This is an application to receive promotions, marketing & graphic design technical assistance from the New Mexico MainStreet Program.

- Accelerator process designees have an established set of technical assistance services in the Four Points provided by NMMS during this phase of development, and are not eligible to apply for additional services through this form.

- Main Street America Affiliate programs may receive up to one (1) technical assistance service in each of the Four Points per fiscal year (July 1 – June 30).

- Main Street America Accredited programs may receive up to two (2) technical assistance services in each of the Four Points per fiscal year (July 1 – June 30). Based on the successful implementation of projects, events and activities from a previous service request, additional technical assistance may be considered if the professional consultant has availability.

- Each box checked represents a single technical assistance consultation, some of which may require multiple site visits. Please note that Program Associates may not be able to schedule an immediate on-site visit. Applicant is responsible for costs of reproduction of documents beyond the quantity provided by New Mexico MainStreet. If you have an urgent need, contact the MainStreet Director at (505) 827-0168

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Check the appropriate category of assistance that you require. (Please select one service only.)

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ECONOMIC TRANSFORMATION STRATEGY & PROJECT DESCRIPTION

The New Mexico MainStreet program offers promotions, marketing and graphic design assistance to support the Economic Transformation Strategies (ETS) that spur economic growth and revitalization of MainStreet-designated traditional and/or historic commercial districts. Please list the Economic Transformation Strategy this request relates to.

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Please provide a description of the project and explain how it supports the chosen Economic Transformation Strategy.

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WORK PLAN

Does this request relate to an activity or project identified in your organization’s ETS-based 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.

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Promotions, Marketing & Graphic Design Form continued on page 2
FUNDING SOURCES
Please identify funding sources for this project:

- Business Improvement District (BID)
- Tax Increment Financing (TIF)
- Corporate sponsorships
- Community Development Block Grant Funds (CDBG)
- Tax Increment Development District (TIDD)
- Self-fund
- Local Economic Development ACT (LEDA/LOGRT)
- Municipal Infrastructure Funds
- Other Grants: ________________________________
- Lodger's Tax
- Private funds
- Other: ________________________________

TIME FRAME
Please indicate when you would like the assistance to take place.

When do you estimate the project will be complete?

METRICS & INDICATORS
What outcomes do you expect of this project? How will you measure the impact of this project on achieving your organization’s Economic Transformation Strategies?

ADDITIONAL COMMENTS

SIGNATURES

MainStreet Board President

MainStreet Executive Director

Project Leader

Project Leader Phone & Email

PLEASE RETURN THIS FORM TO: (MAKE COPIES AS NEEDED)
Economic Development Department
PO Box 20003
Julie.Blanke@state.nm.us
New Mexico MainStreet Program Director
Santa Fe, NM 87504-5003

FOR STATE USE ONLY
Authorized by State Director  o yes  o no
Comments ____________________________