

# 2007 MainStreet ANNUAL REPORT

A Program of the New Mexico Economic Development Department





# 2007 MainStreet ANNUAL REPORT



## In New Mexico, you can always go downtown

A lot has changed since Petula Clark reached international fame in 1964 with her hit record, "Downtown."

The city center that the singer describes is bustling with people, and offers glimmering lights and movie shows. It could be any city in the United States. However, since the mid-1960s, our nation has watched its downtowns become quiet and boarded up, as shoppers favor big box stores and malls.

The National Trust Main Street Center is changing all that, and locally, New Mexico MainStreet has an excellent track record (which you'll see in these pages) of helping refurbish buildings and sustaining new business on main streets, town squares, and plazas in our 26 member communities.

I am proud to acknowledge the accomplishments of Director Rich Williams and his team of eight program associates in making New Mexico MainStreet one of the most exemplary programs nationwide.

Nevertheless, New Mexico MainStreet is not content to rest on its laurels. In FY 2008, the organization is embarking on an unprecedented endeavor: a low-cost revolving loan fund for businesses in our state's MainStreet Districts. This opportunity will help small businesses restore vacant downtown buildings, empower downtowns to retain new businesses, and ensure job stability and growth in the retail sectors of our small towns.

If you haven't yet had the chance, I encourage you to visit at least one of New Mexico's MainStreet Communities—from Clayton to Silver City—and see how much we've accomplished so far. With this new loan fund, I'm confident that the best is yet to come. To that end, I'd like to thank New Mexico's local leaders, small business owners, and civic volunteers for revitalizing city centers in the communities we hold dear.

**Fred Mondragón**  
Cabinet Secretary  
New Mexico Economic Development Department



## What does MainStreet do?

It's a question we all have heard whether inquisitively or sometimes from a more hostile perspective challenging the work and accomplishments of our local organizations.

We have our mission statements and as leaders of our MainStreet efforts we have rehearsed a lot of digestible phrases and sound bites for local Council meetings, the women's auxiliary clubs, the rotary, and the local elks lodge meetings we speak at promoting our programs and building partnerships.

But the question is really somewhat deeper for those of us who have taken on the mantle of MainStreet leadership. What does MainStreet do?

We can talk about the "MainStreet Four Point Approach," but that's descriptive of the technique and the comprehensive nature of the National Trust MainStreet process.

We can show off our streetscape improvements, the pedestrian amenities, and the historic buildings we have renovated and rehabilitated. But those are physical accomplishments, worthy of celebration but still missing heart.

What does MainStreet do?

As we walk through the village plaza and wander through the Mercado that MainStreet helped finance and then over to the newly renovated grocery store no one thought would stay downtown, then stop at the recently reopened movie house for an old fashion Saturday afternoon matinee. What does MainStreet do?

Our MainStreet fairs and festivals are bright and vibrant places for our residents to gather, gain sustenance, and share in the richness and diversity of our communities.

What does MainStreet do?

It's a question only you can answer. It goes directly to why you have chosen to become part of the MainStreet movement to keep your downtown alive and vital.

**Rich Williams**  
MainStreet Director  
New Mexico Economic Development Department

# Table of Contents

Letter from Secretary Mondragón .....	2	Community Reports .....	13
Director’s Column .....	2	Artesia .....	13
About MainStreet .....	4	Bernalillo .....	13
The MainStreet Approach/Criteria/Program Services .....	4	Carlsbad .....	14
2006 New Mexico MainStreet Communities Map .....	5	Clayton .....	14
Reinvestment Statistics .....	6	Clovis .....	14
Upcoming Meetings .....	6	Corrales .....	15
Nationally Accredited Communities .....	6	Farmington .....	15
Fall Quarterly Meeting – Roswell .....	7	Gallup .....	16
Winter Quarterly Meeting – Santa Fe .....	7	Grants .....	16
New Mexico MainStreet Revolving Loan Fund .....	7	Hobbs .....	16
University of New Mexico DPAC Studios .....	8	Las Cruces .....	17
Celebration of New Deal Anniversary .....	9	Las Vegas .....	17
Bayard’s Hidden Wealth .....	9	Los Alamos .....	18
Native American Community Development Pilot Project .....	10	Portales .....	18
Las Cruces Passes MRA Plan .....	10	Raton .....	19
Community-Initiated Development Workshops .....	11	Roswell .....	19
Business Development in Las Vegas .....	11	Santa Rosa .....	20
Mosaic Architectural Solutions .....	13	Silver City .....	20
Architect Scott Day .....	13	Tucumcari .....	21
		Community Directory .....	22
		Acknowledgements .....	23



## About MainStreet

New Mexico MainStreet has been a powerhouse in grassroots economic development for 22 years. 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 community development approach that combines historic preservation with economic development, downtown design, promotion, and local non-profit 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 25 MainStreet-affiliated communities in New Mexico.

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.

There are numerous benefits to being a MainStreet town, including

- 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 Trust 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 essen-

tial approach for successful community revitalization.

### Organization

MainStreet improves a downtown district 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.

## 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.

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, the annual New Mexico MainStreet Community Awards program and use of the New Mexico MainStreet logo and name. 

## Program Services

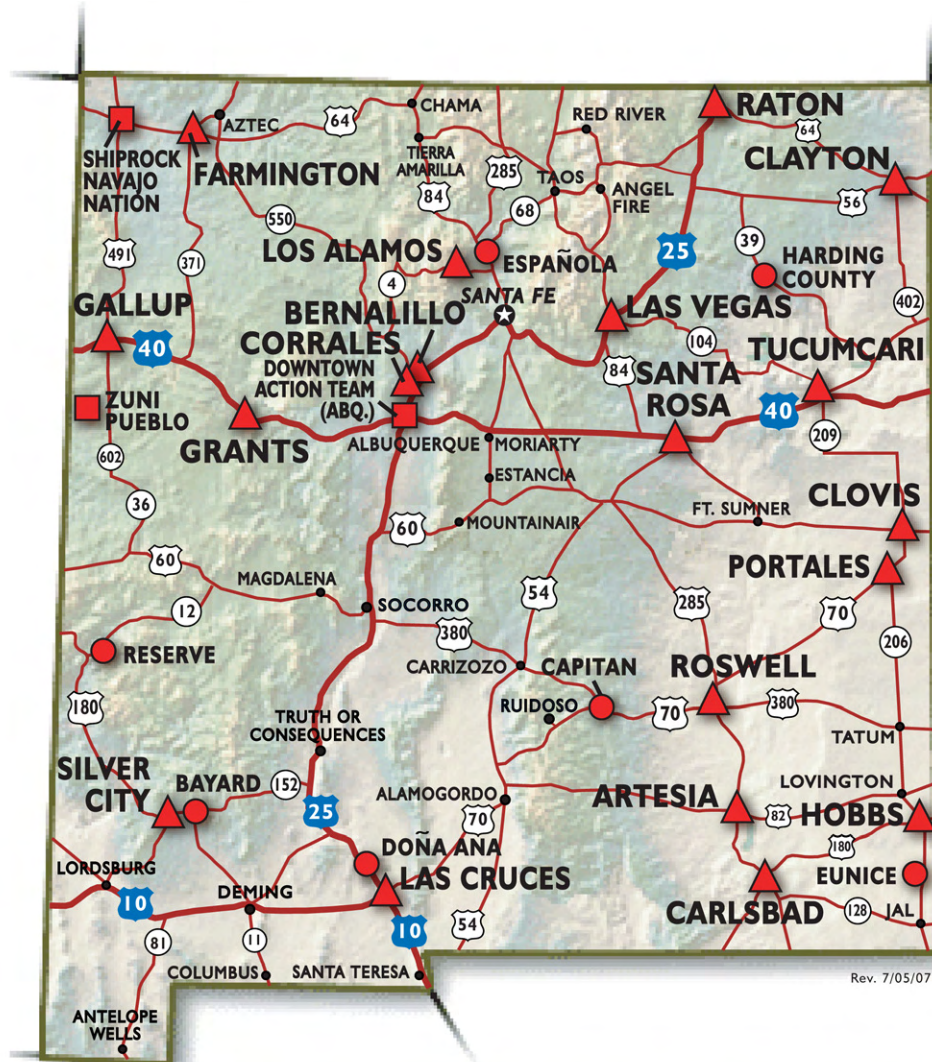
New Mexico MainStreet serves as a resource and support network for designated communities, providing them with assistance, information and leadership in their revitalization efforts. From the basics of the MainStreet approach to advanced downtown development strategies, New Mexico MainStreet offers educational 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” communities 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.

## 2007 New Mexico MainStreet™ Communities



Rev. 7/05/07

	<b>ACTIVE MAINSTREET™ TOWNS &amp; VILLAGES</b>
	<b>SATELLITE TOWNS &amp; VILLAGES</b>
	<b>Special Projects</b>

## New Mexico MainStreet

# Reinvestment Statistics

June 2007

New Mexico MainStreet is a small business development and job creation engine. From *Enchanted Grounds Espresso Bar* in Raton to *Underneath It All Intimate Apparel* in Hobbs, MainStreet districts launch the entrepreneurial ventures that make New Mexico communities unique. During this last fiscal year, 115 net new businesses generated 535 new jobs. Since January 2003, our MainStreet programs have created a total of 899 net new businesses and 2,162 new jobs.

	Fiscal Year 2007 (July 06 - June 07)	Cumulative Total Total Since January 2003
Net Number of New Businesses	115	899
Number of Business Expansions	29	150
Number of Building Rehabilitations	157	599
Dollars of Private Reinvestment	\$8,202,420	\$63,176,997
Number of Public Projects	68	201
Dollars of Public Investment	\$15,562,458	\$47,731,058
Number of Joint Public/Private Projects	21	106
Dollars Invested in Public/Private Projects	\$3,355,725	\$16,658,184
Number of New Buildings Constructed	7	48
Dollars Invested in New Building Construction	\$5,435,000	\$66,705,825
Net Number of New Jobs	535	2,162
Dollars of Public Sector Grants	\$3,839,646	\$8,934,963
Dollars of Private Sector Grants	\$139,950	\$2,091,288
Volunteer Hours*	20,346	*

\* NMMS began keeping volunteer hours statistics in July 2006.

## Upcoming Meetings

**SUMMER INSTITUTE  
& 2007 NEW MEXICO  
MAINSTREET AWARDS**

Las Vegas, August 9-11, 2007

**FALL INSTITUTE**

Silver City, October 10-12, 2007

**WINTER INSTITUTE**

Santa Fe, January 2008

**NATIONAL MAIN STREETS  
CONFERENCE**

Philadelphia

March 30 - April 2, 2008

## NINE NATIONALLY ACCREDITED PROJECTS

The National Main Street Center released the list of “Nationally Accredited” Main Street Projects for 2007 and nine New Mexico communities are on it: **Artesia, Clayton, Clovis, Hobbs, Las Cruces, Las Vegas, Los Alamos, Raton and Silver City.**

This annual designation is based on a yearly evaluation that reviews a local Project’s performance implementing the 4 Point Main Street 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 Main Street Center.

The National Accreditation process evaluates programs according to ten basic performance standards that provide benchmarks and guidelines on the way an organization should be functioning and serve as incentives for improvement. An accredited Main Street organization must have a comprehensive work plan, an adequate operating budget, a paid professional program manager, an active board of directors and committees, and vision and mission statements relevant to community conditions and to the local Main Street program’s organizational stage. Organizations must also possess an historic preservation ethic, conduct a program of ongoing training for staff and volunteers, report key statistics, and be a current member of the National Trust Main Street Network.

The goal of the accreditation program is to provide national standards of performance for local Main Street programs and reward organizations with local and national visibility. ◀



# FALL QUARTERLY MEETING – ROSWELL

October 10-12, 2006

**M**ainStreet leaders from across New Mexico were welcomed to Roswell this past fall to discuss a variety of topics in the area of promotions and marketing. **Kathy Flynn**, Executive Director of the National New Deal Preservation Association, gave the keynote presentation on “What the New Deal Meant to New Mexico” while

**John Murphey** from the State Historic Preservation Division discussed the architectural legacy of the New Deal. New Mexico MainStreet staff solicited feedback from attendees on marketing work done by the state program as well as presented plans for the upcoming celebration of the 75<sup>th</sup> Anniversary of the New Deal. A Board reception was

held at the Roswell Art Museum and attendees were given a walking tour of the Roswell MainStreet district. The final presentation was by **Barbara Ha-good** of Museum Development Associates, who discussed the development of rural museums and related partnership opportunities for MainStreet communities. ◀

# WINTER QUARTERLY MEETING – SANTA FE

January 24-26, 2007

**MainStreet** Managers and Board Members gathered in Santa Fe this past January for the Annual Winter Meeting held at La Fonda Hotel. Legislative activities for the Coalition of MainStreet Communities kicked off with the awarding of the 4<sup>th</sup> Annual Dallan Sanders Awards to **Economic Development Department Cabinet Secre-**

**tary Rick Homans, State Senator Timothy Jennings, and State Representative Luciano “Lucky” Varela.** The theme of the quarterly meeting was “Street Fairs, Farmer’s and Public Markets” with presentations from **Mark Childs** of the University of New Mexico School of Architecture and Planning, and **Deborah Cash**, Certified

Main Street Manager of the San Luis Obispo Farmer’s Market. Other presentations included a panel with **Laurie Franz**, Scenic Byways Coordinator for the New Mexico Department of Tourism, and representatives from the National Park Service. The work sessions were rounded out with a little fun at a group dinner at Señor Lucky’s. ◀

# MainStreet Revolving Loan Fund Established

**F**or the first time ever, New Mexico MainStreet has a revolving loan fund to support the restoration, rehabilitation, and repair of property within MainStreet communities. The Forty-Eighth Legislature enacted a low-interest revolving loan fund for structures, sites and buildings in New Mexico MainStreet communities, and **Governor Bill Richardson** signed the bill into law on March 30, 2007. **Representative Daniel Silva (D - Albuquerque)** sponsored the legislation that created the fund and secured \$50,000 in seed money.

As defined in the legislation, the fund is intended to provide low-cost financial assistance to restore, rehabilitate, and repair properties in MainStreet communities. Virtually any structure within a MainStreet district is eligible for the fund, which can provide loan guarantees for projects as well as loans. The legislation specifies a maximum interest rate of the U.S. Treasury Bill rate plus one-half of one percent, and the repayment term is five years. Property owners - as well as long-term leaseholders - are eligible to apply for loans. The responsibility for making loan awards will lay with a six-member Main Street Revolving Loan Committee, yet to be created.

At this time, New Mexico MainStreet and the state Historic Preservation Division are working in partnership to develop the specifics of the loan fund. According to **New Mexico MainStreet Director Rich Williams**, “We hope to have the Main Street Revolving Loan Fund ready for applications no later than January 2008. We’ve found that MainStreet really needs a low-cost loan product that will support small-scale renovations, as well as more substantial property improvements in our MainStreet districts. The Economic Development Department is very grateful to Representative Silva for sponsoring the legislation and to the Coalition of New Mexico MainStreet Communities for its support as well.”



While Representative Silva has no MainStreet program in his district, he feels the MainStreet Revolving Loan Fund is important to the state as a whole. “It’s just a good thing to do for improving the MainStreet areas of our cities - especially our smaller communities. Downtowns are an important part of our state’s life. They’re attractive to the general public and to tourism, so we need to make them look as good as possible. I hope this fund will help support on-going renovation in our MainStreet communities.” ◀

# Raton MainStreet and the UNM's DPAC Studio

In the spring of 2007, graduate students from the University of New Mexico's Design Planning and Assistance Center (DPAC) descended upon two MainStreet communities, Raton and Clayton, for a five-month "conversation" about the revitalization of their downtowns. This community-based studio encourages urban design and planning and is an engaging process with residents, students and professors from the School of Architecture and Planning. In the past, the projects have helped communities change zoning regulations, develop community plans, apply for grant monies, write proposal requests, and build the organizational capacity and vision.

In Clayton, the DPAC Studio began with participation in a collaborative two day Downtown Master Plan "charette" that was facilitated by Charlie Deans, the NM MainStreet Urban Planner Associate. 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 providing designs for public spaces and the adaptive reuse of several underutilized buildings in the downtown core. At the semester end, DPAC students presented their designs at a well-

received community workshop and provided the town with realistically achievable solutions for a range of civic facilities. Several of the DPAC designs will be incorporated into the Downtown Clayton Master Plan that is being prepared by NM MainStreet.

The Raton MainStreet DPAC process dealt with a series of questions for those who live, work and visit their downtown district: "What are the opportunities and constraints, dreams and visions for the heart of Raton? What should be happening in downtown? What could it look like? How will it work? What's here to be discovered and enhanced? What's missing?" The answers and ideas that came out of this process fostered multiple design solutions and conceptual plan for downtown Raton.

DPAC is a win-win program for New Mexico MainStreet communities and students alike. Since 2002, DPAC's MainStreet Studios have worked in almost twenty MainStreet communities to provide planning and design services that revitalize their physical fabric, public spaces and community facilities. As a partner with UNM, the NM MainStreet Program is the primary funding source for this unique collaborative opportunity. ◀



Clayton



Raton



## NMMS Plans “New Deal” 75th Anniversary

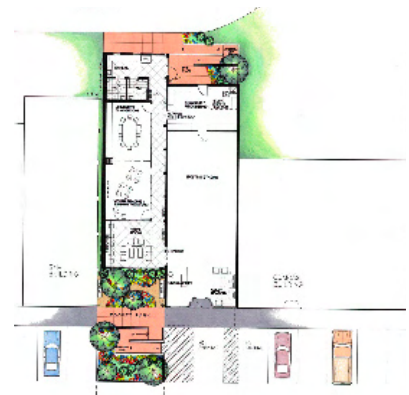
New Mexico MainStreet will be celebrating the 75<sup>th</sup> Anniversary of the “New Deal” in 2008 with a series of activities in selected MainStreet communities. The “New Deal” was a comprehensive series of social and economic programs put forth by the presidential administration of Franklin Roosevelt in an effort to solve the nation’s economic crisis during the depression. It included an array of public work projects to provide jobs for Americans as well as increase civic pride in American communities. Specific programs included the Public Works Administration (PWA) which constructed roads, dams, and public buildings, and the Civilian Conservation Corps (CCC), a work program for unemployed men that planted trees, fought forest fires, built public parks, restocked rivers with fish, and engaged in a variety of activities to conserve the nation’s environment. Through these and other programs, the New Deal began a vast transformation of the United States. Many of those programs are still part of our lives today, including the Federal Deposit Insurance Corporation and Social Security. This nation-wide celebration will honor participants in the New Deal and provide the opportunity for research, documentation, preservation, and renovation of America’s New Deal heritage.



While this program was an important resource throughout the country, it was especially essential in New Mexico and integral to the growth of our state. The **National New Deal Preservation Association** has agreed to let New Mexico MainStreet use their collection of photos for a traveling exhibit beginning in December 2007 and continuing through October of 2008. The collection consists of over a hundred photographs of public artwork done by New Deal sponsored artists throughout New Mexico. Communities participating in the tour include **Silver City, Deming, Raton, Portales and Artesia**. Each community will display the photos for approximately two months and will hold at least one special event during the period of display, including opening night receptions and talks by local residents who participated in the New Deal. Other anniversary activities planned include the highlighting of local New Deal resources in other MainStreet communities, as well as a brochure designed and printed by the state MainStreet program for distribution throughout the state. A small number of New Deal buildings in MainStreet communities will likely be put up for state and/or National Register nomination. For more information on this Anniversary celebration or to get involved in your local community, please contact the New Mexico MainStreet Program.



Russell Lee photographed this New Mexico gas station in 1937. Many photographers took part in the federally sponsored Farm Security Administration documentation project, one of the New Deal programs.



Plan for Bayard’s library expansion

## New Visions for Bayard

Silver and copper lured early pioneers to Bayard over 100 years ago, but today the hidden treasure of southeastern New Mexico is the promise of once-thriving main streets. Community leaders in Bayard envision their town attracting retirees, artists and recreation enthusiasts to complement their community of hard working families.

**Mayor Rudy Martinez** leads a City Council determined to upgrade Bayard’s historic Main Street commercial district, which motorists often pass by motorists heading eight miles west to Silver City. At the heart of Bayard’s aspirations is the community’s main library, housed in a historic brick building across the street from an intact wooden railroad depot. Interestingly, the library building was moved in 1936 to Bayard from the border town of Columbus, New Mexico, south of Deming.

Main Street architects **Denise Hammer** and **James Wright** have been working closely with Bayard leaders to design an expansion to the small library or perhaps a new infill library building. In addition, former Main Street architect **Terron Cox** was hired to develop conceptual plans for a “Bayard Cultural District” that showcases the strategic proximity of the library, railroad depot and the vacant Bayard Theater, which still retains its vintage marquee.

Bayard’s downtown district offers interesting opportunities for streetscape improvements, pocket parks, cultural attractions and maybe a new community plaza, fostered by its enlightened leadership.

# NATIVE AMERICAN COMMUNITY DEVELOPMENT PILOT PROJECT

**M**ain Street Special Projects Program Associate **Elmo Baca** was hired by the Economic Development Department to work with tribal officials at **Zuni Pueblo** and **Shiprock** to assess the feasibility of a pilot community economic development program. Zuni, with nearly 10,000 tribal members, is considered the largest and most traditional of New Mexico's Pueblo communities, and Shiprock, with nearly 9,000 permanent residents, is emerging as the foremost city of the Navajo nation.

The Albuquerque architectural firm of **Dekker, Perich, Sabatini (DPS)**, one of the state's largest and most successful, has been engaged to assist in the assess-

ment and conceptual planning process and provided the Department and tribes with conceptual ideas on commercial corridor improvements in late June.

In Zuni, **Economic Development Director Andrew Othole** has identified several improvement projects for state highway 53, their commercial corridor. These include a potential arts incubator, a farmer's market building, and streetscape improvements such as community gardens and walking amenities.



Live/work housing proposed for Zuni.



Design for Shiprock's improved flea market .

With one of Zuni's priorities being to capture cash flow by encouraging small business development, DPS provided conceptual designs of a live/work housing

type that would allow for the manufacturing and selling of arts and crafts out of the home to capture

The Shiprock Chapter is poised to develop dynamically due to the robust growth of the Four Corners region. **Shiprock Chapter President Duane Yazzie** indicated that their needs include a new community plaza, an improved open-air flea market area and a public market facility. Tribal leaders have expressed willingness and enthusiasm to explore a partnership with the Department, and conceptual plans provided by Dekker, Perich, and Sabatini are being carefully considered by all parties. Hopefully this will result in a partnership of a new and inspiring form. ◀

## Las Cruces Downtown Metropolitan Redevelopment Area Plan

**T**his past June, the City of **Las Cruces** adopted their **Metropolitan Redevelopment Area (MRA) Plan**. Based on the previous downtown master plans adopted by the City Council in 2004 and 2006, the City began the process by establishing the Las Cruces Metropolitan Redevelopment Area (MRA) in 2006 pursuant to the provisions of the New Mexico Municipal Redevelopment Code. This designation provides the City of Las Cruces with a variety of legal tools for implementing projects that contribute to revitalizing the area including zoning changes, redevelopment of blighted properties, land acquisition and assembly, enhanced public services and financial incentives such as tax increment financing, bond financing and tax exemptions

With technical assistance from the New Mexico MainStreet Program, the MRA Plan was drafted through a Steering Committee that developed the vision, goals and redevelopment projects to include in the plan. They were guided by a vision statement that imagined Las Cruces as "the most interesting walkable environment with ample trees to provide shade and beauty to all of the Downtown streets. Downtown will be a center for arts, cultural

and civic facilities with a concentration of contemporary and traditional arts and crafts. Downtown will continue to be the location of major public events, festivals and the Farmer's Market. Downtown will be the center for unique retail establishments and will draw customers from the region as well as from the tourist community."

Special goals and prioritized redevelopment projects specified in the plan include: a tax increment financing (TIF) district to fund redevelopment projects and provide a funding source for Revenue Bonds to finance improvements; the development of a transit connection between NMSU and downtown; the development of rental apartments/affordable housing in the downtown area; the expansion and permanent locating of the existing Farmer's Market; the creation of a center for arts and crafts manufacturing; the design and construction of the Las Cruces Acequia Exercise Trail with connections into residential neighborhoods; the design and construction of the east/west streetscape improvements including landscape and pedestrian improvements to the Klein Park/Pioneer Park corridor; and the supplying of funding and technical assistance to property owners and residents for the rehabilitation of residential and historic structures. ◀



# “Community Initiated Development” Workshops

Real estate and economic development consultant **Donovan Rypkema** led a series of advanced-level workshops in MainStreet communities this spring entitled “Community Initiated Development.” Sponsored by the **New Mexico Economic Development Department, the Municipal League of New Mexico** and the **Local Government Division**, the two and a half day workshops followed the sequence of a real estate project, broken down into five phases: concept, analysis, preparation, implementation, and operation.

Participants were split into teams and worked their way through a case study based on an actual CID project that was successfully completed in Beloit, Wisconsin. Each person filled a role as a member of the co-development team, working through real estate economics, community and preservation issues, local rules and regulations, and design and construction factors that would impact the feasibility of a project.

Using information and data from the case study, team members evaluated the reuse opportunities of the building, analyzed local demographic and economic data, identified potential funding sources, negotiated participation of the local government, and secured necessary incentives. Participants created a construction budget, made income and expense estimates to prepare annual operating

statements, and put together financing packages that would make the project feasible. Most teams also incorporated the federal rehabilitation tax credit for historic buildings as part of the development scenario. The final morning consisted of presentations of development plans for the building as well as a project profile, source and use of funds, and operating statement.

The long-term goal of these workshops was to cultivate skills in real estate development and provide the hands-on tools for local activists to take the lead in putting their underutilized downtown buildings into economically productive use. Usually the ultimate goal of CID projects is to hand off the project to a traditional developer. However, with “white elephant” buildings, the time required for evaluation and the packaging of incentives and non-traditional debt often means that it is not the private sector that takes the lead. For the project to move forward, then, community members often play the critical role in “putting the pieces together” to make these difficult projects work. The CID process provides the framework for the community to perform that role.

The workshops were held in **Carlsbad, Clovis, Grants, Silver City and Raton** throughout the spring with over 80 MainStreet leaders, community activists, and local officials attending. ◀

# Las Vegas Marketing Piece Profiles Business Development Data

In partnership with New Mexico MainStreet, the University of New Mexico’s Bureau of Business and Economic Research (BBER) has now completed comprehensive studies of the local economy for twelve MainStreet communities. During 2006 and 2007, Artesia, Carlsbad, Clayton, Clovis, Gallup, Hobbs, Las Vegas, Portales, Raton, Roswell, Santa Rosa and Tucumcari received their *MainStreet Community Economic Assessment* reports.

able documents don’t just sit on the shelf?

MainStreet Las Vegas economic positioning leaders believe that they have found the answer. They created a single, two-sided “Market Profile” sheet with critical data and graphics to show their program’s focus on small business development opportunities. “We wanted an attractive piece that would give existing and prospective businesses access to the wealth of data from the BBER study without overwhelming folks with the entire document,” said **Wid Slick**, chair of the EP committee.

MainStreet executive director **Cindy Collins** finds that the sheet is also an effective ice-breaker with business owners. “Our Market Profile starts the conversation about how each business can capitalize on the extensive knowledge we have about the economy. Then we follow up with a business development folder packed with individualized information tailored to each business,” she said.

The Market Profile sheet is made available to business owners planning expansion of their enterprise or enhancements in their marketing activities, local entrepreneurs considering opening up shop in the MainStreet corridor, and prospective businesses looking for a historic Las Vegas location. The sheet easily complements the economic development marketing materials distributed by the Las Vegas/San Miguel Economic Development Corporation, Chamber of Commerce, and City.

## Key Ingredients for Your Market Profile

- Reflect your MainStreet area’s history, character and assets
- Articulate your market vision and market position
- Trade area demographics
- MainStreet district and citywide employment
- Highway traffic counts
- Thriving businesses and business clusters
- District amenities
- Recent and planned investments
- Underserved business sectors (growth opportunities)
- Business development services you offer
- Contact information



Each study includes thorough demographic, trade area, employment, housing and sales analyses - important data that can map a route to a community’s success. How will these communities ensure that these valu-

# Architectural Firms Work to Conceptualize MainStreet Renovations

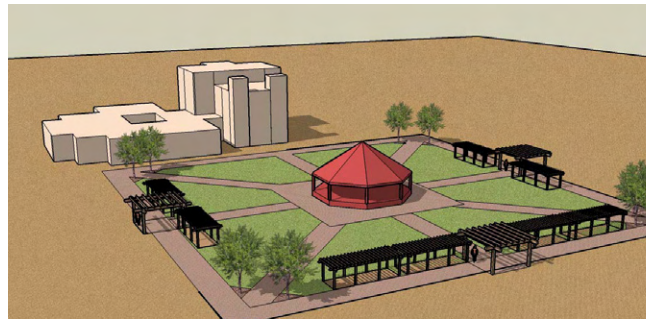
**M**osaic Architectural Solutions, based out of Los Alamos, spent a great deal of the 2007 fiscal year on the road for New Mexico MainStreet.

In Clayton, work was done for two local businesses, **Facets in Gold**, and **Mary's**, a gift and flower shop, coffee house, café and tanning salon. Concerns at this multi-use business included visibility, lack of space, and comfort. Mosaic's suggestions to make the building more appealing and visible to passersby included the addition of an awning, a unifying color scheme, and landscaping for shade and attractiveness. Additional entrances were recommended to divide the uses as well as allowing greater access. A new paint scheme on the building's façade would visually divide the three entrances while unifying the entire building.

For **Facets in Gold**, a long-time jewelry store in Clayton, the consult was in anticipation of a move to a historically recognized building on Main Street. To update the building, suggestions included re-

vealing the original tin ceiling, introducing windows for more natural lighting, upgrading the interior finishes, and returning the entryway to its original design.

In **Española**, a design was done that furthered the development of a **Plaza** in front of the San Gabriel Mission and Convento Museum. The design will enhance the existing space's axial design concept while continuing the development of a traditional plaza. Spaces for casual and planned events, as well as vendors, were included, and the design will encourage future development by providing unencumbered space along the outside edge of the existing exterior walkways. ▼



In **Roswell**, a concept sketch was made for a mini-park at the **Roswell Museum and Art Center** that would serve as an anchor attraction for downtown. Plans include the display of a historic rocket platform, an interpretive walkway, xeriscaping, and an amphitheater. A planned sculpture garden will double as an outdoor classroom and a gathering place for museum events. The park will likely increase walk-in traffic for nearby businesses and hopefully make visitors more aware of businesses located at the northern end of Roswell's Main Street Corridor.

In **Bernalillo**, a feasibility study/building assessment was conducted for the possible conversion of a local residence to a commercial building such as a bed and breakfast or professional office. The report included both short and long-term recommendations for the use and rehabilitation of the property.

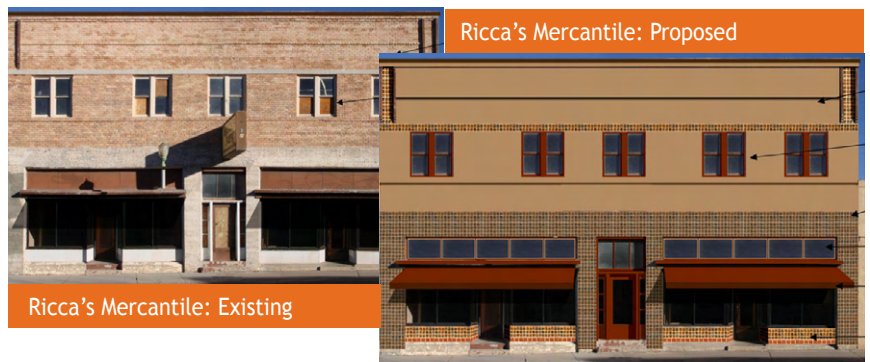
Mosaic also worked on two projects in **Las Vegas**, a façade improvement for **Estella's Café**, a local restaurant, and designs for the reconstruction of the historic trolley stable. ◀

**A**rchitect **Scott Day** of **Urban Development Services** in San Antonio, Texas spent a great deal of time out west this year, working on a variety of projects for New Mexico MainStreet. During the fall, he traveled to six MainStreet communities to collaborate with MainStreet staff on downtown design revitalization institutes, giving an overview of planning and public improvements. Topics covered in the workshops included retail street design, storefront design, buildings maintenance and materials. He also spent time doing one on one consultation with local business owners.

This spring, Day worked on two different plans for public spaces in **Grants** - a small plaza in front of city hall as well as a new landscape plan for **Fire & Ice Park**. The plans for **City Hall Plaza** include concrete planters, a bronze sculpture, a small amount of ground cover, and four benches partially shaded by ash trees. The changes to **Fire & Ice Park** include additional plantings of ash trees, a new row of flowering crab trees, pampas grass, and a small flowerbed.

For **Keeler & Keeler**, a law firm in **Gallup**, Day did a hand rendering of minor façade renovations including a series of colored awnings and flush mounted signs. He also did a series of drawings and recommendations for **Ricca's Mercantile** in Gallup including stucco work to match the original brick, minor tile work to cover concrete and bulkheads, and the repair and replacement of windows and awnings.

Mr. Day continues to work with Gallup on the completion of **Livability Guidelines** tailored to their community as well as finishing conceptual sketches for two buildings in **Santa Rosa**. ◀





# COMMUNITY REPORTS

## Artesia

Artesia MainStreet rode through 2006 with the Trail Boss leading the way! The latest sculpture addition to our downtown community, the Trail Boss is the first in a three-piece monumental series titled the “Cattle Drive,” designed to honor the farming and ranching heritage of the Pecos Valley. Galloping through 2006, AMS spent countless hours planning for and implementing a number of projects. With assistance and support from the City of Artesia, construction began on the first phase of our Second & Texas Streetscape



Improvement project. The second phase of this project will be completed with \$250,000 in capital outlay funding from New Mexico MainStreet.

Along with improving the design of our downtown, AMS spent the year coordinating planning efforts for our community and completing several economic positioning studies. We inaugurated a new downtown master plan, commissioned an architectural assessment of the Joyce-Pruit Building, one of our community’s oldest, as well as contracted for a historic survey, which has

identified over 250 properties for potential listing on the state and national registers. AMS also sponsored its usual full load of promotional events, with the addition of a new Garden Gusher’s Farmer’s Market. Studying and planning is a crucial part of success stories and 2006 was a great year of “building” for Artesia MainStreet. AMS is sure to ride through 2007 with plenty of information to continue our efforts in creating a place for people to live, work, and shop in downtown Artesia.



## Bernalillo

Transit Oriented Development (TOD) creates vibrant, livable, mixed-use and walkable communities close to a fixed transit line. With the advent of the New Mexico Rail Runner commuter train, TOD has come to Bernalillo’s MainStreet District. With two commuter rail stations, the Rail Runner presents an opportunity to integrate new mixed-use and pedestrian friendly development in a way that can enhance the Town’s rich history, culture and sense of place.

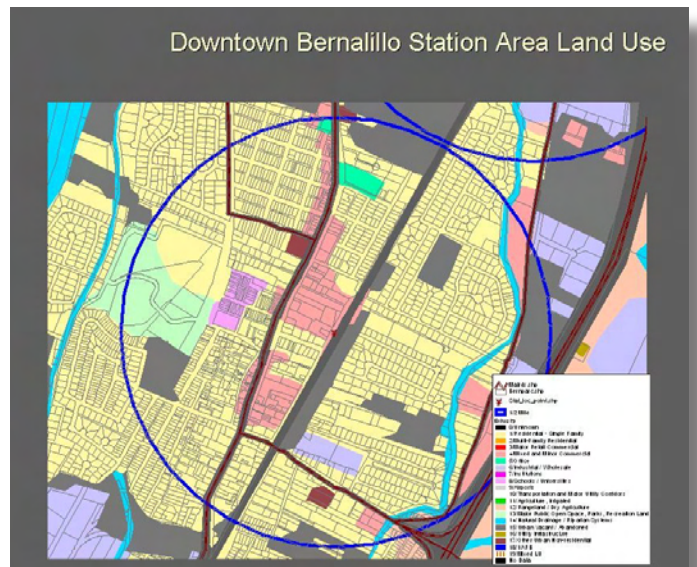
As a first step in defining the station areas in Bernalillo, the Town implemented a moratorium around each Rail Runner station in order to pause and consider what types of development can take full advantage of the opportunities created by the commuter rail. An intensive community planning process is taking place in Bernalillo. Through funding from the Mid-Region Council of Governments, a series of community events have been planned that will culminate in specific products for each station area. Formal and informal meetings are scheduled as well as an on-site studio providing citi-



zens the opportunity to drop in during daytime work sessions or attend public sessions after workday hours. Participants who attend the workshops will be able to track the progression of ideas from their original conception through various design phases and finally to a finished product, completely shaped by participant feedback.

It is the vision of the Bernalillo MainStreet Association that the TOD Station Plans will serve to solidify a sense of place around each station that is suited to the history and character of the Town

of Bernalillo as well as ensure that future station area development supports both TOD principles and the Town vision. We hope to improve connectivity for pedestrians, transit-riders, and bicyclists while decreasing auto congestion. This planning process and community involvement will hopefully also serve to energize Bernalillo’s business community and recommit residents to our MainStreet district.



## Carlsbad

2006 marked the 10<sup>th</sup> Anniversary of MainStreet in Carlsbad, a milestone that was celebrated with an Anniversary dinner in April. With over 120 people in attendance, Carlsbad MainStreet spotlighted successful projects with photo displays, a commemorative program and an entertaining DVD presentation featuring images of Downtown Carlsbad through the years and the revitalization that has taken place over the last decade. The 10<sup>th</sup> Anniversary event was a huge success—MainStreet gained new volunteers and supporters, and the community has been re-energized about the opportunities that lie



ahead to make Carlsbad a better place to visit, live and work.

Many of these possibilities were highlighted in Carlsbad's recent Community Economic Assessment through UNM's Bureau of Business & Economic Research (BBER). The assessment reported that Carlsbad has a significant opportunity to add more arts, entertainment and recreation amenities, and that the downtown community could be a leader in filling this niche. With a new, enthusiastic Economic Positioning Committee, Carlsbad MainStreet will be exploring these possibilities, with the hopes of taking

community Economic Assessment through UNM's Bureau of Business & Economic Research (BBER). The assessment reported that Carlsbad has a significant opportunity to add more arts, entertainment and recreation amenities, and that the downtown community could be a leader in filling this niche. With a new, enthusiastic Economic Positioning Committee, Carlsbad MainStreet will be exploring these possibilities, with the hopes of taking

downtown revitalization efforts in Carlsbad to the next level.

Other highlights from the past year include \$46,000 in New Mexico MainStreet capital outlay funds for the design of a directional and way-finding signage system, \$130,000 in state capital outlay funds for downtown streetscape enhancements on Canal Street/Highway 285, and the completion of the 8<sup>th</sup> downtown façade renovation through Carlsbad MainStreet's façade improvement grant program.

Here's looking forward to another 10 years of success in Carlsbad!



CARLSBAD  
MAINSTREET

## Clayton

2006 was a good year of change and growth for Clayton MainStreet. The four Main Street committees have been raising lots of dust around here - the good news is we have enough wind to keep it blown away.



Clayton MainStreet put on several fund raising projects this past year and learned a great deal in the process. For the second year in a row, we will be putting on what has become our "signature" event, the sidewalk drawing contest. Clayton MainStreet will again help sponsor the Governor Bill Richardson Rodeo Finals. The Santa Fe Trail Race will be coming through Clayton at about the same

time and MainStreet also plans on playing a big part in the associated WILD WEST DAYS.

We continue to build local support and the two local banks, First National Bank of New Mexico and Farmers & Stockman's, have both agreed to work with us by offering lower interest rate loans to business on Main Street. Clayton Main Street is looking forward to leaving behind its "start-up" status and becoming a permanent part of the New Mexico Main Street Program this June. We continue to work hard learning how to do things "the Main Street" way. ◀



## Clovis

2006 was another great year for Clovis MainStreet! We completed a new set of marketing materials to use in sponsorship and business recruitment; began the final phase of planning and funding for streetscape projects, and started a new "Downtown Pride Award" celebrating businesses and residents in the downtown district. We also had record participation in and attendance at the Christmas Lights Parade. But our crown jewel of events

this year would have to be our Annual Wine and Cheese Gala.

Imagine a warm fall evening filled with twinkling stars, cool New Mexico wine and hot jazz music and you will find yourself right in the middle of Clovis MainStreet's Annual Wine and Cheese Gala. This year we partnered with Clovis Community College's Cultural Arts Se-



ries to present "Some Enchanted Evening."

The day started with the 17th Annual Cultural Arts/Ethnic Fair that featured a parade and performances all day on Main Street. The Gala team worked hard putting up tents in a parking lot behind our Pocket Park and the Cultural Arts team prepared the Lyceum, one of





our historic downtown theaters, for the evening performance.

At 5:00 pm a marimba band began playing and the wine was poured as people began to arrive for the Gala. Several hundred people circulated through the tents and

enjoyed the wine, cheese and chocolate fountain. Around 7:30 people began strolling down Main Street to the Lyceum and enjoyed the amazingly talented Sophie Milman, a fast rising star on the Jazz scene. Twinkling lights, great wine and hot jazz made "Some Enchanted Evening" a night to remember in 2006. ◀

## Corrales

Corrales MainStreet is a federally chartered non-profit educational corporation that was formed in 1998. We are dedicated to the preservation and revitalization of our commercial business district, job creation and historic preservation. The Corrales program goals include low impact economic development, preservation of our traditional lifestyle, developing promotional events and partnering with local government and civic organizations.



raising, and a contract with the Village. The program uses funds from Lodgers Tax and State Cooperative Advertising contracts to promote the Village to visitors and attract attendance to local events.

We have two events aimed at increasing our visibility in the community, a spring barbecue and a late summer dinner and auction entitled Starry Nights. Both of these events are always sold out. Other events sponsored by Corrales MainStreet include "Sunday in the Village", a 4<sup>th</sup> of July Parade, an Easter Egg Hunt and a Christmas Parade. As always, the award winning Corrales Main Street News continues to tell the MainStreet story to the Village with its quarterly issues.

Corrales MainStreet has about 70 members including businesses and individuals. Our funding comes from membership dues, fund-

Corrales MainStreet has obtained a grant to

begin a pathways project to develop a walking path in our downtown area. The first section - about one city block - should be done this summer. We are also working on the first ever Corrales MainStreet website. ◀



## Farmington

The Farmington Downtown Association is going through a transition period, rebuilding relationships and recruiting new committee members. In October of 2006, Elizabeth Isenberg was hired as the Downtown Coordinator for Farmington's MainStreet Program. The first few months were spent getting to know the merchants, property owners, and key stakeholders in Downtown Farmington, as well as getting acquainted with MainStreet's four-point approach and the inner workings of the City of Farmington.



The newly established Promotions committee has been charged with creating a Downtown marketing plan that will develop new promotions, special events, and help generate new cus-

tomers to the district. The Design Committee held its first meeting in June and is actively recruiting additional members. With these two committees and the organization committee getting down to business, we are now seeking members for the Economic Restructuring committee.



With the development of a new district coordinator program, the Farmington Police Department and the Farmington Downtown Association are tackling parking issues, petty theft, speed on Main Street, and the City's inebriate population. Through regular Downtown Business Watch meetings, we have opened a direct line of communication for stakeholders with the Farmington Police Department and have seen marked improvement in the Downtown.

As the weather heats up, so does the Downtown Association's Event Calendar. From TGIF - music and lunch in Orchard Park - to the 25<sup>th</sup> annual Land of Enchantment Rod Run, Downtown Farmington will be the place to be. ◀

## Gallup

Gallup MainStreet has an immense desire to see changes brought into downtown Gallup. The Gallup MainStreet board has come up with new fundraisers that will help MainStreet grow - the most recent being an Antelope Hunt. With an abundance of hunters in Gallup and the surrounding areas, we have put together a raffle for a Guided Antelope Hunt that will raise \$15,000.

Thanks to the dedication of our Organization and Promotions committees, we have a Gallup MainStreet brochure and a liaison program to the downtown businesses. Last fall, we had our first annual event called "Picante Gigante". This chili cook off and car show was



a huge success, bringing over 1,000 people into the downtown area. "Picante Gigante" is once again being planned for 2007, with the addition of a fry bread cook off and more activities for children.

Our Design Committee has been hard at work on Livability Guidelines, creating a sign inventory, and hosting a merchandising workshop for our Downtown merchants. Our EP Committee is developing a market profile marketing piece and creating a business development information packet. We received \$200,000 In Capital Outlay Funding to help with the Improvements of Gallup's Downtown Courthouse Square.

We are working on a Business Improvement District. If successful, the BID will raise approximately \$130,000, to be matched by the city of Gallup, to increase safety and cleanliness in our downtown. We are excited with all these new developments and want to make Gallup MainStreet a continued success in years to come.



## Grants

Our Promotions committee continues to produce two highly successful events for the community- the Fire & Ice Bike Rally and the Electric Light Parade. Both annual events are long-standing and extremely popular with the community. The Fire & Ice Bike Rally, held the third



weekend in July every year, attracts thousands of participants from around the country and is considered New Mexico's premier motorcycle event. This year's event will be held on July 19<sup>th</sup> - 22<sup>nd</sup>.

The Design committee committed countless hours to beautifying Grants with the planting of thousands of tulip bulbs. No small project, this will reap beautiful rewards for years to come. With assistance from New Mexi-

co MainStreet, we have a new landscape plan for Fire & Ice Park as well as a plaza design for City Hall. We are also currently implementing exterior improvements to City Hall with the assistance of Capital Outlay funds.



## Hobbs

2006 was a year of transition for MainStreet Hobbs due to \$6.5 million in streetscape improvements. As a result, many of the programs and activities had to be adjusted in order to meet the demands of the project.

In light of the major construction, we had to cancel our premier promotion, Hobbs August Nites for 2006. However, we are committed to making the 2007 event, on August 3 and 4, the best ever. The City of Hobbs will ensure that the downtown improvements will be substantially completed for a "grand opening" affair and has committed \$55,000 in city lodger's tax for the promotion. Two na-



tional acts have been booked for the event, thanks to the J. F Maddox Foundation's \$60,000 grant to pay for The Grassroots and Jan & Dean.

MainStreet Hobbs also established a downtown historic district in 2006, secured \$200,000 in MainStreet capital outlay funds from the state to support a public arts and entertainment outdoor venue, and secured another \$80,000 for a comprehensive plan.

MainStreet Hobbs has developed a new committee called the Marketing Subcommittee. This group is working on a new logo and a new website with complete database backing and a shopping section for promotional and local items. The Marketing Subcommittee is working on a new vision statement, the "15 second" verbal commercial for what MainStreet Hobbs really does, and other collateral materials important for development of our organization.





## Las Cruces

Las Cruces Downtown has a great deal to celebrate this year. On April 21<sup>st</sup>, with a cheering crowd in attendance, the middle section of Main Street was opened to traffic for the first time in forty years. Latilla shade structures, benches, flowerpots and numerous lighting features make this a beautiful Main Street. With \$140,000 in capital outlay funds from New Mexico MainStreet, the next phase is completion of Civic plaza and re-opening Main Street.

With the help of New Mexico MainStreet, we have completed the Metropolitan Redevelopment Area Plan. Over thirty stakeholders made up the MRA Team, and a number of public meetings were held to incorporate specific needs from the community.



Thanks to the McCune foundation and an EDD Coop Grant, LCDT is in the process of producing a new brochure, which will market the cultural entities

and businesses on Main Street. The LCDT Communications Team is also embarking on a new media campaign.

LCDT and city staff are currently working with interested developers and retail owners who are now beginning to show a real interest in Main Street. The opening

of the Civic Plaza is a clarion call that Las Cruces is serious about downtown revitalization. There will be a new face on Main Street in Las Cruces, as the heart of our city is being restored. ◀



## Las Vegas

In its second year as a MainStreet Community, MainStreet Las Vegas appears to be running a marathon but it feels like we're winning!

A New Mexico MainStreet Capital Outlay application last year resulted in \$300,000 for the planning and implementation of

Victorian-style street lights, benches, and trash receptacles for Bridge Street/ Plaza Park and for renovation of the Breezeway which will link Bridge Street to the future farmers' market. The USDA RBEG funded \$99,000 to continue state and federal tax credit assistance to building owners as well as technical and financial assistance for business owners. This grant also provides funds to create a website for MainStreet Las Vegas.

The first phase of the MSLV Streetscape Project begins in 2008 in partnership with the City of Las Vegas. The New Mexico Department of Transportation has committed \$1.5 million for the narrowing of Grand Avenue to calm traffic and guide travelers through our MainStreet Corridor from the recently renovated Rail-

road Depot to New Town and onto Plaza Park.

Other construction activity includes the restoration and development of the Charles Ilfeld Building (1892-96), doubling the occupancy of the Plaza Hotel and providing much needed convention and ballroom space for special events and meetings. Two façade restorations are also underway: Estella's Cafe and the original stable building for the horse drawn trolley which ran in the late 1890's. Our building inventory is now complete and we are beginning a business survey to find out the needs and concerns of our merchants. With incredible architectural assets within each of our three commercial districts, Railroad, New Town and Plaza Park/Bridge Street, MSLV is committed to attracting heritage tourism and to encourage locals to rediscover their own home town. ◀



## Los Alamos

Los Alamos MainStreet had many great accomplishments this year from fabulous attendance and participation at our events to bringing much-needed dollars to our downtown.

Los Alamos was awarded \$200,000 in capital outlay funds for the Bradbury Row development and streetscape project that will extend our MainStreet district further east on Central Avenue, providing for more storefront facilities and better pedestrian amenities.

In partnership with the Los Alamos Meeting and Visitors Bureau, Los Alamos MainStreet launched a new promotion for MainStreet businesses called the “L.A Walk and Shop” map. The original artwork, an aerial cartoon drawing of Los Alamos done by local artist David Delano, was used to create a



brochure currently being handed out to visitors, tourists and local residents who want to shop MainStreet.

2007 marked the beginning of a brand new e-promotion, developed in partnership with the Los Alamos Chamber of Commerce. LADeals is an e-broadcast regarding local shopping deals sent out once a month to a subscriber list of over 600 people. Each month we collect new shopping deals around town and email shoppers who will hopefully bring their dollars downtown.

All of our events have been overwhelmingly suc-

cessful this past fiscal year. A few highlights were the Fair & Rodeo Parade, Trick or Treat on MainStreet and the Winterfest Holiday Lights Parade.

Though it was a busy and time-consuming year, it was immensely successful and we look forward to doing it again next year! ◀



## Portales

As usual, Portales MainStreet is at the center of activity in our community. Our annual Winter Wine Fest was held December 8<sup>th</sup> at the newly renovated “Ice House”. The Summer Wine Fest was held on May 11<sup>th</sup> at the “Do Drop In” Courtyard - \$2000 was raised, making this our biggest fundraiser yet! The 7<sup>th</sup> Annual Heritage Days Fun Run was held on June 16<sup>th</sup>. We had 45 runners this year and raised approximately \$1100.

Portales MainStreet partnered with the City of Portales and was awarded a CCI Grant (Certified Communities Initiative) through the New Mexico Economic Development Department in the amount of \$5000. It will be used to promote Portales through the development of a website for



**PORTALES**  
MAIN STREET

Portales MainStreet and to advertise and solicit interested business developers to invest in downtown Portales.

We were lucky enough to receive an economic assessment from UNM’s Bureau of Business and Economic Research along with some business coaching workshops from the state MainStreet Program. An architect has been hired and work on the YAM Movie Palace Performing Arts Center has begun.

We appreciate the continued support of all our partners and supporters and are looking forward to another fun and exciting year here in Portales! ◀



## Raton

Raton MainStreet has some major projects under our belt! RMS teamed up with the City of Raton to do downtown master planning, raising \$85,000 to leverage funds in a \$90,000 grant from the New Mexico MainStreet Capital Outlay fund. The community of Raton has embraced the project understanding that proper planning leads to great projects.

Raton participated in the UNM DPAC project for the spring 2007 semester, a great experience that resulted in some creative solutions for downtown Raton. The community was so inspired by the work done that they requested we continue to display the work and you now see the sketches and designs displayed in windows of downtown stores.

The board has taken an active role in fundraising - we are more than half way to our goal of doubling our membership and have just started our annual membership drive. With the assistance of a local bank, RMS



initiated a program that provides financing resources to businesses interested in renovations, rehabilitation, business expansion, and interior updates. The economic positioning committee dove in head first to participate in the UNM BBER market analysis, hosting a community workshop to present the research, discuss solutions, and generate ideas related to the study. The information is currently being used to create a market profile and businesses recruitment packet.

Music on MainStreet has brought new life to Downtown Raton on Sunday afternoons in the summer. For the second Music on MainStreet season, we have doubled our

number of concerts and with the overwhelming support of local foundations, Raton MainStreet is able to offer this great quality entertainment to the community for FREE!!

We are excited about all of our accomplishments and triumphs from this year and look forward to many more successes. ◀



## Roswell

In July 2006 MainStreet Roswell opened its Farmers and Gardeners Market on the Chaves County Courthouse lawn, with 26 vendors participating. The market will open again this July with a new cooking grill and special features such as local chefs, live entertainment and hand made arts and crafts. At the suggestion of the Economic Positioning committee,



we have picked one Thursday night in August to block off Main Street and have the market open late with live entertainment. Local merchants have also agreed to extend their business hours and if this initiative is successful, we plan on doing it several times during the growing season.

In September of 2006, MainStreet Roswell celebrated the 14<sup>th</sup> Annual Chile - Cheese & Quilt Festival. The two-day festival was started to celebrate agriculture in the Pecos Valley and to teach young people that food actually comes from a farm or ranch, not a grocery store. Visitors from a four state area enjoy a guided bus tours through Leprino foods, "The Worlds Largest Mozzarella Plant", a bushel of good music, and a ton of delicious New Mexico

foods while contributing to the financial health of MainStreet Roswell.

On December 2<sup>nd</sup> we celebrated the 19<sup>th</sup> Annual Electric Light Christmas Parade with brand-new "Snowflake" ornaments and one the most memorable parades of all. The New Mexico National Guard, just back from Iraq, served as Grand Marshals, leading the parade through thousands of cheering spectators.

The BBER Institute from the University of New Mexico presented their report this past April, a real eye opening experience for the MainStreet merchants. We are still digesting all the excellent market information that was provided to us but are moving forward with action plans to put this information to work. ◀



## Santa Rosa

After a year as a satellite program, Santa Rosa Main Street was accepted into the Main Street program as a first year start up in late October of 2006. Thus far, we have formed our Steering Committee, developed a Work Plan and a 12 Month Critical Plan, submitted our application for 501 c (3) status, and are ready to finalize our Bylaws.

Our Steering Committee is focusing on identifying and accomplishing one or two major goals for each of the 4 points in the Main Street approach. We have conducted several small fund raising activities and have accumulated a total of about \$7,300.00 so far. In the future, our fundraising and general membership campaign is planned for each July and we have set a goal of raising \$25,000 per year to fulfill our mission and hire a full-time manager. We have a great partnership with the City and receive resources of office space, equipment, phones, materials and staff time. The Santa Rosa MainStreet Group has provided input to



the city on the downtown streetscape project, which began this past June, as well as the downtown courthouse square final plan.

UNM BBER's "Developing Business on Main Street" workshops were conducted this spring, providing an economic baseline for all future plans and development. We presented this customized economic assessment at a recent Town Hall Meeting and all committee members and local business owners received a copy. Our economic positioning committee is working on the application for Arts and Culture District status and we continue to develop arts and cultural facilities in our downtown.



We have begun the design process for two façade renovations through architectural assistance provided by NMMS. The improvements on these two properties will greatly enhance our City Streetscape project when completed. ◀

## Silver City

Historic Downtown Silver City is looking brightly into the future with 32 new acorn-style streetlights on Bullard Street, unifying the street our MainStreet district all the way north to College. This Silver City MainStreet Streetlights Phase II partnership project with the Town of Silver City was completed in June 2006, ahead of schedule and under budget!

MainStreet's 1923 Silco Theater, a multi-use facility for events and meetings, hosted 47 events with a total attendance of 4,790 in its first 15 months. This economic development project has brought new people into the district and is staffed by AmeriCorps\*VISTA members. We held an innovative fundraiser for the theater this past year - the "Chair-ity Auction" - where local artists painted 46 black director's chairs, which were then auctioned off, raising \$7500.

Our Design committee is working on two significant projects. Land has



been acquired and \$200,000 in MainStreet capital outlay fund-

ing has been awarded for the creation of the "Main Street Plaza", a plaza/performance/parking area next to San Vicente Creek, part of Big Ditch Park Phase III. Conceptual design work is also underway for a Downtown Gateway Arch at the Broadway entrance to downtown.

Our MainStreet events, the Taste of Downtown Silver City, the Lighted Christmas Parade, and the Celebration of Spring Festival with the "You-Paint-It Art Mural" and Big Ditch Park Fair, were well attended as usual.

MainStreet advertises all major events in downtown through our regional monthly magazine print campaign. With its eclectic mix of shops, galleries, entertainment nightspots, restaurants, and coffeehouses, historic downtown is the number one destination in Silver City. ◀





## Tucumcari

The first Tucumcari MainStreet Steering Committee meeting was held on December 16, 2006 where we laid down the foundation for all of what was to come and boy, did it come!

Our organization committee drafted Articles of Incorporation and we received our official Certificate of Corporation in April of this year. With the help of New Mexico MainStreet, we are in the process of obtaining our 501(c) 3 designation and recently submitted an official set of By Laws to our newly formed 13 Member Board of Directors.

The Funding Committee has worked at building relationships around Tucumcari and we will soon kick off our initial membership and donation drive. Thanks to

the expertise and dedication of the Hiring Sub Committee, we anticipate hiring a permanent manager this summer.

The Tucumcari MainStreet Corporation Publicity Sub Committee recently acquired a domain name in preparation for our upcoming website. Be on the lookout for it in the near future at [www.tucumcarimainstreet.com](http://www.tucumcarimainstreet.com). They have also been working very hard on the production of a logo for TMSC. Some preliminary sketches have been made and a request for graphic design assistance has been

submitted to the New Mexico MainStreet Program.

Thanks to the hard work and dedication of many concerned individuals the dream of revitalizing Tucumcari Main Street is slowly but surely becoming a reality. ◀



## SIGNS OF MAINSTREET



# MainStreet Directory

## Artesia MainStreet, Inc.

P.O. Box 1635  
Artesia, NM 88211  
510 West Main Street  
Artesia, NM 88210  
Phone: 505.746.1117  
Fax: 505.748.4586  
E-Mail: mainstreet@pvt.net

## Bernalillo MainStreet Association

Town of Bernalillo  
P.O. Box 638  
Bernalillo, NM 87004  
Phone: 505.867.3311  
Fax: 505.867.0481  
E-Mail: mrinaldi@townofbernalillo.org

## Carlsbad MainStreet Project

P.O. Box 302  
Carlsbad, NM 88221  
124 N. Canyon  
Carlsbad, NM 88220  
Phone: 505.628.3768  
Fax: 505.628.3778  
E-Mail: melissasuggs@hotmail.com

## Clayton MainStreet

P.O. Box 105  
Clayton, NM 88415  
120 South First Street  
Clayton, NM 88415  
Phone: 505.447.2856  
E-Mail: claytonmainstreet@yahoo.com

## Clovis MainStreet

215 Main St.  
Clovis, NM 88101  
Phone: 505.309.8370  
Fax: 866.216.3229  
E-Mail: robyne@clovisdowntown.org

## Corrales Mainstreet, Inc.

P.O. Box 1531  
Corrales, NM 87048  
Phone: 505.899.2762  
Fax: 505.898.3877  
E-Mail: cibolaj@aol.com

## Farmington Downtown Assn.

100 W. Broadway (Old Library)  
Farmington, NM 87401  
Phone: 505.599.1419  
Fax: 505.564.4882  
E-Mail: Elsenberg@fmrtn.org

## Gallup MainStreet

P.O. Box 1270  
Gallup, NM 87305  
Phone: 505.863.1274  
E-Mail: GallupMainStreet@gmail.com



## Grants MainStreet Project

P.O. Box 337  
Grants, NM 87020  
Phone: 505.285.3573  
Fax: 505.285.3574  
E-Mail: grantsmainstreetproject@7cities.net

## MainStreet Hobbs, Inc.

Box 7171  
Hobbs, NM 88241  
Phone: 505.391.7651  
Fax: 505.391.7773  
E-Mail: dshoemaker@mainstreethobbs.com

## Las Cruces Downtown

223 West Griggs  
Las Cruces, NM 88005  
Phone: 505.525.1955  
Fax: 505.524.2444  
Cell: 505.644.7765  
E-Mail: lcdt@lascrucesdowntown.org

## MainStreet Las Vegas

c/o CCHP  
127 Bridge Street  
Las Vegas, NM 87701  
Phone: 505.617.6800  
E-Mail: calicopielasvegas@yahoo.com

## Los Alamos Commerce & Development Corp.

190 Central Park Square  
Los Alamos, NM 87544  
Phone: 505.661.4836  
Fax: 505.662.0099  
E-Mail: rubina@losalamos.org

## Portales MainStreet Program

P.O. Box 302  
Portales, NM 88130  
Phone: 505.356.8449 ext. 12  
Fax: 505.226.0204  
E-Mail: ggonzales@portalesnm.org

## Raton MainStreet

P.O. Box 1481  
Raton, NM 87740  
Phone: 505.445.4978  
E-Mail: shellyrenee22@hotmail.com

## MainStreet Roswell

P.O. Box 1328  
Roswell, NM 88202  
912 North Main  
Roswell, NM 88201  
Phone: 505.622.6706  
Fax: 505.624.6863  
E-Mail: Dustyh@cableone.net

## Santa Rosa MainStreet

City of Santa Rosa  
486 Historic Rt. 66  
Santa Rosa, NM 88435  
Phone: 505.472.3763  
E-Mail: rdelgado@srnm.org

## Silver City MainStreet Project

P.O. Box 4068  
Silver City, NM 88062  
201 N. Hudson  
Silver City, NM 88061  
Phone: 505.534.1700  
Fax: call first  
E-Mail: mainstreet@gilanet.com

## Tucumcari MainStreet

P.O. Box 1392  
Tucumcari, NM 88401  
Phone: 505.461.4079  
E-Mail: gtcd@cityoftucumcari.com





# Acknowledgements

## State of New Mexico

Bill Richardson, Governor  
Diane Denish, Lt. Governor

## New Mexico

### Economic Development Department

Fred Mondragón, Secretary  
Stuart Paisano, Assistant Deputy  
Secretary, Economic Development  
Division

### New Mexico MainStreet Program

Rich Williams, Director  
Julie Blanke, Administrative Program  
Coordinator

This is a publication of New Mexico MainStreet Program, written, funded and produced by the program with the Economic Development Division. It was designed and printed by the Marketing & Communications Division.

New Mexico MainStreet Program would like to thank the local MainStreet managers for providing statistics and information.

We also thank the following contract staff who provide technical assistance to MainStreet Project Communities:

Elmo Baca: Special Projects  
Heather Barrett: Preservation Architect  
Gary Cascio: Graphic Design/Marketing  
Terron Cox: Research Assistant, UNM Design  
Planning Assistance Center  
Anne Godfrey: UNM Design Planning  
Assistance Center  
Scott Day: Retail Support  
Charlie Deans: Urban Design  
Keith Kjelstrom: Economic Positioning  
Lani Lott: Business Development  
Richard Marchese: Grant Writing  
& Fundraising  
Jeff Mitchell and Lee Reynis: Bureau of  
Business and Economic Research  
Mosaic Architectural Solutions, P.A.:  
Architectural Services  
Shannon Papin: Promotions  
William Powell: Research Assistant, UNM  
Design Planning Assistance Center  
Stephanie Redman: Organization  
Ken Romig, ASLA: Dekker/Perich/  
Sabatini, Ltd.  
Donovan Rypkema: Community Initiated  
Development  
Wright and Hammer Architects:  
Architectural Services

### Special Thanks to:

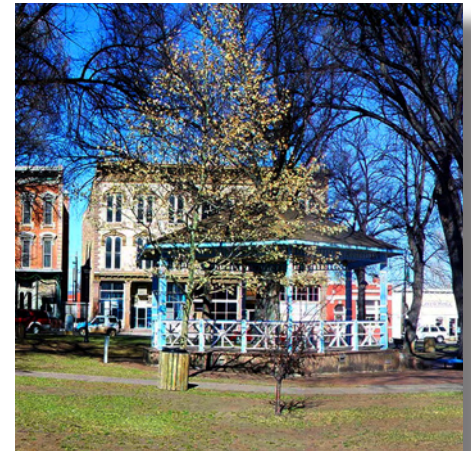
Department of Cultural Affairs: Historic  
Preservation Division & New Mexico  
Arts  
The Friends of New Mexico MainStreet  
Local Governments Division: Department  
of Finance & Administration  
The McCune Charitable Foundation  
The New Mexico Coalition of MainStreet  
Communities  
New Mexico Municipal League  
UNM Economic Development Law Clinic



### Contact:

New Mexico MainStreet  
Rich Williams, Director  
Economic Development Department  
Joseph M. Montoya Bldg.  
1100 St. Francis Drive  
Santa Fe, NM 87505-4147  
505-827-0363

[www.goNM.biz](http://www.goNM.biz)



“MainStreet” is a trademarked name for rehabilitation of downtowns by the National Trust for Historic Preservation. This brochure is for illustrative purposes only and is intended to provide a general review of programs and policies described. It is not a contract. ©2007 New

**NEW MEXICO**  
ECONOMIC DEVELOPMENT  
Department



[www.offtheroadnm.com](http://www.offtheroadnm.com)