

## **ON-SITE SERVICES TO LOCAL MAINSTREET ORGANIZATIONS**

New Mexico MainStreet offers the following on-site consulting, training, and advisory services exclusively to its affiliated Start-Up, Partner, and Certified local MainStreet organizations that are in good standing with New Mexico MainStreet.



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[www.goNM.biz](http://www.goNM.biz)  
[www.NMMainStreet.org](http://www.NMMainStreet.org)  
[www.nmCEDToolBox.org](http://www.nmCEDToolBox.org)  
[www.OffTheRoadNM.com](http://www.OffTheRoadNM.com)

## **ABOUT NEW MEXICO MAINSTREET**

Created in 1985 by the New Mexico Legislature, the New Mexico MainStreet Program fosters economic development in the state by supporting local MainStreet revitalization organizations and their work in downtowns and adjacent neighborhoods. The Program provides resources, education, training, and services that preserve and enhance the built environment, retain local historic culture and heritage, and stimulate the economic vitality of each participating community.

Based in the New Mexico Economic Development Department, New Mexico MainStreet (NMMS) works with selected local non-profit organizations and municipalities to establish and enhance local downtown revitalization efforts. Using the highly successful Main Street Four-Point Approach™ developed by the National Trust for Historic Preservation, New Mexico MainStreet assistance and services are structured around Main Street's Four Points of Organization, Design, Promotion, and Economic Positioning and are delivered by experienced downtown revitalization professionals. The NMMS team provides participating local MainStreet organizations with a variety of consulting, training, advisory, planning, networking, and evaluation services designed to build, strengthen, and guide local Main Street organizations so that they can address the full range of challenges and opportunities in their downtown districts.

A Program of the New Mexico  
Economic Development Department



## **NEW MEXICO MAINSTREET MENU OF PROGRAM SERVICES**



**NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT**

## ORGANIZATION ASSISTANCE

New Mexico MainStreet's Organization support services are designed to sustain and enhance local MainStreet organizations' structure, operation, resources, and partnerships. New Mexico MainStreet offers participating local programs the following Organization services:

### ORGANIZATION TRAINING

- ❑ Board Orientation
- ❑ Board President and Committee Chair Training
- ❑ Organization Committee Training
- ❑ Staff Orientation and Mentoring

### VOLUNTEER DEVELOPMENT

- ❑ Team-Building
- ❑ Volunteer Recruitment, Training, Retention, and Recognition

### OUTREACH

- ❑ Public Relations Strategies
- ❑ Organizational Image (logo, letterhead, etc.)
- ❑ Brochures (Organizational, Membership, etc.)
- ❑ Other Organizational Collateral Materials
- ❑ Building Effective Partnerships

### ORGANIZATION PLANNING

- ❑ Goal-Setting Session
- ❑ Work Plan Facilitation
- ❑ Annual Planning Retreat
- ❑ Strategic Planning

### OPERATIONS

- ❑ Corporate Documents (articles, bylaws)
- ❑ I.R.S. Tax Status/Forms
- ❑ Non-Profit Management
- ❑ Personnel Management
- ❑ Program Evaluation

### RESOURCE DEVELOPMENT

- ❑ Operational Fund-Raising
- ❑ Project Fund-Raising
- ❑ Grant Writing Assistance

## PROMOTION AND MARKETING ASSISTANCE

New Mexico MainStreet's Promotion and Marketing services help participating local MainStreet organizations develop and implement marketing and promotional activities to enhance downtown's image and attract consumers and visitors to the MainStreet district. Promotion and Marketing services include the following:

### PROMOTIONS TRAINING

- ❑ Committee Training
- ❑ Committee Work Plans
- ❑ Promotion Plan and/or Strategy
- ❑ Media Strategies

### MARKETING

- ❑ Assets Analysis (with E. P. Committee)
- ❑ Branding
- ❑ Direct Marketing Strategy
- ❑ Marketing Plan
- ❑ Tourism Development

## EVENT DEVELOPMENT

- ❑ Cultural or Historic Event
- ❑ Retail Event
- ❑ Signature Event
- ❑ Special Event

## GRAPHIC DESIGN

- ❑ Image Development
- ❑ Logo
- ❑ Signage

## DESIGN OF COLLATERAL MATERIALS

- ❑ Brochures
- ❑ Flyers
- ❑ Posters
- ❑ Web Sites

## ECONOMIC POSITIONING ASSISTANCE

New Mexico MainStreet's Economic Positioning services help participating local MainStreet organizations enhance and strengthen their Main Street's economy. NMMS Economic Positioning assistance includes the following.

### ECONOMIC POSITIONING TRAINING

- ❑ Committee Training
- ❑ Committee Work Plans
- ❑ Introduction to Economic Positioning

### MARKET ANALYSIS

- ❑ Business Mix and Cluster Analysis
- ❑ Economic Structural Analysis (using your BBER analysis)
- ❑ Market Visioning and Positioning
- ❑ Opportunities For Growth
- ❑ Understanding Market Trends
- ❑ Arts and Culture Impact Analysis
- ❑ Tourism Impact Analysis

### BUSINESS SUPPORT

- ❑ Business Retention, Expansion and Recruitment
- ❑ Developing Business on Main Street
- ❑ Setting up a Downtown Business Incubator
- ❑ Small Business Coaching
- ❑ Strengthening Business Skills

### DEVELOPMENT

- ❑ Introduction to Real Estate
- ❑ Real Estate Project Review

### FINANCING AND SUPPORT

- ❑ Arts and Cultural Districts
- ❑ Business Improvement Districts
- ❑ Financial Incentive Programs
- ❑ Loan and Grant Programs
- ❑ Tax Increment Financing
- ❑ Performance and Progress Monitoring

## DESIGN: ARCHITECTURAL ASSISTANCE

New Mexico MainStreet's architectural assistance provides business and property owners with suggestions of how to maintain and enhance buildings located in participating Main Street communities' downtowns. Participating local

MainStreet organizations can access the following NMMS architectural services.

## DESIGN COMMITTEE ASSISTANCE

- ❑ Committee Training
- ❑ Committee Work Plan
- ❑ Introduction to MainStreet Design

## BUILDINGS

- ❑ Additions
- ❑ Facades (storefronts)
- ❑ Floor Plans
- ❑ Lighting (interior & exterior)
- ❑ Signage (storefront)
- ❑ Window Displays & Interior Merchandising

## HISTORIC PRESERVATION

- ❑ Adaptive Reuse
- ❑ Asset Mapping
- ❑ Building Rehabilitation and Renovation
- ❑ Cultural Property Survey
- ❑ Historic Building Nominations to state and national historic registers
- ❑ Historic District Nominations
- ❑ Preservation Technical Assistance

## STREETS

- ❑ Amenities
- ❑ Landscape Design

## FINANCING

- ❑ Cost Estimates

## DESIGN: URBAN DESIGN AND PLANNING ASSISTANCE

New Mexico MainStreet's professional planning services help local MainStreet districts look, work, and function better. The following Urban Design and Planning services are available to participating New Mexico MainStreet organizations:

### DESIGN COMMITTEE ASSISTANCE

- ❑ Committee Training
- ❑ Committee Work Plan Development
- ❑ Introduction to Context Sensitive Solutions Transportation Design

### PLANNING

- ❑ Downtown Master Plan
- ❑ Downtown Strategic Plan
- ❑ Cultural, Arts and Entertainment District Plan
- ❑ Metropolitan Redevelopment Area (MRA)
- ❑ Technical Assistance for Planning and Development of RFPs
- ❑ Community-based "charrette" planning assistance

### STREETS AND COMMERCIAL CENTERS

- ❑ Bicycle Enhancements
- ❑ Infill Development
- ❑ Livability Guidelines (Design Guidelines)
- ❑ Parking and Transportation Enhancements
- ❑ Pedestrian Enhancements
- ❑ Plaza and Town Square Redevelopment
- ❑ Traffic Calming Strategies
- ❑ Design Planning Assistance Center (DPAC) Follow-Up

## OTHER TRAINING AND SUPPORT FOR NEW MEXICO MAINSTREET ORGANIZATIONS

New Mexico MainStreet provides affiliated local MainStreet organizations with informational materials, marketing support, and a variety of workshops and seminars on MainStreet revitalization.

### INFORMATIONAL MATERIALS

New Mexico MainStreet provides its local organizations with educational and marketing materials on an as-needed basis. These include MainStreet informational brochures, training and reference manuals, National Main Street Network® membership, the online New Mexico Economic Development Toolbox, and other publications.

### MARKETING SUPPORT

New Mexico MainStreet markets participating local MainStreet organizations and downtown districts in a variety of ways, including the following.

**www.offtheroadnm.com** – a tourism website that provides an insider's guide to sight-seeing, shopping, and dining in the state's official MainStreet districts.

**New Mexico MainStreet Newsletter and Annual Report** – these official publications document and highlight local MainStreet organizations' projects and accomplishments.

**Marketing and Collateral Materials** – New Mexico MainStreet's website, promotional items, and road signs are distributed free of charge to participating local organizations to build awareness of MainStreet locally.

### CERTIFICATION AND RECOGNITION

Annually, New Mexico MainStreet conducts an awards ceremony to highlight the best local MainStreet projects and the significant contributions made by local MainStreet volunteers.

New Mexico MainStreet also coordinates three certification programs to highlight local MainStreet organizations' annual achievements.

**New Mexico MainStreet Volunteer Certification**, honoring local MainStreet board presidents, board members, committee chairs, and committee members who complete a set of training requirements specific to their volunteer role.

**New Mexico MainStreet Manager Certification**, honoring local MainStreet staff who complete a rigorous two-year program of training and education.

**National Main Street Program Accreditation**: NMMS recommends local MainStreet organizations for annual accreditation by the National Trust Main Street Center if they meet ten accreditation standards.

## STATEWIDE & REGIONAL WORKSHOPS AND SEMINARS



New Mexico MainStreet provides a variety of training services to local New Mexico MainStreet organizations. Specific workshop subjects vary, but the sessions are offered annually. Information on specific topics and dates can be found in the New Mexico MainStreet calendar, located in the

MainStreet section of the Economic Development Department's web site: [www.goNM.biz](http://www.goNM.biz).

- **New Mexico MainStreet Basic Training**: training for staff and volunteers in each part of the Main Street Four-Point Approach™, including Organization, Design, Promotion, and Economic Positioning.
- **New Mexico MainStreet Board Member Orientation**: training to educate local Main Street board members about the Main Street Approach and their duties and responsibilities.
- **MainStreet Manager Orientation**: training for new MainStreet managers in the Main Street Four-Point Approach™ and the fundamentals of Main Street and non-profit management.
- **New Mexico MainStreet Quarterly Meetings**: educational and networking sessions for local MainStreet staff and volunteers, featuring a variety of expert state and national speakers; attendance is required for participating NMMS local programs.
- **Main Street Four-Point Institutes**: day-long regional seminars that address intermediate-level subjects in Organization, Design, Promotion, Economic Positioning, Fund-Raising and Grant-Writing.
- **National Main Streets Conference**: a three-day national conference held each spring with 60+ educational sessions; New Mexico MainStreet provides registration scholarships to enable local staff to attend.

## HOW TO ACCESS NEW MEXICO MAINSTREET'S TECHNICAL ASSISTANCE:

Communities and individuals that are currently involved as an affiliated New Mexico MainStreet Start-Up, Partnership, or Certified local MainStreet organization can access on-site services by utilizing New Mexico MainStreet's Service Request Forms. These forms are available through the local MainStreet manager or on the New Mexico MainStreet website. Additionally, a calendar of New Mexico MainStreet Quarterly Meetings, Four-Point Institutes, Main Street Basic Training, and other training sessions is available on the New Mexico MainStreet website.

*Additional questions or information requests should be made to the Director of New Mexico MainStreet.*

