



BARELAS COMMUNITY COALITION

NM Mainstreet Presentation

National Hispanic Cultural Center



Wien. Schönbrunn, k. k. Menagerie.
Indischer Elefant.

Presentation Overview

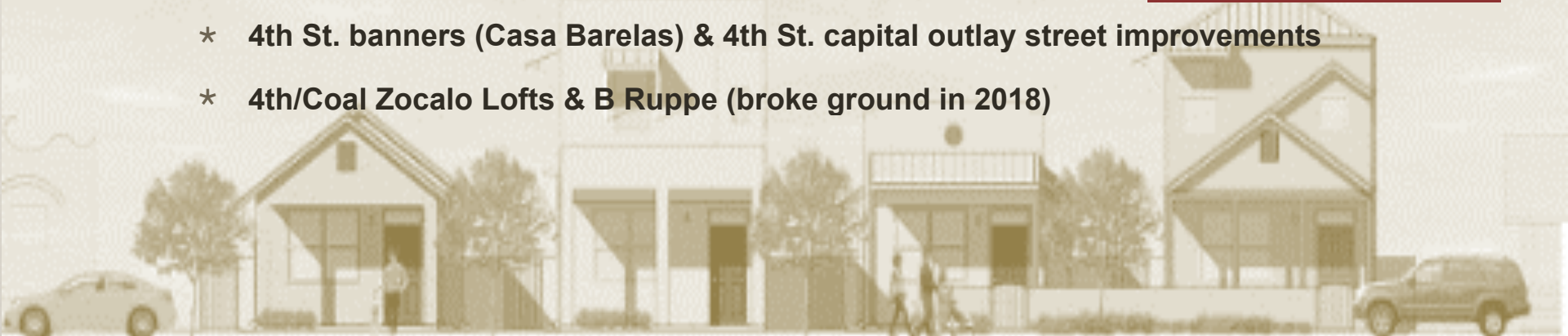
- * **History of the BCC (Alejandro Saavedra)**
- * **2018-2019 Projects & Partnerships**
 - * **Red Ball Cafe Revitalization (Amy Bell)**
 - * **B Ruppe (Johanna Gilligan)**
 - * **4th & Coal *Name Reveal* (Alejandro Saavedra)**
 - * **Indigenous Placeknowing (Michaela Shirley & Erin de Rosa)**
 - * **Rail Yards Market (Alaska Piper)**



BCC History

Alejandro Saavedra

- * Zoo and overflow parking
- * Community Planning:
 - * Sector Plan
 - * Railyards and responsible development
- * Affordable housing- Land Trust partnership
- * Community Garden
- * Home improvement and weatherization efforts
- * Event collaboration
- * Recent Barelás Mainstreet partnerships & projects
 - * Historic Red Ball Cafe Revitalization (NMMS + NM Gas co)
 - * Coronado Garden (NMMS + PNM)
 - * 4th St. banners (Casa Barelás) & 4th St. capital outlay street improvements
 - * 4th/Coal Zocalo Lofts & B Ruppe (broke ground in 2018)



Red Ball Cafe: NMMS & NM Gas co Placemaking Partnership

Amy Bell



Red Ball Cafe: NMMS & NM Gas co Placemaking Partnership



Artist: Chris Leyba

THANK YOU NM GAS COMPANY!

CAR SHOW

1PM-5PM

@ Red Ball Cafe
May 12, 2019

SPECIAL

**BUY 3 WIMPY
BURGER GET
1 FREE!**
(1 Special Per Person)
with a flier

Come paint a tile with
Mom for Mother's Day!

ALSO AT THE RAS, YARDS
MARKET ON SUNDAYS!

BARELAS MAINSTREET

A hand-drawn illustration in black ink. It depicts a two-story building with a red ball on its roof, a vintage pickup truck, a vintage sedan, and a man in a suit and hat. The drawing is surrounded by small star-like symbols.

B Ruppe Project: BCC Partnership w/Homewise

Johanna Gilligan

Homewise's Mission

Help create successful homeowners
and **strengthen neighborhoods** so
that individuals and families can
improve their long-term financial
well-being and quality of life.

Ruppe Project: Catalytic Investments



Ruppe Project: Cultural Sustainability



Ruppe Project: Community Activation



4th & Coal Incubator & Marketplace

- * Training & storefronts for local entrepreneurs
- * 6,400 sq foot space in new mixed-use development: 10+ years in planning, community engagement, equity strategy
- * Partnering w/WESST, SVEDC, SFI, Three Sisters, Encuentro, Siembra, RKV, +more
- * "Name-A-Thon"



Help Name the New 4th & Coal Marketplace!
COMMUNITY FEEDBACK REQUESTED

COMENTARIOS DE LA COMUNIDAD NECESARIOS
¡Ayude a nombrar el nuevo mercado en 4th & Coal!

The Calle Cuarta public marketplace is a retail food, arts, and culture hub, and business incubator/accelerator located on the corner of 4th St & Coal. Through thoughtful, equitable, and inclusive business development, the marketplace brings the community together in a shared and accessible space, and stimulates economic growth and prosperity by providing storefronts and technical assistance for small food, arts, and culture-related businesses.

El Mercado Publico es una incubadora / aceleradora de negocios de comida, arte y cultura ubicada en la esquina de Calle Cuarta y Coal. A través de un desarrollo empresarial equitativo e inclusivo, el mercado une a la comunidad en un centro compartido y accesible, y estimula el crecimiento económico y la prosperidad al proporcionar tiendas y asistencia técnica para pequeñas empresas relacionadas con los alimentos, las artes y la cultura.

Neighbors. What would you name the marketplace?

Help build this grass-roots project with your community ideas! After many public meeting throughout 2016-2019, this marketplace is ready to open and needs your feedback to name it something wonderful and meaningful to you, our neighbors! Write your ideas below and/or put check/hash marks next to others that you like.

Vecinos, ¿cómo llamarías al mercado? ¡Ayuda a construir este proyecto de base con las ideas de tu comunidad! Después de muchas reuniones públicas durante el 2016-2019, este mercado está listo para abrirse y necesita sus comentarios para nombrarlo como algo maravilloso y significativo para usted, nuestros vecinos. Escriba sus ideas debajo y / o marca los que te gustan.



4th & Coal Marketplace: ...*NAME REVEAL*...

...Drum roll please...

After 10+ years of planning, advocacy & community engagement
Thank you RKV Venture for the support of creating this branding campaign
...This big project finally has a community made brand identity...

Barelas Community Project Identity

7 Aug 19



LA ESQUINITA

A Living Archive of Urban Indians

Indigenous PlaceKnowing Project

Erin De Rosa, Program Director, Downtown ABQ Arts & Cultural District,
<erin@downtownacd.org>

Michaela Shirley, Program Specialist, UNM Indigenous Design & Planning Institute,
<mshirl01@unm.edu>



Showcasing
ABQ's Urban
Indian history
through live
performance
Free Live
Performance
Friday, August 2
8pm

Kimo Theater > Alvarado Train Station > Tricklock

A Living Archive of Urban Indians



INDIAN POTTERY

INDIAN BLANKETS

PABLO ABEITA
GENERAL MERCHANDISE

Roasted Corn Meal, Fruit, Fresh Meats
Alfalfa, Hay and Grain

ISLETA, NEW MEXICO



Sponsored by:





START →

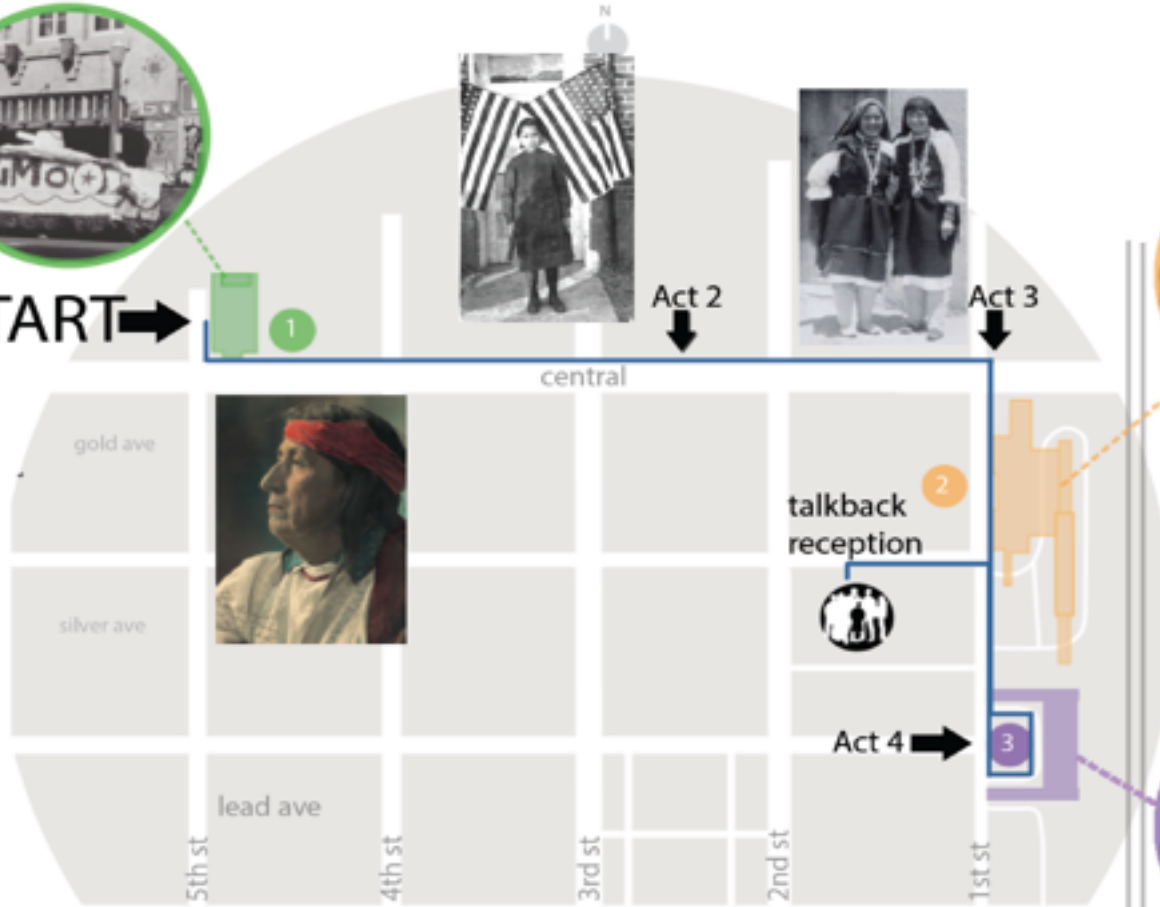
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Act 2



Act 3



LIVING ARCHIVE OF URBAN INDIANS





RAIL YARDS MARKET: Sundays 10a-2p

▶ MISSION

▶ CATALYTIC ACTIVITY FOR MS

▶ METRICS/ECONOMIC IMPACT (2018)

- ▶ 134,151 visitors
- ▶ \$1,437,930.17 Vendor sales
- ▶ \$43,194 Nutritional services
- ▶ 22 Employees
- ▶ 278 Vendors

NEIGHBORHOOD CONNECTION

- ▶ Neighborhood seats on Advisory Board
- ▶ Neighborhood themes, performances, educators, vendors
- ▶ Neighborhood Junction vendor incubator program
- ▶ Bilingual Neighborhood liaison
- ▶ Spanish vendor resources and postcards
- ▶ Newsletter Mailer collaboration with BCC

▶ EQUITY & ANTI-RACISM TRAINING



BARELAS, NM

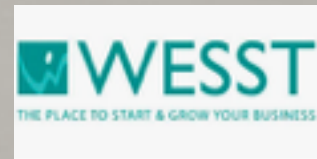
RAIL YARDS

market



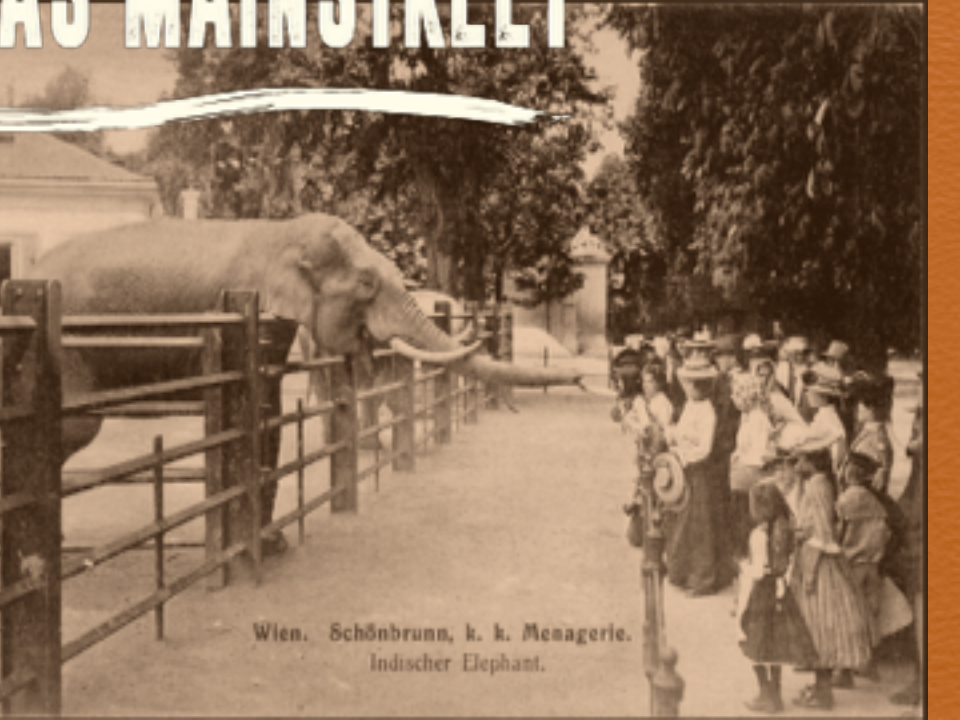
Partnership Cultivation

- * Barelas Residents
- * Home Wise
- * WESST
- * NM Mainstreet
- * City of Albuquerque
- * Barelas Neighborhood Association
- * Casa Barelas
- * Encuentro
- * Siembra Leadership High School
- * South Valley Economic Development Corporation
- * Street Food Institute
- * National Hispanic Cultural Center
- * Albuquerque Hispano Chamber of Commerce





BARELAS MAINSTREET



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