

Upper Pecos River Valley Rural Development Plan

Project Title	Scope of Work	Financial Support	Partners
<p>Community Coordination, Outreach & Development</p> <p>Lead Organization: El Valle Women's Collaborative (EVWC)</p>	<p>Communication and Outreach Network</p> <ul style="list-style-type: none"> - Continue to develop leadership/advisory council - Connect with partner organizations and individuals - Create and manage website with links to partners - Develop and implement a development plan - Seek grant funding - Convene regular meetings with partners - Communicate with partners via telephone, email, social media and print - Coordinate with partners to develop and implement joint programs and activities - Coordinate joint and/or targeted fundraising activities - Provide capacity building opportunities for partner organizations and individuals - Provide fiscal sponsorship through New Mexico Community Foundation - Recordkeeping - Develop and implement outreach plan for mobile van: reusable goods, firewood, seasonal produce, books, web access, health information, etc. 	<p>Grant funding Fee for service</p>	<p>Small Business Development Center</p> <p>WESST</p> <p>SCORE</p> <p>Luna Community College</p> <p>Bueno Para Todos</p> <p>Ribera Community Culture Center</p> <p>El Valle Community Center (EVCC)</p> <p>New Mexico Community Foundation</p>

	<p>Business Development and Entrepreneurial Support</p> <ul style="list-style-type: none"> - Provide transitional, traditional and non-traditional career development resources - Establish a micro-lending fund - Offer training opportunities: financial literacy, business planning, start-up, funding, marketing, record keeping, etc. 		
<p>Expand Youth Farm to Market</p> <p>Lead Organization: Youth Farm to Market (YFTM)</p>	<p>Expand YFTM Program to Include Northern End of Valley</p> <ul style="list-style-type: none"> - Establish leadership/advisory board - Establish YFTM programming at RCCC - Coordinate with Valley school for afterschool, spring break and/or holiday programming - Build regional venue (farmers' market) for local produce sales - Continue to seek funding <p>Develop El Valle Community Center (EVCC) as YFTM Site</p> <ul style="list-style-type: none"> - Continue to develop YFTM program - Continue youth and volunteer recruitment - Continue to seek funding - Assess physical facility (interior and exterior), create and implement improvement plan - Develop and implement business plan for Farm Store 	Grant Funding	<p>Ribera Community Culture Center (RCCC)</p> <p>EVWC</p> <p>Bueno Para Todos</p> <p>EVCC</p>
<p>Build Economic Opportunity through</p>	<p>Engage Valley Farmers in Farmer's Cooperative</p> <ul style="list-style-type: none"> - Host meetings to address retaining land 		YFTM

<p>Agriculture</p> <p>Lead Organizations: EVWC Bueno Para Todos YFTM</p>	<p>and water rights and the co-modification of water</p> <ul style="list-style-type: none"> - Provide technical assistance to farmers to apply for NRCS/USDA grants - Expand cooperative membership - Coordinate activities between cooperative growers and YFTM participants to include mentoring, farm visits, farm work experience - Establish venues for produce sales - Offer capacity building opportunities for cooperative members and YFTM students in the areas of planning, growing and marketing <p>Lavender Project</p> <ul style="list-style-type: none"> - Develop lavender as cash crop for Valley growers - Develop and implement pilot program - Recruit and train growers - Research marketing opportunities and value-added products - Link to cultural tourism activities (see below) 		<p>CODECE</p> <p>Villanueva General Store</p> <p>Siete del Norte</p> <p>Molina de la Isla</p> <p>Semilla, Tri-County Farmers' Market</p> <p>Center for Regenerative Agriculture and Alternative Energy</p>
<p>Cultural Tourism</p> <p>Lead Organization: EVWC</p>	<p>Regional Heritage Programming</p> <ul style="list-style-type: none"> - Promote and host festivals celebrating traditional and cultural practices including herbalism, wildcrafting, traditional farming practices and other skills native to the community - Promote and host workshops presented by local artisans, healers, farmers, etc. 	<p>Grant Funding Fee for Service</p>	<p>EVCC</p> <p>Our Lady of Guadalupe Parish</p> <p>Community-at-large</p>

	<p>Arts and Cultural Programming</p> <ul style="list-style-type: none"> - Promote and host an Art and Studio Tour - Host church tours - Promote and host tours of the Villanueva Tapestry hanging in Our Lady of Guadalupe Church - Research and initiate reprinting of <u>The Villanueva Tapestry</u> - Host and promote traditional food, music and dance festivals - Create mural painting projects for youth and adults throughout the Valley - Identify and develop potential exhibit spaces throughout the Valley. <p>Oral History Project</p> <ul style="list-style-type: none"> - Record (video and audio) the stories Valley families including agricultural heritage and food and cultural traditions. - Celebrate and share the stories at community gatherings - Publicize stories via electronic media (You Tube, Facebook, website, etc.) 		<p>UNM - Humans in New Mexico</p>
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