

Santa Fe River Commission
 Subcommittee 4 – Outdoor Economy

Strategic Goal	Promote economic development around recreation and art centered on the Santa Fe River.
Objectives	Identify activities and opportunities to draw the public to the river in a way that benefits the economy on Santa Fe.
Tasks	<ul style="list-style-type: none"> • Identify and engage volunteers to help carry out the tasks below. • Identify opportunities for Art and Recreation based events and activities along the river. • Prepare action plans and promote events focused on Art and Recreation based on the river. • Make recommendations to SF City to improve access to the river. • Engage Santa Fe youth in scientific and artistic engagement with the river. • Coordinate with Santa Fe schools on scientific exploration of the river. • Coordinate with Santa Fe arts organizations on creative exploration of the river. • Engage businesses who could benefit from a vibrant Santa Fe River (such as hotels and shops). • Explore expanded recreational opportunities throughout the Santa Fe watershed. • Outline a communication strategy to support the above tasks. • Prepare an interim strategic plan (maximum ten pages) to report on progress and outline the way forward (by March 30).
Members	Luke Pierpont, Anna Hansen, FM Patorni
Notes	<ul style="list-style-type: none"> • LP to coordinate with SFAI on their artist in residence program. • Emphasize river access on upcoming river infrastructure projects • Coordinate with schools on science projects based on the Santa Fe River, consider incentives to encourage such projects. • Determine locations for additional benches and bike racks along the river to encourage visits to the river. • Provide opportunities for community service. • Engage other stakeholders, such as the Santa Fe Watershed Association and other organizations.
Reference Materials	TBD
Fiscal Impact	TBD

Update:
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