

Beyond Bricks and Mortar: Alternatives to the Traditional Building/Customer Relationship

May 14, 2020

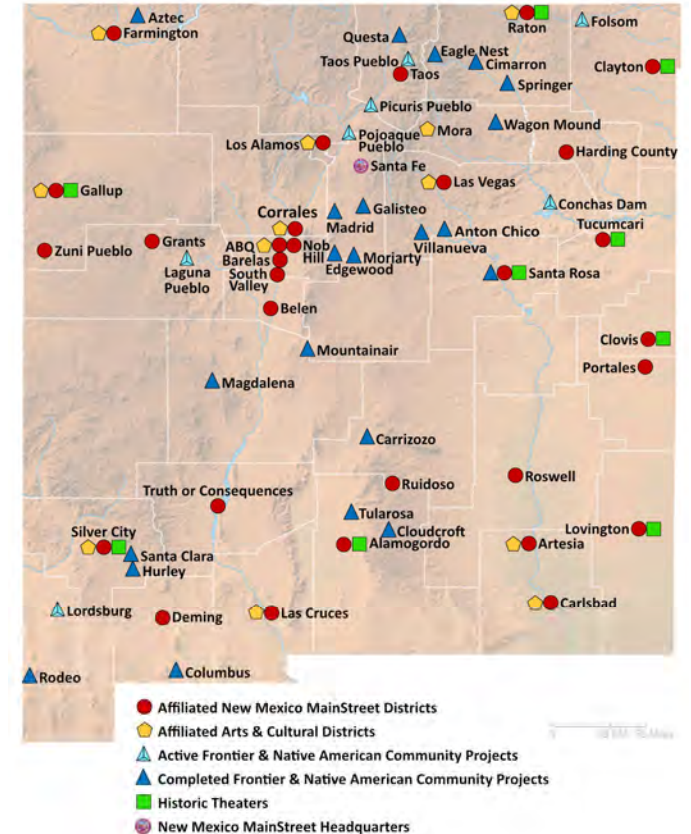


New Mexico MainStreet

Engage People • Rebuild Places • Revitalize Economies

- New Mexico MainStreet is an asset-based community economic development program
- The program's core objective is **downtown revitalization and redevelopment**
 - NM MainStreet Districts (30)
 - Arts & Cultural Districts (12)
 - Frontier & Native American Communities (28)
 - Historic Theaters (8)

New Mexico MainStreet
Network Map



UPCOMING WEBINARS

Register/Watch Recordings:

www.nmmainstreet.org/coronavirus-resources

- Entrepreneurship as a Recovery Strategy
Thursday, May 21, at 2:15 p.m.
- Perfect Time for Building and Site Improvements
Thursday, May 28, at 2:15 p.m.
- Next Steps and Lessons Learned: Building a MainStreet Small-Business and Community Development Recovery Strategy
Thursday, June 4, at 2:15 p.m.



Complete your 2020 Census



I COUNT NM

2020 Census | 2020

New Mexico will receive **\$7.8 billion** in federal funding for schools, roads, hospitals and so much more.

- ▶ Complete your census once you've received your invitation or the full form the U.S. Census Bureau
- ▶ Everyone needs to be counted!

New Mexico MainStreet Team

Meet Your Presenters/Contributors



Amy Bell
Urban Design



Will Powell
Design and Preservation

Adjusting the in-person service model



Information delivery online and through social media



Online marketing, ordering and sales:
www.buynmlocal.com

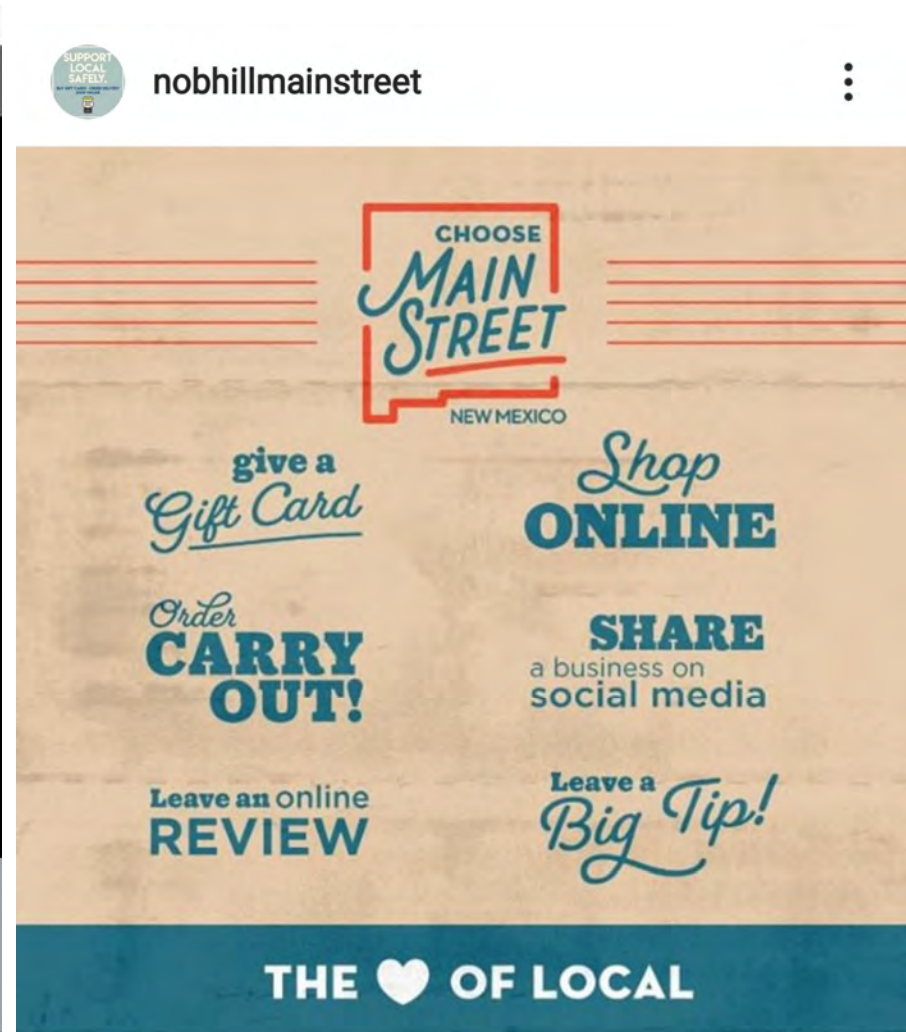


Home About Shop Local Register Your Business Contact

Buy

FOR TOMORROW TODAY

Save a Local Business
Buy a gift card now



SUPPORT LOCAL SAFELY nobhillmainstreet

CHOOSE MAIN STREET NEW MEXICO

give a Gift Card

Shop ONLINE

Order CARRY OUT!

SHARE a business on social media

Leave an online REVIEW

Leave a Big Tip!

THE ♥ OF LOCAL



COVID-19

Get the latest information from the CDC about COVID-19.

[LEARN MORE](#)

See more resources on Google [↗](#)

[TRUTH OR CONSEQUENCES BREWING COMPANY](#)

See Truth or Consequences Brewing Co's To Go Service During the Coronavirus/Covid 19 Social Distance

46 views • Apr 24, 2020

7 0 SHARE SAVE ...

Online marketing, ordering and sales



barcastanedanm
Las Vegas, New Mexico



barcastanedanm
Las Vegas, New Mexico



APPETIZERS

CAESAR SALAD* Romaine, egg, parmesan, black pepper, anchovy, croutons	\$9	ONION RINGS Beer battered sweet onion rings, house buttermilk 'dippy dip'	\$9
LITTLE GEM Tender local lettuce, green beans, radish, rosé vinaigrette	\$8	CHICKEN LIVER PATE Sauternes gelee, house pickles, sea salt and benne seed crackers	\$11
OYSTERS ROCKEFELLER* East coast oyster, pernod, spinach bechamel	\$17	LOADED FRENCH FRIES Colorado potatoes, green onion, bacon, bleu cheese, seasoned fry salt, 'dippy dip'	\$8
		CHICKEN WINGS Organic chicken, chef's jalapeño hot sauce, carrots and celery	\$9

ENTRÉES

SPAGHETTI & MEATBALLS Pork and beef, house red sauce marjoram, semolina noodles, parmesan	\$20	RELLENOS Roasted poblano, NM asadero goat cheese quinoa, roasted mushrooms, romesco	\$18
GRILLED STRIPLOIN* North Dakota Angus/Wagyu, cauliflower fritter, grilled asparagus, demi-glace	\$38	FRIED CHICKEN CASTAÑEDA Organic NM chicken, mashed potato, cream gravy, seasonal vegetables	\$20

BETWEEN THE BREAD

*all sandwiches come with house cut fries
substitute green salad, seasonal vegetables,
or onion rings +\$2*

'HARVEY' SMASH BURGER*
*Voted 'Best Green Chile Cheeseburger' in New Mexico
Green Chile Cheeseburger Smackdown 'Reigning Champ'*

\$14

Shokupan bun, LTOP, green Chile, special sauce, Tucumcari Green Chile Cheddar

TURKEY CLUB Honey baked turkey, avocado, bacon lettuce, onion, tomato, mayo	\$15	AVOCADO CLUB Avocado, tomato, red onion, cucumber, greens, mayo, cracked pepper, 9 grain	\$15
---	------	--	------

Contactless product + service delivery



jesree
Frontier Restaurant



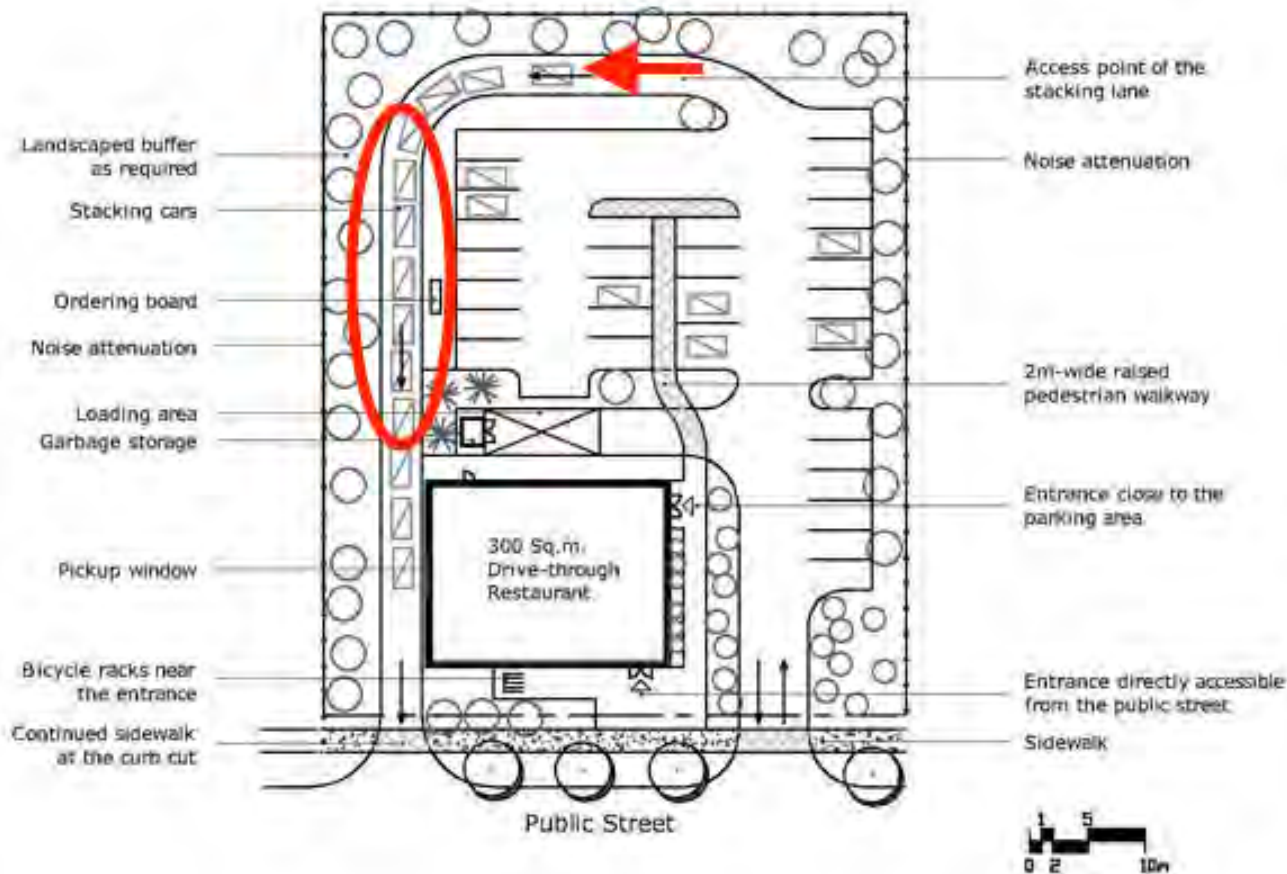
macsnewmexico



Liked by [yelp_abq](#) and 14 others

macsnewmexico Our drive-in is still OPEN. Stop by for your Mac's fave today! ... more

Contactless product + service delivery: drive-thru



Queue lengths:
100' Donut shop
Pharmacy

150' Dry Cleaners

250' Restaurant
Coffee shop
Banks

Contactless product + service delivery: curbside pickup



officialcurbsidepickup



officialcurbsidepickup



  theitalianstore



Drive through markets



haymakerfarmersmarket • [Follow](#)



Drive through markets



downtowngrowers
FUSION Theatre Company



Downtown Growers' Market
**FARM
TO CAR**
EBT/SNAP ACCEPTED
@FUSION THEATRE
708 1ST ST. NW
Saturdays 10am-1pm

The poster features a dark, textured background with stylized illustrations of various vegetables and fruits in vibrant colors like orange, red, green, and yellow. The text is prominently displayed in white and black.

downtowngrowers
FUSION Theatre Company



Downtown Growers' Market
**NEW ONLINE
ORDERING SYSTEM**
Starting Sunday May 16
SHOP ALL VENDORS
**ONE STORE
ONE PAYMENT**
EBT/SNAP

The poster has a bright orange background with abstract, colorful brushstrokes in shades of green, yellow, and red. The text is arranged in a clear, bold hierarchy within a black-bordered box.

Food delivery safety considerations

- Establish designated pick-up zones for customers to help maintain social distancing.
- Practice social distancing when delivering food, e.g., offering “no touch” deliveries and sending text alerts or calling when deliveries have arrived.
- Conduct an evaluation of your facility to identify and apply operational changes in order to maintain social distancing if offering take-out/carry-out option by maintaining a 6-foot distance from others, when possible.

Source: Food and Drug Administration



Photo credit: Luis Sanchez Saturno, Santa Fe New Mexican

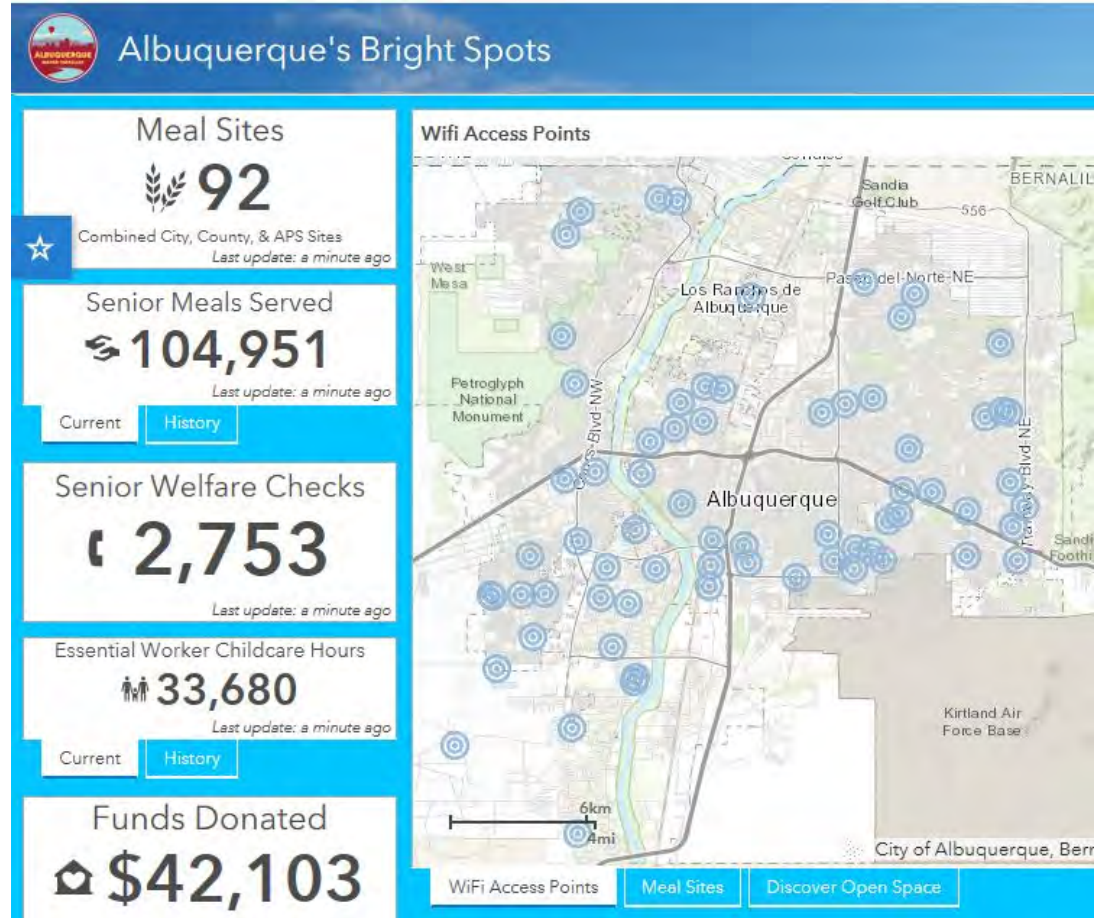
Municipal assistance

#placemaking
workcabincreative



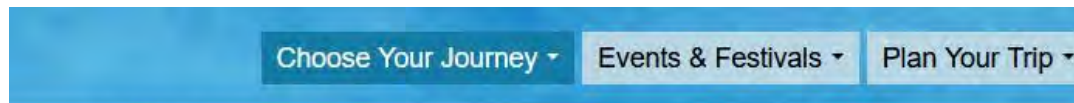
Albuquerque Coronavirus Data Hub

Coronavirus FAQs Status of City Services Community Resources Business Resources



<https://coronavirus-response-albuquerque-cabq.hub.arcgis.com/>

Virtual art walks



res » Virtual Art Walk

2020 Virtual Spring Art Walk

We invite art lovers and collectors to join us in celebrating the artisans found in the Farmington area through this Virtual Art Walk. If you see something you like, contact the artist to purchase directly or do so, know that you are helping support our art community and small businesses.

We know that in moments of crisis, the arts can bring us joy and hope. We hope you will scroll through as new art and artists will be added regularly. Celebrate the importance of art with us - take a break and enjoy this as a virtual family activity, and connect with our community.

We look forward to seeing you SOON in person, but until then, discover the beauty of our community.

Contributing Artists



Shawn Ahkeah

Shawn L. Ahkeah is a Navajo artisan living in Shiprock, New Mexico. I have been doing art most of my life but just recently began painting full time. My medium is Acrylics and my focus is the Navajo culture and the landscape. You can email Shawn, ahkeah@gmail.com,...

[View Work](#)



MAY 9 Virtual Second Saturday Art Hop - May 2020
Public · Hosted by MainStreet Truth or Consequences

★ Interested ✓ Going

🕒 Saturday, May 9, 2020 at 5 PM – 9 PM
1 day ago

🌐 Online Event

Product pivoting and innovation



tractorbrewing
Presbyterian Hospital Downtown



keiandmollytextiles
Kei & Molly Textiles



Storytelling: the return of the infomercial!

Raton Cash Mob
@RatonCashMob

Home
About
Photos
Events
Videos
Posts
Community

Create a Page

Like Follow Share ...

Raton Cash Mob was live.
May 7 at 5:17 PM

MOBSTER
1
#RatonCashMob

IN GOD WE TRUST

106 451 Comments 15 Shares 1.6K Views

Like Comment Share

Most Relevant

Stay at home Order Updates

<https://cv.nmhealth.org/2020/05/13/stay-at-home-order-extended/>

Essential Businesses Listing

<https://cv.nmhealth.org/stay-at-home-essential-businesses/>

Governor's new order

What's changing

Beginning Saturday, everyone must wear a mask in public. The only exceptions are for those who are eating, drinking or exercising.

Retailers previously not listed as essential businesses, such as gun shops and clothing stores, are allowed to operate at 25 percent capacity.

Churches and other religious services will be allowed to reopen at 10 percent of their max capacity.

What's not

Residents should only leave home for essential outings such as buying groceries or medicine.

Gatherings of more than five people are prohibited, and everyone should keep 6 feet apart while in public.

Big-box retailers and grocery stores will continue to operate at 20 percent capacity.

Dining-in, indoor malls, salons, barber shops, gyms, massage and tattoo parlors, theaters and casinos will remain closed.

Out-of-state travelers must quarantine for 14 days.

Restrictions remain in place for those visiting long-term care facilities.

Compliance with the NM Environment Dept. Guidelines and Orders: <https://www.env.nm.gov/foodprogram/covid-19-information>

The screenshot shows a web browser window with the URL <https://www.env.nm.gov/foodprogram/covid-19-information/>. The page header includes navigation links: "NMED Home", "New Mexico Environment Department A-Z", "District Field Offices", and "Contact Us". A search bar is located in the top right corner. The main header features the New Mexico Environment Department logo and name, along with contact information: "(505) 827-2855 MAIN // 1-800-219-6157 (toll free)" and "Environmental Emergencies: 505-827-9329 (24 hrs)". A yellow navigation bar contains links for "Air", "Water", "Waste", "Health & Safety", "Cleanups", "Permits and Licenses", "Services & Assistance", "News", and "...More". The main content area has a blue header for "Food Program". On the left, a sidebar lists: "NMED Food Program", "Food Rules", "Resources", "Applications", "Training", "Food-Related Recalls", and "EHB Home". The main content area features a "COVID-19 Information" section with an "UPDATED 5/7/20" notice regarding a Public Health Order on face coverings. Below this is a "Food Program Updates and Resources" section with two updates: "Updated 4/13/20" on glove and mask use, and "Updated 4/14/20" on frequently asked questions.

https://www.env.nm.gov/foodprogram/covid-19-information/

NMED Home New Mexico Environment Department A-Z District Field Offices Contact Us

Google Custom Search GO

New Mexico Environment Department

Contact Information: (505) 827-2855 MAIN // 1-800-219-6157 (toll free)

Environmental Emergencies: 505-827-9329 (24 hrs)

Air Water Waste Health & Safety Cleanups Permits and Licenses Services & Assistance News ...More

Food Program

NMED Food Program

Food Rules

Resources

Applications

Training

Food-Related Recalls

EHB Home

COVID-19 Information

UPDATED 5/7/20 Amended Public Health Order requires retail food establishments to require employees to wear a face covering or medical grade mask at all times when in the workplace and in the presence of others. [Click here](#) to see the amended public health order (see highlighted section on page 6 for face covering requirement). The Food Program is currently working to update the [COVID-19 FAQs](#) to address questions related to this requirement. Check back often for updates.

Food Program Updates and Resources

Updated 4/13/20 NMED updates [recommendations](#) to include use of gloves and masks by food workers while performing certain tasks. (**NEW 4/13/20 Spanish**)

Updated 4/14/20 Get answers to your frequently asked questions related to COVID-19 and food establishments [here](#).

REOPEN READINESS CHECKLIST

What your business needs to be ready and prepared to reopen once the crisis lifts.

Work with your trusted local community organizations and business advisers to create work plans and strategies around the 4 C's.



CONTACT

1. Make sure you are in contact with your local municipality/county and know when it is safe to reopen your business. If your business is licensed or inspected by the state or local government get in touch with that licensing/inspection authority to make sure you are doing everything that needs to be done to open your business.
2. Get in contact with your landlord, property owner, property management company, etc. Make sure that your space will be ready and available.
3. Get in touch with your employees. Who is available to start work? What are their new schedules like? Are they available to help clean and sanitize the space before opening?
 - A. If your employees have children and need to continue to work from home, what tasks can they complete from home? Are there business innovations that can come from their home working situation?
4. Contact your suppliers, vendors, and other contractors. Will they be open when you need them? Are they still in business? Do they still have the products that you need to reopen? Will you have the inventory you need to reopen or will you have to make alternative plans?



CLEAN

1. DEEP CLEAN your establishment. Make sure every surface, item, piece of equipment, floor, etc. is clean. Clean with soap and water or use other cleaning products. Make sure to read and follow manufacturer's instructions when using cleaning products. Diluted bleach is effective against the corona virus. Make sure to follow instructions on the bottle and dilute before using. Launder soft surfaces and clean any hampers or laundry baskets. Steam clean carpets or rugs that can't be laundered. Use alcohol wipes to clean electronics, keyboards, POS systems, etc. **MAKE SURE TO WEAR GLOVES AND MASKS** while cleaning. Properly dispose of gloves and masks when finished.
2. Create your cleaning plan:
 - A. Put a cleaning schedule in place - every surface is cleaned at least twice per day
 - B. Make time to clean **HIGH TOUCH SURFACES** after every interaction
 - C. **WASH YOUR HANDS** after every interaction with a person or an object

CONTROL

1. Make sure you have a plan to **CONTROL THE SPREAD OF THE DISEASE** and prevent your employees, customers, and service providers from getting sick or spreading the virus.
 - A. Provide Personal Protective Equipment (PPE) to all employees and make sure they are wearing it! At a minimum this includes masks and gloves. Additional PPE may be required depending on your business. Make sure employees dispose of PPE often and in a safe & responsible manner.
 - B. Provide hand sanitizer and/or hand washing stations for your employees, customers and service providers.
 - C. Ensure that customers are staying at least six feet apart from each other. Mark six feet with tape on your floor, draw six foot circles on the ground, have ropes spaced six feet apart - get creative but make sure everyone is properly distanced.
 - D. In high-touch businesses have customers take their temperatures before arriving for an appointment.
 - E. Consult experts on proper procedures for limited isolation periods for parents.
- E. IF ANYONE FEELS SICK - THEY STAY HOME!

CONNECT

1. Let your customers know that you are **OPEN & SAFE!**
 - A. Send email blasts, post on social media, use A-frame signs, etc. **SPREAD THE WORD** not the virus.
 - B. Let your local MainStreet Organization, Chamber of Commerce, Business Association, Economic Development Organization, etc. know that you are open. Ask them to help you spread the word.
 - C. Write a press release and send it to the local paper and radio station. Do radio interviews and podcasts. Write an article, op-ed, or blog post about your experience as a business owner during the crisis.
 - D. Hold a **GRAND REOPENING EVENT** - ribbon cutting or open house. Make sure that people are **SIX FEET APART** but have fun!
 - E. Continue to work on your on-line presence & sales, curbside & delivery options, and other low contact sales & distribution channels. We're not out of the woods yet!

Use the 4 C's for a successful business and a healthy happy community

<https://www.hatchform.com/wp-content/uploads/2020/04/Reopen-Readiness-Checklist.pdf>

<https://www.hatchform.com/wp-content/uploads/2020/04/LISTA-DE-PREPARACIÓN-PARA-REABRIR-SU-NEGOCIO.pdf>

Design considerations for safety and security



culture_etx • Follow

Culture ETX



molittles • Follow

No Frills



Changing behavior isn't easy



olenarosanne • [Follow](#)



When you're tired of people standing too close to you



muma_k • [Follow](#)



My new social distancing shoes have arrived



Visual cues: tape



dennisgus • Follow

Egypt Star Bakery



Social Distancing Floor Tape (55 results)

Social distancing regulations can be communicated in retail stores, restaurants, theaters, and a variety of these floor tape products. Aisle and floor marking tape can be used to mark your storage areas and more to ensure customers and employees maintain a safe distance. Social distancing tape is available in a variety of patterns, reflective and pre-printed options.

Collapse All

Reset

Filter by text:

Dimensions

- 1 in W x 100 ft L (1)
- 1 in W x 18 yd L (1)
- 1 in W x 60 ft L (1)
- 1.5 in W x 100 ft L (1)
- 1.5 in W x 18 yd L (1)

SHOW MORE

Material

Acrylic Foil-backed Vinyl



Solid Colored ToughStripe®
Tape

Multiple options available

Visual cues: tape



Visual cues: signage

Customizable Floor Decal Templates for Social Distancing

Choose a template from the categories below and personalize it with your own message, logo, colors and more.



Visual cues: signage

<https://www.signs.com/coronavirus-signage/>

Social Distancing	Open/Closed	Curbside/Drive-Thru	Do the Five	Hand Washing	Temporary Hours	Testing Sites	Hospitals & Clinics
-------------------	-------------	---------------------	-------------	--------------	-----------------	---------------	---------------------

Social Distancing Signs

Due to the COVID-19 outbreak, social distancing has become a necessity. These printable social distancing signs are perfect for showing your employees, customers, friends and family members that social distancing is important to you.

- NOTICE**
We're Practicing Social Distancing
- We're Practicing *Social Distancing*
Closed Temporarily
- SOCIAL DISTANCING SAVES LIVES**
STOP THE SPREAD
cdc.gov
- We're Closed*
WE ARE PRACTICING SOCIAL DISTANCING
- STOP THE SPREAD OF **COVID-19**
—Practice—
Social Distancing
- Let's be friends... *online!*
Visit our website for tips on how to follow social distancing guidelines!
- SEE YOU IN A FEW WEEKS WE'RE PRACTICING... *Social Distancing*
AND YOU SHOULD TOO! LEARN MORE AT CDC.GOV
- we are CLOSED**
Shelter in place.
Stop the spread of COVID-19
- WE ARE Closed**
FOR GOVERNMENT ORDERED SHUTDOWNS IN THE CITY.
HELP STOP THE SPREAD OF COVID-19
- Help Stop the Spread of **COVID-19**
SHELTER IN PLACE

Visual cues: signage



#placemaking
melementp

2/3



blogto • Follow

Toronto, Ontario



Helping businesses plan

Home Folding Tables Highboy Tables Linens LED Glow Cafe Tables

Social Distancing Room Space & Capacity Calculator

Layout Generator View More Table Setups, Calculators, Capacities

How many square feet do you have?

Calculate

How many people do you have?

Calculate

6 Feet Apart	# of People	Space Required
6 Feet Apart	-	-
7 Feet Apart	# of People	Space Required
7 Feet Apart	-	-
8 Feet Apart	# of People	Space Required
8 Feet Apart	-	-
12 Feet Apart	# of People	Space Required
12 Feet Apart	-	-



Social Distancing Room Calculator

Our calculator works 2 ways
people required or room size
DO NOT use a "comma" in the input. For
instead of 1,000

Calculate how many people
Input your square footage into the "How
have?" input to the left, and click "calcu

Calculate the room size nee
number of people.
Input the number of people required in
you have?" input to the left and click "ce

Our calculator returns 4 rest
6 Feet Apart
7 Feet Apart
8 Feet Apart

Plexiglass shields



vintagegrocers • [Follow](#)
Vintage Grocers



raisetherootmarket • [Follow](#)
Raise the Root Organic Market



Design opportunity!



tape_measures
39 Jalan Tiga

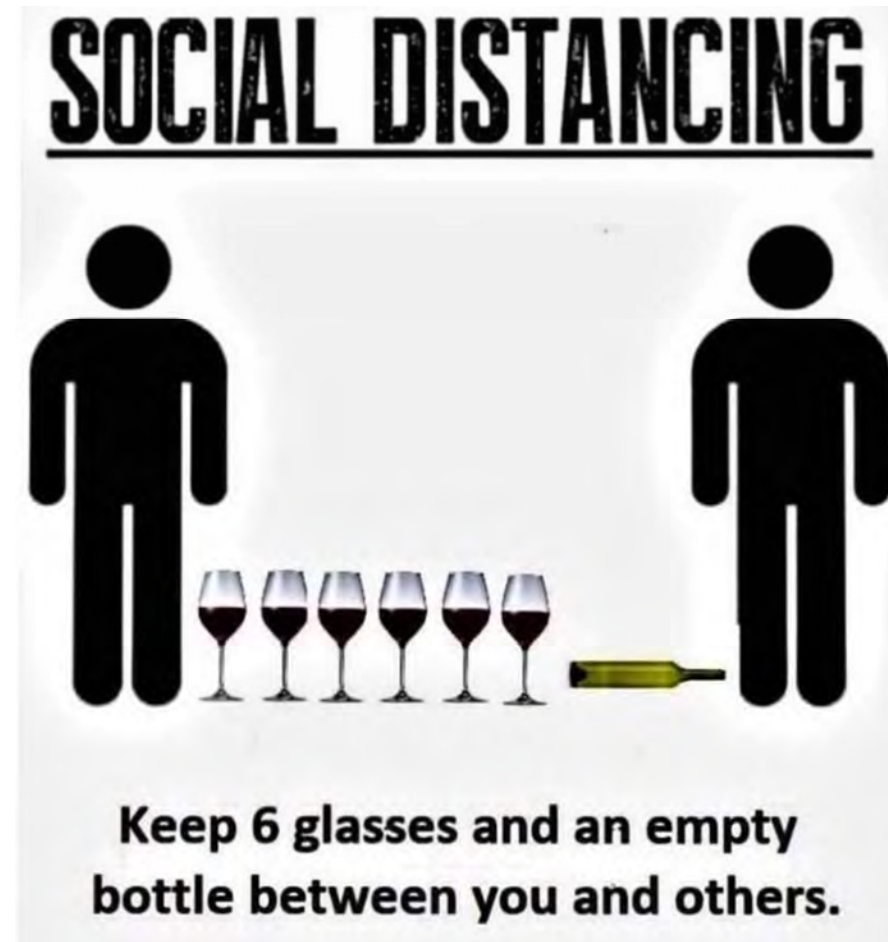
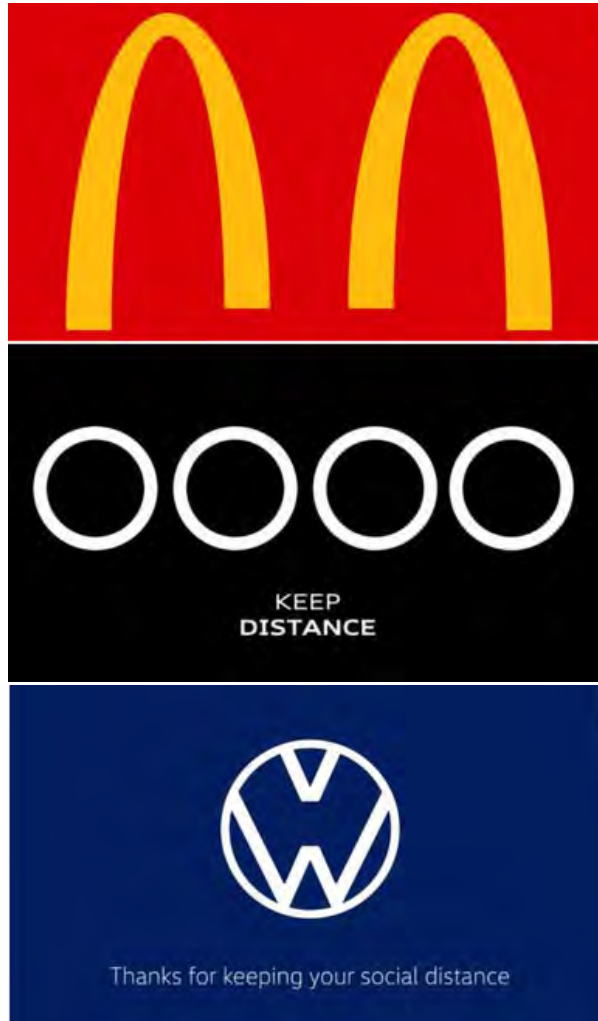


2,615 likes

streetart_official @b0rdalo_ji installation in Portugal

🇵🇹 (2020)

Branding opportunity!



Face coverings



santafefarmersmarket



I WEAR MINE
FOR YOU.



PLEASE
WEAR YOURS
FOR ME.

#WeAreAllInThisTogether



theorgansshop • [Follow](#)



Can barriers actually be enticing?



They can also be cost effective!



Arts and culture opportunity



nobhillmainstreet
Nob Hill, Albuquerque, New Mexico



Make art with a vehicle theme

Display it in Nob Hill; use a method that won't mess up anything

Take a picture of it and email it to nobhillmainstreet@gmail.com or post it on Instagram



#NobHillCarShow



nobhillmainstreet



76 likes
nobhillmainstreet Check out this cool entry into the #nobhillcarshow in the alley south of... more
View 1 comment
6 days ago

Arts and culture opportunity



Re-thinking public space



space_for_health
London, United Kingdom



Expanding into streets and sidewalks



space_for_health
Barcelona, Spain

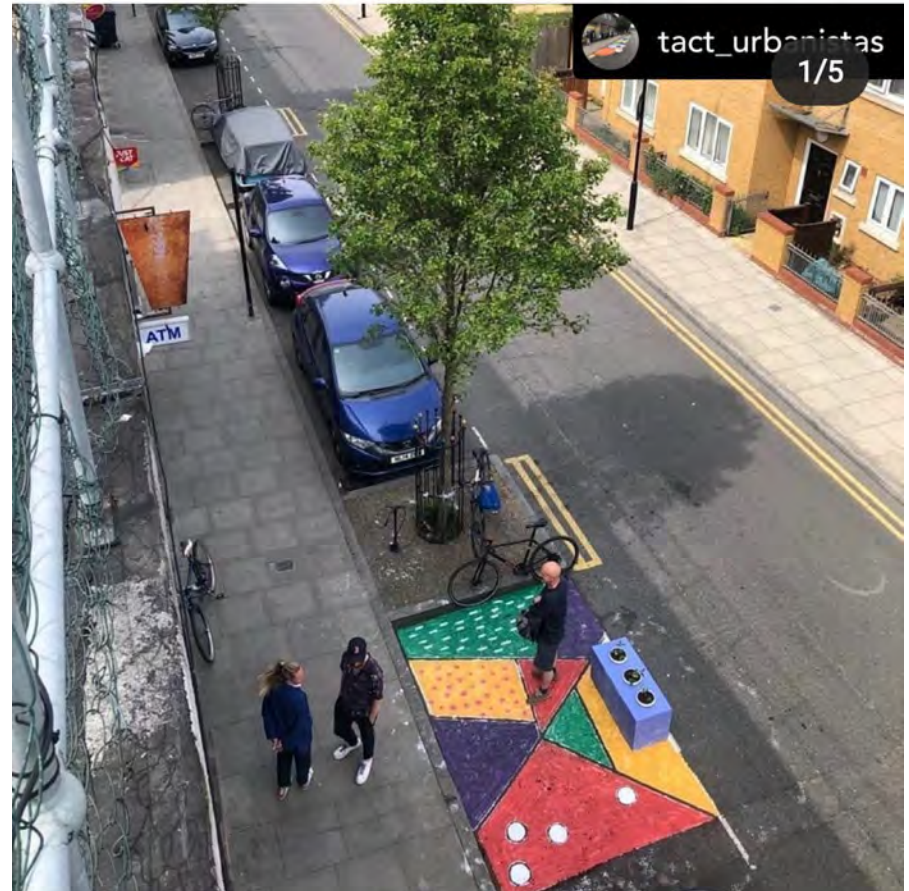


25 likes

space_for_health Barcelona, Spain 🇪🇸 Installed these yellow striped lanes with additional physical separators to come soon.



space_for_health
London, United Kingdom



tact_urbanistas
1/5

Inclusivity and well-being



space_for_health
London, United Kingdom



space_for_health
London, United Kingdom



New Mexico MainStreet Team

Meet Your Presenters/Contributors



Amy Bell

Urban Design

amy@groundworkstudio.com



Will Powell

Design and Preservation

william@whstudio.com

Thank you for joining us!

This webinar recording will be available on YouTube



EDD ECONOMIC
DEVELOPMENT
DEPARTMENT

gonm.biz



www.nmmainstreet.org



[@NMMMainStreet](https://www.facebook.com/NMMMainStreet)



[@NMMMainStreet](https://www.twitter.com/NMMMainStreet)



[@NewMexicoMainStreet](https://www.youtube.com/NewMexicoMainStreet)