

Legislative Finance Committee

Developing a Border Community for the Future

Presented by Mario Juarez-Infante, PE, City Manager
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Overview

WE ARE THE GATEWAY TO THE LAND OF ENCHANTMENT

Designing a Multi-modal Transportation City

Outdoor Recreational Economy

Sports Tourism

Medical Development

Entertainment District / Texas Gateway

Q&A



Multi-modal Transportation City



- Streets comprise more than 80% of public space in cities
- Sunland Park is completing its Land Development Code to promote multi-modal transportation alternatives
- Walk
- Bicycle
- Drive
- Transit
- Connect to public open spaces that are safe, inviting, and leverage the natural resources, including the Franklin Mountain viewsheds, and the Rio Grande



- **Rio Grande Trail:** 5-mile bi-national, tri-city multi-use trail (60% design underway)
- **NM 273 Trail Corridor:** Master plan adopted; Phase I construction starts Aug 2025
- Includes wayfinding, 10-ft wide multi-use trails, recreational amenities

OUTDOOR ECONOMY IMPACT



The outdoor recreation economy grew 1.8% from 2021 to 2022



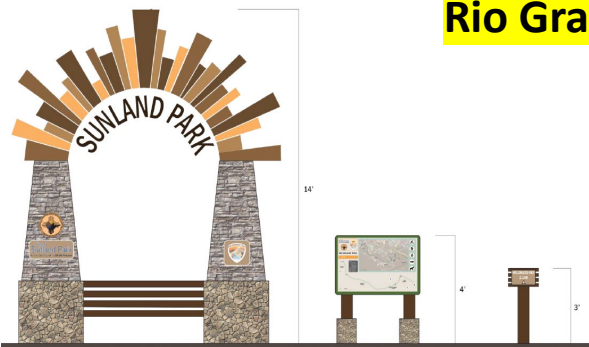
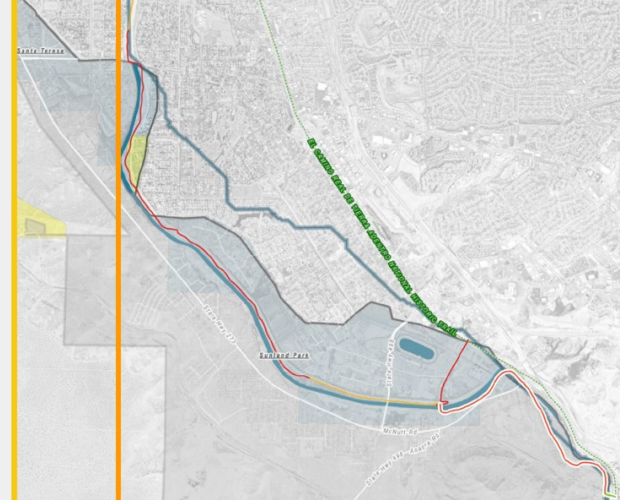
The outdoor recreation economy created \$2.4 billion in value added for New Mexico



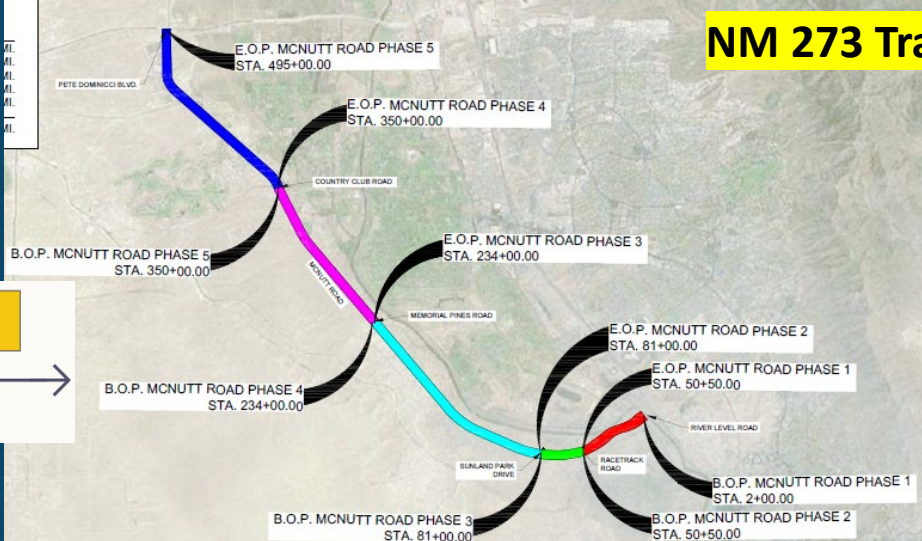
The outdoor recreation accounts for 1.9% of state GDP



The outdoor recreation employs over 28,000 individuals in the state



Rio Grande Trail



Sports Tourism



Youth Sports Village District



Youth Sports Village District with Mountain Star Sports Group

Facilities: 50x90 ft five-a-side fields; urban park integration

Economic driver: training, competitions, and sports tourism events

Funding: NM Quality of Life Grant + local GO bond matching

Facilities

Medical Development

- **Urgent Care Center**
Project on 3-acre parcel
- **Zoning + subdivision complete**, renderings prepared
- **Medical market analysis completed** July 2025
- Pending \$1M Southwest Border Commission funding request



Entertainment District / Texas Gateway



Futurity Dr. Entertainment Corridor: family-oriented, Phase I design complete



Texas Gateway Intersection: addressing congestion (LOS F) & crash history



Blended funding: flood mitigation, state/federal transportation, NEA, private partners



Questions?