

**NWNM SET Regional Industry Cluster: Tourism & Artisan Enterprises**

**Assets:** People, Voluntary Associations, Formal Institutions, Physical Resource

**Goal:** Strengthen and broaden the base and activities of tourism and artisan enterprises in the Northwest Region of New Mexico

Types of Regional Assets	Regional assets that can help support this goal
<b>People</b>	<ul style="list-style-type: none"> <li>• Park Services: (National Parks, Forests Service, Cultural Heritage Sites etc...)</li> <li>• Hotel &amp; Motel/Bed &amp; Breakfast Owners</li> <li>• Cultural Leaders</li> <li>• Tribal Leaders</li> <li>• Elected Officials</li> <li>• Community/Event Organizers: (Bike Rally, Ceremonial, Quadrathlon, Rodeos, County Fairs etc...)</li> <li>• Artisans: (Silversmiths, Rug Weavers, Potters, Painters, Sculptors, etc...)</li> <li>• Directors of regional organizations</li> <li>• Teachers/Educators</li> <li>• Entrepreneurs</li> <li>• Marketing Professionals</li> <li>• Restaurant Owners</li> <li>• Tour Operators</li> <li>• Tour Whole Sellers</li> <li>• Regulatory Agencies</li> <li>• Public Land Officials</li> <li>• Regional Brewers/Vineyards</li> <li>• Performing Arts Directors</li> <li>• Travel Agents</li> <li>• Regional Communities</li> <li>• Trading Post Owners</li> <li>• -</li> <li>• -</li> <li>• -</li> <li>• -</li> </ul>

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<p align="center"><b>Voluntary Associations</b></p>	<ul style="list-style-type: none"> <li>• Veterans Organizations</li> <li>• Chambers: (Gallup, Grants, Farmington, etc...)</li> <li>• NWNMCOG</li> <li>• Main-Street Programs : (Gallup, Grants, Zuni)</li> <li>• Zuni Mountains Trail Partnership (ZMTP)</li> <li>• Adventure Gallup and Beyond (AGB)</li> <li>• Various Arts Councils</li> <li>• Zuni Craftsman Coop</li> <li>• Regional Tourism Marketing Boards</li> <li>• EMAC</li> <li>• 4-H</li> <li>• Cooperative Extension Services</li> <li>• Higher Educational Institutions</li> <li>• Board of Economic Development Association</li> <li>• NWNM Regional Economic Development Organizations</li> <li>• Historical Societies</li> <li>• Event/Festival Organizers</li> <li>• Lodging/Restaurant Boards</li> <li>• Local Businesses</li> <li>• Ameri Corps</li> <li>• Communities</li> <li>• Youth Conservation Corps</li> <li>• Churches</li> <li>• Tribal Governments</li> <li>• -</li> </ul>

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<b>Formal Institutions</b>	<ul style="list-style-type: none"> <li>• Higher Education Institutions (San Juan College, Dine College, UNM, NMSU etc...)</li> <li>• State Tourism Department</li> <li>• Tribal Tourism Departments</li> <li>• Chamber of Commerce</li> <li>• Banks</li> <li>• State/Regional/Tribal Economic Development Organizations</li> <li>• Museums and Galleries</li> <li>• Lodging Associations</li> <li>• Restaurant Associations</li> <li>• Mainstreet Programs</li> <li>• Public Land Agencies</li> <li>• Art Commission</li> <li>• Governments</li> <li>• Theaters</li> <li>• Rental Car Companies</li> <li>• Lodgers Tax Boards</li> <li>• State Agencies (USDA, USFS, BLM, BOR etc...)</li> <li>• NWNMCOG</li> <li>• School Boards</li> <li>• Regional Visitor Center</li> <li>• National Parks</li> <li>• 7 Cities Productions</li> <li>• NM True</li> <li>• Rodeo Associations</li> <li>• Casinos</li> </ul>

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<p><b>Physical Resources</b></p>	<ul style="list-style-type: none"> <li>• National Monuments</li> <li>• National Forests</li> <li>• ZMTP Trails</li> <li>• Open Space</li> <li>• Cultural Heritage Sites</li> <li>• Hunting</li> <li>• I-40, US 491, US 371, Route 66</li> <li>• Archeology Sites</li> <li>• Tribal Communities</li> <li>• Scenic Byways</li> <li>• Historic Downtowns</li> <li>• Geo-tourism Destinations</li> <li>• San Juan/Animas River</li> <li>• Lakes/Campgrounds</li> <li>• Natural Landscape</li> <li>• Recreational Areas</li> <li>• Orchards</li> <li>• Retail Shopping</li> <li>• Sport Facilities</li> <li>• In-region Events (Balloon, Bike Rally, Quad, Feast Days, etc...)</li> <li>• Mt. Taylor, Zuni Mountains etc...)</li> <li>• Casinos</li> <li>•</li> </ul>