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)
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

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
ALL ABOUT

TRUTH OR CONSEQUENCES

BREWING CO.

TO GO!
Online marketing, ordering and sales

SMASHINGLY GOOD BURGER

barcastanedanm
Las Vegas, New Mexico

TAKE OUT:
WEDNESDAY - SUNDAY
4:00 PM - 8:00 PM

APPETIZERS

CAESAR SALAD*
Romaine, egg, parmesan, black pepper, anchovy, croutons

LITTLE GEM
Tender local lettuce, green beans, radish, rosé vinaigrette

OYSTERS ROCKEFELLER*
East coast oyster, pernod, spinach bechamel

ONION RINGS
Beer battered sweet onion rings, house buttermilk 'dippy dip'

CHICKEN LIVER PATE
Sauternes gelee, house pickles, sea salt and benne seed crackers

LOADED FRENCH FRIES
Colorado potatoes, green onion, bacon, bleu cheese, seasoned fry salt, 'dippy dip'

CHICKEN WINGS
Organic chicken, chef's jalapeño hot sauce, carrots and celery

ENTRÉES

SPAGHETTI & MEATBALLS
Pork and beef, house red sauce marinara, semolina noodles, parmesan

GRILLED STRIPLION*
North Dakota Angus/Wagyu, cauliflower fritter, grilled asparagus, demi-glace

RELENOS
Roasted poblano, NM asadero goat cheese quinoa, roasted mushrooms, romesco

FRIED CHICKEN CASTAÑEDA
Organic NM chicken, mashed potato, cream gravy, seasonal vegetables

BETWEEN THE BREAD

all sandwiches come with house cut fries
substitute greens salad, seasonal vegetables, or onion rings - $2

‘HARVEY’ SMASH BURGER*
Fresh ‘Sea Green Chile Cheesburger’ in NM town
Green Chile Cheddar Stackoffa Taping Chung
Shokupan bun, LTOP, green Chile, special sauce, Tucumcari Green Chile Cheddar

TURKEY CLUB
Honey baked turkey, avocado, bacon, lettuce, onion, tomato, mayo

AVOCADO CLUB
Avocado, tomato, red onion, cucumber, greens, mayo, cracked pepper, 9 grain
Contactless product + service delivery

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
Drive through markets
Drive through markets

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

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

Virtual art walks

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 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, 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, who has been doing art most of his life but just recently began painting full time. He specializes in Acrylics and his focus is the Navajo culture and the landscape. You can email Shawn at ahkeah@gmail.com...

View Work
Product pivoting and innovation
Storytelling: the return of the infomercial!
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
**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 advisors to create work plans and strategies around the 4 C's.

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**CONTACT**

1. Make sure you are in contact with your local municipality/city 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 following 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 their space will be ready and available.

3. Get in touch with your employees. Who is available to start work? What are their new schedules? Are they available to help clean and sanitize the space before opening?

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 you need to reopen? Will you have the inventory you need to reopen or will you have to make alternative plans?

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**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 coronavirus. Make sure to follow instructions on the bottle and dilute before using. Lavender soft surfaces and clean any items 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

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**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 properly and in a safe and 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 floors, 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.

   F. IF ANYONE FEELS SICK - THEY STAY HOME!

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**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!

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

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Design considerations for safety and security
Changing behavior isn’t easy

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

My new social distancing shoes have arrived
Visual cues: tape

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. So patterned, reflective and pre-printed options.

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)

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/
Visual cues: signage

"Don't stand so close to me."
- The Police

AND ALSO THE CDC

6 FEET

DO YOUR PART.
STAY APART.

Keep a distance of 6 ft (2 m)
(the length of three geese)
from others.
Helping businesses plan

Social Distancing Room Space & Capacity Calculator

How many square feet do you have? [ ]
Calculate

How many people do you have? [ ]
Calculate

<table>
<thead>
<tr>
<th>6 Feet Apart</th>
<th># of People</th>
<th>Space Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Feet Apart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Feet Apart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Feet Apart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Feet Apart</td>
<td></td>
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</tr>
</tbody>
</table>

Social Distancing Room Calculator

Our calculator works 2 ways:

1. People required or room size

   DO NOT use a "comma" in the input. For example: 1.000 instead of 1,000

2. Calculate how many people

   Input your square footage into the "How many square feet do you have?" input to the left, and click "calculate".

3. Calculate the room size needed for the number of people.

   Input the number of people required into the "How many people do you have?" input to the left and click "calculate".

Our calculator returns 4 results:

6 Feet Apart
7 Feet Apart
8 Feet Apart
12 Feet Apart
Plexiglass shields
Design opportunity!
Branding opportunity!

- McDonald's
- Keep Distance
- Volkswagen
- Thanks for keeping your social distance
- Social Distancing
- Keep 6 glasses and an empty bottle between you and others.
Face coverings

I WEAR MINE FOR YOU.

PLEASE WEAR YOURS FOR ME.

#WeAreAllInThisTogether
Can barriers actually be enticing?
They can also be cost effective!
Arts and culture opportunity

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
Arts and culture opportunity
Re-thinking public space
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
Inclusivity and well-being
New Mexico MainStreet Team
Meet Your Presenters/Contributors

Amy Bell
Urban Design
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Will Powell
Design and Preservation
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Thank you for joining us!
This webinar recording will be available on YouTube

gonm.biz

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