



# 2008 ANNUAL REPORT

A Program of the New Mexico Economic Development Department







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Sometimes we take something as familiar as a park bench for granted, passing without reflection on how or why it was placed there. But, a simple park bench can be a symbol for something greater. A success story from a Clovis MainStreet streetscape project illustrates that point. While benches were being installed on one side of the street, happy citizens were already using the ones installed minutes earlier on the other side of the street. Instant and tangible results. Those benches symbolize a reinvestment in the quality of life in a community. A chance to bring people together and foster civic pride. A step towards economic revitalization and job growth. A future where not only buildings are refurbished, but the heart of a community is restored. This is the New Mexico MainStreet program.

As you'll see within these pages, the scope of New Mexico's successful MainStreet program is wide ranging. From projects like building restoration and improving façades, to building and sustaining new businesses, to establishing street markets and arts walks, the New Mexico MainStreet program is succeeding in creating a positive cultural and economic benefit for our member communities.

In 2007, New Mexico MainStreet saw the addition of two new Start-Up communities when Deming and Lovington were welcomed in October. This brings our program totals to 17 "Veteran," 4 "Start-Up," and 6 "Satellite" communities. They become part of a success story that has seen 953 new businesses and over 2,400 new jobs established over the last five years.

MainStreet looks to add to these accomplishments in 2008 with two new programs. First, the New Market Tax Credits will help low income communities, including tribal lands, develop businesses and jobs. A second program, the Smart Money Loan Participation Program, can help New Mexico businesses with various loans to encourage growth.

Also, we are excited by the re-launch of our New Mexico MainStreet "Off the Road" website, encouraging travelers to partake in the shopping, dining, and cultural offerings that make our communities unique.

Finally, I would like to recognize the continued dedication and hard work of the community leaders, volunteers, associates, and MainStreet staff, led by Director Rich Williams, who have made this program a success.

So, next time you pass a bench, pause and sit down. Take a moment to reflect on why it is there and what it means. Then, look around and see the possibilities that New Mexico MainStreet has to offer.

Fred Mondragón  
Cabinet Secretary, New Mexico Economic Development Department

According to Tourism Department Cabinet Secretary Michael Cerletti, the third largest sector of New Mexico's economy is tourism. Cultural and heritage tourists make up the vast majority of visitors each year.

Our MainStreet communities are striving to provide the right amenities, including historic buildings, great restaurants, unique cultural and recreational opportunities, quaint B & Bs, heritage hotels, public restrooms, local museums, theatres, movie houses and performance spaces, public art and art galleries, pedestrian amenities, and great interpretive materials. In other words, MainStreet encourages an authentic experience of each local community's history and culture.

How does that translate to your Main Street? Your village plaza, town center or downtown is the hub of what was and is the living cultural archive of your community's heritage.

As the interstate villages located on the off-ramps of super highways gather thousands of visitors daily to their franchise hotels and national chain restaurants, they do bring in revenue. But they are not cultural heritage tourists. They are plying the interstate highways to another destination and are looking for a safe-standard for sleeping and eating before dawn drives them further north, south, east or west.

The cultural and heritage tourist MainStreet seeks will never sleep at that interstate village. They are attracted by a real place and authentic experience.

In the year ahead, I hope each of our MainStreet communities takes advantage of the incredible professional staff MainStreet has to identify and assess your tourism market, develop your cultural resources and public amenities, and positions your MainStreet for the economic potential that eagerly seeks to create a new adventure, develop new cultural understandings and share the history and arts of your "Main Street."

Rich Williams, Director  
New Mexico MainStreet Program, and  
State Coordinator Arts and Cultural Districts

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## ABOUT MAINSTREET: THE MAIN STREET FOUR-POINT APPROACH™

**N**ew Mexico MainStreet and its participating local programs use the Main Street Four-Point Approach™ as the basis of their downtown revitalization work. Proven to be highly successful in New Mexico for nearly 25 years, this community-driven, flexible approach to downtown revitalization involves work in four key areas, all of which address the range of issues and challenges in traditional commercial districts.

### Organization

Organization involves establishing and maintaining a non-profit corporation that works in partnership with the public and private sectors to plan and implement a comprehensive downtown revitalization strategy. Local Main Street organizations work to engage government officials, business and property owners, residents, community institutions, schools, media, civic organizations, and many other groups and individuals in the revitalization process. The Main Street non-profit corporation gathers input and builds consensus about what should happen in downtown, raises the funds necessary to operate the Main Street organization and implement projects, recruits and retains a broad base of volunteers, employs a paid Main Street manager to coordinate the work of the organization, communicates the work of the organization and progress being made in downtown, and ensures that the organization has the resources it needs to realize the community's dreams for Main Street.

### Design

The Design point of Main Street consists of improving the physical appearance of the downtown district. Local Main Street organizations develop an overall strategy of physical improvements and work to make those changes happen so that the Main Street district is more attractive and appealing to residents, visitors, and investors. Main Street organizations work with business and property owners to encourage good design practices, including building maintenance, storefront renovations, building rehabilitation, effective window displays, interior merchandising, sign presentation, and design improvements. In partnership with the public sector, Main Street organizations work to improve downtown's public spaces, including streets, sidewalks, infrastructure, traffic flow, pedestrian safety, landscaping, parks, and amenities such as banners, benches, and decorative lighting. By working to improve the tangible aspects of its district, the Main Street organization can preserve and enhance the appearance, architectural character, quality, and function of the downtown area for generations to come.

### Promotion

Under the Promotion (or Marketing) point, local Main Street organizations work to enhance the image of downtown and to attract people to the district to socialize, shop at local businesses and restaurants, and enjoy local history and culture. Local Main Street organizations establish an overall marketing strategy and implement a variety of events that build public awareness of the downtown as a destination and attract people to the area. By hosting special events and festivals, retail and business promotions, and marketing campaigns, Main Street organizations improve the downtown's overall image and create a lively, inviting atmosphere featuring a variety of activities that expand downtown's market and customer base.

### Economic Positioning

Economic Positioning involves strengthening and improving the downtown economy. Under this point, Main Street organizations work to understand local economic forces and assets, as well as existing and potential markets. They identify and meet the needs of businesses, working to build skills and retain existing businesses in the downtown. Local Main Street organizations work to identify and recruit appropriate new businesses that are compatible with the community's vision for downtown and feasible in the market. They also identify new uses for vacant or underutilized downtown property and may work to establish financing tools – usually loan programs or small grants – to support downtown business or property development. Through these efforts, local Main Street organizations can, over time, improve the economic health and vitality of the downtown by increasing business profitability, employment, and downtown's value.

### Local Main Street Program Structure

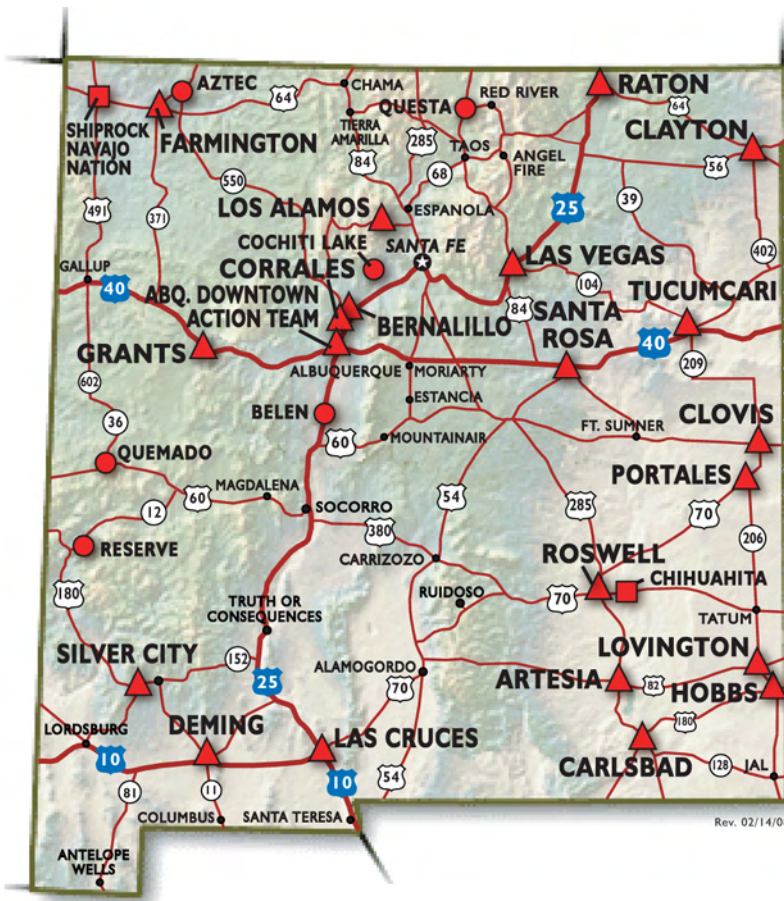
Most local Main Street organizations are non-profit corporations created specifically to address downtown revitalization and implement Main Street's Four Points. The organization is governed by a broad-based board of directors and typically features active standing committees in Organization, Design, Promotion, and Economic Positioning. The corporation typically employs a paid Main Street executive director/manager who works in partnership with local volunteers to implement the work of the Main Street organization. Occasionally, Main Street organizations will be developed as part of an existing non-profit corporation, such as a community or economic development corporation, but the most common and typically most successful organization structure is a free-standing non-profit corporation. ◀



# 2008 NEW MEXICO MAINSTREET™ COMMUNITIES



- ▲ ACTIVE MAINSTREET™ TOWNS & VILLAGES
- SATELLITE TOWNS & VILLAGES
- SPECIAL PROJECTS

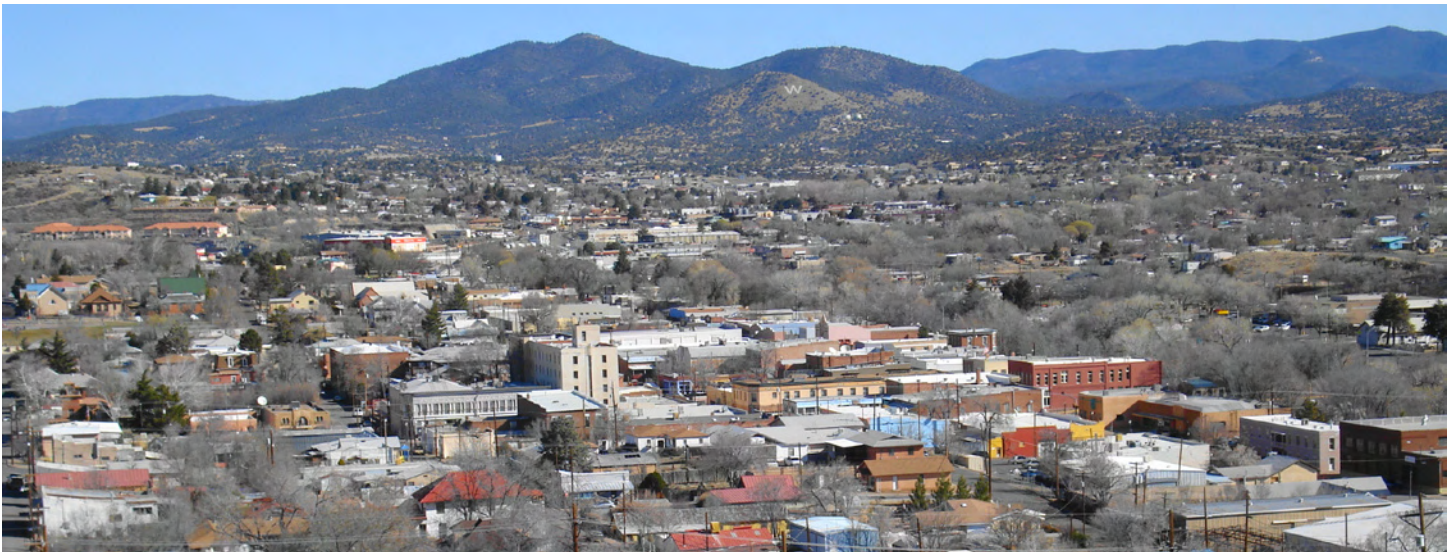


## NEW MEXICO MAINSTREET REINVESTMENT STATISTICS

New Mexico MainStreet communities steadily achieve the incremental progress that builds local economies and strengthens quality of life. And when the network numbers are added up, our state is rewarded with impressive small business growth, job creation, and reinvestment. During this last fiscal year, 112 net new businesses generated 569 new jobs. Since January 2003, our MainStreet programs have created a total of 1,071 net new businesses and 2,731 new jobs. During that same 5½-year period, network communities invested \$81.9 million in 756 private building rehabilitation projects.

	Fiscal Year 2008 (July 07 - June 08)	Cumulative Total Since January 2003
Net Number of New Businesses	112	1,011
Number of Business Expansions	19	169
Number of Building Rehabilitations	157	756
Dollars of Private Reinvestment	\$18,700,494	\$81,877,491
Number of Public Projects	80	281
Dollars of Public Investment	\$36,972,600	\$84,703,658
Number of Joint Public/Private Projects	19	125
Dollars Invested in Public/Private Projects	\$603,352	\$17,261,536
Number of New Buildings Constructed	10	58
Dollars Invested in New Building Construction	\$18,163,000	\$84,868,825
Net Number of New Jobs	569	2,731
Dollars of Public Sector Grants	\$2,591,954	\$11,526,917
Dollars of Private Sector Grants	\$223,900	\$2,315,188
Volunteer Hours*	19,701	*

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



# FALL QUARTERLY MEETING HIGHLIGHTS

**S**ilver City provided a perfect stage for the MainStreet Fall meeting in October, which focused on developing a cultural economy on Main Street. The Fall Institute opened with a keynote address by John Grimes, Director of the Institute of American Indian Arts Museum in Santa Fe. Beginning with an entertaining comparison of cultural icons in Salem, Massachusetts (his hometown) and Santa Fe, including witches and Zozobra, John noted the surging power of globalization and opportunities for cultural enterprises. Spectacular creation of wealth all around the world will reward cultural production, Grimes summarized.

Museum of New Mexico Foundation (MNMF) Executive Director Tom Aageson followed by urging New Mexico communities to espouse “cultural entrepreneurship,” citing examples from Bilbao, Spain to Putamayo music to Santa Fe. “Often it just takes one creative individual to create an entire industry,” Tom observed. He concluded by observing that many of Santa Fe’s crown cultural jewels were developed by entrepreneurs like John Crosby (Santa Fe Opera), and that the Main Street community should seek these leaders in all towns in the state.

MNMF retail manager John Stafford contributed an overview of the successful website “New Mexico Creates” and offered linkages to Main Street organizations and artists. MNMF and the McCune Foundation are developing a program to establish “New Mexico Creates” storefronts in the pilot Arts and Cultural Districts.

Finally, the keynote presentations on Cultural Development concluded with remarks from Loie Fecteau, Director of New Mexico Arts, on the New Mexico Fiber Arts Trail as a prototype and another potential partnership with MainStreet towns. Several New Mexico MainStreet cities have already begun to showcase fiber arts. Loie also introduced Yolanda Archuletta, Executive Director of the New Mexico Women’s Foundation, who complemented Loie’s themes by describing her group’s successful “Rag Rug Festivals.” Yolanda urged the audience to take advantage of



her Foundation’s small grants program and also to consider the power of women’s cooperatives for economic development.

The highlight of the Fall Institute was a friendly competition amongst the MainStreet communities to map their cultural resources and assets and make a presentation on the final day of the meeting. Ten New Mexico MainStreet communities strutted their creative stuff, showing off presentations of their “Cultural Assets Map” that in most cases was the product of collaborations, partnerships, brain-storming, ingenuity, chutzpah and brinksmanship. Prize money provided by the Friends of New Mexico MainStreet inspired the communities to go above and beyond.

Portales took home bragging rights with the best presentation, followed closely by Los Alamos Main Street in second place, and Raton in third. ◀



## 2008 New Mexico MainStreet Winter Quarterly Highlights

**N**ew Mexico MainStreet's January 2008 Winter Quarterly Meeting focused on the topics of volunteer development and building codes and also recognized the state's newest Start-Up, Certified, and Partnership MainStreet organizations, as well as the first-ever state-designated Arts & Cultural Districts.

The training component of the Winter Quarterly addressed the perennial subject of volunteer development. Nationally-known trainer and consultant **Carol Weisman** provided lively and enlightening training sessions on volunteer recruitment and volunteer recognition. Approximately 50 local MainStreet staff and volunteers shared best practices in volunteerism and learned additional professional volunteer management techniques from Carol, who is a veteran volunteer of more than 29 nonprofit organizations.



Meeting participants also held a very interactive and productive discussion with **Lisa Martinez, Director of the New Mexico Construction Industries Division**. Ms. Martinez provided MainStreet representatives with an overview of the state's building and life safety codes, as well as information on the division's initiatives and activities.

During an evening celebration sponsored by the Friends of New Mexico MainStreet, NMMS recognized the significant accomplishments of six local MainStreet organizations. **Lieutenant Governor Diane Denish** was on hand to open the festivities, which were attended by nearly 150 city officials, volunteers, and staff from MainStreet communities, as well as state staff of MainStreet's partner organizations.

**Economic Development Department Secretary Fred Mondragón** formally welcomed Deming and Lovington into the MainStreet "family" as Start-Up organizations. Secretary Mondragón also inducted Clayton MainStreet, MainStreet Las Vegas, and Raton MainStreet as fully-affiliated members of the New Mexico MainStreet Program. These three organizations successfully completed the two-year MainStreet Start-Up

phase and met all benchmarks and requirements for designation as a NMMS Certified- or Partnership-Level organization. City officials, volunteers, and staff of each community were honored for this tremendous achievement.

Noting the importance and benefits of collaborative partnerships among state agencies and local organizations, **Stuart Ashman, Secretary of the Department of Cultural Affairs**, and **Michael Cerletti, Secretary of the Department of Tourism**, joined Secretary Mondragón in announcing that Las Vegas and Silver City were chosen from a pool of six strong applications to be the state's first two local Arts & Cultural Districts.

Networking sessions for MainStreet managers and volunteer leaders rounded out the Winter Quarterly. Local MainStreet representatives also took advantage of the meeting's Santa Fe location to call on their senators and representatives to discuss their communities' downtown revitalization needs and progress. ◀

For more information on Arts & Cultural Districts, see page 8.

## BRANDING NEW MEXICO'S ARTS AND CULTURAL DISTRICTS

**D**esign consultant **Maggie McNab** was hired by New Mexico MainStreet to develop and design the New Mexico Arts and Cultural District logo and subsequent branding material.

In developing this identity, Maggie looked to the diverse history of New Mexico and took note of the visual standards our state is associated with, some of which have endured for centuries. The hand with spiral is derived from pan-indigenous rock-incised petroglyphs, an artistic and cultural image also referenced by the New Mexico tourism industry for decades. The hand implies handmade, by individuals and artisans from diverse backgrounds, and the spiral, the breath of creativity.

Visitors to New Mexico have long been attracted to the wide open skies, the majestic landscapes, and the beautiful light that



is like no other in this country. The diverse cultures that settled in this state created homespun crafts out of practical necessity – sustenance for both body and soul in the often unforgiving high desert environment.

You can see an echo of this stylistic consideration in the Deco-style Zia-like symbol that surrounds the hand, reminiscent of the old blacktop road signs and the Santa Fe railroad logo. Our state's colors, not the red and yellow of our flag, but the turquoise of our sky and minerals, and the brown of our deserts, are embedded for another reference of what makes New Mexico unique.

We live in a very special place and should be proud to show it off. By consistently applying high-quality design standards whenever referencing arts and culture in New Mexico, we may enhance the authentic New Mexico experience. ◀



## ARTS & CULTURAL DISTRICTS

By Loie Fecteau, Executive Director, New Mexico Arts, Department of Cultural Affairs

We are very pleased at New Mexico Arts, a division of the Department of Cultural Affairs, to be working with the Economic Development Department's MainStreet program and other partners on the new Arts and Cultural Districts program in New Mexico.

Our advisory body, the New Mexico Arts Commission, also is very involved in this project as the authorizing authority for districts that receive state designation.

We had a very successful launch, with our multiagency resource team, of our first two authorized Arts and Cultural Districts in Silver City and Las Vegas earlier this year. I was able to participate in both Silver City and Las Vegas resource teams, and Ann Weisman, our operations director, took part in Las Vegas. Chuck Zimmer, public art project coordinator, was in Silver City.

We think this effort complements our other arts-based economic development and cultural tourism efforts here at New Mexico Arts, especially our Arts Trails initiative, designed to put New Mexico artists on the map and bring the market to them.

We look forward to continuing to work with MainStreet to help our Arts and Cultural Districts blossom into even more vibrant arts and cultural destinations and to see more New Mexico communities become involved. ◀

Above: Silver City, museum detail.  
Right: Las Vegas, bank detail.

## Arts and Cultural Districts Seeds Planted

New Mexico MainStreet began developing an Arts and Cultural District initiative in 2005. Presentations outlining the concept were made to the Main Street community and officials of the **Economic Development Department**. During this time, many popular economic and popular culture books appeared such as Richard Florida's *The Rise of the Creative Class* (2002), which gave legitimacy to the cultural economic development movement and urged communities to prepare for a paradigm shift. In addition, Santa Fe and Albuquerque commissioned economic analyses of their cultural economies, and the **Department of Cultural Affairs** assessed the size of New Mexico's "creative enterprise" industry in 2004.

In the 2007 Legislative session, the **New Mexico Arts and Cultural Districts Act** was passed and signed into law by **Governor Bill Richardson**. The enabling legislation outlined a process by which communities could apply for a state designated district approved by the New Mexico Arts Commission. Incentives were offered to municipalities and private property owners. State **MainStreet Director Rich Williams** was designated as the state Arts and Cultural Districts Coordinator. Partner-state agencies such as **New Mexico Arts**, the **Historic Preservation Division**, **New Mexico Department of Tourism**, and the **Scenic Byways** program have joined forces to implement the program. Other important partners in the Arts and Cultural Districts program include the **Museum of New Mexico Foundation**, the **McCune Charitable Foundation**, and the **Women's Economic Self Sufficiency Corporation (WESST Corp)**.

During 2007, an application process was developed by New Mexico MainStreet in consultation with its partners. The applications were distributed to eligible MainStreet communities at the Fall Quarterly meeting held in Silver City in October. MainStreet managers from across the state had the opportunity to en-

joy Silver City's bustling downtown and dynamic arts scene. MainStreet communities also participated in a hands-on workshop to map their respective downtown cultural assets.

The Fall Quarterly meeting was a warm-up for the applications process for the Arts and Cultural Districts designations, which were announced in January 2008. **Silver City** and **Las Vegas** submitted the top-ranked applications and positioned themselves for Resource Team visits in March and April.

Rich Williams organized Arts and Cultural Resource Teams to make site visits to Silver City in March and Las Vegas in April. The resource teams included professionals from various state agencies and private non-profit organizations such as the Museum of New Mexico Foundation and WESST Corp. In addition, several professionals from out-of-state were recruited to lend their expertise and insights. In Silver City, **Jessie Rye**, a program officer with the **National Assembly of State Arts Agencies**, and **Mari Mullen**, Main Street manager in **Port Townsend, Washington**, contributed to the team's findings. **Cary Tyson**, **Director of Arkansas MainStreet**, and **Scott Day**, urban design and retail consultant of San Antonio, Texas, helped the team in Las Vegas.

Resource teams spent three intensive days on-site interviewing community leaders, business owners, artists, tourism professionals and many other residents. The teams offered recommendations to Silver City and Las Vegas in four major areas: Cultural Planning, Marketing, Urban Design and Financial Sustainability.

Based upon the Resource Team recommendations, Silver City and Las Vegas Arts and Cultural Districts will embark on a community process to develop local district ordinances and boundaries, organize a local Arts and Cultural District Council, and create a Cultural Plan in 2008-09. ◀





# DPAC STUDIO PROJECTS: Corrales, Tucumcari, & Las Cruces

## DPAC Studio in Corrales

Graduate students from the University of New Mexico's School of Architecture and Planning's Design and Planning Assistance Center (DPAC) have completed their work for the Village of Corrales.

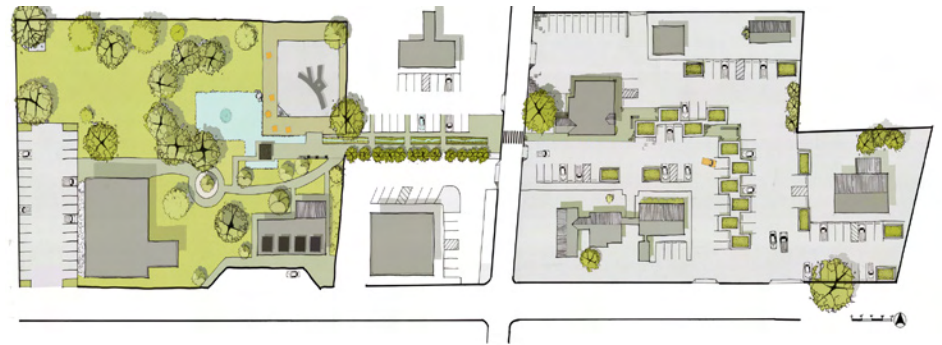
Central to the students' work was the question "how can Corrales preserve its unique qualities with continued growth and progress." Proposed projects included building reuse, new parks, bus stops, pedestrian paths and waste water solutions. A proposed green approach to wastewater remediation would allow for business growth due to the restrictions based on current waste water capacity. This innovative approach required significant research on behalf of the students. The proposed system uses plants to filter and clean waste water. Additionally water would be returned locally to Corrales's aquifer rather than being returned to the sewer.

Students also focused on pedestrian-friendly walking paths and bike trails. By placing a buffer of plants between oncoming traffic and pedestrians, citizens and tourists alike could feel safer while walking along Corrales's streets. This strategy would enhance the streetscape while also providing a functional solution to business access, pedestrian safety and enjoyment.

## Tucumcari MainStreet and the UNM's DPAC Studio

In the spring of 2008, The University of New Mexico's Design and Planning Assistance Center (DPAC), Tucumcari MainStreet, NM MainStreet and the City of Tucumcari participated in a semester studio about revitalizing downtown Tucumcari. This was a community-based studio process involving 15 graduate students and city residents to encourage urban design and planning for the downtown.

The DPAC studio focused on three of Tucumcari's assets: the Railroad Depot, the County Courthouse and the MainStreet district's historic buildings and streetscape. There were multiple design solutions and conceptual plans that were prepared for the downtown. There was also participation through UNM's Business College students to develop marketing opportunities and strategies for the financing and implementation of the downtown revitalization. These designs and plans will set the stage for the forth-



Top: Sustainable waste water treatment plan, Corrales.

Above: Plan for Tucumcari's Depot Park.

Below: Design guidelines for buildings along Main Street, Las Cruces .



coming Tucumcari Downtown Master Plan that is being funded through the NM MainStreet Capital Outlay program.

## Las Cruces Downtown and DPAC

The transformation of the Las Cruces downtown district received a boost this fall, 2007 when a team of DPAC students, faculty and NM MainStreet Design associates took on the formidable task of developing Design Guidelines for the buildings along Main Street. The Design Guidelines recommended elements for façade improvements on scale, massing, modules, transparency, entries and pedestrian enhancements. The Guidelines established a

platform for the City and Las Cruces Downtown to adopt the Guidelines as part of the city's downtown building review process.

DPAC is a win-win program for New Mexico MainStreet communities and students alike. Since 2002 DPAC's Studios have worked with the state's MainStreet Program to provide planning and design services to towns for the revitalization of their physical fabric, public spaces and community facilities. The Studios bring together practitioners and UNM graduate students who develop and lead a series of community design workshops. As a partner with UNM, the NM MainStreet Program is the primary funding source for these studios. ◀

# CITY OF BROTHERLY LOVE HOSTS 2008 NATIONAL MAIN STREET CONFERENCE

Nearly 50 New Mexico MainStreeters journeyed to Philadelphia in late March and early April to take in the landmarks of America's cradle of freedom and attend the National Main Street Center's annual conference. The theme of this year's meeting was "Enriching Main Street Through Entrepreneurship and Diversity."

Conference delegates could experience first-hand Philadelphia's remarkable resurgence from the gritty "Rocky" days of the 1970's to the current ambience of upscale restaurants, downtown lofts and impressive colonial era landmarks. Of interest to the New Mexico delegations were tours and sessions on encouraging entrepreneurs of all ethnic and economic backgrounds and also tours of the city's successful arts and cultural districts.

The meeting kicked off in grand style with welcom-

ing remarks by Governor Jon Corzine of New Jersey and Governor Ed Rendell of Pennsylvania. Both governors cited the importance of healthy small towns and downtowns to the authenticity of their respective states. Governor Rendell shared his secrets of a great Philly cheese steak sandwich, advising "to use bad meat, it tastes better."

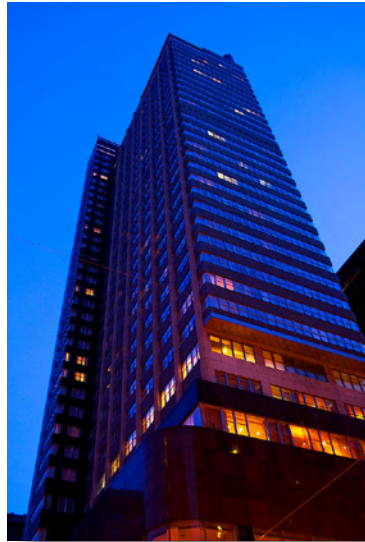
New Mexico MainStreet's delegation welcomed special guests, including Shiprock Chapter House

President Duane "Chili" Yazzie, and his wife Betsy, along with landscape architect Ken Romig from the Albuquerque design firm Dekker Perich Sabatini. They presented an educational session on evolving Main Street concepts for the Navajo community of Shiprock. Las Cruces was also well-represented with six delegates including two City Councilors.

The New Mexico group enjoyed a festive dinner

in the ultra-cool lobby restaurant of the landmark PSFS Building (left), a restored modernist 1940's era skyscraper.

Next year's conference will be held in Chicago, another American metropolis that has reinvested heavily in its downtown districts.



Congratulations to the 11 New Mexico Main Street programs that received their National Certification designations at the conference. The "official" communities are:

- Artesia MainStreet Inc.
- Carlsbad MainStreet Project
- Clovis Main Street
- Corrales MainStreet Inc.
- MainStreet Hobbs, Inc.
- Las Cruces Downtown MainStreet Las Vegas
- Los Alamos MainStreet Future
- Portales Main Street Program
- Raton MainStreet
- Silver City MainStreet Project

## Robyn Beaubien's National Certification Experience

In January I attended the week long, first-half of the MainStreet Certification Training at the National Historic Trust in Washington, D.C. The training covered the Organization and Promotions working committees of the MainStreet Four Point Approach. I expected it to be challenging, and hoped to gather new ideas, information and skills to bring home. My training experience actually began in December when I received a very large three-ring binder in the mail with a letter encouraging me to read through the contents because classes at the training would build on the information provided. No problem. I read through it a couple of times, highlighting things that jumped out at me, wondered a couple of times why they had sent such a large notebook when it was only a third full, and boarded the airplane in January, confident that it would be easy to assimilate new knowledge and prepare for two tests.

Right. For those of you who are not familiar with the Certification training schedule, I can sum it up for

you in these two phrases; listen in class and go study. If you are thinking about seeing the sites, or visiting museums and shows, my advice to you is to go the weekend before or stay the weekend after.

First thing on Monday morning we were informed that the notebook is considered the "third" part of the training. I began to wonder if I should have spent some time memorizing it, but there wasn't time. After brief introductions, we jumped right into the Organization section. My loosely packed notebook soon began to expand with handouts from each of the session speakers. By Tuesday afternoon, my tablemates, Mike from Canada, Julie from Michigan and myself had bonded under the pressure of the experience. We began to exchange study tips and shared post-it tabs to mark things we were told by instructors "would be on the test." On Wednesday we took a 28 page Organization Exam. It was all essay questions, not a multiple choice, true-false, or fill-in-the-blank in site. At noon, we went to lunch, came back and jumped right into the Promotion sec-

tion. There were more handouts and this is where I began to fully comprehend why they had sent such a large notebook. On Friday we took our second, slightly shorter (25 page) Promotions Exam.

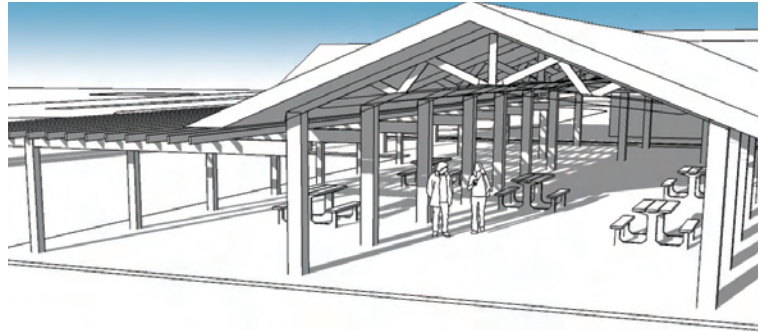
After breathing a sigh of relief, I said goodbye to several of my classmates who were racing to the airport to catch flights. I grabbed Julie from Michigan and we headed to the National Gallery to view an exhibit on the life, and films, of Katharine Hepburn.

Saturday I climbed back on an airplane holding my binder, because it was now too big to fit in my suitcase. My brain felt a little like my notebook - overstuffed and spilling over - but I also felt like I had a much stronger grasp of these two areas of MainStreet. I brought back a better understanding of how these areas can be strengthened in Clovis, and a "to do" list of things I hope to implement in the coming months. I want to thank NMMS for the opportunity to attend this training and hope to attend the second half in January 2009.



# MAINSTREET ARCHITECTURAL DESIGN HIGHLIGHTS

**W**illiam Powell, New Mexico MainStreet architect, provided Grants MainStreet with conceptual designs for a new pavilion at the Fire and Ice Park downtown. This park currently hosts a bike rally each summer and other community functions throughout the year. Presently temporary tents are used, and a permanent structure is desired to host the community's annual events. Concerns of openness to the surrounding park, along with shelter from the elements, are addressed with this proposed structure. Durability and working within the surrounding context are issues also considered with this design.



In Clayton, work was done for two business owners envisioning the re-use of two existing historic structures. Both the Farmers and Stockmen's bank (1901) and Smithson Mercantile building (1928) received preservation and technical recommendations for their adaptive reuse. The Farmers and Stockmen's bank can be converted into a mixed-use building with retail on the ground floor and apartments on the upper story. Initial steps entailing preservation and rehabilitation recommendations were presented to the owner. The Smithson Mercantile building received façade design improvements restoring its original storefront along with technical advice concerning the preservation of the historic structure. The owner plans to convert this vacant building into a microbrewery and restaurant.

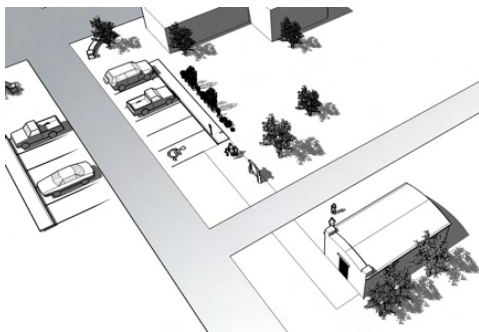


In Portales, two doctor's offices were presented with façade improvements. Both Dr. Brooks Optometry and Dr. Sievers Sports Medicine received proposed improvements including signage recommendations and exterior lighting solutions. Dr. Sievers also was presented with façade redesign options.

Top: Conceptual design for "Fire and Ice" Pavillion, Grants  
Above: Façade redesign options in Portales  
Below Left: Plan for converting historic jail to visitor's center, Quemado  
Below Right: Design for a new fire station and community center, Town of Cochiti Lake

## Design in MainStreet Satellite Communities

**I**n Quemado, MainStreet architect William Powell created a design to aid in the conversion of a historic jail to a visitor's center and future house of the Catron County Historical Society. The Quemado jail (1934), originally a New Deal project, is made of thick sandstone and has been vacant for many years. Needed updates will allow this building to be converted into a usable building. Recommendations for electricity, heating and lighting were presented for the interior. The exterior benefited from a drainage plan to alleviate water pooling around the structure. Additionally ADA recommendations were made with an updated site plan. Signage, parking, walkways and vegetation also were designed within the site plan for the jail. These



accompanied the first known measured drawings of the building.

The Town of Cochiti Lake has outgrown its current town hall. It now houses a library, administrative offices, and fire station. Conceptual design recommendations were prepared for the future construction of a new fire station and community center. Taking advantage of the surrounding views, the community center has been designed to house the community's expanding functions and events. The fire house updates the existing one with a training room and increased capacity for modern larger fire engines. Additionally, being housed in a separate structure provides the fire trucks a better environment regarding noise and exhaust fumes.



## Insights from Ryan Gleason

State Director, USDA Rural Development

"Rural Development's mission is pretty simple," says Ryan Gleason, "it's to improve the quality of life for folks in rural America." As State Director for USDA's Rural Development program, Ryan oversees its five rural field offices and an important package of financial assistance programs.

"We're all about helping rural towns make economic improvements, making jobs and saving jobs, and that's where we have things in common with Main Street," added Gleason.

Recently, as the energy challenges facing the world have intensified, Rural Development has unveiled a new Renewable Energy and Energy Efficiency program. Grants and loans are offered to private businesses to improve the energy efficiency of their buildings. "This is something we'd really like to promote all over New Mexico," Ryan observes, "it's a perfect fit with Main Street, and trying to make older downtown buildings more useful."

Ryan's experience as state director for the past two years has given him a unique perch. "We have some underutilized programs here that I wish more people would take advantage of – take the Business and Industry Guaranteed loan program, for example. It's great, but we don't get many applications."

Above all, Ryan suggests that rural development in New Mexico is mis-perceived. "There's an attitude in our state that there's a lack of capital for projects. I think there's plenty of available capital. The problem is that everyone wants a grant. If they would look at the full range of programs out there, including guaranteed loans and direct loans, they would find lots of opportunity."

Further information on these rural programs is available at a local USDA Rural Development office or by visiting USDA's web site at <http://www.rurdev.usda.gov>.

## The USDA Lends a Hand to Main Streets

Many downtown developers wouldn't immediately think of the United States Department of Agriculture (USDA) as a key resource for financing and infrastructure. In recent years, however, USDA has emerged as a willing and enthusiastic partner for rural Main Street communities, through Rural Development, one of its many agencies.

Rural Development offers major financing opportunities for rural economic development projects to public investors such as municipalities as well as financial programs to assist private businesses. In New Mexico, Rural Development is working hard to provide a diverse and flexible package of assistance that can meet just about any development project in a downtown commercial district.

Through its state headquarters office in Albuquerque and five regional offices located throughout the state, Rural Development is staffed with effective professionals who are knowledgeable about their hometown communities and service areas. Planning expertise and technical assistance are offered to community businesses, non-profits, and local governments as the need arises.

Some of the key financial assistance programs provided by Rural Development are the popular Rural Business Opportunity Grant (RBOG) and the Rural Business Enterprise

Grant (RBEG) programs. RBOG grants have assisted Main Street programs in Las Vegas and Doña Ana with planning and internet infrastructure projects. RBEG funds have also assisted private businesses in Las Vegas' Main Street corridor.



Rural Development also provides assistance through the Business and Industry (B&I) guaranteed loan program. Other important programs include an Intermediary Relending Program (IRP) and Rural Economic Development Loans and Grants (REDLG) program.

Rural Development has proven its creativity and adaptability to the rapidly changing landscape of rural economic development in New Mexico. For example, in Las Vegas, USDA funds have supported the installation of a Wi-Fi internet network downtown as well as creating an inter-

active GIS database for Main Street businesses and properties.

MainStreet's evolving Arts and Cultural Districts initiative is a new potential area of collaboration. Rural Development has been identified as a vital partner in Main Street's efforts to attract "knowledge workers" to rural communities. Housing rehabilitation, high speed internet access, and quality of life amenities are strategies essential to this campaign, and the Rural Development staff is ready to assist. ◀



# NMMS – BBER Partnership Takes the Data to the Street

In a bold three-year collaboration, New Mexico MainStreet and the University of New Mexico's Bureau of Business and Economic Research (BBER) completed Community Economic Assessments for 21 New Mexico MainStreet communities. (See "Driving the Economy: BBER Market Analysis," StreetWise, NMMS Newsletter, January 2007.)

"The Economic Development Department is very proud of our ambitious partnership with BBER. With this foundation, communities are harnessing strategic market information to guide their business development initiatives," said Rich Williams, New Mexico MainStreet Director.

This spring, the team wrapped up market analysis forums and business development follow-up visits in six communities – Bernalillo, Corrales, Deming, Grants, Las Cruces, and Silver City. Services included four components:

- **Public Forums** provided citizens the opportunity to review findings of the Community Economic Assessment, and work in small groups to identify goals and actions for business

enhancement, business recruitment, and marketing/promotions.

- **Developing Business on MainStreet Workshops** provided tools and techniques of downtown market analysis, business strengthening and community-based economic development. Supported by business development opportunities, preparation of economic development marketing materials, and design downtown business enhancement and recruitment programs.
- **Business Coaching Sessions** demonstrated the effectiveness of communicating downtown revitalization goals and initiatives, and exploring small business challenges and opportunities, face-to-face with business owners. Comprehensive market data packets helped business owners to brainstorm marketing and expansion strategies. Candid discussions of businesses' needs

and the MainStreet program's services strengthened partnerships.

- **Meeting with City Hall administrators** allowed for MainStreet staff, EP committee members and board members to discuss their business development progress and plans with key city staff and elected officials.

All six communities emerged with strengthened Economic Positioning committees and focused market-based business development goals. For **Maria Rinaldi, Bernalillo's Community Development Director**, the power of the market analysis is realized when MainStreet leaders take it to the street. "The business coaching sessions reenergized our MainStreet program's commitment to regular dialogue with business owners, that improve each business' bottom line, and boost the performance of our district as a whole." ◀



Street sign created to commemorate Las Cruces' 100th year of incorporation as the City of Las Cruces in November, 1907.

## NM MAINSTREET REVISES FY08 TRAINING CALENDAR

With its commitment to providing high-quality, relevant MainStreet training sessions for local MainStreet staff and volunteers, New Mexico MainStreet released to communities a new and improved training calendar. Based on feedback received from staff and volunteers during the 2007 NMMS Program Evaluation conducted by the **National Trust Main Street Center**, NMMS both streamlined and enhanced its annual training calendar.

In FY 2008, NMMS continued its intermediate-level **Main Street Four-Point Institutes**, providing two regional trainings per point. The **Economic Positioning** and **Promotion Institutes** focused on targeted business development and focused marketing strategies for MainStreet districts. In an innovative move, E.P. and Promotion Committee representatives joined together for a portion of the training to discuss how local market data could be used to drive both committee's projects and events.

The **Design Institute** covered design improvement incentives and regulations, including façade and design guidelines, zoning codes and regulations, national historic districts, and sign ordinances and guidelines. The **Organization Institute** focused on organizational planning and leadership development providing MainStreet leaders with organizational planning tools and strategies to propel their organizations forward.

NMMS also added twice-annual **Board Member Orientation** and **Main Street Basic Training**, which includes fundamental sessions in Main Street's Four Points. Nearly 40 new and existing board members attended Board Member Orientation. Responding to record demand, NMMS conducted four board orientation sessions in FY08, with locations in Santa Fe, Santa Rosa, Lovington and Tucumcari. Basic Training attracted more than 50 staff, board members, and committee volunteers to two separate sessions in Tucumcari and Lovington. ◀

Getting to know buildings and landscapes across New Mexico:

## ARCHITECTURAL SURVEYS AND NOMINATIONS

New Mexico possesses a rich architectural history. As a consultant for New Mexico MainStreet, I have conducted architectural surveys in seven communities over the past two years. Pivotal resources include the 1890s First National Bank (later the Carlsbad Irrigation District Building) in Carlsbad, the 1911 Elk's Lodge in Raton, and the 1930s Odeon Theatre in Tucumcari. This year I have conducted surveys in Carlsbad, Tucumcari, and Deming. Surveys document and evaluate the integrity of historic structures using the standardized Historic Cultural Properties Inventory (HCPI) form. The work will yield recommendations for possible listing of historic buildings and districts in the State Register of Cultural Properties and/or the National Register of Historic Places.

In the fall, I prepared several grant proposals to be submitted by various communities to the Historic Preservation Division's Small Grant Program. These proposals were for the preparation of sev-

eral nominations stemming from last year's survey work funded by New Mexico MainStreet and Artesia MainStreet. Clayton was awarded a grant to complete a National Register nomination for a commercial historic district, and Artesia was awarded a grant to prepare a nomination for a residential district surrounding Central Park, a neighborhood anchor improved under the Works Progress Administration (WPA). The register nominations will be completed by the end of this year.

I am pleased to announce the March 2008 listing of the **Original Townsite Historic District in Raton** in the **National Register of Historic Places**. This nomination was funded through a partnership between the Historic Preservation Division (HPD) and New Mexico MainStreet. The district encompasses nearly 600 resources—ranging from substantial Queen Anne-style houses to Bungalows to rare surviving outbuildings and a WPA rock channel system that winds

through the district. In the press release for the district, **John Murphey**, state Register coordinator at HPD, stated: "It is the untapped gem of New Mexico with its many examples of Queen Anne and early twentieth century revival styles." I completed the majority of the research and writing for the nomination in the 2006-2007 fiscal year. The nomination was presented to the Cultural Properties Review Committee at its October 2007 meeting, and subsequently forwarded to the National Park Service for listing.

It has been a pleasure exploring the various communities, collaborating with the MainStreet managers and organizational volunteers, and driving through the beautiful landscape of New Mexico. Whether nominating residential or commercial resources, communities benefit from re-investment in and the preservation of their historic building stock, landscapes, and sites. ◀



Top left:  
Eklund Hotel,  
top right:  
Luna Theatre,  
Clayton.

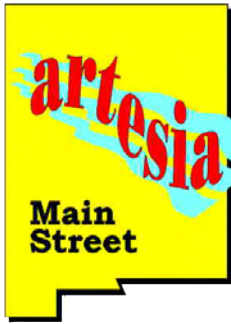
Bottom left:  
Kershner  
House,  
Bottom right:  
Degner  
House,



# NEW MEXICO MAINSTREET COMMUNITY REPORTS

## ARTESIA MAINSTREET

Artesia MainStreet (AMS) flourished in 2007, celebrating the successes of preservation and restoration in our historic downtown, in honor of our 10<sup>th</sup> Anniversary. During the last year, AMS embarked on another major streetscape renovation project, known as the Second & Texas Streetscape Improvement Project, which features a modern-day roundabout. Along with streetscape renovations, Artesia MainStreet has hit the pavement to launch our Façade Improvement Program, a funding program created to aid our local businesses in storefront improvements.



In conjunction with implementing economic development projects, AMS initiated planning strategies for the next ten years of downtown development, working collaboratively with the City of Artesia and the Greater Artesia Chamber of Commerce, to develop a downtown master plan update.

AMS is proud of our past successes and is heading into 2008 with a focus on the future, and with a plan of action on hand. ◀

## CLAYTON MAINSTREET

Clayton's long-awaited historic district designation is nearly completed. Architectural historian Heather Barrett has surveyed the community and is in the process of submitting a register nomination to the State Cultural Properties Review Committee.



Clayton MainStreet has also been busy working on enhancing its streetscape. Clayton received a \$300,000 capital outlay grant for streetscape enhancements in 2007-08. MainStreet has been busy installing new street benches, flower pots and trash bins downtown.

MainStreet is enhancing its organizational capacity by hiring a grant writer along with several other community organizations. The grant writing consultant will enable Clayton to leverage significant new resources for community infrastructure improvements. ◀



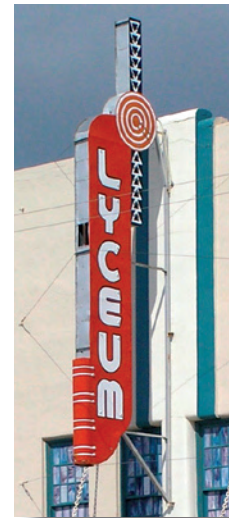
## CLOVIS MAINSTREET

2007 was a banner year for Clovis MainStreet. In May we installed trashcans and benches on Main Street and picnic tables in the Pocket Park. As they were being installed on the second side of the street, people were already using the benches on the other side. An immediate success! Throughout the summer these new additions were very useful for the many events and parades that are held downtown.



Work is progressing on several projects in the district including the renovations of the Mesa Theater which is owned by

Clovis Community College. The theater was owned by Norman Petty who used it as a second recording studio. The College anticipates using



the theater for performances of their Cultural Arts Series, as well as housing drama and theatrical classes. As this building has been vacant for many years, we look forward to seeing this wonderful, historic building in use.

Each September, we partner with the City of Clovis and Clovis Community College for the Ethnic Fair and the kick-off of the Cultural Arts Series. In 2007 we held our annual Wine and Cheese Gala just before the College presented the Dave Cross Band at the historic Lyceum Theater. Main Street hosted several events that day and into the evening creating a true sense of the entertainment possibilities for the downtown district.

We wrapped up the year with our annual Christmas Light Parade. In spite of freezing rain, there were just under 100 parade entries and thousands of people lining the streets. We had some of the largest and "brightest" floats in parade history, and Santa arrived just in time to join the procession. ◀

## CORRALES MAINSTREET

Mother's Day weekend brought the first wine festival to Corrales, sponsored by **Corrales MainStreet**. The event was marketed as a **Quilt and Wine Fair**.



The wine and quilt fair was planned to be similar to a county fair. The music was provided by local entertainers, much of it country western.

There were over 30 artisans, all reviewed prior to the fair, so the quality of the merchandise was enhanced. Local vendors provided a selection of food and wines from across New Mexico. Quilts from a score or more of nationally known quilt makers were displayed in a special tent. Overall, the event was deemed a particularly successful start for a new wine festival.

The **University of New Mexico School of Architecture and Planning** came to Corrales with the **Design Planning Assistance Center Program**. Fourteen graduate students and three professors devoted the spring semester of the 2008 school year to Corrales. The final presentation in April was made to over 100 local residents and suggested ideas to help maintain the Village rural character and increase the commercial viability of Corrales Road. Residents expressed particular interest in ideas that would improve both walkability and parking along the road.

Once again Corrales promoted its **Sunday in the Village** program, which highlights a coordinated group of events including Art in the Park, a grower's market, and a music/concert series on the third weekday of every month, except in the winter. Corrales MainStreet promotes this event with advertising, e-mail and flyers. ◀



## DEMING MAINSTREET

Deming was accepted into the MainStreet program in October 2007. From a steering committee, an executive board was developed in February. We have committee chairs, but are still trying to recruit committee members. We have submitted an application for a 501c3 non-profit organization, and await the completion of that process. Luna County is currently acting as our fiscal agent until we are awarded the 501c3 status.

A part-time interim Director has been hired. A fund raising campaign for \$30,000 is still in its early stages. We have received some in-kind donations to apply toward the matching funds required by our agreement with the City and the County. Upon completion of our fund raising, we will be hiring a fulltime Director.

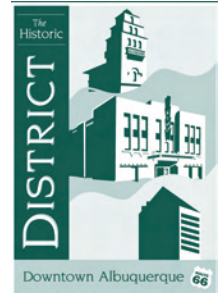


We have organized two special events thus far, a **Cinco de Mayo** event that we held downtown on May 3, 2008. This was a day-long celebration that included entertainment, and featured street vendors offering foods, products, services and public information. Climaxing the day was the **re-lighting of trees along Silver Street**.

The trees were originally purchased and lit in the late 1980's as a previous MainStreet project. The earlier program was dissolved nearly ten years ago. The Cinco de Mayo event was originally held downtown, but then moved to other locations around town. These events signaled to our community that MainStreet is back in Deming, and that the two celebrations are back in our downtown. ◀

## DOWNTOWN ACTION TEAM

The Downtown Action Team (DAT) is pleased to renew vows with the New Mexico MainStreet program as an **Urban Pilot Project** in the state. DAT is extremely excited for this opportunity to expand our organizational capacity and core services. Currently the DAT operates primarily as a Business Improvement District funded privately through a self-imposed assessment on properties and business owners in the Downtown district.



While the Downtown Action Team has been involved in elements of the Four Point Approach, focusing on the areas of Economic Positioning, Design and Promotion, our ability to serve the needs of businesses, non-profits and residents will be enhanced through this affiliation with MainStreet and the Economic Development Department.



The creation of the **Downtown Action Team Partnership**, a MainStreet Project, includes establishing a new 501-(c) 3 non-profit organization, which will allow the DAT Partnership to access additional funding sources and potential grant opportunities.

Another priority for the Downtown Action Team Partnership will be to designate an **Arts & Cultural District** in Downtown Albuquerque. On April 7<sup>th</sup> representatives of the entities involved met to establish an Arts & Cultural District steering committee. The University of New Mexico's Bureau of Business and Economic Research released an economic impact study of the Arts and Cultural Industries in Albuquerque in late May, calling for more collaborative efforts in promotion, enhanced funding for the Arts and the creation of "cultural nodes". ◀



## FARMINGTON DOWNTOWN ASSOCIATION

We made great strides in 2007. Increased interest and program buy-in has generated new energy and excitement for the heart of Farmington. The dynamic perspective of new business and property owners has created a domino effect up and down Main Street. **Facade improvements and building rehabilitations** have given our downtown district a face-lift. The community and Downtown stakeholders are taking notice.

A Commission was appointed for the **City's Metropolitan Redevelopment Area (MRA)**. The



Farmington Downtown Association received \$70,000 for the MRA Master Plan and is looking forward to what that Plan will recommend for our historic core.

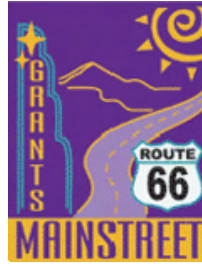
2007 marked a new era for Downtown Promotions. In the past, art lovers sought events outside of the area in Santa Fe, Durango, and beyond. In an effort to capture this audience and create new customers for the downtown, the Art Committee created quarterly **Art Walks** that feature five art reception locations located throughout downtown and retail business open houses. The community can see the best that our local artists have to offer as well as discover the incredible retail businesses and services available downtown.

2008 promises to be a great year for the Program. Together with the MRA and a new Downtown Commission, the Downtown Association will continue to promote commerce, culture, and community in the heart of Farmington. ◀



## GRANTS MAINSTREET

Promotions continued to be a bright spot in Grants MainStreet's annual calendar. The Promotions committee is planning a **Senior Graduation Appreciation Barbecue** for the Class of 2008 graduates of Cibola County schools. A crowd of over 1000 is expected.



The Promotions committee, in partnership with the Economic Restructuring committee, held an **Easter Egg Hunt** this year for Grants-area youngsters. Over 1200 kids participated, and two bikes were awarded as grand prizes. Local businesses supported the event enthusiastically.

The Organization and Design committees have also been working hard to manage the completion of a **new patio for City Hall**. The patio features new tile work, picnic benches, flowers and trees. Other beautification projects implemented by Grants MainStreet include the planting of over 130 trees and 300 flats of flowers in the downtown district, and also the **landscaping of Friendship Park** with tulips and marigolds.

The **Fire and Ice Bike Rally** keeps growing. The mega-event was rated the number 5 motorcycle event in the nation and number 16 in the world! About 32,000 riders attended last year's rally, where they were entertained by the jams of "Foghat."



Grants MainStreet worked with MainStreet architect Will Powell to conceptualize a new **Fire and Ice Pavilion**. A \$70,000 MainStreet capital outlay grant will be used for the development of a downtown master plan. ▶

## MAINSTREET HOBBS

MainStreet Hobbs endured many changes during 2007! We celebrated **Cinco de Mayo** by bringing this event to our downtown for the first time in 35 years! It was a great success.

Our annual premier event is **Hobbs August Nites**, and this past year was as usual, a grand hit. We had approximately 30,000 attendees, which made it a great year.

MainStreet Hobbs welcomed another phase in our streetscape



project, which will be continuing through 2008 as well. Our streets are open with no more closures, and we are actively working on our new promotions that will continue to bring our community together.

The J.F. Maddox Foundation, along with the City of Hobbs, continues to support our efforts in **revitalizing our historic downtown commercial district**. The MainStreet board of directors continues to play a major role in volunteering and supporting organization, as well as our many individual and corporate sponsors.

We are indebted to Xcel Energy, which has a current employee, Ben Jaime, on our board. Peyton Yates plays a significant role in New Mexico's Main Street communities through the Friends of New Mexico Main Street. MainStreet Hobbs looks forward to another productive year in 2008. ▶



## LAS CRUCES DOWNTOWN

“We want our downtown back.” That has been the rallying cry of Las Cruces in the 30 years since devastating urban renewal swept through downtown. The partnership between Las Cruces Downtown (LCDT), the City of Las Cruces, and New Mexico MainStreet is making that dream come true.

LCDT staff and volunteers spent the first seven years of their revitalization focused on planning, fundraising and political advocacy. Using that foundation, the group has launched into



serious economic development activities. With recent data provided by UNM’s Bureau of Business and Economic Research (BBER), has targeted restaurants and retail uses that will serve the 4444 daytime employees in the Main Street district and the 13,600 residents that reside within 3 minutes of downtown. Fueled by the data showing more than 200 million dollars in salary earned by those two groups, and only 2 % retail in downtown’s economy, LCDT is making a convincing argument to business owners that downtown Las Cruces is the place to invest. As a result of that recruitment, new restaurants and retail businesses will open in downtown by December 2008.

LCDT, recipient of a 2008 Main Street Capital Outlay grant, is putting \$298,270 in the design and construction of a new “placita” plaza space in a once abandoned street space. “La Placita,” a shaded outdoor venue for patio dining, street vendors, and special events, will re-connect Main Street to its downtown neighborhoods. The project will create pedestrian activity and much needed street life in the downtown. “La Placita” has already generated an economic result – the adjacent property owner is opening up his building’s north facing wall to take advantage of new life anticipated by the development – just the kind of private sector investment response the State of New Mexico is intending to stimulate through capital outlay. That’s truly an example of “MainStreet at Work.”

Las Cruces Downtown’s branding and marketing activities support its growing list of economic initiatives. Volunteers and staff meet with property owners and potential business recruits on a daily

basis using a two-pronged approach to economic development that focuses on real estate readiness and business development. Each meeting includes sharing of BBER data, recent news articles, contact information and other data tailored to each client. This information is packaged in the new LCDT **business recruitment/investment portfolio** – a glossy, eye-catching marketing tool branding downtown as an exciting destination. Nightlife on the newly opened block of Main Street and the restored **Rio Grande Theatre** dominates the cover photo and depicts the excitement of the developing **Main Street Arts and Culture District** in downtown. The package was created jointly by the City of Las Cruces and Las Cruces Downtown with funding underwritten by New Mexico EDD’s Cooperative Advertising Program.

“New Mexico MainStreet’s program of technical assistance is one of the best in the nation. The services provided directly contribute to the success of our downtown revitalization efforts”, said Greg Smith, president of LCDT. “We won’t pass up any opportunity provided to us – everything we do in this program counts – and we do it all better because of the assistance we receive from New Mexico MainStreet.”



## MAINSTREET LAS VEGAS

MainStreet Las Vegas was incorporated two and a half years ago and in that short time has received \$499,000 in federal and state funds to benefit the City of Las Vegas and has also accomplished the following:



■ Persuaded the NM Dept of Transportation to commit \$3 million to **highway improvements on Grand Avenue**. We are currently completing an application to Economic Development Administration for \$1.2 million so that there are enough funds to complete the construction, solve the drainage problems and include amenities such as period street furniture, electric cabling, development of parking needs and signage to welcome travelers to our City.

■ Received \$300,000 in 2006 Capital Outlay funds for additional **improvements and streetscape beautification for the downtown corridor from the railroad station to the plaza**. A portion of this money is being used under a recent contract between The City of LV and MSLV and GC Engineering in Albuquerque to plan the Corridor and act as liaisons with the DOT’s efforts on Grand Avenue. Public meetings will take place this summer and fall to receive input. GC’s team includes landscape architects, environmental consultants and a local representative of the State Historic Preservation Office. Once plans are in place, we can then secure additional funding to complete the entire project from the Depot, through New Town to the Plaza Park.

■ Received \$100,000 in a 2007 Capital Outlay grant to complete a **Downtown Master Plan** which will address signage, parking, enforcement of city ordinances. We are working closely with the Community Development Department to accomplish this.

■ Received a grant of \$99,000 from USDA Rural Development program to provide technical assistance to businesses on the corridor. Building owners are receiving free assistance in applying for state and federal tax credits on renovations of existing historic buildings which has resulted



in over \$5 million in investment on the Corridor and over \$1 million in renovations to date. Our website ([www.mainstreetlvnm.org](http://www.mainstreetlvnm.org)) is in the developmental stage and invites locals and visitors to review our asset data base of our extensive list of registered historic buildings.



Received designation as **New Mexico Arts & Cultural District**, with resultant doubling of state historic preservation tax credits for renovation projects (from \$25,000 to \$50,000), extensive marketing/tourism assistance from the State, and basis for additional foundation and state grants.

The mission of MainStreet Las Vegas is to unify the historic commercial corridor and engender pride in the community while promoting economic development and preserving historical, cultural, architectural and natural resources through partnerships and community collaboration.

## LOS ALAMOS MAINSTREET

The Los Alamos MainStreet Program is an initiative of the Los Alamos Commerce and Development Corporation dedicated to promotion and revitalization of downtown Los Alamos as a mixed-use, pedestrian-friendly center, offering products, services, and entertainment that address the community's needs for "quality of place."

Los Alamos MainStreet works hard



to promote community pride in the community through events that garner thousands of participants each year. Successful events staged in 2007-08 included **Trick-or-treat on MainStreet**, the **Winterfest Holiday Lights Parade**, and the **Rodeo Parade and Fair**.

As well as conducting these major events, Los Alamos MainStreet is responsible for awarding mini-grants to organizations and businesses that want to promote an event that attracts interest in MainStreet. Thanks to funding support from Los Alamos County, MainStreet awarded 12 mini-grants totaling over \$10,000. Some of these events included a **Family Festival** sponsored by the Community Health Council, a **Relay for Life** promoted by the American Cancer Society, a **Salsa Showdown** and **Cinco de Mayo Fi-**



esta created by Trinity Beverage Company, and the **Children's Festival** offered by the Family Health Council.

Los Alamos MainStreet received an \$81,000 MainStreet Capital Outlay grant for the **Canyon Rim Trail** at Los Alamos Plaza.

## LOVINGTON MAINSTREET

This past year has been an exciting time for Lovington MainStreet. As a newly designated community in the fall of 2007, we have been busy with organizational details required of a new start-up program.

Our board is made up of nine individuals from the community including Michael Raburn, President, Britt Kerby, Vice-president, Connie Sevier, Secretary/Treasurer, Camille Wood, Carmen Duncan, Shelley Palmer, Toby Freidrick, David Campbell and Suzie Brown. The newly hired director is Becky Griffin.

In October 2007, our community interview took place with a great deal of support from our citizens.

In the spring of 2008, the city commissioners were asked for city's financial support by pledging the required amount for the year. One commissioner sang the praises of MainStreet and asked for the other commissioners to support the request by Michael Raburn, board president. Mayor Dixie Drummond and former City Commissioner Troy Davis expressed their support to Lovington MainStreet by donating the remaining amount from their election campaign funds to the organization.

A **citywide cleanup** was held May 31, 2008, our first official event and **fundraising campaign** promoting the use of reusable shopping bags. We are emphasizing awareness of clean, green lifestyles and anticipate that the event will become an annual beautification day.



## PORTALES MAINSTREET

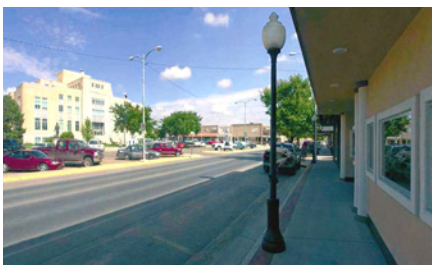
Portales MainStreet continues to move forward with major projects, including the renovation of the historic Yam Theater, a downtown master plan, and teaming up with the City of Portales to redesign our downtown Court-house Square by participating in a design "charrette" of downtown Portales.



Some of Portales MainStreet's major projects for the past year included:

- MainStreet architect William Powell worked with local Dr. Sievers to develop façade improvement recommendations;
- Planning and design of historic walking tour brochures is nearly completed;
- Business questionnaires were developed and distributed;
- Promotions committee hosted another successful WineFest in December;
- The Promotions committee invited New Mexico MainStreet consultant Lani Lott to host a Business Owner's meeting to review questionnaire results and develop new business and retail marketing strategies.

Portales MainStreet is looking forward to the grand re-opening of the Yam Theater in 2009. ◀



Above: Existing street  
Below: Design plan for street



## RATON MAINSTREET

Raton MainStreet's greatest accomplishment of 2007-2008 is our graduation to veteran MainStreet program status by continuing to service downtown and work toward economic development solutions for the community.

Raton MainStreet and the City of Raton met with Economic Development Cabinet Secretary Fred Mondragón and his staff. The results outlined the role Raton MainStreet will play in the revitalization of downtown Raton.

Raton MainStreet and the Raton Arts and Humanities Council worked together to showcase the talent of local artists in the windows of vacant buildings. Utilizing creative lighting and display techniques made the displays a great success and enhanced the look of vacant buildings.



Raton MainStreet hosted a Window and Merchandising workshop by New Mexico Main Street consultant Scott Day in April of 2008, attended by 37 participants. Scott also conducted six site visits. Several of the retail locations have followed his advice and are looking forward to another Scott Day workshop!

Music on MainStreet has been a huge hit with the community, and plans to expand the event are underway. The promotions committee worked with local businesses to support retail events planned by local retailers. Several downtown businesses hosted a fall fashion show to a sold out crowd and are planning a spring show.

The year ended on a fantastic upswing, as three local families purchased the vacant and historic El Raton Theater. The community is looking forward to enjoying movie entertainment this summer in one of New Mexico's landmark cinemas. ▶



## MAINSTREET ROSWELL

In 2007 MainStreet Roswell completed five façade rehabilitation projects that have been in the works since 2005. Four of these façades are owned by one individual and occupy one half of a block on Main Street and wrap around the corner to the alley on 6<sup>th</sup> Street. There is one façade left to complete the project and it is under construction now. We also picked up two new businesses in the venture.



Roswell's MainStreet Farmers and Gardeners Market was a huge success last year. We had over 35 gardeners every Saturday. We sold over \$65,000.00 in WIC Coupons. The market opens every Saturday morning at 7:00am and our vendors are usually sold out by noon. Old-timers would tell us that we would never get people to come downtown and visit like they did in the old days. That's not a true statement any longer. We bought 25 chairs last year so people could sit and visit. ▶



Ruby McShan, MainStreet Roswell Market Queen



## SANTA ROSA MAIN STREET GROUP

Santa Rosa's **Downtown Streetscape** project is completed. **Renovation of the historic Courthouse** is underway along with the **Courthouse Square landscape project**.

As a 2<sup>nd</sup> year Startup program, we have

successfully gained the support of local businesses and residents. Our Organization Committee, President Tonya Williams, Vice-President Christina Campos, Secretary Richard Delgado and Treasurer Susan Zamora have worked to secure corporate and business memberships.



The Economic Positioning committee, along with the City of Santa Rosa, coordinated efforts to purchase the **historic Ilfeld Warehouse Building**. Architectural and historic preservation assessments, provided by NMMS, were conducted to guide the restoration of this magnificent building that will be an anchor for our Downtown area.



Our Design committee created a wonderful Christmas light display, enhancing the annual **Christmas Parade**. **Santa's Main Street Gift Certificate** was

a successful promotional event that generated sales for our local merchants while giving back to our children. The design committee is also working in conjunction with the City and the state Scenic Byways program to install way-finding and directional signage throughout Santa Rosa.

The **Rudolfo Anaya Sculpture Park** was unveiled in March. Santa Rosa Main Street Group hosted a luncheon for over 250 visitors attending the unveiling. The money raised from the event will be used for murals in the gym, honoring the high school's championship teams.

As part of the local Downtown Development plan, the historic 1937 **WPA High School building** was renovated in 2007. City and County Government offices now occupy the building and the gymnasium is used as a community center.

## SILVER CITY MAINSTREET

Silver City was named one of two of New Mexico's pilot **Arts and Cultural Districts!** The art district is a collaborative effort of Silver City MainStreet Project, Mimbres Region Arts Council, Silver City-Grant County Chamber of Commerce, Silver City Museum, WNMU, and the Town of Silver City.

The historic 1923 **Silco Theater** is a cornerstone venue for events and meetings being developed by MainStreet in the heart of Historic Downtown. The theater, with capacity for 150, has hosted over 110 events with attendance of over 9,500 in its first 22 months. This economic development project is staffed by AmeriCorps\*VISTA members.

The new **Main Street Plaza** is the location for the **Silver City Farmers Market** for the 2008 May-October season. The full design of the plaza will be developed over the next year, and will include capacity for outdoor performances, and week-day parking. A second project, the **Downtown Gateway Arch**, now has a completed design. It will span the Broadway entrance to downtown.

Annual MainStreet-sponsored events like the **Taste of Downtown Silver City**, the **17<sup>th</sup> Lighted Christmas Parade**, and the **11<sup>th</sup> Celebration of Spring Festival** (with the "You-Paint-It Art Mural" and **Big Ditch Park Fair**), brought both resi-



dents and visitors into the district. We promote all major downtown events in regional monthly magazines and on the radio.

Historic Downtown Silver City is the number-one visitor destination within the town limits. With an eclectic mix of shops, galleries, nightspots, restaurants, and coffeehouses - it is a treasure of a downtown!



SILVER CITY MAINSTREET PROJECT

## TUCUMCARI MAIN STREET

Tucumcari Main Street is completing its first year as a start-up community. During the past year the organization raised funds to hire a full-time director, open an office, and begin its work to renew the Tucumcari Main Street District. With the help of NM MainStreet, we received our 501 (c) 3 designation and have been able to obtain several small local and regional grants.

We partnered with the city of Tucumcari and were awarded a \$70,000 grant from the state of New Mexico to develop a downtown **Master Plan**. This plan will provide us with a blue print for developing our historic downtown district. Work will begin on this project in the summer of 2008.



In the fall of 2007 we hosted our first downtown festival. The **Six Shooter Siding Festival** celebrated our community's cultural heritage. The festival was supported by the city, Mesalands Community College, local music groups, Eastern New Mexico Art Space, our local National Guard unit and many other community organizations. Several hundred local residents and their families came back downtown for a positive fun event. Activities included sidewalk art for children, food, horse rides, horse shoeing demonstrations, a talent show and an evening concert.

In the spring of 2008 the UNM School of Architecture and Planning Design and Planning Assistance Center (DPAC) arrived in Tucumcari to help visualize how we can rebuild our downtown. Fifteen students developed ideas and designs for our streetscapes, courthouse, historic railroad station and several other locations in the downtown. They later returned to Tucumcari to display their work and answer questions about their concepts.

During the coming year, we plan to develop a micro-loan program for downtown businesses, host a summer concert series with the support of the Eastern New Mexico Blue Grass and Old Time Music Association and continue to develop programs that will have a positive long-term effect on the community.

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