



New Executive Director and Board Member Orientation August 11, 2015 – Artesia, NM

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department



The History of Main Street

- Historically, Main street was the primary commercial hub in American communities (pre-WWII).
- Suburbanization and marketplace changes created a movement away from downtown commerce centers.
- Changes in local and federal policy affected how historic buildings were managed, maintained.
- MainStreet is a movement to preserve historical assets while rebuilding vital economies in downtown communities.



**Source: National Main Street Center*

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What Is Main Street?

“Real Places Doing Real Work to Revitalize Their Economies and Preserve Their Character.”

Specifically, MainStreet is:

1. A proven strategy for revitalization (Four Points Approach).
2. A powerful network of linked communities.
3. A national support program that leads the field.

Most importantly, Main Street is an asset-based economic development approach to restoring a thriving economy in New Mexico communities



**National Main Street Center*

What Does It Mean to be a MainStreet Community?

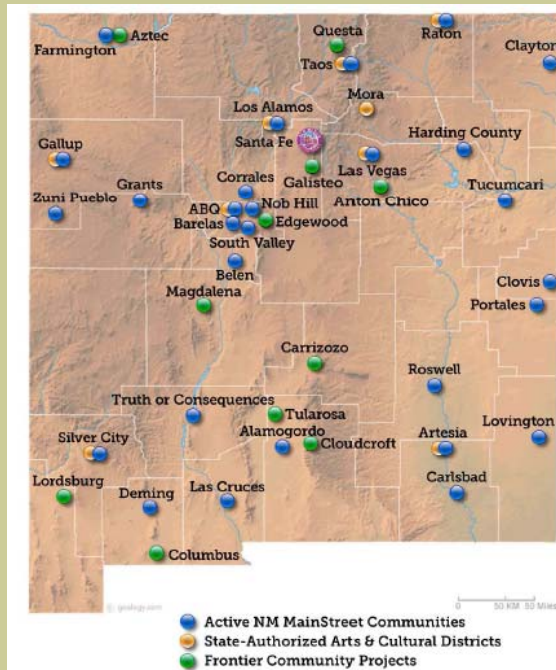
Your community...

1. Has been officially designated by the state regional coordinating program.
2. Implements the Four Point Approach under the Eight Guiding Principles
3. Meets, or is striving to meet annual designation criteria



*Nob Hill MainStreet
(Albuquerque)*

2015 MainStreet Communities



The MainStreet Four Point Approach™

Ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement a Community Transformation Vision

Organization

Enhancing the physical elements of district while capitalizing on its unique historic assets; includes urban planning, public art, historic preservation and adaptive reuse of buildings.

Design

Economic Vitality

Harnessing local economic opportunity and creating a supportive business environment for small business owners, entrepreneurs, and innovators; includes live/work housing.

Promotions

Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community's unique characteristics.



Benefits of MainStreet

- **Businesses/Entrepreneurs**
 - Healthy Business Climate
 - Expanded Customer Base
 - Vibrant Commercial District
 - Growth Opportunities
- **Partnerships**
 - Leveraging of Scarce Resources
 - Strengthen Local Capacity
 - Stronger Networks for Economic Development
- **Property Owners**
 - Stronger Property Values
 - Stable Rental Environment
 - Improved marketability
 - Increased Occupancy Rates
- **Community**
 - Increased GRT, Stronger Tax Base
 - Improved Quality of Life
 - Restoration of Civic Gathering Places
 - Access Federal Resources

Technical Assistance from NMMS



MainStreet Economic Impact – 28 NM Communities

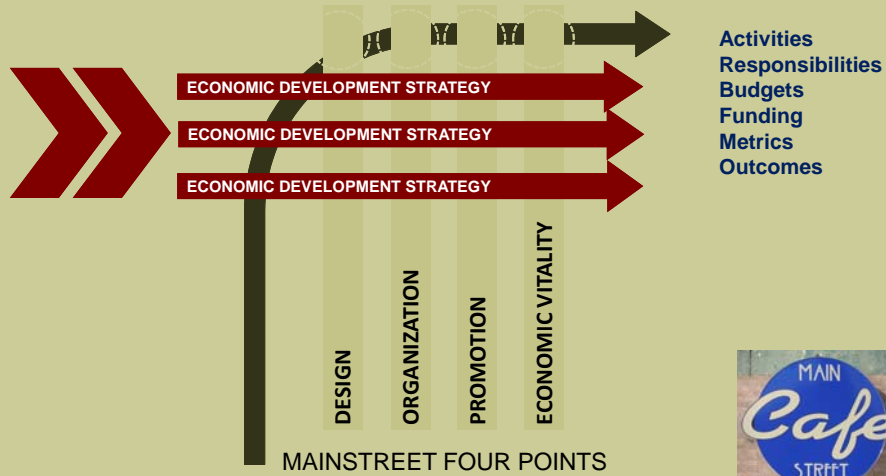


2013-2015 Performance (aggregate):

- **335** Net new businesses
- **449** Building rehabilitations
- **\$127 Million** New building construction
- **\$40.5 Million** Private sector economic reinvestment
- **\$22.3 Million** Public sector economic reinvestment
- **1,634** New jobs (net)
- **103,000** Volunteer hours (> \$2 million*)

* Source: Independent Sector statistics

Community Transformation Vision

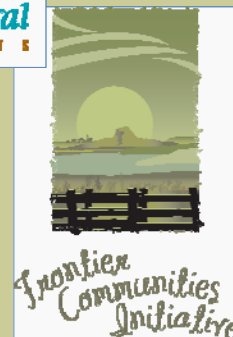


*Source: National Main Street Center



Asset-Based Economic Development via NM Arts & Cultural Districts and Frontier Community Projects

- ACD's focus on enhancing the "Creative" or "Cultural" Economy, positioning arts and culture as the center of revitalization and community economic development efforts.
- Frontier Communities Initiative focuses on community economic development support in rural communities (pop. <7,500) to develop a catalytic economic development project.
- Like MainStreet, each must demonstrate positive economic impact in job creation, business development, business creation/expansion, leveraging of private sector reinvestment, or enhancement of the community's economic environment.







Economic Vitality

Presented by

Keith Kjelstrom

NMMS Economic Positioning Program Associate

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NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department

What is Economic Vitality?

- Understand the market
- Know assets
- Retain & strengthen businesses
- Recruit new businesses & uses
- Enhance operating practices
- Help find business & building financing
- Facilitate quality development



Economic Vitality Roles

- Economic analysts
- Strategic planners
- Performance monitors
- Business developers (coaches, incubators, recruiters)
- Enterprise facilitators
- Civic entrepreneurs

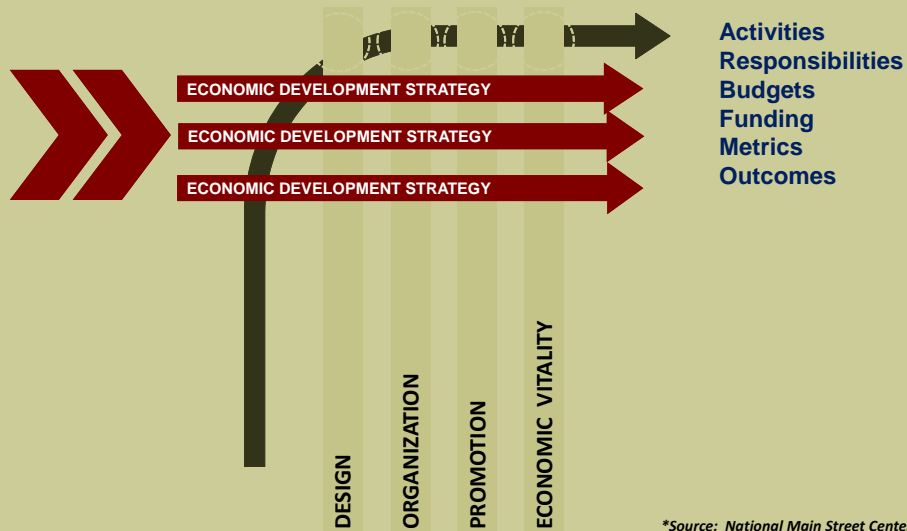


Business Development Toolbox

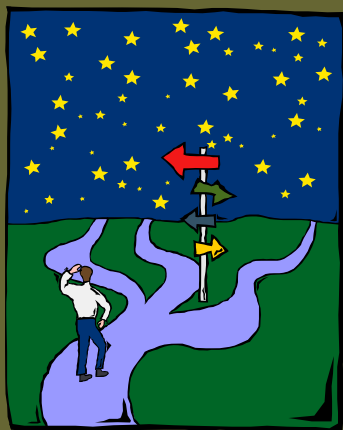


- Strategic Planning and Information
- Education, Training
- Business Retention & Strengthening
- Entrepreneur Development
- Financing & Incentives
- Business Recruitment
- Marketing & Promotion
- Real Estate Development

Community Transformation Vision



Draft a Market Vision Statement



- Opportunities
- Need to make a conscious decision about market vision
- Dialogue with data

Sample Economic Development Strategy



Rocky's on Route 66, Grants, NM

***Capture more local consumer dollars
by helping existing businesses
to better serve local residents.***

Connecting Four Points Projects to Asset-Based Economic Development Strategies

Strategy: Capture more local consumer dollars by helping existing businesses to better serve local residents.

Outcomes: Increases measured for, a) sales in MainStreet district, b) gross receipts Taxes, c) car/pedestrian traffic, d) attendance at key events.

Sample Actions/Outputs:

Economic Vitality	Organization	Design	Promotion
Distribute market profile sheets to 65 businesses	Conduct 40 business visitations to enroll businesses in the work of the MainStreet org.	Replace swings , benches and garbage receptacles at corner park; plant trees and/or install info kiosks	Produce an annual promotions and advertising package targeting residents
Produce business enhancement seminar on local customer targeting (reach 25 businesses)	Engage 65 business owners in MainStreet networking events ; recruit 25 sponsors/partners	Create/install 12 new summer banners to use on light poles (with University Art/Design classes)	Update website business directory (list 65 businesses)
Provide in-store consulting to establish social media marketing program (5 priority businesses)	Implement Public Relations campaign highlighting MainStreet business development goals	Conduct a façade squad project at the Courtyard Café: paint walls, refresh planters, repair deck	Implement a retail event (sidewalk sale) with cooperative/shared advertising and coupons

Create a Market Position Statement

DISCOVER Pacific Beach **PACIFICBEACH.ORG**
 MISSION: TO REVITALIZE AND PROMOTE THE PACIFIC BEACH COMMUNITY PHYSICALLY AND ECONOMICALLY

Home | Visitor Information | History of PB | Business Association | PB Business Directory

Nestled between the ocean and Mission Bay, Pacific Beach business district offers a wide array of products and business services in an atmosphere of west coast casual. Pacific Beach boasts 1,200 businesses from which to choose; over 150 restaurants, 20 hotels/motels, 11 banks, 5 grocery stores and 4 car dealerships.

Pacific Beach, it's all right here... California cuisine, wheel alignments and spine adjustments all in one convenient stop.

Feature	Upcoming Events	Visitor Information	PB Business Directory
Beach Area Community Court gets started Click Here to get involved	Pacific Beach is an event in itself; ocean, boardwalk, parks. In addition, Discover Pacific Beach presents Regional	26 million people can't be wrong. That's how many visitors came to San Diego last year. Pacific Beach is	There's not much you won't find in Pacific Beach business district...except maybe boring. No amount of boring has

Resources

The University of New Mexico

New Mexico MainStreet | Friends of New Mexico MainStreet | Economic Development Toolbox | Coalition of MainStreet Communities

New Mexico Community Economic Toolbox

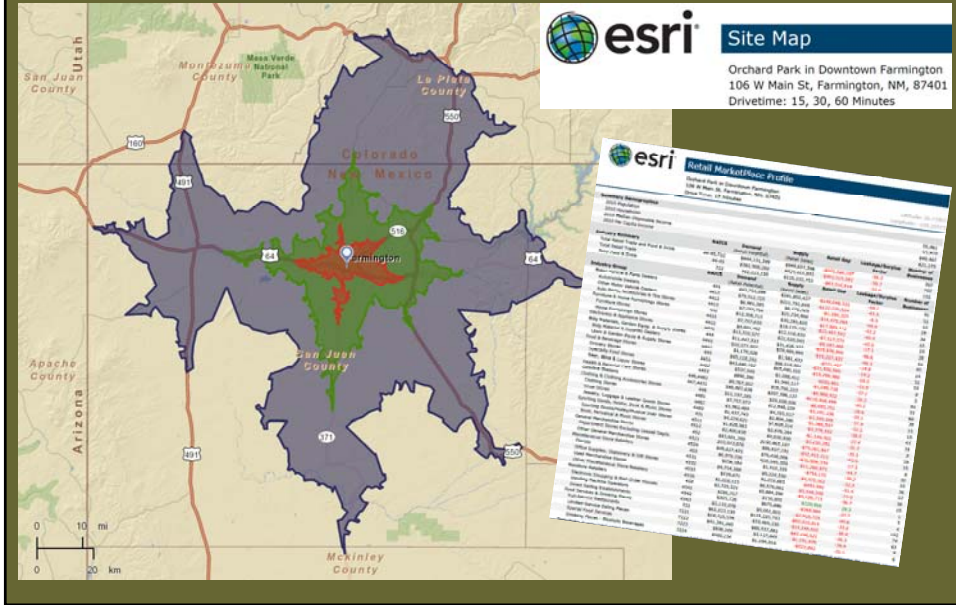
The Cooperative Extension Center for Community and Economic Development

Downtown and Business District Market Analysis
 Using Market Data and Geographic Information Systems to Identify Economic Opportunities in Small Cities

Transforming Downtown Economics
 Capturing new markets to increase \$'s in the cash register
 Understanding your town's market niche
 Financing business expansions and new business

MainStreet INSTITUTE

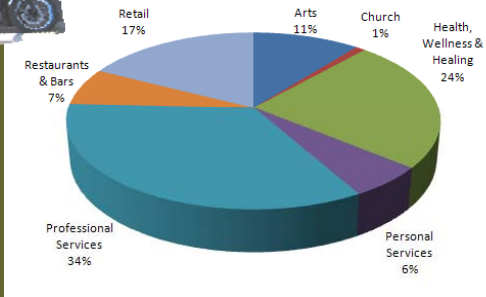
Conduct Market Analysis



Inventory Businesses & Analyze Mix



Corrales Road Business Mix



Establish Business Visitation Program



Inventory Priority Vacancies

El Cajon Downtown Real Estate Hot Sheet
 Community Development Corporation
 Commercial Properties Available for Lease and/or for Sale for October 2010
 Online version at www.downtownelcajon.com

Grants are available for property owners and businesses owners to assist with business recruitment efforts. To learn more and/or to submit real estate information contact Erica at (619) 401-8858 or Erica@downtownelcajon.com

Property Type	Address	Size (in square feet)	Owner / Broker	Notes	Price
Commercial Properties For Lease					
Retail / Office	248 Avocado	450 sq ft	Chris Sugi (619) 596-1880 csugi@downtownelcajon.com	<ul style="list-style-type: none"> Park Like Setting Good Parking Available Separate Entrance 	\$600 / mo
Office / Retail	306 Ballantyne	400 sq ft	Rosie Tolan (619) 336-3146 rosietolan@gmail.com	<ul style="list-style-type: none"> Great Location Great Visibility Good Traffic 	\$1,200 / mo
Office / Retail	308 Ballantyne	600 sq ft	Rosie Tolan (619) 336-3146 rosietolan@gmail.com	<ul style="list-style-type: none"> Great Location Great Visibility Great Traffic 	\$1,500 / mo
Professional Offices	250 E Douglas	1,100 sq ft spotless office 2,200 sq ft downstairs office	David Basham (619) 679-3314	<ul style="list-style-type: none"> 2 professional offices available now Downstairs and upstairs Parking in front - covered parking in rear 	\$1.00 per sq ft plus utilities
Executive Suites	270 E Douglas	Various	Lee Meico (619) 401-4000 lee@downtownelcajon.com	<ul style="list-style-type: none"> Part-time Office Reception Call and Vocational 	Full-time offices Conference Room Cafe, Fax and More / mo
Office	471 W Douglas	296 sq ft	Vicki L. Theodor (619) 222-2244 x 100 vlt@elcajon.com	<ul style="list-style-type: none"> Utilities included Great Property Available now 	Assigned Parking Private Bathroom \$295 / mo 1 year or 6 months lease
Professional Suite	321-329 W Lexington	900 sq ft	Thomas Dechant & Brian Jenkins (619) 442-9200 tdechant@downtownelcajon.com	<ul style="list-style-type: none"> Recently Renovated Detachable Ground Floor Excellent Location 	Ample Parking Private restroom Common area patio \$1,000 / mo gross negotiable
Office Suite	360 W Lexington	1,000 sq ft	Bar Sika (619) 679-6668 bsika@downtownelcajon.com	<ul style="list-style-type: none"> New Building Next to Post Office 2 Months Free Rent 	\$1,000 / month gross
Professional Office	275 W Madison	900 sq ft	Erica Tolan (619) 596-1880 etolan@downtownelcajon.com	<ul style="list-style-type: none"> Central Location Interior Improvements Exterior Improvements 	4 Private Offices Alarm System Marble Signage plus utilities \$1.35 per sq ft
Restaurant	190 N Magnolia	2,200 sq ft	Blair Jemp (619) 237-1400 x 1400 bjemp@elcajon.com	<ul style="list-style-type: none"> Ample Parking Great Visibility Move in Incentives 	Great Parking Term Negotiable \$1.25 per sq ft

To find information about each property visit El Cajon CDC's geographic information system (GIS) Database at: http://www.downtownelcajon.com/interactive_garcel_map.shtml



Conduct property owner visits



Conduct business development partner visits



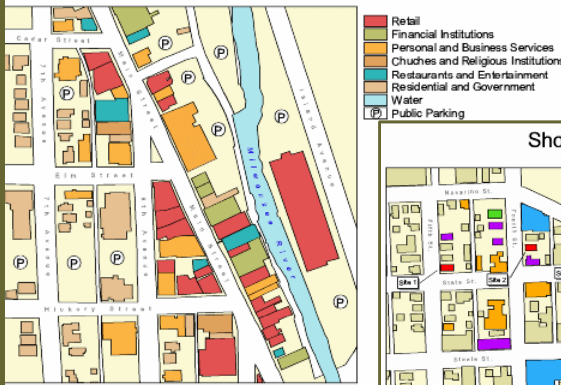
Establish core business development team and extended team



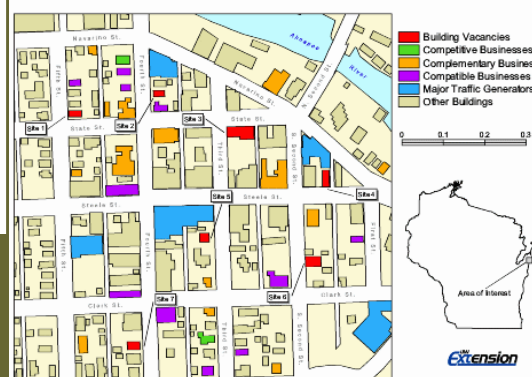
Identify one priority business assistance target, one business recruitment target, one building rehab target

Post a Business Clusters / Leasing Plan Map

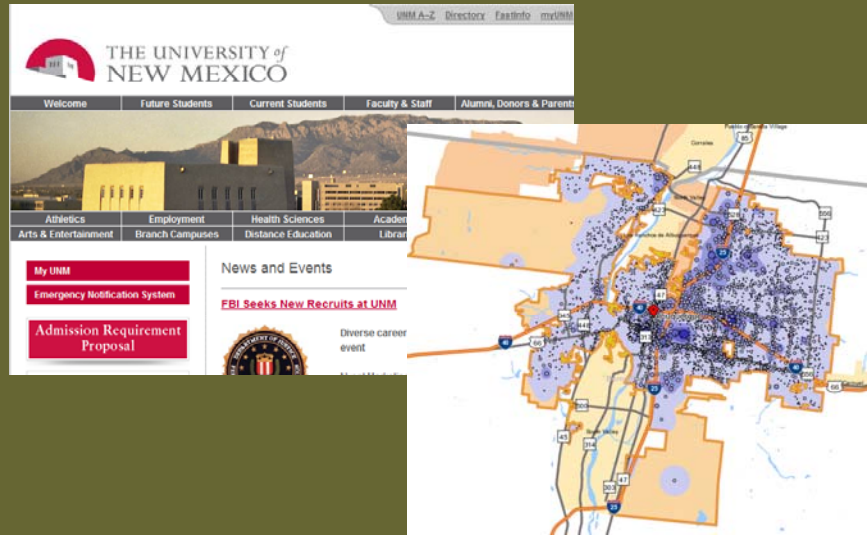
West Bend Downtown Business Mix



Shoe Store Cluster Analysis



Learn About Special Market Segments

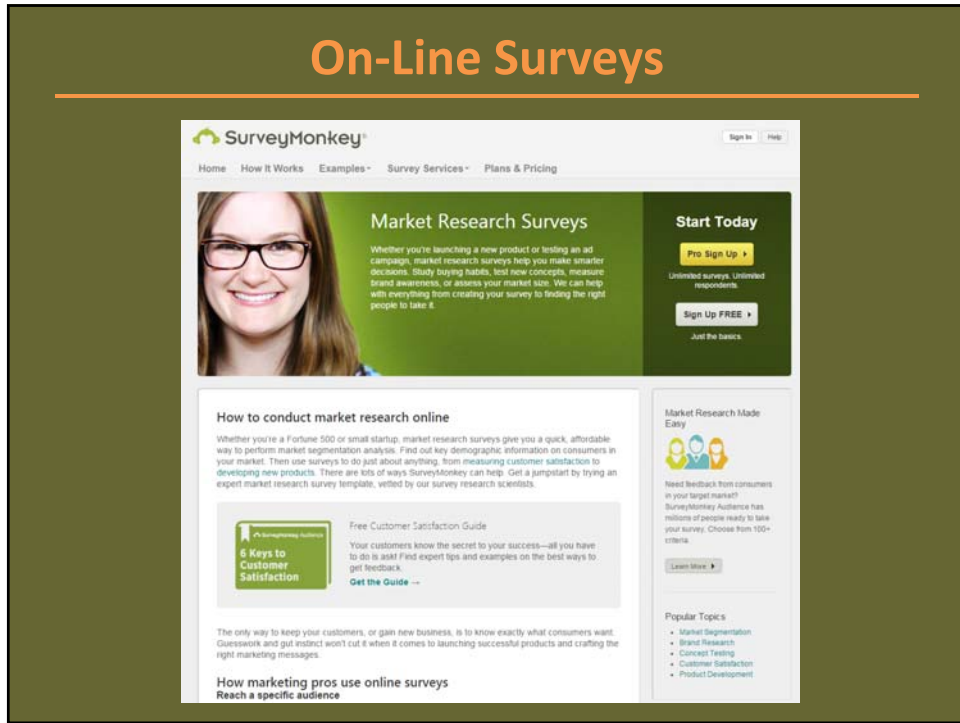


The screenshot displays the University of New Mexico website. At the top left is the university's logo and name. A navigation bar includes links for 'Welcome', 'Future Students', 'Current Students', 'Faculty & Staff', and 'Alumni, Donors & Parents'. Below this is a secondary menu with categories like 'Athletics', 'Employment', 'Health Sciences', 'Academics', 'Arts & Entertainment', 'Branch Campuses', 'Distance Education', and 'Library'. A 'My UNM' section contains buttons for 'Emergency Notification System' and 'Admission Requirement Proposal'. A 'News and Events' section features a headline 'FBI Seeks New Recruits at UNM' and a 'Diverse career event' link. On the right side, a map of Albuquerque is overlaid with a dense distribution of blue and orange dots, representing data points for a market segment analysis.

Conduct Surveys, Interviews, Focus Groups, Forums



On-Line Surveys



The screenshot shows the SurveyMonkey website homepage. At the top, the SurveyMonkey logo is on the left, and 'Sign In' and 'Help' links are on the right. Below the logo is a navigation menu with 'Home', 'How It Works', 'Examples', 'Survey Services', and 'Plans & Pricing'. The main content area is divided into several sections:

- Market Research Surveys:** A large green banner featuring a woman's face. Text reads: "Whether you're launching a new product or testing an ad campaign, market research surveys help you make smarter decisions. Study buying habits, test new concepts, measure brand awareness, or assess your market size. We can help with everything from creating your survey to finding the right people to take it." To the right are two buttons: "Pro Sign Up" and "Sign Up FREE".
- Start Today:** A dark green box with the text "Unlimited surveys. Unlimited respondents." and "Just the basics."
- How to conduct market research online:** A section with a sub-header and a paragraph explaining the benefits of online surveys for businesses of all sizes. It includes a link to a "Free Customer Satisfaction Guide".
- Market Research Made Easy:** A section with a sub-header and a paragraph about the SurveyMonkey Audience. It includes a "Learn More" button.
- Popular Topics:** A list of topics including Market Segmentation, Brand Research, Concept Testing, Customer Satisfaction, and Product Development.

Provide Business Networking and Training Opportunities



Link Businesses to Financing and Incentives



- Small Business Development Center (SBDC)
- Small Business Administration (SBA) Lenders
- Microlenders / Nontraditional Lenders – The Loan Fund, WESST, Acción
- USDA
- State and Federal Historic Preservation Tax Credits
- Façade Improvement Incentive Program
- Access to Capital Workshop AND Implementation Plan
- State LEDA and local LEDA

Publish a Market Profile Sheet

Main Street Las Vegas
Find the Trail to Business Success

Since the 19th Century's Santa Fe Trail trade, Mexican Land Grant, and the arrival of the AT & SF railroad, Las Vegas has been a destination for entrepreneurs seeking to make a good living balanced by great scenic beauty and high quality of life.

REAL History People **REAL Business Development Opportunities**

Main Street Las Vegas unifies the community's historic core commercial area - Railroad District / Grand Avenue, New Town / Douglas Street, and Bridge Street / Plaza - into a vibrant 1.07-mile historic commercial corridor that starts at the regional railroad depot and ends at the plaza.

A Residential Neighborhood

More than 14,000 people live within the city limits of Las Vegas. As the seat of San Miguel County and an important market center for northeastern New Mexico, Las Vegas draws consumers from many communities in San Miguel, Mora and Guadalupe Counties. When the region's consumers travel to purchase goods or services, drive times of up to an hour or more are common. The following chart shows demographic characteristics for residents within 10-, 25-, and 65-minute drive times from the Main Street Las Vegas district.

	10 Minutes	25 Minutes	65 Minutes
Population	11,203	22,202	27,894
Average Household Size	2.49	2.48	2.48
Median Age	34.4	35.1	35.8
Owner-Occupied Housing Units	67%	59%	73%
Median Household Income	\$28,854	\$22,861	\$30,262
Unemployment Rate	62.2%	62.8%	60.5%

SOURCE: US Census Bureau and Population

Las Vegas is a family-oriented community. Principal consumer clusters include young families with children and mid-career couples. Reflecting its rich cultural traditions, the community has one of the highest concentrations of persons of Hispanic origin in New Mexico.

While area folks have moderate incomes, their needs add up to serious sales potential. For example, consumer buying power within the 35-minute drive time area just for retail trade and eating and drinking establishments totals \$258.8 million annually.

Employed Aboard

As a regional employment center with major educational institutions and commercial enterprises, more than 2,200 workers report to their jobs in downtown Las Vegas. Mile citywide total 8,802.

Investment Potential

Historic and Cultural Resources

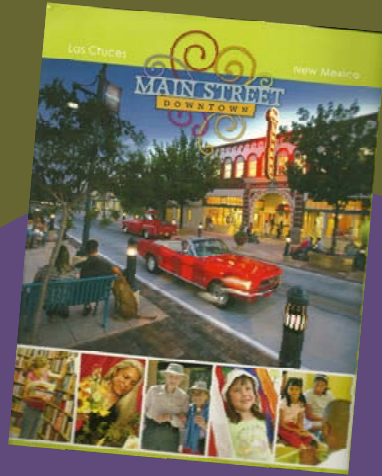
Location and Access

Market Size


Competition

Assemble a Business Development Packet

- Business enhancement
- Responsive business recruitment
- Pro-active business recruitment
- Pull together the information
- Website



Prepare a BD Rack Card




Your business has a sunny future on MainStreet!
We seek creative entrepreneurs who want to join our thriving business district.

- 150 [?] MainStreet district businesses
- 1,400 [?] employees in district with \$40 million in wages
- 16,500 average daily vehicle traffic
- Regional commercial & civic core for Eddy County
- Vibrant mix of public and private professional offices, service establishments, retail stores & restaurants
- Great historic buildings & hometown ambience
- Farmers Market

Sales analyses show promising market opportunities for additional businesses in clothing & accessories, eating & drinking places and specialty retail. (ESRI, 2011; UNM BBER, 2007)

Recruitment priorities for us include fun food ventures, apparel, specialty boutiques, and other businesses that will complement our evolving arts / entertainment / fine dining cluster.

Within a 30 minute drive of downtown:



POPULATION = 35,128
TOTAL ANNUAL RETAIL and RESTAURANT DEMAND = \$264 MILLION
MEDIAN AGE = 38.7 YEARS
MEDIAN HH INCOME = \$33,412
WORKS: 639,383

Recent Public Investment

- New benches, flower pots, bike racks, kiosk and trash cans (\$600,000) and new street signs (\$50)
- Major streetscape improvements on Canal Street (\$16 million?)

Recent Private Investment

- The Trinity, Carlsbad's 1892 landmark building, exquisitely restored as an award-winning boutique hotel with fine dining
- Yellowfinx Restaurant - seafood, French cuisine, globally-inspired variety, wine and beer

Services for Businesses

- Business location search assistance
- Market data & help with business plans & marketing strategies
- Linkage to lenders and financing programs
- Facade improvement grants
- Permit process assistance
- Downtown Fall Festival, Holiday Stroll, Electric Light Parade
- Business networking forums

Business Development Partners

- Chamber of Commerce, www.carlsbadchamber.com
- Carlsbad Department of Development, www.developcarlsbad.org
- Small Business Development Center, www.rmbddc.org/carlsbad

Contact us!
Carlsbad MainStreet
124 N. Canyon, Carlsbad, NM 88221
carlsbadmainstreet@gmail.com
575.628.3768
www.carlsbadmainstreetnm.com



Prepare a BD Rack Card



WE SEEK

Creative Entrepreneurs

WHO WANT TO JOIN OUR THRIVING BUSINESS DISTRICT.



- 100 MainStreet district businesses
- 1,200 employees in district with \$38 million in wages
- 16,500 average daily vehicle traffic
- Regional commercial & civic core for Eddy County
- Vibrant mix of public and private professional offices, service establishments, financial institutions, retail stores, restaurants & more
- Great historic buildings & hometown ambience
- Farmers' Market, Museum & Art Center, and Halagueno Arts Park

Sales analyses show promising market opportunities for additional businesses in clothing & accessories, eating & drinking establishments and specialty retail.

Within a 30 minute drive of downtown:

Population: 35,128
 Total Annual Retail & Restaurant Demand: \$264 Million
 Median Age: 38.7 Years
 Median Household Income: \$39,412
 Source: ESRI, 2011

Recent Public & Private Investment

- Benches, flower barrels, bike racks, street signs, information kiosk, banners and holiday decorations throughout downtown district (\$50,000)
- Major streetscape improvements on Catal Street, including landscaping, bike racks and trash cans (\$16 million)
- Halagueno Arts Park improvements and additional public art (\$242,000)
- Rehabilitation of historic buildings for use as fine-dining restaurants, an award-winning boutique hotel and a private auto museum
- Interior and exterior improvements to retail and service-based business properties

Services for Businesses

- Business location search assistance
- Market data and help with marketing strategies
- Linkage to lenders and financing programs
- Façade improvement grants
- Community and retail events
- Business networking forums

Business Development Partners

- Chamber of Commerce, www.carlsbadchamber.com
- Carlsbad Department of Development, www.developcarlsbad.org
- Small Business Development Center, www.smbdc.org/carlsbad



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www.carlsbadmainstreet.com
[Facebook.com/CarlsbadMainStreet](https://www.facebook.com/CarlsbadMainStreet)

Prepare Property Profile Sheets

**NWC & SWC
 16TH STREET & O STREET**
 SACRAMENTO • CALIFORNIA



FOR MORE INFORMATION PLEASE CONTACT:

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FOR LEASING
 Retail 2
 CBR

**NWC & SWC
 16TH STREET & O STREET**
 SACRAMENTO • CALIFORNIA

Retail 24/7

AVAILABILITY
 • ±5,400 SF restaurant space available, can be divided

FEATURES

- New construction located at the gateway to Midtown Sacramento
- Mixed use project with 84 apartment units and ground floor retail
- Spaces are flexible
- Upside Spanish architectural design
- Strong daytime demographic population within walking distance of the site
- Surrounded by ±1,495,000 SF of retail office space and it's about 5,000 employees

SURROUNDING TRAFFIC GENERATORS
 Sutter Medical Center, Sutter's Link, the State Capitol, California Offices and the Convention Center

2012 ESTIMATED DEMOGRAPHICS

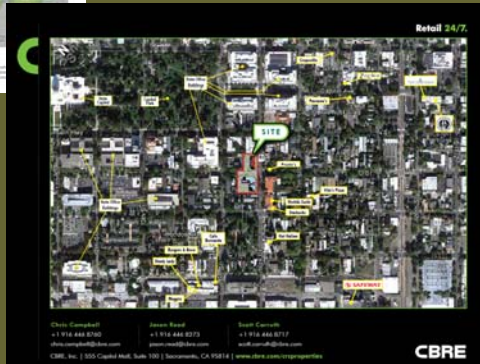
	1.5 miles	3 miles	5 miles
Population	41,505	129,401	204,415
Pop. Household Income	\$42,028	\$49,961	\$61,236
Pop. Daytime Population	81,219	144,220	257,822



TRAFFIC COUNTS (Source: 2011)

Location	Count
16th Street @ O Street	14,175 ADT

Source: City of Sacramento





Market Vacancies Through the Windows: Vacancy Treatment Standard (VTS)

- Establish written protocol for the treatment of vacancies
- Long-term occupancy is top priority
- Short-term leases
- Display of goods and services
- Pleasing graphics
- Window cleaning
- Demising walls (back treatments)
- Lighting
- Signage



*Diane Laird
State Coordinator, Downtown Delaware
Delaware Economic Development Office*

Add Business Development Features to Website

Then and Now
20 Years of Revitalizing New Mexico's MainStreets

New Mexico MainStreet Program Reinvestment Statistics

Year	Reinvestment (\$)	Number of Districts
2002	1,000,000	1
2003	2,000,000	2
2004	3,000,000	3
2005	4,000,000	4
2006	5,000,000	5
2007	6,000,000	6
2008	7,000,000	7
2009	8,000,000	8
2010	9,000,000	9
2011	10,000,000	10
2012	11,000,000	11

MAINSTREET DISTRICTS: BUILDING LOCAL ECONOMIES
July 2010 - June 2012

Private Sector Reinvestment
Local MainStreet organizations create a positive economic development environment within our districts stimulating local private sector reinvestment.

201 - Not New Reinvestment

- 403 - Private Building Rehabilitation
- \$43,362,000 - Private Sector Reinvestment Dollars
- 78,000 - Volunteer Hours
- \$1,390,000.00 - Value of Volunteer Hours (2010-2012)

Legislative Objectives FY 2013

- Reinvest \$1,200,000 in budget for the MainStreet and Arts and Cultural District Program and Economic Connection Initiatives.
- Appropriate \$2,500,000 to MainStreet Capital Outlay Fund.
- Appropriate \$1,000,000 to Incentive Arts and Cultural District Fund.

New Mexico MainStreet
 Quarterly Financial Report Worksheet
 For the Period July 1 through September 30, 2012
 (Due no later than October 10, 2012)

Date: _____
 Community: _____

BUSINESS OPENINGS, CLOSINGS AND EXPANSIONS

New Businesses (List by Name)	# Businesses Added	# Jobs Added
TOTAL # Businesses Added	0	

Business Closures (List by Name)	# Businesses Lost	# Jobs Lost	Reason for Closure
TOTAL # Businesses Closed	0		
TOTAL # Net New Businesses	0		

Business Expansions
(List by Name)

# Businesses Expanded	# Jobs Added
TOTAL # Businesses Expanded	0
TOTAL # Net New Jobs	0

BUILDING PURCHASES

Name of Building	# of Building Purchases	\$ Purchase Price	Description of Property
TOTAL # Buildings Purchased	0	\$0	
TOTAL \$ Invested in Purchases			

PRIVATE BUILDING INTERIOR AND EXTERIOR IMPROVEMENTS AND REHABILITATIONS

Name of Building	# of Building Rehabs	\$ of Private Investment	Description of Work	NMMS Assistance?
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
TOTAL # Priv. Building Rehabs	0	\$0		
TOTAL \$ Private Investment				

PUBLIC SECTOR IMPROVEMENTS

Name of Public Project	# of Public Projects	\$ Value of Project	Description of Work	NMMS Assistance?
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
TOTAL # Public Sector Imps.	0	\$0		
TOTAL \$ Value of Projects				

PUBLIC / PRIVATE PROJECTS

Name of Pub./Priv Project	# of P./P Projects	\$ Value of Project	Description of Work	NMMS Assistance?
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
TOTAL # Pub./Priv Projects	0	\$0		
TOTAL \$ Value of Projects				

NEW BUILDINGS CONSTRUCTED

Name of New Building	# of New Buildings	\$ Value of Project	Description of Work	NMMS Assistance?
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
TOTAL # New Buildings	0	\$0		
TOTAL \$ Value of Projects				

MAINSTREET GRANTS

Public Sector Grants Name of Grant	# of Grants	\$ Amount of Grant	Type of Grant
TOTAL # Public Sector Grants	0	\$0	
TOTAL \$ Amount of Grants			

Private Sector Grants

Name of Grant	# of Grants	\$ Amount of Grant	Type of Grant
TOTAL # Private Sector Grants	0	\$0	
TOTAL \$ Amount of Grants			

MAINSTREET EVENTS AND PROMOTIONS

Events Name of Event	# of Events	Net Profit \$	Co-Sponsors
TOTAL # Events	0	\$0	
TOTAL Profit \$			

Promotions

Name of Promotion	# of Promotions	Net Profit \$	Partners
TOTAL # Promotions	0	\$0	
TOTAL Profit \$			

HOUSINGS

Name of Housing Project	# of Housing Projects	\$ Value of Project	Type of Housing Units	# of Units
TOTAL # Housing Projects	0			
TOTAL \$ Value of Projects		\$0		
TOTAL # of Housing Units				0

VOLUNTEERS

For each major local program activity, list the number of times that activity occurs during the quarter, the number of volunteers (not paid staff) who perform that activity each time, and hours each volunteer spends on that activity per occurrence. Add and specify other activities (projects and major tasks) as needed.

Activity	# of Volunteers		Hours Per Person Per Occurrence	Total Hours
	Occurrences	Per Occurrence		
Board Meetings				0
Org. Committee Meetings				0
Finance Committee Meetings				0
Design Committee Meetings				0
EP Committee Meetings				0
Other Committee Meetings				0
Events				0
				0
				0
TOTAL # of Volunteers		0		0
TOTAL Hours				0



NMMS EV Services

- Committee orientation & training
- Business development team training
- Business visitation and coaching facilitation
- Market analysis and business development strategy formation
- Collaborative creation of business development marketing tools
- Project financial feasibility analysis
- Financing tools assistance



For more information
or questions...

Keith Kjelstrom
NMMS Economic Vitality Program Associate
505-454-1187
keithkjelstrom@gmail.com



Thank you!



Design

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department



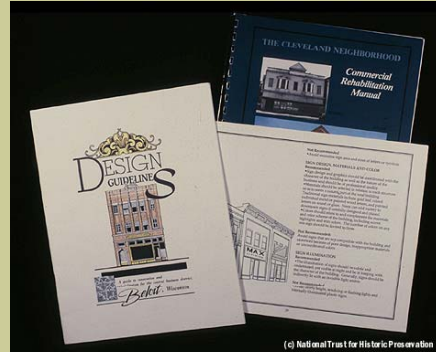
Design Point

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. - [National Trust's National Main Street Center](#) ©

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department



Design Education



Paint

Paint is an amazingly magical substance for transformation. Expressing architectural character while also providing a barrier from the elements - paint can be one of the best tools in the revitalization toolbox. When painting a building try not to exceed a palette of three colors and trim typically will be the darkest of the colors.





Awnings

The addition of awnings can be a simple way to add character to buildings with unremarkable facades and they also have utilitarian functions. Awnings can help to lower air conditioning costs, provide shelter to pedestrians and reduce merchandise from UV fading.



Signage

Business signage often is one design tool under utilized. A good sign is worth its weight in gold. Drawing potential customers in and enhancing the downtown - signs are often not given the proper attention they deserve. The most successful signs are compatible with the character of the building and the image of the business.





Window Displays

Use windows to inject vitality. Visual displays not only sell the merchandise selected; they set the image of the business. Fresh, creative displays that target only a few ideas of items come to life with dynamic arrangements, selective color, and good lighting. - National Trust's National Main Street Center ©



NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department



Historic Preservation/Ethic

Common projects for historic buildings within your downtowns involve returning them to their original beauty. Some of these projects might include uncovering transom windows, removing "slip covers" and stabilization of historic materials.



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Financial Incentives for Design Improvements

Local Façade Grants

NMMS Design Initiatives:
MainStreet Façade Squad
MainStreet PlaceMaking
MainStreet Interiors



NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department

MainStreet Façade Squad



ROSWELL FACADE SQUAD PROPOSED SCHEMES

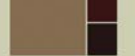


DOWNING STRAW SW 2813

POLISHED MARRANGANY SW 2838

ROCKWOOD TERRA COTAS SW 2805

WEATHERED SHINGLE SW 2841



DOWNING EARTH SW 2820

ROWCROFT COPPER RED SW 2837

OUTERBORN OAK SW 2826



ROSWELL MAINSTREET
NEW MEXICO ECONOMIC DEVELOPMENT DEPT.
NEW MEXICO MAINSTREET



Placemaking



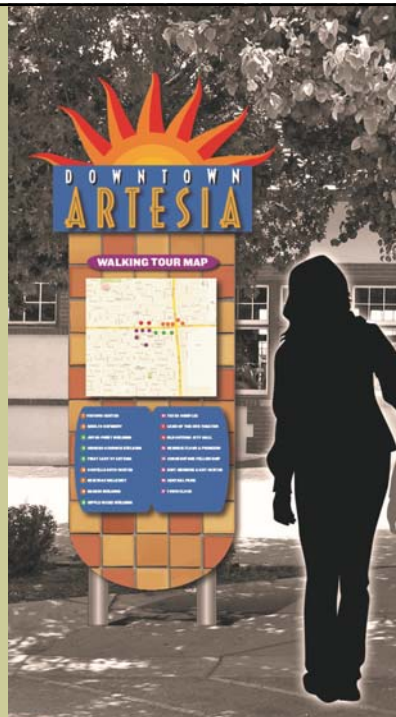
Wayfinding



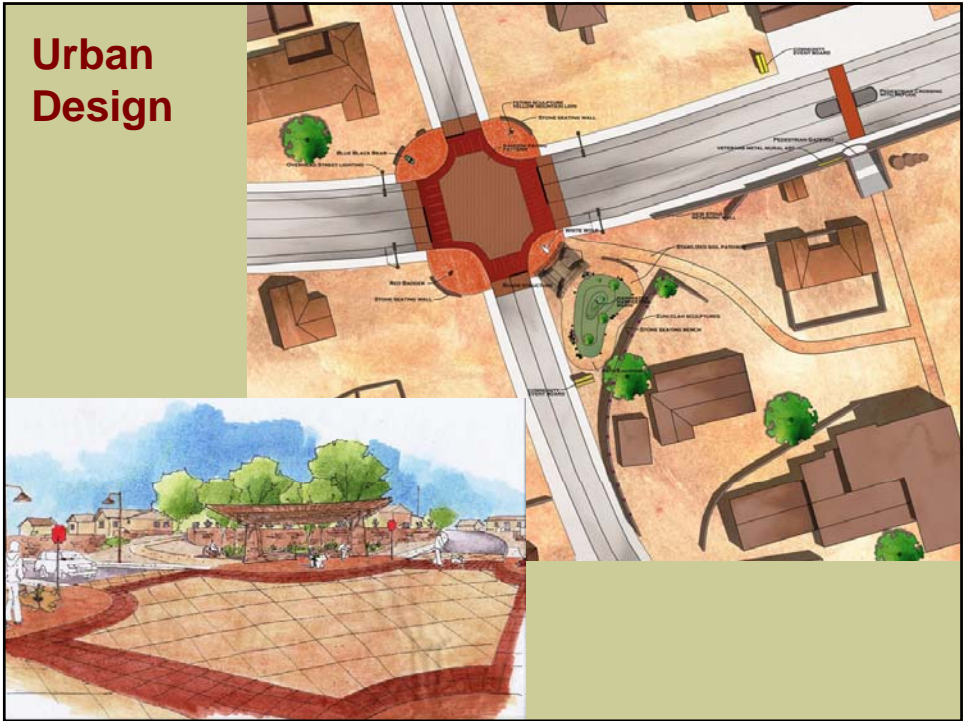
Proposed Pedestrian Directional Sign



Proposed Location Identification Sign



Urban Design



Downtown Master Plan/MRA Plan





For more information
or questions...

NMMS Design Program Associates

Elmo Baca

505.577.2415

Charlie Deans

505.471.4218

William Powell

505.603.3747

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department



NM MAINSTREET PROMOTIONS
WITH ROBYNE BEAUBIEN

411 FOR PROMOTIONS



WHO
WHAT
WHY
WHERE
WHEN
HOW



PROMOTIONS
PURPOSE

promote and market
historic commercial
districts

SNAPSHOT: WHAT

What to promote...

- **Unique Assets**
 - Businesses
 - People
 - Buildings
 - Community Characteristics
- **Historic/Cultural Assets**
- **Tourism Assets**



Silver City, NM
2011 GAMSA Winner

SNAPSHOT: WHY

Promotion activities & events promote MainStreet districts to:

Improve the image

Which...

Brings more customers

Which...

Brings higher profits to businesses

Which...

Brings more investment to businesses and properties

Which...

Improves the image

The results are cyclical!

SNAPSHOT: HOW

- Image Development Activities
- Special Events
- Retail/Business Events
- Media Relationships



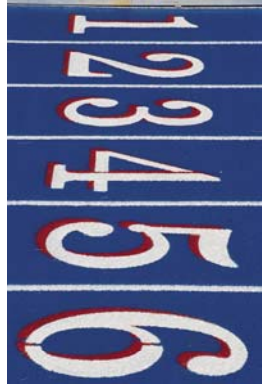
THE BIG PICTURE: IMAGE DEVELOPMENT

Activities that market downtown assets



Focus is on perception

THE BIG PICTURE: BRANDING 101



Definitions:

Identity/Brand – essence or promise that a product, service, company or destination will deliver or be experienced by a consumer.

Slogan/Tagline – repeated phrase used in marketing.

Marketing – the plan and process for selling your brand.

Target Markets – the different types and groups of people that you want to market your brand to.

THE BIG PICTURE: BRANDING 101

Know Thyself!

a.k.a. The good, the bad and the ugly

Then determine what is feasible.

- What five things make our MainStreet unique?
- What do people who visit here say about us?
- What promise can we keep to our MainStreet partners?
- What promise can we keep to visitors and tourists?

THE BIG PICTURE: BRANDING 101

Then look at what your brand (promise) means to different target markets...



And how you will reach them.

THE BIG PICTURE: IMAGE DEVELOPMENT

- Logo
- Website
- Brochures
 - Walking Tour
 - Shopping Guide
- Wayfinding/Signage
- General Marketing of the MainStreet District



Did you know that CDS offers guides and links to promote your business?



Welcome to Clovis MainStreet!

We are dedicated to the economic development and historic preservation of the downtown district.

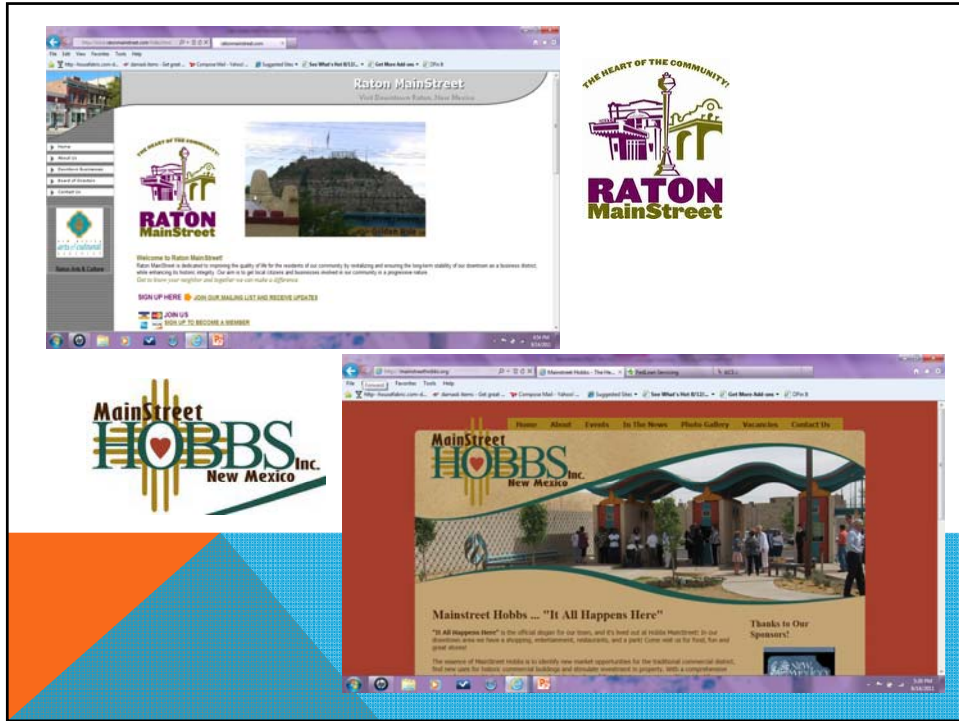
The MainStreet Approach

The MainStreet Approach is a community-driven, comprehensive methodology aimed to revitalize inner-traditional business districts throughout the United States. It is a common-sense way to address the variety of issues and problems that face traditional business districts. The underlying goal of the Main Street approach is to encourage economic development within the context of historic preservation in ways appropriate to today's marketplace. The Main Street approach allocates a return to community participation, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets, distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

The Main Street approach is tailored to meet local needs and opportunities. It is incremental, it is not designed to produce immediate change, it grows its success, it earns its success through the financial and personal effort of its participants — a process that takes time and requires leadership and local identity building.



NEW MEXICO
Historic Preservation
ghnmh



THE BIG PICTURE: SPECIAL EVENTS

Traffic builders that bring people downtown



Focus is on the overall district

THE BIG PICTURE: SPECIAL EVENTS

- Street Fair
- Festival
- Concert
- Cultural Event
- Parade
- Bike /Car Rally
- Gala
- Race/Run



THE BIG PICTURE: SPECIAL EVENTS

Elements

- Fun
- Food
- Entertainment
- People



THE BIG PICTURE: RETAIL/BUSINESS EVENTS

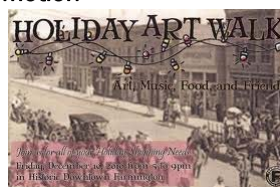
Events that ring cash registers



Focus is on businesses and sales

THE BIG PICTURE: RETAIL/BUSINESS EVENTS

- Sidewalk Sale
- Art Walk
- Shopping Niche Promotion



- Co-op Advertising
- Business/Service Directory



HOT DAYS HOT SALES

Downtown Summer Sidewalk Sale
Saturday, July 19th
 8:30 am—3:30 pm

Great Merchandise... Great Prices... Great Food... Great Prices!

Participating Businesses:

All Things and A Bag of Chips Handmade Soap 238 N. Main in Century's Antiques	Mickey's Uniforms & More 302 N. Main	Tomkatology's 302 N. Main
Home Best ETC. 1202 N. Main	Quality Furniture 402 N. Main	Wine 402 N. Main
Clovis Furniture 118 W. Grand	Randy's Shoes 410 N. Main	the main Arteri 311 N. Main
Eddie's Subs and More 217 N. Main	WORKBOD 402 N. Main	NEW YOU 318 N. Main
Flowers & More 1212 N. Main	SUN AND SKIFFS 118 N. Main	The Patchwork House 118 N. Main
McDaniel's McDaniel's	LARRY'S HAIR 122 N. Main	W 122 N. Main

Many stores will be having price changes in addition to great values on their sale merchandise. Including:
McDaniel's—Clover Machine Sew and a Discount!
Quality Furniture—Queen Mattress Set, Golf Clubs, Pottery, and More!
IN PARTNERSHIP WITH CLOVIS MERCHANTS
 Clover Merchants Association—Presented by CloverWalk.com
 www.cloverwalk.com

THE BIG PICTURE: MEDIA RELATIONSHIPS

Activities that build media partnerships



Focus is on relationships

THE BIG PICTURE: MEDIA RELATIONSHIPS

- **Local**
 - Radio
 - Newspaper
 - Television
 - Internet
- **Regional**
- **Social**
 - Facebook



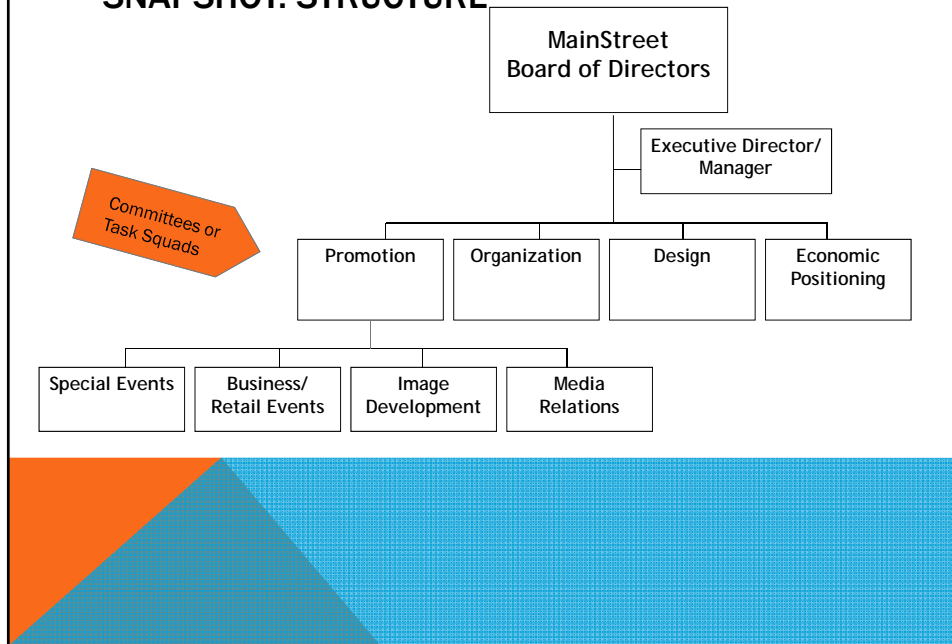


SNAPSHOT: PEOPLE

- Merchants
- Business association members
- Civic groups
- Marketing/advertising professionals
- Marketing/advertising instructors
- Tourism groups/staff
- Media reporters & editors
- Graphic designers & artists
- Residents

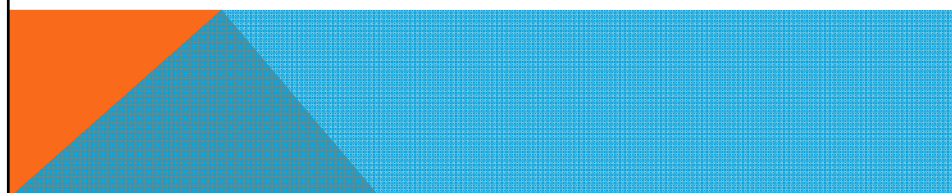


SNAPSHOT: STRUCTURE



SNAPSHOT: TASKS

- Hold Regular Promotions Meetings
- Create Annual Work Plan
- Organize Events
- Implement Events
- Evaluate Events
- Interface and work with other MS points
- Interface with downtown business owners
- Interface with media organizations
- Coordinate w/other groups and organizations holding events in the district



SNAPSHOT: WORK PLAN



Develop Annual Events Calendar

- Special Events
- Retail/Business Promotions
- Image Development Activities

Establish a Marketing Strategy for Events

- What to promote
- Who's the target audience

Plan, Implement, & Evaluate Events

Support Other Downtown Events

A FREE TIP

Key to success:

Use a **PIP**
Project
Implementation
Plan

A "PIP" is:

- "To do" list for specific project
- Includes project tasks, responsibilities, deadlines, budget

Why use it:

- Project management
- Volunteer management
- Budgeting
- Record-keeping
- Project "survivability"

SAMPLE PROMOTION ACTIVITY IMPLEMENTATION PLAN

Project: Produce a business directory

Completion date: 7/15/2013

Chair: Amber

Phone: 555-5000 Email: AmberPromo@mainstreet.com

Committee Members: Sheila, Alex, Tina, David, Rahim, Arturo

Task	Responsibility	Timetable	Cost	Revenue	Progress	Comments
Gather, review sample directories	Committee	By 1/15				Request from DC MS, NMSC
Decide content, format, distribution	Committee	30-Jan				Discuss at meeting
Gather business names/contacts	Scott	30-Jan				
Decide how to fund	Committee	30-Jan		\$5,525*		*Revenue based on 85 biz @\$65 ea
Obtain volunteer graphic designer	Sheila	30-Jan	\$0*			*May need to pay designer
Draft biz info letter, sign up	Amber	6-Feb				Scott to print; committee to sign & mail
Hold meeting to discuss w/businesses	Tina, Arturo	3-Mar	\$45			
Meet w/design firm to discuss concept	Committee	15-Mar				Scott will coordinate
Preliminary concepts from designer	Design Firm	30-Mar				Sheila to coordinate
Draft, review & finalize copy	Sheila, Scott	15-Apr				
Provide copy, photos to designer	Scott	1-May				
Get printing bids	Rahim	30-Apr				
Provide final corrections to designer	Sheila	20-May				
Print directory	Rahim	6/15-6/20	\$7,500			
Inform board, committees	Amber, Sheila	By 7/15				Present inventory @ July board meeting
Write & distribute media release	Sheila, Scott	15-Jul				
Distribute copies to each business	Rahim, Tina	15-Jul				
Distribute remaining copies	Scott	15-Jul				

TOTAL: \$7,500 \$5,525

**PROMOTIONS
PURPOSE**

promote and market
historic commercial
districts

PROMOTIONS ASSISTANCE

SERVICE REQUEST FORMS

SERVICE REQUEST

New Mexico MainStreet Service Request Form

Promotions, Marketing & Graphic Design

This is an application to receive promotions, marketing & graphic design technical assistance from the New Mexico MainStreet Program. Each item checklist represents a single technical assistance component, some of which may require multiple one-on-one consultations. Several technical assistance may be requested in each of the MainStreet Form Promos get (that page) 1 thru 36. To receive the appropriate assistance, several technical assistance may be requested in each of the MainStreet Form Promos get (that page) 1 thru 36. Each organization and business owner must be able to answer the appropriate questions in the program, or create a consultation that will result in a positive EP, economic activity and economic change occurring in the MainStreet district. Please note that Program Assistance may not be able to schedule an immediate service visit. Please submit your request if you have an urgent need, contact the MainStreet Director at 505-827-0361.

WORK PLAN
Does this request relate to a project on your organization's current work plan? YES NO
 YES NO
If you please attach a copy of the relevant portion of your work plan, please provide a justification for requesting services that are not on your work plan.

OTHER PLANNING DOCUMENTS

Identify any other planning documents to which this request relates:

- Discussion Master Plan
- BEES
- Resource Team Report
- EPIC
- Annual Assessment

Please attach a copy of the relevant portion from each of the document(s) checked above.

Check the appropriate category of assistance that you require.

- | | | |
|--|---|--|
| PROMOTIONS TRAINING <ul style="list-style-type: none"><input type="checkbox"/> Consumer Training<input type="checkbox"/> Committee Work Plans<input type="checkbox"/> Promotions Plan and/or Strategy<input type="checkbox"/> Media strategies | GRAPHIC DESIGN <ul style="list-style-type: none"><input type="checkbox"/> Image/Branding/Logo<input type="checkbox"/> Logo<input type="checkbox"/> Signage | DESIGN OF COLLATERAL MATERIALS <ul style="list-style-type: none"><input type="checkbox"/> Business<input type="checkbox"/> Flyers<input type="checkbox"/> Business<input type="checkbox"/> Web Sites<input type="checkbox"/> Social Media Setup |
| MARKETING <ul style="list-style-type: none"><input type="checkbox"/> Market Analysis (Economic Positioning)<input type="checkbox"/> Staff<input type="checkbox"/> Branding<input type="checkbox"/> Direct Marketing Strategy | EVENT DEVELOPMENT <ul style="list-style-type: none"><input type="checkbox"/> Corporate or Business Event | |

NAME OF ORGANIZATION
MainStreet Organization Name _____ Date _____

CRITERIA
The New Mexico MainStreet Program offers promotions, marketing & graphic design assistance to spur economic revitalization in the heart of the community by contributing to increased interest, activity and commerce on Main Street. Please indicate how this assistance will aid that effort.

TIME FRAME
Please indicate when you would like the assistance to take place.

ADDITIONAL COMMENTS

SIGNATURES
MainStreet Manager _____ MainStreet Board President _____

PLEASE RETURN THIS FORM TO: (MAIL COPIES AS NEEDED)
Economic Development Department, 400 Main Street Building, Santa Fe, NM 87501-4167
New Mexico MainStreet Program Director, 100 N. Tronco Drive, P.O. Box 827-9427

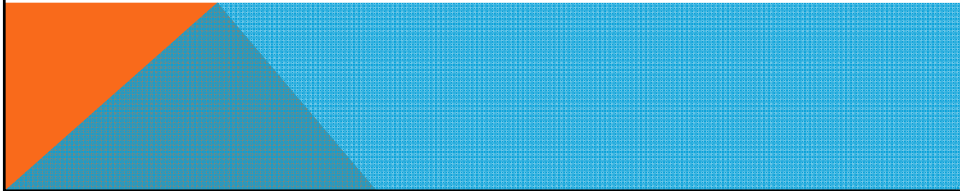
Comments _____

WE CAN HELP WITH

Promotions Training

- Committee Training
- Committee Work Plans
- Promotions Plan and/or Strategy
- Media Strategies

Graphic Design

- Image Development
 - Logo
 - Signage
- 

WE CAN HELP WITH

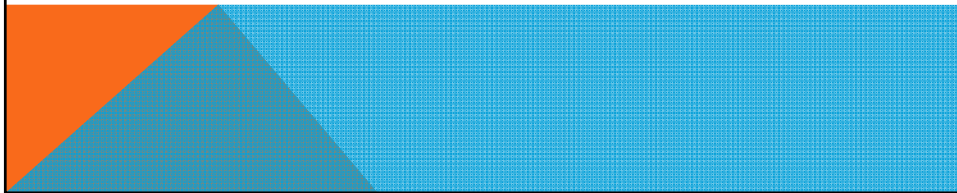
Marketing

- Assets Analysis (w/ Economic Positioning staff)
 - Branding
 - Direct Marketing Strategy
 - Marketing Plan
 - Tourism Development
 - Social Media Plan
- 

WE CAN HELP WITH

Event Development

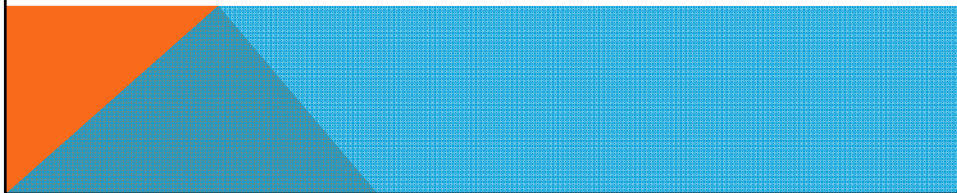
- Cultural or Historic Event
- Retail Event
- Signature Event
- Special Event



WE CAN HELP WITH

Design of Collateral Materials

- Brochures
- Flyers
- Posters
- Web Sites
- Social Media Set Up



PROMOTIONS ASSISTANCE



Robyne Beaubien
NMMS Promotions Associate
575.791.8309
robymebeaubien@gmail.com



Organization

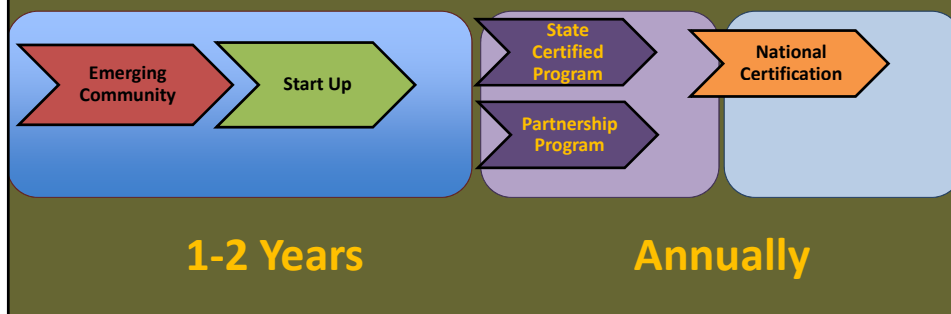
The Goal of Main Street's Organization Point:

*To build and sustain a strong
volunteer-driven MainStreet
organization*



Pathway to MainStreet Certification

- 1 • Application
- 2 • Review/Readiness Assessment
- 3 • Selection/Designation



The Role of the Local MainStreet Affiliate

1. Serves as a centralized **infrastructure** with dedicated staff to lead the revitalization process.
2. Structures **processes** that lead to common economic development goals
3. Assumes responsibility for shared performance on economic development **projects** via the Four Points
4. Maintains continuous **communication** with stakeholders
5. Constantly **support participants** and activities to build incremental successes.
6. Implements economic development **goals and strategies** and monitors economic development outcomes.



Organization – Two Key Components

Capacity

Knowledge, Skills and Abilities to:

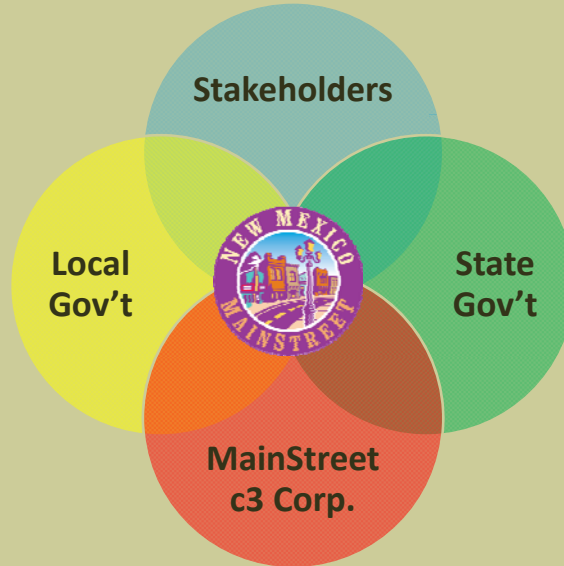
- Operate Revitalization Corp.
- Develop Economic Dev. Plans
- Engage Stakeholders
- Build Partnerships
- Establish Teams
- Generate Resources
- Manage Volunteers
- Coordinate Projects
- Evaluate Performance/Outcomes

Resources

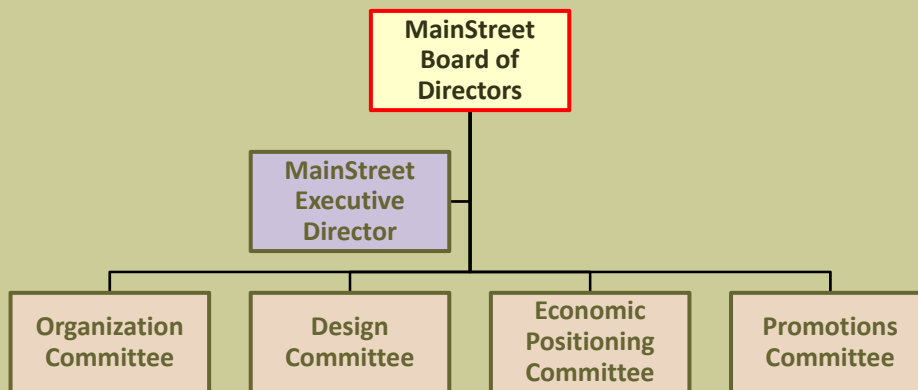
Generate and Utilize:

- Plans/Strategies
- Partners/Teams
- \$\$/Funds/Other Resources
- Volunteers (incl. Boards)
- Staff
- Community Assets
- Communications and PR

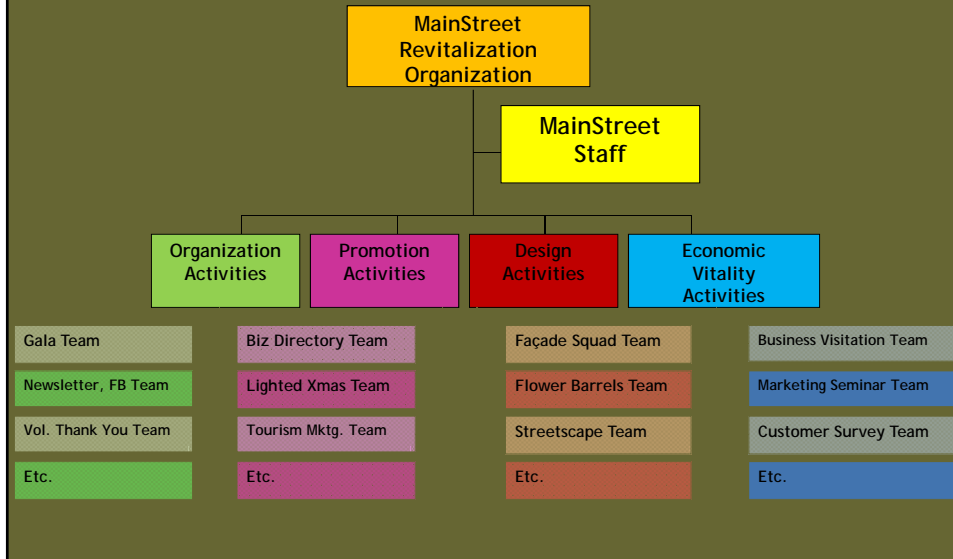
The Public-Private Partnership



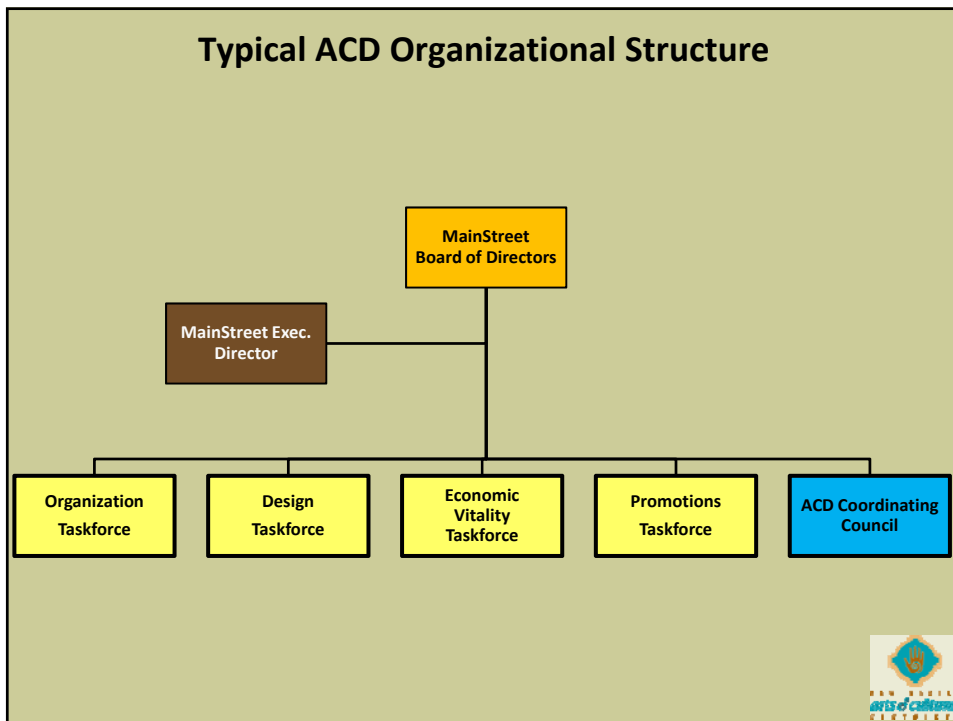
Historical Organizational Structure



Engaging the MainStreet Four Points Approach



Typical ACD Organizational Structure



MainStreet Committees/Taskforces

Roles

- Meet regularly
- Develop work plans
- Implement projects
- Report to the board
- Keep records of Committee work, and successes

Expectations of members:

- Learn the MainStreet Approach
- Commit at least 1 year
- Work 3–5 hours per month
- Attend trainings
- Recruit/orient new members
- Take responsibility for projects
- Represent the org. positively to the public
- Supports activities of the organization



Board of Directors

Responsibilities:

- Funding
- Financial Management
- Advocacy
- Policy
- Planning/Evaluation
- Personnel/Committee Oversight

Structure

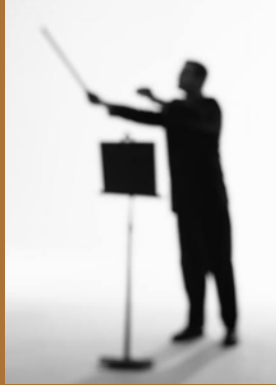
- Broad-based
- Usually 9-13 members
- Individuals give 4-10 hrs./month

=====

- Executive Committee (President, Vice-President, Secretary, Treasurer)



The MainStreet Executive Director



- Does not do the all the work of the committees or volunteers (serve as a resource to the board/committees). Helps teams complete the work.
- Provides a professional “nudge”
- Thinks strategically
- Volunteer mgmt, public relations, fundraising and grant writing, and project coordination
- Coordinate annual planning, reporting and assessment tasks
- Receives, and trains others

An Effective Executive Director

Desired Characteristics:

- Excellent people skills
- Organized
- Good communication skills
- Self-starter
- Computer skills
- Ability to delegate & multi-task
- Thick-skinned
- Happy and energetic



Funding MainStreet: *Sources & Team Roles*



Historical Income Formula

30% Public funding

30% Funding from business district

30% Community funding

10% Miscellaneous



Sources of Funding

- Public sector support
- Private sector annual contributions
- Event/project sponsorships
- Promotional event income
- Product sales, other fund-raising events
- Contracts, fees for services
- Taxes: assessments/TIF/lodgers' tax
- Project grants



Board/Taskforce Fundraising & Financial Management Roles

Ensuring the organization's funding:

- Developing an annual budget
- Plan resource development projects
- Making individual donation
- Raising sufficient funds annually
- Monitoring program finances
- Approving expenditures
- Authorizing an audit
- Developing a long-term funding strategy



Exec. Director Role In Fundraising

- Support for fundraising
 - Serving as public relations ambassador
 - Making sure fundraising plan is implemented
 - Identifying potential donors
 - Assisting with donor development, fundraising materials
 - Tracking contributions and other record keeping
 - Grant writing
 - Assist with fundraising events



Organization Committee Funding Responsibilities

- Preparing fundraising plans and materials
- Build funder relationships
- Coordinating annual contribution campaigns
- Oversee fundraising activities and events
- GENERATE FUNDS



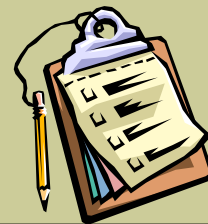
Work Plans and Project Implementation Plans

Looking Ahead



The Annual Action Plan

- Organization's mission statement
- List of goals and objectives
- List of board and staff
- List of committee members
- Committees' list of annual projects
- Detailed project implementation plans for each committee
- Program budget (optional)
- Program partners/funders (optional)





Connecting Four Points Projects to Asset-Based Economic Development Strategies

Strategy: Capture more local consumer dollars by helping existing businesses to better serve local residents.

Outcomes: Increases measured for, a) Sales in MainStreet district, b) Gross Receipts Taxes, c) car/pedestrian traffic, 4) attendance at key events.

Sample Actions/Outputs:

Economic Vitality	Organization	Design	Promotions
Distribute market profile sheets to 65 businesses	Develop a local business asset map to guide the task implementation. Build relationships with city/county tax assessors to compile Sales/GRT info.	Create a tactical urbanism intervention project in an empty lot using a "lighter, quicker, cheaper" seating, shade and public art approach	Produce an annual promotions and advertising package targeting residents
Produce business enhancement seminar on local customer targeting (reach 25 businesses)	Conduct 40 business visitations; engage owners in "Shop Local" or networking events; recruit 10 sponsors/partners	Create TIF district to establish sustainable funding source for street and public area enhancements and improvements	Update website business directory (list 65 businesses)
Provide in-store consulting to establish social media marketing program (5 priority businesses)	Establish a PR campaign highlighting your MainStreet business development goals.	Conduct a façade squad project at the Courtyard Café: paint walls, refresh planters, repair deck(s)	Implement a retail event (sidewalk sale) with cooperative/shared advertising and coupons

Your Main Street

SAMPLE IMPLEMENTATION PLAN

ORGANIZATION COMMITTEE

Goal: To build and sustain a strong volunteer-driven commercial district revitalization organization

- Objectives:
1. Attract and retain a variety of volunteers for the Main Street organization
 2. Inform the community about the program and its projects
 3. Identify and develop sources of funds for Main Street's operation

Project: Main Street Youth Advisory Committee (to engage high school students in M.S. revitalization) Completion date: 5/1/2003

Chair: Jon Phone: 332-2291 Fax: 588-6050 E-mail: fearlessleader@hotmail.com

Committee Members: Inez, Kara, Bill, Melissa, Scott

Task	Responsibility	Timetable	Cost	Revenue	Progress/Completion	Comments
Compile list of area schools	Jon	1/15/03				Scott will maintain database
Call schools for key teacher						
Contact/sponsor: schedule visits	Inez	1/15				
Make school presentations	Jon, Kara, Scott			1/15-2/28		
Identify student liaisons	Kara	2/28				Scott will maintain database
Plan organizational meeting	Jon, Inez		2/15-3/5	\$150		Sponsor will underwrite
Make buttons	Inez, Bill	2/26	\$45			Sold for \$1 each Committee will manage project, use revenue
Site arrangements	Bill	2/1				
Agenda	Jon, Scott	2/1				
Food	Bill	3/1				
List of student media, channels	Kara, Bill, Scott	3/31				Scott to maintain
Develop database of students/interests	Kara	3/31				
Distribute student list to other committees, district businesses	Kara, Inez, Jon	4/1-4/30				
Press release/photo	Jon, Scott	4/1				
Bi-monthly flyer, e-mail	Students, Jon	Ongoing		\$300	1 adv / issue	Scott will assist

TOTAL: \$500 \$500



The Ten Performance Standards

1. Broad-based community support for the commercial district revitalization process (public and private sectors).
2. Vision and mission statements relevant to community conditions and to the local MainStreet program's organizational stage.
3. Updated, comprehensive MainStreet work plan.
4. Maintain a historic preservation ethic.
5. Active board / volunteers implementing the Four Points Approach.
6. Adequate operating budget for the program.
7. Paid professional staff (Executive Director).
8. Ongoing training for staff and volunteers.
9. Reports key statistics.
10. Maintains current membership with National Main Street Center.



Keys to Organizational Success

- Constantly communicate
- Say what you'll do & do what you'll say
- Establish clear roles, responsibilities, and assignments
- Constantly recruit & thank volunteers
- Recruit for specific skills & affiliations
- Follow written project plans
- Evaluate & refresh
- Have fun with the work
- Ask for help!



For More Information

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