

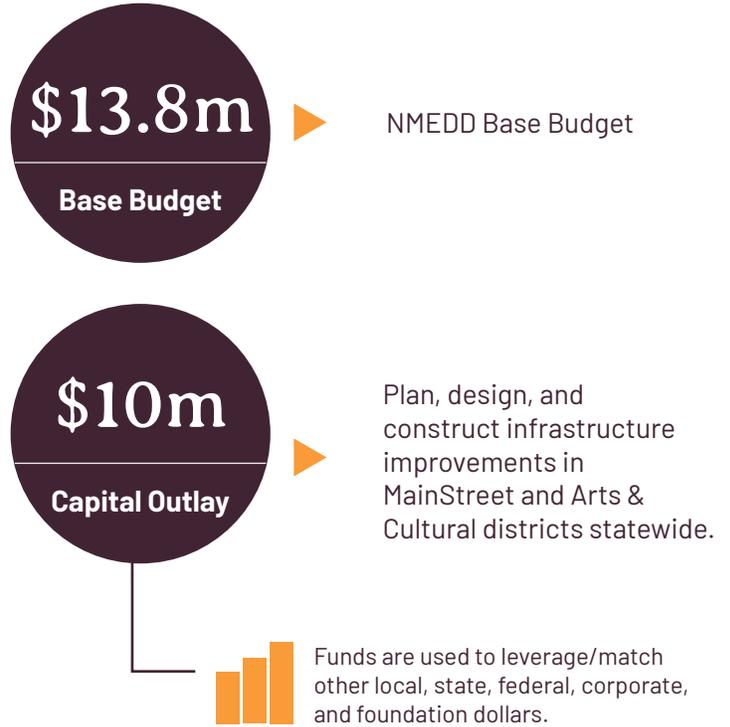


Laying the Groundwork for a Strong Recovery

New Mexico MainStreet End of Year Report

2021 Legislative Session

New Mexico Economic Development Department (NMEDD) is requesting:



New Mexico MainStreet (NMMS) develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities and a higher quality of life.

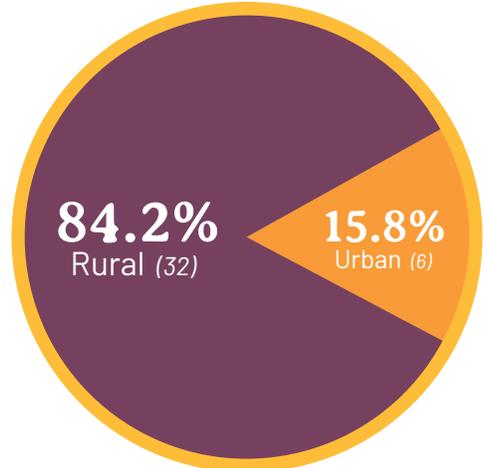
NMMS provides a variety of professional technical services to:

- **Support** comprehensive asset-based economic development
- **Create** a strong economic business climate
- **Preserve** cultural and historic assets
- NMMS's **Full List of Services (.docx)**

Founded in 1984, NMMS Serves:

31 Affiliated MainStreet Districts	12 State-Authorized Arts & Cultural Districts
7 Active Frontier & Native American Community Projects	9 Historic Theaters

We serve and provide resources primarily to rural communities!



Core Objective:
Downtown Revitalization and Redevelopment



7-Year Performance Measures

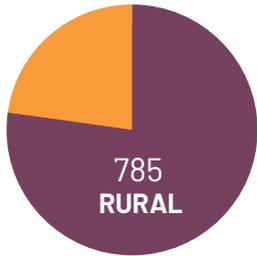
FY2014-
FY2020



RURAL = < 50k in population
* Net metrics



New Businesses/Expansions*

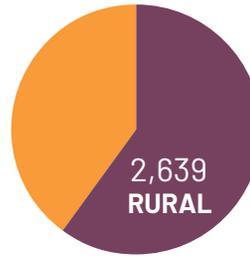


1,015

TOTAL



New Jobs Created*

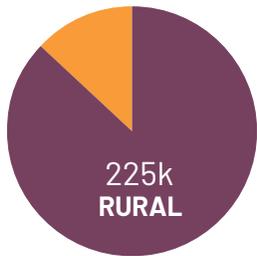


4,209

TOTAL



Volunteer Hours

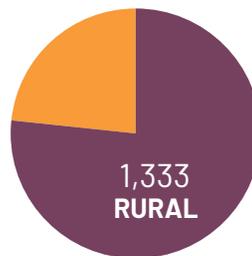


258k

TOTAL



Private Building Renovations



1,736

TOTAL



Private Sector Reinvestment

\$60,456,780

RURAL

Private Sector Reinvestment totaled \$176,363,508 for FY2014 - FY2020.

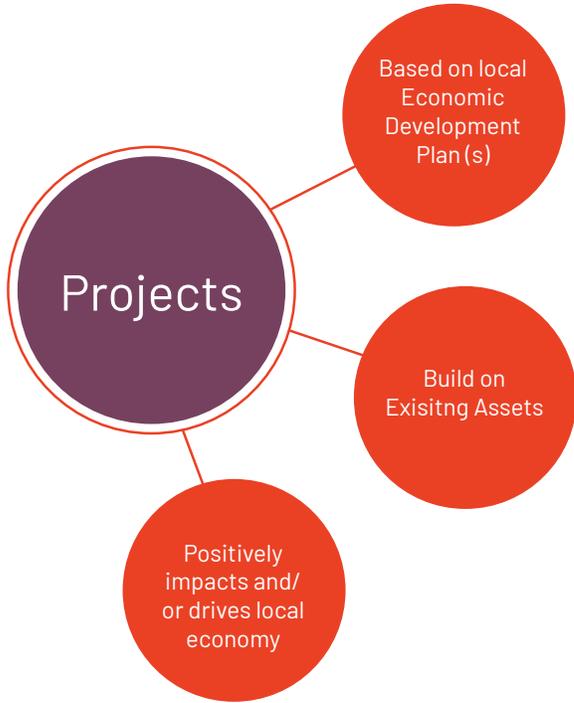


New Mexico MainStreet
Winter Conference
March 5 + March 12, 2021

COVID-19
RECOVERY

Conference Focus

Educational, interactive, and inspiring speakers & virtual workshops on economic recovery for MainStreet communities. Find more information on nmmainstreet.org.



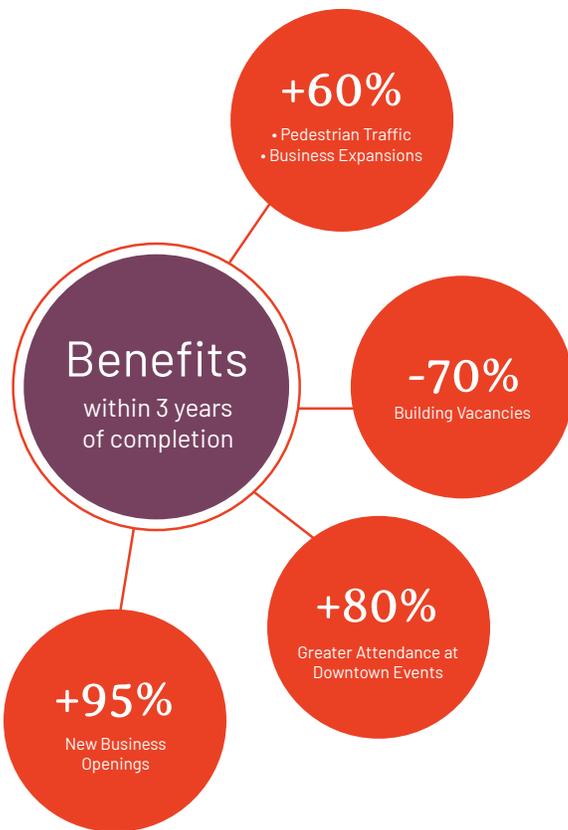
Why is Investing in Public Infrastructure Important?

- Commercial centers with severe safety and infrastructure issues deter private reinvestment.
- Visible improvements build confidence in business owners, thereby:
 - Creating employment opportunities
 - Strengthening the local economy
 - Creating vibrant destinations
- Improves pedestrian safety
- Incentivizes commercial property improvements
- Helps businesses meet market needs

The NMMS Capital Outlay Program:

NMMS works with its communities to identify and vet Public Infrastructure projects. The projects are developed with local governments, the community, and private sector, utilizing NMMS Technical Assistance to create projects that catalyze private sector investments which create new businesses and jobs.

- Provides funding for public infrastructure upgrades within a targeted public investment area.
- **For every state \$1 invested, \$43 dollars is leveraged in private sector reinvestment.**



Farmington Photo by BJ Gutierrez



Silver City



Tucumcari



Raton



Phased Construction Projects in Progress



Tucumcari's Great Blocks: Main and Second Streets

Phase I Construction Underway
Total Project Cost: **\$2,774,645**
Current Funding Allocated: **\$1,774,645**
Funding Gap: \$1,000,000



Gallup Coal Avenue Commons: Phase I & II

Construction Underway
Total Project Cost: **\$5,438,000**
Current Funding Allocated: **\$3,296,400**
Funding Gap: \$2,141,600



Albuquerque South Valley's Dolores Huerta Gateway Park: La Familia Growers Market

Construction-Ready
Total Project Cost: **\$642,119**
Current Funding Allocated: **\$51,400**
Funding Gap: \$590,719



Belen's Great Blocks

Construction Underway
Total Project Cost: **\$1,600,000**
Current Funding Allocated: **\$530,000**
Funding Gap: \$1,070,000



Las Vegas's Great Blocks: Railroad & Lincoln Avenues

Phase I Out to Bid
Total Project Cost: **\$2,100,000**
Current Funding Allocated: **\$550,000**
Funding Gap: \$1,550,000

Construction Documents In Progress

Scheduled for
Completion June 2021

Corrales's Pathways Project

Documents in Progress
Total Project Cost: **\$380,000**
Current Funding Allocated: **\$80,000**
Funding Gap: \$300,000

Alamogordo's Great Blocks on MainStreet: 800 & 900 Blocks of New York Avenue

Documents in Progress
Total Project Cost: **\$1,620,000**
Current Funding Allocated: **\$120,000**
Funding Gap: \$1,500,000

Roswell's Great Blocks on MainStreet: Roswell Market Walk Project

Documents in Progress
Total Project Cost: **\$1,620,000**
Current Funding Allocated: **\$120,000**
Funding Gap: \$1,500,000

Albuquerque Barelás's Great Blocks on MainStreet: Historic South 4th Street from Coal to Hazeldine

Documents in Progress
Total Project Cost: **\$1,620,000**
Current Funding Allocated: **\$120,000**
Funding Gap: \$1,500,000



Fully Funded Construction-Ready Projects Going Out to Bid



Truth or Consequences Great Blocks Project: South Foch Street

Total Project Cost: **\$1,320,000**
FY21 NMMS CO Award: **\$1,000,000**
Funding Gap: \$0



Deming's Zia Sun Art-Scape Intersection

Total Project Cost: **\$381,706**
FY21 NMMS CO Award: **\$275,000**
Funding Gap: \$0



Lovington's Phase 3 of Love Lovington: Going Green Wayfinding

Total Project Cost: **\$185,000**
FY21 NMMS CO Award: **\$90,000**
Funding Gap: \$0



Farmington's Totah Theater Projection & Sound

Total Project Cost: **\$1,100,000**
FY21 NMMS CO Award: **\$135,000**
Funding Gap: \$0

Recently Completed



Raton's Great Blocks: Phase 3 Construction • Total Project Cost: \$916,000



Silver City's Main Street Plaza Project: Phase 3 Construction • Total Project Cost: \$525,000



Farmington's Complete Streets Project – Main Street • Total Project Cost: \$12,060,000

Photo by BJ Gutierrez

Photo by MRWM



Priority Infrastructure Pipeline

15 MainStreet projects are awaiting development of construction documents totaling:

\$16.1 Million

COVID-19 Response/Support • NMMS

10

NMMS-Hosted Informative Webinars for the Public

Topics Included:

- NMEDD's Buy for Tomorrow Today
- Website/e-commerce Setup
- Financial Resources
- Marketing & Promotions
- Recovery Strategies
- Small Business Saturday Tax Credit



Choose MainStreet Social Media Marketing Initiative

NMMS Graphic Design Revitalization Specialists Cam Wilde and Julia Royal along with NMMS Promotion and Image Development Revitalization Specialist Robyne Beaubien created seven social media graphics and messaging that promote shopping and eating locally during the COVID-19 health crisis.

They also developed and created a 16-part social media strategy that was unveiled from Sept.-Dec. to remind New Mexicans why MainStreet small businesses are vital to the community and local economy, and to shop local during the holiday season.



Las Vegas Cash Mob

Las Vegas Cash Mob **raised over \$70,000** in direct sales for Las Vegas, NM businesses and over \$10,000 in indirect sales from June-November 2020. Sponsored by Main Street de Las Vegas, the Cash Mob hosted virtual sales and auctions on Facebook to promote local businesses and help boost their sales.



Local MainStreet programs helped restaurants access \$15,000 **James Beard Foundation Food and Beverage Industry Relief** grants in:

- Corrales
- Los Alamos
- Las Vegas
- Las Cruces
- Raton

■ Taos MainStreet – Business Alive

Taos MainStreet, UNM-Taos, Taos HIVE, and Taos High Tech have launched the Business Alive program to help local businesses develop and/or increase their e-commerce capacity. The first cohort of the program will launch 10 websites for local businesses. Business Alive is made possible by the LOR Foundation and the Taos Community Foundation.

■ ‘Cash Mob’ Virtual Events

Six NMMS districts used ‘Cash Mob’ virtual events to support local businesses during the pandemic and holiday season: Raton, Las Vegas, Clovis, Tucumcari, Silver City, and Farmington’s Northwest New Mexico Arts Council.

Events hosted on Facebook Live allowed shoppers to bid on items, arrange payment and socialize during the fun two-hour session. Lively hosts entertained and educated as they sold items and encouraged viewers to shop local to contribute to the community. This year, ‘Cash Mob’ helped businesses stay open and allowed shoppers to buy local goods safely from home.

■ Los Alamos MainStreet – ScienceFest

Los Alamos MainStreet’s 13th annual ScienceFest went virtual offering free activities celebrating STEAM topics. Events included: Intro to Gaming Robotics, the Future of Manned Space Exploration, Interview with Impossible Foods CEO Pat Brown, and more.

■ Zuni Pueblo MainStreet Supports Artists During Pandemic

Utilizing grant funds from the New Mexico Resiliency Alliance and the First People’s Fund, Zuni Pueblo MainStreet mitigated the COVID-19 impacts that resulted in a severe reduction in tourism and local art work sales. To support the local artist community and arts related businesses, ZPMS initiated a local art purchase program and established \$100 credit lines for artists at local businesses that provide art supplies. During four different art purchasing events, ZPMS purchased \$7,857 in local art work from 89 artists and provided a total of \$2500 in lines of credit at art supply businesses to 24 artists.



The Barelbas RailYards Market

The Barelbas RailYards Market’s summer season **brought over \$150,000 in local sales** through their virtual Farm-to-Car platform. Staff trained over 65 businesses in digital sales and distribution. And merchants served 1,452 customers online and packed 1,900+ orders.

They also organized a Holiday Market with COVID-safe practices for online ordering and curbside pickup. Rail Yards Market is a community organization operating under the fiscal sponsorship of the Barelbas Community Coalition.



Downtown ABQ Arts & Cultural District – Downtown Growers’ Market Farm-to-Car Program

The Downtown Growers’ Market developed an online ordering system for their Farm-to-Car program in response to COVID safety protocols. This program provides the community access to local food and creates income for local farmers during COVID closures. In 2020, they hosted 12 weeks of Farm-to-Car pre-order/pickup events with more than 70 vendors and average monthly sales of more than \$2300/vendor. More than 1,000 weekly customers used the new online ordering system!



Santa Rosa MainStreet – Live Series

Using Facebook Live, Santa Rosa MainStreet interviewed six district business owners during COVID-19 to share with the community the struggles that these business owners were experiencing and to encourage Santa Rosa residents to shop local and support their hometown businesses. The process of developing these videos also resulted in an increase in the knowledge of business owners as to how to utilize social media to reach current and potential customers.



Carlsbad MainStreet Supported COVID-Safe Virtual Events

Carlsbad MainStreet kept their community engaged during the COVID pandemic with virtual events that were fun for the whole family and supported local businesses:

- The Carlsbad MainStreet and Pearl of the Pecos Christmas Window Decorating Contest for businesses in their district brought festive displays for the community to enjoy.
- The Facebook Halloween Costume Contest featured prizes to local businesses.



Downtown Las Cruces Partnership – Ventanas Vivas

The Downtown Las Cruces Partnership (DLCP) and Arts and Culture District presented “Ventanas Vivas” during the holidays – a safe, fun, socially-distanced way for families to experience art, celebrate the holidays, and visit downtown shops and restaurants. Local artists and business owners decorated 23 windows within the district resulting in exposure for the district, more foot traffic, and an attractive environment that’s appealing to residents and visitors.

Throughout the COVID pandemic, DLCP strengthened relationships with district merchants, makers, and restaurateurs, and maintained a net positive number of businesses in the district during the public health crisis.

■ Nob Hill MainStreet Supports Local Restaurants During Pandemic

Nob Hill MainStreet received a \$15,000 grant from the City of ABQ to cover 42 parking meters in front of Central Ave. restaurants allowing for curb-side pickup. They also hosted COVID-safe events such as:

- “Dinner and a Movie with the Guild Cinema” - a weekly event where patrons pickup to-go orders from Nob Hill restaurants and stream a movie from The Guild at home. Restaurants described higher to-go orders and The Guild reported higher streaming viewers!
- “Chalk the Block” – a socially-distanced community activity to decorate Nob Hill’s sidewalks.
- Nob Hill Sidewalk Wayfinding – physical decals were placed on sidewalks every 66 steps in the district. This project promotes the district as pedestrian & exercise friendly.

■ Gallup MainStreet Arts & Cultural District – Downtown Gallup Rocks

The Downtown Gallup Rocks virtual concert series featured seven local and regional musicians. The series was presented by the Gallup MainStreet Arts & Cultural District and hosted by local businesses; it’s funded by the Mimi & Mortimer Levitt Foundation.



National Park Service MainStreet Façade Improvement Grant

A National Park Service Main Street Facade Improvement Grant for **\$140,625** was awarded to NMMS to support historic building façade improvements in **Deming, Silver City, and Gallup.**



Lovington MainStreet – Local Innovators Institute

Photo taken before the COVID mask mandate – Lovington MainStreet’s Local Innovators Institute welcomed five entrepreneurs to the first cohort in Feb. 2020. The Institute provides seven weeks of educational and hands-on training to culinary entrepreneurs. Each entrepreneur occupied the Institute’s food truck for two weeks to build their business and sell their product. The program positions Lovington as a destination by creating a dining and entertainment district downtown.

The program was funded by a \$75,900 grant from USDA in 2019. Lovington MainStreet is excited to announce that USDA has funded a \$50,000 grant to continue the program in 2020-2021.

Albuquerque Barelás – La Esquinita Permanent Food Truck Park

Albuquerque’s first permanent food truck park is a project of the La Esquinita marketplace, and the Barelás Community Coalition. La Esquinita is a food hall and artisan market designed to bring the neighborhood together and increase access to fresh food.



MainStreet Truth or Consequences Proclamation

Executive Director Linda DeMarino received a Proclamation from the New Mexico House of Representatives and Rep. Rebecca Dow to recognize the program’s successful projects from the past 11 years.

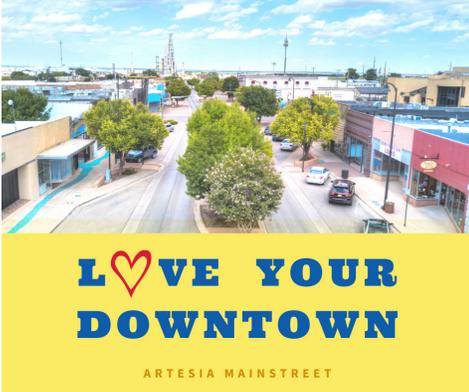
MainStreet Truth or Consequences works closely with Rep. Dow to make downtown TorC a thriving commercial district that serves as the heart of the community.



Silver City MainStreet Proclamation

Silver City MainStreet’s Executive Director Charmaine Wait received a Proclamation from the New Mexico House of Representatives and Rep. Rebecca Dow for the work the district has done in the past 35 years.

As the oldest continuously-operating MainStreet program in the state, Silver City MainStreet has leveraged more than \$5 million for downtown improvements such as beautification projects, downtown building renovations, and marketing strategies.



Artesia MainStreet – First Street Greenway Project

Artesia MainStreet developed a green space along the east side of the North First Street right-of-way. This 1.2 mile stretch of landscaping includes approx. 400 trees and ornamental bushes that serve as an entry point to the district. This beautiful entryway to the downtown district encourages passersby to slow down, stop, and shop!



Ruidoso Midtown Alliance – Midtown Commons Plaza Phase 2

The Midtown Commons Plaza Phase 2 added new creative places to the Ruidoso MainStreet district. The project added decor rock, six new native aspen trees, water wise irrigation, a 20’ retention wall, a new seating area, and a carved bear sculpture to the Midtown Commons Plaza.

Harding County MainStreet

Harding County MainStreet applied for and received grants from Plateau Telecommunications and Harding County Economic & Community Development to help Headquarters Restaurant purchase a large smoker. Headquarters hopes to open safely soon to serve fresh smoked meats with their brand-new smoker!



Mora Arts & Cultural Compound – Dolly Parton’s Imagination Library

Mora Arts & Cultural Compound partnered with Mora County Health Council to implement Dolly Parton’s Imagination Library program. A total of 35 children were registered, and 89 free books were mailed! This program improves literacy skills in children with access to books, regardless of their family’s financial limitations. Thanks to community donations, the program will continue for a second year.

Clovis MainStreet –Economic Vitality Intensive Study

Utilizing a \$5,000 New Mexico Resiliency Alliance grant, Clovis MainStreet worked with the NMMS Economic Vitality team to conduct an Economic Vitality Intensive Study of the district, utilizing economic data and research to identify and launch more comprehensive projects focused on property redevelopment, small business and entrepreneurship development, the creative economy, historic preservation, and arts and cultural development.

This study resulted in a detailed district and regional economic study, identification of gaps in arts and cultural assets in the community and region, and the launch of the Kick Ass Entrepreneurs Clovis to provide and share resources and develop an Entrepreneur Storytime™ event.



NMMS Districts & Services/Resources

MAINSTREET COMMUNITY	HOUSE DISTRICT	SENATE DISTRICT	TECHNICAL ASSISTANCE* TOTAL 2019-2020	CAPITAL OUTLAY** FY2019-2021
Alamogordo MainStreet	51	33	\$60,572.25	\$100,000
Albuquerque • Downtown ABQ MainStreet	11	12	\$49,411.14	
Albuquerque • Barelas MainStreet	14	12	\$55,866.80	\$100,000
Albuquerque • Nob Hill MainStreet	18	16	\$31,808	
Artesia MainStreet	54	32	\$60,698	
Belen MainStreet Partnership	49	29	\$23,805	\$530,000
Carlsbad MainStreet	54	41	\$62,735.25	
Clayton MainStreet	67	7	\$29,530	
Clovis MainStreet	64	7	\$95,567.66	
Corrales MainStreet	23	9	\$82,460.79	\$40,000
Deming Luna County MainStreet	32	35	\$65,283.25	\$310,000
Downtown Farmington: A MainStreet Project	2	1	\$42,805	\$495,000
Folsom	67	8	\$20,140.80	
Gallup MainStreet Arts & Cultural District	9	3	\$95,217.31	\$800,000
Grants MainStreet Project	6	30	\$38,031	
Harding County MainStreet	67	8	\$44,396	
Laguna Pueblo	69	30	\$14,959	
Downtown Las Cruces Partnership	35	38	\$82,575.47	
MainStreet de Las Vegas	70	8	\$64,900.05	\$550,000
Lordsburg	32	35	\$13,450	
Los Alamos MainStreet	43	5	\$49,545.05	
Lovington MainStreet Corporation	66	42	\$69,077.53	\$130,000
Mora Arts & Cultural Compound	40	8	\$37,315	
Picuris Pueblo	42	6	\$13,911	
Pojoaque Pueblo	46	6	\$12,426.10	
Portales MainStreet	67	27	\$29,525	
Raton MainStreet	67	8	\$50,925.50	\$800,000
MainStreet Roswell	66	32	\$37,855.85	\$100,000
Ruidoso Midtown Association	56	39	\$43,450.50	
Santa Rosa MainStreet	63	8	\$56,234.26	
Silver City MainStreet Project	39	28	\$55,672.28	\$243,600
South Valley MainStreet	14	12	\$68,059.19	\$51,400
Taos MainStreet	42	6	\$114,518.97	
MainStreet Truth or Consequences	38	35	\$58,323.25	\$1,000,000
Tucumcari MainStreet	67	7	\$99,645.75	\$750,000
Zuni Pueblo MainStreet	6	4	\$36,462.33	

- Accredited
- Affiliate
- Emerging Community
- Frontier & Native American Communities

***Technical Assistance:**

Total estimated value of Technical Assistance provided to local MainStreet organizations through NMMS Revitalization Specialists and grants/resources provided through partnerships with New Mexico Resiliency Alliance and other funders.

****Capital Outlay:**

Total value of Capital Outlay funding provided to local MainStreet organizations to either design or construct public infrastructure projects.

Please Note: FY21 CO Awards are projections and are still undergoing review as agreements are still being negotiated with local government partners, final award amounts and awardees are subject to change.

Contact Information



Daniel Gutierrez

New Mexico MainStreet Director

(505) 827-0151

Daniel.Gutierrez2@state.nm.us

nmmainstreet.org

New Mexico Economic Development Department

Joseph M. Montoya Building
1100 South St. Francis Drive
Santa Fe, NM 87505-4147
(505) 827-0300

edd.newmexico.gov

Mailing Address:

P.O. Box 20003
Santa Fe, NM 87504-5003



@nmmainstreet

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