



2005  
Annual  
Report



*Make it MainStreet!*

## From the Department



**This has been a very active and successful year** for New Mexico MainStreets, with 138 net new businesses started, and \$22 million of private investment in the MainStreet communities. We have added new MainStreets - Chama, Clayton, Gallup, Las Vegas and Raton - thanks to a special appropriation by Governor Richardson.

We are also developing Metropolitan Redevelopment Areas in Clovis, Farmington and Las Cruces, in cooperation with the local communities there. The program is also working with the UNM School of Architecture on projects in Clovis, Silver City, Hobbs, Belen and Los Lunas.

All of this adds up to an extremely vibrant, positive program that has tremendous impact in the communities it serves, creating jobs and opportunities for New Mexicans. Governor Richardson continues to invest in the program, and has allocated \$1 million in new capital outlay funds this year. MainStreet is a shining example of cooperation between state agencies and local communities, and we are very proud to be associated with it.

Rick Homans  
Cabinet Secretary  
New Mexico Economic Development Department

## Director's Reflections

"Chop wood, carry water" was the instruction of the master to his student seeking enlightenment.



For those of us searching in our lives for the magic words that open the doors of perception, announce clarity of purpose or bring meaning to our existence, the master's words seem to trivialize our deepest concerns about our life and what we are to do. "Chop wood, carry water."

As "MainStreeters" we often ask something parallel, "what is the best pathway to revitalizing our downtowns?" How do we create the perfect MainStreet organization to move our vision forward?"

We often seek the perfect words, the right project, the perfect activity that turns our organization and volunteers into a dynamo of accomplishment. Where is that special support, that special method, that inspirational speaker, which transforms us in a way that spells success?

In reality it is in the seemingly mundane day-to-day tasks in which substantial transformation takes place. While few of us are tied to a rural existence where chopping wood and carrying water are essential elements of a day's activity, we are familiar enough with the tasks that the analogy can hold and tutor us.

It is in patience, thoughtful and deliberate action that the context of our contributions can sustain and build meaning into our lives and our collective work.

Our downtowns need the same thoughtful and deliberate consideration. If there is to be transformation, it will be in the ways we collectively reinvigorate and embody community in our commerce, work and camaraderie.

"Chop wood, carry water."

Rich Williams  
Director, New Mexico MainStreet

# Table of Contents

History of the Program.....	1
About MainStreet/The MainStreet Approach/ Criteria/Program Services.....	1
New Mexico MainStreet Communities Map.....	4
Reinvestment Statistics.....	5
Meetings/Events.....	5
Twelve Projects Get National Certification.....	7
Special Projects.....	8
<b>MainStreet Community Reports</b>	
Artesia MainStreet, Inc.....	12
Aztec MainStreet.....	12
Carlsbad MainStreet Project, Inc.....	13
Clovis MainStreet.....	14
Corrales MainStreet, Inc.....	14
Farmington Downtown Association.....	15
MainStreet Hobbs, Inc.....	16
Las Cruces Downtown, Inc.....	17
Los Alamos Community Development Corporation.....	17
Lovington MainStreet.....	18
Portales MainStreet Program.....	18
MainStreet Roswell.....	19
Silver City MainStreet Project.....	20
United South Broadway Corporation.....	20
Community Directory.....	21
Acknowledgements.....	23

# History of the Program

## Twenty Years of New Mexico MainStreet!

2005 marks the twentieth anniversary of the founding of New Mexico MainStreet. Based on a program developed by the National Trust Main Street Center, New Mexico was one of the first states in the nation to embrace this innovative approach that combines historic preservation with economic development, downtown design, promotion, and local organizational development.

Established by the office of the Lieutenant Governor, the program was moved to the Economic Development Department in 1989. Originally consisting of four cities, there are currently 22 active New Mexico MainStreet communities.

## About MainStreet

New Mexico MainStreet is a revitalization program that assists communities in managing and energizing their traditional commercial neighborhoods. A grassroots and consensus-building program, it's tailored to meet local needs and opportunities. There is no "big fix" in commercial district revitalization, but with MainStreet's incremental and comprehensive strategies, lasting change is possible.

New Mexico's historic downtowns have faced stiff competition and decline in the past 25 years. To regain or retain their status as viable social and economic entities, downtown business districts must approach organization and administration as proactively as their shopping center and mall competitors do. New Mexico MainStreet provides the tools needed to remain competitive in today's marketplace.

New Mexico MainStreet provides communities with the potential to power their local economy. For every dollar of public investment, local projects leverage another \$12 of private sector reinvestment. There are numerous benefits to being a MainStreet town, including a stronger business climate, increased



Carlsbad

tax revenues, higher property values, improved quality of life and a renewed sense of pride in one's community.

## **The MainStreet Approach**

By utilizing the National Trust Main Street Center's established 4-Point Approach, New Mexico towns enhance their sense of community while becoming the vibrant commercial neighborhood their citizens and visitors desire. This comprehensive method is a proven strategy and an essential approach for successful community revitalization.

### **Organization**

MainStreet improves a district's organization by building effective partnerships and establishing consensus and cooperation among merchants, property owners, bankers, civic groups and city government. Committees formulate work plans outlining specific achievable goals and objectives for each year of the program. Local efforts provide funding to hire a program manager and pay for operating expenses of the organization.

### **Design**

MainStreet assists communities in developing a vision of their future downtown that is culturally vibrant and economically viable. Each community has a distinct character that can be enhanced by preserving its buildings and encouraging urban and graphic design that complements the existing commercial district. In addition, design assistance can address enhanced pedestrian and landscaping amenities, improved parking and public facilities, and appealing window displays and signage.

### **Promotions and Marketing**

MainStreet works to create and communicate a positive and unified image based on the unique attributes of the commercial district. This enables a community to market their commercial district as a unified shopping area to attract shoppers, visitors, retailers and investors. The community promotes the district as the center of activity, retail sales and services and sponsors special events that appeal to both residents and tourists.

### **Economic Positioning**

MainStreet strengthens a business district's existing economic assets and helps fulfill its broadest market potential. Towns examine current economic and market conditions and utilize techniques such as consumer and merchant surveys and building and business inventories. Based on these analyses, communities implement business retention, expansion and recruitment plans to provide the best mix of retail and service businesses.

## Criteria

Successful MainStreet efforts are built on a solid organizational foundation. New Mexico MainStreet invests its resources in communities with resources, organizational 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 (part-time in small communities).
- Functioning committees in the areas of organization, promotion, design and economic positioning.
- An adequate budget to fund a comprehensive and action-oriented plan of work as well as allow for regular travel and training of staff and volunteers.
- Attendance at quarterly institutes.

## Program Services

New Mexico MainStreet serves as a resource and support network for designated communities, providing them with assistance, information and leadership in their revitalization efforts. From the basics of the MainStreet approach to advanced downtown development strategies, New Mexico MainStreet offers educational and specialized services within the 4-Point Approach that keeps communities up-to-date on the latest developments in the field of economic development. Opportunities include:

- Quarterly MainStreet Leadership Institutes with state and national experts on topics to develop the skills of local MainStreet leaders and managers.
- Training by state staff and consultants on relevant topics, including orientation workshops for new managers and comprehensive training for MainStreet leaders.

Specialized assistance is provided to help launch start-up projects as well as help partnership and certified communi-



Corrales

ties tackle more complicated issues. This includes:

- Evaluation team visits to communities to assess the needs and issues facing the downtown district and to assist in the development and management of the Community Economic Development Toolbox.
- On-site visits from specialists to offer intensive assistance.
- Assessments to help both new and mature programs evaluate progress, address specific issues and commit to a Memorandum of Understanding as an affiliate.

In addition to technical support, New Mexico MainStreet offers local programs unlimited phone consultations, an annual newsletter and annual report, access to posting information on the state website, access to the library and resource files, network membership in the National Trust Main Street Center and scholarships to conferences. Promotional support is provided through press coverage, annual New Mexico MainStreet Community Awards program and use of the New Mexico MainStreet logo and name.

## New Mexico MainStreet™ Communities 2005





## 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.

### July 2004 through June 2005

Net Number of New Businesses	138
Number of Business Expansions	26
Number of Building Rehabilitations	112
Dollars of Private Reinvestment	\$22,415,947
Number of Public Projects	35
Dollars of Public Investment	\$6,832,555
Number of Joint Public/Private Projects	28
Dollars Invested in Public/Private Projects	\$4,343,596
Number of New Buildings Constructed	10
Dollars Invested in New Building Construction	\$14,700,300
Number of New Jobs	385
Dollars of Public Sector Grants	\$479,075
Dollars of Private Sector Grants	\$508,340

## Meetings/Events

### Fall Institute, "Financing MainStreet" Hobbs, October 13-15, 2004

Hosted by MainStreet Hobbs and with input from the New Mexico Community Development Loan Fund, the fall quarterly meeting brought "MainStreeters" from all over the state to Hobbs.

The meetings focused on financial opportunities for MainStreet programs and local entrepreneurs and kicked off with new manager training. The Economic Development Act was discussed and non-profit financing was highlighted using existing program case studies to emphasize the varied possibilities of financing projects.

**Winter Institute,  
“Culture and Arts on MainStreet”  
Santa Fe, January 19-21, 2005**

Historic La Fonda Hotel served as the backdrop to discuss the topic of arts and culture on MainStreet. Presentations on Arts and Cultural districts and “Cultural Contributions to Downtown” included panelists from the Museum of New Mexico Foundation, the Department of Cultural Affairs, the Tourism Association of NM, Bernalillo Public Arts, Museo de Cultural and New Mexico Arts. There were break-out sessions to explore specific arts and cultural issues as well as a roundtable discussion for affiliated programs. The meetings closed with Preservation Day at the Roundhouse where many attendees visited their legislators to promote MainStreet.

**National Main Street Conference,  
“Cool Cities - Old Buildings, New Attitudes”  
Baltimore, Maryland, May 8 - 11, 2005**

Over 50 New Mexicans headed to Baltimore to join other “MainStreeters” from around the country at the National Main Streets Conference. Sessions covered everything on commercial district revitalization from urban neighborhoods to small towns. Emphasis was placed on taking efforts a step further by striving to create seven-days-a-week downtowns, attract more diverse uses and people, connect housing with the commercial district, and find ways to jump-start entrepreneurial businesses and reuse old buildings. Highlights included a rousing speech by Baltimore Mayor Martin O’Malley and special celebrations for the National Main Street Center’s 25<sup>th</sup> anniversary.



**The 2006 Conference will  
be held in New Orleans,  
April 5-7.**

## Twelve Projects Get National Certification

The **National Trust Main Street Center** released the list of “Nationally Certified” MainStreet Projects for 2005 and 12 New Mexico communities are on it.

The announcement was made in May during the 2005 National Main Streets Conference. **Certified communities include: Artesia, Bernalillo, Carlsbad, Clovis, Corrales, Grants, Hobbs, Las Cruces, Los Alamos, Portales, Roswell and Silver City.**

The annual “Certification” is based on an evaluation prepared by the New Mexico MainStreet Program. The yearly evaluation reviews a local Project’s performance implementing the **4-Point MainStreet Approach™** in a comprehensive fashion. Each community documents the work of its organization in revitalizing their historic commercial core and submits that to the state MainStreet office to be filed with the National Trust Main Street Center.

Included in the evaluations are the local MainStreet Project’s successes in strategic planning, volunteer development, fund-raising, job creation, small business development and support, image and branding, real estate development, historic preservation through building rehabilitation and adaptive reuse, market analysis and grant development.



*Silver City*

# Special Projects

## DPAC comes to Grants Main Street

In the Spring of 2005, the **Design and Planning Assistance Center (DPAC)** at the **UNM School of Architecture and Planning** worked with New Mexico MainStreet to study the city of Grants "Main Street." The three-mile long stretch of Santa Fe Avenue follows old Route 66 between Interstate 40 exits 85 and 81. A group of six graduate students formed a team under the guidance of faculty member **Alfred Simon** to address a number of issues related to this corridor and propose design strategies for its enhancement.

Following a research and analysis phase, the design team identified a number of critical issues to address including a large number of vacant lots, several unoccupied buildings, uninviting building façades, a dangerous and insufficient pedestrian environment, and deteriorating landscapes. They also felt it was difficult to sustain vitality over a three-mile corridor, but that the open spaces in the center (particularly the City Hall forecourt and the Fire and Ice Park) have great potential to be more effective and appealing spaces. In addition to these challenges, the team felt it was important that their proposal relate to the heritage and history of Grants, local and available materials in the region and current strengths and opportunities in the community. The process of assessment and design also incorporated the market analysis for Grants conducted earlier in the year.

The proposal identified five distinct zones along the three-mile street. These were the entries to Grants from the I-40 exits, a city center area, and approach zones to the center from the east and the west. Each of the zones was treated differently in accordance with the opportunities that they provided. The areas of land around the exits were used for large-scale installations to announce the presence of Grants and promote interest and curiosity. The long approach zones were developed as windshield galleries, taking advantage of the many empty sites to develop an intriguing and unique driving experience. The center area was developed as a comfortable and vibrant pedestrian zone with businesses to serve the needs of both residents and visitors. The resulting proposal promotes economic development, establishes Grants as a destination with a unique identity and builds on the strengths and character of the region.

## A Visioning Plan for Portales

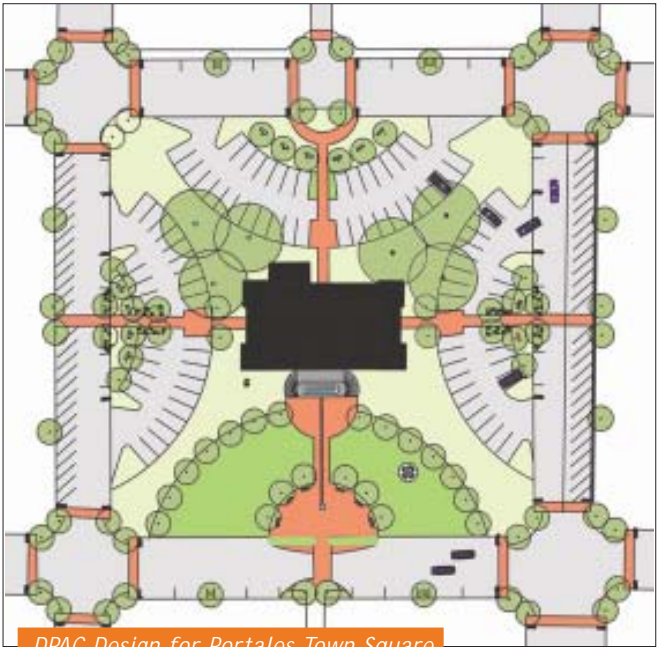
UNM School of Architecture & Planning DPAC Studio, Spring 2005

Under the guidance of instructor **José Zelaya**, four graduate students spent their spring semester devising the “Portales Visioning Plan.” The plan seeks to improve traffic flow, provide a safer pedestrian environment and enhance the city’s image. This hopefully will attract investment, retain population, and improve the quality of life for residents.

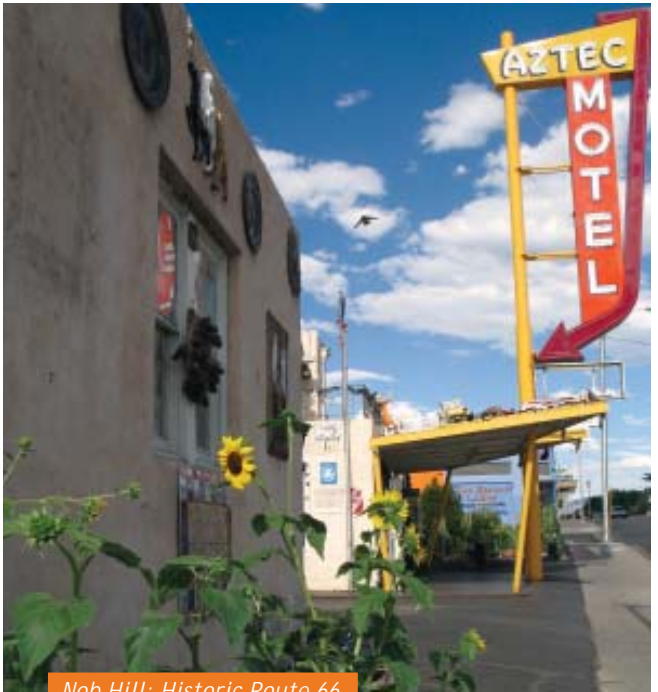
Portales is a classic town design with a courthouse square at its center, surrounded by an historic building stock and street grids running perpendicular to the railroad lines. The downtown is dissected by I-70, with heavy vehicular traffic that is a deterrent for pedestrian movement. Downtown Portales has also seen disintegration of buildings, streetscapes and street life in general.

The plan offers a balance between pedestrian and vehicular traffic by proposing a secondary pedestrian network that would utilize the city’s alleys, link to the street grid by pedestrian catchments and connect major open spaces. A portion of the historic courthouse square would be restored and serve as an anchor for the pedestrian network. Walkways, greenery and trees will visually unify the space. This plan also seeks to relocate and revitalize the historic depot (now vacant) to create a viable commercial space. The new building location, about 100 feet to the south, would celebrate the once prominent location of the depot centered at the end of Main Street. A few modifications to the building would enable it to serve as a public commercial court and amphitheater to attract retail and entertainment.

The success of downtown Portales relies on getting “pass-through” traffic to spend time in the city. The plan combines traffic-calming devices, pedestrian amenities, and public art-work along major arteries to create a more engaging environment for drivers while creating a safer pedestrian setting. These corridors will be anchored by major public and civic spaces and will culminate in art pieces at major intersections acting as gateways to the city.



*DPAC Design for Portales Town Square*



*Nob Hill: Historic Route 66*



*Aztec Theatre, Aztec*



*DPAC Design for Santa Fe Ave., Grants*

# MainStreet Community Reports

## Artesia MainStreet, Inc.

Hayley Klein, Manager

Artesia MainStreet, Inc. having completed its last big project, The Derrick Floor, has begun planning several new projects. The Organization Committee was successful in its request for funding from the local option economic development tax fund. AMS will use the funds on four projects: an expanded downtown master plan, a structural assessment of a building on Main Street, a complete inventory of historical structures to assess the potential for a State Historic District, and a hotel feasibility study.

The Design Committee is working with a team of engineers and landscape architects on preliminary designs for the "Second and Texas" project. Two other monumental projects are on the agenda this year: a "Gateway" project composed of architectural towers at the entrance into downtown and a public art project that includes three bronze sculptures honoring the Cattle Drive era.



The Economic Positioning Committee organized a series of events for local merchants this year, including a marketing workshop, a customer service workshop and "Surviving Wal-Mart." The committee is also working with New Mexico MainStreet staff to explore the potential for tourism, an "arts and entertainment" district, and cluster businesses.

The Promotions Committee has been particularly busy in 2005, celebrating Artesia's Centennial Year. The Independence Day weekend included a cook-off and free concerts that brought visitors to Artesia and filled the hotels. New Year's Eve 2004 featured the Charlie Daniels Band and New Year's Eve 2005 will feature a free concert by Little River Band and Jefferson Starship, bringing the Centennial Year to a close.

## Aztec MainStreet

Jessica Polatty, President

Aztec will soon have a fresh new look! Construction begins on Main Street with renovations running from the intersection of 516 to Chuska Street. There will be new medians, curbs, planters and minor infrastructure going in.

Aztec MainStreet has applied to become a 501(c) 3 and we are anxiously awaiting the finalization of this process. This designation will allow us to apply for grants and other monies we have not previously been eligible for.



Aztec held a number of events this past year. The two major galleries in town, A. Teasyatwho and Feat of Clay, held openings on Friday nights for featured artists. These openings brought people into the downtown area for some mingling and then out to the restaurants afterwards.

The 2004 summer movie project attracted around 150 people to downtown for "Close Encounters of the Third Kind" and "Hook." The Main Street Association gave out free popcorn and the Bistro sold ice cream and drinks.



Aztec is famous for its annual Oktoberfest. The Volkswagen Parade had around 20 participants. We hope to have twice that amount this year. Vendors and music added to the festivities. The Fiesta Days Celebration, put on by the Chamber of Commerce and previously held in Riverside Park, returned to Main Street this year to great success.

The 2004 Christmas Parade was also well attended. Santa stayed at the Main Street Courtyard after the parade and took Christmas orders from children. The shops on Main Street stayed open late for last minute shopping and a little bit of Christmas cheer.

## Carlsbad MainStreet Project, Inc.

Melissa Suggs, Manager

One of Carlsbad MainStreet's longtime goals was achieved when Jon Schallert, a top retail and marketing consultant, presented "How To Increase Profits & Sales by Creating a Destination Business." Seventy people representing 40 local businesses attended, learning the importance of "niche" marketing and competitive strategies for today's ever-changing market. Schallert also facilitated a roundtable discussion and provided on-site consultations with downtown businesses. One downtown merchant who attended Schallert's three day "Retail Boot Camp" in Portland, OR, is coordinating a merchants' workshop to share what she learned.

The Organization Committee has been working on ways to increase our funding base, including the donation of a billboard that will be used to promote downtown and generate rental revenue. We are seeing more broad-based support from the community, resulting in a 40% membership increase over the past year.



For the second year in a row, the "Holiday Stroll" was held in conjunction with the annual Electric Light Parade. This retail

event gives downtown merchants the chance to kick-off the holiday season by hosting an open house, having special sales, entertainment or other holiday attractions. New activities will be added for 2005 to attract even more people to the downtown area.

Six façade renovations have been completed through our Façade Improvement Grant Program. The City of Carlsbad continued its Canyon Street enhancement project, making the downtown area safer and more pedestrian-friendly. With state capital outlay funds, we had the downtown's 20-year-old lampposts repainted and added new globes and electrical access for holiday decorations. The organization was also the recipient of a New Mexico MainStreet construction grant, to be used for landscaping, lighting and signage for the downtown's only public parking lot.

## Clovis MainStreet

Julie Charters, Manager



The Clovis Downtown Revitalization Program, searching for a fresh image, changed its name to Clovis MainStreet and developed a new logo based on architectural elements of the historic Hotel Clovis. Downtown Clovis had a successful year in 2004 with almost \$500,000 in private reinvestment and the opening of 10 new businesses, creating 15 new jobs. Numerous special events including our Annual Cultural Arts Fest and our highly anticipated Wine & Cheese Gala, were held on Main Street, bringing thousands of people downtown.

The Organization Committee organized membership packets and a five-year financial strategic plan. The Promotions Committee developed a quarterly newsletter and worked with the merchants on a successful holiday promotion. The Design Committee made great strides toward beautifying downtown by hiring a consultant to develop a Streetscape Master Plan. We also worked with a UNM DPAC student to create designs for a downtown farmer's market. The Economic Positioning Committee compiled a database of downtown properties and strengthened our partnership with the City of Clovis. We worked together to define the boundaries of downtown as a Metropolitan Redevelopment Area, which was a great achievement! Clovis is the first community, outside of Albuquerque, to adopt this designation. All of the tools are in place to propel our *revitalization!*

## Corrales MainStreet, Inc.

Patsy Kelton-Born, Manager

With a great deal of hard work and a commitment to both the economic health and the character of our village, Corrales

MainStreet is now a certified Main Street Program!

We eagerly await construction on the old Community Center. A local architect has drawn plans for a covered portico and Corrales MainStreet has purchased benches to make this a comfortable gathering place for residents. We are having the historical signs near the Visitor's Center restored and plan to offer a signage workshop for local businesses later in the year.



The Economic Positioning Committee (business owners, interested community members and Corrales MainStreet Board members), meets twice a month and received special training from New Mexico MainStreet staff. Our top priority is to have a marketing analysis done to determine business potential in Corrales.

Our Promotions Committee produced a new shop-and-eat guide, called "Discover Corrales." There are plans for a brochure with a calendar of events and business listings, as well as postcards of Corrales. The Corrales MainStreet News has been re-designed to place more emphasis on our local businesses.

The Organization Committee did some successful fund-raising with the sale of T-shirts promoting Corrales and its 4<sup>th</sup> of July parade. They kicked off our membership drive in June and we encourage more people to join us.

## Farmington Downtown Association

*Karyle Frazier, Manager*

Farmington's MainStreet program has grown in many positive ways in the past year. Our Advisory Committee was re-established to help guide Farmington MainStreet. Our Economic Positioning Committee is working to attract and retain long-term, sustainable business to our historic district. Our Design Committee is working with a local architect on a work plan and strategies for downtown upgrades.

The Promotion Committee worked closely with the Downtown Association on our summer events, sponsoring Thursday Tune Nites and TGIF Lunch. They also collaborated on Downtown Days, part of the 4<sup>th</sup> of July celebration, attended by 5,000 people. The 22<sup>nd</sup> Annual Rod Run Hot Rod Show was a huge success with over 10,000 people attending to see hot cars, listen to live music, and enjoy food and arts.

Because the Downtown Association is a city office, the roles and

responsibilities of the Organizational Committee are quite different in Farmington. We are currently investigating the re-formation of a 501(c)3 organization to help the Downtown Association with fundraising activities.



New Mexico MainStreet staff and the City of Farmington have been working on a Metropolitan Redevelopment Area (MRA). An MRA Steering Committee has been established and boundaries should be approved by the Farmington City Council by the end of July.

The Farmington Downtown Association initiated a pilot "Downtown Gift Card" program that will run through November 2005. Depending on community response, this may become a permanent program for downtown merchants.

## MainStreet Hobbs, Inc.

Brenda Brooks, Manager

Our Organization Committee hit a home run in 2004! Through their efforts, MSH was able to raise a record amount of money for projects and sponsorships, triple our membership and fund all projects proposed by the four committees.



Our Design Committee approved three Façade Improvement Grants totalling \$6,000. We have also been busy working on a donated building that will be the site of our future offices. MSH has invested over \$30,000 to save this historic building, including extensive structural repairs, a new roof and a new façade. The city approved funds for phase one of a downtown streetscape in the amount of \$600,000 and construction is scheduled to begin in August '05.

Hobbs August Nites enjoyed a record crowd in 2004 with over 25,000 people in attendance. More than 100 volunteers contributed time for this event and hotels were booked to capacity. The Promotions Committee also held its annual Cowboy Promenade and Lighted Float Parade, providing us with an opportunity to show off the newly completed Zearl and Dimple Young Plaza.

MainStreet Hobbs sponsored a Jon Schallert seminar entitled "How To Increase Profits & Sales by Creating a Destination Business." Over 40 people participated in a roundtable discussion with city leaders and one-on-one consultations for several downtown businesses. Another on-going project is the establishment of a Mercado in downtown Hobbs. A group of business leaders and MSH committee members visited San Antonio and Minne-

apolis to investigate existing Mercados. A consumer survey has been completed, and a committee has been established to assist MSH in the structuring and funding of the Mercado.

## Las Cruces Downtown, Inc.

Heather Pollard, Manager

Las Cruces Downtown, along with the city and Sites Southwest, is working on a re-design of downtown. A master plan was accepted by the city council and this year has been dedicated to the first design phase. Numerous meetings and a community charrette have culminated in a plan that includes shade and lighting elements, planters, a bell tower, and directional signs and historical markers on Main Street.

The organization of LCDT changed dramatically this year with a new strategic plan. New action-oriented teams meet frequently and incorporate the entire Board into decision-making processes. New members with special skills have been recruited to diversify the Board, and each member is assigned to at least one team.

Fundraising has also been taken to a new level. A membership campaign attracted 88 new members and raised over \$2,000. The Finance Team is now preparing for a corporate campaign.

LCDT assisted with "Finally Fridays," held at noon during March, with music, dance and box lunches for sale. Local merchants also conducted two "Arts & Culture Crawls." We look forward to the big events on August 5<sup>th</sup> when the "walls will come tumbling down" on each end of the Mall! The gala opening of the historic Rio Grande Theatre will be held in September.

LCDT has worked closely with the General Services Administration on the new \$65 million federal courthouse, is working with the city on an MRA and a TIF and with the county on the adaptive re-use of the county courthouse and historic Amador Hotel.

## Los Alamos Community Development Corporation

Kristy Keane, Manager

The Los Alamos MainStreet program continues to promote activities around downtown Los Alamos. Events that took place in the past year included Love In the Cinema, put on by Daylight Delights; food demonstrations at Cookin' N Style; and multiple events sponsored by the Los Alamos Historical Society.



The benefit Jazz Band Concert with Jan McDonald and the Bert

Dalton Trio brought over 100 people to the Fuller Lodge for a wonderful evening of music and dance. Lucky to Live in Los Alamos, sponsored by the Trinity Beverage Company, was also a huge success! Over 700 people picked up the punch cards, with 200 returning them to get their "I got Lucky in Los Alamos!" glass. St. Patrick's Day is always a celebration in Los Alamos, another festivity made possible by the Trinity Brewing Company.

## Lovington MainStreet

Linda Pritchett, Manager

Lovington MainStreet spent most of this past year re-organizing. We developed a new Board, selected committee chairs in all four areas of the MainStreet Approach, and are in the process of recruiting committee members. The by-laws are being improved, job descriptions of the committee chairs and board members are being written and a budget is being established. All of these items should be completed by the end of summer. The committees can then begin their duties as set forth in our successful brainstorming meeting facilitated by New Mexico MainStreet staff.

Work continues on our streetscape/walkability project. We have submitted signage requests to the Department of Transportation covering the designated seven-block MainStreet Business District. We have requested design assistance from New Mexico MainStreet with three sitting areas in that seven-block district. These efforts contribute to a more pedestrian-friendly Lovington and a more involved, energized MainStreet organization!

## Portales MainStreet Program

Jeremy Sturm, Manager

The Portales MainStreet folks have had another busy year with the majority of our focus on the renovation of the Yam Theatre. Phase I of the construction will be completed shortly and Portales MainStreet would like to see the Yam up and running by early 2007.



Portales MainStreet sponsored a "Fun Run" at the Portales Heritage Days festival. This event was highly successful in raising money for our façade renovation fund. In addition to these funds, Portales MainStreet also obtained \$5,000 from the City of Portales due to a building sale in the MainStreet district. The building, vacant for over 20 years, will soon undergo major renovations.

The Design Planning Assistance Center (DPAC) finished our project in June. Working with the DPAC team was a great success - this

group of UNM graduate students was simply outstanding! Their hard work gave Portales MainStreet some excellent design and planning ideas.

Jeremy Sturm, our new Manager, came on board in March. He was hired by the City of Portales as the Director of Community Development, which includes MainStreet participation. We are looking forward to another successful year, and are excited about all of our opportunities.

## MainStreet Roswell

Dusty Huckabee, Manager

MainStreet Roswell began the year on a positive note with an organizational workshop for our Board of Directors. It was a great way to start the New Year and we are now more focused and ready to face the upcoming challenges.



Our MainStreet Façade Scholarship program is up and running! New Mexico MainStreet staff have worked with property owners; one façade has been completed and another historic property owner has just selected a contractor and will start work soon.

The 12<sup>th</sup> Annual Chile and Cheese Festival was held last September 24<sup>th</sup> and 25<sup>th</sup> to great fanfare. Over 10,000 locals and visitors came to downtown Roswell to celebrate the agricultural heritage of the Pecos valley. This year's festival will be held on September 23<sup>rd</sup> and 24<sup>th</sup>.

We recently learned that our UFO Museum will build a new \$10-12 million facility on Main Street. This is great news for Roswell but will shake up our business mix with their plans to move the facility seven blocks north of its current location.

MainStreet Roswell is currently putting together a merchant survey to determine what amenities are missing in our downtown. Through this survey, we are also trying to organize a downtown merchant's organization to advertise and promote special events collaboratively.

Our Gardeners Market has been revived and will begin on July 16<sup>th</sup> of this year. The market was a great success before an agricultural virus damaged area crops. We hope it will be received as positively as before and will bring many locals and visitors to downtown Roswell.

## Silver City MainStreet Project

Frank Milan, Manager

Silver City is the oldest continuously-operating MainStreet program in New Mexico and is celebrating "20 Years of Service to Silver City in 2005." From 1985 to 2004, there have been \$4.6 million of infrastructure improvements including sidewalks, streetlights, a visitor's center, and Big Ditch Park.

Silver City is unique for its historic architecture, multi-cultural heritage, and friendly, artistic environment. A series of floods from 1890 to 1910 dropped the Main Street 55 feet and changed its name and function to "The Big Ditch." It is now the downtown watercourse of San Vicente Creek. In 2004, students from the UNM School of Architecture did a design study on the Big Ditch area and made design recommendations.



Historic Downtown Silver City is a multi-use area for both residents and visitors. The business mix includes 200 retail and service businesses, art galleries/studios, nonprofits, government

services, churches, and schools.

Through communication and cooperation, MainStreet has helped create a climate of confidence and positive action for community-based economic development. The Historic Downtown Guide, MainStreet Gift Certificates, and small business workshops help stimulate business in the district.

Yearly MainStreet events include *Celebration of Spring Festival*, *Farmer's Market*, *Taste of Downtown Silver City*, and our premiere event, the *Lighted Christmas Parade*, now in its 14th year. Take a weekend getaway to Historic Downtown Silver City – you'll be glad you did!

## United South Broadway Corporation

Cindy Lopez, Manager

The past year has been very exciting for United South Broadway Corporation. After many community planning meetings, a few market studies and lots of number crunching, USBC is getting ready to break ground on a mixed-use affordable housing condominium project on Broadway Boulevard (MainStreet) in the South Broadway Neighborhood in Albuquerque. The project is on a major transit route, close to downtown and will fill a property that has been vacant for over a decade. Plans are currently being permitted, marketing is underway and buyers are being pre-qualified.



The Cesar Chavez Memorial, dedicated to the labor movement, has broken ground after five years. The intersection will act as a gateway for the South Broadway Neighborhood, as well as the Barelmas Neighborhood.



USBC has once again received the contract to administer a Façade Improvement Program that includes **all** three of USBC's MainStreet corridors. We have been busy marketing and promoting the program. So far, there have been over 60 applicants and USBC has successfully completed approximately 20 façades. Neighborhood organizations and business owners have noticed a significant improvement along their corridors and new businesses are starting to locate in these historic communities.

## Mainstreet Directory

### Artesia MainStreet, Inc.

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### Bernalillo MainStreet Association

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