NM Mainstreet Presentation

National Hispanic Cultural Center
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 Barelas Mainstreet partnerships & projects
  * Historic Red Ball Cafe Revitalization (NMMS + NM Gas co)
  * Coronado Garden (NMMS + PNM)
  * 4th St. banners (Casa Barelas) & 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

Car Show
@ Red Ball Cafe
May 12, 2019

Artist: Chris Leyba
Thank you NM Gas Company!

Special
Buy 1 Wimpy Burger Get 1 Free!
(1 special per person)
*with a frier*

Also at the Rail Yards Market on Sundays!
Barelas Mainstreet

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

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 marque los que te gustan.

Brought to you by the not-for-profit 501(c)3 Barelas Community Coalition's Mainstreet Program

More information/Mas noticias:  www.Barelas.net     /    info@barelas.net  barelas community coalition
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
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, <mshir101@unm.edu>
A Living Archive of Urban Indians

Showcasing ABQ’s Urban Indian history through live performance
Free Live Performance
Friday, August 2
8pm
Kimo Theater > Alvarado Train Station > Tricklock

INDIAN POTTERY

PABLO ABREITA
GENERAL MERCHANDISE
Roasted Corn Meal, Fruit, Fresh Meats
Alfalfa, Hay and Grain
ISLETA, NEW MEXICO

Sponsored by:

PNM
TRICKLOCK COMPANY
NACA

88 ROCK WALKS
NAVA

ARCHITECTURE & PLANNING
Indigenous Design Planning Institute
native realities

ART WALK
FIRST FRIDAY
ART WALK
ARTS & CULTURAL DISTRICT
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
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