

Geronimo Trail Scenic Byway

VISION STATEMENT GOALS AND OBJECTIVES



Continental Divide National Scenic Trail (CDNST) heading south from Hwy 59

V. Vision Statement, Goals and Objectives

The Geronimo Trail Advisory Committee has defined a direction for the byway for the years 2008 – 2013 which stresses preservation and economic development. The statements listed below have shaped major elements of the plan adopted by the route stakeholders.

Primary Vision

The Geronimo Trail Scenic Byway has been established to showcase and preserve the Corridor area for its historic multi-cultural heritage and outstanding natural resources.

Goals

- A. Increase awareness of the historic significance of the GTNSB region, thus enhancing public education, enjoyment and appreciation of the natural and cultural heritage of the area.
- B. Market the Trail as a unique tourism opportunity in New Mexico for local residents, out-of-state visitors and international travelers.
- C. Develop information and interpretive services along the Byway that will encourage and promote stewardship to ensure the preservation of the land by the byway users.
- D. Insure that services provided by local communities be authentic and of high quality, as well as tailored to the traveler's needs and desires.
- E. Increase volunteer participation in the support and maintenance of the Trail.
- F. Preserve the GTNSB's resources, while developing the route as a sustainable tourist and recreation attraction, and provide area residents – particularly the youth – with employment and meaningful careers.

Objectives

- A. Improve information on mileage or Byway signs to let tourists know if services such as restrooms, gas or food are or are not available. This would be completed by the end of 2010.

Objectives (continued)

- B. Improve directional signage along the GTNSB by 2010. This would include a sign at Winston on Hwy 52 pointing to the direction of Chloride, a sign directing visitors to cemeteries, better signage on Hwy 59 pointing out the Continental Divide, the Forest Service Roads and rest areas, signage off of Hwy 52 pointing to restrooms in Cuchillo and a sign off of Hwy 152 in Hillsboro directing visitors to the old Court House site.
- C. Create educational signage in Kingston at historic locations and building around the town by early 2010.
- D. Add signage along the winding road at Hwy 152 between Kingston and Emory Pass to warn drivers of the possibility of bicyclists on the road. This will be completed by 2009.
- E. Collaborate with the Healing Waters Trail Committee, the Rio Grande Trail Project and Elephant Butte Lake State Park in designing and constructing hiking / biking / walking trails along the Byway.
- F. Expand print, radio and other media coverage of the Trail by 10% or more during 2008-2013.
- G. Create a visitor map giving directions to the cemeteries of Sierra County and point out burial sites of well known characters such as Sadie Orchard, Cassie Hobbs and Raymond Schmidt.
- H. Increase travel expenditures along the Byway by 5% annually over the next five years.
- I. Inventory the current Trail visitor tour products and conduct a needs assessment by January 2009.
- J. Collaborate with the Sierra County Recreation & Tourism Advisory Board to host two hospitality training programs in communities along the Byway by late 2010.
- K. Develop training programs for volunteers who would like to assist in the education and maintenance of the GTNSB.
- L. Support the development of more museums in Sierra County, including an Airplane Museum (replacing Callahan's Car Museum), space museum, a museum at the Vietnam War Memorial Park and a Game Show Museum.