

Welcome to the
New Mexico MainStreet
30th Anniversary Awards



1985-2015
August 13, 2015



Rich Williams

Director

New Mexico MainStreet



The Honorable
Phillip S. Burch
Mayor of the City of Artesia



Jon Barela

Cabinet Secretary

*New Mexico Economic
Development Department*



Donovan Rypkema

PlaceEconomics

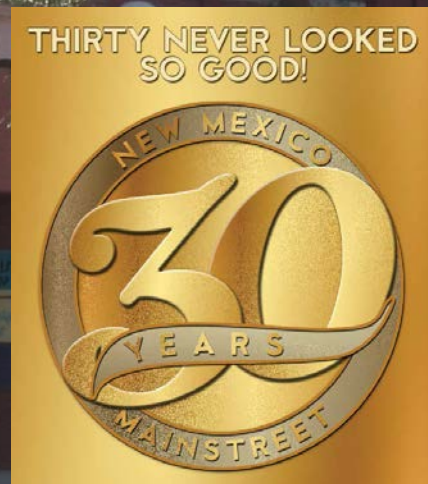
Washington DC



Main Street IS Sustainable Economic Development

New Mexico Main Street Conference
August 13, 2015

Donovan Rypkema
PlaceEconomics
Washington, DC



NEVADA ECONOMIC DEVELOPMENT CONFERENCE

Stronger Economies Together



May 19 - 21, 2015
University of Nevada, Reno
The Joe Crowley Student Union

FOR CONFERENCE INFORMATION
Visit www.nedc.org or call 775.863.7132

Early Bird Rates End April 15



get STRONGER

NARCU 2015 CONFERENCE LINESUP AND ONLINE TRAINING



Learn to compete, succeed, and prosper
www.narcu.org/getstronger 800.344.5560

NEW for 2015: Inspiring A2 World Bank Annual Address Symposium

Economics & Finance

Join us in London at the world's premier desert economics forum!

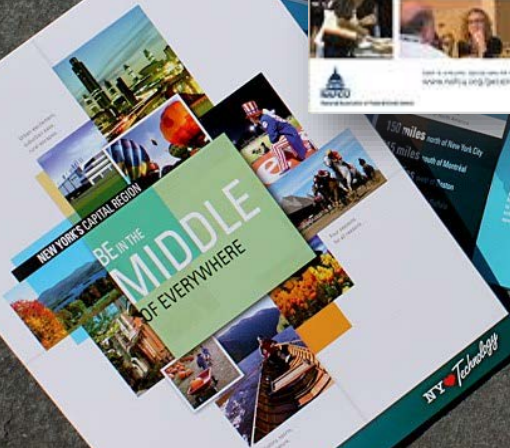
REGISTER NOW!

FEBRUARY 25-27, 2015
LANCASTER LONDON HOTEL



NEW YORK'S CAPITAL REGION

BE IN THE MIDDLE OF EVERYWHERE



150 miles north of New York City
150 miles south of Montreal

NY Technology



Electric
IBM
Intel
AMD

Feasibility Studies and Site Options Analysis

Comprehensive analysis of current state and options
Statistical modeling tool creates best fit scenarios
Strategic planning for current and future use

MARYLAND ASSOCIATION of COUNTIES
Summer Conference
August 13-15, 2015 | Broad Power Convention Center | Ocean City, MD
www.maryland.org/SumConf

ENERGIZE.

MOBILIZE.

CAPITALIZE.

Register Today!
2,000 Participants • 250 Vendors • 25 Educational Sessions • Countless Opportunities

HOW YOU BUILD IT 2010 CONFERENCE

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

OKLAHOMA CITY, OK
RENAISSANCE OKLAHOMA CITY HOTEL
COK CONVENTION CENTER
JUNE 6-8



IEDC 2015 ANNUAL CONFERENCE

October 4-7 • Dena'ina Civic & Convention Center • Anchorage, AK



BROADWAY ST



WALMART
CYR

TOYOTA







What is Economic Development?



*Economic Development is
the conscious, organized
effort to improve a local
economy*

Effective, sustainable economic development meets 8 tests

Positive, measurable benefits

Benefits beyond short term

Public benefits > public cost

Benefits local and broadly distributed

Qualitative as well as quantitative

Incentivized activities as catalyst

Not a “bribe” but meet the “but for” test

Carrots paired with sticks



CAFE

CAFE

OK CAFE

New Moon Fashion

new moon fashion



Buildings

832
Buildings

\$80 Million
Private
Investment

Investment

37



MINI-GALLERY

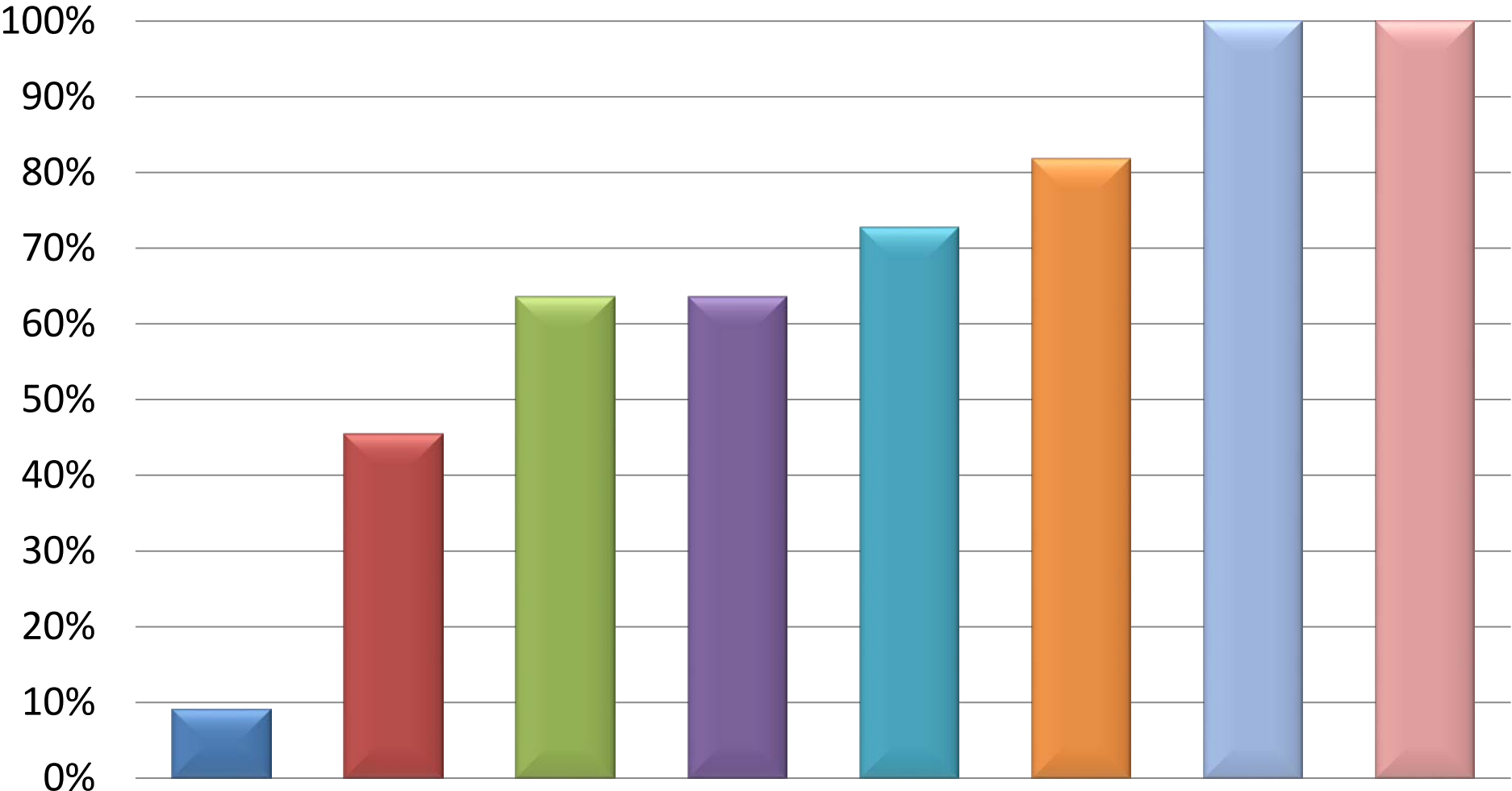




Mia's
Hallmark

Hallmark

What Happened as a Result of Capital Outlay Fund?



■ Increased rents

■ Buildings sold

■ More pedestrian traffic

■ Business expansions

■ Reduced vacancy

■ More event attendance

■ Individual building improvements

■ New businesses opening

Nailicious
Nail Salon
575-706-4527

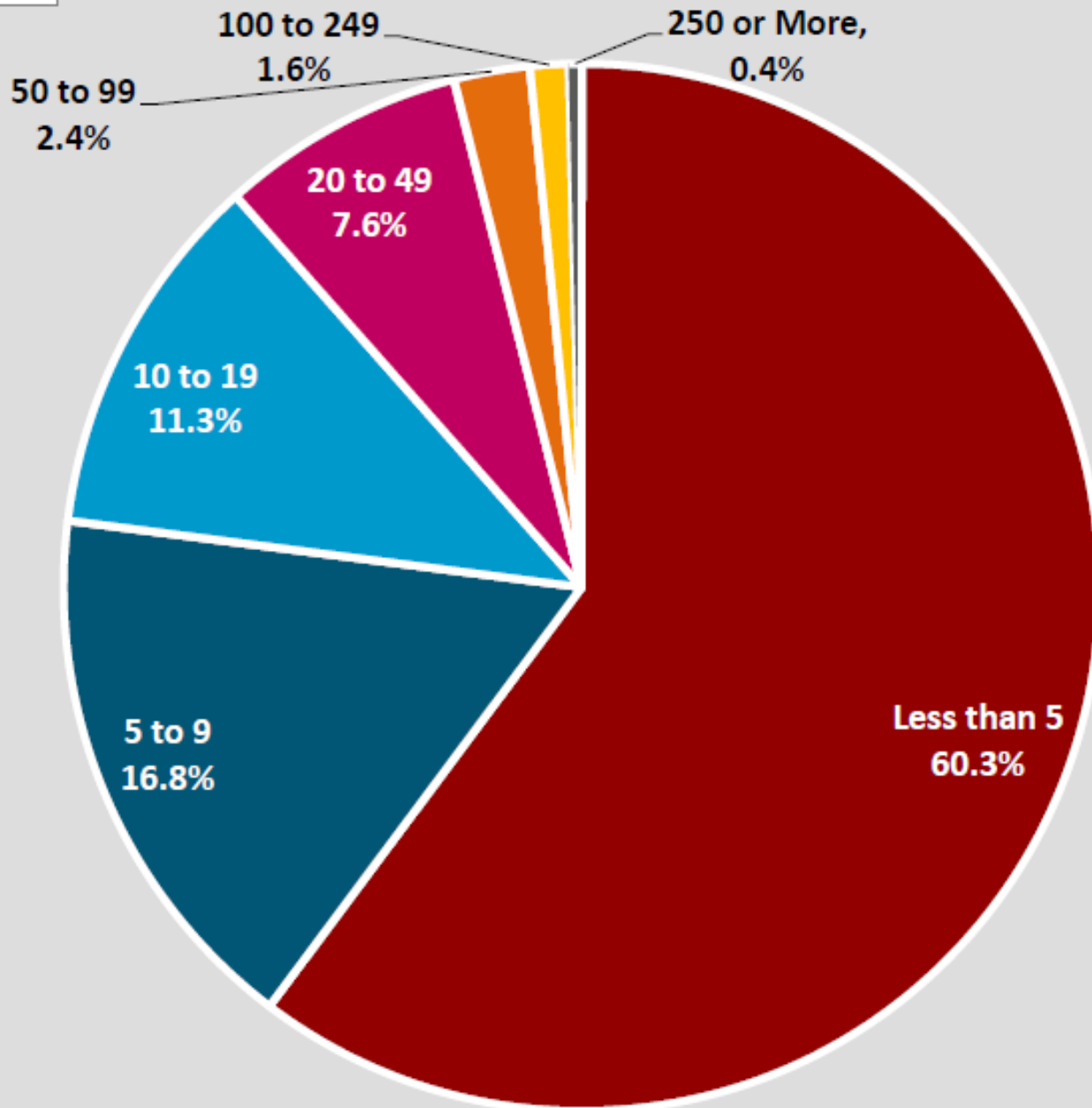
Old
Pecos
Gallery

OLD
PECOS
GALLERY



1

Distribution of Firms by Number of Employees *As Percentage of Total Establishments, 1st Quarter 2012*





JOBS ADDED SINCE END OF RECESSION

2,506,000



Firms Employing Fewer than 20 People

1,652,000



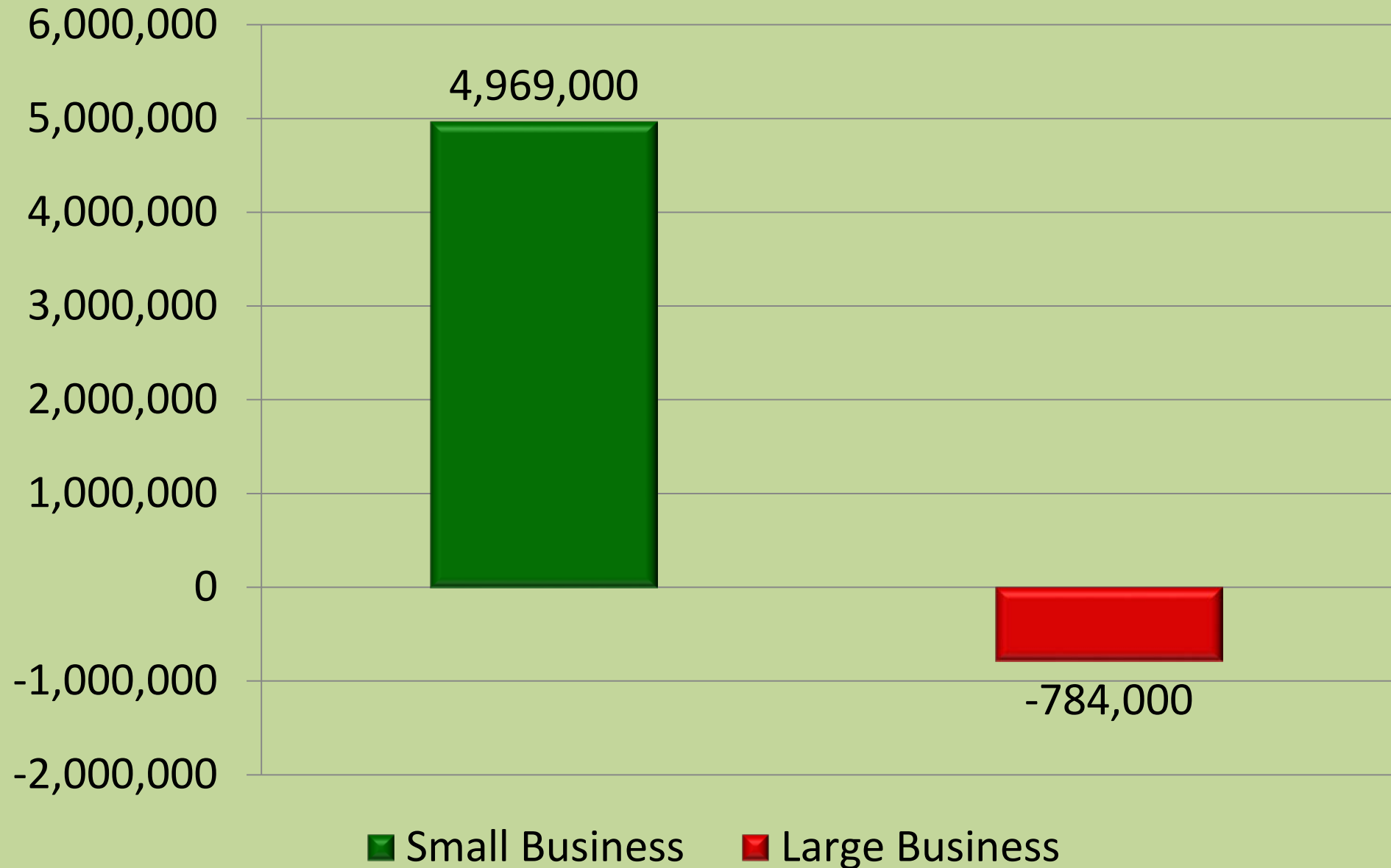
Firms Employing 1000+ People

Jobs Added Last 10 Years



Jobs Added During Growth Period

(December '01 to November '07)



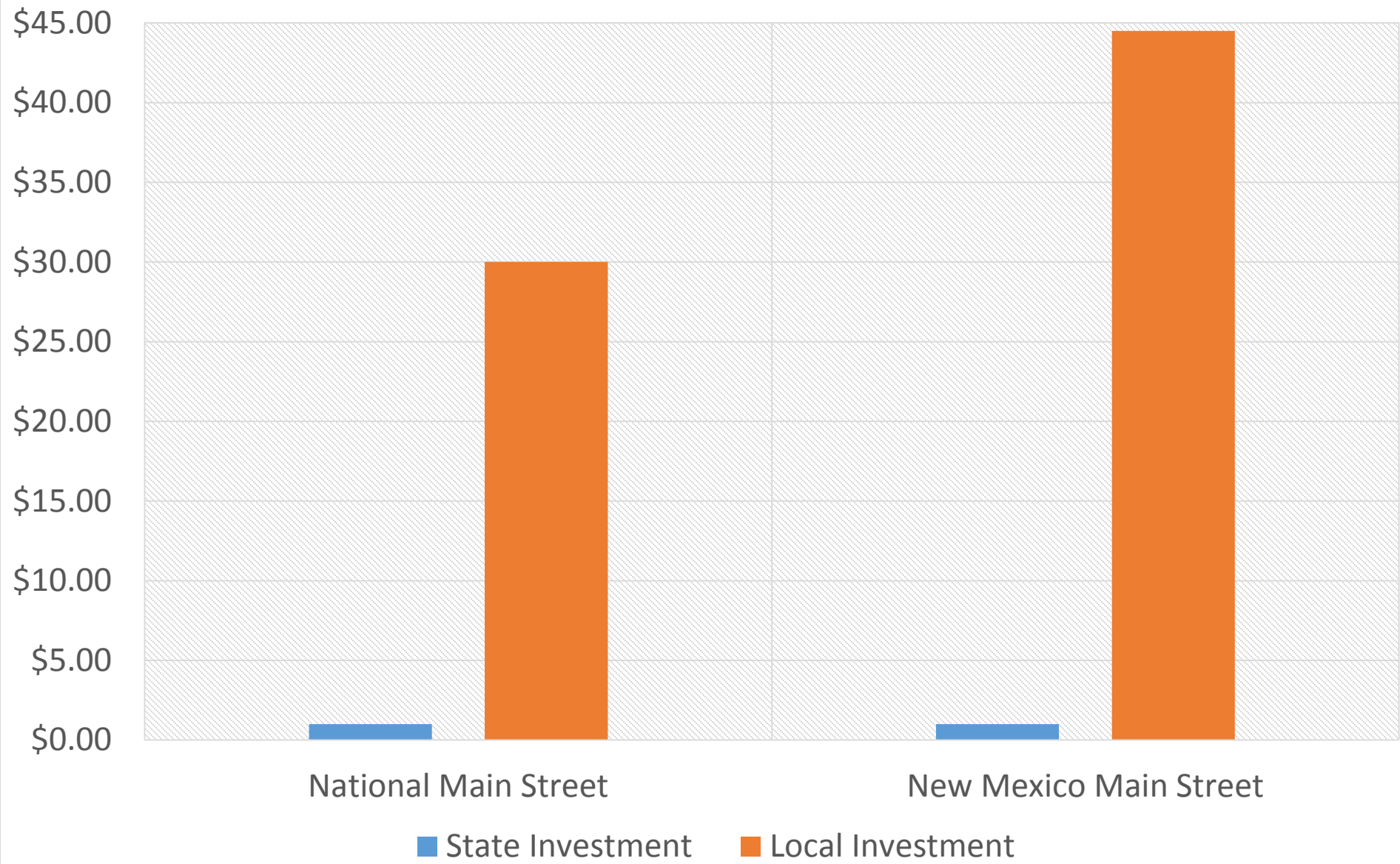


ErAn Orlferu | Animated-Photography.com

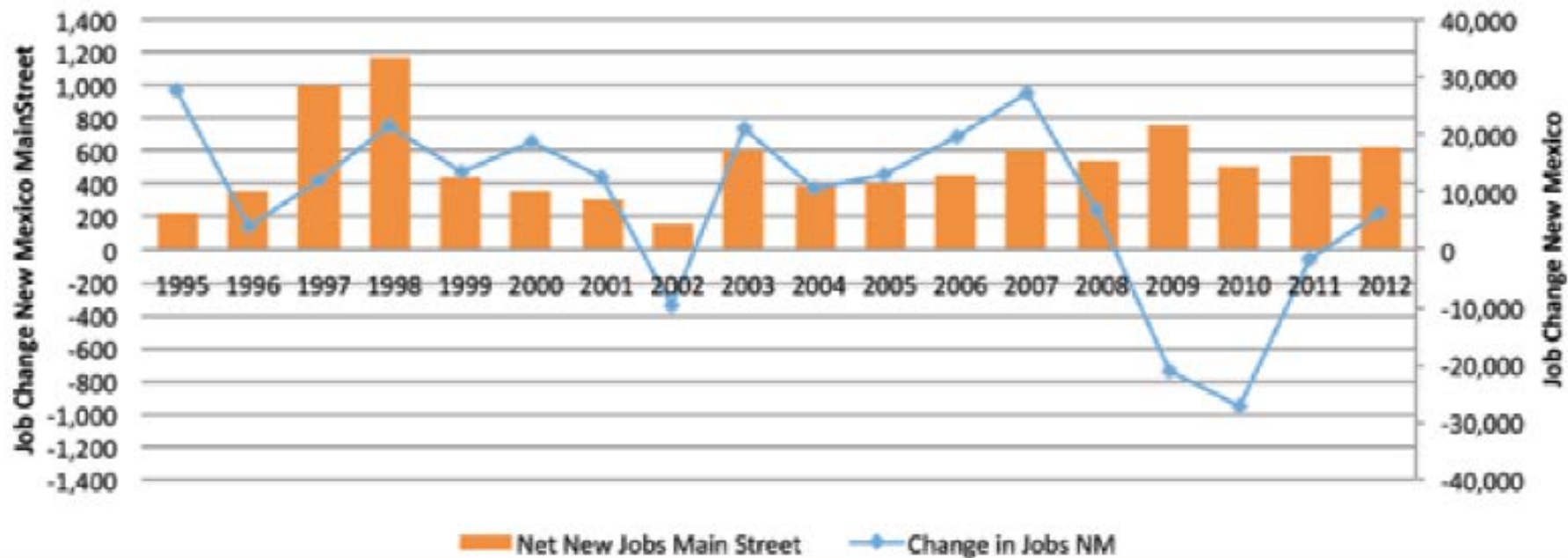


Leverage of State Main Street Programs

US vs New Mexico



Year to Year Change in Jobs New Mexico Statewide vs NMMS Districts





Del Sol

Del Sol

STOP

PATE BUILD

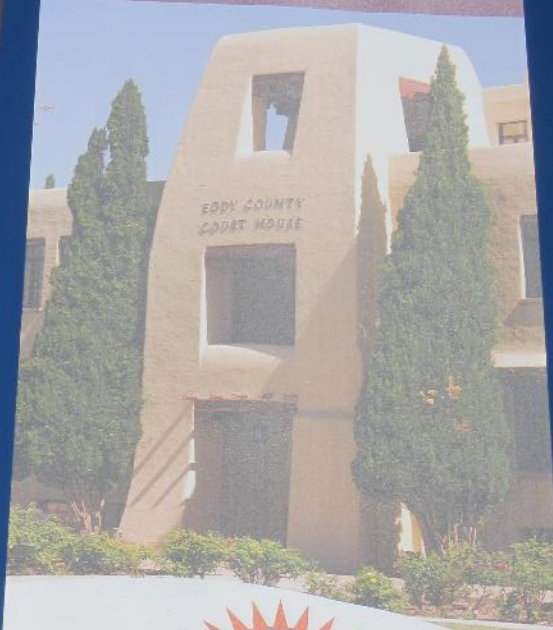
BEEMAN ACCOUNTING, LLC
122 N. CANYON

Richard F. Beeman, CPA
Travis F. Beeman, CPA, Retired





EXPLORE HISTORIC
DOWNTOWN





Love Music

TATTOOS

CAFE





TUCUMCAR
MAIN STREET





1,344,000





Walmart.com 
Save money. Live better.

FC 7356

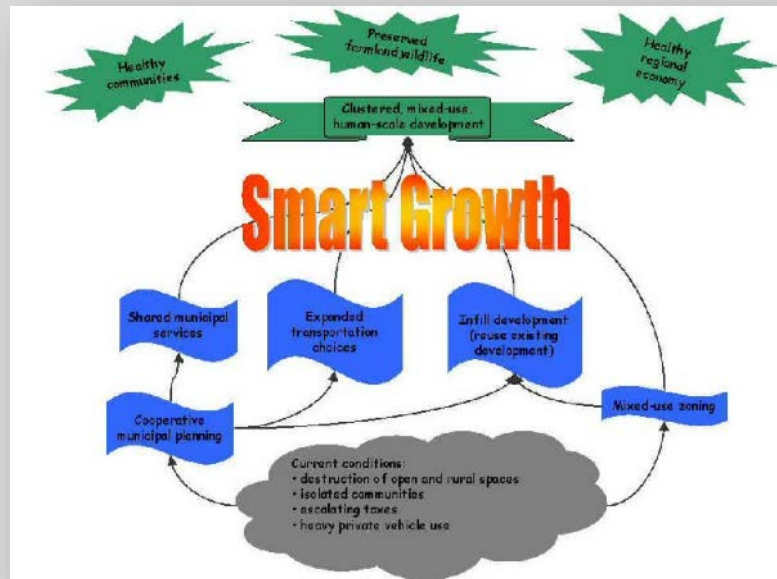
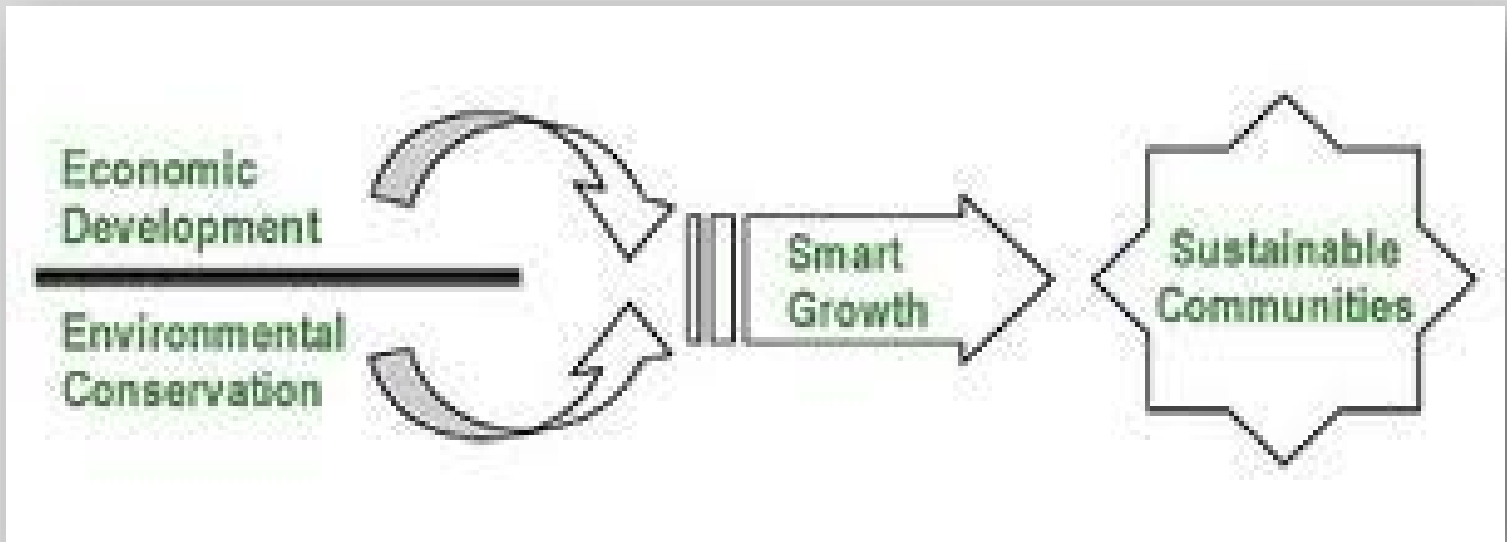
Real Estate
by **Design**
a unique real estate brokerage

Kerrville Main Street Office
Downtown
Visitors Center
PUBLIC RESTROOMS
715

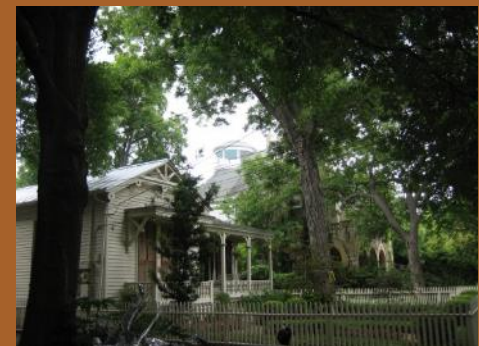
SAUBLE'S
Jewelry







Create a range of housing opportunities and choices



Create walkable neighborhoods



Encourage community and stakeholder collaboration in development decisions



Foster distinctive, attractive communities with a strong sense of place



*Make development decisions predictable, fair,
and cost effective*

DESIGN GUIDELINES



Mix land uses



*Preserve open space, farmland, natural beauty,
and critical environmental areas*



Provide a variety of transportation choices



Strengthen and direct development towards existing communities



Take advantage of compact building design





Sprawl

Ugly

Negative to Environment

Increases Auto
Dependency

Increased Congestion

Separates Users & Uses

Reduces Differentiation

Diminishes Quality of Life

Hideously Expensive

Downtown

Beautiful

Positive to Environment

Reduces Auto
Dependency

Reduced Congestion

Mixes Users & Uses

Increases Differentiation

Enhances Quality of Life

Cost Effective



LOS ANGELES THEATER



restaurants

VISIT

galleries

shops

museums

theaters

services

MAIN STREET

**D O W N T O W N
L A S C R U C E S
B U S I N E S S**





AUTO MUSEUM











BEFORE



AFTER



Hendersonville Historic Preservation Commission
Main Street Local Historic District Design Guidelines



Adopted May 16, 2007



FAÇADE COLOR PROPOSAL



Old Town Newark Streetscape - Santa Clara, California

SITE CONTEXT AND SITE PLAN



DESIGN GUIDELINES

Beloit, Wisconsin

A guide to renovation and rehabilitation for the central business district.



Yesler Wy 100

1st Ave

2nd Ave

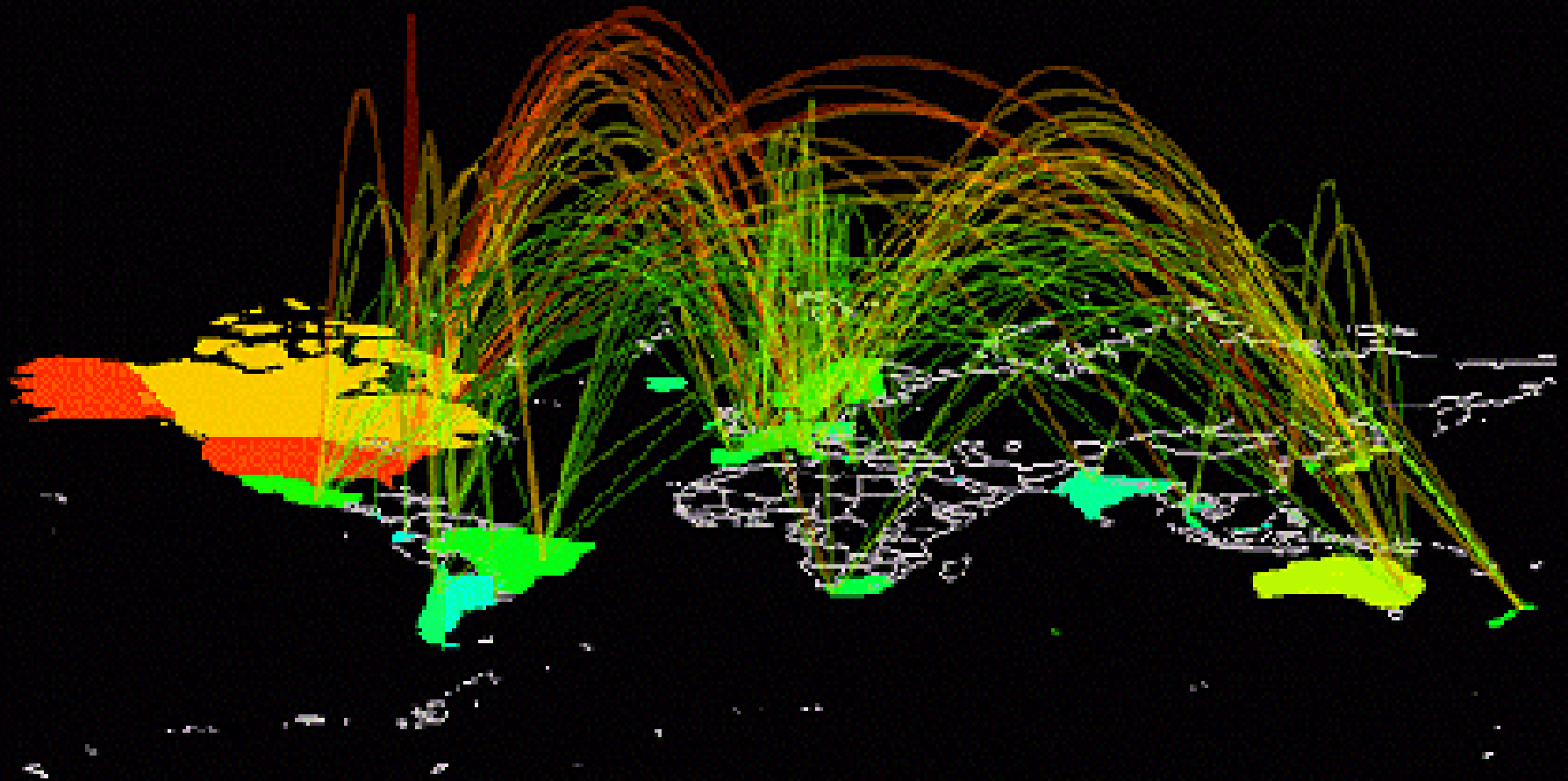
City Arts

THE MAR

Maharaja

Maharaja







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Carrots paired with sticks

APRÈS MOI
LE CHAOS OF
MILIBAND!




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RIBEYRE

The Cookie Jar

STOP



*The move we make
in the place we live
has to signify our
intent and meaning.
Eudora Welty*



*Thank
you very
much*



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PlaceEconomics

Washington, DC

202-588-6258

DRypkema@PlaceEconomics.com

www.PlaceEconomics.com



Kathy La Plante

Senior Main Street Program Officer

National Main Street Center



Nationally-Accredited Main Street Communities 2015



Nationally-Accredited Main Street Communities 2015

Artesia MainStreet

Carlsbad MainStreet

Clovis MainStreet

Grants MainStreet Project

Los Alamos MainStreet

Lovington MainStreet

Nob Hill MainStreet



Daniel Gutierrez

Assistant Director

New Mexico MainStreet



Start-Up New Mexico MainStreet Communities 2015

**Historic Bridge MainStreet,
Albuquerque South Valley**

Harding County MainStreet

Zuni Pueblo MainStreet



Francis Bee

President

New Mexico Coalition of MainStreet Communities



New Mexico Coalition of
MainStreet Communities
Commemorative
Awards 2015



Senator Carroll Leavell

Senator Gay Kernan

Representative Larry Larranaga

Representative Patricia Lundstrom

Senator Stuart Ingle

Senator Mary Kay Papen

Senator John Arthur Smith

Senator George Muñoz



Erick J. Aune
Vice-President

New Mexico Resiliency Alliance



Friends of New Mexico MainStreet

*New Mexico Resiliency Alliance
Special Recognition Award*



New Mexico MainStreet

Program Associates & Staff

Elmo Baca

Amy Barnhart

Charlie Deans

Robyne Beaubien

Keith Kjelstrom

Eduardo Martinez

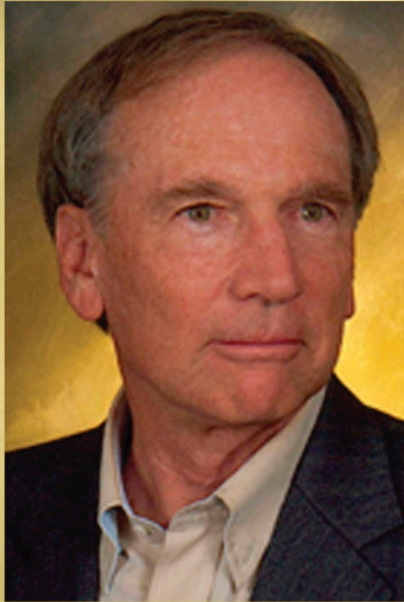
William H. Powell

Rich Williams

Daniel Gutierrez

Julie Blanke

Anna Blyth



Peyton Yates, Jr.

*New Mexico MainStreet
Special Recognition Award*



30th Anniversary Award
for Outstanding
Organization



Nob Hill Main Street

Albuquerque

Outstanding Organization



30th Anniversary Award
for Outstanding
Promotion

Music
Food
Art

Truth or Consequences MainStreet

Outstanding Promotion





30th Anniversary Award
for Outstanding
Economic Positioning

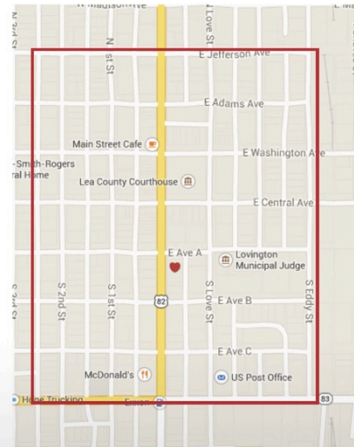
Why Lovington MainStreet?

MainStreet is a revitalization program specifically for downtown areas begun in 1980 by the National Trust for Historic Preservation. The MainStreet Four-Point Approach is a comprehensive method for downtown revitalization that is used in cities and towns throughout New Mexico and the US. The approach emphasizes historic preservation and economic development of the downtown area, as well as promoting and marketing downtown through grassroots, volunteer-driven projects and

4-Point Approach

- **Design:** We work to preserve downtown's historic district character, encourage building renovation, enhance public spaces, clean and beautify downtown, and educate owners about building maintenance.
- **Organization:** By bringing together the public and private sectors to reach consensus and act to improve downtown and to raise funds and volunteers to get MainStreet's work done.
- **Promotion:** We market our downtown through special events and festivals, projects that build awareness of business opportunities, foster organizational development, positive media coverage of events, and overall image development for downtown Lovington.
- **Economic Positioning/Business Development:** We work to strengthen downtown's economy and attract new investment by providing information to entrepreneurs, sharing information about the downtown market, recruiting new businesses, providing business technical support, and referring organizations to financing tools for business or building improvements.

THE BENEFITS OF BEING LOCATED IN HISTORIC DOWNTOWN



The Lovington MainStreet District is a busy, dynamic place for your business!

- City Hall
- County Administration & Courthouse
- Chamber of Commerce
- Economic Development Corporation
- Lovington Public Library
- Lovington School District Administration
- Various Financial Institutions

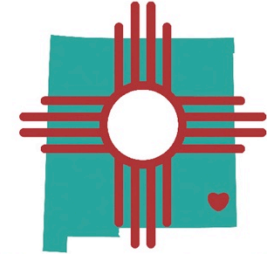
Are you located in the MainStreet District?
If you are interested in opening a business in the MainStreet District, we are here to help you in any



LOVINGTON MAINSTREET

201 South Main Street,
PO Box 1418
Lovington, NM 88260
575.394.1418

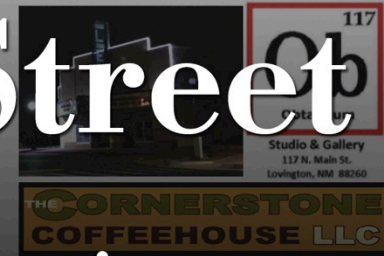
director@lovingtonmainstreet.org
www.lovingtonmainstreet.org



LOVINGTON MAIN STREET

Preserving Our Past • Loving Our Present
Improving Our Future

We want your business!



Lovington MainStreet is the catalyst for revitalizing, beautifying & energizing Historic Downtown Lovington.

Lovington MainStreet

Outstanding Economic Positioning



30th Anniversary Award
for Outstanding
Architectural Design



Clovis MainStreet

Harmon, Barnett & Morris Law Firm Building

Outstanding Architectural Design Award



30th Anniversary Award
for Outstanding
Placemaking



Artesia MainStreet

The City of Artesia

Outstanding Placemaking



Spirit of MainStreet
30th Anniversary Award



Grants MainStreet Project

Spirit of MainStreet Award



Spirit of Preservation 30th Anniversary Award



Los Alamos Main Street

Spirit of Preservation Award



Dallan Sanders Golden Whip Award



Manuel "Manny" Vasquez

Grants MainStreet Project

Dallan Sanders Golden Whip Award



Mike Runnels
MainStreet
Innovation Award



Dusty Huckabee

Roswell MainStreet, Manager Emeritus

Mike Runnels MainStreet Innovation Award



*“Dusty spread MainStreet all over
New Mexico especially in small
and rural communities.*

The best supporter MainStreet ever had.”

*Timothy Jennings,
former New Mexico State Senator*



Spirit of Partnership
30th Anniversary Award



Anne McLaughlin

Statewide Planning Bureau Chief

New Mexico Department of Transportation

Spirit of Partnership Award



Tom Church

Cabinet Secretary

New Mexico Department of Transportation

Spirit of Partnership Award



New Mexico MainStreet Awards Reception

Hotel Artesia

Hosted by Artesia MainStreet



In Memoriam

Mike Runnels

Former Lieutenant Governor

New Mexico MainStreet Founder 1984



NEW MEXICO

100

YEARS

MAIN STREET