



# 2011 Annual Report

## *New Mexico Main Street*







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*Acknowledgements*



## A Message from the Cabinet Secretary designate

Since taking office in January 2011 as the New Mexico Economic Development Department Cabinet Secretary with the Governor Susana Martinez administration, our department has made great progress in creating an environment for businesses to succeed. It is our commitment and priority that we do everything we can to make New Mexico a place for businesses to build and grow here.

Our efforts via New Mexico MainStreet are a big part of those initiatives. It is the efforts of our communities that contribute to our success of this state as a whole. So it is with great honor that the efforts of New Mexico MainStreet and its communities have been acknowledged with a 2011 Heritage Preservation Award from the New Mexico Historic Preservation Division. New Mexico MainStreet has invested heavily in preservation work across the state, and significant funds from the MainStreet Capital Outlay Fund in fiscal years 2008-10 have been used for the purchase and rehabilitation of several historic structures throughout our state borders. This includes the purchase and rehabilitation of the Luna Theatre in Clayton, the restoration of the Shuler Theater in Raton, remediation of the Clovis Hotel, and the reuse of the Electric Utilities building as a museum annex in Silver City.



These are some of the many shining examples of the hard work and dedicated efforts that New Mexico MainStreet and its communities embody, and are deserving of our congratulations.

As we look forward to greater success, we also must acknowledge the ongoing programs that New Mexico MainStreet is championing: the Façade Squad, Curb Appeal and Project MainStreet Makeovers.

Our staff at the New Mexico Economic Development Department – particularly our New Mexico MainStreet department staff – is not afraid to get its hands dirty when it comes to our communities and the hard-working people within them. We look forward to continuing our progress to rebuild the overall economy of our state as we rebuild and strengthen our communities.

I strongly support rural community development, and I support MainStreet as we build and re-build for the future.

Jon Barela  
*Cabinet Secretary designate*  
Economic Development Department

## A Message from the Director

It's encouraging to see that in one sector of our local economies, our MainStreet Districts are still "the little engine that could!" Along with the Façade Squads, Entrepreneurial Development, Curb Appeal, ReEnergize MainStreet!, retail mix initiatives and Arts and Cultural Districts, the collective work of our MainStreet communities in New Mexico remains a compelling story.

Behind that story are our MainStreet volunteers recording more than 24,860 hours to local MainStreet projects and activities to build a better downtown.

They couldn't do it without the professional economic developers, our MainStreet Managers, who bring resources and expertise to make a project successful. Because of their savvy and gumption our MainStreet districts reported \$9,366,070 in private sector reinvestment into our New Mexico MainStreet Districts.

And let's not forget the entrepreneurs, the mom and pop shops the investors in light manufacturing and the service companies who made their home downtown. In fiscal year 2011, they created 140 new businesses, 18 business expansions and 167 building rehabilitations resulting in a rise of gross receipts for their communities and the state. In those new businesses and in businesses which decided to take a risk in a new venture or expansion, more than 598 jobs were created.

Take some time to look through this annual report. You will meet the hopes and dreams and celebrate in the successes of downtown revitalization in New Mexico.

Rich Williams  
*Director*  
New Mexico MainStreet Program



## 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.

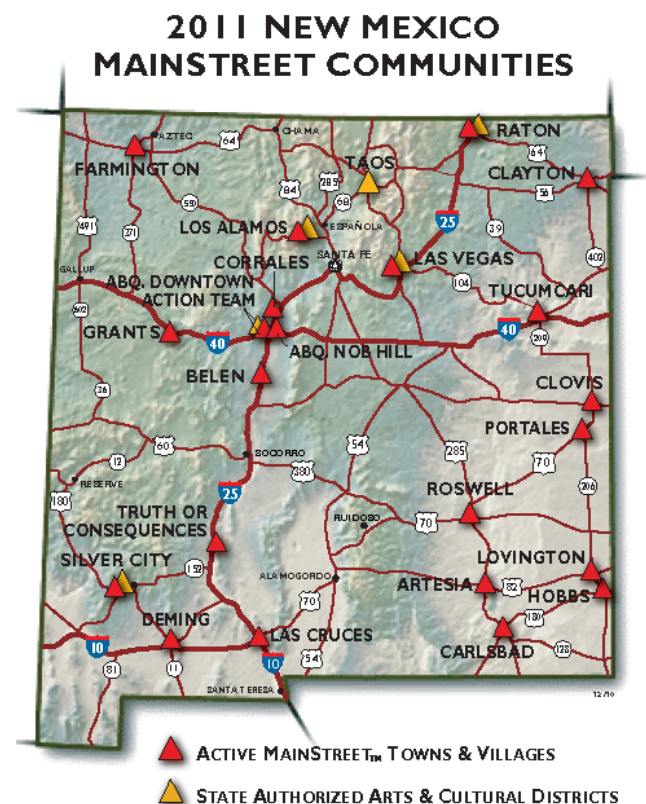
## NMMS Background

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.”* -5-60B-1 TO 5-60B-4 NMSA 1978

Since 1985, New Mexico MainStreet has been helping 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 fiscal year 2011, New Mexico MainStreet communities leveraged \$ 9,365,070 in private investment, created 140 new businesses and generated 598 new jobs.

Today, the program provides intensive services to 18 State Certified local MainStreet projects, 2 Start-Up MainStreet Districts, 2 Emerging MainStreet Districts, and 6 State Authorized Arts and Cultural Districts.



# 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.*

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## 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.

## Reinvestment Statistics

**A**s New Mexico continues to lift out of the national recession, the 22 MainStreet districts across New Mexico are doing their part. During Fiscal Year 2011, entrepreneurs on MainStreet launched 140 net new businesses and created 598 net new jobs. While private reinvestment in building rehabilitation projects has not yet climbed back to pre-recession levels, MainStreet's owners nevertheless put \$9.3 million back into 167 building rehabilitation projects. And they are making dollars go farther – with façade squads and other community work, local NMMS programs racked up 24,860 volunteer hours for FY 2011.

### New Mexico MainStreet Reinvestment Statistics June 2011

	Fiscal Year 2011 (July 2010 - June 2011)	Cumulative 9.5-Year Total Since January 2002
<u>Net Number of New Businesses</u>	140	1,547
<u>Number of Business Expansions</u>	18	252
<u>Number of Building Rehabilitations</u>	167	1,287
<u>Dollars of Private Reinvestment</u>	\$9,365,070	\$140,589,530
<u>Number of Public Projects</u>	71	537
<u>Dollars of Public Investment</u>	\$14,011,980	\$237,252,934
<u>Number of Joint Public/Private Projects</u>	26	192
<u>Dollars Invested in Public/Private Projects</u>	\$922,818	\$23,165,273
<u>Number of New Buildings Constructed</u>	2	74
<u>Dollars Invested in New Building Construction</u>	\$1,500,000	\$110,777,931
<u>Net Number of New Jobs</u>	598	4,722
<u>Dollars of Public Sector Grants</u>	\$1,247,091	\$18,490,237
<u>Dollars of Private Sector Grants</u>	\$271,017	\$3,288,480
<u>Volunteer Hours*</u>	24,860	*

\* 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, and information 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:*

*downtown's image and attract consumers and visitors to the MainStreet district.*

#### **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

- 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

#### **Promotion Assistance**

*Helps local MainStreet organizations' develop and implement marketing and promotional activities to enhance*

- 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

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## **2011 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 2010*

#### **Local Living Economies: Thriving on MainStreet!**

*August 14, 2010*

Albuquerque

As part of New Mexico MainStreet's 25<sup>TH</sup> Anniversary Celebration in 2010, NMMS hosted a symposium on

local living economies. For 25 years, New Mexico's local MainStreet projects have served as leading builders of vital local economies throughout the state. They've reclaimed their commercial architectural heritage, helped launch new businesses, created jobs, grown local leadership capacity, celebrated and preserved culture, and enhanced the community qualities that define the best of life in New Mexico. This symposium focused on how MainStreet communities can capitalize on their past performance to face the challenges of the next 25 years. Speakers covered the achievements of the local living economies movement, explored strategies and discussed priority actions.

*Fall 2010*

**Events That Work!**

*October 20-22, 2010*

Corrales

Events can be a workhorse for MainStreet communities. The Fall Quarterly Meeting took a closer look at events and how they can focus the community's attention on the downtown district, help brand the MainStreet Program, benefit business owners by ringing cash registers and help organizations raise funds. Through presentations, panel discussions, and hands-on exercises, participants learned how to define types of events, raise funds through events, analyze and rework existing events and document events with pictures.

*Winter 2011*

**Great Streets, Great Places**

*January 26-28, 2011*

Santa Fe

You know them when you see them – but how do they become great? The Winter Quarterly Meeting highlighted and described streets and places of exemplary character, quality and planning that have a true sense of place and cultural and historical interest. The Winter Quarterly featured speakers with expertise in architecture, real estate development, historic preservation, community planning, and transportation. Through presentations, discussions, and a walking tour of one of America's 10 Great Streets (Canyon Road) in Santa Fe, the Winter Quarterly tried to bust the myths about streetscape improvements and traffic calming adversely impacting historic districts. The Winter Quarterly also featured an interactive keypad polling survey technique that allowed participants to vote on their favorite streets and places.

*Spring 2011*

**Grow Your Main Street**

National Main Streets Conference

*May 22-25, 2011*

Des Moines, Iowa

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 Iowa Main Street in Des Moines and focused on growing networks, knowledge, ideas and skills for local MainStreet organizations. Sessions were designed to help MainStreet organizations take their successes to the next level as strong sustainable downtown revitalization organizations.

**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 2011, New Mexico MainStreet offered seven intermediate-level Institutes.*

**Fundraising: Investment Campaigns and Membership Drives that Really Pay Off**

*November 17, 2010*

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







### **Grant Writing**

*December 1-3, 2010 and April 13-15, 2011*

NMMS offered two sessions of this 2 ½ day Institute providing training on identifying funding sources and writing grant proposals. The December session was specifically geared toward the state's arts and cultural organizations.

tips to use it as an effective networking tool.

### **Telling MainStreet's Story: Building Support for Your Organization**

*March 18, 2011*

This Institute taught simple and low-cost ways that MainStreet organizations can put their existing success stories to work to maintain and even expand community support.

### **Façade and Storefront Design in Lean Times**

*April 26, 2011*

From technical solutions to case studies, this Institute showed business and property owners how to increase curb appeal and implement high impact improvements on small budgets.

### **Targeted Business Development and Marketing**

*May 15, 2011*

This Institute focused on recent advances in information and communications technology and taught participants how to effectively utilize internet market data sources, GIS, e-marketing, online surveys, and social networking.

### **Making Social Media Work for Your MainStreet**

*February 18, 2011*

This Institute took a closer look at how to make social media work for a MainStreet organization and provided



## 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<sup>®</sup>, 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 revitalization capacity at the local, regional, and statewide levels;**

**To openly listen to local needs and issues and offer constructive solutions;**

**To allow and invite regular critical feedback from local program and community representatives;**

**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.**

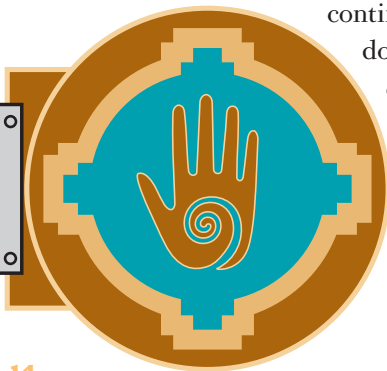


## New Mexico's Arts and Cultural Districts

A poor economy may have dampened some investments, but not the spirit and progress of New Mexico's Arts and Cultural District Program. The Program was expanded to six districts in summer 2010, including downtown Albuquerque, Los Alamos, Raton and Taos to join pilots Silver City and Las Vegas.

Silver City and Las Vegas have completed the initial two-year start-up phases and now look forward to managing their districts with more independent leadership. Silver City

continues to explore a potential downtown theater district encompassing the historic Gila, El Sol and Silco Theaters, while Las Vegas continues its support of the successful "Second Saturdays" retail and cultural promotions.



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Both Los Alamos and Taos are in the process of completing cultural plans for their districts in 2011. Los Alamos is promoting its district as a generator of arts and innovation, and its signature event "The Next Big Idea" has become a local favorite.



Taos is following up on the 2010 success of its "Your Town" design charrette by organizing downtown neighborhood block parties and beautification projects. "Your Town" was funded by the National Endowment for the Arts and utilized graduate student design talent from UNM's School of Architecture and Planning in collaboration with local volunteers.



Downtown Albuquerque has enjoyed a banner year for its downtown Arts and Culture District, as a new non-profit group "Creative Albuquerque" has been organized with plenty of talent, enthusiasm and community support. Savor Albuquerque, a summer downtown food festival has captured local imagination and taste buds, capitalizing on new entertainment venues such as historic hotels Andaluz and Parq Central. The downtown movie palace Kimo Theater unveiled the installation of its restored historic marquee to much fanfare in June 2011.



Raton scored a major success with the acquisition of a vacant historic downtown commercial building next door to the landmark Shuler Theater. Local foundation funds enabled the Raton arts and cultural district and the Santa Fe Trail Institute for the Performing Arts to purchase a former department store with plenty of room for a black box theater, educational and production space, and entertainment potential for gala theater and community events.

The horizon is bright for the Arts and Cultural Districts Program, as the City of Las Cruces, Albuquerque's Nob Hill District, and Zuni Pueblo have expressed interest and are in various stages of preliminary planning for eventual state authorization.



## Façade Squad Celebrates Second Anniversary

This has been the most productive year yet for implementing volunteer-driven façade projects in MainStreet communities around the state. Statewide, 20 façade projects have been completed, 7 of which were self-initiated by Las Vegas and Clovis who previously participated in the NMMS Façade Squad Program.

Introduced in the spring of 2009, New Mexico MainStreet Program's Façade Squad Program was 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 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 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.



Deming, Raton, Roswell and Las Cruces received Façade Squads this year. Projects have ranged from a new coat of paint to major renovations. Especially rewarding have been projects where false façade treatments, "slip covers" as they are often referred to, have been removed to reveal the original historic façades hidden for decades. Often the buildings selected are adjacent to each other and their renovation tends to transform the whole block.

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In addition to improving the appearance of New Mexico's downtowns, the Façade Squad also brings communities together. With music, food and a lot of hard work, community members forge bonds and build community spirit. At the end of a long weekend or two the community has something to be proud of and know they have made a difference. With leadership (both state and local), a little know how and the generosity of people we plan to have many more Façade Squads in the upcoming years.

BEFORE



DURING



AFTER

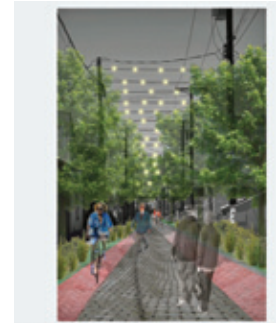


Façade Squad in Deming

## NMMS and the UNM's DPAC Studio Partnership

In the spring of 2011, the University of New Mexico's Design Planning and Assistance Center (DPAC) provided urban design and planning services to three New Mexico MainStreet communities. Belen, Truth or Consequences, and Nob Hill all received attention from over 34 graduate students enrolled in UNM's School of Architecture + Planning. These are community-based studios to encourage urban design and planning to revitalize downtowns. It is an engaging process with the community, students and NMMS Program Associates that creates plenty of questions, plenty of ideas, and multiple design solutions and conceptual plans. The NMMS/DPAC partnership is a win-win-win program for New Mexico MainStreet, MainStreet communities and the DPAC students' education.

Since 2002 DPAC's award-winning MainStreet studios have worked with the state's MainStreet Program to provide planning and design services to towns to revitalize their physical fabric, public spaces and community facilities. The studios bring together practitioners and UNM graduate students who develop and lead a series of community design workshops. As a partner with UNM, NMMS is the primary funding source for these studios.



T or C Broadway Back Alley- Perspective

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## NMMS Curb Appeal Initiative

The City of Grants and Grants Mainstreet were this year's recipients of the NMMS Curb Appeal Project, a program designed to improve MainStreet storefronts' first impressions and the overall impression of the MainStreet district.



Grants Mainstreet set up a Curb Appeal task force which selected a City-owned building that houses the Grants MainStreet office and the Cibola Press offices. The design was prepared by the task force, with assistance from the NMMS Design Program Associates. The work-weekend was scheduled, and over 30 volunteers showed up to help with the renovations and streetscape

improvements. Funds for the improvements were provided by the City of Grants, Grants Mainstreet and the Friends of New Mexico MainStreet.





## NMMS Invests in State Register Listings

In recent years, NMMS has funded the listing of historic resources in the State Register of Cultural Properties, thus providing both individual buildings and contributing resources in districts with the opportunity to receive tax credits for qualified rehabilitation work. Listing is an important tool in the revitalization of our downtowns.

The Hinkle Building in Roswell, a speculative real estate venture of Clarence E. Hinkle—a prominent Roswell attorney, State Representative in the 1930s, and State Senator in the 1940s—was listed in the State Register in October 2010. Built in phases between 1953 and 1957, the six-story brick building is a well-preserved example of mid-20<sup>TH</sup> century Modern architecture designed by the prominent architectural firm of Vorhees & Standhardt. This building has the potential to serve as a catalyst for reinvestment in downtown Roswell.

Over the last nine months, NMMS prepared nominations for listing two commercial historic districts in the State Register – one in Clovis and the other in Lovington. The arrival of the railroad influenced the development of both towns. By 1907, Clovis served as a major division point, eventually including machine shops and a roundhouse to support the trains, whereas in Lovington, the railroad did not arrive until 1930. The Santa Fe Passenger Depot in Clovis, now a museum, was listed in the National Register in 1995 and will be part of that district.



Historically and at present, agriculture and ranching play an important role in each community's economy, and for Lovington, the oil fields of Lea County began to attract settlers and spur growth in the late 1920s. Both Clovis and Lovington are county seats featuring handsome Art Deco courthouses dating to the 1930s, and each downtown has a variety of historic resources, including theaters, former hotels, fire stations, mercantile stores, and even a Harvey House in Clovis. It is anticipated that both historic districts will be listed by the end of the year.



## MainStreet Capital Outlay Fund – Completed Projects in 2010-2011

The New Mexico State Legislature took a historic step toward enhancing the downtowns of our New Mexico MainStreet communities in 2000 when it appropriated funding to the MainStreet Capital Outlay Fund. Capital improvement projects, like the rebuilding of streets and sidewalks and the addition of public parks to the downtown area, make high impact, visible improvements with a positive effect on the economic viability of the downtown core.



Over the past year, MainStreet communities have completed 11 capital outlay projects funded by the MainStreet Capital Outlay Fund. Completed projects range from downtown master plans to streetscape design and construction to the restoration of a historic theater in downtown Raton. The projects require matching local dollars.

<b>Artesia</b>	<i>Streetscape Design</i> .....	\$110,000
<b>Carlsbad</b>	<i>Downtown Master Plan and Pedestrian Improvements</i> .....	\$86,000
<b>Clayton</b>	<i>Walnut Streetscape</i> .....	\$300,000
<b>Clovis</b>	<i>Streetscape and Pedestrian Improvements</i> .....	\$200,000
<b>Hobbs</b>	<i>Downtown Master Plan</i> .....	\$80,000
<b>Las Cruces</b>	<i>La Placita Construction</i> .....	\$298,270
<b>Las Vegas</b>	<i>Downtown Master Plan</i> .....	\$100,000
<b>Portales</b>	<i>Downtown Maser Plan and Bicycle Improvements</i> .....	\$50,000
<b>Raton</b>	<i>Restoration of Shuler Theater</i> .....	\$80,000
<b>Silver City</b>	<i>Downtown Master Plan</i> .....	\$100,000

## New Mexico MainStreet Revolving Loan Fund Poised for Loans

In April 2011, Governor Susana Martinez reaffirmed the appointment of Lisa Dunagan of Clovis to serve on the New Mexico MainStreet Revolving Loan Committee. The Revolving Loan Fund (RLF) finances restoration, rehabilitation and repair of buildings in NMMS districts. Dunagan is Vice President, First Community Bank, a subsidiary of U. S. Bank, and President of Clovis MainStreet. She had served on the loan committee for more than a year.

First authorized by the Legislature in 2007 as a partnership between New Mexico MainStreet and the Historic Preservation Division (HPD), the program required statutory amendments in 2008 to improve its use by MainStreet borrowers. In 2009, the fund leveraged the State's allocation of \$50,000 with a \$99,000 USDA Rural Business Enterprise Grant. In 2010-11, the NMMS-HPD technical assistance team helped 12 property owners with architecture, preservation and business strategies to plan solid projects and prepare RLF applications. The loan committee has received 9 applications and approved 4 applications requesting \$93,000 in funds. Active applications are pending final design drawings and lending institution approval. Several completed loans are expected by the end of the year.

“The ultimate measure of this program’s success will be the loans we will make to property and business owners who retain and grow jobs in MainStreet districts. Without completed loans, we obviously cannot yet claim success,” said Dunagan. “But, it requires quality time to put together an effective financial tool. We have listened carefully to lenders and borrowers and designed the program to meet their needs. With another round of enhanced marketing and technical assistance, I am confident that the State and USDA will see a rewarding return on their investment.”

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## Twelve New Mexico MainStreet Projects Receive National Accreditation

The efforts of 12 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 MainStreet buildings.

The following local New Mexico MainStreet projects received national accreditation:

**Artesia MainStreet**

**Clovis MainStreet**

**Corrales MainStreet**

**Grants MainStreet**

**Hobbs MainStreet**

**Downtown Las Cruces Partnership**

**MainStreet de Las Vegas**

**Los Alamos MainStreet**

**Nob Hill MainStreet**

**Raton MainStreet**

**Silver City MainStreet**

**Tucumcari MainStreet**



## Silver City MainStreet Program Wins a Great American Main Street Award

**C**ongratulations to Silver City MainStreet Program on winning a 2011 Great American Main Street Award (GAMSA) from the National Trust for Historic Preservation! The award was announced at the 2011 National Main Streets conference in Des Moines, Iowa in May.

With over 1,200 local Main Street projects around the country, the competition is fierce for a GAMSA. Governor Susana Martinez said, “As we continue our efforts to climb out of this economic recession, we salute all of our MainStreet communities that are working hard to join this effort. It also is an honor to know that one of our MainStreet communities, Silver City, has been recognized as a GAMSA Award-winning community, the first such recognition for our state in the 26-year history of New Mexico MainStreet.”



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Over 26 years, Silver City MainStreet has developed a well-balanced downtown revitalization program that is both comprehensive and incremental. Small successes have led to larger achievements as the organization has built its knowledge and capacity to take on increasingly more complex projects. Consistent attention to the Main Street Four-Point Approach®, and a strategy of inclusion has yielded significant results. Historic Downtown Silver City now has a first floor occupancy rate that ranges from 83-90 percent.

“The New Mexico Economic Development Department applauds the investment the community of Silver City has made to small business,” said Secretary-designate Jon Barela. “Silver City has re-birthed itself through its MainStreet leaders working with their city leaders to become a model of revitalization.”

Since the organization began tracking its economic impact statistics, downtown Silver City has witnessed impressive revitalization accomplishments, including:

- **Net gain of 49 downtown businesses**
- **Expansion of 19 downtown businesses**
- **Net gain of 150 new downtown jobs**
- **51 building rehabilitation projects**
- **\$4,637,342 in private downtown investment**
- **\$2,165,075 in public investment in 17 projects**

## MainStreet honored with Heritage Preservation Awards

New Mexico MainStreet (NMMS) had a strong showing at this year's annual Heritage Preservation Awards Ceremony held at the Scottish Rite Center in Santa Fe on May 13, 2011.



NMMS received an award in the category of Organization for its increased investment in historic preservation efforts across the State, including architectural surveys, Register nominations, and the MainStreet Capital Outlay and Revolving Loan Funds, which provide significant resources for the rehabilitation of historic buildings. The anniversary publication of photographic essays, *Then and Now: 25 Years of Revitalizing New Mexico's MainStreets*, was also highlighted as a testament to the state's rich architectural and cultural heritage, as well as the organization's accomplishments over the last quarter century.

Additionally, Bryan Reedy, chair of the Economic Positioning Committee and board member of Deming MainStreet, received an Architectural Heritage Preservation Award for his rehabilitation of a Queen Anne-style commercial building built in 1886 in Deming. Having sat vacant for years, the historic building now houses the Mimbres Valley Brewing Company owned by Reedy. The brewing company, which serves as a gathering spot in downtown, added 14 new jobs to the local economy and provides the community with "another culture of food and drink."



Las Vegas MainStreet (LVMS) was honored with the Community Preservation Planning Award for its self-initiated Façade Squad, which has provided a "face-lift" for seven historic buildings. Through the hard work of individuals from the LVMS organization and over 80 volunteers from New Mexico Highlands University and the United World College, much has been accomplished.

Finally, Wid Slick, a long-time supporter of LVMS, received a Lifetime Achievement Award for his 30 year involvement in historic preservation efforts in Las Vegas. His rehabilitation of the Plaza Hotel and the Ilfeld Annex is some of the finest work in the state. Slick says that he is most proud of being part of the larger effort to save so many buildings in downtown Las Vegas.

*Congratulations to all Awardees!*





## New Mexico MainStreet Community Reports

### ALBUQUERQUE

#### *Downtown Action Team, A MainStreet Project*

Downtown Action Team (DAT) spent the end of 2010 dedicated to securing sustainable funding to manage and operate the Albuquerque Mainstreet and Downtown Arts & Culture District projects. While the process was far from simple, along the way



our organization expanded our outreach, opened new lines of communication with constituents and uncovered new opportunities for growth and improvement.

Having renewed our charter for another five years, program staff immediately dove into new projects, armed with considerable input from the community. In the coming months DAT will break ground on a half acre urban farm, launch the 15<sup>TH</sup> Annual Downtown Growers' Market season and orchestrate SAVOR Albuquerque, a 10-day signature event celebrating Art, Culture and Cuisine. DAT also significantly completed a Façade Improvement Program in 2011, issuing over \$160,000 in small businesses grants for new signage, storefront rehabilitation and curb appeal projects.

### ALBUQUERQUE

#### *Nob Hill MainStreet*

Nob Hill MainStreet excelled in two areas this year: Design and Promotions. The Design Committee accomplished a wide range of public/private partnership projects, and the Promotions Committee placed Nob Hill MainStreet on the public radar through collaborations with the City of Albuquerque.

The Design Committee hosted several well attended informational sessions on the Nob Hill Sector Plan focusing on topics such as parking, signage and lighting. The Committee also collaborated with the UNM School of Architecture to evaluate Nob Hill's utilized and under-utilized spaces with the goal of incorporating wayfinding kiosks as well as inexpensive urban landscaping options. Nob Hill MainStreet is also proud of the public/private partnership which has resulted in the creation of a community garden.



The Promotions Committee led the efforts to collaborate with the City of Albuquerque and the New Mexico Jazz Festival to coordinate the best attended Summerfest in this area's history. An estimated 22,000 people attended the event, and we hope to raise more awareness of Nob Hill MainStreet's mission at this year's event as well.

### ARTESIA

#### *Artesia MainStreet*

Every year, Artesia MainStreet (AMS) strives to improve Main Street and the surrounding areas, and this year was no exception.

Artesia MainStreet's Veteran's Park Renovation was a proud recipient of the Friends of New Mexico MainStreet's 25<sup>TH</sup> Anniversary 2<sup>ND</sup> Place Legacy Award in 2010. AMS has worked with the veterans and the American Legion on creating a design that will enhance the park visually and increase



community use. The design includes a magnificent bronze statue called “Freedom’s Fire.”

2010 was a great year for our Façade Improvement Program, a privately funded grant program that provides funding to update the façades of downtown buildings. The completion of two façades in 2010 has created interest in the program, and there are more than seven buildings currently under review. We work with the business owners to convert underutilized façades, which in turn boosts the profitability of the whole area.

The Main Event Car Show and Cruise celebrated its 13<sup>TH</sup> year in the downtown area, and the two-day event proved again to be a success for everyone who came downtown. Collaborating with the classic car club, over 125 classic cars were parked in Heritage plaza, and brought participants and spectators alike. The last weekend in March is now known across the state as the weekend to come to Artesia!

## **BELEN**

### *Belen MainStreet Partnership*

The Belen MainStreet Partnership concluded its Design & Planning Assistance Center (DPAC) studio this spring. Graduate students from the UNM School of Architecture and Planning completed the visioning and planning project and presented it to the public highlighting the potential for historic preservation and revitalization.

Our ongoing community mural project has inspired the energy of our business community, city government and artistic youth in an effort to beautify Belen and help tell Belen’s story. Our pilot community garden in a downtown public park is



anticipated to spur similar interest and symbolize Belen’s heritage as a city surrounded by green farmland.

We continue to improve several of our historic centerpieces, including the Belen Harvey House and Museum, which was recently designated one of the state’s Most Endangered Places by the New Mexico Historic Preservation Alliance. Our historic water tower, an icon of our downtown, will soon serve as a landmark to draw visitors to the Heart of Belen at the core of our MainStreet district.

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Our first fundraising event, the First Footers Festival, celebrated an inaugural walk across downtown’s new pedestrian bridge, connecting the Belen Rail Runner Station to the center of our MainStreet district.

## **CARLSBAD**

### *Carlsbad MainStreet*

One of our greatest accomplishments was the completion of the Downtown Master Plan, which focuses on economic development opportunities and streetscape improvements. Funding for the master plan, which was approved by the City Council in December 2010, came from an



\$86,000 New Mexico MainStreet Capital Outlay Grant. Funding also covered directional signage to help tourists navigate Carlsbad's many attractions.

We facilitated meetings between the NMMS Architectural Program Associate and downtown businesses, making it possible for them to receive architectural guidance on exterior improvements to their buildings.

We organized two downtown clean-ups, picking up trash and cleaning dead leaves out of tree grates. We organized and managed a number of events that bring residents and tourists to our district, such as the Carlsbad Downtown Farmers' Market, the Downtown Fall Festival and the Downtown Holiday Stroll. We partnered with Keep Carlsbad Beautiful in the organization and execution of the Electric Light Parade.

We improved overall communication of our projects and events with members, local government, and the community by organizing meetings with downtown businesses and keeping them updated via e-mail and flyers; sending monthly updates to city officials; submitting press releases to newspaper, radio and web media outlets; and attending the meetings of partner organizations to update them on our projects.

## CLAYTON

### *Clayton MainStreet*

The Clayton MainStreet Board has continued their effort to utilize the MainStreet Capital Outlay Grant for the Walnut Street Project for new sidewalks on both sides of the street and a plazuela in front of the WPA-built DD Monroe building (Old Library).



Also installed was an irrigation system for the trees and planters on the street. The Board has overseen extensive repairs to the historic Luna Theater, including refinishing the auditorium floor, repairing damaged walls and tapestry, re-positioning the auditorium seats and other minor repairs. Volunteers from the Northeastern New Mexico Detention Facility did much of the work. The theater is now closed for electrical and gas repairs, using the MainStreet Capital Outlay FY10 Grant of \$200,000.

Other accomplishments included co-sponsoring with the Clayton Chamber of Commerce and the Union County Development Corporation a major fund-raiser concert on downtown MainStreet, the fifth annual Classic Car Show, Sixth annual Sidewalk Chalk Art Contest, and the landscaping of the Clayton Nursing Home's back yard, making it more accessible and comfortable for residents of the facility.

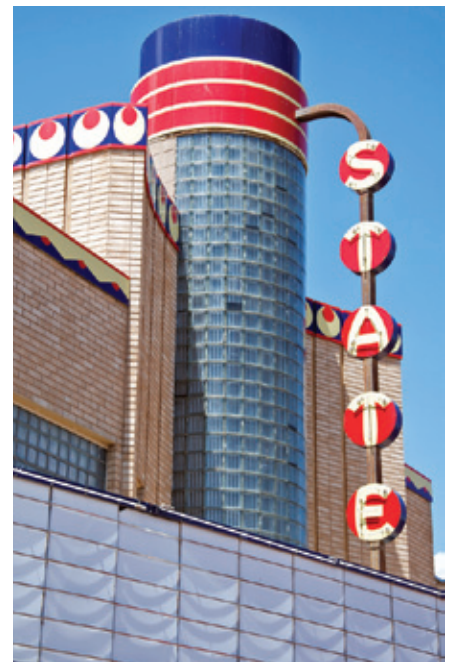
The Town of Clayton continues to be a major supporter, supplying almost half of the funds needed for the budget.

## CLOVIS

### *Clovis MainStreet*

2010 was a busy year for Clovis MainStreet filled with reorganization and rebranding, stellar events and lots of growth. The Board of Directors and Organization Committee volunteers completed new bylaws that more accurately reflect our mission as a charitable organization

and are reworking our marketing materials. We held three very successful events including a fundraiser - Downtown Gala: Taste This!; a special event - The Christmas Lights Parade;





and our annual retail event – A Sizzling Summer Sidewalk Sale.

We continue to work with the City of Clovis on Hotel Clovis and hope to break ground on this catalytic housing and retail project in the near future. We completed our second Façade Squad painting four buildings on Main Street in four hours with 25 volunteers and began putting out large pots with plantings on Main. We also received New Mexico MainStreet Capital Outlay funds which we are using for a signage project and to replace sidewalks on Main Street.

As we moved forward with our projects, we also saw private businesses make major improvements to downtown properties and several new businesses move into the district. A new building was erected on the site of the first shopping mall in Clovis at 7<sup>TH</sup> and Main and beautiful landscaping completed the transformation.

## CORRALES

### *Corrales MainStreet*



Corrales MainStreet held its first annual Garden Tour in 2010. MainStreeters expected maybe a 100 people would come out on a very hot June weekend to visit the best of Corrales’ floral and vegetable gardens. We underestimated the interest in Corrales – nearly a 1,000 tickets were sold! Funds raised by this event will be used for future landscaping of the pathway along the commercial section of Corrales Road.

Corrales MainStreet is working on building a walking path along Corrales Road to strengthen the Village’s commercial district. A New Mexico MainStreet Capital Outlay Grant is funding phase one, which includes surveys and engineering work.

Public discussion will follow, and MainStreet will apply for construction funds next year.

In December 2010, MainStreet launched a month-long “Shop Corrales for the Holidays” campaign. Fourteen local businesses contributed several hundred dollars worth of prizes for shoppers who entered the drawing. We also organized the Village’s annual holiday parade which was well attended.

We have a continuing program to welcome new business, and this year we held ribbon cuttings by the Mayor for four newcomers to the Village. Mainstreet also continued a quarterly “Business After Hours” social event held in cooperation with local merchants.

## DEMING

### *Deming MainStreet*

Deming MainStreet successfully moved from an Emerging Mainstreet Community to a Start Up Community in 2011 and secured funding from both the City and County for its next year of operations.

The Board has completed all of its organizational filings with state and federal agencies, and the IRS approved our 501c3 application. We have completed a round of interviews for a part-time manager and will make a selection in the near future.

The Organization Committee created a website and Facebook page to improve communications and promote accomplishments. The Promotions Committee has developed posters and banners to announce MainStreet activities and is planning a downtown block party this fall. The Design Committee has completed two Façade Squad Projects with drastic results and is working with the City to beautify a downtown pocket park. The Design Committee is also working to expand the



historic district to include residential properties. The Economic Positioning Committee is proud to report that five new businesses opened in the MainStreet district in the past year, and the Committee is working with local banks to promote the MainStreet Revolving Loan Fund.

## FARMINGTON

*Farmington Downtown Association,  
A MainStreet Project*



Over the last few years, the Farmington Downtown Association has re-built their committees and Advisory Board, and as a result the past year has been a very successful one. From a full calendar of successful promotions and events - including quarterly Art Walks and our most successful Rod Run - to the Design Committee helping to secure \$250,000 in Community Development Block Grant funding for the Downtown Façade Program, the Farmington Downtown Association has made great strides in the MainStreet Four Point Approach.<sup>®</sup>

The Economic Positioning Committee has been working in conjunction with the Design Committee to complete the Business/Building inventory and has worked to establish a new business packet to help entrepreneurs wade through the permit and license process with the City of Farmington. The Organization Committee has created a regular newsletter and worked to market the Downtown Association through speaking engagements and booths at community events.

Next year will be a pivotal year for our program, from façade work to streetscape, Downtown Farmington will be re-invigorated and our committees and volunteers continue to guide this process.

## GRANTS

*Grants MainStreet*

Grants MainStreet participated in NMMS' Curb Appeal Program sponsored by Friends of New Mexico MainStreet and the City of Grants. More than 32 volunteers participated in the preparation and painting of the Beacon Newspaper and the Grants MainStreet building.

The Design and Economic Positioning Committees have planted 382 ash trees along each side of Santa Fe Avenue, planted 10,000 tulip bulbs in the median and 250 flats of annual flowers in the downtown corridor. A new project starting in summer 2011 is the Farmers' Market and Craft Show.

The Promotions Committee holds several events to attract people downtown, including the annual Holiday Light Parade and Winter Festival with more than 25 floats and the lighting of the City Christmas tree (10,500) lights. The Committee hosts the annual Easter Egg Hunt and Celebration of Spring covering five Riverwalk Parks and distributing 17,000 plastic Easter eggs.



The Organization Committee has been busy updating the Bylaws and a new accounting and procedure manual.

## HOBBS

*Hobbs MainStreet*

Hobbs MainStreet continues to host Hobbs August Nites, which attracts thousands of visitors to the downtown and raises critical operating funds for the organization. The Promotions Committee also





co-hosts a downtown concert series on Shipp Plaza and a Christmas parade.

The Design Committee worked with three business owners on façade improvements and began drafting

design guidelines for the historic district. The Economic Positioning Committee completed a property inventory, and the Organization Committee established a bi-monthly newsletter.

## LAS CRUCES

### *Downtown Las Cruces Partnership*

Excitement is building in downtown Las Cruces with the anticipated reopening of north Main Street in early fall 2011. Completed with funds totaling \$1,245,856 from legislative appropriations, City utility funds and TIDD funds, north Main will soon be alive with activity again. Funding from the Department of Transportation is in place to begin construction of the southern and last section of Main Street immediately upon completion of north Main.

With assistance from Downtown Las Cruces Partnership, the Las Cruces Farmers & Crafts

Market has made a successful transition to their new location further south in order to accommodate street construction. Voted #1 in New Mexico, the Farmers & Crafts Market continues to draw hundreds of happy shoppers to downtown Las Cruces each week year round. Completed with \$325,000 from the NMMS Capital Outlay Fund and the City of Las Cruces, La Placita opened in the fall of 2010 to enhance downtown as a gathering place with its colorful tile and overhead sails.

The artistic mosaic path will be completed this summer, funded by a New Mexico Centennial Legacy Grant Award from Friends of New Mexico MainStreet.

## LAS VEGAS

### *MainStreet de Las Vegas*

MainStreet de Las Vegas has accomplished so much in 2010, and the plans for 2011 are even bigger.

In 2010, planning for the Valencia Square project was completed and the property that makes it possible was optioned with two acres of farmers' market facilities and off-street parking to support 32 Bridge Street retailers – now we go for funding!

In 2010, MainStreet helped the City complete a new ten-year Downtown Action Plan, as well as pass a tax-incentive district to fund the top projects in the plan. The plan was funded by a New Mexico MainStreet Capital Outlay Grant. A “gateway” entrance to Las Vegas is being planned and is funded by a Friends of New Mexico MainStreet 25th Anniversary Legacy Award.





Most visibly, our Façade Squad repainted six buildings, changing the desirability and marketability of two parts of the downtown corridor. One of the buildings, E. Romero Hose & Fire, has since been donated to the City for use as a fire truck museum with public restrooms!

## LOS ALAMOS

### *Los Alamos MainStreet*



Los Alamos MainStreet produced four major events bringing 20,000+ people downtown. We awarded 15 small project grants totaling \$10,000 and produced 26 Farmers Markets.

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Bringing a design element to downtown, Los Alamos MainStreet provided funding for eight curb appeal projects - inspiring a state-wide service by New Mexico MainStreet. We also initiated and utilized design and planning services of NMMS to bring about a Commercial Condo concept and Municipal Building location - an owner-occupied, commercial space in the district.

Los Alamos MainStreet provided assistance to development projects including LA Plaza and Trinity site. Staff worked with a variety of projects and individual business cases to provide market information, facilitate connections with needed resources, advocate for solving problems, etc. We facilitated the County obtaining a public access easement across private property for a section of Canyon Rim Trail and access to Trinity Drive. Los Alamos MainStreet championed the adoption of the County's Economic Vitality Strategic Plan (EVSP), provided planning and zoning recommendations on signage, provided a County Council update for codes and instituted two volunteer recognition events.

Los Alamos MainStreet also facilitated the Los

Alamos Creative District and initiated the cultural planning process, and the MainStreet Future's Committee provided recommendations to the County on business friendliness.

## LOVINGTON

### *Lovington MainStreet*

The Lovington MainStreet Program is working closely with the City of Lovington on the downtown Central Plaza project. The Program received \$84,000 from the New Mexico MainStreet Capital Outlay Fund for planning and design, and construction funding has been secured through the New Mexico Department of Transportation.

The Organization Committee planned the first International Barbeque Cooker's Association sanctioned BBQ cook-off - Smokin' on the Plaza. The Economic Positioning Committee worked with a business owner to utilize the MainStreet Revolving Loan Fund to make building improvements. The Promotions Committee planned the 3<sup>RD</sup> annual



Halloween SafeStop with approximately 2,500 people attending, and the Design Committee completed a Façade Squad on two buildings.

## PORTALES

### *Portales MainStreet*

In collaboration with the City of Portales and New Mexico MainStreet, Portales MainStreet completed an addendum to the Downtown Master Plan that includes an implementation matrix and the integration of mapping files with the City's existing GIS system. The MainStreet Program partnered with the City to designate and implement a new bicycle



**YAM MOVIE PALACE**  
A UNIQUE SHOWPLACE FOR THE ARTS IN PORTALES

route that connects Eastern New Mexico University and downtown. MainStreet has been involved in the design for the Highway 70 reconstruction project slated for 2011 as well as participated in the discussion to open Main Street to two-way traffic. The final phase of MainStreet's Façade Improvements Grant program greatly enhanced the appearance of several downtown businesses, while the Yam Theater Renovations provided needed space for community and private events.

Successful fundraisers hosted last year included the Spring and Winter Wine Fests, Fun Run Fundraiser, and Chair Auction. The New Portales MainStreet Website and Facebook page have been launched for promotion. The Program improved economic positioning by updating the Downtown Commercial Property Listing and implementing the Entrepreneur Development Initiative.

The Downtown has seen six new business openings, nine building renovations, and the sale of the Portales Inn for development. The 2010 Shop Local, Shop Portales campaign boosted the sales of 20 participating downtown businesses with the Christmas Crawl.

## **RATON**

### *Raton MainStreet*

Raton MainStreet's success the past year hinged on re-energizing committees in each of the Four Points. Moving from a part-time to a full-time director gained additional financial support for services provided to the City of Raton.

Design exploded with new ideas and volunteer

support. Holiday decorating formed a new partnership with the schools. Planters for Progress placed 40 planters downtown, and the first Façade Squad rehabilitated three store fronts and leveraged \$13,000 on a \$2,000 Friends of New Mexico MainStreet grant.

Economic Positioning completed a business information packet with local, regional and state resources and started hosting business and building owner meetings.

The Organization Committee continues to host an annual planning retreat and an annual meeting for the community. A revamped newsletter is distributed bi-monthly.

The Promotions Committee continues to build Music on Main with a Street Fair/Street Dance as the kick-off and finale for the free concert series. Additional events include Safe Trick or Treat, Best of Raton awards and a new Independence Day Parade and BBQ.

We have used New Mexico MainStreet Capital Outlay funds to upgrade restrooms and install replicas of the original entry way doors at the historic Shuler





Theater. Additional MainStreet Capital Outlay Funds were secured as matching funds for the Multi-Modal Center to be completed in 2012.

## ROSWELL

### *MainStreet Roswell*



MainStreet Roswell has been very busy this year working to promote downtown shopping and overall curb appeal with local merchants and business owners.

One of the projects we are working on is the summer coupon booklet to promote shopping in downtown Roswell. We walked the streets and visited with business owners to include them. This actually helped us gain more members overall (so far 10 new members!).

MainStreet Roswell is also installing beautiful banners promoting activities and locations in Roswell. These will not only beautify the downtown area, they will also let visitors know all that Roswell has to offer. We are also working with the City to install new planters downtown with fresh flowers for additional beautification.

A big accomplishment this year was completing the Façade Squad project on the former JC Penney building and Historic Hotel on Main Street. The project began with the removal of 1970s era “slip covers.” Fortunately the original 1908 windows remained intact behind the aluminum panels. Both buildings received technical repair and new coats of paint. The result is impressive!

## SILVER CITY

### *Silver City MainStreet*

Silver City MainStreet Project was designated one of the top five Main Street communities in the

nation as a recipient of a 2011 Great American Main Street Award. Building on its 26 year history, the organization continues to make incremental changes for economic development and community vitality.

Silver City has completed a Downtown Action Plan, funded by a New Mexico MainStreet Capital Outlay Grant, that now awaits adoption by the Town Council. One of the plan’s goals is already being pursued - a Theater District Plan, which will guide the reuse of downtown’s three theatres to create an anchor entertainment district.

A major project that reached completion this year is the Downtown Gateway Arch marking one of the major entrances to downtown and welcoming visitors from Highway 90. Planning continues for the Big Ditch Park to transform the linear park into a “transportation spine” and install interpretive signs funded by the Centennial Legacy Project Award from Friends of New Mexico MainStreet.

Silver City’s promotional events have been growing and changing this year as MainStreet hosted the 20TH Annual Lighted Christmas Parade, and took the lead in expanding First Fridays Downtown.





An exciting partnership was formed with the Tour of the Gila to adapt the annual Celebration of Spring into an expo during the downtown bicycle races.

## TRUTH OR CONSEQUENCES

### *MainStreet Truth or Consequences*

Mainstreet Truth or Consequences has seen an increase in momentum, energy, volunteer involvement, and accomplishments over the last year.

The Design Committee developed more than six projects. They coordinated with 10 partners on the Blue Star Memorial Highway Park upgrade, which was completed by 31 volunteers. They also completed two façade improvements, coordinated two downtown cleanups, provided the City with a detailed study of city benches, and hosted window design workshops for businesses. We coordinated a Design and Planning Assistance Center (DPAC) studio, which created a potential architectural plan for downtown.

Our Organization Committee completed all of the required benchmarks to graduate from an Emerging Community to a Start-Up MainStreet organization. We planned an annual meeting and membership drive which led to a 70 percent increase in membership and 39 new volunteers. Our Promotion Committee partnered with eight other organizations for our Third Annual Old-Fashioned Christmas with about 1,000 people attending. Our Second Annual Hot Springs Festival was held in fall 2010 with a turnout of about 900 people enjoying the festivities. Our Economic Positioning Committee has developed a building inventory of the MainStreet district. We look forward to maintaining this momentum and having a prosperous year.



## TUCUMCARI

### *Tucumcari MainStreet*

Tucumcari MainStreet has moved forward with a number of projects this year that give us increased visibility in the community and, as a result, a broader base of support.

A “Paint the Town” program was launched and three buildings on Main Street were completed. This effort was funded from a grant received from a local foundation. The initial Paint the Town project has also resulted in four buildings that were previously operated as gas stations on Route 66 being painted to reflect their original use. Each station has the logo of a common brand used along the Route in the 50s or 60s. Murals have also been added to some of the buildings.

The historic depot renovation project moved forward as planning was completed and construction began. The building was given to the City of Tucumcari in 2002 and a New Mexico MainStreet Capital Outlay Grant of \$1.4 million was received in 2009. The building will be the site of the Tucumcari Railroad Museum with an opening date set for November 4, 2011.

One big milestone for the Tucumcari MainStreet program in 2010 was completing the required benchmarks to graduate from State Start-Up Program to a State Certified MainStreet Program.



## Acknowledgements

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Image on page 24 courtesy of Linda S. Glisson; Assistant Director for Information Resources, National Trust Main Street Center

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