



# Economic Positioning

This is an application to receive economic positioning technical assistance from the New Mexico MainStreet Program.

Each box checked represents a single technical assistance consultation, some of which may require multiple site visits. For State Certified communities, annual technical assistance may be requested in each of the MainStreet Four Points once per fiscal year (July 1-June 30). For Nationally Accredited communities, annual technical assistance may be requested in each of the Main Street Four Points twice per fiscal year (July 1-June 30). Your organization should have a selection process in place to choose the appropriate training(s), workshops, or on-site consultations that will result in positive E.P. committee activity and economic changes occurring in the MainStreet district. Please note that Program Associates may not be able to schedule an immediate on-site visit. Please submit your request ASAP and if you have an urgent need, contact the MainStreet Director at 505-827-0168.

## WORK PLAN

YES NO

Does this request relate to a project on your organization's annual work plan?  YES  NO

If **yes**, please attach a copy of the relevant page(s) of your work plan. If **no**, please provide a justification for requesting services that are not on your work plan.

## OTHER PLANNING DOCUMENTS

Identify any other planning documents to which this request relates:

- Downtown Master Plan
- DPAC
- BBER
- Annual Assessment
- Resource Team Report

Please attach a copy of the relevant page(s) from each

of the document(s) checked above.

Check the appropriate category of assistance that you require.

### ECONOMIC POSITIONING TRAINING

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

### FINANCING & SUPPORT

- Arts & Cultural District
- Business Improvement District
- Financial Incentive Program
- Loan & Grant Programs
- Performance & Progress Monitoring
- Tax Increment Financing

(using your BBER)

- Market Visioning & Positioning
- Opportunities for Growth
- Understanding Market Trends
- Arts & Culture Impact Analysis
- Tourism Impact Analysis

### BUSINESS SUPPORT

- Business Retention, Expansion, Recruitment
- Developing Business on Main Street
- Setting up a Business Incubator
- Small Business Coaching
- Small Business Tune Up

### MARKET ANALYSIS

- Business Mix & Cluster Analysis
- Economic Structural Analysis

### DEVELOPMENT

- Intro to Real Estate
- Real Estate Project Review
- Project Financing Plan

## NAME OF ORGANIZATION

MainStreet Organization Name \_\_\_\_\_ Date \_\_\_\_\_

## CRITERIA

The New Mexico MainStreet Program offers economic positioning assistance to spur economic revitalization in the heart of the community, by contributing to increased interest, activity and commerce on Main Street. Please indicate how this assistance will aid that effort.

## TIME FRAME

Please indicate when you would like the assistance to take place. \_\_\_\_\_

## ADDITIONAL COMMENTS

## SIGNATURES

\_\_\_\_\_  
MainStreet Manager

\_\_\_\_\_  
MainStreet Board President

\_\_\_\_\_  
Economic Positioning Committee Chair

## PLEASE RETURN THIS FORM TO: (MAKE COPIES AS NEEDED)

Economic Development Department      Joseph M. Montoya Building      Santa Fe, NM 87505-4147  
New Mexico MainStreet Program Director      1100 St. Francis Drive      Fax: (505) 827-0407

### FOR STATE USE ONLY

Authorized by State Director  yes  no

Comments \_\_\_\_\_