Economic Transformation Strategies

1.) Implement physical upgrades that support increased occupancy in the District properties.
2.) Create/Develop a downtown destination Cluster.
Collaborations & Funding

- City of Lovington $50,000- annual contract & agreement with listed expectations & events.
- Lea County $75,000- Economic Development RFP
- USDA Rural Business Development
- JF Maddox Foundation
- Private sponsorships

Drylands Brewing Company

- NM Resiliency Alliance- $5,000 for training and development
- MRA District- Property Acquisition $100
- LoGRT- $80,000 Manufacturing Equipment
- LEDA- $100,000 Infrastructure

TOTAL INVESTMENT:
$900,000
20 new jobs
1st private construction in 30 years.
Façade Improvement

• Matching grant up to $2,500
• Awards 5 grants per FY
• Facade updates/rehabs
• Deadline to apply April 1, 2020
• Available to properties located in the MainStreet District.

Behind the Facade

• Matching grant up to $10,000
• Awards 2 grants per FY
• Major renovations/updates
• Deadline to apply February 20, 2020
• Available to properties located in the MainStreet District.

Local Innovators Institute

• 7 week course; Teaching participants how to develop a business plan, educate on food handling and safety, while teaching them how to order supplies and price menus, along with fundamentals of managing a business, and a crash course on marketing/branding.
• 3 week hands on training; Participants will use our mobile food truck to test their concept and menu.
• Downtown Bites Private Pitch
• USDA Rural Business Development $75900
History & Mission

The Northeastern New Mexico Educational Foundation was incorporated in 1997 to provide higher educational opportunities to under-served adults in rural northeastern New Mexico. Between 1998 and 2008, The Center helped people obtain associates, bachelors, and master's degrees. In 2008, we gave our facility to Highlands University. Highlands left Raton in 2015.

The NENMEF is back in a whole new way as The Center for Community Innovation Fighting for Raton’s economic future.

Services & Programs

As The Center began transitioning from a solely higher ed focus to an economic development focus they partnered with Raton MainStreet and New Mexico Mainstreet's Sean O'Shea to complete a feasibility study to help determine the needs of the community and what services should be offered to have the biggest community impact.

Truly knowing the needs of your community and having data (such as a feasibility study) to include in funding requests is important and often required to complete funding requests.
### Services & Programs

**Entrepreneurial Training**
In the past 24 months, The Center has completed 3 Entrepreneurial Bootcamps that assisted 18 Entrepreneurs in developing their small businesses.

**Funding Sources:** Libraries as Launchpad Grant Recipient, The City of Raton, The City of Trinidad, Creative Startups

The Center is home to FatPipe Raton, a Co-Working space that is a branch of FatPipe in ABQ. We offer coworking space and online class offerings available to FatPipe Tenants.

**Funding Sources:** LEDA Funds help with some costs (Hi Speed Internet), Local Fundraising & Tenants

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### Services & Programs

**Coal Camp**
The Coal Camp Commercial Kitchen offers a range of support services to help grow local food businesses. From catering for foods for distribution to retail stores, we want to help you get started. Contact us to learn more and get a kitchen tour!

**Funding Sources:** The Center (local fundraising efforts), USDA Equipment Grant

**HATCH**
Need help growing or starting a business? Get connected to a host of services in our community through HATCH, Business Development Services. Schedule a visit with our team and we can help you develop your plan and connect you to local and state partners for additional support.

**Funding Sources:** The New Mexico Economic Development Department funds job creation
MAINSTREET TRUTH OR CONSEQUENCES

Economic Vitality Funding

RURAL BUSINESS DEVELOPMENT GRANT

$45,192
Program

Two parts- Speakers/ Business Resource Center
Questionnaire, Identified Speakers
Set up Resource Center
Speakers- Business Breakfasts or Training
RURAL BUSINESS DEVELOPMENT GRANT

$28,971
Mission: To strengthen the resiliency of New Mexico’s rural and underserved communities by mobilizing and leveraging resources and collaborative partnerships that enhance the economic vibrancy and quality of life of its residents.

Resilient Communities: Have awareness of their strengths and a high capacity to utilize those assets to build community while adapting to changing socio-economic conditions in order to sustain economic activity, social connectivity, and quality of life.

Resilient Communities Fund: provides financial support for locally-driven, community-based economic development projects statewide.
1. **Strategies for Rural Development**: Initiatives that revitalize the most sustainable and traditional practices in creative ways and upgrade rural built environments in terms of revitalization and community cohesiveness/connectivity.

2. **Economic Development**: Expand the economic base by fostering entrepreneurship across sectors, provide training and technical assistance to entrepreneurs.

3. **Influencing Built Environments**: Inject community voice into development, use innovative approaches to planning, design and construction, affordable housing.

4. **Capacity-Building in the Nonprofit Sector**: Engage diversity, develop leadership, access expertise, professional development and training that builds capacity.

5. **Linking Arts and Community Engagement**: arts as a tool for civic engagement, collaboration-building, reaching diverse audiences, and economic revitalization.

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**RCF Grants - $311,000 since 2014**

- **$201.6k**: 65%
- **$28k**: 9%
- **$40.5k**: 13%
- **$15k**: 5%

*Includes 2 non-NMMS affiliates*
EV Funded Projects

1. Generation Ag Youth Entrepreneurism (Mora, 2015, $3k)
2. Drylands Brewpub Business Plan (Lovingston, 2015, $5k)
3. Business Development Workshop (Farmington, 2015, $1k)
4. Calle Cuarta Incubator Business Development (Barelas, 2016, $5k)
5. Coworking Space Development (Los Alamos, 2016, $5K)
6. Youth Farm to Market Entrepreneurism Development (Villanueva, 2016, $5k)
7. Downtown Business Succession Workshops (Gallup, 2017, $4k)
8. Community Economic Development Plan (South Valley, 2017, $4k)
9. High Five! Business Development Funding (Alamogordo, 2019, $2.5k)
10. Community Supported Agriculture Development (S. Valley, 2017, $3k)*
11. Youth Entrepreneurship/Food Handler Trainings (Silver City, 2017, $3k)*

*non-NMMS affiliate

Requirements

▶ Must be Legally-Compliant 501c3
▶ Meet Eligibility Criteria
▶ Align with the Funder(s) Mission and Goals
  ▶ Economic Development, Underserved Communities, Revitalization, Capacity-Building
▶ Complete Projects by Deadlines
▶ Spend Funds for Intended Uses
▶ Comply with Other Grant Terms and Conditions
▶ Comply with and report leverage/match commitments
What We Hope For...

1. **Plan Ahead:** Apply only when ready; seek RS assistance early, submit on time
2. **Clearly-articulated proposals** with clear goals, tasks to be completed, economic impacts, and intended use of funds
3. **More/Stronger EV Projects,** or those with demonstrated EV impact
4. **Follow-through on EV and Capacity-Building impact** measures (public art, placemaking and promotions)
5. **Project Durability:** Business closures or Org. challenges water down impact of facade squads, challenge grants
6. **More Historic Building Preservation/Adaptive Reuse, Cultural Preservation projects**
7. **Strengthen Community Engagement,** participation (including diverse populations that reflect your community/district)