



2006 ANNUAL REPORT

From Secretary Homans

The success of New Mexico MainStreet truly hits home. I challenge you to find another organization making as much visible change in the places New Mexicans live and work. MainStreet has 21 member communities and six satellite communities that represent the breadth of New Mexico's cultural and geographic mix. Through its four-point approach, MainStreet has a solid track record of improving building façades, making downtowns pedestrian friendly, guiding grassroots gatherings and festivals, and helping sustain new, economically viable small businesses.

Last year, the communities of **Artesia, Clovis, Hobbs, Las Cruces, and Portales** were awarded a total of \$1,050,000 from the Main Street Capital Outlay Fund to improve their downtown districts. Also, **Farmington** and **Clovis** successfully designated Metropolitan Redevelopment Areas (MRAs), which enable city governments to take the reins when it comes to repurposing blighted properties.

At the Economic Development Department, we're ready to create more success stories. First, our MainStreet Capital Outlay fund for FY 2007 has doubled to \$2 million. Second, Governor Richardson and the New Mexico Legislature have committed more than \$11 million in capital outlay dollars to 12 MainStreet communities for downtown projects in FY 2007. This funds projects like landscaping, lighting, improved street design, and building upgrades.

Please join me in congratulating MainStreet's staff and program associates, local MainStreet directors, community leaders, and tireless volunteers on the success of this vital program.

Rick Homans
Cabinet Secretary
New Mexico Economic
Development Department



2006 MainStreet ANNUAL REPORT



MainStreet on the Move in 2006

It's been a great year for New Mexico MainStreet! The New Mexico Economic Development Department is proud to be part of the growing efforts around the state to revitalize local communities and New Mexico MainStreet is at the heart of these efforts.

The award-winning partnership with the Design Planning Assistance Center (DPAC) at UNM has helped resolve long-standing urban design issues in the downtowns of **Carlsbad, Farmington, Los Alamos** and **Roswell** MainStreet communities as well as prepare smaller communities like **Santa Rosa** and **Springer**, for involvement in MainStreet efforts. The "Town Design: Revitalizing the Village" Conference was a huge success with over 150 municipal leaders from 45 local governments attending. This collaborative educational effort sponsored by the Municipal League, MainStreet & EDD, the Local Governments Division of DFA, and DPAC/UNM will assist them in planning and help bring state capital outlay dollars home for their downtown projects. 2006 was also the year to be "Off The Road" with New Mexico MainStreet, a highly successful tourism website: offtheroadnm.com. This joint collaboration between the New Mexico Department of Tourism and MainStreet gained national attention for its unique style and content and brought much deserved recognition to the charms of New Mexico communities.

In the coming year we have even more MainStreet initiatives planned to better assist rural communities in strengthening their capacity and planning for their futures.

Congratulations, New Mexico MainStreet communities, on a fruitful 2006.

Eric Griego
Assistant Secretary
New Mexico Economic
Development Department

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- a stronger business climate
- increased 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 Main Street Center's established *Four 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 its 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. ▶

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:



Heritage Walkway, Artesia

Criteria

Successful MainStreet efforts are built on a solid organizational foundation. New Mexico MainStreet invests its resources in communities with potential, organizational readiness and a commitment to succeed over time.

Affiliated New Mexico MainStreet “Projects” must provide the following to participate:

- A non-profit community development organization dedicated to the downtown area, with its own separate and distinct board.
- A public/private partnership for downtown revitalization, recognized by local government through a Council or trustee resolution of support.
- 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 travel and training of staff and volunteers.
- Attendance by the MainStreet Project Manager at state and national MainStreet quarterly training Institutes. ◀



Lt. Governor Diane Denish, speaking at the MainStreet 20th Anniversary Celebration in Las Cruces.



El Morro Theatre, Gallup

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 *Four Point Approach*[™] that keeps communities up-to-date on the latest developments in the field of community 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 State “Certified” com-

munities tackle more complicated issues. This includes:

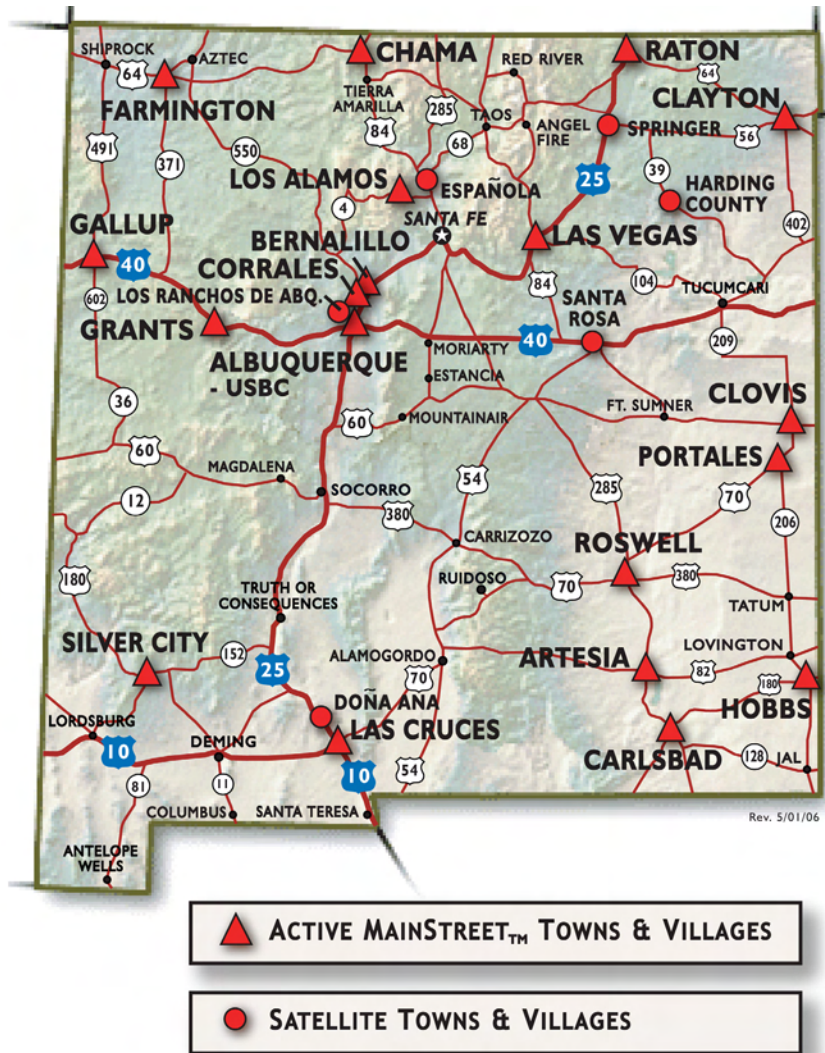
- Evaluation team visits to communities to assess the needs and issues facing the downtown district and to assist in the development and management of the Community Economic Development Toolbox.
- On-site visits from specialists to offer intensive assistance.
- Assessments to help both new and mature 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, marketing of the downtown business community, access to the library and resource files, network membership in the National 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. ◀

LAS CRUCES: "The walls that had boxed-in their downtown since 1974 were torn down to the cheers of the crowd, liberating Las Cruces' Main Street." See Summer Institute story on p.7 for more details.



2006 New Mexico MainStreet™ Communities



Reinvestment Statistics

Local MainStreet programs across the state have submitted their semi-annual reports, an integral part of the monitoring system that the state program deploys to acknowledge New Mexico MainStreet communities' work and commitment. Continuing an exciting trend developing during the last several years, our network's latest performance figures show strong job creation, business development and community reinvestment in numerous private building rehabilitation and construction projects and public infrastructure improvements.

Fiscal Year 2006 (July 05 - June 06)

Net Number of New Businesses	126
Number of Business Expansions	38
Number of Building Rehabilitations	171
Dollars of Private Reinvestment	\$10,248,405
Number of Public Projects	58
Dollars of Public Investment	\$12,438,638
Number of Joint Public/Private Projects	25
Dollars Invested in Public/Private Projects	\$3,439,964
Number of New Buildings Constructed	5
Dollars Invested in New Building Construction	\$7,036,725
Number of New Jobs	446
Dollars of Public Sector Grants	\$2,156,610
Dollars of Private Sector Grants	\$489,423

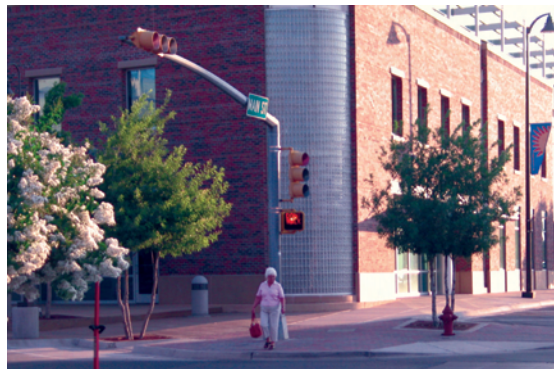
Meetings/Events

Summer Institute 2005 & New Mexico MainStreet 20th Anniversary Celebration Las Cruces, August 4-6, 2005

Sunny Las Cruces served as the setting for our biggest get-together of the year – the 2005 Summer Institute and the 20th Anniversary Celebration of New Mexico MainStreet. MainStreet-ers and dignitaries alike were on hand as the 2005 MainStreet Awards were handed out, followed by the rededication and reopening of downtown Las Cruces. The walls that had boxed-in their downtown since 1974 were torn down to the cheers of the crowd, liberating Las Cruces' Main Street. The celebration continued that evening at the Twentieth Anniversary Dinner with a keynote address on "Downtowns in the 21st Century" by internationally renowned consultant Donovan Rypkema. In amongst all the festivities, there were lectures dealing with "Place-making on MainStreet" covering a variety of topics on planning, market analysis, economic reinvestment and context-sensitive design.

Fall Institute: Artesia October 12 - 14, 2005

Artesia MainStreet served as the gracious host for our Fall Institute, held in October 2005. In addition to valuable lectures on the topic of "Managing MainStreet Projects," attendees were able to experience first hand the difference public improvement construction can make as they viewed the new Artesia streetscape. Highlights included new manager orientation, sessions on lobbying, economic development tools, and project management and a warm and welcoming Manager's dinner put on by Board Members of Artesia MainStreet.



"HOW many more awards?"



Governor Richardson congratulated MainStreet for its numerous successes over the past 20 years and for its foresight in this visioning process.

Winter Institute: Santa Fe January 25 - 27, 2006

Our 2006 Winter Institute departed from its usual format, instead focusing on the future of New Mexico MainStreet in a unique and groundbreaking visioning session. The goal of this conference was to develop a collaborative vision and direction for New Mexico MainStreet that is shared by the program's three partner organizations - NMMS, Friends of NMMS, and the Coalition of NMMS Communities. Stephanie Redman and Daniel Carey, both from the National Trust for Historic Preservation, served as facilitators along with Thom Guzman from MainStreet Iowa, who delivered the keynote address at the Institute's Dinner. Governor Richardson also spoke at the dinner and congratulated MainStreet for its numerous successes over the past 20 years and for its foresight in this visioning process. With input from all three groups and much discussion, a vision statement was developed that charted the course for coming years and projected New Mexico MainStreet as the premier organization that brings life to New Mexico's communities. ◀



New Mexico MainStreet received national press coverage this year with the rollout of the tourism website offtheroadnm.com. A joint project between the state tourism department and MainStreet, offtheroadnm.com is a quirky and fun website designed to attract visitors to MainStreet communities. The site was conceived by MainStreet Director Rich Williams and developed and written by Shannon Papin, a MainStreet consultant, and Tricia Ware of the Economic Development Department. Off The Road

aims to get travelers off the beaten path and enjoying some of the lesser known charms of small New Mexico towns. A “transparently opinionated” website, it focuses on shopping and dining in the downtowns of New Mexico’s twenty-one MainStreet communities. Launched in November 2005, Off The Road almost immediately began garnering national attention including an *Associated Press* article and a feature on both *CNN.com* and *USA Today*. To date, Off The Road has received more than 2.5 million hits. ◀

DPAC’s Visions for Los Alamos, Farmington, Carlsbad & Roswell

Los Alamos

In the Spring of 2005, 15 Graduate students from the UNM Design Planning Assistance Center descended upon the City of Los Alamos to apply their design skills to the revitalization of downtown Los Alamos. Working in a collaborative relationship with the NM MainStreet program and the Los Alamos Commerce and Development Corp, the DPAC prepared an assessment of the downtown area and proposed several design solutions in response to the community needs and untapped opportunities. The focus of the collaboration was to provide scaled-back alternatives to the large Conference Center bond proposal that had been defeated for funding by the voters, yet was still a civic need for the City. At the well-attended community presentation, the residents and City officials applauded the design proposals prepared by the students, that provided the City with several solutions for moving forward with a range of civic facilities that were realistically achievable. ▶

Los Alamos: This proposed brewery takes advantage of the spectacular views, while filling a need for commercial development and encouraging pedestrian traffic.

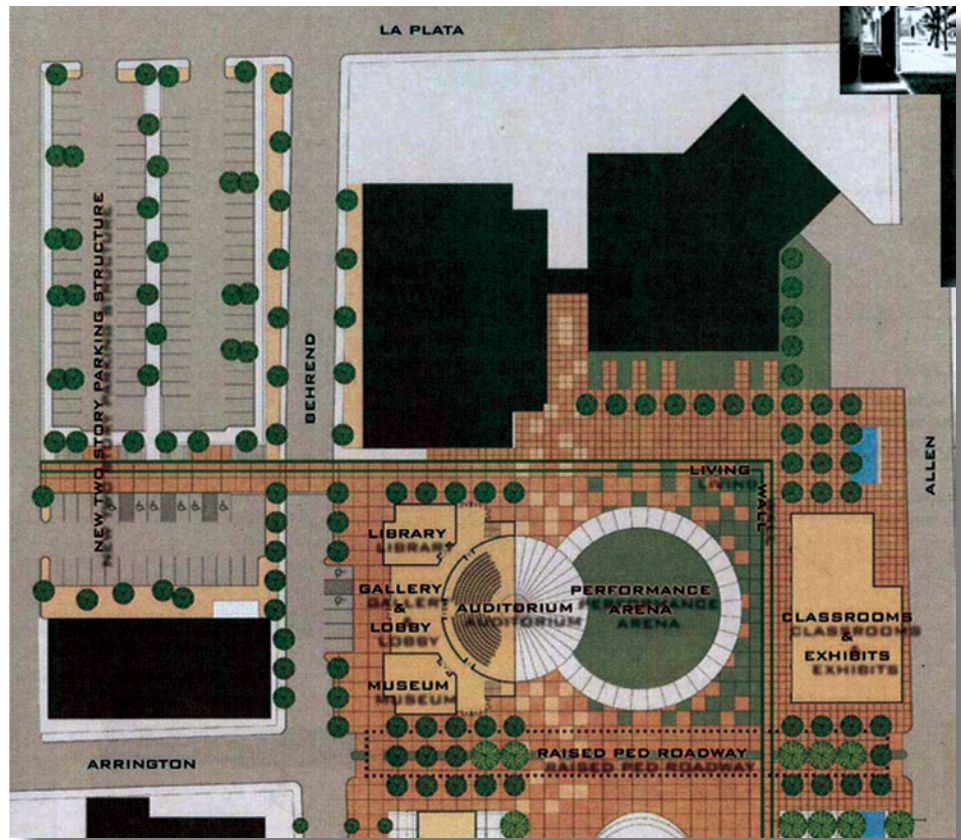


Los Alamos: Central Lofts would provide commercial, as well as residential space.

Farmington DPAC - Fall 2005

The City of Farmington received design services through the New Mexico MainStreet partnership with the UNM's Design Planning Assistance Center (DPAC) in the Fall Semester of 2005. More than 15 Graduate students, under the direction of Professors Mark Childs and Andy Pressman, participated in developing designs and plans for the revitalization of downtown Farmington. DPAC worked in conjunction with the Farmington MainStreet organization, the City and the community in developing strategies that encompassed a wide range of options including an expanded Civic Center and Conference Hotel complex, a Native American Performing Arts Center, Indigent Health Care and Housing Facilities and a variety of adaptive reuses of downtown buildings.

The City of Farmington is in the process of moving forward with preparing the Downtown Redevelopment Plan that was initiated in 2005 under the State's Metropolitan Redevelopment Code, and is evaluating the DPAC's design proposals as catalytic projects to include in the Redevelopment Plan.



Farmington: Proposed expansion for Civic Center.

During the Spring 2006 semester the Design and Planning Assistance Center (DPAC) at the UNM School of Architecture and Planning created vision plans for two New Mexico MainStreet towns, Carlsbad and Roswell. In its partnership with the New Mexico MainStreet program, the DPAC studio created proposals for long-term design strategies addressing traffic, growth, commercial revitalization, preservation and adaptive re-use.

Lead by faculty members Anne Godfrey (Landscape Architecture) and José Zelaya (Architecture), interdisciplinary student teams in Architecture, Landscape Architecture and Planning created design and planning options for these towns. The studio was also assisted by David Henkel (Planning) at critical junctures in the process. In all, 19 students created two sets of master plans and design visions for the communities.

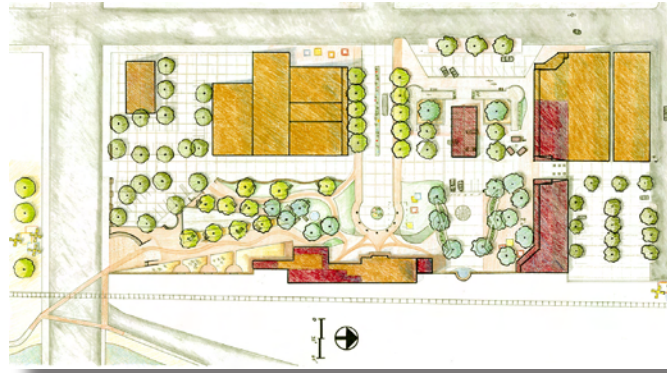


Carlsbad: Birds-eye view of proposed Market area.

Carlsbad

The City of Carlsbad has a traditional town square main street and enjoys a robust, though small, commercial base in the downtown. The goals for the design study focused on creating a stronger sense of connectivity between the downtown, the Pecos River and depot area, and the library and museum complex. In strengthening these connections, the teams concentrated on how these solutions could stimulate long-term commercial, entertainment, and

mixed use residential growth. The students also proposed a greenspace system of pocket parks and an extensive redesign of the streetscape to serve and stimulate pedestrian use. The vision was to create a downtown Carlsbad that is walkable and lively, serving both residents and visitors throughout the year.

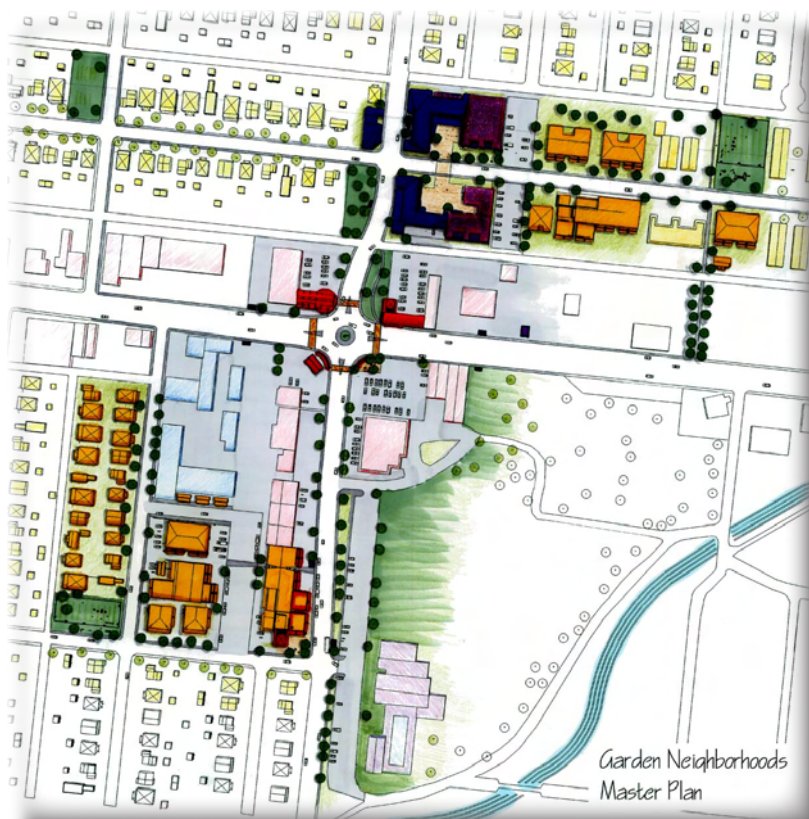


Carlsbad: View of proposed railroad depot area.

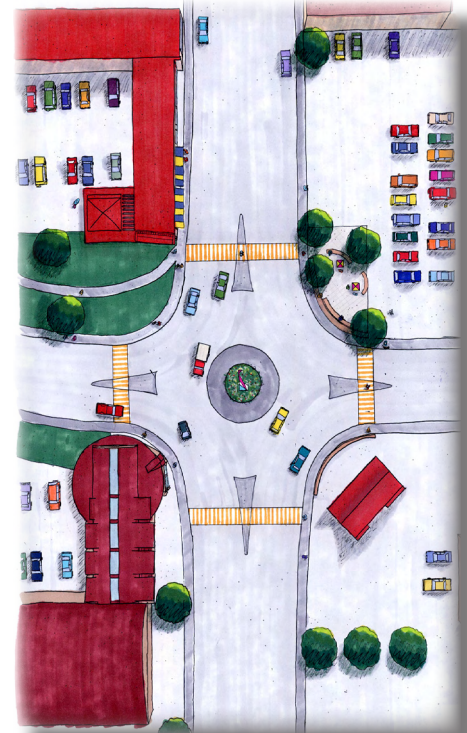
Roswell

The project for Roswell addressed the Second Street commercial area and the adjacent neighborhoods to the north and south. The main goal was to reinvigorate commercial growth along Second Street by reintegrating the community through providing necessary but absent health, family and community services. This is a less traditional approach to town revitalization efforts that addresses the unique situation in this neighborhood - a large Hispanic population with a history of disenfranchisement and disconnection from the rest of the community. The student teams developed multiple strategies: commercial and residential infill, adaptive reuse of historic warehouse structures, making the Second Street corridor more pedestrian-friendly, creating a more cohesive greenspace system along the Rio Hondo, providing a center for neighborhood services such as a health center and a cultural center, and creating the framework for community-based commercial opportunities.

Their work was presented to the public on May 5, 2006. These well-attended presentations continued the dialog on how to wisely and creatively address the unique characteristics of each of these towns. ▲



Roswell: Proposed Garden Neighborhoods



Roswell: Proposed traffic circle

BBER

During the past year, researchers at the University of New Mexico's Bureau of Business and Economic Research (BBER) have worked with the MainStreet communities of Las Vegas, Raton, Clayton, Springer, Gallup and Clayton to develop a deeper understanding of challenges and opportunities that communities face in revitalizing their downtown

districts. In partnership with MainStreet Director Keith Kjelstrom and MainStreet consultant Lani Lott, these efforts are culminating in workshops to help MainStreet leaders and community members develop strategies and action plans to retain and recruit businesses to the MainStreet service areas. Workshops were held in Las Vegas, Raton, Clayton and Gallup in April, and will be held in Springer and Chama in July.

the town and its surrounding region. The findings vary widely from town to town, but in most cases BBER emphasizes opportunities to develop downtowns as a central arts and entertainment district by nurturing businesses that serve diverse markets, including local residents, regional shoppers, travelers on principal thoroughfares and destination tourists.

The workshops thus far have been high-energy affairs. They have been very well attended, have provoked thoughtful and practical discussion, and with the encouragement of New Mexico MainStreet, have resulted in specific, detailed action plans. Although UNM-BBER's research bases discussion in hard realities, the meetings invariably have ended with a sense of focus, purpose and optimism. New Mexico MainStreet and associated communities leave the workshops with a sense of confidence that their efforts are grounded in quality analysis.



UNM-BBER's research draws on a number of sources to illustrate each community's market or trade area, its economic strengths and weaknesses, trends in business development, and the specific role of the MainStreet district in the economy of

Las Vegas: the Plaza Hotel



Community Reports

Artesia

Artesia MainStreet spent 2005 celebrating the city's Centennial and planning for the next 100 years of success in Artesia.

Our improvements and events have drawn our locals and visitors to downtown Artesia, amounting to our highest gross receipts income in years. We have undertaken several studies including an architectural study for potential listings on the state and national registers, a hotel feasibility study to look at the potential for a downtown hotel, and a new downtown master plan. We also are developing a facade improvement program with strong incentives that will move many of our businesses into the spotlight.



AMS received an NMMS grant for our Second and Texas roundabout and street improvement project, for which we are in the final planning stages. We've also been planning another History in Bronze project that includes three monumental sculptures for the downtown area. This series, called "The Cattle Drive," will chronicle the history of ranching in Artesia and will be strategically placed to link the original streetscape to the new. The first sculpture will be unveiled in late 2006.

While the impact of all these activities may not be immediate, AMS believes the studying, planning and preparing will lead to great things during the next year, another great year for MainStreet Artesia.



Artesia: Part of the city's Centennial celebration.

Bernalillo

Legal U-turns, lighted pedestrian crosswalks, and street furniture will soon be seen on the oldest continuously traveled roadway in the country! The Town of Bernalillo is in the final design phase of the Main Street streetscape enhancement project, a project that has been ten years in development. Bernalillo's Main Street, also known as Camino del Pueblo, El Camino Real, US Route 66, New Mexico 313 and Old Highway 85, predates European contact as a significant trade route of indigenous people in what is now the United States and Mexico. For the past ten months, a design team from the Town of Bernalillo and the New Mexico DOT have worked with the MainStreet Design Committee on the final conceptual design for redevelopment of the entire public right-of-way that is a State highway.

Public opinion was collected to identify problems existing on the roadway and to provide a variety of design solutions, as well as to create a unified street remodel design that has the support of the community. The final conceptual design, to be presented to the public in June, features design characteristics that address pedestrian safety, traffic calming, ADA accessibility, parking, lighting, and visual appeal.



Bernalillo: Proposed renovation on Main Street.

Phase I of the streetscape enhancement is programmed into the Transportation Improvement Plan (TIP) with funding from the Federal Transportation Administration secured for this project. It is anticipated that the RFP for engineering will be issued in July 2006 and construction could begin as soon as this Fall.

Carlsbad

Carlsbad Main-Street dove head-first into a fundraising adventure in 2005, as we took on the challenge of replacing our community's holiday decorations that have lined the streets of Carlsbad for over 30 years. Carlsbad is becoming a major holiday destination, with thousands visiting each year for "Christmas on the Pecos." The decorations along the river get bigger and better each year, but the old downtown decorations continued to fall into disrepair and many were declared unsafe and unusable. Carlsbad Main-Street felt that the community deserved better and decided a major fundraising



effort was needed to ensure that Carlsbad's tradition of holiday cheer wouldn't die with the old decorations.

With a seed grant of \$10,000 in lodgers' tax funds from the City of Carlsbad, MainStreet organized a sponsorship campaign with one goal in mind: to raise an additional \$10,000 from the private sector. For two months, MainStreet board members hit the pavement, visiting downtown merchants as

well as many other businesses and individuals throughout the community. The city's enthusiasm for the project, along with funds raised through Carlsbad Main-Street's annual Little Miss Merry Christmas Contest, resulted in an additional \$20,000 raised for the decorations, for a total of approximately \$30,000.

Along with bright red holiday sponsor banners that lined the streets, ten new custom-made displays were manufactured and installed.

Carlsbad Main-Street hopes to make the sponsorship campaign an annual activity, to fund ongoing maintenance as well as additional decorations.



Carlsbad: Proposed renovation.

Clayton

As a start-up community, the Clayton MainStreet Project's four committees have been working hard on our organizational structure. The Economic Positioning committee has taken a pro-active educational approach and feels very strongly that is one of the biggest needs right now for our MainStreet Project. The members of the EP committee have gathered data to put together a calendar of upcoming events that includes specifics of an event, contact information, the date and the number of people who will be attending. With the help of some Board members, they distribute the calendar to local businesses that can then adjust their hours, staff, or inventory to accommodate the groups.



Clayton Main Street

They have also worked with the Workforce Commission to develop a Hospitality Workshop for employers and employees. The workshop has been held twice with a very positive response - 42 people representing 24 businesses were present. The next workshop will be a "Clayton Ambassador" Workshop and will include representatives from local attractions. The idea is to create an enthusiastic workforce to sell Clayton and to boost our business in the downtown district.

Clovis

Clovis Main Street went Hollywood in 2005 when NBC's new reality television show "Three Wishes," descended on our downtown for a week. Thousands of people visited producers at a giant white tent set up on Main Street to share their stories with a hope of seeing their wish come true. Owner of a small beauty salon, Lyndi Austin's wish was granted and resulted in the remodeling of a building on Main Street that is owned by our own Clovis MainStreet President, Zala Smith. The transformation of the building is nothing short of amazing. Improvements to the building façade included unboarding second story windows, new exterior light-



ing, new signage, and a modern-styled metal awning that works well with the historical architecture and bricks of the building. The best part of the makeover is that other than the money Zala had already invested in the building and infrastructure improvements, the rest of the remodel was courtesy of NBC and their sponsors. The new and improved beauty shop is called "The New You" (above). This renovation has spurred other business owners to take a closer look at their businesses and we have had increased inquiries about the Clovis MainStreet Façade Grant program. The face of downtown Clovis is more appealing every day.

Corrales

Corrales Main Street ended the summer promotion season of 2005 with the spectacularly successful, "A Starry Night in Corrales" event. This backyard fundraiser for Corrales MainStreet was planned for 100 but demand was so great that 160 tickets were sold. The event featured both a live and silent auction and music by the Squash Blossom Boys.

As in past years, Corrales Main Street sponsored three major events that brought visitors and shoppers to the Village. The 4th of July parade is always a big summer event and includes vintage cars, bands, horses and lots of kids. The Starlight Parade, held in early December,



continues to grow in its third year and ended this year with an old fashioned Christmas party at the recreation center.



The two-day Harvest Festival is now in its twentieth year! This fall event revolves around fresh food - available at the festivities and plenty more to take home from the Farmer's Market and Wagner's Farm. Local merchants extend their hours and add merchandise promotions to take advantage of the festival.

For 2006 Corrales Main Street has inaugurated, "Sunday in the Village." This monthly event will combine art tours, concerts and the Grower's Market. The plan is to encourage people to come to Corrales and spend the day. Main Street will seek to expand this event to become a "Weekend in the Village" encouraging visitors to take advantage of Corrales' many bed and breakfast accommodations.

Farmington

The Rod Run Event is in its 21st year, drawing over 15,000 people to historic downtown Farmington to enjoy classic cars, hot rods, music, food and craft vendors. The NW New Mexico Streetrodders partner with the Farmington Downtown Association's MainStreet program to bring the hot rods from as far away as Texas and California for exhibition on Main Street. A citywide event, the Streetrodders start off the experience in the morning by having the hot rods on display in Civitan Park. In the late afternoon, the hot rods parade down East Main Street to



the historic district, where they are parked and on display. There is music in Orchard Plaza and over 30 food and craft vendors (right). Downtown merchants consider this the most successful event of the year and stay open late to

accommodate visitors to the downtown district. Through word of mouth and intensive advertising, this event continues to grow, fostering renewed excitement in the economic prosperity for the downtown community, as well as creating Farmington as a tourist destination.



Hobbs

MainStreet Hobbs has a new home (below)! In January of this year, Hobbs MainStreet moved into its new headquarters, an historic building located at 105 West Broadway (our Main Street!). The building was originally built in 1935 and over the years has been a drug store, a small hotel, a jewelry store, and a camera shop. Owners Kenny and Peggy Smith, the proprietors of downtown burger institution Casey's, approached MainStreet Hobbs, Inc.



in 2003 with an offer to donate the building to our organization. When MainStreet Hobbs, Inc. accepted the building in December of 2003, the building had been vacant for over 10 years.

MainStreet Hobbs, Inc. consulted with John Armstrong of Armstrong-Berger architectural firm in order to decide the best use of the property. Because the roof was near collapse and renovation would be costly, tearing down the building was initially discussed. However, Mr. Armstrong's concern was that demolition would leave a gap in Hobbs' most historic block, something akin to "having one of your front teeth missing." Since historic preservation is a goal of MainStreet Hobbs, Inc., we decided to renovate the building and relocate our office into the space. The project was funded through private donations from local businesses, individuals and foundations. By the creative reuse of this historic building, MainStreet Hobbs, Inc. has the opportunity to continue to assist the owners in protecting their investment.



Las Cruces

On a warm afternoon last August, the City of Las Cruces and Las Cruces Downtown freed our Main Street. In 1974, two large walls were constructed in Las Cruces as part of an urban renewal effort to convert downtown into a pedestrian mall.

These walls closed the street to traffic and obliterated the view down Main Street. We were left with a “racetrack” that ran around the entire area and killed downtown for over 30 years. On this great summer day last year, there was a dramatic, ground-rumbling event and these walls came tumblin’ down (see pg. 6 and above). Heavy equipment



pushed, a great cloud of dust rose, 400 people roared, and a brass band marked a new beginning for Downtown. At long last, our Main Street can be seen.

The ceremony was held in conjunction with the NM MainStreet 20th Anniver-

sary and Summer Institute, so we were able to share our celebration with fellow New Mexican Mainstreeters. President Mike Martin served as master of ceremonies, State Director Rich Williams gave a rousing speech about downtown being the heart of our communities, and Lt. Governor Diane Denish was at the podium to congratulate all those who helped make this event a success. Both the Greater Las Cruces Chamber of Commerce and the Hispano Chamber were present, as were distinguished guests and legislators. This was the first tangible evidence of five years of hard work, and it was a joyful occasion.



Las Vegas

Las Vegas was granted MainStreet status one year ago and there is already a renewed spirit and sense of pride in our town. Our unique MainStreet corridor consists of incredible



architectural and cultural history on the 1.07 miles connecting our three historic commercial districts: Railroad, New Town and Old Town/Plaza Park. The century old “divide” between east and west is now one district: MainStreet Las Vegas!

There has already been an economic boom not seen in 25 years with \$2,200,000 spent on the acquisition of seven buildings in our Corridor and \$480,000 spent in renovations on 18 different buildings since July of 2005. Wanting to harness this momentum, the Economic Positioning Committee took advantage of New Mexico Main Street’s con-

tract with UNM’s Bureau of Business and Economic Research and held a full day workshop for our local businesses. The statistics presented and the ensuing discussions clearly outlined the possibility of Las Vegas becoming an Arts, Culture and Enter-

tainment Destination and should help our businesses in their marketing efforts. Las Vegas is well positioned off I-25 and has the potential to become a “destination” town; our challenge is to attract travelers from the Albuquerque/Santa Fe corridor to come visit our lovely MainStreet district.

Remember...

Summer Institute & 2006 New Mexico MainStreet Awards
Farmington, July 25 - 27

Fall Institute
Roswell, October 10-12

National Main Streets Conference
Seattle, Washington
March 25 - 28, 2007

Los Alamos

Last year, Los Alamos MainStreet received the 2005 award for Excellence in Retail Promotion, and this year, we are at it again! Our Small Project Promotion Grant was instrumental in bringing over 13 special events to our downtown. The Winter Farmer's Markets kicked off this year's events with over 1,000 people attending throughout the winter season. The Best Western Hilltop House hotel followed with a romantic Valentine's Day dinner. Together with three other businesses, the hotel put together a package that included delicious food, luscious chocolates, and flowers. This event was well received by couples that chose to stay on MainStreet Los Alamos as opposed to going "off the hill." Keeping Los Alamos clean and beautiful is another high priority. Pajarito Environmental Education

Center's Earth Day Celebration, now in its sixth year, has become a tradition that attracts residents and visitors alike. The

Festivities include an art show, a children's concert, a library event, and the Earth Day celebration (above). Already in its second year, the Los Alamos MainStreet Small Project Promotions Grant is sought out by many businesses in the community. We hope to keep the tradition going so that we may continue to entertain our community with these wonderful events.



Portales

Portales MainStreet has been very busy this past year with many exciting things happening in our community. In November 2005, we welcomed a new retail gift shop, "No Where Else Gifts." Tressie Stroud, the owner, did a complete renovation of a dilapidated building on Main Street. Portales MainStreet was pleased to partner with Ms. Stroud by awarding her a \$2,000 façade renovation grant to assist in her venture. June and Max Merrick, owners of Factory Direct Furniture, doubled the size of their existing store over the fall and winter of 2005 to convert it to an Ashley Furniture Home Store, a major business expansion in our district. Portales MainStreet has just completed another phase of our streetscape project with new sidewalks, brick pavers, and several new beautiful street lamps. We have also received funding to match a federal T-21 grant for a makeover of the Roosevelt County Courthouse, the centerpiece of Downtown Portales. Plans include additional landscaping and a redesign of the streetscape to make it a more pedestrian friendly facility. We are also thrilled to have funding in place for the completion of the renovation on the historic YAM Movie Palace into a performing arts center.



Raton

Raton has hit the ground running in their first year as a MainStreet community! The Fall Institute in Artesia inspired board members to start evaluating projects that would make an impact on Raton's downtown. After extensive discussions, themes concerning public space issues and the "comfortableness of downtown" began to emerge.

With a multitude of priorities including gateways, traffic calming, pedestrian friendliness, and historic preservation of our great assets, Raton MainStreet quickly realized that they needed to incorporate all of these into one comprehensive plan.

With the help of Charlie Deans and Elmo Baca, the Design Committee identified the elements of a Downtown Master Plan proj-

ect and made a recommendation to the Raton MainStreet Board of Directors to begin seeking funds.

The proposal provided Raton MainStreet with an outline of the initiatives that would be addressed in the Master Plan and was used to solicit the funding necessary to con-

tract for the work on the Master Plan. To date, Raton MainStreet has been awarded a total of \$60,000 from local foundations toward their goal of \$120,000. Raton MainStreet has formed a financial and advisory

partnership with the City of Raton to support the Plan, and Raton MainStreet is presently seeking to build more partnerships to complete the funding.



photo: Tricia Ware

Roswell

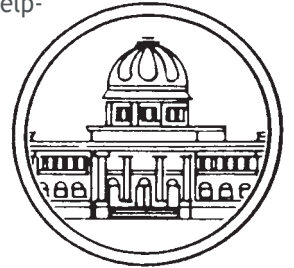
The face of Main-Street Roswell is looking spiffier every day, thanks to the efforts of local merchants and support by the state MainStreet program. Our design efforts in the community have resulted in numerous façade renovations, one of this year's most important being the Ginsberg Music



Co. Established in 1917, the business has been a MainStreet success story for generations but was in need of a little TLC. While the interior had been repainted and spruced up over the years, the 1960s storefront was in dire need of drastic change. The faded turquoise façade was torn

off, replastered, repainted, and decorated with a piano-key design. We hope that neighboring businesses will follow their lead - with 24,000 cars traveling down MainStreet on a daily basis, a bright attractive storefront is a highly effective advertisement. MainStreet renovation efforts have been in-

strumental in helping local businesses and property values have almost quadrupleArtesia MainStreet, Inc.



Silver City

Bullard Street is bustling with activity these days and the place to be is the Silco Theater. In 2005-06, Silver City MainStreet's Economic Development focus took an exciting new turn with a plan to acquire and rehabilitate the historic Silco Theater. The Silver City MainStreet Project has leased the theater, built in 1923, and funding is being sought for acquisition by Janu-



ary 2008. The two storefronts the theater are still active - one is currently rented by Silver Confectionary, featuring European and Mexican pastries, kitchen and gar-



dening products, flavored popcorns, and a daily teatime. The other storefront will eventually be the MainStreet/Silco Theater office. The building has been well taken care of over the years and thanks to a few leasehold improvements, MainStreet is already making the Silco available for events and meetings with capacity for 100-160 people. The long-term plan is to create a multi-use facility for music and theater performances, films, receptions and meetings. Core features of the theater (the proscenium arch and stage, backstage, and façade) will be preserved and most of the proposed renovations involve complying with the American Disabilities Act. The marquee and sign will be renovated and restored, as will historic interior murals. The balcony will eventually be re-opened for use.

Silco Theatre, 1930s

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“MainStreet” is a trademarked name for rehabilitation of downtowns by the National Trust for Historic Preservation.

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