



ECONOMIC DEVELOPMENT STRATEGIC PLAN

The Village of Angel Fire, New Mexico

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The Community of Angel Fire

Mayor A.L. Clanton
Melissa Vossmer
Mark Rivera
Dixie Cawthorne
Tracy Orr
Chuck Howe
...and all the wonderful, helpful staff

The Economic Development Strategic Plan Committee

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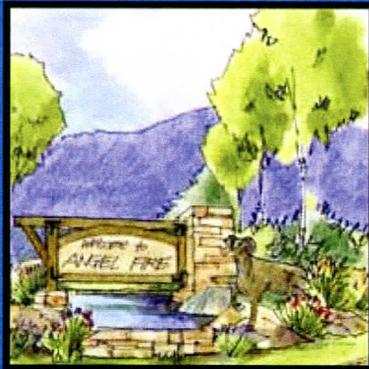
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■ INTRODUCTION ■





Visualization of Angel Fire “downtown” — Mountain View District

■ A LOOK TOWARD THE FUTURE

It is a brisk sunny morning in March 2012, the temperature is 55 degrees. Snow lines US 64 East as you make the “S” turns down the mountain and the spectacular sight of Angel Fire comes into view with the snow-capped mountains. You can see the ski runs and if you have excellent vision, you’ll notice the runs are full of skiers and snowboarders. It’s a view that takes your breath away. As US 64 hits the valley you ride for a mile through a row of fir trees signaling a welcome to a mountain community. Up ahead you see a blinking light and start to slow down, a sign to your right says “Welcome to Angel Fire, population 3,496.” At the intersection a stone monument with an Angel Fire plaque directs you to turn right. Another sign points you straight ahead to The Veterans Memorial and Eagle Nest State Park.

You turn onto Mountain View Boulevard and enter the Mountain View District where you notice a hotel and shopping district on your right beautifully designed in mountain stone and wood. Signs direct you to the hotel, shopping and restaurant plaza. You continue through the Mountain View District, passing attractive plazas and housing developments. You notice the names of several art galleries and studios, an office supply company, and several cafés. You make a mental note to return later in the day. Overhead you see a small plane circling the valley before it lands at the Angel Fire Airport. You remember reading about the new commercial airline services now available to the community. Past the airport is Moreno Valley High School, a beautiful campus to your left with a sign welcoming you to their new home. You can also see the stadium-style lights of the Angel Fire Sports and Track Complex. You've heard that many long distance runners train in Angel Fire during the summer.

There's a wonderful look and feel to the community. As you continue down the road you notice the sidewalks have been plowed. Groups of spring skiers are walking through town; teenagers are clustered together around benches chatting. Attractive signage duplicating the look and feel of the gateway monument directs you to myriad retailers and shopping along the way. You are impressed by the breadth of offerings for this small community. You notice the Plaza del Sol to the left and see the sign for the community's municipal buildings and Visitor Center. At the next corner is the sign and road leading to the Angel Fire Resort where people are headed up to the mountain. The Resort looks like a vibrant, exciting destination and you can't wait to hit the slopes. Further down Mountain View Boulevard, you see the sign for The Angel Fire Resort Golf Course. While still under snow you take the turn past pastoral Monte Verde Lake and drive up to the Clubhouse, a magnificent facility. You make a note to return in a few months to play 18 holes; maybe this time you'll fly up.

Working together to reach new heights, Angel Fire will have a firm foundation for a year-round, thriving business community.

Back to Mountain View Boulevard, you make a right going south and continue until you reach Community South. Making a left turn into the community you see the impressive development of hotels, shopping and restaurants. A sign signifies a Performing Arts Center and another sign points the way to The Wildlife Center. Both places are on your agenda to experience. Heading out of the parking lot you turn north on Mountain View and back to the center of the Community. You are struck by the stunning views of the Sangre de Cristo Mountains and Wheeler Peak. Your destination is The Resort for an afternoon of spring skiing. Your plan is to spend the night in Angel Fire. You have an appointment the next morning with the director of the economic development organization. You've heard that Angel Fire is one of the most progressive business communities in the state, working together to help its entrepreneurs reach new heights. With the new green technology company you're forming, you can easily see how your company and its employees can thrive in such a wonderful environment. But that can wait. It's time to ski.