



Character of Community

2003 Main Street Annual Report

An Invitation from the Governor

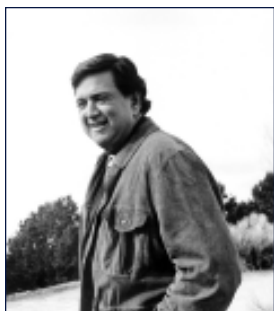


Photo by Eliza Wells Smith

Governor Bill Richardson

Main Streets are such a central part of life here in New Mexico and across the nation that we tend to take them for granted. For so many towns and villages the main street is the place where business is transacted, meals are shared, prayers are offered. We should treasure this vital part of our community fabric, encouraging its vitality, and so I am delighted

to welcome the National MainStreets Conference to New Mexico in 2004. The conference will host fifteen hundred community economic development leaders from around the country, each delegate passionate about their downtown and eager to learn about new ways to revitalize and reinvigorate it.

Here in New Mexico our MainStreet program has an eighteen year history of innovation and integrity, and we will be highlighting our nineteen current MainStreet participants at the National conference. I would encourage state and local officials and business leaders to attend the conference, not just to promote their own communities - although that is always a worthwhile activity - but to understand how downtown districts can spearhead economic development in their region. The vitality of a main street is a litmus test for the vigor of a community, and that's why so many communities in New Mexico continue to invest in their downtowns as commercial, cultural and tourist destinations. I applaud these efforts and the efforts of the New Mexico MainStreet Program, Nob Hill-Highland Renaissance Corporation, Downtown Action Team, United South Broadway Corporation and the National Trust's National MainStreet Center in bringing this great meeting to Albuquerque, itself a shining example of the downtown revitalization that is crucial to the economic, physical and cultural well-being of a community.

A handwritten signature in black ink that reads "Bill Richardson". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Bill Richardson
Governor of New Mexico

From the Department

Downtowns are a barometer of a community's economic health. I am enthusiastic about supporting the Department's MainStreet strategic planning initiatives, and proud of the work that the program has accomplished, developing partnerships that preserve and revitalize New Mexico's rural and urban commercial districts.



Rick Homans
Cabinet Secretary

NEW MEXICO
ECONOMIC DEVELOPMENT
Department

Sometimes a simple rearrangement of words dramatically alters my thinking. Recently a colleague initiated my small epiphany: switch 2 little words and elucidate why MainStreet's structure and principles are Economic Development for Community. We do work FOR communities, not TO them. FOR implies decision-making that emanates from within the community and expresses how it integrates into the existing



fabric of residential and commercial neighborhoods. State Main-Street provides skills and resources to achieve the economic goals set by representatives of the local community. Each MainStreet Project is flavored by the unique elements, heritage and culture that shapes economic development FOR downtown. The roots of MainStreet development are undeniably and firmly planted in the unique character of each community.

Rich Williams
Director
MainStreet New Mexico



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About MainStreet

A healthy downtown is an essential element of the prosperity of most small cities. The downtown constitutes a sizable share of a city's tax base—often more than any other district in the city—as well as the site for major public investments over the years. Given that most downtowns are situated where the city originated and contain many of the oldest and most recognizable buildings, they also embody the heritage of a community. For generations the downtown has served as the traditional gathering place for parades, festivals, celebrations, and other community events. And perhaps most importantly, the very identity of a small city is intertwined with the image projected by its downtown. Taken together, it is clear that downtown represents the heart and soul, indeed the character of most small cities.

Now downtowns are part of a nationwide movement to rebuild economic vitality known as the MainStreet Approach™. New Mexican communities are using this approach to economic development within the context of historic preservation and finding success in rebuilding downtown economy.

Based on a strategy of Four interconnected Points, MainStreet provides a flexible, comprehensive framework for revitalizing and managing downtown districts.

DESIGN: Enhancing the unique visual quality of downtown by addressing all design elements.

PROMOTION: Creating and marketing a positive image based on the unique attributes of the downtown district.

ECONOMIC RESTRUCTURING: Strengthening downtown's existing economic assets and fulfilling its broadest market potential.

ORGANIZATION: Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders.

History of the Program

The New Mexico MainStreet Program was introduced through a legislative act in 1985 under Lieutenant Governor Mike Runnels. The program was run in that office until another action in 1989 transferred responsibility for the program to the Economic Development and Tourism Department. New Mexico was one of the first states in the country to adopt this program, with assistance from the National Main Street Center, who had only developed this strategy to revitalize declining downtowns in the early 1980s.

“The purpose of the Main Street Act is 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

An application process was instituted, and the first cities to participate were **Gallup**, **Las Vegas**, **Raton** and **Silver City**. Community Development Block Grants were used to pay state MainStreet staff, to contribute to the salaries of local community program managers, and to contract for technical assistance services from the National Main Street Center.

In 1987, **Aztec**, **Bernalillo**, **Carlsbad**, **Clovis**, **Deming**, **Taos** and **Tucumcari** joined the program. The following year, **Roswell** and **Ruidoso** were selected. Each of these communities contributed local funds to match the grant that they received from the State. Today, the New Mexico MainStreet network includes nineteen active districts, and no direct financial assistance is received. Communities receive technical assistance and other indirect support from the State program.

Participation Criteria

Successful MainStreet efforts are built on a solid organizational foundation. New Mexico MainStreet invests its resources in communities with organization readiness and a commitment to succeed over time. Certified MainStreet programs must provide the following to participate:

- An organizational entity dedicated to the downtown area, with its own separate and distinct board.
- A full-time staff person who works for the downtown organization on downtown activities (part-time in small communities).
- Functioning committees in the areas of organization, promotion, design and economic restructuring.
- An adequate budget to fund a comprehensive and action-oriented plan of work as well as allow for travel and training of staff and volunteers.
- Local programs are also required to attend quarterly training sessions and track economic development impact.



New Mexico MainStreet™ Communities 2003



- ▲ ACTIVE MAINSTREET™ TOWNS & VILLAGES
- FORMER MAINSTREET™ TOWNS & VILLAGES

Program Services

New Mexico MainStreet provides communities with the framework and techniques to create an effective long-lasting revitalization effort with economic impact. No direct funding is provided to designated communities. Instead, New Mexico MainStreet underwrites on-site specialist services and provides on-going training and problem solving assistance. For designated communities, New Mexico MainStreet offers the following assistance:

From the basics of the MainStreet Approaches to advanced downtown development topics, New Mexico MainStreet provides regular training opportunities to certified communities to keep them up-to-date on the latest in the field.

- Quarterly training with state and national experts on critical topics
- On-site training by state staff and outside consultants on relevant topics
- Comprehensive training and orientation workshops

On-Site assistance tailored to communities is provided to help launch revitalization as well as help mature communities tackle more complicated issues:

- Reconnaissance visits to communities
- Resource Team visits
- On-site specialist assistance
- Year-end assessments to new and mature programs assessing progress and addressing specific issues

In addition to technical support, New Mexico MainStreet offers local programs unlimited phone consultations, the newsletter, access to the library and resource files, network membership in the National Main Street Center and scholarships to the National Main Streets Conference. Promotional support is provided through press coverage, the New Mexico MainStreet Community Awards program and use of the New Mexico MainStreet logo and name.

Reinvestment Statistics

A program's progress can be measured through the compilation and recording of important statistics that demonstrate the impact of revitalization. Benchmarking begins with the creation of a baseline, which can then be used to measure the success of the program's initiatives. New Mexico MainStreet communities compile statistics and report semi-annually.

January through December 2003

Net Number of New Businesses	446
Number of Business Expansions	42
Number of Building Rehabilitations	94
Dollars of Private Reinvestment	\$15,553,300
Number of Public Projects	24
Dollars of Public Investment	\$9,238,491
Number of Joint Public/Private Projects	20
Dollars Invested in Public/Private Projects	\$3,778,633
Number of New Buildings Constructed	25
Dollars Invested in New Building Construction	\$33,175,000
Number of New Jobs	604
Dollars of Public Sector Grants	\$631,852,375
Dollars of Private Sector Grants	\$126,100

* January - June 2003 communities not reporting: Albuquerque United South Broadway Corporation, Artesia, Farmington, Grants, Los Alamos, Los Ranchos, Las Cruces.

** July - December 2003 communities not reporting: Albuquerque Downtown Action Team, Artesia, Lovington.

Meetings/Events

Winter - Revitalization Conference, Santa Fe

The statewide revitalization conference went to the heart of downtown revitalization. The New Market Tax Credit Program—the biggest federal program to affect economically depressed commercial districts since Urban Renewal was addressed eloquently by Andrew Potts, Associate General Counsel for Community Development with the National Trust.

Spring - National Town Meeting on Main Street, Cincinnati

The Future of Main Street brought thousands of ‘MainStreeters’ from all over the country to Cincinnati for this premier national downtown revitalization conference. More than a dozen NMMS network members recharged creativity and professional development at this annual event. Known for his critical insights in how we can build 21st century cities and regions around the emerging economy and author of *The Creative Class*, Richard Florida’s plenary set the tone for rousing discussions and three days of educational sessions and tours.



Fall - Advocating for MainStreet Success— The NMMS Recovery Plan, Clovis

Hosted by the Clovis Downtown Revitalization Program, NMMS network members set to work in a full 2-day event dedicated to strengthen the Program. Stephanie Redman, Program Manager for Technical Services with the National Trust’s Main Street Center, guided the brainstorming process which focused on: the Program’s stability, growth and maintaining its quality. She stated: “The New Mexico Coalition of MainStreet Communities has developed a realistic and achievable plan for doing just that. These communities have so much invested in their downtown programs—and so much at stake—that they’re willing to go to the mat for New Mexico MainStreet in order to maintain the support services provided. This is a huge testament to their commitment to Main Street revitalization and to the importance of the state program.”

Special Projects

DPAC in Clovis

Mark C. Childs, Director, DPAC

Revitalizing the physical fabric of New Mexico's small towns and public spaces is key to economic development, tourism, improving citizen's quality of life, conserving natural resources such as water, and nurturing civic engagement. Over the last two years the New Mexico MainStreet Program and the Design and Planning Assistance Center (DPAC) at UNM's School of Architecture and Planning have joined forces to help New Mexico towns redesign themselves.



*Proposed reuse of the Clovis Hotel as ground floor retail, upper floor lofts and rooftop restaurant.
Design by Steve Miller.*

DPAC is part of the curriculum at UNM. Graduate students in architecture, landscape architecture, and community and regional planning take a 6-credit studio working with communities and non-profits. Additionally, DPAC organizes student internships with communities, conducts charrettes and studies, and, given funding requests, will soon organize forums and workshops on critical design and planning issues facing the State and region.

A current example of joint work by MainStreet and DPAC occurred when the newly organized Clovis Downtown Revitalization Program (CDRP) asked for our assistance. During the spring term of 2003, DPAC students worked with the community to develop a number of projects. Michael Laflamme, a planning student, met multiple times with the Clovis citizens to (1) outline the projects that design students might undertake, and (2) help the committee develop an economic development and marketing plan. To begin the design studies, DPAC Director Mark C. Childs and students met with members of CDRP, toured Main Street and the railyards, and stayed overnight with their host, allowing for long informal conversations

Special Projects

about citizens' dreams and goals for their community. Over the following weeks, the students developed designs for:

- The streetscape, including facilities for the farmers' market and rainwater-harvesting artworks
- An adaptive reuse of the historic and presently unused Clovis Hotel
- New housing along Main Street
- A master plan for the railyards including recreating the original station park
- Façade remodels including a coordinated and historically grounded signage system
- An adaptive reuse of a warehouse as a nightclub
- A new farmer's market

At the end of the term, the students presented their work in Clovis at a very well-attended open house, and produced a report of their work. We believe the project helped the community clearly envision a renewed economic and civic life for the historic core of Clovis by articulating both long-nurtured dreams and new ideas. The project helped this new community organization clarify its goals and develop tangible products, and it provided a stellar opportunity for professional school students to base their learning on real-world community aspirations. Perhaps critically, it was also fun.



Farmers' Market Plaza. Design by Katie McGuire.

During the last two years DPAC has also worked with MainStreet on projects in the Towns of Bernalillo and Artesia, and has conducted projects with other organizations in Laguna Pueblo, Dixon, Aztec, Socorro, Sunland Park, Albuquerque, and Doña Ana. These projects DPAC has undertaken are a small portion of those for which we have received requests.





Timeline of Communities

1986: SILVER CITY

Silver City MainStreet Project

Silver City is the oldest continuously operating MainStreet program in New Mexico, since 1986.

2003 celebrates \$4.6 million of infrastructure improvements in Downtown: sidewalks, streetlights, the new Visitor Center, and Big Ditch Riverwalk Park.

Silver City, gateway to the Gila Wilderness, is unique for its historic Victorian and adobe architecture, multi-cultural heritage, and friendly, artistic environment. Thanks to an 1880 ordinance requiring masonry construction, buildings were *built to last*. The original Main Street had a very different fate. A series of floods from 1890 to 1910 dropped the street 55 feet and changed its name and function to the Big Ditch, a downtown watercourse.



Historic Downtown Silver City is a multi-use area for both residents and visitors. The business mix includes

over 200 retail and service businesses, art studios, nonprofit organizations, churches, and government services, with listings in over 90 categories in the yellow pages. Downtown is a major tourist destination with gift shops, art galleries, restaurants and entertainment venues.

Yearly special events include the *Historic Downtown Music Showcase*, *Celebration of Spring Festival*, *Farmer's Market*, *BluesBerry Brunch*, *Wild Wild West Rodeo Parade*, *Taste of Downtown Silver City*, and the *Lighted Christmas Parade*, now in its 13th year.

Silver City MainStreet Project is an active partner in economic development. Through a program of communication and cooperation, MainStreet has helped create a climate of confidence and positive action. It's time to take that trip to Historic Downtown Silver City – you'll be glad you did!

1987: BERNALILLO

Bernalillo MainStreet Association

First established as a European community by Generalissimo Francisco Vasquez de Coronado in 1540, Bernalillo is home of the *New Mexico Wine Festival*, a Top 100 Event in North America, as awarded by the American Bus Association, and a MainStreet-sponsored event.

The Bernalillo MainStreet Association and the Town Planner ensured that much of the new



development in Bernalillo adhered to the *MainStreet Design Guidelines*. Walgreens, for example, joined the process and will have a portal and other architectural details reflecting Bernalillo's character. Ashley's Store is a pueblo-style Fina gas station and convenience store. The Bernalillo Holiday Inn Express will sport a metal roof and a Northern New Mexico façade. Who says you can't convince a chain to reflect the cultural character of a community?

1987: CARLSBAD

Carlsbad MainStreet Project

With increased support and momentum, the Carlsbad MainStreet Project continues to enhance



the character of their community with projects that beautify, strengthen, and promote the downtown core business district. New benches and planters, installed in Phase II of the Downtown Streetscape Enhancement,

welcomed families and visitors downtown, encouraging strolling and socializing.

Holidays are a time when the character of a community can be felt and seen the most. Sponsored by the MainStreet Project, the first annual "Little Miss Merry Christmas" contest drew nine contestants, enthusiastic crowds and raised funds to replace aging street decorations. The event was a huge success and illustrates Carlsbad's quality of life for families and businesses alike.

1987: CLOVIS

Clovis Downtown Revitalization Program (CDRP)

The Clovis Downtown Revitalization Program has enjoyed a very busy and productive year! Having the opportunity to work with the UNM Design Planning and Assistance Center proved to be invaluable. The team produced 10 different design concepts from Streetscape Design to a new look for the historic landmark Hotel Clovis. The process was engaging. In fact, the designs inspired CDRP to present to the City of Clovis and the community at large. Meetings were well attended and dynamic. Meanwhile, the Historic Downtown District continues to be the place of choice for public gatherings from the Badlands Motorcycle Rally and numerous parades to the Third Annual Downtown Arts Festival. Vacancy rates have dropped and the business mix enriched. With heightened attention and increased support for downtown revitalization, CDRP is ready for the next step—to obtain funds for design and ‘brick and mortar’ projects. Indeed, 2004 promises to be great.

1987: ROSWELL

MainStreet Roswell

2003 brought a new burst of energy to MainStreet Roswell. The Façade Improvement Scholarship Program was initiated and several local banks participated by contributing funds for the grants. Sensitive to creating a place best experienced on foot, Roswell continues with projects to soften the environment and



encourage folks to be downtown. Renovating commercial buildings also exerts a tremendously positive impact on downtown. Three property owners will discover this when they begin renovations in 2004. Strategies to overcome urban sprawl and concentrate

development downtown are working. Once vacant buildings and four vacant lots are now filled with new buildings and businesses, adding 48 new employees and \$1.75 million in construction costs to downtown. A crash may have put it on the map, but Roswell's vital downtown with a strong sense of place hold the key to launching its future.

1993: LOS ALAMOS

Los Alamos CDC

Years of work on the downtown plan by the MainStreet Future Team, Los Alamos County, and major property



owners in the MainStreet area, are finally seeing some tangible results. Downtown Los Alamos has become a major construction area. There is a new complex of 42 townhomes; two new office

buildings, one of which will offer retail space on the first floor, and three floors of office space above. Entertainment will flourish downtown with a new multi-screen movie theater also under construction. The dream of a vital downtown is closer to realization every day!

1994: PORTALES

Portales MainStreet Program

Place is an archive of fond memories and splendid achievements that inspire the present. The Yam Theater, the first moving picture house in Portales, is just such an archive. A bold, \$500,000 restoration is underway to return the theater to its 1930s Art Deco

style and to bring those who remember the theater as children together with the current generations. A second large construction project has begun in the Portales MainStreet District: the Community Development Center. Designed to launch Portales into the future

on the solid foundation of education and community spirit, the Center will house a small business incubator, computer labs, classrooms and the innovative New Mexico State One-Stop Career Center. Downtown's business mix continues to diversify with two new businesses. With Design Guidelines for facade improvements in place and a 50/50 for construction costs, the Façade Improvement Program enhances the overall character of downtown. Projects, events, business recruitment and retention activities give homage to the hard-working generations of Portales' past.



1995: GRANTS

Grants MainStreet Project

Capturing the character of community is anything but elusive for Grants. Indeed, the entire community, volunteers and sponsors participated with the MainStreet Project and City to produce what is quickly becoming a national event. Named for its prominence



on historic Route 66 and the startling land beneath Grants—lavaflows and ice caves—the 3rd annual *Fire & Ice Route 66 Bike Rally* says it all. Thousands attended the rally, drawn by friendly and attentive people, a hopping neon-lit destination and a vibrant multi-cultural settlement. Revenues topped

\$3.6 million, a portion of which will be used to fund the Grants MainStreet Project *Design Incentive Grant*. Monies granted will be used for façade renovations and signage promoting businesses and the district as a center of retail excellence. Applications will be approved and construction initiated in 2004. Grants MainStreet anticipates a productive year ahead.

1995: LOVINGTON

Lovington MainStreet Program

Lights—thousands and thousands of electric lights illuminated Lovington’s MainStreet District, but it didn’t stop there. In fact, everyone plugged into a simple plan to “Wrap Lovington up for Christmas in Lights” and celebrate downtown. With lights provided by MainStreet and labor by New Hope High School, the project began around the Courthouse Square. Stores nearby decorated their windows and façades with lights. More businesses, buildings and trees were wrapped and soon all of Lovington was bedecked and illuminated. The MainStreet lighting campaign was done in conjunction with two popular seasonal events: the Annual Holiday Home Tour, hosted by MainStreet, highlighting historic and intriguing architecture; and, since 1986, the Chamber of Commerce’s Electric Light Parade—one of the oldest in the State. The “Wrap” worked—inspiring community pride, encouraging pedestrian activity and sales and beautifying downtown.

1996: AZTEC

Aztec Main Street Association

What makes Aztec Aztec? People! Even the Six Old Soreheads, whose identities, concealed beneath paper bags, are revealed each year in the middle of Aztec Fiesta Days Parade. The Main Street Association is quickly becoming “a monthly networking venue for all persons, citizens and citizen merchants interested in the growth and economic development of Aztec.” They welcome change while protecting and maintaining the integrity of their ‘Fair City’. The Association plans to embrace the major downtown infrastructure project that will replace aging utilities. Proactive in nature, they will “invite the public to experience the dust rather than excusing it.” 2003’s multicultural events exceeded projections, ensuring economic vitality and revitalization goals. Aztec’s spirit of fun is framed by its location, housed in a fine collection of historic architecture and escorted into the future by people with a vision to succeed.



1996: HOBBS

MainStreet Hobbs, Inc.

Friendly, down-to-earth people define the character of Hobbs. MainStreet Hobbs has capitalized on this by



hosting several events downtown, so that our community can come together and enjoy friends and family. *Hobbs August Nites* drew thousands of participants to the downtown area. Visitors from as far away as Florida came to enjoy the antique autos and the outstanding entertainment. Once they arrive and experience our people-friendly environment, they’re hooked and we see them again next year! MainStreet brings the community together over Christmas

with our *Lighted Cowboy Promenade*, which celebrates our western heritage with cowboys on horseback and lighted floats. Generosity brings pancakes and photos with Santa to those less fortunate.

1997: ALBUQUERQUE

Downtown Action Team

Hailed by National Public Radio as the “fastest downtown turnaround in the country”, Downtown Albuquerque is now in the third year of an ambitious 10 year revitalization effort, exceeding all expectations. “Downtown Albuquerque is simply unlike any other downtown in the country,” said Luisa Casso, President of the Downtown Action Team and Manager of Downtown Albuquerque’s MainStreet Program. “Our focus always has been to develop Downtown based on the character of our community.” Downtown is an eclectic mix of art, entertainment, history, culture and commerce. By day, it is New Mexico’s Downtown – the largest business center in the state, home to the state’s largest financial institutions, top law firms, major corporate headquarters, and government centers. Exciting venues, and trendy and historic places to live comprise a unique urban experience.



1997: ALBUQUERQUE

United South Broadway Corporation

Multiple and distinct historic urban neighborhood corridors characterize USBC’s MainStreet Project. Central Avenue in Huning Highland emerges at year’s end with a Master Plan to redefine the character of this business district. USBC’s Façade Improvement Program completed exterior renovations on two prominent properties while the Pardigm Company and City’s joint venture to restore old Albuquerque High School continues to enliven the district. The Barel South 4th Street Historic District now has a gentle transition with downtown at the site of a former Safeway Supermarket. Felician Place, among others, received Façade Improvement funds and converted the building into six apartments and three commercial spaces. USBC MainStreet’s presence is as a vigorous partner in downtown revitalization.



1997: ARTESIA

Artesia MainStreet, Inc.

After completing a seven-block renovation of Main Street, Artesia MainStreet will concentrate on public art in downtown. Art for Artesia will honor history, educate citizens and visitors, entice curiosity about the community and add to its beauty. Our *History in Bronze Project* unveiled the first piece in July 2003. Artist Robert Summers created the *First Lady of Artesia*, a 200 percent life-size bronze sculpture of Sallie Chisum. Sallie's presence was significant. She drilled the first water well in Artesia, served as the first postmistress and was the beneficiary, reluctant or not, of Billy the Kid's crush. Artist Vic Payne started *The Derrick Floor*, a life-size bronze of a drilling rig and four-man roughneck crew, honoring the rig that changed the face of Artesia forever.



1997: FARMINGTON

Farmington Downtown Association

The heart of the Four Corners boasts a thriving downtown where history and culture fuse in a mixture of places and events. The Downtown Association and the City of Farmington work together responding to the character of northwestern New Mexico. New signage replicates the landscape's silhouette. Colors—apple red, turquoise and sandstone—selected for the 2004 streetscape improvements celebrate the orchards of the 1930s, sky and bluffs. 2003 marked another successful year of downtown events. The City looks forward to the Downtown Streetscape Improvement Project in 2004, utilizing Showcase Block Grant funds. Wrought iron street furniture in character with the architectural history of downtown will grace Main Street and Broadway. A new, lighted pavilion in Orchard Park, the jewel of downtown, will undoubtedly become a treasured place to gather and celebrate Farmington.



1998: ALBUQUERQUE

Nob Hill-Highland Renaissance Corporation (NHHRC)



Interest in the district remains high for infill/redevelopment

projects. NHHRC, the City and community partners continue to help direct that interest with a number of activities including: the Metropolitan Redevelopment Area (MRA) planning charrette in February 2004; the DeAnza Motor Lodge redevelopment RFP; assembling a developer's information packet; and laying groundwork to form a Business Improvement District. When the intersection of Carlisle and Central was shut down and business plummeted, it became immediately clear to the public and businesses that maintenance and upgrades to our infrastructure is crucial. Looking to the year ahead, NHHRC Board President Rob Strell has said, "Our community has to create the vision for this district and then we have to get our streetscape improvement and private development projects off the drawing board."

1998: CORRALES

Corrales Main Street, Inc.

Corrales MainStreet aspires to preserve its community—culture, architecture, traditions and small village quality of life with strategies that balance a strong sense of place with economic vitality. The essence of Corrales is *relationships*—among citizens, businesses, visitors and government. A host of partners collaborated and CMS sponsored events like the Independence Day Parade, Heritage Day and the Civil War Reenactment to public applause. The Village is a destination thanks in great part to the relationships created with these special events, as well as print and media campaigns including the *Acequia Walking Guide*, *Shop and Eat* and the popular *B & B Brochure*. MainStreet has the building blocks to furnish a distinctive and unique setting that offers a refreshing alternative to the anonymity of place that characterizes so much of America's built environment. 2003 was great, but look to Corrales for "More in 04!"



2002: LOS RANCHOS

Village of Los Ranchos de Albuquerque

Formerly designated NM Highway 1—“The Road to Santa Fe”—4th Street NW developed small businesses related to the vehicles that traveled over the narrow gravel road in the 1920s and 30s. However, blight and disinvestment followed the ongoing expansion of the metropolitan Albuquerque trade area, and the creation of new single-use retail centers three to five miles farther out from Los Ranchos. A restoration of community character begins in 2004 when Los Ranchos launches a \$6 million reconstruction project on 4th Street—the commemorative route of El Camino Real and Original Alignment of Historic Route 66. This pedestrian-friendly “new road” is part of a comprehensive approach to economic revitalization that includes support for private “town center” redevelopment projects in tandem with the road reconstruction project—the first major street project since 1960. Los Ranchos MainStreet is planning additional streetscape amenities, a summer festival focused on lavender, and exploration of façade improvements.

2003: LAS CRUCES

Las Cruces Downtown (LCDT)

Downtown Las Cruces, New Mexico MainStreet’s newest member, has had a memorable inaugural year. Reaching deep into the roots of community heritage, plans for revitalizing downtown now involve a host of partners, resources and shared vision. Awareness of Downtown’s designation as an Endangered Place by the New Mexico Historic Preservation Alliance has garnered the attention necessary to move revitalization to top priority. Significant funds were received from multiple sources, a highlight of which includes: the Mayor’s pledge which spurred the MainStreet Membership drive; legislators and City Council members committed to downtown; multiple grants and \$530,000 from the New Mexico Legislature for restoration of the plaza area in the center of Main Street. Public meetings are packed and citizens are engaged in the process that will see a new \$55 million Federal Courthouse downtown. Projects, promotions and a passion for downtown combine to bring Las Cruces wholeheartedly into the New Mexico MainStreet network.

Mainstreet Directory

Artesia MainStreet, Inc.

P.O. Box 1635 • Artesia, NM 88211
P: 505-746-1117 • F: 505-748-4586
hayleyams@hotmail.com

Aztec Main Street Association

206 South Main • Aztec, NM 87410
P: 505-326-0250 • F: 505-564-3705
gdudgeon@sisna.com

Town of Bernalillo MainStreet Association

P.O. Box. Box 638 • Bernalillo, NM 87004
P: (505)867-3311ext133 • F: (505)867-0481
mrinaldi@townofbernalillo.org

Carlsbad MainStreet Project

P.O. Box 302 • Carlsbad, NM 88221
P: 505-628-3768 • F: 505-628-3778
carlsbadmainst@zianet.com

Clovis Downtown Revitalization Program

215 Main Street • Clovis, NM 88101
P: 505.763.3435 • F: 505.763.7266
zbestsmith@.com

Corrales Main Street, Inc.

P.O. Box 1531 • Corrales, NM 87048
P: 505-899-5585 • F: 505-899-5585
annmorrowbt@aol.com

Downtown Action Team

309 Gold SW • Albuquerque, NM 87102
P: 505-243-2230 • F: 505-243-6838
lcasso@swcp.com

Farmington Downtown Association

208 A West Main Street • Farmington, NM 87401
P: 505-599-1419 • F: 505-599-1185
journierva@yahoo.com

Grants MainStreet Project

P.O. Box 337 • Grants, NM 87020
P: 505-285-3573 • F: 505-285-3574
info@fireandicebikerally.com

MainStreet Hobbs, Inc.

209 W. Broadway Ste. 3 • Hobbs, NM 88240
P: 505-391-7651 • F: 505-393-8760
bbrooks@mainstreethobbs.com

MainStreet Directory

Los Alamos CDC

109 Central Park Square • Los Alamos, NM 87544
P: 505-661-4816 • F: 505-662-8399
Kevin@losalamos.org

Village of Los Ranchos de Albuquerque

6718 Rio Grande Blvd. NW • Los Ranchos, NM 87107
P: 505-344-6582 • F: 505-344-8978
ctidwell@villr.com

Lovington MainStreet

117 E. Washington • Lovington, NM 88260
P: 505-396-3673
lindap@leaco.net

Las Cruces Downtown

P.O. Box 3062 • Las Cruces, NM 88004
P: 505-525-1955 • F: 505-525-1955
lcdt@zianet.com

Nob Hill-Highland Renaissance Corporation

P.O. Box 8215 • Albuquerque, NM 87198
P: 505-268-3818 • F: 505-255-0082
nhhrc@route66central.com

Portales MainStreet Program

P.O. Box 302 • Portales, NM 88130
P: 505-356-4458 • F: 505-359-0003
mainstreet@yucca.net

MainStreet Roswell

P.O. Box 1328 • Roswell, NM 88202
P: 505-622-6706 • F: 505-624-6863
Dusty@roswellcc.com

Silver City MainStreet Project

P.O. Box 4068 • Silver City, NM 88062
P: 505-534-1700 • F: 505-534-1700
mainstreet@gilanet.com

United South Broadway Corporation

Box 25242 • Albuquerque, NM 87125
P: 505-764-8867 • F: 505-764-9121
usbc@unm.edu

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State of New Mexico
Bill Richardson, Governor

New Mexico Economic Development
Department
Rick Homans, Secretary

Economic Development Division
Kathy Keith, Director

New Mexico MainStreet
Rich Williams, Director

New Mexico MainStreet
Joseph Montoya Building
P.O. Box 20003
Santa Fe, NM 87504-5003

•505-827-0168
•800-374-3061
MainStreet@edd.state.nm.us

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