

2009 NEW MEXICO MAINSTREET ANNUAL REPORT





2009 ANNUAL REPORT

Core Elements of Local MainStreet Sustainability

As you know, our nation's economic waters have been stormy and difficult to navigate. Each of us has been personally touched by turbulent financial hardships involving family, friends and co-workers. But the Economic Development Department hopes to be a beacon shining from the shore, ready to guide our Main Streets to calmer waters.

Several waves of economic stimulus will be washing across America in the coming months, and we want to ensure that New Mexico is ready to take advantage. The money will come from an array of Federal programs, including the United States Department of Agriculture, the Department of Commerce and Housing and Urban Development.

Our focus will be to channel these funds into community and neighborhood enhancement. Critical infrastructure items like water projects, sewers, street improvements, development of renewable energy and the conversion of commercial space for improved energy conservation are essential to the stability and growth of MainStreet.

Our communities need to be prepared to apply for stimulus funds and be ready with development plans. Full-time MainStreet managers must provide leadership in two crucial areas. First, it is of the utmost importance that MainStreet organizations have a grant writer to help secure these funds and act upon project implementation. Additionally, we need managers who can efficiently operate their organizations to ensure that we have healthy budgets for maintaining staff, project coordination and completion.

The Economic Development Department offers many resources to our communities. Rich Williams and his MainStreet staff are outstanding in their efforts to develop New Mexico's MainStreet, and they are ready to offer their expertise to your community. Also, our Business Development Team and Community Development programs can assist communities in finding the money to help communities flourish.

Through good planning and teamwork, we can ensure that your downtowns can weather this economic storm.

Fred Mondragón
Cabinet Secretary
Economic Development Department

For long-term downtown revitalization success, local MainStreet organizations must be sustainable. What are the components of that sustainability? One could picture a three-legged stool. Each leg of the stool contributes to a secure and comfortable seat. If one leg breaks or is weakened, the stool becomes uncomfortable or can no longer function. From one perspective those legs could be seen as: **a robust organization, common vision, and visible results.**

MainStreet has always been, and remains, a success story because it is **a self-help revitalization program.** It relies on an incredible **robust organization** of volunteers to set policy, committees that develop programs and projects, and a host of committed, dedicated volunteers who implement activities. At the front end of the organization is a Board President who orchestrates the board of directors and a paid professional economic development Manager who administers, manages and coordinates the operations of the organization and its projects.

MainStreet provides a place for community leaders, elected officials, business and property owners and other downtown stakeholders to join together to **create a vision** of a vibrant town center for their community. In the visioning process is research, planning and the development of strong collaborative partnerships that unite the community around strategic economic goals that will stay the course through implementation of projects that make the downtown vision a reality.

No matter what larger economic strategy a village plaza, courthouse square, town center adopts to remain healthy (an Arts and Cultural District, a retail boutique sector, creative economy, mixed use/live/work environment, Cultural and Heritage Tourism destination), the visitors' experience of downtown is critical to building a repeat customer.

That repeat customer's experience is tied to **visible results** that downtown is vibrant, safe, fun and represents an authentic experience of the life in that community. Downtown's vision must be result-driven with great façades, fantastic interiors, great streets and interesting business and cultural experiences if it is to remain economically viable.

Rich Williams
Deputy Director, Economic Development Division
New Mexico MainStreet Program Director
New Mexico Arts & Culture District Program Administrator

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Mission Statement

The New Mexico MainStreet Program fosters economic development in the state by supporting local MainStreet revitalization organizations and their work in downtowns and the adjacent neighborhoods. The Program provides resources, education, training and services that preserve and enhance the built environment, local historic culture and heritage and stimulate the economic vitality of each participating community.

NMMS Background

In the late 1970s the National Trust for Historic Preservation developed the Main Street Four Point Approach™ to commercial district revitalization, a comprehensive strategy that encourages economic development within the context of historic preservation. In 1985, the New Mexico State Legislature funded the New Mexico MainStreet Program to assist local communities implement this strategy.

The New Mexico MainStreet Program was formed to “provide for the revitalization of central business districts in New Mexico communities based on the preservation and rehabilitation of existing structures of unique historical and architectural character and the development of progressive marketing and management techniques as an economic development strategy for local governments.” -3-60B-1 to 3-60B-4 NMSA 1978

Since 1985, New Mexico MainStreet has helped local communities revitalize their downtown commercial districts using the Main Street Approach™ with remarkable results. Thousands of jobs have been created and millions of dollars in private funds have been invested in New Mexico’s Main Streets since the program began. In 2009, New Mexico MainStreet communities leveraged \$9,227,500 in private investment, created 190 new businesses and generated 549 new jobs.

Today, the program provides intensive services to 20 certified local MainStreet projects, three Emerging MainStreet Districts, two Arts and Cultural District Pilot Projects, four new Arts and Cultural Districts, and two Special Project Areas. In 2010, New Mexico MainStreet will celebrate its 25th Anniversary.

The Main Street Strategy

Main Street Four Point Approach™

The New Mexico MainStreet Program and its participating local Projects use the Main Street Four Point Approach™ as the basis of their downtown revitalization work. This proven economic development strategy is a comprehensive method for successful community revitalization.

ORGANIZATION

Establishing and maintaining a non-profit corporation that works in partnership with the public and private sector to plan and implement a comprehensive downtown revitalization strategy.

ECONOMIC POSITIONING

Strengthening and improving downtown’s existing economic assets and fulfilling its broadest market potential.

DESIGN

Enhancing and improving the physical appearance of downtown by addressing all design elements to create an appealing environment.

PROMOTION

Creating and marketing a positive image of the downtown district and attracting people to socialize, shop at local businesses and restaurants, and enjoy local history and culture.

Eight Guiding Principles

In the nearly three decades of Main Street’s

history in the U.S., the National Trust Main Street Center has identified eight essential guiding principles that local MainStreet organizations must embrace to be successful.

COMPREHENSIVE

For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street’s Four Points is essential.

INCREMENTAL

Over time, small successes can lay the groundwork for larger ones, leading to more ambitious projects tackling complex issues.

SELF-HELP

No one else can save your Main Street. Long-term local commitment is what must sustain revitalization.

PARTNERSHIPS

Both the public and private sectors have a vital interest in the future of downtown and must work together to achieve common goals.

EXISTING ASSETS

Business districts must capitalize upon their unique qualities, like distinctive buildings and anchor businesses.

QUALITY

All aspects of a MainStreet project must reflect quality if downtown is to become competitive again; shoe-string budgets and “cookie-cutter” efforts can send a negative image.

CHANGE

Changes in the physical environment, business practices, and perceptions of downtown are essential to support and sustain the revitalization process.

IMPLEMENTATION

Frequent, visible projects are a reminder that the revitalization effort is underway and succeeding. Completed projects create confidence in the local MainStreet organization and build greater levels of participation. ◀

2009 NEW MEXICO MAINSTREET™ COMMUNITIES



- ▲ ACTIVE MAINSTREET™ TOWNS & VILLAGES
- ▲ ARTS & CULTURAL DISTRICTS
- ◆ 2009 SPECIAL PROJECTS
- EMERGING MAINSTREET COMMUNITIES

Local New Mexico MainStreet programs forge ahead through a challenging economy to prove themselves as dynamic revitalization engines. The incremental business development, job growth and reinvestment across the state amass into inspirational success. During this fiscal year, 190 net new businesses generated 549 new jobs. Since January 2003, our MainStreet programs have created a total of 1,201 net new businesses and 3,280 new jobs. During that same 6½-year period, network communities invested \$91 million in 873 private building rehabilitation projects

New Mexico MainStreet Reinvestment Statistics June 2009

	Fiscal Year 2009 (July 08 - June 09)	Cumulative Total Since January 2003
Net Number of New Businesses	190	1,201
Number of Business Expansions	17	186
Number of Building Rehabilitations	117	873
Dollars of Private Reinvestment	\$9,227,500	\$91,104,991
Number of Public Projects	92	373
Dollars of Public Investment	\$70,140,983	\$154,844,641
Number of Joint Public/Private Projects	16	141
Dollars Invested in Public/Private Projects	\$2,462,750	\$19,724,286
Number of New Buildings Constructed	4	62
Dollars Invested in New Building Construction	\$6,269,725	\$91,138,550
Net Number of New Jobs	549	3,280
Dollars of Public Sector Grants	\$2,996,607	\$14,523,524
Dollars of Private Sector Grants	\$89,433	\$2,404,621
Volunteer Hours*	23,511	*

* NMMS began keeping volunteer hours statistics in July 2006.

NEW MEXICO MAINSTREET PROGRAM SERVICES

New Mexico MainStreet serves as a resource and support network for designated communities, providing them with technical assistance, resources, information and training in their revitalization efforts to create healthy, sustainable downtowns. From the basics of the Main Street Approach to advanced downtown development strategies, New Mexico MainStreet offers educational and specialized services to designated communities.

On-site Technical Assistance

A team of MainStreet professionals specializing in aspects of the Four Point Approach™ provides free, on-site technical assistance to designated communities. The on-site assistance is specifically tailored to each community to help launch revitalization efforts as well as help mature communities tackle more complicated issues. This includes:

- Visits from specialists to offer intensive assistance on a particular aspect of revitalization.
- Reconnaissance visits to communities to critically assess the needs and issues facing the downtown district.
- Annual assessments to help both new and mature MainStreet projects assess programs and address specific issues.
- Resource team visits to newly designated communities to help local programs develop effective strategies to begin revitalization.



Specialized training in each of the Four Points includes:

ORGANIZATION ASSISTANCE

Designed to sustain and enhance local MainStreet Organizations' structure, operation, resources, and partnerships.

- Orientation and mentoring for board members and officers, committee members, and staff
- Volunteer development
- Public relations strategies and organization image development
- Annual and strategic planning for organizations
- Work plan development
- Operations management
- Resource development, including fundraising and grant writing assistance

PROMOTION ASSISTANCE

Helps local MainStreet organizations' develop and implement marketing and promotional activities to enhance downtown's image and attract consumers and visitors to the MainStreet district.

- Media strategies and promotion plans
- Branding
- Tourism development, including cultural and heritage tourism.
- Event development, including retail events, special events, and signature events
- Arts and cultural district planning
- Graphic design of logos, signage, and marketing materials
- Website design

ECONOMIC POSITIONING ASSISTANCE

Helps participating local MainStreet organizations enhance and strengthen their MainStreet's economy.

- Market analysis

- Business retention, expansion, and recruitment
- Small business coaching
- Real estate project review
- Loan and grant programs
- Business improvement districts
- Financial incentive programs
- Tax increment financing

DESIGN ASSISTANCE

Provides business and property owners with suggestions on how to maintain and enhance buildings located in the MainStreet district.

- Architectural assistance, including façade improvements, floor plans, lighting, and signage
- Window displays and interior merchandising
- Adaptive reuse
- Building rehabilitation and renovation
- Cultural property surveys
- Historic building and district nominations to state and national historic registers
- Preservation technical assistance
- Landscape design

URBAN DESIGN AND PLANNING ASSISTANCE

Helps MainStreet districts look, work, and function better.

- Downtown master plans and strategic plans
- Metropolitan Redevelopment Areas (MRA)
- Business Improvement Districts (BID)
- Tax Increment Financing
- Development of RFPs
- Streetscape improvements
- Traffic-calming strategies and pedestrian and bicycle enhancements
- Infill development
- Plaza and town square redevelopment
- Livability and design guidelines



2009 New Mexico MainStreet Trainings

Annually, the New Mexico MainStreet Program provides quarterly meetings and intermediate-level training opportunities for its certified MainStreet projects and representatives from other communities.

NEW MEXICO MAINSTREET QUARTERLY MEETINGS

New Mexico MainStreet Quarterly Meetings provide training and educational opportunities for local MainStreet managers and board members, enabling them to gain new skills and information in Main Street revitalization methods, available resources, and model projects. The Quarterly meetings focus strongly on networking and building relationships among managers to strengthen a state-wide support network that leads to cross-community support.

Summer 2008 • Historic Preservation in MainStreet Districts • July 24-26 • Raton

The Summer Quarterly Meeting focused on historic preservation in downtown districts and featured keynote speaker Donovan Rypkema, principal of PlaceEconomics, Inc. and a nationally recognized expert on the economics of preserving historic structures. Mr. Rypkema explained how investing in and preserving historic buildings makes good sense economically, environmentally, and culturally. Representatives from New Mexico MainStreet provided guidance on documenting historic buildings and districts and nominating them to the National Register of Historic Places. The curriculum also included sessions from the New Mexico Historic Preservation Division and Cornerstones Community Partnerships on increasing energy efficiency in historic buildings, adaptive reuse, and technical restoration solutions for adobe structures.

Fall 2008 • Financing Sustainable MainStreet Districts October 7-9 • Los Alamos

The Fall Quarterly Meeting included a curriculum focused on demystifying financing and assisting local MainStreet managers in accessing the resources they need to build healthy economies. A panel of local MainStreet leaders gave presentations on leadership roles for staff and volunteers, focusing on financing small businesses, catalytic projects and streetscape improvements and strategies for building solid, diversified operations funding. As the site of the Fall Quarterly Meeting, Los Alamos provided a case study of a community that has built strong partnerships to build a sustainable local economy. Representatives from the Los Alamos Commerce and Development Corporation, its MainStreet



project, Los Alamos County, banks, property owners, and developers participated in a panel highlighting this successful structure. The curriculum also included sessions on technical assistance and loans for small businesses and community economic development tools.

Winter 2009 • Behind the Curtain: Effective and Ethical Management of MainStreet Organizations January 27-29 • Santa Fe

Following multiple requests for training on the nuts-and-bolts of managing a MainStreet organization, New Mexico MainStreet organized its Winter Quarterly Meeting around the subject of nonprofit management best practices and reporting requirements. The Winter Quarterly focused on such topics as state nonprofit reporting requirements, the new IRS Form 990 nonprofit annual report form, financial controls for MainStreet organizations, insurance for MainStreet organizations, using online tools to expand MainStreet's impact, and an inspiring session on fundraising in a down economy. Speakers included professionals and leading practitioners from the nonprofit world. New Mexico MainStreet also conducted its regular business meeting, unveiled the new email listserv for local MainStreet managers, provided an overview of the benefits of membership in the National Trust Main Street

The NMMS winter quarterly meeting was informative, well thought-out and well presented. The speakers were experts in their fields, and the topics presented were important and relevant. It definitely gave those in attendance a better understanding of requirements for the future and answered questions and concerns."

Bonnie Bakal,
Executive Director of
Carlsbad MainStreet



PROGRAM SERVICES *continued*

Network, and offered training for MainStreet board members on their legal and functional roles and responsibilities.

**Spring 2009 • Main Street 2.0
National Main Streets Conference
March 1-4, 2009 • Chicago, IL**

Each year, the National Main Streets Conference hosted by the National Trust Main Street Center takes the place of the Spring Quarterly Meeting. This year's National Main Streets Conference was hosted by Illinois Main Street in Chicago and focused on the opportunities that technology offers to local MainStreet projects. Sessions focused on innovative technology and web-based solutions for running a successful revitalization organization and applying the Main Street Four Point Approach.™

NEW MEXICO MAINSTREET INSTITUTES

Annually, the New Mexico MainStreet Program offers intermediate-level training Institutes in topics such as planning, design management, historic preservation, economic development, and tourism. These MainStreet Institutes feature specific topics that address the general areas of the Four Points, fundraising, and grant writing. The Institutes are geared toward MainStreet managers, board members, and committee members but are open to representatives of non-MainStreet communities. In fiscal year 2009, New Mexico MainStreet offered six intermediate-level Institutes.

Branding to Set You Apart from the Herd: Strategies for Developing, Implementing, and Sustaining the Destination Brand
November 7, 2008



This Institute trained communities on using branding to market themselves as a destination and draw visitors. Participants learned elements of developing and implementing a brand and how to identify and capitalize upon the most attractive and distinct aspects of their community.

Sustainable Downtowns: Green Streets, Green Buildings, or Green Wash • December 5, 2008

This institute sought to take the mystery out of the “Green” move-



ment by introducing solid design principles and practices that create vibrant sustainable downtowns that regenerate the environmental, economic, and socio/cultural elements of place.

Making Fundraising Easy and Productive for Board Members and Staff • January 17, 2009

This day-long Institute covers the fundamentals of fundraising, including identifying potential donors, building relationships that foster repeat giving, and using proven fundraising principles.

Diversify Your Revenue: Ways to Expand MainStreet's Funding Base March 20 and 21, 2009

This Institute trained local MainStreet projects to strategically attract a variety of funding sources and get the most out of each source. The Institute provided participants with the tools to diversify income streams, including expanding funds for the short- and long-term.

Cultural and Heritage Tourism: New Perspective, New Niches to Developing New Visitor Attractions in Your Town • April 3-4, 2009

This Institute provided an introductory exploration of the rapidly evolving cultural and heritage tourism industry. Participants learned about cutting edge niches of tourism and received how-to lessons and tips for using innovative digital media.

Grant Writing • June 17-19, 2009

In addition to training on identifying funding sources and writing grant proposals, this 2 ½ day Institute also offered participants guidance on accessing President Obama's federal stimulus package. ▶

“I feel that if the Town of Clayton will continue to work hand-in-hand with the Clayton Main Street and the New Mexico MainStreet Program, the Town will have a much better chance of growing and succeeding.”

Mayor Jack Chosvig, Town of Clayton



PROGRAM SERVICES continued

NEW MEXICO MAINSTREET PROGRAM ASSOCIATES

On-site technical services, quarterly meetings, and intermediate-level trainings are provided by New Mexico MainStreet Program Associates, a team of professional MainStreet experts.

As New Mexico MainStreet Program Associates, we are committed to working with community representatives to strengthen local MainStreet projects and the program as a whole. Guided by the Main Street Four Point Approach™, we embrace the following guiding principles:

- To work cooperatively with communities in a team-oriented approach;
- To guide and support local project efforts;
- To assist communities in making informed decisions;
- To transfer knowledge, skills, and resources to build MainStreet revital-



2009 New Mexico MainStreet Program Associates

- To openly listen to local needs and issues and offer constructive solutions;
- To allow and invite regular critical feedback from local program and

- To work with integrity, honesty, and a professionalism deserving of the New Mexico MainStreet Program;
- To respond to community requests in a professional and timely manner.

NEW MEXICO ARTS AND CULTURAL DISTRICTS EXPANDING

After the initial euphoria of being designated New Mexico's first Arts and Cultural Districts, Silver City and Las Vegas are now buckling down to do the hard work of laying a solid planning and conceptual foundation for thriving commercial and creative activity.

Dynamic and enthusiastic resource teams of arts professionals, economic developers, and private sector development experts produced comprehensive overview reports for the new districts in spring and summer 2008, and these documents provide a framework for the next round of planning efforts. New Mexico MainStreet consultants and program associates have been busy this year providing guidance to the Arts and Cultural Districts in branding and marketing and also in cultural planning.

The McCune Charitable Foundation expressed its solid support of the Arts and Cultural Districts initiative by proving funding to support the hiring of professionals to staff and direct the District Steering Committees. Arts journalist Birdie Jaworski was recruited as Coordinator in Las Vegas, and Karen Lauseng has begun her responsibilities with Silver City.

Another valuable service offered to the new districts is an innovative "Social Network Mapping" project being undertaken by the UNM's Bureau of Business and Economic Research (BBER) under the direction of Dr. Jeff Mitchell. Through Social Network mapping, the Creative Economies of both communities are being literally mapped out through the creative individuals living and working in the community. Vital professional and personal linkages between people, as well as gaps in the social structures will help cultural planners identify strategies to help the local creative economies work more effectively.

A new round of potential Arts and Cultural Districts was announced in November 2008, and four new communities applied for the state designation. Raton, Los Alamos, Taos and downtown Albuquerque all successfully applied for an Arts and Cultural District, which was ratified by the New Mexico Arts Commission in January. The Commission designated the new districts pending adequate funding

support for planning and development. Several more communities statewide are pondering the Arts and Cultural District strategy as a way to reinvent their market niches during this challenging economic environment.



NEW MEXICO
arts & cultural
DISTRICT



Over 25 volunteers gathered on a balmy and breezy spring morning in downtown Santa Rosa to “Paint the Town” in a pioneering Façade Squad project organized by Santa Rosa Main Street and New Mexico MainStreet.

NEW MEXICO MAINSTREET LAUNCHES “FAÇADE SQUAD”

The New Mexico MainStreet Program’s “Façade Squad” is a new program unveiled in 2009 designed to attract and inspire private property owners in downtown districts to renovate and rehabilitate the front, street-side façades of their buildings.

The program is as a volunteer-driven, “bootstrap” self-help effort that involves local MainStreet projects, board and committee members, property and business owners, service organizations (civic and religious organizations), municipal governments and staff, financial supporters and local media organizations.

The Façade Squad Program employs professional architectural and design assistance provided by New Mexico MainStreet Program and the state’s Economic Development Department and the Friends of New Mexico MainStreet. New Mexico MainStreet works closely with local MainStreet projects to identify worthy Façade Squad projects, focusing design services and support on one entire downtown block. The idea is to organize resources, materials, volunteers and local property

and business owners to execute a façade improvement project efficiently and cost-effectively over one or more days.

Santa Rosa MainStreet program was chosen as the pilot project for this new initiative. Santa Rosa’s community work day took place on April 25, 2009 with over 25 volunteers. The successful Façade Squad was a collaboration of Santa Rosa Main Street, the City of Santa Rosa, New Mexico Main Street, the Friends of New Mexico Main Street, the McCune Charitable Foundation, the Nuestros Vecinos program of Eastern New Mexico Plateau Telecommunications, and First Community bank.

Four storefronts were repainted in a dramatic facelift of a key downtown corner adjacent to City Hall and the historic Courthouse Square. The Façade Squad is an important private sector contribution to the on-going “Moving Santa Rosa Forward” comprehensive rehabilitation campaign sponsored by the City during the past few years.

The Façade Squad’s efforts complement the new streetscape improvements in San-

ta Rosa, including streetlights, curbs and gutters, and public art.

Building owners Rose Perea and Gilbert Gonzales spearheaded the work crews, along with family members, New Mexico MainStreet staff, and a group of young painters organized by Team Builders community outreach. Santa Rosa MainStreet manager Richard Delgado supervised the project from preparatory work through design, implementation, and clean-up.

“It was nice seeing the building owners working together,” observed Gilbert Gonzales at the end of the work day. “I didn’t expect that many people to show up!” added Rose Perea. For the crew of teenagers, Team Builders supervisor Lorraine Romo suggested that the Façade Squad project “makes them feel like they belong to the community.”

The preparatory work of removing an unsightly roof and patching walls was performed by local contractor Alfred Baca and his crew, and a luncheon barbecue was offered free to volunteers. ◀

“Under director Rich Williams, the New Mexico MainStreet Program has become one of the best in the country. The Program is particularly strong at providing very high level technical assistance to Main Street communities. ... I don’t know of another state where this much experienced talent is so readily available to local programs.”

Donavan Rypkema, principal of PlaceEconomics, Inc. and a nationally recognized expert in commercial district revitalization

Transformed CID Building to Make its Debut

The old First National Bank building, referred to as the CID (Carlsbad Irrigation District) Building, built in 1891, is Carlsbad's oldest building. It housed the town's first bank, first newspaper, the U.S. Geological Survey, and the Carlsbad Irrigation District.

After many years of negotiations, planning, sweat and elbow grease, enter the Trinity Hotel and Suites at the gateway of Carlsbad's central business district. This building is the last remaining of three structures

built by town developers using locally manufactured brick and mail-order façade.

Now after much hard work on the part of the Derek and Dale Balzano families and Michael Moore, the Trinity Hotel and Suites is a reality set to open in June 2009. All 7,800 square feet have been transformed and the hotel will open initially with two suites on the first floor, a retail shop, coffee shop with drive-through window, and wine tasting. The inside of the building boasts the original fireplaces, new fixtures, the old

First National Bank safe, which will serve as a cigar humidifier, storage for vintage wines, and a hand-carved and specially designed bar. Upstairs will be home to seven suites, one of which is 1,200 square feet.

The \$1.1 million rehabilitation project was financed in two phases with a \$212,000 SBA 504 loan with Lea County State Bank, \$80,000 US Department of Commerce loan with Carlsbad Department of Development, owners' equity and private financing. ◀



The CID Building in 1908 and today.

PUBLIC-PRIVATE PARTNERSHIP IS A LONG-TERM PROPOSITION

As we celebrate the successful rehabilitation of Carlsbad's CID Building, the spotlight is on the private owners and their leadership in turning a landmark building back into a productive asset for the community and the state. While that is where the focus should be, we need to realize that reclaiming key heritage structures often requires years of behind-the-scenes work by the public and nonprofit sectors. That has certainly been the case with this property.

In June 2001, New Mexico MainStreet sponsored a structural evaluation by an engineering firm, just as the New Mexico Heritage Preservation Alliance named the CID Building to New Mexico's list of the Ten Most Endangered Properties. In September 2001, the state MainStreet program fielded a

Study Team to explore re-use concepts and help solidify community commitment to saving and rehabilitating the building. The Study Team mobilized multiple stakeholder organizations that ultimately played roles in the rehabilitation project over the years to come.

The Carlsbad Irrigation District board stayed committed to the interests of the community and pursued selling the property to new owners who would realize its potential. Eddy County and the City of Carlsbad helped assess property transfer ideas and reuse strategies. The Carlsbad Foundation, Carlsbad Small Business Development Center and Carlsbad Museum provided advice on financing and operations. The New Mexico Historic Preservation Division gave rehabilitation guidance

during the past decade, including advising the owners and building officials to use the International Existing Building Code to help save historic features. The Carlsbad Department of Development brokered public financing to help cover gaps.

Throughout it all, Carlsbad MainStreet kept the dream of a vital CID Building alive and facilitated multiple partners coming together.

None of these organizations seek applause – they were just doing their jobs as agencies with economic development and preservation as central parts of their mission. But, these many players, in their own modest ways, can join Carlsbad in taking pride in persevering over the years to realize a job well done! ◀

Revitalizing the Galisteo Village Center

A Partnership Between Santa Fe County, Village of Galisteo, and New Mexico MainStreet

Galisteo is a historic and traditional village within the Galisteo Basin in Santa Fe County. The village was established in 1795 as a military garrison along Galisteo Creek, and settlers began to arrive after that date with livestock and irrigated agriculture as their sustenance. The Village has been continuously occupied since that date and now has approximately 200 residents. Several historic buildings remain in the village from the 1800's including the Church, stores, and residences. The Village was registered as a State Historic District in 1997.

During the 1950's the New Mexico Department of Transportation (NMDOT) realigned Old Highway 41 and located it through the Village Center, removing what was the plaza in front of the Church as well as several stone walls and orchards. Re-

cently, the NMDOT began the process of reconstructing one of the historic bridges on Highway 41 and completing a Highway 41 Corridor Study through the Village.

In 2008, Santa Fe County and the Village approached New Mexico MainStreet for assistance on revitalizing the Village Center and strategies for working with the NMDOT on the Highway Corridor Study. New Mexico MainStreet Design Program Associates worked with the village as a special project and conducted two community meetings with the village residents on defining the vision and conceptual plan for the village center.

Galisteo Village Center Vision Statement: *Our Village Center is thriving and vibrant with activities for children, adults and senior citizens. It is a place where the community re-*

sides and gathers for arts and cultural events. The historic church and outdoor gathering places, artwork and sculpture are the heart and soul of the village. It is a pedestrian-friendly environment with parks, diverse galleries, shops and museums.

The goal of the Village plan is to address the desire of residents to re-establish a plaza and other gathering places in the Village, define community events and programming in the public places, and develop traffic calming and pedestrian safety measures to incorporate in the NMDOT Corridor study.

New Mexico MainStreet continues to develop the village center plan with the residents to achieve agreement in the plan design to be more effective in working with NMDOT. ◀



Historic Galisteo and Galisteo today.

“For more than 20 years, the New Mexico MainStreet Program has done wonderful work helping local efforts in Silver City to revitalize the historic downtown. The Program has consistently provided excellent design and planning services, organizational training, and financial support projects for downtown improvement, whether architectural, cultural, or economic, and the results are beautifully present for all to see. The whole town benefits from this kind of focused partnership.”

Peter Russell, Community Development Director, Town of Silver City

2009 DPAC STUDIO PROJECTS: Lovington and Deming

The UNM School of Architecture and Planning Design and Planning Assistance Center (DPAC) studio in Lovington worked in partnership with New Mexico MainStreet Design Program Associates to initiate the Lovington Downtown Master Plan.

The students' designs focused on the Courthouse Square as an entertainment venue, adaptive reuse of vacant historic buildings, increasing walkability and sustainable design, and financing downtown with renewable energy sources, water harvesting, local agricultural products marketing and tax increment financing districts.

In Deming, the DPAC studio focused on the reuse of historic buildings, streetscape improvements, new bus stops, signage and landscape enhancements. The students proposed the use of alleys as pedestrian pathways, improvements to Spruce Street, and increasing visibility from Interstate 10. ◀

TOP:

On February 27 and 28, 2009 a planning charrette was held in Lovington with over 70 residents. The charrette included a presentation by Dr. Jeff Mitchell with UNM's Bureau of Business and Economic Research who discussed the Lovington market and economic report, a presentation by Charlie Deans on town center design principles, followed by the DPAC students and faculty facilitating the design process with the residents.

MIDDLE & BOTTOM:

DPAC graduate students presented preliminary designs to members of the Deming and Lovington communities.



Architectural Surveys Lead to State and National Register Nominations for New Mexico MainStreet Communities

In addition to our beautiful and diverse landscape, New Mexico enjoys a rich architectural history. During the past three years, New Mexico MainStreet has provided preservation guidance and conducted architectural surveys in 11 MainStreet communities throughout the state.

Architectural surveys document and evaluate the integrity of historic structures using the standardized Historic Cultural Properties Inventory (HCPI) form. The work yields recommendations for possible listing of historic buildings and districts in the State Register of Cultural Properties and/or the National Register of Historic Places.

This year architectural surveys were conducted in Lovington, Portales, and Clovis and potential listing opportunities were identified for the Village of Corrales. According to New Mexico MainStreet con-



Clovis Motor Bank

sultant in historic preservation and architectural history, Heather Barrett, said, “Whether nominating residential or commercial resources, communities benefit from re-investment in, and the preservation of, their historic building stock, landscapes, and sites.”

Significant resources explored over the past year include: the Lister Building in Lovington; the Yam Theatre in Portales; and the Clovis Motor Bank building. Built in the mid-1930s, the Lister Building originally housed the Lister Drug Store, which

advertised “drugs, drug sundries, kodaks, candies and a complete line of Guaranteed jewelry.” The Yam Theatre is an Art Deco-style movie palace originally constructed in the mid-1920s and remodeled in the mid-1930s; it is currently undergoing rehabilitation for use as a community facility. In contrast to these early twentieth-century resources, the Clovis Motor Bank, a Modernist structure, features a distinctive concrete canopy supported by a wood and steel armature that arcs over its small bank building. Loren E. Mastin of Las Cruces served as the architect. ◀

MAINSTREET REVOLVING LOAN FUND AMENDMENTS PASS



Senator Pete Campos, sponsor of Senate Bill 131

Working in partnership with the New Mexico Department of Cultural Affairs and its Historic Preservation Division, the New Mexico Coalition of MainStreet Communities authored amendments to improve the New Mexico MainStreet Revolving Loan

Fund. Senate Bill 131, sponsored by Senator Pete Campos (D-District 8), amends the Main Street Revolving Loan Act to facilitate smaller loans, enabling more financing to reach small borrowers in MainStreet districts who need funds for restoration, rehabilitation and repair of their buildings. Governor Bill Richardson signed the amendments into law on April 7, 2009.

“The New Mexico Coalition of MainStreet Communities is very grateful to Senator Pete Campos for carefully shepherding this bill through the legislative process,” says Coalition president Elizabeth Isenberg. “He ensured that our needed amendments stayed a priority during a difficult session with lots of priorities.”

Senator Pete Campos comments that, “The Legislature and Governor believe that this program is a solid tool for stimulating the flow of capital to where it will cost-effectively help revitalize our communities – on Main Streets throughout New Mexico.”

For information and technical assistance on the MainStreet Revolving Loan Fund, contact Dorothy Victor, Historic Preservation Specialist, Historic Preservation Division, 505-827-3992, dorothy.victor@state.nm.us, or Keith Kjelstrom, Economic Positioning Program Associate, New Mexico MainStreet, 505-454-1187, keithkjelstrom@msn.com. ◀

LOCAL ORGANIZATIONS TAP ANNUAL PLANNING SERVICES

Reflecting a desire to become more focused and directed as organizations, several local MainStreet organizations have worked with New Mexico MainStreet to develop annual plans that identify their priority projects for the year and how to get those accomplished.

“Annual planning is an essential activity for a well-run nonprofit organization,” said Stephanie Redman, New Mexico MainStreet Organization Program Associate. “One of our objectives at the state level has been to get more of our boards of directors to really think about what they want their MainStreet organizations to accomplish within a year and to get that down on paper and be the focus of the committees’ work. An annual plan really helps focus volunteers’ time and energy on specific projects, but it also demonstrates to the community and funders what MainStreet will accomplish and that it is very business-like in its work. Every single one of our local organizations needs to be developing an annual plan.”

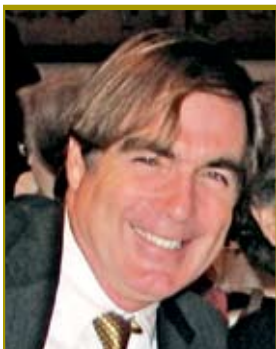
New Mexico MainStreet annual planning services enable local boards and staff to review their accomplishments, to focus on the opportunities and challenges that they and downtown face, and to develop a realistic set of projects that the organization will take on. Structured around the Four Points of Main Street, a local annual planning session results in a specific list of projects that are a priority for the board, committees, and staff to accomplish. As time allows, planning sessions can also develop more in-depth project implementation plans (PIPs) that identify the specific steps that a committee needs to take to implement a project, as well as task assignments, deadlines, budget needs, partnerships, and volunteer quantities.

Annual planning sessions are typically accomplished at a day-long annual planning retreat. New Mexico MainStreet staff facilitates the meeting(s), enabling board members and staff to be full participants in the planning process. Planning retreat agendas are tailored for each organization to ensure the sessions address each MainStreet program’s specific needs and issues.

Since July 2008, four local MainStreet organizations have used New Mexico MainStreet annual planning services. Those include the Las Cruces Downtown Partnership, Clayton MainStreet, Carlsbad MainStreet, and Raton MainStreet. Additionally, Silver City MainStreet continued its longstanding tradition of an annual planning with a self-facilitated retreat in January. ◀

“Stephanie Redman’s professional and capable facilitation caused board members to come forth with ideas, enunciate worries, and gain enthusiasm for the reason of our existence. I see this success as critical to moving forward with Raton MainStreet as opposed to losing our momentum. Access to these guided meetings is a huge benefit to our sustainability. We thank New Mexico MainStreet for the opportunity for this sophisticated leadership, but more specifically, the opportunity to work with Stephanie.”

Michael Kowalski, President, Raton MainStreet after an annual planning session with NM MainStreet Program Associate Stephanie Redman



“Downtown Las Cruces Partnership’s membership in New Mexico MainStreet has reaped many rewards for our community. From the enthusiasm and encouragement that inspires us to keep chipping away at our challenges, to the practical support services that give us tools to ‘make it happen,’ New Mexico MainStreet has been a valuable and valued partner in our efforts. Those efforts have resulted in many changes already, and the momentum is building to a point that will yield a radically changed and improved heart for our community in the coming years.”

Greg Smith, President, Downtown Las Cruces Partnership

ONE MILLION DOLLARS AWARDED TO MAINSTREET FY 09 SPECIAL APPROPRIATION PROJECTS

Nine New Mexico MainStreet communities around the state were awarded a total of \$1,000,000 in MainStreet Special Appropriations Funds for fiscal year 2009. The one million dollars was appropriated to the Economic Development Department by the State Legislature and Governor Bill


Richardson for the purpose of assisting MainStreet communities with special projects.

“We are extremely thankful to Governor Richardson and the Legislature for making such a generous commitment to the MainStreet projects in the state. These projects,

when funded and undertaken by their communities, will have significant impact on the local economy,” said Cabinet Secretary Fred Mondragón. “We really look forward to seeing these projects come to fruition and seeing first hand how they change the landscape of the MainStreets they sit on.”

The following awards were made to local MainStreet projects:

Artesia	Planning for the new downtown Municipal Campus	\$130,000
Clayton	Purchase and rehabilitation Phase I of the historic Luna Theatre	\$180,000
Clovis	Environmental remediation of the historic Clovis Hotel	\$300,000
Corrales	Downtown master plan	\$50,000
Grants	Design/build of a downtown pavilion with UNM	\$100,000
Las Cruces	La Placita Phase 2 design	\$50,000
Los Alamos	Phase 2 Central Avenue streetscape	\$80,000
Santa Rosa	Downtown master plan	\$50,000
Silver City	Adaptive reuse of the historic “Electric Utilities Building” for Museum Annex	\$60,000

The New Mexico State Legislature generously appropriated an additional \$2.4 million to New Mexico MainStreet for fiscal year 2010 for revitalization projects in certified communities. 

Right: “The timing on our Special Appropriations grant could not have been more perfect. It allowed the Town of Silver City to begin master planning on the historic power company building within a very short time of acquiring the property. This key downtown structure will have new life as the scene of public programs and educational activities of the Silver City Museum.”

Susan Berry, Director, Silver City Museum



Far Right: “The City of Clovis and Clovis MainStreet are eager to see this community initiated project accomplished and are very grateful to NM EDD’s partnership. Hotel Clovis has great historical significance, is a local landmark, and contributes to the ‘sense of place’ in the downtown area. Renovation/redevelopment of the hotel will be a catalyst for future development and growth in the downtown area.”

Carole Moreno, Grants/Development Coordinator, City of Clovis



New Mexico MainStreet's Green and Sustainable Initiative

"Sustainability" and "Green Building" are frequently used buzzwords today, but the Main Street Four Point Approach™ has embodied these principles for over 28 years.

In 2009 the New Mexico MainStreet Program launched a new initiative designed to educate communities and officials about MainStreet's sustainable approach to community development and provide local MainStreet projects with technical assistance to further implement green practices. The initiative originated with Cabinet Secretary Fred Mondragón who identified New Mexico MainStreet as an obvious partner for Governor Richardson's Smart Growth Program and Clean Energy Initiatives.

New Mexico MainStreet focused on integrating sustainability and green building practices into trainings, workshops, and design and planning work. New Mexico MainStreet Program Associates presented at the Governor's Economic Development Summit in Tucumcari in October 2008 and the NM Infrastructure Finance Conference in Albuquerque in November 2008. In December 2008, the New Mexico MainStreet Design Institute featured presentations on Sustainable Downtowns, including reducing MainStreet communities' carbon footprint while increasing regional presence, sustainable urbanism, and taking the mystery out of sustainable buildings.

MainStreet staff uses sustainable practices when assisting communities with master plans, building design, and historic preservation. These practices are described in MainStreet's *Downtown Livability Guidelines*, which build on the principles from Governor Richardson's Livability Initiative in 2005, and incorporate smart growth principles related to historic preservation, infill/mixed use projects, alternative transportation choices, walkability, renewable energy, and water conservation.

These *Guidelines* are used as the basis for developing MainStreet communities' Downtown Master Plans, an initiative that New Mexico MainStreet has been funding through capital outlay grants as a means of revitalizing downtowns in a sustainable manner. Examples of projects include the design of a multi-use "green" parking plaza in Carlsbad, adaptive reuse of a historic hotel in Clovis for residential and retail uses, and the design and funding of "complete streets" in Las Cruces and Clayton that prioritize pedestrians over vehicles, incorporate public gathering places, and connect civic facilities with alternative transportation modes. ▶

Robyne Beaubien Named NM MainStreet's First Certified Main Street Manager

Robyne Beaubien, Executive Director of Clovis MainStreet, has become New Mexico's first Certified Main Street Manager (CMSM).

Ms. Beaubien successfully completed the National Trust Main Street Center's Certification in Professional Main Street™ Management Institute this past winter. The Certification Institute provides a rigorous curriculum of advanced-level training in the Main Street Four Point Approach™. To graduate from the Institute and receive the CMSM credentials, Institute participants must pass a lengthy written exam in each of the Four Points.

Ms. Beaubien graduated during the National Main Streets Conference in Chicago in March 2009 with 1,800 of her peers from around the country cheering her on.

Economic Development Cabinet Secretary Fred Mondragón praised Beaubien. "It is a major testimony to you in completing a professional goal that enriches not only your own credentials and credibility as a community economic development specialist, but contributes to your ability to provide high-quality leadership to Clovis's downtown revitalization efforts and the state's drive to strengthen New Mexico's downtowns." ▶



Analysis of Cultural Heritage Tourism in MainStreet Communities



The Bureau of Business and Economic Research (BBER) at UNM continues its work with New Mexico MainStreet on a novel and wide-ranging study of arts and culture-based economic development in MainStreet communities.

This work, headed by Dr. Jeffrey Mitchell, with the vital support of Research Scientist Molly Bleecker and graduate student Scott Maddux, draws upon prior lines of research at BBER, including community economic assessments of 21 MainStreet communities and national award-winning studies of the creative economies of Santa Fe and Albuquerque. (These and other BBER studies

can be accessed at http://bber.unm.edu/bber_publications.html).

The present research focuses on two established Arts and Cultural Districts (Las Vegas and Silver City), two communities applying for District-status in 2009 (Los Alamos and Raton), and the culturally-rich community of Farmington. For each of the five communities, the investigation is comprised of three parts:

- An economic impact analysis of arts and cultural activities, including cultural-based tourism;
- A directory of cultural assets in each of the communities, available for use and

updating by the communities and New Mexico MainStreet; and

- A social network analysis, highlighting key relationships among artists, preservationists, supporters, retailers, market representatives, and others engaged in creative industries.

The research will serve a number of functions for the communities and the New Mexico MainStreet Program. This is a first attempt to quantify the economic impact of arts and cultural industries in the state's smaller communities, and can be used to establish a place at the table for economic development planning, a subject too often dominated by larger, well-financed interests. The impact analysis and directory of cultural assets will provide an informational basis for planning by identifying key resources and markets for cultural production. Finally, and perhaps most importantly, the directory and social network analysis will provide a map of the social dimension of the industries, providing a coherent account of an otherwise highly decentralized sector of the state's economy.

As prior research has demonstrated, understanding the relationships that give structure to creative industries can lead to innovation, market expansion, stronger organization, more broad-based participation, and even new models of leadership. This approach reinforces the important MainStreet principal that sustainable economic development begins with the full engagement of the community, its history, and its native resources. ◀

“Since becoming a MainStreet program we have participated in the re-opening of our historic movie theater the El Raton and have completed a downtown master plan laying the foundation to begin improving our downtown environment. Becoming a part of New Mexico MainStreet was the spark Raton needed to revitalize our beautiful historic downtown. In Raton we feel like MainStreet is MainStream!”

Shelly Romero-Wood, Project Manager, Raton MainStreet Program



COALITION WORKS FOR MAINSTREET



The New Mexico Coalition of MainStreet Communities (NMCMSC) provides support for local MainStreet organizations through program and policy development, advocacy, and lobbying for resources; in cooperation with the State of New Mexico Economic Development Department, Friends of New Mexico MainStreet and other partners.

2008-09 was a transitional year for the Coalition, both a learning and challenging process. The Coalition, the Executive Committee, and its Legislative Advocate, Elmo Baca, prepared a long list of Legislative Requests and quickly got to work. Soon enough, the Coalition realized the hurdles that would need to be cleared and the adjustments that would need to be made in order to navigate the competitive and contentious session ahead.

The Executive Committee and Legislative Advocate Elmo Baca went before the Economic and Rural Development Committee and the Legislative Finance Committee to thank them for past support and remind the Committees about MainStreet's highly successful – community-driven, flexible approach to downtown revitalization and our small business growth, job creation, and reinvestment track record.

Fortunately, they weren't the only ones tooting their horn – MainStreet is appreciated and supported by the Economic Development Department and countless legislators.

After an exciting session, where money was tight and the sessions were full, the Coalition can celebrate multiple successes.

- \$1,000,000 will be set aside for MainStreet Capital Outlay in FY10
- MainStreet's base budget of \$825,000 should only see a 4.9% cut

- SB131 MainStreet Revolving Loan Fund was passed unanimously by the House
- HB283 Arts & Cultural Districts Clean Up Bill passed unanimously in the House but was not heard by the Senate – the Coalition along with EDD will attend interim meetings and work to get the language on the Governor's call

In order to prepare for next year and the growth that MainStreet would like to see, it is imperative that the Coalition continue to be in contact with their Legislators and report the successes in their communities, after all, MainStreet's record speaks for itself – what is needed is the continued support of a proven program.

The Coalition would like to extend a special thank you to Legislative Advocate Elmo Baca for his tireless work on our behalf and Cabinet Secretary Fred Mondragón and the Economic Development Department for their continued support of the New Mexico MainStreet program.



Elizabeth Isenberg, Coalition President, representing Farmington Downtown Association, A MainStreet Project

New Mexico Coalition of MainStreet Communities, PO Box 804, Clovis, New Mexico 88102

National Accreditation Awarded to Nine NM MainStreet Projects

The efforts of nine local New Mexico MainStreet projects over the past year have earned them recognition for commercial district revitalization by meeting performance standards set by the National Trust Main Street Center.

“The national accreditation means the local Main Street programs are meeting our national standards of performance for what a Main Street program *should* be doing,” said Doug Loescher, director of the National Trust Main Street Center. “The organizations we name each year as National Main Street Programs are those that have demonstrated the skills and comprehensive perspective needed to succeed in Main Street revitalization.”

The annual accreditation process evaluates commercial district revitalization programs based on criteria ranging from having an active board of directors and paid professional manager to tracking economic progress and preserving historic Main Street buildings.

The following local New Mexico MainStreet projects received national accreditation:

- Artesia MainStreet, Inc.
- Carlsbad MainStreet Project
- Clayton MainStreet
- Corrales Mainstreet, Inc.
- Downtown Las Cruces Partnership
- MainStreet de Las Vegas
- Los Alamos Commerce and Development Corporation, A MainStreet Project
- Raton MainStreet
- Silver City MainStreet Project

FY09 NEW MEXICO MAINSTREET PROGRAM AWARD WINNERS

Discretionary Awards

The Discretionary Awards recognize high-level accomplishments and contributions to local leadership and community economic development, as well as activities that impact the entire New Mexico MainStreet network.

Governor Bill Richardson's Leadership Award

- Ann Taylor, President, Corrales MainStreet

Cabinet Secretary Fred Mondragón's Community Economic Development Award

- City of Las Cruces, Las Cruces Downtown Association, and Dona Ana County

MainStreet Director Rich Williams's Award

- Kathy Flynn, Executive Director, National New Deal Preservation Association

The New Mexico MainStreet Advocate Award

- U.S. Senator Jeff Bingaman

Competitive Awards

The Competitive Awards recognize excellence in local MainStreet organizations' partnerships and projects in each of Main Street's Four Points.

Lieutenant Governor Diane Denish's Community Partnership Award

- Corrales MainStreet & the Village of Corrales

Excellence in Fundraising

- Corrales MainStreet

Excellence in Public Relations

- Clovis MainStreet, Midweek with MainStreet

Excellence in Business Development

- Clayton MainStreet, Low-Interest Loan Program

Excellence in Downtown Marketing

- Corrales MainStreet, Discover Corrales Campaign

Excellence in Downtown Promotion

- Raton MainStreet, Holiday Promotion

Excellence in Business Promotion

- Farmington Downtown Association, Holiday Art Walk

Excellence in Architectural Design

- Artesia, Bungalow Infill Housing Project
- Silver City, Hub Plaza Renovation

Excellence in Urban Design

- Artesia MainStreet, Phase One of 2nd & Texas Streetscape Improvements
- Clayton MainStreet, Downtown Master Plan

Excellence in Historic Preservation

- City of Santa Rosa and Guadalupe County, Santa Rosa City-County Building

nize individuals and organizations that make outstanding contributions to local MainStreet organizations.

- Artesia: The City of Artesia
- Clayton: Nancy Leighton, President of Clayton MainStreet
- Clovis: John Sharp, Clovis MainStreet Board Member
- Corrales: Barbara Kline, Corrales MainStreet Board Member
- Las Cruces: Alta Heath, Las Cruces Downtown Volunteer Administrative Assistant
- Las Vegas, Nancy J. Colalillo, Business & Property Owner and MainStreet Supporter
- Lovington: Pat Wise, former City Manager
- Portales: First Community Bank
- Raton: Colfax County Society for Art, History, and Archaeology
- Roswell: Molly Boyles, MainStreet Roswell Board Member and Promotion Committee Chair
- Silver City: Sudie Kennedy, Business & Property Owner and MainStreet Supporter.
- Tucumcari: Sharon Quarles, Tucumcari Main Street Board Member and Promotion Committee Chair. ◀

Community Awards

The MainStreet Community Awards recog-



Community Award Winner Nancy Leighton from Clayton.

Friends of New Mexico MainStreet: Building Leadership & Organization Capacity



Friends of New Mexico MainStreet Board President, Peyton Yates.

The Board of Directors of the Friends of New Mexico MainStreet was very pleased to be able to assist local MainStreet organizations with their downtown revitalization in 2009.

Thanks to the very generous support of the McCune Charitable Foundation and other donors, Friends of New Mexico MainStreet was able to provide grants to Corrales, Lovington, and Santa Rosa for their downtown master plans. The Friends also provided grants to Las Vegas and Silver City to assist in the initial hiring costs of their Arts and Cultural District Coordinators.

Being able to financially assist the launch of New Mexico MainStreet's new Façade Squad Program was an exciting opportunity this year. Santa Rosa and Clovis applied for and received grants to cover supplies and materials for façade renovations.

Eleven MainStreet Managers received travel scholarships to offset their expenses to attend trainings and workshops at the National Trust Main Street Conference in Chicago.

The board of directors is dedicated to good planning principals for our MainStreet communities and hopes to continue funding downtown master plans and other activities that support healthy New Mexico MainStreets.

Friends of New Mexico MainStreet Mission Statement

Friends of New Mexico MainStreet was founded to support and promote the activities of New Mexico MainStreet and its affiliated projects. The Friends are dedicated to securing funds that will enhance local efforts to participate in and strengthen the program statewide through education, training, and specialized services that are not funded under state appropriations, but which have a high impact on program development at the local level. Friends of New Mexico MainStreet also provides support to the program through advocacy, professional mentoring, and public education. ◀

New Mexico MainStreet Adds Three Emerging Communities

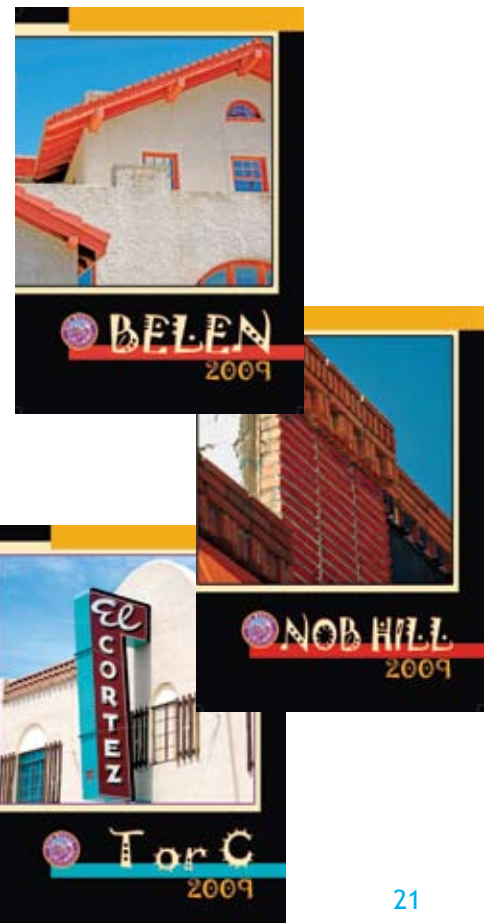
In 2009, the New Mexico MainStreet Program launched a new "tier" of community participation: the New Mexico MainStreet Emerging MainStreet Program.

"We created the Emerging MainStreet Program to help communities that have never done downtown revitalization but are committed to following the Main Street Approach," said NMMS Director Rich Williams

Participation in the Emerging MainStreet Organization Program was determined by a competitive application process. Out of seventeen communities that expressed interest in the program, three finalists were chosen. A "Readiness Assessment Team" of MainStreet professionals spent a day in each of the communities evaluating if the community had the necessary physical assets and human and financial resources to become NMMS affiliates. The three finalists were approved by the Economic Development Department.

Belen, Nob Hill and Truth or Consequences were officially announced as Emerging MainStreet communities on May 12.

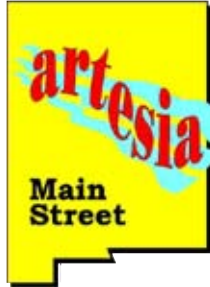
Emerging MainStreet communities will receive one year of intensive services in capacity building, leadership and organizational development, financial development, board and committee training and an "Economic Structural Analysis" for the downtown's potential and market positioning. ▶



COMMUNITY PROFILES

Artesia

Every year, **Artesia MainStreet** strives to improve Main Street and the surrounding areas, and 2009 was no exception. Several projects were completed this year, including the installment of the second “Cattle Drive” sculpture, a downtown parking utilization study, and a downtown building survey. In the fall of 2008, Artesia MainStreet completed a Residential Historic District nomination with assistance from the New Mexico Historic Preservation Department. With a \$130,000 Special Appropriation Grant from the New Mexico MainStreet Program, Artesia MainStreet began working with architects to complete a comprehensive plan and design for a downtown municipal campus.



Artesia MainStreet began laying the groundwork for several large projects that will be completed within the next few years, including The Central Park Renovation/Restoration, Phase II of a large streetscape renovation known as the Second and Texas Streetscape Improvement Project, and the third and final statue in the “Cattle Drive” statue series.

Artesia MainStreet staff, along with volunteers, took part in extensive training in the area of Economic Positioning with the help of New Mexico MainStreet Program Associates. Artesia MainStreet developed an Entrepreneurial Development Program, which pairs seasoned business individuals from all aspects of business with those in a budding

business career. This valuable training will help guide the program forward and assist Artesia MainStreet in downtown revitalization.



Carlsbad

In 2009, after years of negotiations, planning, and hard work, **Carlsbad MainStreet** saw the renovation of the Carlsbad Irrigation District (CID) Building, the town’s oldest building. The renovated CID Building will open in summer 2009 as the Trinity Hotel and Suites. This is a major accomplishment in downtown Carlsbad and will be a catalytic project for continued revitalization!



CARLSBAD
MAINSTREET

Carlsbad MainStreet began two major planning and historic preservation projects in 2009: a downtown historic district nomination and a downtown master plan, funded by a New Mexico MainStreet Capital Outlay Grant. Carlsbad MainStreet also completed its signage plan for downtown directional and way-finding signs and is ready to implement the project as soon as funding is available.

Carlsbad MainStreet held several successful promotional and retail events centered around the winter holiday season. Each of the events had a special component to involve youth. The Little Miss and Little Mister Merry Christmas Pageant involved kids from local schools who competed for the titles by raising money for the Carlsbad MainStreet Project. The winner was announced the Saturday after Thanksgiving, which is also the day of the Downtown Stroll, to encourage Carlsbadians and visitors to start their holiday shopping early and visit the unique boutiques and shops. The evening culminated with the Electric Light Parade. It is definitely worth a trip to Carlsbad at holiday time to enjoy these events and experience Christmas on the Pecos with horse-drawn carriage rides!





Clayton

With a grant from the 2009 New Mexico MainStreet Special Appropriation fund, **Clayton MainStreet** and the Town of Clayton purchased the Luna Theatre in downtown Clayton. Now, the real work begins! Clayton MainStreet, partnering with the Town of Clayton, will renovate and reopen the theatre. Renovating the theatre has the potential to be a major catalyst for downtown revitalization and future development in Clayton. Community reaction has been very positive with several people already volunteering to help keep it open and running. This is a great accomplishment for Clayton MainStreet!

Clayton MainStreet completed its downtown historic district nomination this year, which was listed on the State Register of Cultural Properties in April 2009 and forwarded to the National Register of Historic Places.

Other accomplishments include conducting a board retreat and annual planning session identifying projects for each committee, continuing the flower pot project in downtown filling planters with beautiful flowers, and holding a successful Sidewalk Chalk Art Contest to involve local youth.



Clovis

2009 was a great year for **Clovis MainStreet!** Most significantly, they completed the first phase of their Streetscape Project with the

construction of a Gateway at Main and First. The ribbon cutting ceremony was attended by 75 local dignitaries and business owners. Mayor Gayla Brumfield spoke and shared her thoughts on the importance of the continued restoration of historic downtown Clovis.

Clovis MainStreet also received \$300,000 in New Mexico MainStreet Special Appropriation funds to assist in the removal of toxins from Hotel Clovis. These funds were added



to a Brownfield Grant secured by the City of Clovis and New Mexico MainStreet dollars received in 2007. Remediation began in March 2009.



The redevelopment of Hotel Clovis, which has been vacant for 20 years, is key to the continued revitalization efforts in the downtown district. Its restoration will be catalytic for new growth and business recruitment efforts.

Clovis MainStreet held its 8th Annual Wine and Cheese Gala in September, partnering with the Ethnic Fair and the Clovis Community College Cultural Arts Series Kick-off Event. Once again, Clovis MainStreet partnered with Plains Regional Medical Center, Rooney-Moon Broadcasting and the Master's Center to present the Christmas Light Parade in December, themed "Christmas Rocks!" Also, Mayor Brumfield selected Clovis MainStreet as the beneficiary for the 1st Annual Mayor's Ball that was held on New Year's Eve.

Corrales

This year, **Corrales MainStreet** has focused on growing its local art community. The Village has a thriving artist community already in place. Recognizing artists' role in the cultural and historical significance of the Village, Corrales MainStreet has tried to nurture this community while encouraging economic development.

To that end, the Economic Development Committee has been working closely with the Corrales Society of Artists to highlight art activities in the Village. The Promotions Committee, in its marketing activities, has featured art events and sponsored a seminar on buying affordable art. The Design Committee has been working on a sculpture project, which prominently displays outdoor sculptures in the business district. The Organization Committee's fundraising efforts featured donated pieces from local artists auctioned at the Starry Nights Fundraiser and the Animal House (Barn) Tour.



Corrales MainStreet received New Mexico MainStreet Special Appropriation funding to complete a downtown master plan this year, which developed a vision, goals, and priori-



ties for the Corrales Business District. This Plan will provide the framework for future development or restoration in the business district while preserving the heritage and historic character of Corrales.

Other notable accomplishments of the year for Corrales MainStreet include publication of a Business Directory listing all of the local businesses in Corrales, organizing the Second Annual Corrales Quilt and Wine Fair, significant promotional coverage including articles in the New Mexico Journey and New Mexico Magazine, Fourth of July and Starlight parades, a dedicated community tree program, and Jolly Holidays.

Deming

In 2009, **Deming MainStreet** was selected for a Design Planning Assistance Center (DPAC) studio through the UNM School of Architecture and Planning. With community input, graduate architecture and planning students from UNM produced recommendations for pedestrian and public improvements, landscaping, and restoring Deming's downtown historic structures. Deming MainStreet will use these recommendations to guide future design and planning projects in the downtown district. Additionally, Deming MainStreet completed an architectural survey of downtown properties.



The Deming MainStreet is housed in a historic downtown building owned by Luna County, and staff and volunteers have actively participated in the building's renovations.



Deming MainStreet hosted two successful events this year: Cinco de Mayo Festival and the Harvest Festival. Other accomplishments this year include hiring an executive director and developing a website and new logo.

Downtown Action Team (DAT), Albuquerque

The **Downtown Action Team** is pleased to report major growth in Downtown Albuquerque in what seem to be difficult economic times.



DAT continues efforts to create a livable, walkable community in downtown and is pleased to announce the groundbreaking on over 350 new residences in the city center. As there begins to be more residents in downtown, it is essential that new retail and restaurants locate in the area to service these new urban dwellers. In late 2008 DAT hired a full-time retail recruiter, who has already successfully attracted new restaurants to the downtown core.



Perhaps most exciting is the extension of the Rail Runner Express train, connecting downtown Albuquerque and Santa Fe. Holiday shoppers and tourists, in addition to the daily commuter traffic, have been using the Rail Runner to access downtown and greater Albuquerque.

Farmington

2009 was a year filled with planning, top-notch events, and growth for the **Farmington Downtown Association**. In October 2008, the City of Farmington and the Farmington Downtown Association kicked off the planning process for the Metropolitan Redevelopment Area (MRA) with three days of public meetings. The MRA Plan is partially funded through a New Mexico MainStreet Capital Outlay Grant. Input from developers, property and business owners, and residents was gathered in order to create a cohesive plan that will continue to stimulate the redevelopment of Farmington's downtown.



The hardworking members of the Promotions Committee spent time reviewing the calendar of events for downtown and made some tough decisions – including cutting and/or re-vamping some

of the events that have lost their luster and focusing on the events that continue to excel like the Art Walks and Safe Treats. This year's series of Art Walks have grown tremendously and have gotten so popular that they now feature 30+ event venues, including businesses that have never participated in a downtown event!

The Design, Economic Positioning, Organization, and Promotions committees continue to grow as well. With projects ranging from a Business Inventory to Design Guidelines, the committees are working towards the continued success of the program.



This year's façade improvements and building rehabilitations have continued their domino effect up and down Main Street and Broadway, with everything from fresh paint and awnings to complete reconstruction projects.

Grants



With funding from a 2009 New Mexico MainStreet Special Appropriation grant, **Grants MainStreet** has finalized designs for the Fire and Ice pavilion and event site. The pavilion will be used during Grants' signature event, the Fire and Ice Bike Rally, which attracts about 20,000 riders each summer. Grants MainStreet worked with a Design/Build studio at UNM's

School of Architecture and Planning on this collaborative project, and construction is scheduled for summer 2009.

Grants MainStreet began working on its downtown master plan this year with funding from the New Mexico MainStreet Capital Outlay Fund. The downtown master plan will provide a cohesive vision for downtown and strategies for revitalization.

The annual Easter Egg Hunt has become a success for Grants MainStreet with over 1,200 youth participating this year. Downtown businesses contributed over 4,000 eggs as well as bikes and Easter baskets to support the event.



Hobbs

MainStreet Hobbs's annual signature event, Hobbs August Nites, has been a premier event for 10 years, and MainStreet Hobbs strives each year to grow and expand the event to promote downtown. This year's event included the biggest car show that the community has seen in years.



MainStreet Hobbs believes in the future of its youth and is dedicated to finding a way to reach out to them and peak their interest in the history of the community. MainStreet Hobbs continues to offer an End of School Bash, a day-long event with fun and games that celebrates students' achievements throughout the school year. In addition, MainStreet Hobbs continues to develop a youth board and activities committee. This allows an opportunity for the youth to provide community service hours and learn new business skills.

Despite the economic challenges, Hobbs has seen a lot of growth in downtown including a new mercado that houses 16 businesses.



Along with the completion of the streetscape project, the J.F. Maddox Foundation and the City of Hobbs installed white lights in all the trees for the winter holidays and added them as a permanent addition to downtown. Additionally, the City of Hobbs supports MainStreet by providing beautiful plantings for the pots in the downtown area.

MainStreet Hobbs completed its downtown master plan in spring 2009, which was funded through a Capital Outlay grant. MainStreet Hobbs looks forward to the results and the growth that this plan will allow and welcome!

Las Cruces

During winter 2009, **Downtown Las Cruces Partnership** hosted the U.S. premier of a "callejoneada" event. The callejoneada is a traditional Mexican and Spanish rambling street party with strolling mariachis, folklorico dancers and story tellers. As the only host community in the United States, the callejoneada is a mark of distinction for downtown Las Cru-



ces. In future years, Downtown Las Cruces Partnership plans to sponsor the callejoneada event at locations throughout downtown and develop a regional draw.



Creating a great gathering place in Downtown Las Cruces was the focus of a recent, successful design charrette. La Placita, a proposed outdoor pavilion-style space in downtown Las Cruces, became the center of community discussion in a 3-day workshop attended by more than 200 participants and co-sponsored by the City of Las Cruces, New Mexico MainStreet and the Downtown Las Cruces Partnership.

The new La Placita pavilion will reconnect Main Street to downtown neighborhoods and bring street life back into the downtown. The project received a New Mexico MainStreet Capital Outlay grant of \$298,270 and was awarded an additional \$50,000 from New Mexico MainStreet in 2009 for design of public art components.

Last year, market analysis by UNM's Bureau of Business and Economic Research (BBER) identified market readiness for restaurant and retail in downtown Las Cruces, and local intuition concurred. Entrepreneurs were recruited and business and property owners invested – the result is two new restaurant openings in two years. The Popular Dry Goods Building on Main Street is the new flagship location of The Planet Café and Juice Bar and the new home of Zeffiro's Pizzeria Napoletana and the Popular Artisan Bread Bakery.



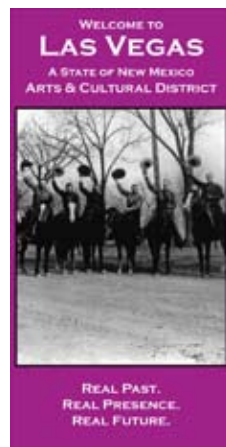
Las Vegas

Since **MainStreet Las Vegas's** inception in 2005, \$5.4 million has been spent on acquisition of historic buildings and \$6.8 million has been spent in restorations in the MainStreet district! And MainStreet Las Vegas is still “steaming ahead!”



Using New Mexico MainStreet Capital Outlay funding, MainStreet Las Vegas acquired a parking lot to be used as the permanent home of the Tri-County Farmers' Market and additional venue space for events. They have also done planning work for the MainStreet Las Vegas Corridor Streetscape project from the historic depot to Plaza Park and installed 72 banners along the entire corridor.

Las Vegas is a state-designated arts and cultural district, and MainStreet Las Vegas began its downtown arts and cultural district master plan this year, funded by a New Mexico MainStreet Capital Outlay grant. The plan is scheduled for completion in early 2010.



The Promotions Committee produced a local dining card to encourage residents to shop local. The committee has been incorporating arts and cultural components into events, including holding a “Chair-ity” event with local artists creating art out of new and used chairs for auction. The increasingly popular Second Saturdays Artwalks are drawing locals back into the heart of Las Vegas. This monthly event features gallery receptions, artist demonstrations, free lectures, author readings, open mic events, children's activities, music, great food, and more.

Los Alamos

In 2009, **Los Alamos MainStreet Program**, an initiative of the Los Alamos Commerce and Development Corporation, initiated several “buy local” projects centered around the message, “Think Los Alamos and White Rock First!” Los Alamos MainStreet provided free and low-cost advertising for member businesses, coupon books, and outreach to students and new LANL employees.



A key part of the Los Alamos MainStreet Program is implementing the adopted downtown plan. This year's accomplishments related to implementing the downtown plan include updating market analysis and the data profile, assisting development projects including Los Alamos Plaza and 15th and Trinity, championing a downtown location for county offices, facilitating business input in the streetscape redevelopment. Los Alamos MainStreet also received two major grants from New Mexico MainStreet to implement the Central Avenue Streetscape project and way-finding and directional signage infrastructure.

Los Alamos MainStreet runs a grant program for local organizations hosting events that attract interest to MainStreet. This year, Los Alamos MainStreet awarded 15 grants totaling \$10,000.



Lovington

Being a newly designated New Mexico MainStreet project, **Lovington MainStreet** has spent the year working hard to form partnerships and relationships to build a strong, sturdy foundation in the community. ▶

This year, Lovington MainStreet was selected to receive assistance for a downtown master plan through a Design Planning Assistance Center (DPAC) studio in the UNM School of Architecture and Planning. Graduate students participated in a community workshop in February 2009, which generated a huge amount of excitement.



By mid-April 2009, Lovington had two new businesses open in the downtown district and one building sale. Lovington MainStreet is working with two more potential business owners to launch new businesses downtown.

The Organization and Promotions Committees teamed up to successfully host "Safe Stop" on Halloween with 61 local merchants participating and providing safe candy and treats for local youth.

Lovington Chamber of Commerce hosts "The Electric Light Parade" in early December each year kicking off the Holiday Season. Again, the Promotion and Organization Committees put their heads together to form an event to encourage people to gather downtown to watch the parade. Non-profit organizations had food booths on the courthouse lawn, and Lovington MainStreet provided entertainment through local church groups. Lovington MainStreet helped merchants market their specials by assisting them with advertising and encouraging everyone to "Shop and Stroll."

Portales

The **Portales MainStreet Program** has completed a variety of new projects this year including designated article space in both the City of Portales newsletter and the Portales Roosevelt County Chamber of Commerce's Communique, Fall Festival, Biannual Informational Meetings, Downtown Business Social, Live Window Displays, ENMU Student Questionnaire's, Informational Tables (Dawg Days, Ag Expo, Peanut Valley Festival), and the New Deal Traveling Exhibit. The Program also collaborated with the Portales Roosevelt County Chamber of Commerce on marketing trainings for business owners.

The Portales MainStreet Program collaborated with the City of Portales and Roosevelt County on the Roosevelt County Courthouse Improvement Project. Collaboration



with the City of Portales also included the adoption of the Portales Downtown Master Plan and Form Base Zoning Code, the Phase I YAM Theater Renovation completion, and the sale of 220 South Main Street.

Business activity has been steady in the Portales downtown with 3 new businesses openings, 2 business expansions, and 5 building renovations including the Portales MainStreet Program's renovation of an unused building to a MainStreet closed pocket park.

Existing programs/promotions successfully completed include the award of 5 Façade Improvement Grants to downtown businesses, Summer Wine Festival, Winter Wine Festival, and the Spring Wine Festival fundraisers.



Raton

In 2009, **Raton MainStreet** embraced its new role as a certified New Mexico MainStreet community.

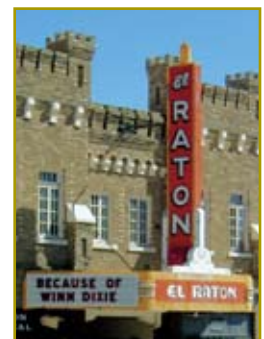
The growth of the organization this year included oversight of two capital outlay projects that received funding from the New Mexico MainStreet Program: safety repairs to the City of Raton's historic Shuler Theater and the completion of the Raton MainStreet Downtown Master Plan.



Raton MainStreet's Design Committee dressed windows of vacant buildings with paintings by local artists, photographs by a local photographer, and a set from a play that gave a whimsical atmosphere to these blank spaces.

A new chairman for the Economic Positioning Committee is off and running with several high priority tasks. He has initiated the completion of the building inventory and is creating a template for recruiting businesses to downtown Raton.

This year, the Promotions Committee offered FREE kids holiday flicks at the El Raton Theater, FREE concerts and street dances, and FREE advertisement for the "Best of Raton" winners. The 2nd annual "BEST OF RATON" contest drew over 2,000 votes in which community members highlighted and voted for items such as "Best Breakfast Burrito" and "Best Fitness Center." Winners received advertisement in the Raton MainStreet "BEST OF RATON" rack cards.



Roswell

MainStreet Roswell is recharged to meet the new challenges of the stressed market place. The organization has added six new board members this year and is looking for three more. Their manager is back to full-time and is very excited about tackling the new challenges facing MainStreet Roswell.



Mainstreet Roswell is aggressively contacting stand alone businesses to come join our mix in the downtown area.

Through New Mexico MainStreet assistance, Roswell MainStreet provided façade assistance to four buildings on the corner of 6th and Main. Three of the renovations have been completed and have tenants with long-term leases. See below for “Before and “After.”



Roswell MainStreet’s Farmers and Gardners Market had 42 vendors and will be held again in summer 2009. In conjunction with the market, the Promotions Committee hosted an Alive After Five event that brought hundreds of people downtown to shop after work, and MainStreet Roswell is planning five more of these events for summer 2009.

During the past year, the International UFO Museum and Research Center in downtown Roswell received over 142,000 visitors from all over the world. This really helps ring those “Crash Registers!”

Santa Rosa

Santa Rosa MainStreet is in its second year as a New Mexico MainStreet Start-Up community and during the past year has racked up many accomplishments and contributed to the success of many local initiatives.

The Santa Rosa Downtown Streetscape Project was completed this year, and the Courthouse Square landscape, gazebo, and public restrooms were completed in May 2009. The pedestrian friendly downtown has become very inviting, and with the completion of the Courthouse Square, more downtown events will be possible and will draw more visitors to the Main Street.



Santa Rosa MainStreet received a grant from the 2009 New Mexico MainStreet Special Appropriation fund to complete a downtown master plan, which will guide future development in the downtown.

In 2009, Santa Rosa MainStreet participated in New Mexico MainStreet’s new initiative, “The Façade Squad.” Santa Rosa showcased itself as a community that can work with the private sector and MainStreet volunteers to cut costs on a façade improvement project in order to bring a more finished look to the downtown and encourage improvements throughout the downtown.



The Promotions Committee coordinated the annual Christmas Light Parade, the Downtown Christmas Mercado, and Santa’s Main Street Gift Certificate Promotion “Jr. Economic Stimulus.” Santa Rosa MainStreet’s “Barn Dance and Expo” brought a large group of residents and visitors to view the Ilfeld Warehouse. Music was provided by the popular musical group “Wyld Country,” and a great exhibit was provided by the Classical Gas Museum.

Silver City

Historic Downtown Silver City has an eclectic business mix of shops/services, galleries, nightspots, restaurants, and coffeehouses serving both residents and visitors. It’s a Treasure of a Downtown! In August 2008, **Silver City MainStreet** received the first-ever U.S. Department of Commerce, Economic De-



velopment Administration award for “Excellence in Historic Preservation-led Strategies to Enhance Economic Development.” Senator Jeff Bingaman made the nomination.



Silver City is a state-designated Arts and Cultural District (ACD). During the past year, the Silver City ACD steering committee began work on the Cultural Plan and Downtown Master Plan and hired a coordinator. The ACD coordinated 75 artist interviews for NMCCreates.org, and the Silver City Museum received a New Mexico MainStreet grant of \$60,000 for planning and building improvements.

The 1923 Silco Theater, a cornerstone venue for events/meetings, has hosted over 175 events with attendance of over 15,000 in the past 3 years. AmeriCorps VISTA staff are working on the “Sounds of Silver City” compilation CD featuring local musicians.

Main Street Plaza improvements are underway. It’s the site from May through October 2009 for the Farmers’ Market. Design progress was also made on the Downtown Gateway Arch.

This year’s Silver City MainStreet events included Silco “Chairity” Auction, Taste of Downtown, Lighted Christmas Parade, and Celebration of Spring Festival. All major downtown events are promoted in regional weekly and monthly publications.



SILVER CITY MAINSTREET PROJECT

Tucumcari

Tucumcari MainStreet is completing the second year as a New Mexico MainStreet Start Up community. In the past year, a summer music concert series, in partnership with the Eastern New Mexico Blue Grass and Old Time Music Association, was successfully completed. In the fall of 2008 the second annual Six Shooter Siding Festival celebrated the community’s cultural heritage.

In partnership with the City, work was begun on the historic depot building that will become one of the anchor projects in the downtown district. Work is also underway on the Princes Theater with the City beginning the façade restoration process in consultation with the Design Committee. These two projects in their infant stages have generated a great amount of enthusiasm for the future of the Tucumcari MainStreet Program.

A grant has been approved by U.S.D.A. Rural Development, which will provide



funding for a micro-loan program. The creation of guidelines and promotional material for this valuable resource are underway. The businesses in the district will be encouraged to use this loan program for façade restoration as well as repair and maintenance of their buildings. A downtown master plan process is underway, and planning will begin on a three-block streetscape project.

Once again this year the people of Tucumcari showed their support of the Tucumcari MainStreet Program, and a successful annual fundraising campaign was completed. These funds, along with the support of the City, County and the financial institutions of the community insure that the coming year will be an exciting and productive one for Tucumcari MainStreet.

“Off the Road” Website is Re-launched

VISIT THE NEW MEXICO MAINSTREET COMMUNITIES ONLINE AT WWW.OFFTHEROAD.COM!

Essential for both New Mexico residents and for out-of-state visitors, “Off the Road” is the perfect place to start when planning a shopping expedition, a road trip through history, or a recreational day trip.

After the original site was launched in November 2005, it received national attention from the Associated Press, USA Today, and CNN. This coverage resulted in more than one million hits in a single week during January 2006.



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