



# New Mexico MainStreet

## Application, Services, and Participation Requirements

### 2012 Application Cycle

#### Phases of Involvement with New Mexico MainStreet

**Emerging MainStreet Phase:** This initial phase of the local MainStreet organization is designed to establish and build the organization's structure, leadership, resources, and ability to implement smaller-scale revitalization activities. The Emerging Phase lasts for one year, with a maximum of one six-month extension. During the Emerging Phase, New Mexico MainStreet (NMMS) provides *only* technical assistance (no funds are awarded). Its services focus on training, forming the local organization, expanding resources, and advice on small-scale projects in all Main Street's Four Points. During the Emerging Phase, the local organization is an all-volunteer organization; no paid staff is required during this phase. The municipality and the local nonprofit organization must cooperate to jointly fund MainStreet's operating budget at minimum funding levels.

**Start-Up MainStreet Phase:** Phase Two of the local Main Street organization is designed to strengthen the organization, attract additional resources, and expand the number and sophistication of local revitalization activities. The Start-Up Phase lasts for two years and includes the local organization's second and third years of operation. During the Start-Up Phase, NMMS assistance focuses on training, larger-scale consulting and planning services, and growing the MainStreet organization. Start-Up MainStreet organizations also become eligible for MainStreet Capital Outlay funds as available. To transition from Emerging to Start-Up, the local MainStreet organization is required to hire paid staff for a minimum number of hours per week, and volunteers must continue to lead and drive the organization. The municipality and the local nonprofit organization must cooperate to jointly fund MainStreet's operating budget at minimum funding levels.

**Certified MainStreet Phase:** Phase Three of the local Main Street organization is designed to address ongoing management of the MainStreet district, sustain and strengthen the organization, and to implement more complex revitalization projects in all Four Points. The Certified Phase is perpetual and includes the organization's fourth year and beyond. During the Certified MainStreet Phase, NMMS assistance focuses on training, issue-specific consulting services by request, and annual evaluation of the local MainStreet organization. Certified MainStreet organizations in good standing remain eligible to apply for MainStreet Capital Outlay funding as available. The local MainStreet organization is required to maintain minimum staffing levels, and volunteers must continue to lead and drive the organization. The municipality and the local nonprofit organization must cooperate to jointly fund MainStreet's operating budget at minimum funding levels.

#### 2012 Application Process and Timeline

The Economic Development Department will accept applications for a maximum of two additional communities to enter the Emerging MainStreet Program in 2012. The MainStreet application process is designed to assess local understanding of the Main Street Four-Point Approach, understanding and expectations of NMMS, and readiness to begin a MainStreet revitalization effort and organization. The 2012 application process and timeline is as follows.

- Attendance at NMMS Quarterly Meeting: *ASAP, bonus points in application for attending during past year.*
- Local Presentation on Main Street Four-Point Approach® and NMMS: *ASAP, required for application submission.*
- Application Workshop: Tentatively scheduled for Jan. 12, 2012 in Santa Fe.
- Application Deadline: Tentatively scheduled for Feb. 24, 2012.
- Application Presentation: Tentatively scheduled for March 9, 2012 in Santa Fe.
- MainStreet Readiness Assessments: Tentatively scheduled week of 3/19/12 in selected applicant communities.
- Emerging MainStreet Announcement: Expected by April 14, 2012.



## Proven Success: New Mexico MainStreet's Economic Impact

### New Mexico MainStreet Reinvestment Statistics

*As of June 2011*

	Fiscal Year 2011 (July 2010 - June 2011)	Cumulative 9.5-Year Total Since January 2002
Net Number of New Businesses	140	1,547
Number of Business Expansions	18	252
Number of Building Rehabilitations	167	1,287
Dollars of Private Reinvestment	\$9,365,070	\$140,589,530
Number of Public Projects	71	537
Dollars of Public Investment	\$14,011,980	\$237,252,934
Number of Joint Public/Private Projects	26	192
Dollars Invested in Public/Private Projects	\$922,818	\$23,165,273
Number of New Buildings Constructed	2	74
Dollars Invested in New Building Construction	\$1,500,000	\$110,777,931
Net Number of New Jobs	598	4,722
Dollars of Public Sector Grants	\$1,247,091	\$18,490,237
Dollars of Private Sector Grants	\$271,017	\$3,288,480
Volunteer Hours*	24,860	*

\*NMMS began keeping volunteer hours statistics in July 2006.

Active local programs: Albuquerque/Downtown Action Team, Albuquerque/Nob Hill, Artesia, Belen, Carlsbad, Clayton, Clovis, Corrales, Deming, Farmington, Grants, Hobbs, Las Cruces Downtown Partnership, Las Vegas, Los Alamos, Lovington, Portales, Raton, Roswell, Silver City, Taos, Truth or Consequences, Tucumcari



## **New Mexico MainStreet Services**

Communities and organizations that are interested in applying for the Emerging MainStreet Program receive the following support services and assistance from New Mexico MainStreet.

### **Pre-Application Services**

#### **New Mexico MainStreet Quarterly Meetings**

Interested applicants are welcome to attend New Mexico MainStreet Quarterly Meetings to learn more about the Main Street Four-Point Approach®, Main Street revitalization techniques and resources, pros and cons of participation in NMMS, and the experiences of other MainStreet participants. *Applicants who have a public official and private sector representative attend a Quarterly Meeting(s) will receive bonus points on their application.*

#### **Local Presentation on the Main Street Four-Point Approach® and the New Mexico MainStreet Program**

Emerging MainStreet applicants are required to schedule a community presentation of at least 1.5 hours by NMMS personnel on the Main Street Four-Point Approach® and Emerging MainStreet Program prior to submitting the Emerging MainStreet application. The meeting should be advertised and open to the public. Municipal government, downtown stakeholders, and other interested individuals should be in attendance. NMMS staff is available for additional meetings or work sessions to explain the program, benefits, participation requirements, and procedures with small groups as needed. *Note that hosting at least one on-site MainStreet Presentation with attendance from public- and private-sector representatives is a requirement of the Emerging MainStreet application.*

### **Pre-Selection Services**

#### **Application Assistance**

New Mexico MainStreet personnel is available to assist interested applicants with their MainStreet questions and to provide advice about how to complete the application by telephone or email.

#### **Readiness Assessment**

New Mexico MainStreet provides selected NMMS applicants with a one-day “Readiness Assessment” that is hosted by the local applicant team and scheduled in conjunction with NMMS. A team of 4 to 5 NMMS professionals spends one day on site to tour the proposed MainStreet district; meet with MainStreet stakeholders; assess the applicant’s readiness and support for a MainStreet organization, as well as need for NMMS assistance; and to finalize the initial MainStreet service area. Final selection of NMMS participants is based on the findings of the Readiness Assessments. A written report of findings serves as the guide for further revitalization activity.



## NMMS Services to Designated Local MainStreet Organizations

Once a local organization is accepted into the New Mexico MainStreet Program, NMMS personnel begin an intensive series of on-site services designed to establish the local MainStreet organization and to provide expert advice and guidance on planning and implementation of revitalization projects. Services are outlined below, but are subject to revision based on resources and/or local organization needs and circumstances.

<b>Emerging MainStreet Organization Phase Services</b>	<b>MainStreet Start-Up Phase: Year One Services</b>	<b>MainStreet Start-Up Phase: Year Two Services</b>	<b>Anticipated Certified MainStreet Phase Services</b>
<ul style="list-style-type: none"> <li>▪ Public Presentation on the Main Street Four Point Approach® and Emerging MainStreet Program</li> <li>▪ Initial organizing meeting to discuss structure, next steps, and timeline</li> <li>▪ Formalization of Board of Directors and incorporation assistance</li> <li>▪ Board Roles &amp; Responsibilities Training</li> <li>▪ Creation of mission statement &amp; goals</li> <li>▪ Development of operational bylaws, conflict of interest policy</li> <li>▪ 501c3 application development</li> <li>▪ MainStreet Four-Point Basic Training for board members</li> <li>▪ Development of six-month action plan</li> <li>▪ Graphic Design for local organization logo</li> <li>▪ Organization informational materials</li> <li>▪ Four-Point project implementation training for committees (when formed)</li> <li>▪ Committee Project Guidance</li> <li>▪ Fund-Raising Planning</li> <li>▪ Emerging Program Assessment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Define MainStreet District Boundary</li> <li>▪ Personnel policy, recommendations</li> <li>▪ MainStreet Resource Team, a comprehensive planning/advisory service</li> <li>▪ Facilitation of Annual Action Plan</li> <li>▪ Website development assistance (if not done in Emerging Phase)</li> <li>▪ Cultural/Historic Resources Inventory</li> <li>▪ Development of Fund-Raising Plan</li> <li>▪ UNM DPAC Design Recommendations</li> <li>▪ Two additional Design consultations (including one Façade Squad service)</li> <li>▪ MainStreet Economic Analysis</li> <li>▪ Entrepreneurial Development</li> <li>▪ Urban Design Streetscape Review (Year 1 or 2 as needed)</li> <li>▪ MainStreet Business District Directory Development</li> <li>▪ MainStreet District Branding/Marketing Strategy (or Year 2)</li> <li>▪ Annual program assessment and national accreditation review</li> <li>▪ Additional organizational guidance</li> <li>▪ Fund-raising, grant-writing training</li> <li>▪ Other services as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>▪ MainStreet District Master Plan</li> <li>▪ Urban Design Streetscape Review (as needed, if not done in Year 1)</li> <li>▪ Branding/Marketing (if not done in Yr. 1)</li> <li>▪ MainStreet District Design Guidelines</li> <li>▪ Three Design Consultations</li> <li>▪ Annual program assessment</li> <li>▪ Other services as appropriate</li> </ul>	<p>Subject to availability of funds, local MainStreet organizations that successfully transition from the Start-Up to Certified MainStreet Phase can expect to receive from NMMS continue façade assistance, an annual program assessment, group training services, and other services as requested.</p>
		<p><b>MainStreet Group Training Services (Required and provided each year)</b></p>	
		<ul style="list-style-type: none"> <li>▪ NMMS Manager Orientation (for staff)</li> <li>▪ NMMS Quarterly MainStreet Meetings (required)</li> <li>▪ NMMS Four-Point Institutes (optional but strongly encouraged)</li> <li>▪ National Main Streets Conference (required attendance for staff)</li> <li>▪ Staff roundtable sessions (at select Quarterly Meetings)</li> <li>▪ Board/Volunteer roundtable sessions (at select Quarterly Meetings)</li> </ul>	

*All services are subject to funding and may be revised by NMMS according to local needs and/or state funding and other resources.*

## New Mexico MainStreet Fees and Participation Requirements

At this time, New Mexico MainStreet charges no fees to its Emerging, Start-Up, and Certified local organization affiliates for its technical assistance and training. The cost and expense of providing local MainStreet organizations with technical assistance and training is funded by the state legislature – a substantial investment by the State of New Mexico and the Economic Development Department in fostering local revitalization and community economic development activity. The approximate fair-market value of these services if purchased directly by a community is \$50,000 each year in the Emerging and Start-Up phases, and approximately \$35,000 per year during the Certified MainStreet phase.

While local MainStreet organizations pay nothing for the professional services of New Mexico MainStreet, NMMS does place requirements on local organizations and municipalities in exchange for its services. At this time, these include:

- **Execution of an Memorandum of Understanding** among the Economic Development Department, the local MainStreet organization, and the municipality to define the duties, responsibilities, and commitments of each.
- **Participation in Required Training Sessions**
- **Completion of Quarterly Reports**
- **Administrative Updates and Operational Good Standing**
- **Participation in the NMMS Annual Report and Awards** (when produced)
- **Minimum Local Funding Level and Operating Budget.** Each local MainStreet organization sets its own budget based on its projects and operating costs. However, NMMS requires that the municipality and the private sector both participate in funding the local MainStreet revitalization effort. Local MainStreet organizations are required to meet the following minimum annual operating budgets and are encouraged to raise additional funds beyond the minimum requirements to expand their revitalization capacity.

Communities under 10,000 Population	Communities between 10,000 and 50,000 Population	Communities over 50,000 Population
<b>Emerging Phase (First Year):</b> \$10,000 in local funding, including a minimum of \$5,000 from the municipality and \$5,000 the private sector.	<b>Emerging Phase (First Year):</b> \$10,000 in local funding, including a minimum of \$5,000 from the municipality and \$5,000 the private sector.	<b>Emerging Phase (First Year):</b> \$10,000 in local funding, including a minimum of \$5,000 from the municipality and \$5,000 the private sector.
<b>Start-Up Phase, Years 1 and 2:</b> \$60,000 in local funding, including a minimum of \$30,000 each from the municipality and the private sector.	<b>Start-Up Phase, Years 1 and 2:</b> \$70,000 in local funding, including a minimum of \$35,000 each from the municipality and the private sector.	<b>Start-Up Phase, Years 1 and 2:</b> \$90,000 in local funding, including a minimum of \$45,000 each from the municipality and the private sector.
<b>Certified Phase (Years 4+):</b> \$60,000 in local funding, including a minimum of \$35,000 each from the municipality and the private sector.	<b>Certified Phase (Years 4+):</b> \$70,000 in local funding, including a minimum of \$35,000 each from the municipality and the private sector.	<b>Certified Phase (Years 4+):</b> \$90,000 in local funding, including a minimum of \$45,000 each from the municipality and the private sector.

- **Adherence to National Main Street Guidelines.** Local MainStreet organizations must meet the following ten criteria in order to continue to receive NMMS assistance and benefits.
  - Broad-based community support from the public and private sectors
  - Written vision and mission statements relevant to local conditions
  - A comprehensive MainStreet work plan with activities in each of the Four Points
  - An historic preservation ethic
  - An active board of directors and committees
  - An adequate operating budget
  - A paid professional manager/executive director
  - Ongoing training for staff and volunteers
  - Reports key statistics to the state program
  - A current membership in the National Trust Main Street Center Network

*All services are subject to funding and may be revised by NMMS according to local needs and/or state funding and other resources.*



## How Long Does New Mexico MainStreet Support Last?

As long as state resources are available and the local MainStreet organization continues to meet NMMS participation requirements in each respective phase and meets the terms of participation outlined in the MOU, the local MainStreet organization can continue to receive services and support from New Mexico MainStreet. If a local MainStreet organization fails to meet the required terms of participation, it will be allowed a probationary period in which to meet NMMS requirements. If it does not meet the requirements within the probationary period, NMMS will decertify the local organization, at which time it will no longer receive NMMS services, will no longer be eligible to apply for MainStreet Capital Outlay, and may not use the Main Street trademark name in its organizational name or operations. Should a local MainStreet organization that has left NMMS or been decertified wish to participate in NMMS at some point in the future, it must reapply to NMMS during a regular application period.

## Policy on Local Use of the “Main Street” Name

On behalf of the National Trust Main Street Center, which owns the Main Street trademark and controls use and licensing of the Main Street name, New Mexico MainStreet determines which designated NMMS affiliates are permitted to use the “Main Street” name in their organization name.



Participating local Emerging MainStreet organizations are encouraged and permitted to use “Main Street” in their corporate name during the Emerging phase. Local organizations will be allowed to continue to use the “Main Street” name as long as they meet NMMS participation requirements, are implementing a comprehensive Four-Point revitalization effort according to National Main Street guidelines, and successfully transition into the Start-Up Phase and later the Certified Phase.

Emerging MainStreet organizations that do not successfully transition to the Start-Up Phase will be required to cease using the “Main Street” name and will be required to use a “doing business as” (DBA) naming structure that does not use the phrase “Main Street” in the organization’s name. Additionally, Start-Up MainStreet organizations that do not successfully transition to the Certified MainStreet Phase will be required to cease using the “Main Street” name and will be required to use a “doing business as” (DBA) naming structure that does not use the phrase “Main Street” in the organization’s name.

## For More Information on the New Mexico MainStreet Program

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Contact Rich Williams, Director, at 505-827-0168 or [Rich.Williams@state.nm.us](mailto:Rich.Williams@state.nm.us)

And visit [www.edd.state.nm.us/mainStreet/intro/index.html](http://www.edd.state.nm.us/mainStreet/intro/index.html) or <http://nmmainstreet.org/>