



NEW MEXICO
MAINSTREET[™]

**Community Economic Development
Project-Based Initiatives:
Frontier & Native American Communities
Urban Neighborhood Commercial Corridors**

Pre-Application Webinar
April 16, 2021

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Lucas Pedraza, New Mexico MainStreet Project Coordinator



Economic Development Department Mission:

Creating and maintaining a competitive environment to create jobs, increase the tax base, and provide critical resources for business development.



New Mexico MainStreet Program:

- An asset-based community economic development program Licensed and accredited by the National Main Street Center, Inc. for the past 36 years
- The programs core objective is downtown revitalization and redevelopment
 - Build Capacity for Local Economic Revitalization and Redevelopment Efforts
 - Enhance the Entrepreneurial and Creative Economy
 - Create Thriving Places in New Mexico

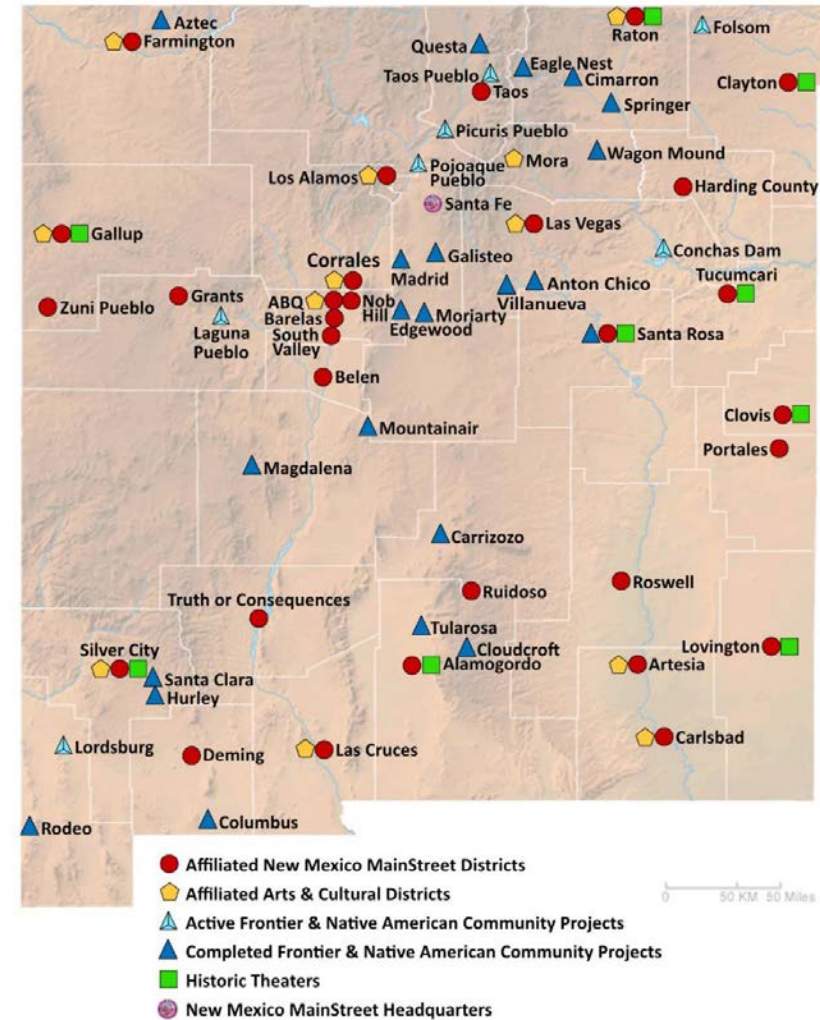


New Mexico MainStreet acts as an umbrella organization, administering and providing professional technical assistance, services and resources to all its local affiliates.

- 31 MainStreet Programs (Active)
- 12 Arts & Cultural Districts (Active)
- 28 Frontier & Native American Community Initiative Projects (Active & Complete)
- 8 Historic Theater Restorations



New Mexico MainStreet Network Map



Frontier & Native American Communities Initiative



- Established in 2013 by NM Legislature
- Coordinated by New Mexico MainStreet Program
- Eligible to rural communities with under 15,000 residents
- Focus on catalytic economic development projects in a traditional business district
- Communities receive professional services and technical assistance to implement and complete the proposed project within a 12 to 18-months

Urban Neighborhood Commercial Corridor Initiative



- New pilot program of the New Mexico Economic Development Department's MainStreet program
- Provides project-based community economic development support to urban neighborhood commercial corridors located in cities over 50,000 in population
- Focus on catalytic economic development projects in a traditional business district
- Communities receive professional services and technical assistance to implement and complete the proposed project within a 12 to 18-months

Project Guidelines

- Proposed projects for both project-based initiatives must demonstrate job creation, business development, leverage private sector investment, or enhancement of a community's economic environment.
- Communities receive free professional services, but this is **not a grant program**, and direct funding for selected projects is not necessarily part of the services or resources provided.
- A stakeholder group of volunteers and local government partner is required to implement the project.

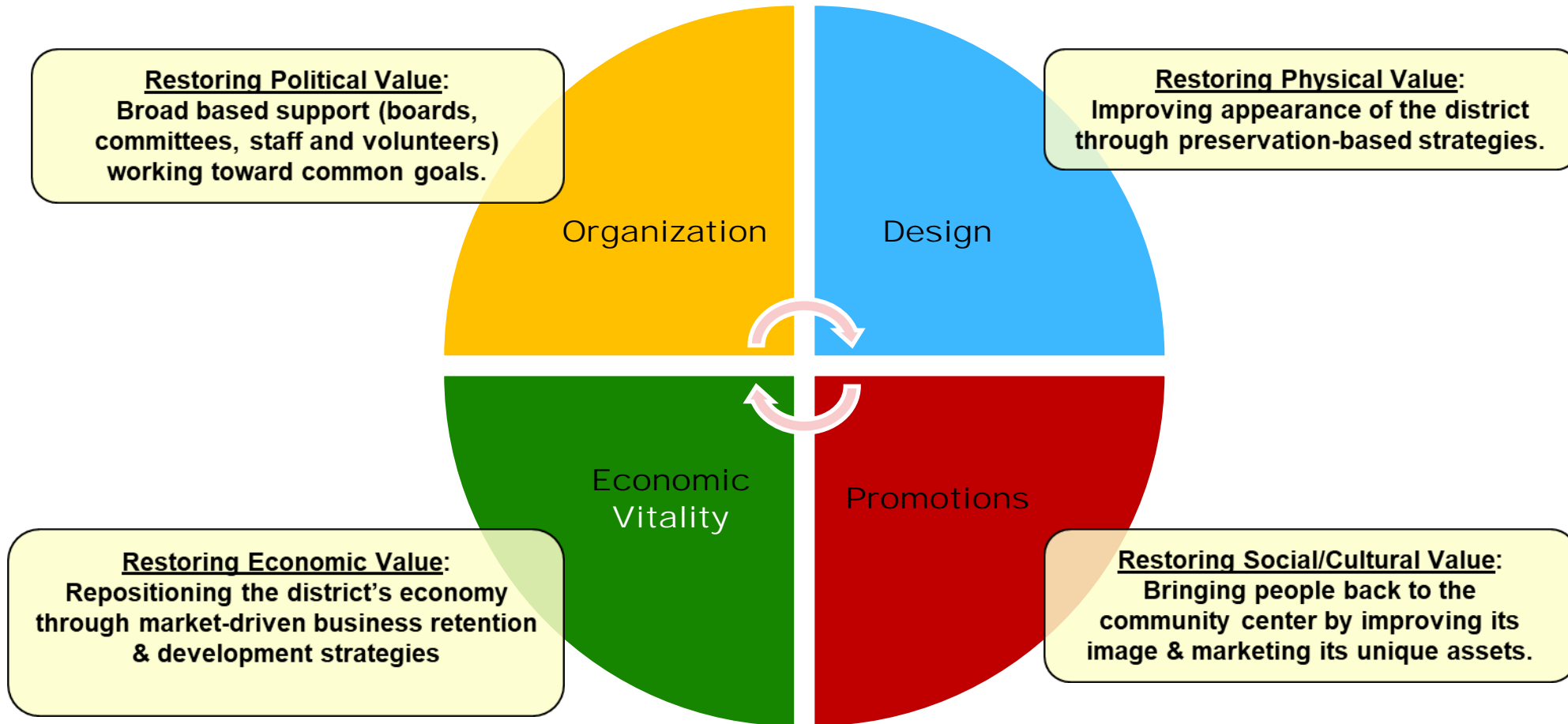


NMMS Technical Assistance

- Technical Assistance provided for selected projects by New Mexico MainStreet Revitalization Specialist and based on the Main Street Four-Point Approach® (Economic Vitality, Promotion, Organization, and Design).
- Professional design services provided are conceptual. Projects requiring a licensed architect, engineer, or construction documents may be ranked lower than projects that can be self-initiated.
- Frontier Community Partners have access to MainStreet Institutes, Workshops, and Conferences.



The MainStreet Four Points Approach





Eligible Projects Include:



- **Placemaking**
 - Plaza or Courthouse Square Redevelopment
 - Landscape Design
 - Integration of Public Art on Street
 - Tactical Urbanism Project
 - Bicycle and Pedestrian Enhancements
 - Wayfinding System Design
- **Façade Improvement Program**
 - Façade Squad
 - Retail Storefront Design
 - Awning and Business Sign Improvements
 - Pedestrian Amenities
- **Historic Preservation/Preservation Enhancement**
 - Historic Building, Cultural Property, and District Survey & Nominations
 - Restoration of Historic Building
 - Adaptive Reuse Plan
- **Real Estate and Property Development**
 - Real Estate Project Review
 - Project Feasibility Plan
 - Community Initiated Development Project
 - Analysis of Vacant and Underutilized Properties



Eligible Projects Continued:



- **Redevelopment and Revitalization Plans**
 - Downtown Revitalization Plan
 - Metropolitan Redevelopment Area Designation/Plan
 - Zoning Analysis and Zone Change
- **New Business/Entrepreneur Development Support**
 - Business Retention, Expansion, Recruitment
 - Setting up a Business Incubator
 - Pop Up/Temporary Business Development

- **Creative Economy**
 - Leveraging Cultural, Creative, and Historical Assets for Economic Development
 - Cultural Economic Development Plans
 - Cultural Facility Planning and Programming
- **Promotion**
 - District Image Development and Branding
 - Tourism Related Development
 - Destination Event Development
 - Marketing Plan

Historic Preservation/Ethic

Common projects for historic buildings within your downtowns involve returning them to their original beauty. Some of these projects might include uncovering transom windows, removing “slip covers” and stabilization of historic materials.



MainStreet Façade Squad



ROSWELL, FACADE SQUAD PROPOSED SCHEMES



DOWNING STRAW SW 2813
POLISHED MAHOGANY SW 2858
ROCKWOOD TERRA COTA SW 2803
WEATHERED SHINGLE SW 2841



DOWNING EARTH SW 2820
ROYCROFT COPPER RED SW 2859
QUATERSAWN OAK SW 2856



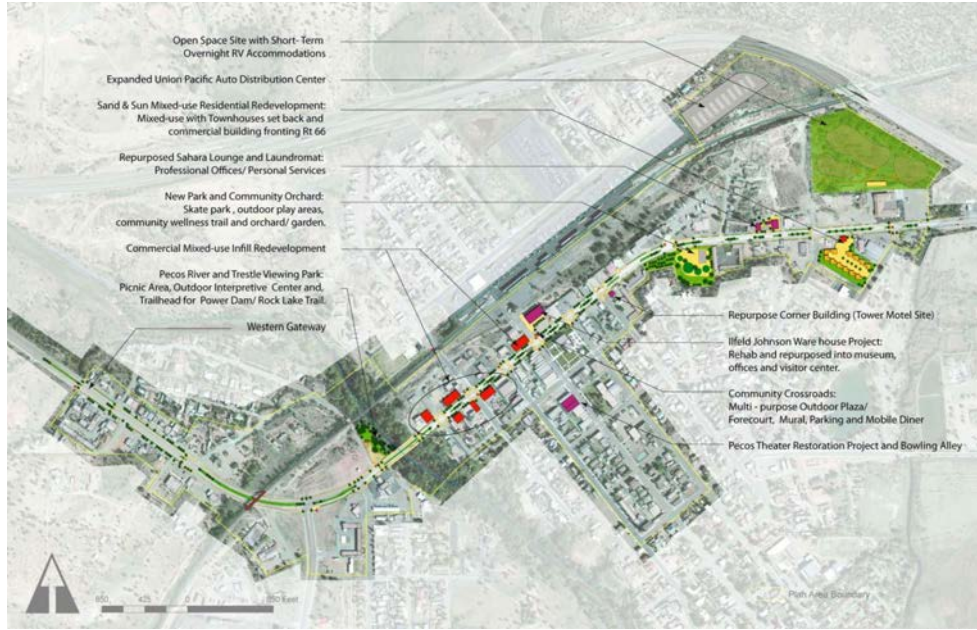
ROSWELL MAINSTREET
NEW MEXICO ECONOMIC DEVELOPMENT DEPT.
NEW MEXICO MAINSTREET



2015 Frontier Community Placemaking Project: Questa

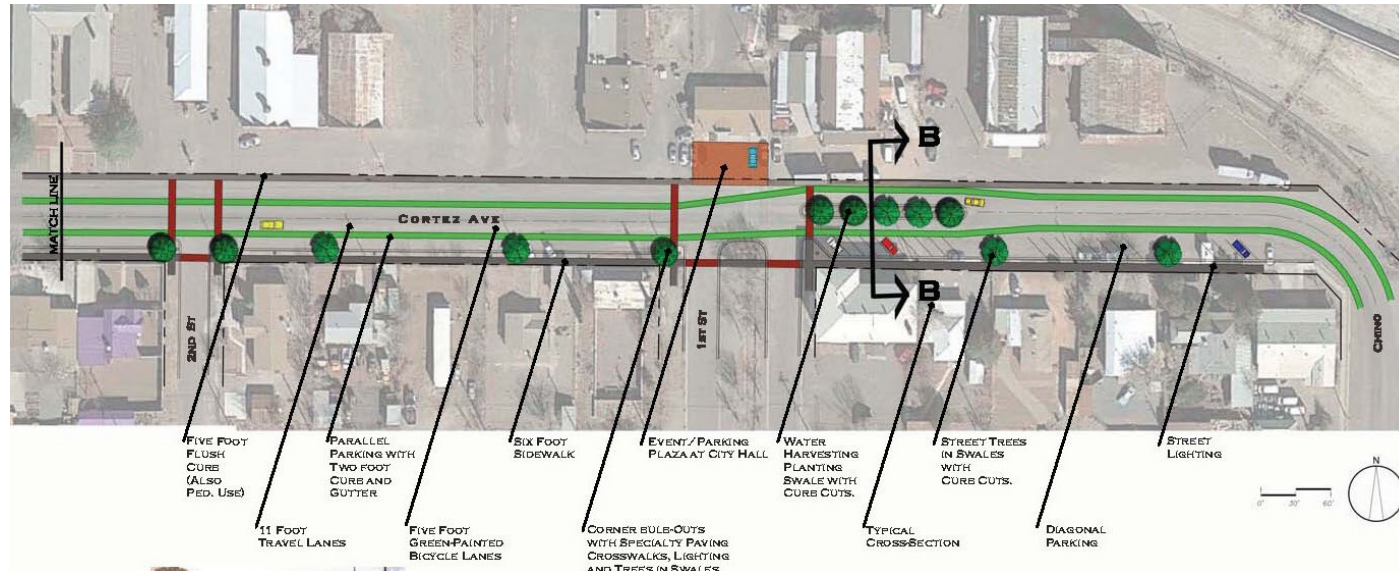


2016 Downtown Master/MRA Plan Project: Santa Rosa



2013-2014 Frontier Community Project: Hurley

Business District Streetscape (Design)



2016 Frontier Placemaking Project: Mountainair



Next Steps/The Process

- Establish a Revitalization team (steering committee/task force)
- Identify a project
- Obtain commitments of local partners and acquire funds
- Prepare/submit the application
- Engage technical assistance, planning
- Create implementation teams
- Execute the project (12 – 18 months)



Community Economic Development Project Based Initiatives Application

1. *Contact Info, local government partner and stakeholder group*
2. *Community Context and Project Information*
 - *Identify Key partners*
 - *Type of assistance needed*
 - *Cultural and Historic Assets*
 - *Identify potential funding sources*
3. *Project Exploration*
 - *Identify current planning docs*
 - *Letter of Approval from property owners*



Frontier & Native American Communities Initiative Application

- *NMMS staff/contactors are available to assist you with project selection and the application*
- *Please contact us if you need help in addressing any of the questions*





Application Deadline

- **Applications must be submitted electronically no later than 5:00 pm on June 16, 2021 to both:**
 - Daniel Gutierrez at daniel.gutierrez2@state.nm.us
 - Lucas Pedraza at lucas.pedraza@state.nm.us
- Please make sure you submit on time and receive confirmation of receipt as the Economic Development Department cannot accept applications submitted after the deadline.
- Announcement of selected Frontier Communities Projects will be made in July of 2021.
- Projects will begin in Summer/Fall of 2021.



Thank You!

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nmmainstreet.org



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ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES

QUESTIONS ?

For More Information:

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