



New Mexico MainStreet 2012 Annual Report

"Rebuilding New Mexico's Local Economies"



New Mexico MainStreet 2012 Annual Report

"Rebuilding New Mexico's Local Economies"



A Message from the Cabinet Secretary

As I travel every corner of New Mexico, I am truly amazed by the work accomplished by the New Mexico MainStreet Program. From Clayton to Silver City, I have met passionate, committed MainStreet staff and volunteers working to create opportunity for new businesses and existing businesses alike through preservation of historic downtowns. That is why Governor Susana Martinez and I are firmly behind the MainStreet Program as part of our rural job creation efforts dubbed the “Rural Renaissance” that includes continued investment in MainStreet.

For more than 25 years, MainStreet continues to be a wonderful tool for rural economic development. I've seen first-hand what the program can do to help small, local businesses in our historic downtowns as well as the benefits of revitalizing traditional city centers as destinations for tourism and commerce. And the proof is also in the numbers.



Under the leadership of Rich Williams, using the Four-Point Approach® to economic development, in 2012, New Mexico MainStreet successfully:

Assisted 134 new businesses

Facilitated 21 business expansions

Created 622 new jobs

Raised \$16.9 million in private reinvestment in MainStreet Districts.

These numbers show that through the MainStreet approach historic preservation and economic development efforts complement one another. In a time where every dollar must go farther, we see one of the best returns on investment through this program. That is why I am behind it 100 percent and hope you will also lend your support in promoting MainStreet for not only its job creating ability but also in the work done to preserve our timeless treasures.

Sincerely,

Cabinet Secretary **Jon Barela**

New Mexico Economic Development Department

A Message from the Director

It's been a long journey through this recession for the small businesses in New Mexico's MainStreet and Arts and Cultural Districts. Currently, indicators show a slow come back for downtown. Our MainStreet leaders will want to use this winter post-holiday lull to re-evaluate their data and strategies to reposition their local Districts for renewed growth and business development.

Customer/client "needs and wants" have changed in the past four years – how we spend our money is markedly different. A customer needs survey or focus group discussion can help develop the best strategies for small businesses to succeed and make their cash registers ring. What is working in your MainStreet District and what is not? How can local MainStreet Task Groups assist in meeting some of the changes needed on MainStreet to restore vitality and grow the District financially? Our Economic Positioning Program Associate Keith Kjelstrom can assist in choosing the right tools to meet your goals of assisting small businesses.

Winter is the perfect time for our MainStreet Boards and Task Groups to begin planning spring clean-up and fix-up activities. Whether a Façade Squad, a Clean and Sweep, Merchandising workshops, or Placemaking on the street, after a harsh winter it's time to spruce up for the summer crowds. The Design Team (Elmo Baca, Charlie Deans, and William Powell) are ready to help choose the right properties and target the right areas for visible and vibrant change that brings new customers in the doors of local businesses.

Good solid growth in our MainStreet businesses is always based in good planning. Eduardo Martinez, Program Associate in Organization, can assist with capacity building for Task Groups and volunteer development.

After all that hard work you want your community's residents, visitors and tourists to rediscover your MainStreet District and the great opportunities it has to offer. Robyne Beaubien, Program Associate in Promotions, can assist in planning summer events, fiestas, and festivals schedule and the marketing and advertising needed to bring people downtown.

The quiet of winter always belies the growth happening under the surface, preparing to nurture spring and summer's vibrant MainStreet seasons ahead. Our staff is here to assist.

Rich Williams,

New Mexico MainStreet Program Director

Arts and Cultural Districts Program Coordinator

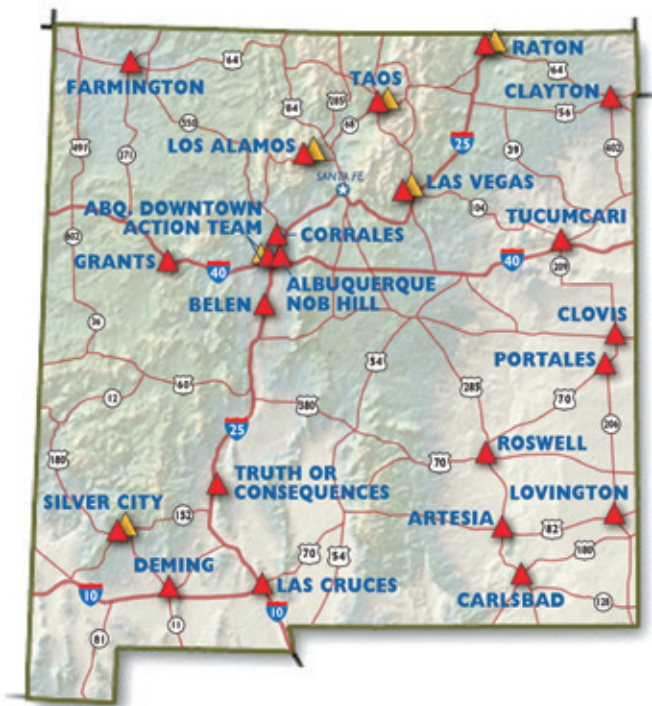


Mission Statement

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

NMMS BACKGROUND

In the late 1970s, the National Trust for Historic Preservation developed the Main Street Four-Point Approach® to commercial district revitalization – a comprehensive strategy that encourages economic development within the context of historic preservation. In 1985, the New Mexico State Legislature funded the New Mexico MainStreet Program to assist local communities in implementing this strategy.



- ▲ ACTIVE MAINSTREET TOWNS & VILLAGES
- ▲ STATE AUTHORIZED ARTS & CULTURAL DISTRICTS

The New Mexico MainStreet Program was formed to “provide for the revitalization of central business districts in New Mexico communities based on the preservation and rehabilitation of existing structures of unique historical and architectural character and the development of progressive marketing and management techniques as an economic development strategy for local governments,” 3-60B-1 to 3-60B-4 NMSA 1978.

For more than 25 years, New Mexico MainStreet has been helping local communities revitalize their downtown commercial districts using the Main Street Four-Point Approach® with remarkable results. Thousands of jobs and hundreds of new businesses have been created, and millions of dollars in private funds have been invested in New Mexico’s Main Streets since the program began. In 2012, New Mexico MainStreet communities leveraged \$16.9 million in private investment, created 134 new businesses, and generated 622 net new jobs.

Today, the program provides intensive services and technical assistance to 17 State Certified local MainStreet organizations, four Start-Up MainStreet Districts, two Emerging MainStreet Districts, and six State Authorized Arts and Cultural Districts.

New Mexico MainStreet Program Reinvestment Statistics

As New Mexico rebuilds its local economies in a challenging post-recession environment, local MainStreet communities continue to prove the success of the Main Street Four-Point Approach® to downtown revitalization. In 2012, MainStreet Districts statewide saw a total of 134 net new businesses, 21 business expansions, and 622 net new jobs. Although private reinvestments in MainStreet Districts have not yet reached pre-recession levels, Main Street property owners and district investors put \$16.9 million toward the rehabilitation of 135 buildings in 2012. Public and private investments were met with a strong showing of community support, in the form of more than 25,000 volunteer hours spent on façade, streetscape, and shop front design initiatives, district promotions, and community events.

NEW MEXICO MAINSTREET

Reinvestment Statistics

December 2012

	2012 <i>(January to December)</i>	Cumulative Total <i>(since January 2002, unless otherwise noted)</i>
Number of Net New Businesses	134	1,712
Number of Business Expansions	21	283
Number of Building Rehabilitations	135	1,492
Dollars of Private Reinvestment	\$16,912,564	\$161,418,776
Number of Public Projects	41	610
Dollars of Public Investment	\$25,292,123	\$271,746,033
Number of Joint Public/Private Projects	16	217
Dollars Invested in Public/Private Projects	\$1,807,142	\$25,640,397
Number of New Buildings Constructed	6	77
Dollars Invested in New Building Construction	\$25,927,399	\$135,647,824
Number of Net New Jobs	622	5,707
Dollars of Public Sector Grants	\$1,138,782	\$22,197,808
Dollars of Private Sector Grants	\$146,330	\$3,124,010
Volunteer Hours	25,454	166,947*

*NMMS began tracking volunteer hours in July 2006

The Main Street Movement: *A Proven Strategy for Rebuilding Local Economies*

by LISA ROACH

NMMS Communications and Revitalization Financial Specialist, & NMMS Program Associates



When we speak of “Main Street,” we call to mind numerous images – from the bustling town centers of yesteryear, to neglected buildings and boarded-up shop fronts, to vibrant, restored commercial districts filled with neighbors, friends and visitors. However, the meaning of Main Street goes beyond those places, memories, and experiences. Over the last 30 years, Main Street has become a national movement fueled by more than 1,200 local organizations across the country working to preserve and renew that sense of place, community, and economic vitality that has so often been lost in our historic downtowns. In New Mexico, as elsewhere in the U.S., the Main Street Movement’s Four-Point Approach® has proven to be a powerful strategy for local economic development. Each of the Four Points contributes to New Mexico MainStreet’s success in rebuilding local economies statewide.



ORGANIZATION

Organization is the backbone of any successful economic development effort and encompasses the human “power plant” that drives downtown revitalization. The goal of the organization point is to build and sustain a strong volunteer and community-driven structure that restores the social, political and economic value of Main Street. Organization engenders public-private partnerships and broad-based support for Main Street and ensures that staff, volunteers and community stakeholders work together towards common goals for the district.



DESIGN

Design enhances the physical appearance of downtown to create an environment that is appealing for business development and pedestrian activity. Downtown master plans identify catalytic projects and evaluate the financial tools needed to implement these. Economic benefits are realized through job creation in the construction trades and attraction of new businesses and jobs to the district. The rehabilitation of existing buildings results in the creation of capital assets in a community when buildings are put back into long-term use. Historic preservation projects often utilize tax credits and stimulate heritage tourism, an essential and growing component of the cultural economy.

ECONOMIC POSITIONING

Economic Positioning comprises a wealth of activities that strengthen the MainStreet district’s position in the marketplace. Primary among these is boosting the operating practices of existing businesses, both individually and as a group. In local communities, EP teams work to understand the market, develop business enhancement and recruitment opportunities, monitor the district’s economic performance, link business and property owners to financing and technical assistance, and promote smart community land use policies and practices.



PROMOTIONS

Promotions are a fundamental part of building business in a community. Promotional activities create and market a positive image of downtown and attract people to the district to shop, dine, and enjoy local history and culture. A successful business, or a MainStreet district filled with such businesses, has a greater impact when effectively promoted. An authentic brand, creative window displays, and a focused marketing campaign should all “tell the story” of the business and enhance the image of the district.

New Mexico MainStreet Program Services

New Mexico MainStreet serves as a resource and support network for affiliated communities, providing them with technical assistance, resources, information and training in their revitalization efforts to create vibrant, sustainable commercial districts. From the basics of the Main Street Four-Point Approach®, to advanced economic development strategies, New Mexico MainStreet offers educational and professional services to participating communities.

ON-SITE TECHNICAL ASSISTANCE

A Resource Team of MainStreet Program Associates specializing in all aspects of the Main Street Four-Point Approach® provides free, professional, on-site technical assistance to local MainStreet programs in affiliated communities. The on-site technical assistance is specifically tailored to each community to help launch and sustain revitalization efforts and assist mature local programs in tackling more complicated issues and projects. On-site assistance includes:

- Resource Team visits to newly-designated communities to help local programs develop effective strategies to begin revitalization work.
- Reconnaissance visits to communities to critically assess the needs and issues facing the downtown district.
- Visits from individual Program Associates to offer specialized assistance on a particular aspect of revitalization.
- Annual assessments to help both new and mature MainStreet programs evaluate challenges and opportunities.



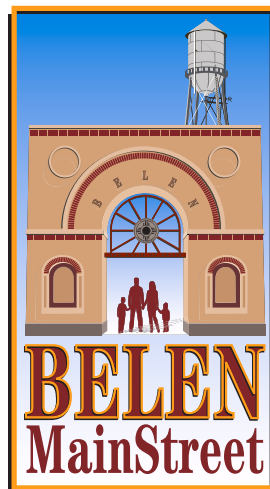
SPECIALIZED TRAINING AND TECHNICAL ASSISTANCE INCLUDES:

Organization Assistance. Sustains and enhances local MainStreet organizational structure, operations, resources and partnerships.

- Orientation and mentoring for board members, committee members, and staff.
- Volunteer development.
- Public relations strategies and organization image development.
- Annual and strategic planning.
- Annual work plan development.
- Operations management.
- Fundraising and grant writing assistance.

Promotions Assistance. Helps local MainStreet organizations develop and implement marketing and promotional activities to enhance downtown’s image and attract consumers.

- Media strategies and promotions plans.
- Branding.
- Tourism development, including heritage tourism.
- Event development, including retail events, special events, and signature events.
- Graphic design of logos, signage and marketing materials.
- Website design.



Economic Positioning Assistance. Helps local MainStreet organizations strategically enhance and strengthen their district’s economy.

- Market analysis.
- Business retention, expansion and recruitment strategies.
- Small business coaching.

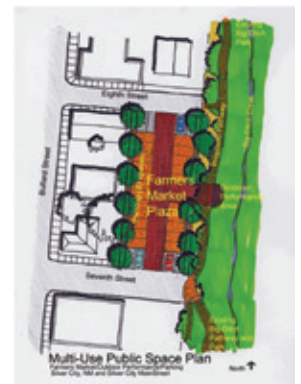
- Real estate project review.
- Loan and grant development.
- Financial tool and incentive development.

Architectural Design Assistance. Provides suggestions on how to maintain and enhance the appearance of buildings and businesses in local MainStreet Districts.

- Architectural assistance, including façade improvements, floor plans, lighting and signage.
- Window displays and interior merchandising.
- Adaptive reuse of historic buildings.
- Building rehabilitation and renovation.
- Historic Preservation assistance and services.
- Landscape design.

Urban Design and Planning Assistance. Helps improve the look and function of local MainStreet Districts through district and site planning and conceptual design.

- Downtown Master Plans and Cultural Plans.
- Planning for Metropolitan Redevelopment Areas (MRA), Business Improvement Districts (BID), and Tax Increment Financing (TIF).
- Streetscape improvements.
- Traffic-calming strategies and pedestrian/bicycle enhancements.
- Infill development.
- Plaza and town square redevelopment.
- Livability and design guidelines.



2012 NEW MEXICO MAINSTREET TRAININGS

New Mexico MainStreet Quarterly Meetings. *The New Mexico MainStreet Program holds quarterly meetings of its staff, Resource Team and local MainStreet organizations to provide regular opportunities for networking, education and skill development.*

Summer 2011: “Creating New Business Models on MainStreet”

Farmington, August 17, 2011

MainStreet Districts are continually developing new Economic Positioning strategies for retaining downtown businesses and recruiting new businesses to the district. The Summer Quarterly introduced concepts such as using current Census Data to build better business plans, marketing building vacancies creatively by utilizing visual merchandise techniques and exploring the potential of Arts-Based Business Development Strategies. Hands-on exercises included drafting a business plan for a Pop-Up business in their district. Teams also developed visual marketing designs for vacant windows in downtown Farmington, some of which were actually installed by the building owners.

Fall 2011: “Celebrating Culture, Heritage and the Centennial”
Tucumcari, October 5, 2011

New Mexico’s Centennial was a state-wide celebration championed by the individual MainStreet programs. The Fall Quarterly provided background information on the Cultural and Heritage Tourism niche and opportunities

for incorporating the concept into the year-long Centennial events schedule. Hands-on exercises included forming a checklist to brainstorm ways to cross market current events and develop new regional events. The meeting closed with a workshop on “Advocacy 101,” preparing everyone for the Winter Quarterly and legislative session in January.

Winter 2012: “Key Ingredients for a High-Functioning Organization”

Santa Fe, January 25, 2012

The key to any MainStreet Program’s success is effective leadership and engaged volunteers. The Winter Quarterly provided hands-on training for Executive Directors and Board members covering such subjects as: “Facilitating Great Meetings,” “Developing a Fresh Approach to Standing Committees,” and “Engaging Your MainStreet Board.” Specific training for Executive Directors included “Management Techniques to Make Your Life Easier.” Board President and volunteer training included a session on “Effective Management of Your MainStreet Executive Director.”

Spring 2012: “Rediscover Main Street”

Baltimore, Maryland, April 1-4

The National Main Streets Conference, produced by the National Trust Main Street Center, traditionally substitutes for the NMMS Spring Quarterly meeting. Hosted by a different state each year, the National conference was held in Baltimore, Maryland. Educational sessions focused on “Preservation as an Economic Engine.” NMMS participants



brought home exciting new information and ideas, as well as renewed energy, to their local program.

Summer 2012: *“Effectively Managing a Catalytic Development Project”*
Clayton, August 1, 2012

Large-scale development projects are on the increase in our MainStreet communities, primarily as a result of available funding from the MainStreet Capital Outlay fund. At the Summer Quarterly, MainStreet Executive Directors received extensive training on project development and management, project financing options, and overview of successful projects in other communities. A YouTube Video production exercise paired teams with individual development projects in Clayton, with each team producing a video to showcase the catalytic project. The finale was a festive screening of the videos at the historic Luna Theater, complete with popcorn and Milk Duds!

Fall 2012: *“Confer in Carlsbad: Communicate, Coalesce, Catalyze and Cruise!”*
Carlsbad, October 3, 2012

“Communicate Your Success!” has become a New Mexico MainStreet motto. Participants in the Fall Quarterly meeting received a bird’s eye view of the successes and struggles of Carlsbad MainStreet. With a focus on reclaiming our MainStreet treasures, the historic Cavern Theatre was the subject of a hands-on case study to develop critical rehabilitation strategies for Carlsbad MainStreet and the community.

New Mexico MainStreet Institutes. *The New Mexico MainStreet Program offers an annual calendar of training institutes open to participants from its affiliated local MainStreet programs and representatives from other communities and organizations.*

“Places of the HeART”
Taos, October 14, 2011

Building upon the NMMS Downtown Curb Appeal program, the workshop provided concepts and strategies incorporating landscape design, public art (creation and installation) and urban places created for people to interact to improve public squares, parks and vacant properties.



A hands-on exercise brought volunteers together to apply concepts learned during the Institute for a two-day Taos Plaza Curb Appeal project.

“Fundraising TUNE-UP”
Albuquerque, March 16, 2012

Participants were asked to bring their fundraising plans and questions for review. Roundtable discussions resulted in mini “fundraising tune-ups” personalized for each community.

Fundraising: “Annual Support Campaigns Designed for Success”
Santa Fe, November 1, 2012

This course was designed to empower communities with the knowledge, excitement and a plan of action to implement an annual support campaign that will assist them with raising funds and garnishing new support. Participants were assisted with outlining the building blocks critical to a successful support campaign, identifying effective methods to spur excitement and prepare for the “ask,” brainstorming ways to promote the campaign, and designing a plan of action to take back to their communities and organizations.

Grant Writing Institute
Raton, November 15-17, 2011
Deming, April 25-27, 2012

Two sessions of this 2.5 day Institute were offered, providing training on identifying funding sources and writing grant proposals. Participants took away from the training a draft grant proposal, tailored specifically to their project and needs.

“Preservation MainStreet”
Lovington, February 7, 2012
Albuquerque, March 6, 2012
Las Vegas, April 24, 2012
Truth or Consequences, May 1, 2012

A new series of workshops debuted in four communities statewide in 2012. Presented by Dr. Bill Dodge, the workshops focused on understanding historic preservation as it relates to downtown projects. Since most downtown development projects involve federal/state funding, the workshops addressed how and when to comply with federal and state historic preservation laws and regulations.

NMMS Program Associates

At the core of the New Mexico MainStreet Program is an ethic of collaboration and flexible technical assistance. Each year, the State Legislature provides the Program with funds that enable a team of Program Associates to offer training and technical assistance to each of the 23 local MainStreet organizations statewide. The NMMS Program Associates provide professional expertise to local MainStreet program representatives who provide the local, community expertise and coordination necessary for the program to succeed. The following principles guide the NMMS Program Associates in their work with communities:

- To work collaboratively with communities in a team-oriented approach.
- To guide and support local revitalization efforts.
- To assist communities in making informed decisions.
- To transfer knowledge, skills and resources needed to build MainStreet revitalization capacity at the local, regional and statewide levels.
- To openly listen to local needs and issues and offer constructive solutions.
- To allow and invite regular critical feedback from local program and community leaders.
- To work with integrity, honesty, and a professionalism deserving of the New Mexico MainStreet Program.
- To respond to community requests in a professional and timely manner.



Arts and Cultural Districts Annual Update

by RICH WILLIAMS

Arts and Cultural District Program Coordinator

Sustained investment by the public and private sectors continues to grow New Mexico's Cultural Economy. Extensive resources were expended this year to market participating Arts and Cultural Districts (ACD) statewide.



McCune Charitable Foundation Funding supported the purchase of pedestrian-scale state ACD logo signs to identify arrival for destination, cultural tourists.

MainStreet Program Associate Charlie Deans and MainStreet consultant Gary Cascio worked with local ACD leaders in participating ACD communities to install the signs.

Linked to the signs is a revamped state ACD website (www.nmartsandculturaldistricts.org) for state-authorized ACD districts, developed by MainStreet Marketing consultant Gary Cascio with Promotions Program Associate Robyne Beaubien. The site introduces all of the districts for cultural tourists navigating the internet to plan their vacations! Each ACD community is highlighted with a link directly to their local Arts and Cultural District website. An ACD "Facebook" feature was added to communicate information about upcoming local events. The New Mexico Department of Tourism picked up the features and marketed local activities through their own array of marketing tools and social media. Cascio and Beaubien updated the ACD Marketing Standards Manual for Arts and Cultural Districts. They then visited each ACD community and worked with local leaders making suggestions for website improvements. Additional seed grants were provided through the Friends of New Mexico MainStreet to update and upgrade local ACD websites.

An additional grant from the Friends paid for the development of an ACD cultural tourism "Rack Card." The card features all six ACD districts and is available at all New Mexico Tourism Department's statewide visitor centers as well as locally in each ACD district.



Seed grants for technical assistance in local ACD capacity building were provided to Taos and Raton by New Mexico Arts, a Division of the Department of Cultural Affairs, through Arts Consultant Georgia Williams and Deputy Division Director of NM Arts Ann Weisman. NM Arts also provided grants to local ACD Executive Directors to travel to educational programs.

Arts consultant Georgia Williams also created two new ACD guides – one for developing a Cultural Plan, and the other for developing a local ACD Steering Committee. At the request of local ACD leaders at last year's annual ACD meeting, NM Arts contracted with Arts and Cultural consultant Jesse Rye to develop a LOA template for "graduated" state-authorized steering committees.

In collaboration with WESST Corp., NM Arts helped fund artisan entrepreneurial development in Las Vegas, Los Alamos, Raton and Taos, and through a Special Program grant, NM Arts funded a photography program in Los Alamos, a program collaboration between local artists and children in Raton, and a Music Festival in Las Vegas.



Legislation has been proposed to capitalize the ACD Capital Outlay fund. Five of six ACD communities have completed and municipally adopted their ACD Cultural and Master Plans. The plans identify critical infrastructure projects for the growth of the Cultural Economy in each ACD district.

New Mexico MainStreet Design Initiatives

by WILLIAM POWELL
NMMS Design Program Associate

This year was a productive one for New Mexico MainStreet’s design initiatives. Façade Squads took place in Deming and Silver City, and Clayton and Taos participated in Curb Appeal projects. These initiatives attract and inspire private property owners and local municipalities to renovate and rehabilitate building façades, public spaces or other forms of the built environment within MainStreet districts. Volunteer-driven, these efforts involve local Main Street programs, board and committee members, property and business owners, volunteers



and local government officials. The program employs professional architectural and design assistance provided by New Mexico MainStreet Program Associates and small grants from the Friends of New Mexico MainStreet.

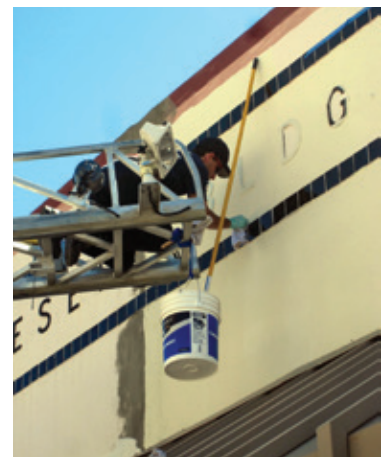
SPECIAL CONSULTATION:

Plaza Building, Alamogordo

In June of 2012, NMMS Program Associate, William Powell, responded to a technical assistance request regarding Alamogordo’s Plaza Building. Powell visited Alamogordo to survey the historic building and offer professional advice regarding strategic planning, historic preservation, and building stabilization. The City of Alamogordo owns the Plaza Building, which is in the process of being listed on the State Register of Cultural Properties. This fall, community volunteers have gathered on weekends to clean up the building and remove non-historic elements to prepare for a potential future use as a museum. The Tularosa Basin Historical Society hopes to one day house its collections within the building.

This year three businesses in Clayton received new paint schemes, basic repairs and new signage designs to showcase their already successful businesses. Clayton’s newly renovated Luna Theater marquee also received a set of planters to protect it from being damaged by large vehicles. Board members and volunteers in Silver City helped to renovate two façades on historic Bullard Ave, a project which also helped to welcome and aid a new business – Tre Rosat Café. The Taos Plaza received a makeover by community volunteers and staff of the Taos Arts and Cultural District. Work on the Plaza included sprucing up the gazebo, improving the trim on the old county courthouse, adding a crosswalk in front of the courthouse, cleaning and improving lighting, signage and curb paint, and the addition of a horseshoe pit and a working horno installed by Taos Pueblo. In Deming, Deming MainStreet and local volunteers removed a “slipcover” from the historic Deming Telephone Building. Slipcovers are coverings that have been applied to a façade to change its appearance. In the case of important historic buildings many of these coverings are being removed to express their original architectural beauty.

The Deming Façade Squad and Taos Curb Appeal projects were each so successful that they received Annual Heritage Preservation Awards from the Historic Preservation Division of the Department of Cultural Affairs.



UNM Design Studio Energizes the Mesilla Valley

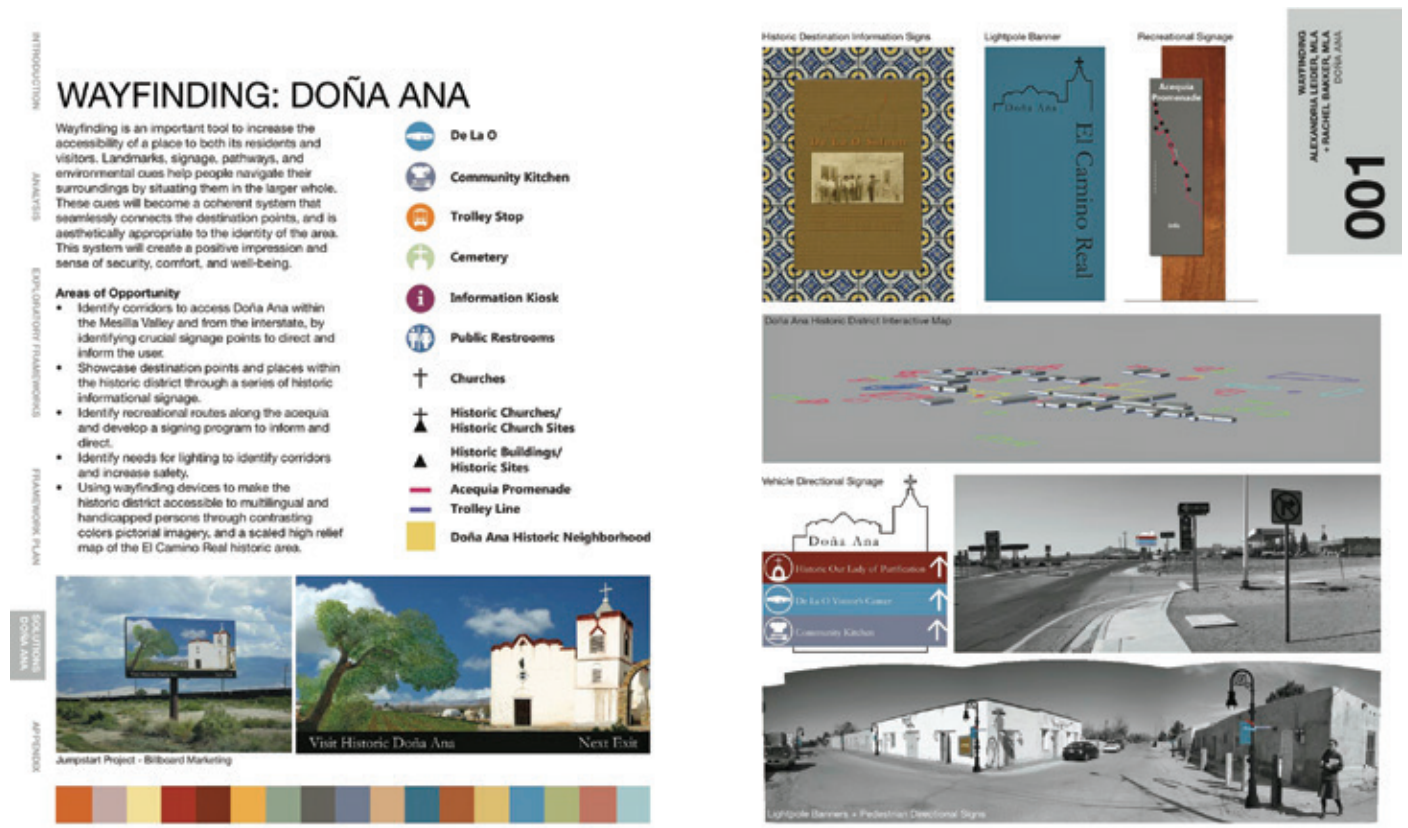
by ELMO BACA

NMMS Cultural and Heritage Projects Program Associate

The Mesilla Valley in southern New Mexico has nurtured a booming agricultural economy since the 1850's and is home to the state's second largest city of Las Cruces and also historic villages such as Doña Ana. The juxtaposition and close proximity of a surging metro area and a traditional hispanic village provided themes and design opportunities for the University of New Mexico's School of Architecture and Planning and Design and Planning Assistance Center (DPAC) spring semester studio in 2012.

Three UNM faculty members, fifteen graduate student designers, and New Mexico MainStreet program associates worked closely with residents and community leaders in Las Cruces and Doña Ana from January through May to interpret common challenges such as wayfinding, acequia beautification, placitas, community kitchens, heritage tourism, and trail systems. The Las Cruces metro region is a rich tapestry of neighborhoods and experiences that stimulated student creativity.

Mid-term and final presentations to the communities were conducted amidst the frenzied commotion of Saturday morning downtown Farmers Markets and also a memorable evening Cinco de Mayo fiesta in the picturesque village of Doña Ana. Inspiring student presentations mixed well with great food, dynamic people, and live music in the restored De La O community center in the heart of the old village, across the street from the original Doña Ana County Courthouse.



Architectural Surveys and State Register Listings

by HEATHER BARRETT
NMMS Historic Preservation consultant

Historic Preservation is a fundamental component of the New Mexico MainStreet Program. For historic resources located in MainStreet districts statewide, the program funds architectural surveys and listing nominations for state and national registers of historic places, providing (if listed) the opportunity to receive historic preservation tax credits for qualified rehabilitation work on those resources.



In October 2011, the Cultural Properties Review Committee (CPRC) approved listing for the Lovington Commercial Historic District in the State Register of Cultural Properties.

The district encompasses 72 resources, of which roughly 70% are considered contributing historic buildings.



During this period, the architectural survey for Clovis was expanded to include the railroad, industrial, and agricultural resources south of First Street, and a State Register nomination was drafted. The railroad area has become the anchor for nominating the Clovis Railroad and Commercial Historic District. The district contains over 200 properties, including: the 1916 Clovis Mill and Elevator Company building; the ca. 1920s Waples-Platter Grocer Company warehouse; the Mission Revival style Gran Quivira (Clovis' Harvey House); the Decorative Brick Commercial style Walker Motor & Oil Company buildings; and, the Art Deco style Sutton's Bakery – a Clovis institution. “The collection of historic resources provides a rare cross-section of significant property types in New Mexico and really tells the story of Clovis – from grain elevators to commercial businesses to historic hotels and theaters to a 1906 Baldwin Steam locomotive,” says MainStreet Historic Preservation consultant Heather Barrett.



Three MainStreet and ACD Communities Receive Annual Heritage Preservation Awards

On May 18, 2012, the New Mexico Historic Preservation Division of the Department of Cultural Affairs presented its Annual Heritage Preservation Awards at the Scottish Rite Center in Santa Fe. Among this year's recipients were projects in two MainStreet and one Arts and Cultural District.

Tucumcari Depot Rehabilitation: The City of Tucumcari and Tucumcari MainStreet received an award for "Architectural Heritage" for the preservation of the 1927 Rock Island – Southern Pacific Depot and for finding new uses for the building. The multi-year project resulted not only in the restoration of the Depot but also in the construction of an adjacent plaza and park.

Deming Telephone Building Façade Squad: Deming MainStreet and building owner Totsie Slover received an award for "Heritage Organization" for the restoration of the statehood-era, Commercial-style details of the Deming Telephone Building. The MainStreet Façade Squad project

took place in Summer 2011 with the help of NMMS Program Associates, community volunteers organized by Deming MainStreet, and a grant from the Friends of New Mexico MainStreet.

Taos Plaza: The Taos Arts and Cultural District was presented with a "Heritage Organization" award for its use of the MainStreet Curb Appeal program to unite volunteers to restore Taos Plaza's role as a community gathering place. The project took place October 15 and 16, 2011, and was funded with a \$4,500 grant from the McCune Charitable Foundation through the Friends of New Mexico MainStreet.



Nine MainStreet Capital Outlay Fund Projects Completed

In 2000, the New Mexico State Legislature created the MainStreet Capital Outlay Fund – an historic step that has since had a powerful impact on downtown revitalization efforts in New Mexico’s communities. The restoration and enhancement of a downtown’s capital assets, like the rebuilding of streets and sidewalks, the addition and refurbishment of parks and plazas, and the rehabilitation of historic buildings, show visible progress and make vital contributions to local economic development.

In 2012, local MainStreet communities completed nine projects that were funded by Capital Outlay appropriations. Completed projects include a downtown master plan, two cultural district plans, site planning and design work, streetscape and plaza improvements, and the rehabilitations of an historic railroad depot and theater. Projects require matching funds, must demonstrate positive economic impact, and are implemented through a partnership between the municipality and the local MainStreet organization.

PORTALES	<i>Depot Focus Area Planning and Design</i>	\$85,000
ROSWELL	<i>Downtown Master Plan</i>	\$75,000
CLOVIS	<i>Main Street Streetscape Improvements</i>	\$131,000
CLAYTON	<i>Luna Theater Rehabilitation</i>	\$200,000
LOS ALAMOS	<i>Cultural Plan</i>	\$35,000
LOS ALAMOS	<i>Plaza Redevelopment</i>	\$80,730
LOVINGTON	<i>Central Plaza Planning and Design</i>	\$84,000
TAOS	<i>Cultural Plan</i>	\$35,000
TUCUMCARI	<i>Depot Rehab and Construction of Railroad Plaza Park</i>	\$500,000*

*Special capital outlay reauthorization.



Eleven Local New Mexico MainStreet Programs Receive National Accreditation

Over more than three decades, the National Trust Main Street Center has developed ten standards of performance, which local state-certified MainStreet organizations must meet to become nationally accredited.

NATIONAL TRUST MAIN STREET CENTER TEN STANDARDS OF PERFORMANCE:

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors.
2. Has developed vision and mission statements relevant to community conditions and to the local MainStreet program's organizational stage.
3. Has a comprehensive Main Street work plan.
4. Possesses an historic preservation ethic.
5. Has an active board of directors and standing committees in each of the Four Points.
6. Has an adequate operating budget.
7. Has a paid professional executive director.
8. Conducts a program of ongoing training for staff and volunteers.
9. Reports key statistics to track economic development performance.
10. Is a current member of the National Trust Main Street Network.



*Congratulations to the following eleven local MainStreet organizations,
who achieved national accreditation in 2012 by meeting these standards:*

Nob Hill MainStreet

Artesia MainStreet, Inc.

Clovis MainStreet

Corrales MainStreet, Inc.

Downtown Las Cruces Partnership - A MainStreet Project

MainStreet de Las Vegas

Los Alamos CDC - A MainStreet Project

Raton MainStreet

Silver City MainStreet Project

Truth or Consequences MainStreet

Tucumcari MainStreet

Friends of New Mexico MainStreet Centennial Legacy Projects Completed

The Friends of New Mexico MainStreet, a New Mexico non-profit corporation, was founded in 2004 to support and promote the activities of NMMS and its affiliated projects. The Friends' goal is to secure funds to enhance local efforts and strengthen the program statewide through education, training, and specialized services that are not funded under state appropriations, but which have a high impact on program development at the local level.

Generously sponsored by the Friends of New Mexico MainStreet, the Centennial Legacy Project Awards were designed to fund a significant, lasting and tangible enhancement to local MainStreet Districts to be completed and dedicated in celebration of New Mexico's Statehood Centennial in 2012. Nominees had to define a specific project, indicate readiness to complete the project, identify local implementation partners, and assemble a cash match for the award. During the NMMS 25TH Anniversary Celebration on August 14, 2010, Friends President Peyton Yates presented three Centennial Legacy Project Awards of \$20,000 each to the following recipients:



- **La Placita, Downtown Las Cruces Partnership**

The Downtown Las Cruces Partnership was awarded Centennial Legacy funds for the transformation of an empty downtown alley into a pavilion-style public space to provide a gateway for downtown, to create pedestrian connectivity between downtown and adjacent neighborhoods, and to provide a setting for special events and activities. Several years in the making, La Placita was completed in October 2011, utilizing MainStreet Capital Outlay funds in addition to its Centennial Legacy Award.

- **The Locomotive 9005 Project, Clovis MainStreet**

Clovis MainStreet selected the Locomotive 9005 Project for its Centennial Legacy Project because of the importance of the railroad to the founding of the community. One of the last steam locomotives in the country, Engine 9005 served in the Clovis Railyard and was moved to Hillcrest Park upon retirement more than 50 years ago. In December 2011, the Engine was relocated to the Historic Railroad District in Clovis. The restoration process is ongoing, and the Phil and Vernah Williams Historic Railroad Park is projected to be complete in the Fall of 2013.



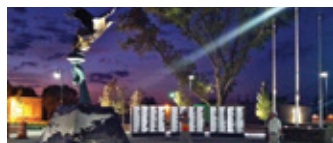
- **Big Ditch Park Interpretive Signage, Silver City MainStreet Project**



The Silver City MainStreet Project was awarded Centennial Legacy Project funds for interpretive signage along Silver City’s Big Ditch. On Saturday, July 21, 2012, Silver City MainStreet Manager Nick Seibel unveiled five educational signs located next to the parking lot of the Visitors Center on Hudson Street. The signs trace the history of the Big Ditch and are an important tourist draw for Silver City.

Two second place awards, in the amount of \$10,000 were presented to the following recipients:

- **Veteran’s Memorial Park, Artesia MainStreet, Inc.**



Artesia MainStreet, Inc. utilized its Centennial Legacy Project Award for the construction of Veteran’s Memorial Park. Dedicated on Veteran’s Day 2012, the Park serves as a wonderful way to celebrate community history, honor veterans, and memorialize New Mexico’s statehood.

- **Downtown Wayfinding Signage, MainStreet de Las Vegas**

In November 2012, Mayor Alfonso Ortiz, Jr. and President Jim Fries (NMHU) joined sculptor Robert Feeley and MainStreet de Las Vegas Board Members to dedicate the “Legacy Sign” funded by Friends of NMMS. The three-sided sign is the first phase of a longer term project to direct visitors into Las Vegas’ historic downtown district.



Through the generous support of the Friends of New Mexico MainStreet and other award sponsors, all five projects were completed and dedicated in 2012 in celebration of New Mexico’s Statehood Centennial. The New Mexico MainStreet Program owes a debt of gratitude to the Friends for their support of these and so many important projects over the years.



Coalition of MainStreet Communities Annual Update

by MARK LAKE

President of the Coalition of MainStreet Communities & Executive Director of Tukumcari MainStreet

The Coalition of MainStreet Communities is a non-profit organization supported by local MainStreet member organizations across New Mexico. Its mission is to provide support for local MainStreet and Arts and Cultural Districts through program and policy development, advocacy and lobbying for resources, in cooperation with the State of New Mexico Economic Development Department, Friends of New Mexico MainStreet and other partners.

It has been a productive year for the Coalition, and the Coalition wishes to thank all our Executive Directors and the State staff for the support and participation you have given the Coalition this year.

We have had great participation at our Coalition meetings, and members have stepped up to support the work of the Coalition financially. We are making strides with our legislative agenda and have a contract in place with our lobbyist. We look to our members and legislators to support our agenda in the upcoming legislative session; together we can move the work of New Mexico MainStreet forward in the coming year. This year's legislative agenda includes the following initiatives:

\$3,000,000 FOR THE MAINSTREET CAPITAL OUTLAY FUND

RESTORATION OF THE NEW MEXICO MAINSTREET PROGRAM BUDGET TO \$850,000

DOUBLING OF STATE HISTORIC TAX CREDITS IN MAINSTREET DISTRICTS

PASSING OF THE ARTS AND CULTURAL DISTRICT CLEAN UP BILL

CAPITALIZATION OF THE ARTS AND CULTURAL DISTRICT FUND AT \$500,000

\$100,000 SPECIAL APPROPRIATION TO ADD TWO NEW ARTS AND CULTURAL DISTRICTS

\$100,000 SPECIAL APPROPRIATION AND STATUTORY LANGUAGE FOR "FRONTIER COMMUNITIES"

A special thank you to the members of this year's Executive Committee – Carrie La Tour of the Downtown Las Cruces Partnership, Amy Barnhart of Carlsbad MainStreet, and Cynthia Spray of the Taos MainStreet / Arts and Cultural District. You have been troopers giving of your time in addition to the load you carry locally.



Two Communities Join the NMMS Program

TAOS

In 2012, the Taos Arts and Cultural District Steering Committee voted to become a MainStreet community, fulfilling a commitment made when the community received its ACD designation in 2009. Having completed a Cultural Plan for the Arts and Cultural District in 2012, the Town of Taos in partnership with Taos MainStreet and Arts and Cultural District is poised to embark upon a planning process to create a Downtown Master Plan for the new MainStreet District.



ZUNI PUEBLO

On July 5, 2012, Zuni Pueblo became the first Native American Main Street community in the nation. As a Centennial Project of the Economic Development Department, the designation serves as a groundbreaking step towards preserving New Mexico's rich heritage and fostering economic development in a unique cultural context. The Zuni MainStreet Project is being driven by a nine-member steering committee made up of business and community leaders, artists, and residents.



Community Reports: Investing in Local MainStreet Businesses

New Mexico's MainStreet Districts are alive with activity and are prime places for business development. In 2012 alone, 134 new businesses opened in MainStreet Districts statewide, and 21 MainStreet businesses expanded their operations. Take a look at just a few of these success stories!

ALBUQUERQUE, DOWNTOWN – *Café Lush*



Owned by Tom Docherty and Sandy Gregory, Café Lush is located in Albuquerque's Downtown Arts and Cultural District in a historic building. As part of many improvements to the space, they received a \$10,000 Façade Squad grant to refurbish the building's exterior. As

residents of the area, they found downtown a logical location for their business and feel well received in the community. Gregory most enjoys "meeting people who work downtown every day that have become our regular customers and providing fabulous food and getting thanked for it."

ALBUQUERQUE, NOB HILL – *Bath and Body Bistro*

With years of experience handcrafting cold-processed soaps, lotions and beauty products, and selling them online and at craft events, Bath and Body Bistro owners Michele Haskins and Debra Taylor de Sanchez opened their first store in January 2011. Just under a year later they relocated to a larger, higher-visibility spot on Central, financing



most of their growth with savings and a "Love Our Local Business" grant of \$25,000 sponsored by Intuit. Michele and Debra especially enjoy making the products and creating new ones, striving "to make your bath ritual an addiction!"

ARTESIA – *Hobo's Meat and Bread*

For veteran restaurant professional Sonya McKnight, opening a deli in Artesia's MainStreet District was a dream come true.



Her new sandwich shop, Hobo's Meat and Bread, located at Sixth Street and Quay Avenue, opened in early November 2012. Sonya created four new jobs, and her busy staff prides themselves on offering fresh soups, salads and sandwiches "made from scratch" every day. "We offer a daily special, and our prices are very reasonable," says Sonya. The new restaurant rehabilitated a small building on a prominent corner in downtown Artesia, adding to the district's revitalized look.

BELEN – *Hodges Oil Company*



Hodges Oil Company is proving that MainStreet is not just about retail. A Conoco affiliate originally established in 1923, Hodges Oil recently moved their

administrative headquarters with 10 employees to Belen's MainStreet District. In the process, the business completely renovated the former Belen Print Shop building, financed primarily by owner Benny Hodges. Hodges' decision to locate in the district centered on greater accessibility to customers and suppliers, better facilities, and a strong

sense of loyalty to the community that has supported the company for nearly 100 years.

CARLSBAD – *YellowBrix Restaurant*



One business you can't miss in downtown Carlsbad is Yellow Brix located at 201 N. Canal. Owner Dan Rempel chose this spot because of the great location and financed the business himself. Although he originally envisioned a coffee shop, Rempel is happy with the shift toward fine dining and recently hired a new chef who Dan believes will bring fresh ideas to their menu. In the future, he plans to remodel part of the property and create a sidewalk café. Until then, Dan and his 24 employees will continue to offer great casual lunch fare and fine dining on this bustling corner of downtown Carlsbad.

CLAYTON – *Clayton Arts*

The creative economy is alive and well in downtown Clayton, thanks in part to Clayton Arts and



the work of Director Patricia Chavez and the non-profit community art center's many volunteers. Chavez says that they made the decision to locate the center on Main Street due to its high visibility and proximity to nearby art galleries and historic assets such as the Eklund Hotel and Luna Theater. Chavez credits this prime location as an important factor in the center's success. Her favorite parts of the job are meeting the artists, bringing new art to Clayton, and working with customers.

CLOVIS – *Sitterly Professional Center*



Jim Sitterly has been doing business in Clovis' MainStreet District for over 20 years. In 2012, he personally invested over 3.5 million dollars remodeling a former bank building into what is now the Sitterly Professional Center, located at 801 Pile Street. This state-of-the-art office complex houses his own businesses, Curry County Abstract & Title, Curry County Escrow Inc., Complete Tax Exchange, and Sitterly Inc., and offers turn-key offices for professionals. When asked about this investment, Jim said, "I decided to spend my money in downtown Clovis to give the community something to be proud of."

CORRALES – *Essentially You Natural Bath and Body Boutique*

Berenice Cuaderas grew up in Mora, inspired by her grandmother, an herbalist and healer. After being laid off in 2009, Berenice tapped her childhood experiences to create Essentially You, a natural bath and body boutique in the heart of Corrales. Her concept appealed to other local talents, and the boutique has expanded to include massage and day spa services. Essentially You has created five jobs, including a massage therapist and cosmetologists. The boutique offers a remarkable inventory of hand-crafted cosmetics, balms, aromatherapy products, gifts and greeting cards.



DEMING – *Hers Boutique*

Hers Boutique, located at 207 S. Silver in Deming, is truly a family affair. Having grown up in a family of small entrepreneurs, it came naturally for owner Graciela



Cereceres to open her own boutique in July 2011. Hers Boutique offers both women's and men's fashions, handbags, perfume, and more. Graciela and

her husband chose the location in Deming’s MainStreet District because of the new building and high visibility. They have been avid supporters of Deming MainStreet’s events and activities, and Hers Boutique is a unique and successful addition to Deming’s MainStreet District.

FARMINGTON – *Patchwork Pig*



Patchwork Pig, located on Main Street in the heart of Farmington’s MainStreet District, is the Four Corners region’s premier quilting center. This past year, the store underwent a dramatic facelift, with a façade makeover guided by

NMMS staff and funded by a Community Development Block Grant, and an interior remodel financed by owner Deb Williams. Deb knew investing in her downtown business would pay off. She loves her work and finds satisfaction in getting people interested in quilting and keeping them hooked. With seven part-time employees and one full-timer, Deb’s staff is ready to assist!

GRANTS – *Rocky’s on Route 66*

Rocky’s on Route 66 is a consignment gallery specializing in pottery, jewelry, paintings and other hand-crafted products. Owner John Martinez and his business partner



each contributed a portion of their retirement funds to open the business. The consignment sales model minimized startup expenses – Rocky’s supports more than a dozen area artists who pay monthly dues to display their products and benefit directly from sales. John grew up in Grants and established Rocky’s on Route 66 to contribute to the revitalization of this important and historic area of the city.

LAS CRUCES – *COAS Books*



Long-devoted to mostly used books, the Becketts realized that internet sales would be crucial to remain competitive in today’s market. The third generation to enter the family bookstore, Brett Breckett is COAS Books’ Internet Sales Manager and is rapidly expanding their e-commerce. In 2012, online inventory more than doubled; online sales rose to comprise 50% of all sales; and e-commerce employees tripled from four to 12. COAS recently received an award by the NM Association of Commerce and Industry, and has plans to relocate the Internet Sales Department to make for a more spacious downtown store.

LAS VEGAS – *Dream Spirit*

Co-owners Neita Fran Ward and Linda Smith joined forces in SUMMER 2012 to create Dream Spirit. Located on the historic Las Vegas Plaza, the store complements an attractive ensemble, breathing new life into the historic Veeder buildings adjacent to the landmark Plaza Hotel. Forlorn for almost two decades, the Veeder buildings were purchased and





rehabilitated during the past three years. Dream Spirit offers exceptional gifts and collectibles with an emphasis on local New Mexican-made products and one-of-a-kind heirloom items “with a story behind them,” Ward observes.

LOS ALAMOS – Pajarito Brew Pub and Grill

Los Alamos is buzzing with excitement since Pajarito Brewpub and Grill opened in November 2012. Located at 614 Trinity Drive, Pajarito Brewpub and Grill offers lunch and dinner menus, as well as after-work drinks. Owners Patrick Mockler-Wood, Catherine Mockler, and Pawel and Dorota Listwan came together to create a distinctive gathering place where patrons can enjoy affordable food, drink, and company in an environment that combines the rustic outdoors with a clean modern edge. The retail space has been completely remodeled, and the 35 jobs created proves there’s gold in them there hops!



LOVINGTON – Field of Dreams Collectibles and More

Members of the Bohannon family saw their dreams realized

in opening Field of Dreams Collectibles and More in 2012. When traditional financing options would not work for them, the family committed their own resources to start the business. Business hours (Tues-Sat, 10AM-7PM) are set to accommodate people who need to shop around their work schedules. They see many customers taking advantage of the later hours and make sure that their storefront is well lit and welcoming. DeeDee says that her favorite part of opening the business has been connecting with people and serving their community.

PORTALES – Roosevelt Brewing Company and Public House

Justin Cole and his partners have harnessed their passions into impressive industriousness the past year. They took a historic building on Portales’ plaza, rehabilitated it, squeezed ten brewing barrels into it, hired 23 employees, and opened the Roosevelt Brewing Company and Public House in November 2012. Rehabilitation



and equipment costs totaled \$750,000 and are financed with family investment and a loan from a community bank. The “presidential” ales and lagers, wood-fired pizzas, and specialty sandwiches and salads are all “handcrafted on-site, from scratch, in the artisan manner.”

RATON – Marsha “Mimi” Moore, FNP

Marsha “Mimi” Moore couldn’t quite get Raton out of her system after visiting three decades ago. She returned in 2006 to establish her Nurse Practitioner business, and in October 2012, relocated to historic First Street. Mimi proudly calls herself one of the “Three Girls of First Street,” along with Brenda Ferri, owner of the Antiques Shop, and Janet Valencia, owner of Packrat Gifts. Mimi’s optimistic about First Street: “My clients like coming down here, there’s room to park, and it’s (handicap) accessible.” She’s brought four jobs to Raton’s MainStreet District and feels welcomed by the community.



ROSWELL – Debbie’s Dealz



Since moving her flea market business Debbie’s Dealz to downtown Roswell in 2012, owner Debbie Phillips has definitely seen an increase in business. Debbie’s son Gary Phillips also opened a sports shop called East Street Sports in the building, located at 320 N. Main. While Debbie’s Dealz sells purses, jewelry, novelties, make-up and accessories, Easy Street Sports sells sports apparel and does silk screening. Debbie’s favorite part of her work is interacting with customers and being part of the Main Street scene, with its ongoing revitalization efforts and district events helping to increase business.

SILVER CITY – Tre Rosat Café

Three University of Oregon ducks pooled their talents to open Tre Rosat Café, featuring homemade soup, appetizers, salads, burgers, pizzas and pastas, wine and beer. After a year and a half in business, they purchased



a 1912 building in the heart of downtown Silver City. Renovations took nine months and \$150,000. The business re-opened in July 2012, and plans to open a new back patio overlooking Silver's Big Ditch Park are on target for Spring 2013. Co-owner Jason Marsh advises other entrepreneurs that "rehabilitating historic buildings can be profitable, rewarding ventures for the community and the business."

TAOS – *Graham's Grill*



Graham's Grill, co-owned by Lesley and Peter Fay, employs 50 people and recently expanded capacity to accommodate 160 diners. Located in Taos' Arts and Cultural District, Graham's Grill is committed to being a community asset by purchasing much of their meats and produce from local farmers. A relentless dedication to culinary excellence has generated local, regional and national acclaim. The Fays have a strong appreciation for every aspect of their work but take special pride in hosting a unique and personalized dinner experience for residents and tourists alike in the heart of Taos.

TRUTH OR CONSEQUENCES – *Passion Pie Coffee Shop*

For many, coffee is the essential start of a good day and a hallmark of civilization. Thus, when Truth or Consequences needed a good coffee shop, entrepreneurs Tracy Estes, Judy Reagan and Jia Apple merged their talents and created Passion Pie café, located at 406 Main Street. The coffee house seems custom made for its eclectic



clientele, with hand-painted table tops by local artists, inspired pastries and pies, wi-fi and, of course, great coffee. The business opened on May 25, 2012, and now supports the three owners, one full time employee and four part-time workers.

TUCUMCARI – *Mis Amigos Family Services*

Mis Amigos Family Services is all about building relationships in the community. They offer residential, community inclusion and employment services for people with physical and mental disabilities. Sheryl Aspelin and Johnny Sanchez are partners in the business, and are both passionate advocates for their field. They originally looked



at the MainStreet district because of the location and financial incentives. As they moved toward opening their business, they realized that they were also vested partners in the revitalization of downtown. They currently have 24

employees and hope to expand within the region.

ZUNI PUEBLO – *All Tribes Trading Post*

All Tribes Trading sells Native American arts and crafts, including jewelry and Zuni fetishes. The trading post purchases from more than 1,000 area artists, and boasts buyers from across the United States, Europe and Asia. All Tribes Trading Post moved to Zuni's MainStreet district to take advantage of better facilities for retail and wholesale operations and maximize the business' visibility to Zuni visitors. Owner Firas Jawad is honored to be able to support the local artisans by providing an outlet for their products. He enjoys meeting new and different people every day in his business.



Directory

NATIONAL TRUST MAIN STREET CENTER

Valecia Crisafulli, *Interim Director*
National Trust Main Street Center
1785 Massachusetts Ave. NW
Washington, DC 20036
Phone: 202.588.6216
Fax: 202.588.6223
E-mail: VCrisafulli@savingplaces.org
Website: www.preservationnation.org

Kathy LaPlante
Main Street Program Officer
National Trust Main Street Center
E-mail: kathy_laplante@savingplaces.org

NEW MEXICO MAINSTREET PROGRAM

Rich Williams, *Director*
Joseph M. Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505-4147
Phone: 505.827.0168
E-mail: rich.williams@state.nm.us

Julie Blanke
MainStreet Program Planning Specialist
Phone: 505.827.0363
E-mail: julie.blanke@state.nm.us

Lisa Roach
*Mainstreet Communication
& Revitalization Financial Specialist*
Phone: 505.827.5650
E-mail: lisag.roach@state.nm.us

NMMS PROGRAM ASSOCIATES

Elmo Baca
Historic & Cultural Projects Program Associate
Phone: 505.577.2415
E-mail: elbaca1104@aol.com

Robyne Beaubien
Promotions Program Associate
Phone: 575.309.8370
E-mail: Robynebeaubien@gmail.com

Charlie Deans
Urban Design Planner Program Associate
Phone: 505.471.4218
E-mail: Charlie@communitybydesign.biz

Keith Kjelstrom
Economic Positioning Program Associate
Phone: 505.454.1187
E-mail: keithkjelstrom@gmail.com

Eduardo Martinez
Organization Program Associate
Phone: 505.239.7170
E-mail: emartinez@meridianstrategy.com

William H. Powell
Design Program Associate
Phone: 505.603.3747
E-mail: William@whstudionm.com

NMMS SPECIAL CONSULTANTS

Heather Barrett
Architectural Historian
Phone: 505.523.1289
E-mail: hlbarrett@mindspring.com

Gary Cascio
Graphic Design & Marketing
Phone: 505.984.0941
E-mail: Gary.Cascio@nmmainstreet.org

Lani Lott
Business Development and Fundraising
Phone: 602.840.2317
E-mail: lani@l-lconsulting.com

**University of New Mexico,
School of Architecture & Planning**
Design and Planning Assistance Center (DPAC)
Website: <http://saap.unm.edu/ctrs-inst/dpac.html>

LOCAL PROGRAMS: STATE CERTIFIED

ALBUQUERQUE/DOWNTOWN ACTION TEAM – A MAINSTREET PROJECT

Debbie Stover, *Executive Director*

Maia Mullen, *Assistant Director*

100 Gold Ave. SW, Ste. 204

Albuquerque, NM 87102

Phone: 505.243.2230

Fax: 505.243.6838

E-mail: dstover@downtownabq.com

mmullen@downtownabq.com

ARTESIA MAINSTREET

Rebecca Prendergast, *Executive Director*

P.O. Box 1635

Artesia, NM 88211

510 West Main Street

Artesia, NM 88210

Phone: 575.746.1117

Fax: 575.736.1450

E-mail: mainstreet@pvt.net

CARLSBAD MAINSTREET

Amy Barnhart, *Executive Director*

P.O. Box 302

Carlsbad, NM 88221

124 N. Canyon

Carlsbad, NM 88220

Phone: 575.628.3768

Fax: 575.628.3778

E-mail: carlsbadmainstreet@gmail.com

CLAYTON MAINSTREET

LeRoy Wood, *Executive Director*

P.O. Box 105

Clayton, NM 88415

4 ½ Main

Clayton, NM 88415

Phone: 575.207.7417

E-mail: claytonnmms@plateautel.net

CLOVIS MAINSTREET

Robyne Beaubien, *Executive Director*

P.O. Box 804

Clovis, NM 88102

Phone: 575.309.8370

Fax: 866.216.3229

E-mail: clovismainstreet@gmail.com

CORRALES MAINSTREET, INC.

Jim Covell, *Executive Director*

Sandy Rasmusen, *Assistant Director*

Corrales Mainstreet, Inc.

P.O. Box 1531

Corrales, NM 87048

Phone: 505.899.2762

Fax: 505.898.3877

E-mail: cibolaj@aol.com

FARMINGTON DOWNTOWN –

A MAINSTREET PROJECT

Elizabeth Isenberg-Phelps, *Executive Director*

800 Municipal Drive

Farmington, NM 87401

Phone: 505.599.1419

Fax: 505.599.1453

E-mail: Eisenberg@fmtn.org

GRANTS MAINSTREET PROJECT

Bianca M. Mitchell, *Executive Director*

P.O. Box 337

Grants, NM 87020

Phone: 505.285.3573

Fax: 505.285.3574

E-mail: grantsmainstreet@qwestoffice.net

DOWNTOWN LAS CRUCES PARTNERSHIP –

A MAINSTREET PROJECT

Carrie D. La Tour, *Executive Director*

138 S. Water

Las Cruces, NM 88001

Phone: 575.525.1955

Fax: 575.524.2444

E-mail: director@dlcp.org

MAINSTREET DE LAS VEGAS

Cindy Collins, *Executive Director*

500 Railroad Avenue
Las Vegas, NM 87701

Phone: 505.425.2606

E-mail: executivedirector@mainstreetlvnm.org

LOS ALAMOS COMMUNITY DEVELOPMENT CORPORATION – A MAINSTREET PROJECT

Suzette Fox, *Executive Director*

Los Alamos Commerce & Dev. Corp.

109 Central Park Square
Los Alamos, NM 87544

Phone: 505.661.4844

Fax: 505.662.8399

E-mail: suzette@losalamos.org

LOVINGTON MAINSTREET

Tabatha Lawson, *Executive Director*

201 S. Main Street
Lovington, NM 88260

Phone: 575.396.1418

E-mail: director@lovingtonmainstreet.org

PORTALES MAINSTREET

Sandy Van Der Veen, *Executive Director*

City of Portales
100 S. Avenue A
Portales, NM 88130

Phone: 575.356.8541

E-mail: promotions@portales.com

RATON MAINSTREET

Christopher Reed, *Executive Director*

Raton MainStreet
P.O. Box 910
Raton, NM 87740

Phone: 575.445.9551

E-mail: creed@cityofraton.com

ROSWELL MAINSTREET

Dusty Huckabee, *Executive Director*

403 N. Richardson
Roswell, NM 88201

Phone: 575.420.5718

E-mail: Dusty@MainStreetRoswell.org

SILVER CITY MAINSTREET PROJECT

Nick Seibel, *Executive Director*

P.O. Box 4068
Silver City, NM 88062
213 N. Bullard
Silver City, NM 88061

Phone: 575.313.9831

E-mail: nick@silvercitymainstreet.com

TUCUMCARI MAINSTREET

Mark Lake, *Executive Director*

207 South 2ND Street
P.O. Box 736

Tucumcari, NM 88401

Phone: 575.461.3701

E-mail: mainstreet@plateautel.net

LOCAL PROGRAMS: START-UP

DEMING MAINSTREET

Bill Duncan, *Executive Director*

109 E. Pine
Deming, NM 88030

Phone: 575.494.1294

E-mail: mainstreetbill@q.com

NOB HILL MAINSTREET

Therese Berg, *Executive Director*

122 Tulane Dr. SE
Albuquerque, NM 87106

Phone: 505.301.3623

Fax: 505.504.7776

E-mail: therese.berg@comcast.net

TAOS MAINSTREET

Cynthia Spray, *Executive Director*

108 Teresina Lane
Taos, NM 87571

Phone: 575.758.8826

Cell: 575.770.2531

E-mail: cynthias@newmex.com

TRUTH OR CONSEQUENCES MAINSTREET

Linda DeMarino, *Board President*

P.O. Box 1602
Truth or Consequences, NM 87901

Phone: 575.740.6180

E-mail: happybellydeli@gmail.com

LOCAL PROGRAMS: EMERGING

BELEN MAINSTREET PARTNERSHIP

Jerah Cordova, *Board President*

P.O. Box 463

Belen, NM 87002

Phone: 505.948.4133

E-mail: jerahcordova@yahoo.com

ZUNI MAINSTREET PROJECT

Tom Kennedy

Zuni Tourism Program/Zuni MainStreet Project

P.O. Box 339

Zuni, NM 87327

Phone: 505.782.7239

E-mail: tkenne@ashiwi.org



Acknowledgements



STATE OF NEW MEXICO

Susana Martinez, *Governor*

John A. Sanchez, *Lieutenant Governor*

NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT

Jon Barela, *Cabinet Secretary*

Barbara Brazil, *Deputy Cabinet Secretary*

Contact

Economic Development Department

New Mexico MainStreet Program

Joseph Montoya Building

1100 St. Francis Drive, Suite 1060

Santa Fe, NM 87505

505.827.0300

800.374.3061

www.goNM.biz

www.nmmainstreet.org

www.nmartsandculturaldistricts.org

www.offtheroadnm.org



The New Mexico MainStreet Program would like to thank the local MainStreet Executive Directors and board presidents for providing statistics, information, and photos. Special thanks to NMMS Program Associates, local MainStreet Executive Directors, and contract staff for providing content and photographs.

This is a publication of the New Mexico MainStreet Program, written, funded and produced by the Economic Development Department.

It was edited by Lisa Roach, designed by Late Nite Grafix, Inc., and printed by the Economic Development Department.

“Main Street” is a trademarked name of the National Trust for Historic Preservation. The National Trust Main Street Center coordinates a network of downtown revitalization programs in 37 states and more than 1,200 communities nationwide. This report is for illustrative purposes only and is intended to provide a general review of the programs and policies described.

©2012; *New Mexico MainStreet Program*



NEW MEXICO MAINSTREET
Economic Development Department
Joseph M. Montoya Building
1100 St. Francis Dr.
Santa Fe, New Mexico 87505-4147
505-827-0168