

CITY OF RUIDOSO DOWNS  
ECONOMIC DEVELOPMENT BOARD

TWO-YEAR STRATEGIC PLAN

VISION STATEMENT

To act as the City's representative board for the collection, dissemination and integration of economic development resources.

MISSION STATEMENT

To actively support a sustainable, thriving and self-sufficient business community and workforce through education, personal involvement and community outreach.

TO MEET THE REQUIREMENTS OF THE LOCAL ECONOMIC DEVELOPMENT ACT,  
THE EDB HAS ESTABLISHED THE FOLLOWING GOALS AND OBJECTIVES:

GOAL I. DEVELOP A BUSINESS RETENTION/EXPANSION PLAN

A. OBJECTIVES

1. Help local business identify and meet capitalization and marketing issues.
2. Target and contact new businesses that will complement existing businesses.

B. TASKS

1. Conduct a survey of local businesses.
2. Research and develop lists of potential new businesses.

GOAL II. EDUCATE OURSELVES AND INTERESTED COMMUNITY MEMBERS

A. OBJECTIVES

1. To become aware of the various economic development and related programs which are available to our community.
2. Interact and network with the various stakeholders interested in development in Ruidoso Downs and the surrounding areas, from various viewpoints.

B. TASKS

1. Develop formal relationships with ENMU, SBA, etc.
2. Develop liaisons with business, economic, education and community organizations.

GOAL III. ASSIST IN WORKFORCE DEVELOPMENT

A. OBJECTIVES

1. Identify programs to help our labor force become more employable.
2. Identify issues faced by our labor force which makes conditions unfavorable.

GOAL IV. STREAMLINE REGULATORY PROCESSES FOR BUSINESS DEVELOPMENT

GOAL V. ENHANCE THE GROWTH OF THE BUSINESS COMMUNITY

A. OBJECTIVES

1. Identify marketing strategies for the community
2. Pursue funding sources to market the community