	0%	8%	17%
SINGLE-PARENT HOUSEHOLDS	6%	12%	4%	11%
MARRIED-COUPLE, NO CHILDREN	24%	24%	44%	28%
HOUSEHOLDER LIVING ALONE	44%	62%	37%	29%
HOUSEHOLDER LIVING ALONE, 65+ YRS	20%	29%	18%	9%

Source: U.S. Census Bureau, American Community Survey, 2009-2013; BBER, 2015.

Harding County MainStreet: Community Economic Assessment states that there "were a total of 261 households in Harding County estimated as of 2013. The average size of a Harding County household is 2.63 people, slightly smaller than the statewide average household size of 2.66 people. This number can be explained, even considering the small number of households with children, by the relatively large family size, 3.43 in Harding County as opposed to 3.31 in the state. On the same note, in response to very high rates of householders living alone, there are likely a number of families in which elderly share the home. In Harding County, 51% of households are estimated to have one or more members that are 60 years old or above. Overall, 37% of all households in Harding County are made up of a householder living alone, compared to 29% statewide. In Harding County, 18% of all households consist of an individual over the age of 65 living alone, compared to just 9% statewide. Only 12% of all households are currently living with their own children under the age of 18 – less than half the percentage of households with their own children seen across New Mexico (29%). In Mosquero, the average household size is 2.10. Of all householders, 62% live alone and 29% of householders are over 65 and living alone. Households living with their own children amount to 12% of the population."

Education

EDUCATION OF POPULATION OVER 25.

	ROY	MOSQUERO	HARDING COUNTY	NEW MEXICO
POPULATION 25 YEARS OF AGE OR OLDER	179	88	467	1,347,229
NO HS DIPLOMA OR EQUIVALENT	15%	16%	12%	16%
HIGH SCHOOL DIPLOMA OR EQUIVALENT	41%	46%	42%	26%
SOME COLLEGE OR ASSOCIATE'S DEGREE	26%	25%	27%	31%
BACHELOR'S DEGREE OR HIGHER	18%	14%	19%	26%

BBER reports that "High School completion rates are higher in Harding than in the state overall. Only 11.8% of the population over the age of 25 in Harding County has not completed high school, compared to 16.3% in New Mexico. However, the percentage of the population over the age of 25 in Harding who has attained a bachelor's degree or a higher

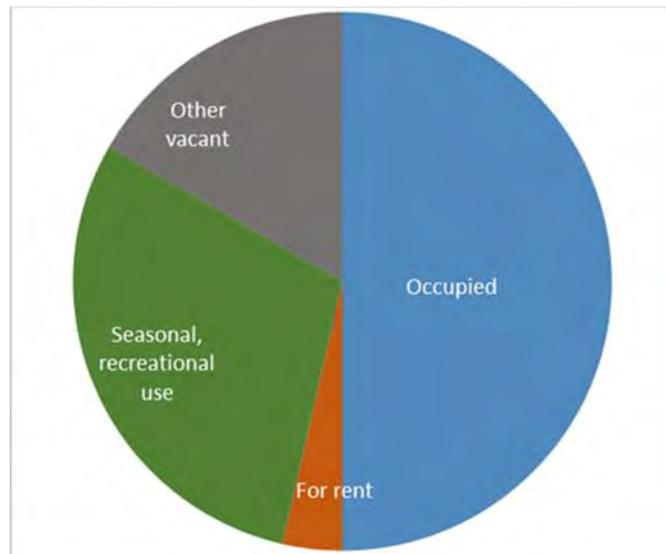
is nearly seven percentage points below what we see in New Mexico overall – only 19% of Harding’s population has a bachelor’s degree or higher, compared to 25.8% of the state population. Less of Harding County’s residents have sought higher education, 41.8% of the population has only completed high school, without ever attending college, compared to 26.4% of the population state-wide. New Mexico Public Education Department reports graduation rates higher than 98% for both Roy and Mosquero school districts for the 2012 cohort – compared to just 70.3% statewide.”

Housing

According to *Harding County MainStreet: Community Economic Assessment* “Only about half of all livable housing units in Harding County are occupied and this number varies little according to where in the county. In Roy, 52.9% of all houses are occupied... In unincorporated Harding County, 51% are occupied and overall, countywide, 51.5% of all housing units are occupied. In total, there are 264 viable homes in the county left unoccupied out of 507 homes. In New Mexico overall, 84.4% of all housing units are occupied.”

“Mosquero has a total of 84 livable housing units – 42 of which are occupied, or exactly 50%. Most (84%) of the houses in Mosquero are detached single units. There are 2 multi-unit and 11 mobile homes. An astounding 78.6% of all homes in Mosquero were built before 1950. The estimated median value of owner occupied homes in Mosquero is just \$40,700 higher than we see in Roy, but still extremely low. Just 6.1% of owner occupied homes have a mortgage. Among households without a mortgage, just 9.7% spend 35% or more of total household income on housing. Among those few households with a mortgage, none spend 35% or more. Among renters, 33.3% are estimated to spend 35% or more of total household income on housing.”

OCCUPANCY AND VACANCY STATUS, MOSQUERO



Source: U.S Census Bureau, Decennial Census, 2010; BBER, 2015.

“As in the rest of the county, homes are, on average quite old. Over half, 55.9% of all homes in Roy were estimated to have been built before 1950.” The majority of all homes are owner occupied, 80%. The median value of owner occupied homes in Roy is just \$29,300 – less than half the median value seen countywide, and less than a fifth the median value seen across the state. The large portion of mobile homes may be contributing to this extremely low housing value. 88.9% of owner occupied homes do not have a mortgage. It is estimated that, within housing units without a mortgage, 34% of homeowners spend 35% or more on housing related costs. Among those with a mortgage, 62.5% spend 35% or more of total.

Economic Data

Income

“Median household income in Harding is 27% lower than in New Mexico overall, \$34,063, compared to \$44,927. Median household incomes are even lower in Roy and Mosquero at \$27,813 and \$32,083, respectively. As depicted in the table below, this can be explained by the relative dearth of households with incomes of \$50,000 or more –roughly half as many households in Harding exist within the middle-class income range of \$50,000-\$99,000 as do state-wide (15% v. 29%). While Mosquero tracks similarly to the county overall at this income bracket, for Roy, these numbers are halved again – only 7% of households are within the \$50,000-\$99,000 bracket.”

INCOME DISTRIBUTION: HARDING COUNTY VS. NEW MEXICO (2009-2013)

	ROY	MOSQUERO	HARDING COUNTY	NEW MEXICO
MEDIAN PER CAPITA INCOME	\$16,725	17,574	\$25,686	\$23,763
<\$15,000	25%	17%	18%	16%
\$15,000-\$24,999	16%	4%	16%	13%
\$25,000-\$34,999	17%	41%	21%	12%
\$35,000-\$49,999	29%	7%	19%	15%
\$50,000-\$99,999	7%	15%	15%	29%
\$100,000 OR MORE	6%	15%	11%	17%

Source: U.S. Census Bureau, American Community Survey, 2009-2013; BBER, 2015

Poverty

POVERTY: HARDING COUNTY VS. NEW MEXICO

	ROY	MOSQUERO	HARDING COUNTY	NEW MEXICO
TOTAL	19.8%	29.5%	16.7%	20.4%
UNDER 18 Y/O	23.7%	29.5%	22.1%	28.9%
18-64 Y/O	15.1%	31.0%	11.0%	18.8%
65 Y/O AND OVER	28.8%	25.0%	28.2%	12.1%

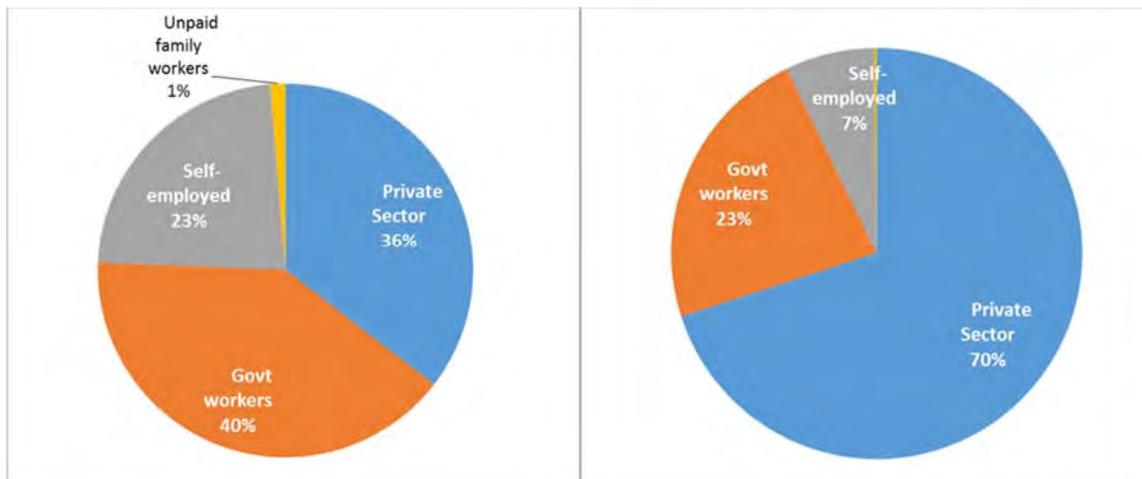
Source: U.S. Census Bureau, American Community Survey, 2009-2013; BBER, 2015.

“Overall, poverty rates in Harding County are somewhat lower than those we see in New Mexico. Of Harding’s population, 16.7% lives at or below the poverty line, compared to 20.4% state-wide. Poverty affects even less of the population in the unincorporated areas of the county, where the poverty rate is 11.5%. Demographically, poverty among the elderly is a decidedly larger problem in Harding than in the rest of the state. In New Mexico overall, 12.1% of all seniors live at or below poverty. In Harding that percentage more than doubles - 28.2% of the senior population lives at or below poverty. Numbers are fairly consistent throughout the county – 28.8% of seniors in Roy live in poverty, 25.0% of the seniors in Mosquero, and 28.3% of seniors in the unincorporated areas of the county live in poverty. Women are disproportionately more likely to live in poverty in Harding than men, with 21.3% of women in Harding living in poverty compared to only 11.9% of men. This extreme a disparity is not seen at the state level, where 21.5% of women live in poverty compared to 19.3% of men.”

Employment

BBER found that “The public sector accounts for a majority of the employment in Harding County as compared to the state. In Harding County, 40% of all employment is through some type of government. This is drastically higher than we see statewide where just 23% of all employment is in government. Proportionately more of the population in Harding County is self-employed, 23%, than in the state with 7%. This is likely related to farming and ranching owner operators living in the county. Private sector employment in Harding County is hardly over half of what it is in the state, showing a decided lack of business opportunity in the area. By occupation, there are less people employed in service and sales positions within Harding County than within the state. Yet, there are more people proportionately employed in occupations associated with natural resources.”

EMPLOYMENT BY TYPE: HARDING COUNTY VS. NEW MEXICO



Source: Bureau of Labor Statistics, QCEQ 2013.

“Most employment in Harding County is in education and healthcare, construction, and agriculture, including ranching. ”

Transportation



Mosquero, NM is served primarily by NM 39 which has an urban roadway section within most of the study area. This includes curb, gutter, and sidewalk in the center of town. The 58' wide roadway has two travel lanes and wide shoulders/parking lanes with illumination in the study area. NM 39 has a posted speed of 65 mph in the rural areas approaching Mosquero, and reduces to 25 mph within the center of the village. The NM 39 traffic volume approaching Mosquero is 160 vpd, but the volume in the center of the village is likely greater.

The local streets within the study area are paved with nominal widths of 24' to 28'. The roadway widths are too narrow for on-street parking and there is no intersection lighting off of NM 39. Each street has curb and gutter, and the intersection returns are paved. Posted speeds on the local streets are 25 mph.

COMMUNITY WORKSHOP

at the Harding County Community Center

Join us to discuss ideas to
REVITALIZE

*the Village of Roy, the Village of Mosquero
and the Solano Community.*

What are your ideas to improve economic conditions and
expand commercial activity?

**Saturday, May 7
10 a.m. - 4 p.m.**

Free Lunch for Participants!

For special needs and additional information please contact:
Mary Libby Campbell, Harding County MainStreet, 575-673-2326
or Charlie Deans, charlie@communitybydesign.biz, 520-444-1268

Funding provided by New Mexico MainStreet and
the New Mexico Economic Development Department



MOSQUERO



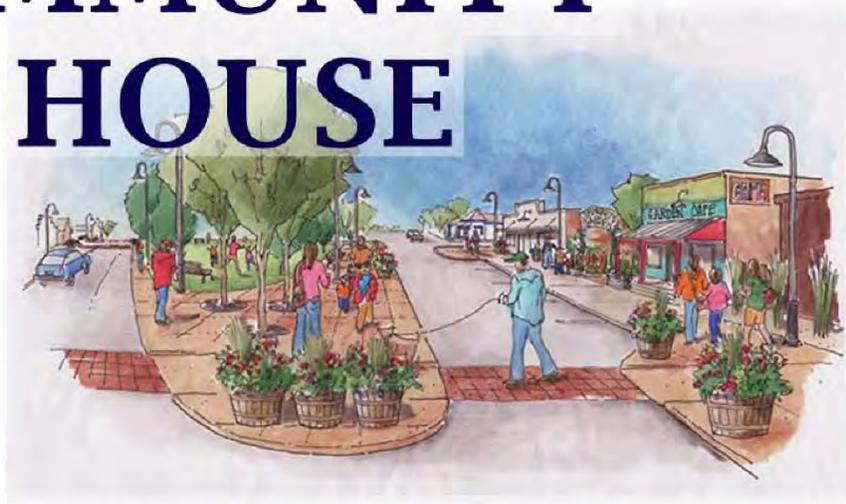
SOLANO



ROY

COMMUNITY OPEN HOUSE

*Come
Review
the*



Draft Revitalization Plans for Roy, Solano and Mosquero!



Come by anytime
between
5 - 7 p.m.
Tuesday
July 19, 2016

Short Presentation
at 5:30 p.m.

The draft plans are available
for review at the
Mosquero and Roy Village Halls

Harding County Community Center

557 Wagon Mound Highway, Roy, NM

Refreshments provided!

For special needs and additional information please contact:
Mary Libby Campbell, Harding County MainStreet, 575-673-2326
or Charlie Deans, charlie@communitybydesign.biz, 505-471-4218

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