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La Junta Community Assessment
February 23-24, 2015
Background Summary

Population: 7,077*
Median Household Income: 35,580*
*2010 U.S. Census Bureau
County: Otero
Mayor: Lynn Horner
DOLA Regional Manager: Lee Merkel
Community Contacts: Rick Klein, City Manager
Bill Jackson, Assistant City Manager

As a result of a Re-imagine La Junta community survey completed by the City in 2014, La Junta has already organized to work in the following areas:

- Economic Development
- Parks & Trails
- Neighborhood Improvements
- Downtown Development
- Creative Arts

Their Downtown Development Committee has been working on the following short term goals:

- Landscaping: Trim Trees, Weed Control, Seasonal Flowerpots
- Trash clean-up and new containers
- Repair cracked sidewalks and broken windows

The City of La Junta is ready to organize and continue their work under the model of the Main Street Four Point Approach. They have strong connections to regional organizations and the local college as well as several active groups: City Council, Urban Renewal, Planning/Historic Preservation Board, Chamber of Commerce, Non-profit creative arts group, businesses

Drought and loss of industry have been challenges. Businesses are struggling and buildings are in disrepair. The City was able to sponsor 2 businesses to attend a training on destination marketing.

Some goals for this assessment:

- Prepare for Main Street application
- Make the downtown a destination and place to gather
- Develop a strong volunteer base to work on Main Street
- Link sidewalk system to commercial area – currently severed by the railroad
- Develop a community brand that could potentially connect to a regional brand
- Identify how to bring the farmers market into town