

Village of Santa Clara Grant County, New Mexico

Achieving Financial Independence Through Creative
Economic Development

Santa Clara's Economic History



Picture 1920 Maple Street looking toward Bayard Street, Smoke House back left, 301 Bayard Street back right.

Santa Clara (Central) was established in 1866. Over the years its economy grew and fell with copper mining and Fort Bayard. With the new highway going around Santa Clara instead of through it, Santa Clara slowly declined to having only one retail establishment open today, this is our little candy store on the corner of Oak and Bayard Street.



We need a new image!



In 2012 the Village applied for a Mainstreet / Frontier Community Grant with the help of SWCOG. The grant award was for a new logo design, way-finding and welcome signs

We received results!



What to do next?

- The Village of Santa Clara needed something, but what ?



What would make the largest impact to the community and benefit the residents?

- In 2014 the residents chose sidewalks and lighting with the funding of a CDGB Grant.



- The property owners did not see a reason to improve anything “what good will it do, nobody comes to Santa Clara” they said.

First impressions are

lasting impressions,

and improving a

storefront's visual

appearance makes the

registers ring!



About New Mexico MainStreet

Since 1985, the New Mexico MainStreet Program has been fostering economic development in local communities statewide. Based in the New Mexico Economic Development Department, the NMMS Program works with selected local MainStreet organizations and municipalities to establish and enhance downtown revitalization programs. Using the highly successful Main Street Four-Point Approach® developed by the National Trust for Historic Preservation, the New Mexico MainStreet Program offers technical assistance and professional services aimed at helping communities take a comprehensive approach to downtown revitalization.

About the National Trust Main Street Center®

The National Trust Main Street Center® is a coast-to-coast network of more than 1,600 state, regional and local programs using a preservation-based strategy for revitalizing traditional business districts to build sustainable, vibrant and unique communities. Established in 1977 by the National Trust for Historic Preservation, the Main Street Center has served as the nation's clearinghouse for downtown revitalization information, technical assistance, research and advocacy for nearly forty years.

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NEW MEXICO MAINSTREET

www.NMMainStreet.org

OFF THE ROAD: YOUR GUIDE TO VISITING NM MAINSTREETS

www.OffTheRoadNM.org



MainStreet Façade Squad









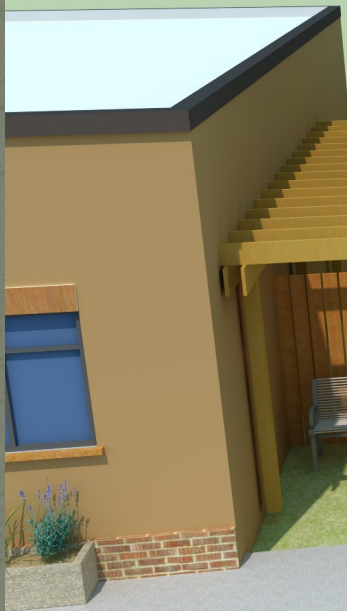


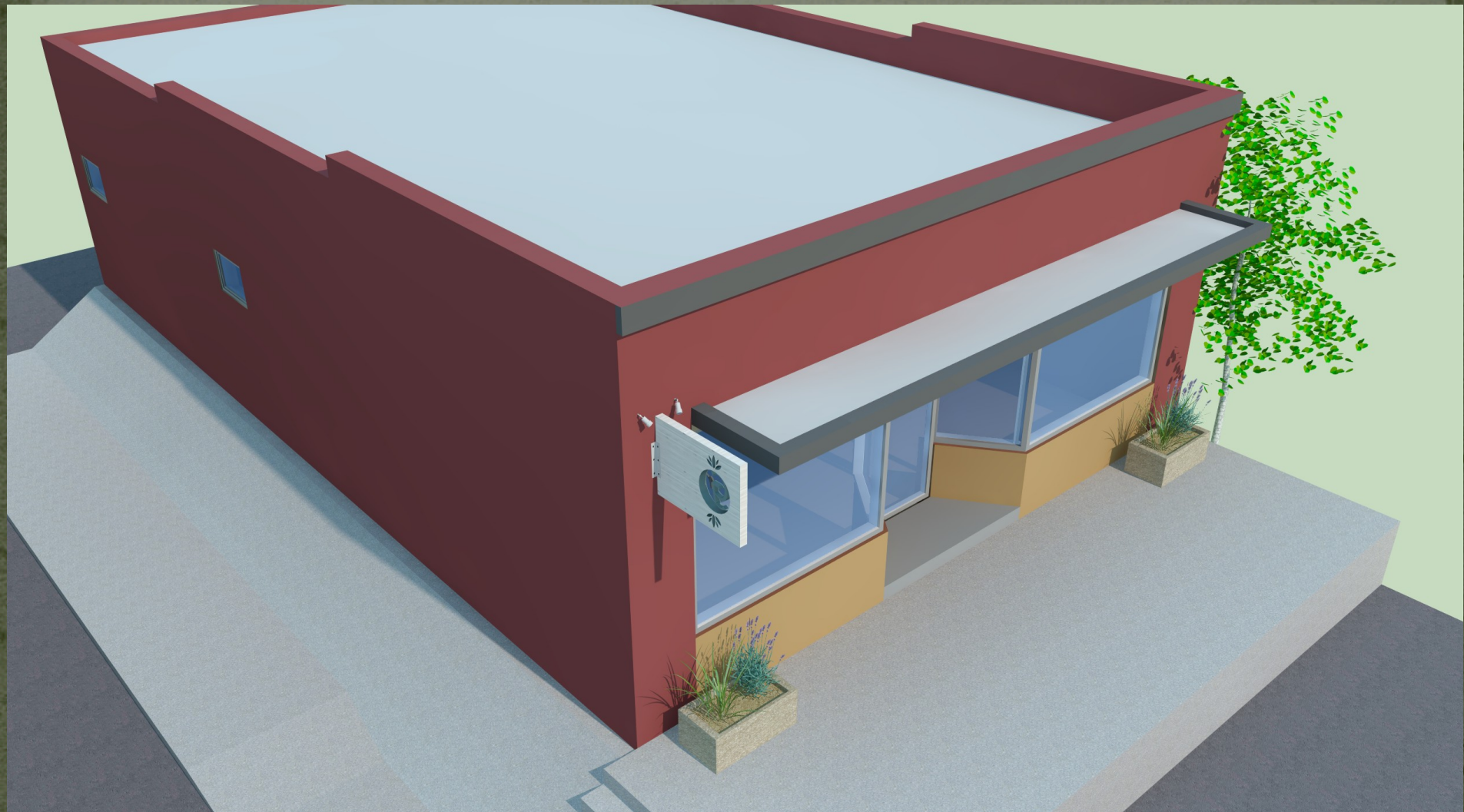






The Smoke House Restaurant and Grill









- **We need to do More!**

Build it and they will come they said!!!



- After much thought the Village Council made a leap of faith to build something that nobody in Grant County had.
- The Village took funds that were set aside for economic development, a grant from Freeport McMoran, a grant from NMED and a lot of encouragement and support from all of Grant County.

Roger T. Silva & Family Splash Park & Improvements to Viola Stone Park



We need to do More!

Ok we are on a roll!!

- The Village then applied and was awarded another Frontier Community Grant for Façade improvements.
- These improvements would not have happened if the sidewalks and Splash Park were not built.
- Funding from the Resilience Communities Grant was located and applied for through a non-profit and divided between the 3 property owners to help with expenses.
- They were now on board!

It's working!!!

- All this has been done with in one year, we also have Saint Clair's a candy manufacturer and a Dollar General going in across the Highway. We created a Neglected Vacant Building Ordinance, a U.T.V. Ordinance to allow U.T.V.s on the Village streets and a are working to become a Certified Local Government.
- We also received funding from New Mexico Gas to do 3 more façade improvements.



Growing



How did we do it?

- South West Council Of Governments
- New Mexico Mainstreet
- Freeport McMoran
- PNM
- Silver Architects
- DFA
- NMED
- Webber Engineering
- Occam Engineering
- The residents of Santa Clara
- And most of all the perseverance of the Village Council

Village of Santa Clara today 2017 Maple Street
looking toward Bayard Street, Smoke House
back left, 301 Bayard Street back right, Viola
Stone Park front left, Splash Park front right.

