



**New Mexico MainStreet
Winter Quarterly
February 1, 2018
Santa Fe, New Mexico**





Zuni Pueblo MainStreet



- On July 5, 2012, Zuni Pueblo made history by becoming the **first** Native American community to be designated as a MainStreet community in the United States.
- The Zuni Pueblo MainStreet organization was created to encourage revitalization of our local economy while continuing to preserve the unique traditional and historic elements of Zuni Pueblo.
- Zuni Pueblo MainStreet is a designated 501(c)(3) non-profit organization.



Zuni Pueblo MainStreet



Board of Directors

Left to right: Loren Thomas, Tammy Parker, Eduardo Martinez, Mario Hooee (Board Vice President), Darlynn Panteah (Board Treasurer), Wells Mahkee Jr. (Executive Director), Rosanne Ghahate, Tom Kennedy, Evalena Boone (Board President) and Daniel Gutierrez. Not pictured is Zuni Tribal Council liaison, Councilman Arlen Quetawki Sr. and newest board member, Elaine Kallestewa.



Gov. Val R. Panteah

Governor Val R. Panteah and the Zuni Tribal Council have been very supportive of Zuni Pueblo MainStreet and our endeavors to encourage economic growth and revitalization in Zuni Pueblo.

Our Mission

The mission of Zuni Pueblo MainStreet is to improve and enhance the appearance, economic vitality, and social activity of downtown Zuni Pueblo while preserving and enhancing its historic resources through a community-driven effort that utilizes the MainStreet Four-Point Approach[®] of Organization, Design, Promotion, and Economic Vitality.



Research

- The Pueblo of Zuni is a cash based economy.
- Approximately 70% of household income leaks out of Zuni and into the surrounding communities of Gallup, Grants, Albuquerque and Phoenix.
- Research has revealed that about 70% of Zuni households rely on art-based income.





Zuni Pueblo MainStreet

Economic Transformation Strategies

Zuni Pueblo MainStreet has identified three primary areas of focus to help achieve economic growth, develop policy and promote commercial development:

- **Strategy #1: Improve regulatory environment within the Pueblo of Zuni.**
- **Strategy #2: Reduce building and land vacancies along the MainStreet corridor.**
- **Strategy #3: Improve Marketing environment for Zuni businesses and artists.**

ETS Strategy #1 – GOALS

Improve regulatory environment within Zuni Pueblo.

1. Improve and revise business and labor code.
2. Develop commercial zoning laws.
3. Develop and disseminate information on land and building lease rates to establish a market.
4. Reuse vacant buildings and land around community.
5. Business development incubator.
6. Access micro lenders.
7. Develop business incentives.
8. Incentivize buildings or landowners to put their land/buildings to use.
9. Develop a LEDA plan.
10. Streamline business leasing.

ETS Strategy #1 – OUTCOMES

Improve regulatory environment within Zuni Pueblo.

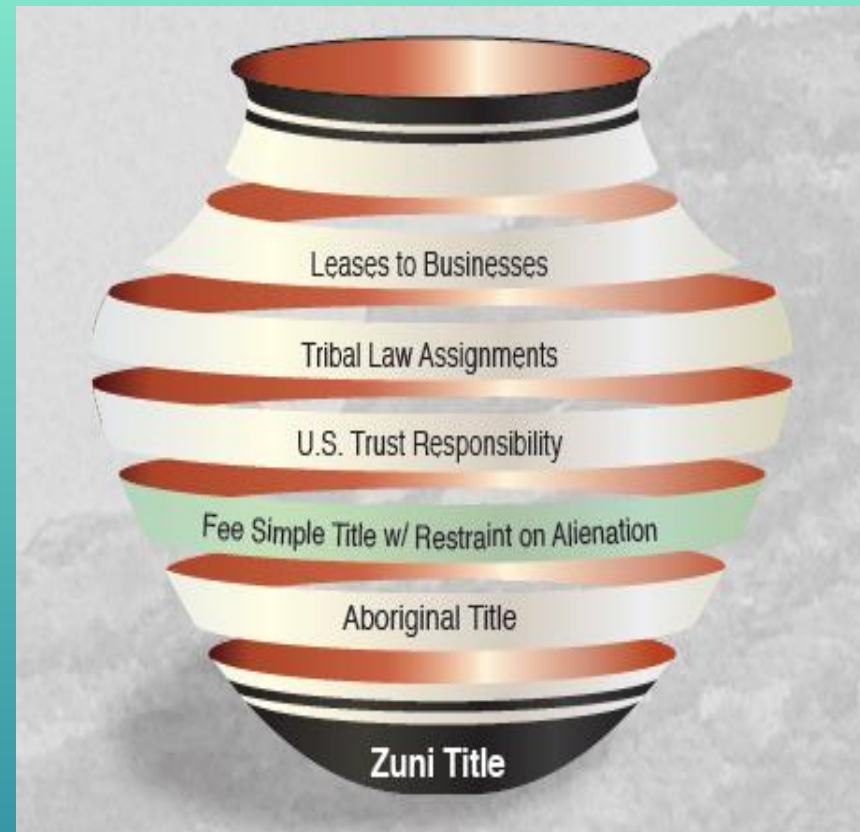
- ZPMS, iD+Pi, and the UNM School of Law will present the final report to Zuni Tribal Council in early March.
- This research will help guide the Pueblo of Zuni in updating business, labor and commercial zoning codes/ordinances.
- ZPMS partnered with regional micro-lenders to increase the access to capital, improve/increase the awareness of financial literacy and leverage.
- LEDA plan specific to the Pueblo of Zuni has begun.
- Developing a Community Development Fund Institution (CDFI)—an intermediary to traditional financial markets and increase access to capital.

ETS Strategy #1 – OUTCOMES

Improve regulatory environment within Zuni Pueblo.

Property Law

- Formalize customary process.
- Implement educational component for stakeholders.
- Comprehensive guide to history and contemporary Zuni Property Law

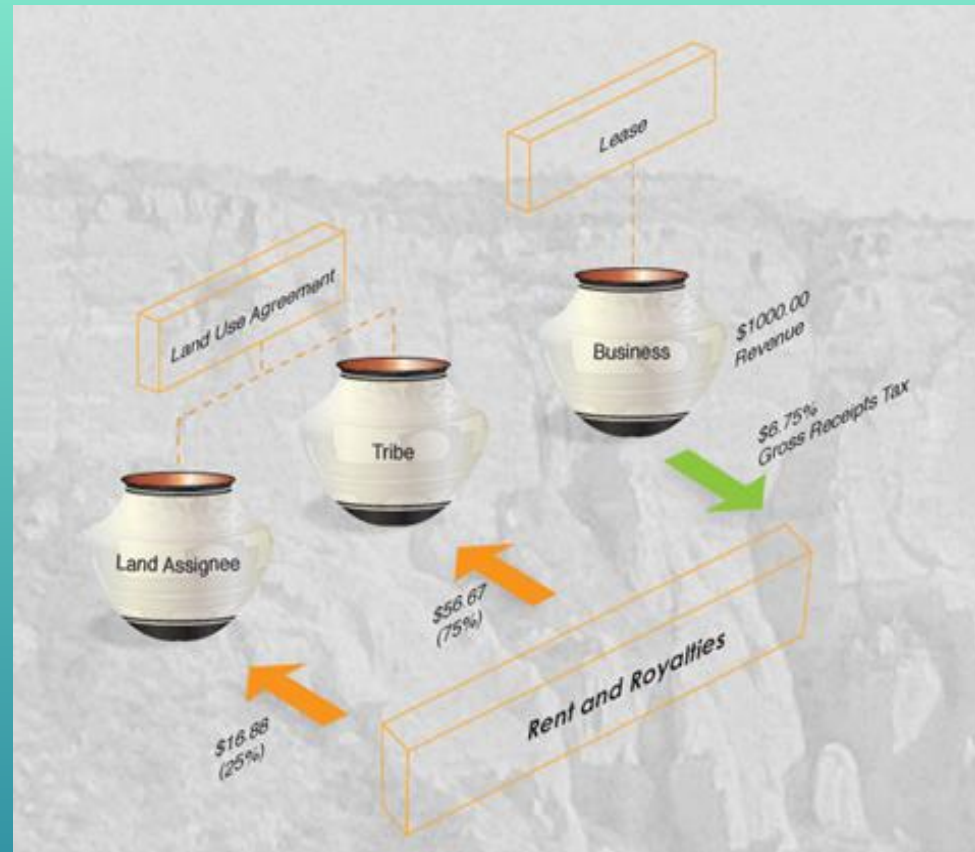


ETS Strategy #1 – OUTCOMES

Improve regulatory environment within Zuni Pueblo.

Business & Taxation

- Draft policies created by UNM School of Law.
- Incentivize business development.
- Revise Licensing Policies.
- New category for artists.



ETS Strategy #1 – OUTCOMES

Improve regulatory environment within Zuni Pueblo.



Sustainability

- Leverage ZPMS non-profit status—grants & federal funds.
- Collaborative partnerships — increase access to resources .
- Intermediary — to traditional financial markets. CDFI.

ETS Strategy #2 – GOALS

Reduce building and land vacancies along the MainStreet corridor.

- 1. Reduce building and land vacancies.**
- 2. Create a more diverse economy.**
- 3. Identify resources available to businesses and land assignees.**
- 4. Create incentives to encourage businesses and land assignees to lease their land.**
- 5. Host seminars or develop promotional material geared towards access to capital and financing to encourage land leasing processes.**

ETS Strategy #2 – OUTCOMES

Reduce building and land vacancies along the MainStreet corridor.

- **A database was created to capture ownership information of all commercial, residential and vacant buildings within the MainStreet corridor.**
- **The database will be used to help the Pueblo of Zuni provide readily available information for the public and any other stakeholders.**
- **Future research and development in providing a more streamlined process.**
- **The Helping Expedite and Advance Responsible Tribal Home Ownership Act of 2012 (the HEARTH Act) creates a voluntary, alternative land leasing process available to tribes by amending the Indian Long-Term Leasing Act of 1955, 25 U.S.C. Sec. 415.**

ETS Strategy #2 – OUTCOMES

Reduce building and land vacancies along the MainStreet corridor.

Land & Buildings

- Proposed Land-Use Agreements.
- Eminent Domain.
- Incentivize Development—imposed tax on vacant/empty buildings.



30 occupied homes, 4 vacant homes, 9 vacant businesses, 10 vacant/empty buildings

ETS Strategy #3 – GOALS

Improve marketing environment for Zuni businesses and artists.

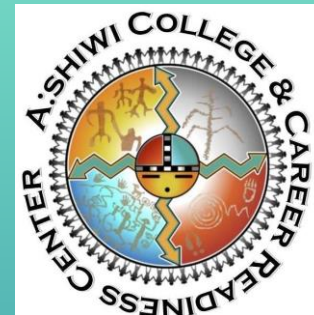
- 1. More external advertising.**
- 2. Promotion of local businesses and local artisans.**
- 3. Zuni art show in Zuni.**
- 4. Improvement of skills training for Zuni artists.**
- 5. Improved quality of Zuni arts.**
- 6. Artists become more self-sufficient.**
- 7. Increased artist incomes.**
- 8. Pricing guide available for artists.**

ETS Strategy #3 – OUTCOMES

Improve marketing environment for Zuni businesses and artists.

Marketing & Promotion

Partners

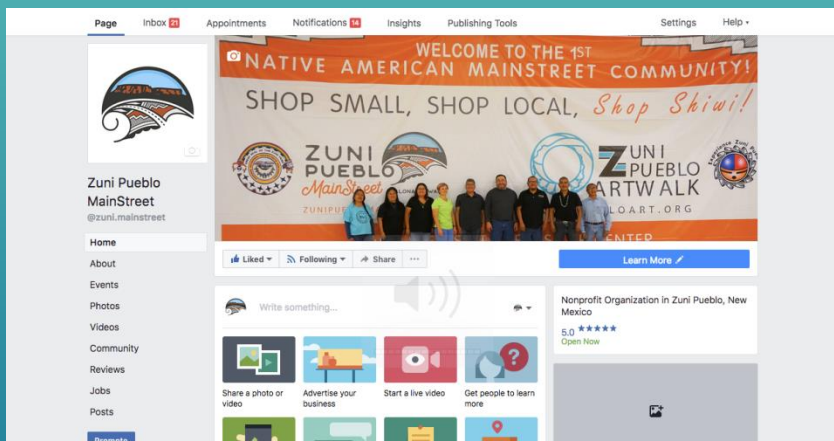
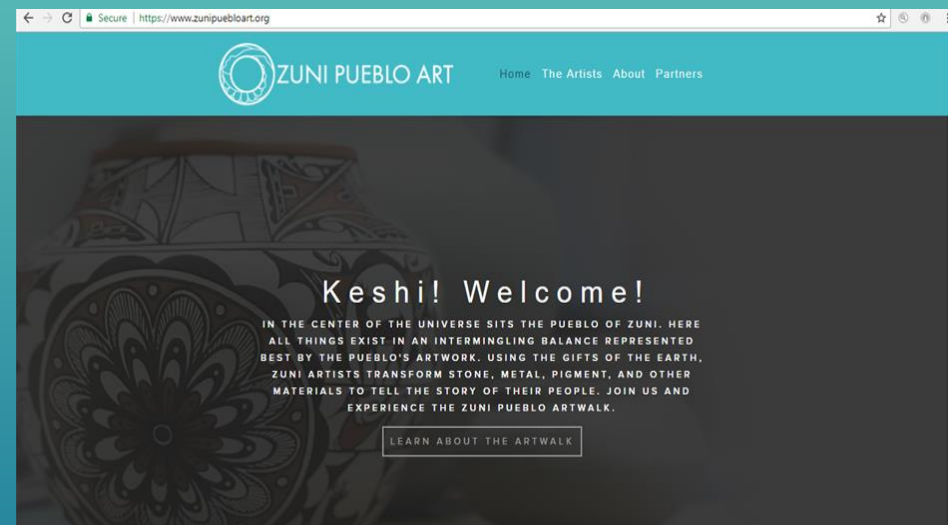


ETS Strategy #3 – OUTCOMES

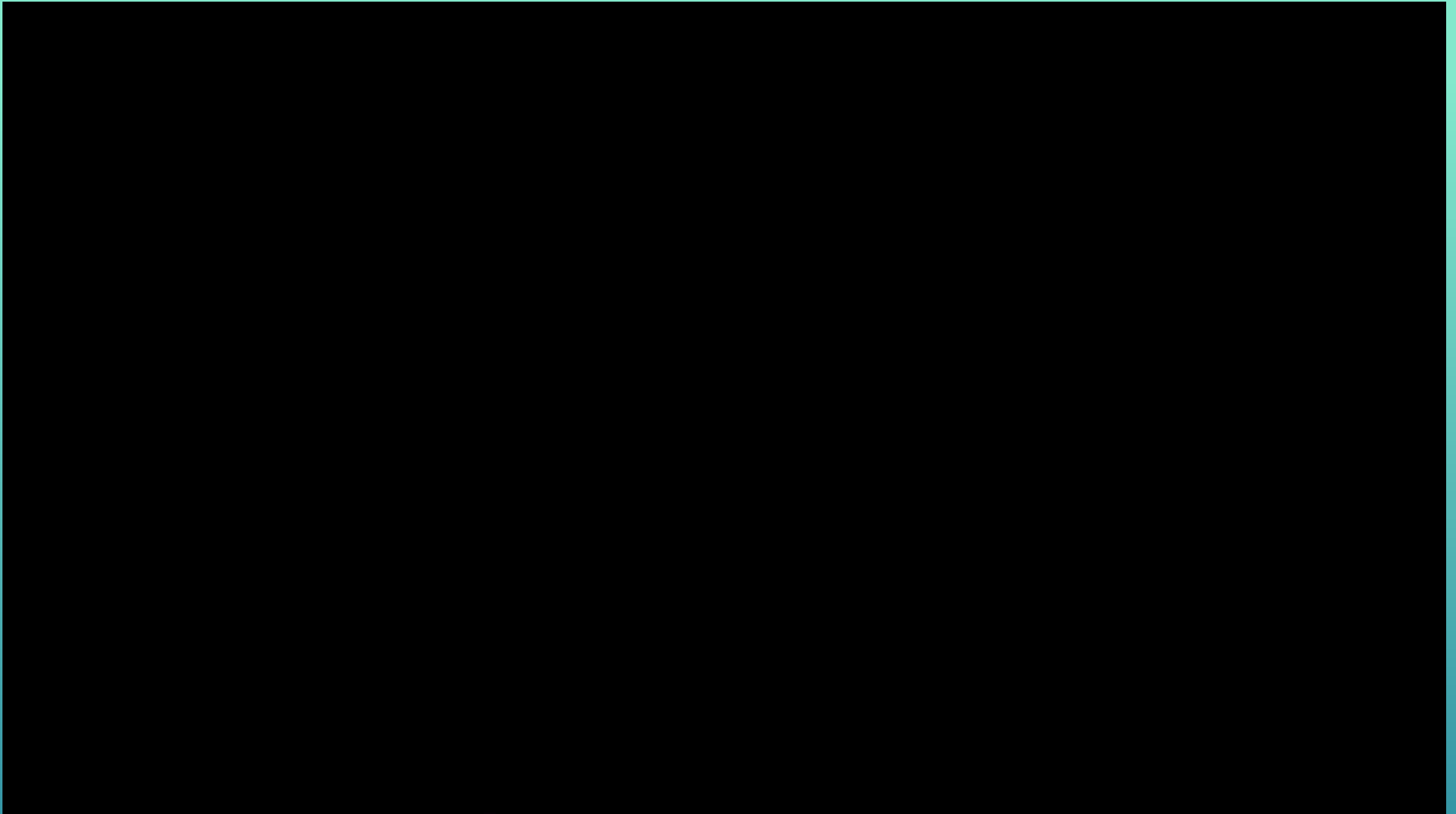
Improve marketing environment for Zuni businesses and artists.

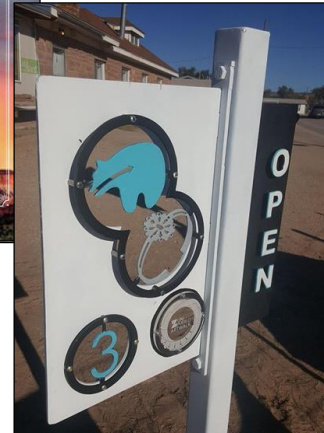
Projects and Events

- Zuni Pueblo ArtWalk
- Artist Directory
- Website & Social Media
- “I am a Zuni Artist” series
- Business Training
- Zuni Pueblo MainStreet Festival
- Regional Marketing-NM Tourism Department



“I Am a Zuni Artist” video series







WEDNESDAY
JUNE 07
2017

OPEN TO ANYONE
INTERESTED IN
BECOMING A BETTER
ENTREPRENEUR

ART SHOW PREPARATION

FINANCES/ACCOUNTING
PRICING YOUR WORK
PACKAGING/SHIPPING

JUNE 7TH - 1:00 -3:00 PM
TRIBAL CONFERENCE CENTER

FOR MORE INFORMATION CONTACT

- JEFF SHETIMA - 505.870.7983 - JSHETIMA@GMAIL.COM -
- WELLS MAHKEE - 505.782.7239 - WELLS.MAHKEEJR@ASHIWI.ORG -



the Zuni Show

Art of the Zuni Pueblo

August 19 & 20, 2017
Scottish Rite Temple
Santa Fe, New Mexico

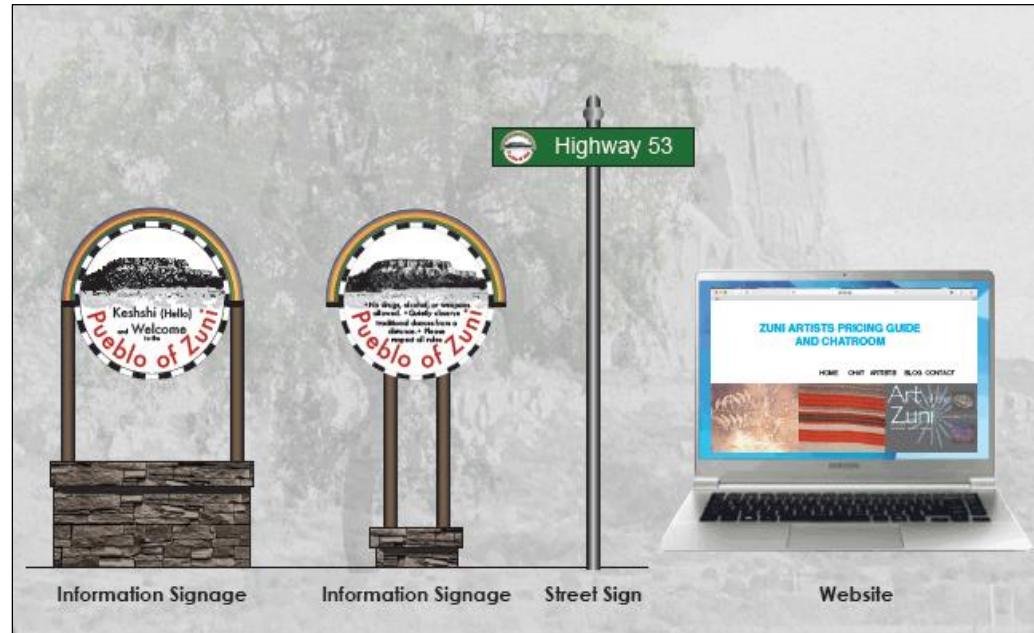


THE
Keshi
Foundation





Wayfinding



Zuni Pueblo MainStreet Festival



Our Future



- Partnerships with various Pueblo of Zuni Departments & other stakeholders.
- Highway 53 Four-Way redesign.
- Organizational Development.

Teamwork Makes the Dream Work!!





Elahkwa/Thank you!
Questions/Comments?

Zuni Pueblo MainStreet

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www.zunipueblomainstreet.org