

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2015-6**

3 **INTRODUCED BY:**

4
5 Councilor Patti Bushee

6 Councilor Joseph Maestas

7 Councilor Peter Ives

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10 **A RESOLUTION**

11 **DIRECTING STAFF TO COLLABORATE WITH STAKEHOLDERS TO ACHIEVE GOLD**
12 **LEVEL STATUS WITH THE INTERNATIONAL MOUNTAIN BIKING ASSOCIATION**
13 **(IMBA) AND TO PURSUE NEW TRAIL DEVELOPMENT OPPORTUNITIES.**

14
15 **WHEREAS**, Santa Fe County adopted the Sustainable Growth Management Plan (SGMP) in
16 2010, which identified Outdoor Recreation/Ecotourism as a target industry for economic
17 development; and

18 **WHEREAS**, Santa Fe County adopted Ordinance 2014-7, which adopted by reference the
19 County's Economic Development Plan, identifying Outdoor Recreation/Ecotourism as a target
20 industry for economic development; and

21 **WHEREAS**, the Outdoor Industry Association lists on its website reports that the outdoor
22 recreation economy in New Mexico has an economic impact of \$6.1 billion annually, and generates
23 68,000 direct jobs throughout New Mexico; and

24 **WHEREAS**, the City of Santa Fe adopted Resolution 2014-24, encouraging collaboration
25 between the City, County, and Santa Fe Fat Tire Society (the local chapter of the International

1 Mountain Biking Association (IMBA)) to achieve IMBA Ride Center status, which, according to the
2 IMBA website, “represents IMBA’s Model Trail recognition for large-scale mountain bike facilities
3 that offer something for every rider”; and

4 **WHEREAS**, achieving IMBA Ride Center status allows Santa Fe enhanced marketing
5 opportunities as a mountain bike destination, which increases outdoor recreation tourism and could
6 provide additional gross receipts taxes and jobs for Santa Fe County; and

7 **WHEREAS**, the City of Santa Fe, Santa Fe Fat Tire Society, and Santa Fe County were
8 collectively awarded IMBA Silver-level Ride Center status, in recognition of our trails infrastructure;
9 and

10 **WHEREAS**, there is only one Gold level IMBA Ride Center in the world -- Park City, Utah;
11 and

12 **WHEREAS**, the City Santa Fe and Santa Fe County have received numerous awards for its
13 high quality of life in outdoor recreation and ecotourism, including:

- 14 • Singletracks.com voted Santa Fe one of the Top Ten mountain biking destinations in
15 North America
- 16 • League of American Bicyclists awarded Santa Fe a Silver designation for its bicycle
17 transportation infrastructure
- 18 • USA Today listed Santa Fe as one of America’s top mountain biking towns
- 19 • Outside Magazine listed Santa Fe as one of the top 10 towns for high altitude running
- 20 • Runners World Magazine rated Santa Fe’s Dale Ball trail system one of 25 best trail runs
21 in America
- 22 • Conde Nast voted Santa Fe as the best small town in America
- 23 • International Mountain Biking Association awarded Santa Fe a Silver-level Ride Center;
24 and

25 **WHEREAS**, between the City of Santa Fe, Santa Fe County, US Forest Service, Bureau of

1 Land Management, and private land, the County currently has over 200 miles of trails miles of trails
2 for mountain biking, hiking, and equestrian purposes, and pursuing new trail development in order to
3 achieve Gold IMBA Ride Center status is aligned with:

- 4 • the SGMP,
- 5 • the Economic Development Plan,
- 6 • the City of Santa Fe Economic Development Implementation Plan,
- 7 • the Regional Economic Development Initiative, a regional strategic plan for economic
8 development encompassing Santa Fe County, Rio Arriba County, Los Alamos County,
9 and Taos County,
- 10 • the City Convention and Visitors Bureau Marketing Plan.

11 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF**
12 **THE CITY OF SANTA FE** that staff is directed to:

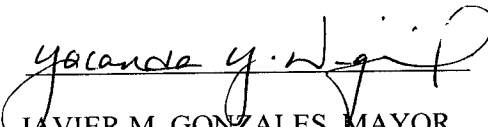
13 1. Collaborate with the City of Santa Fe Transportation Department and the North
14 Central Regional Transit District to pursue a ski basin shuttle so that bicyclists will have the
15 opportunity to use the shuttle to the ski basin area to ride their bikes.

16 2. Collaborate with appropriate stakeholders in order to attempt to achieve Gold level
17 IMBA Ride Center status; and

18 3. Continue to pursue the addition of new trails for mountain biking, hiking, and
19 equestrian purposes within Santa Fe County.

20 4. Support Santa Fe National Forest and Bureau of Land Management efforts to build
21 new trails on public lands within Santa Fe County.

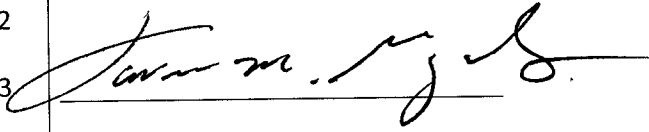
22 PASSED, APPROVED and ADOPTED this 28th day of January, 2015.

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25 JAVIER M. GONZALES, MAYOR

1 ATTEST:

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4 YOLANDA Y. VIGIL, CITY CLERK

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6 APPROVED AS TO FORM:

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9 KELLEY A. BRENNAN, CITY ATTORNEY

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25 *M/Legislation/Resolutions 2015/2015-6 IMBA Gold Status*