



NEW MEXICO
MAINSTREET[™]

MainStreet in Action:

Planning, Implementation, and Follow-up with
Capital Outlay Investments

September 16, 2022

Lucas Pedraza, New Mexico MainStreet Project Coordinator



Economic Development Department Mission:

OUR MISSION:

Improve the lives of New Mexico families by creating economic opportunities and providing a place for businesses to thrive.



*MainStreet Mural in Farmington
Los Alamos Business Accelerator Popup*

*Las Vegas Prairie Hill Café
South Valley MainStreet Horno*



E-Based Economic Development

- “Classic”, large-scale economic development
- Manufacturing, construction, infrastructure, transportation
- Recruits external business (Technology, Auto, etc.)
- Assists local e-base businesses in expansion.
- Leverages public funds for incentive (tax abatements, job training funds, etc)



The History of Main Street:

- Historically, Main street was the primary commercial hub in American communities (pre-WWII).
- Suburbanization and marketplace changes created a movement away from downtown commerce centers.
- Changes in local and federal policy affected how historic buildings were managed, maintained.
- MainStreet is a movement to preserve historical assets while rebuilding vital economies in downtown communities.

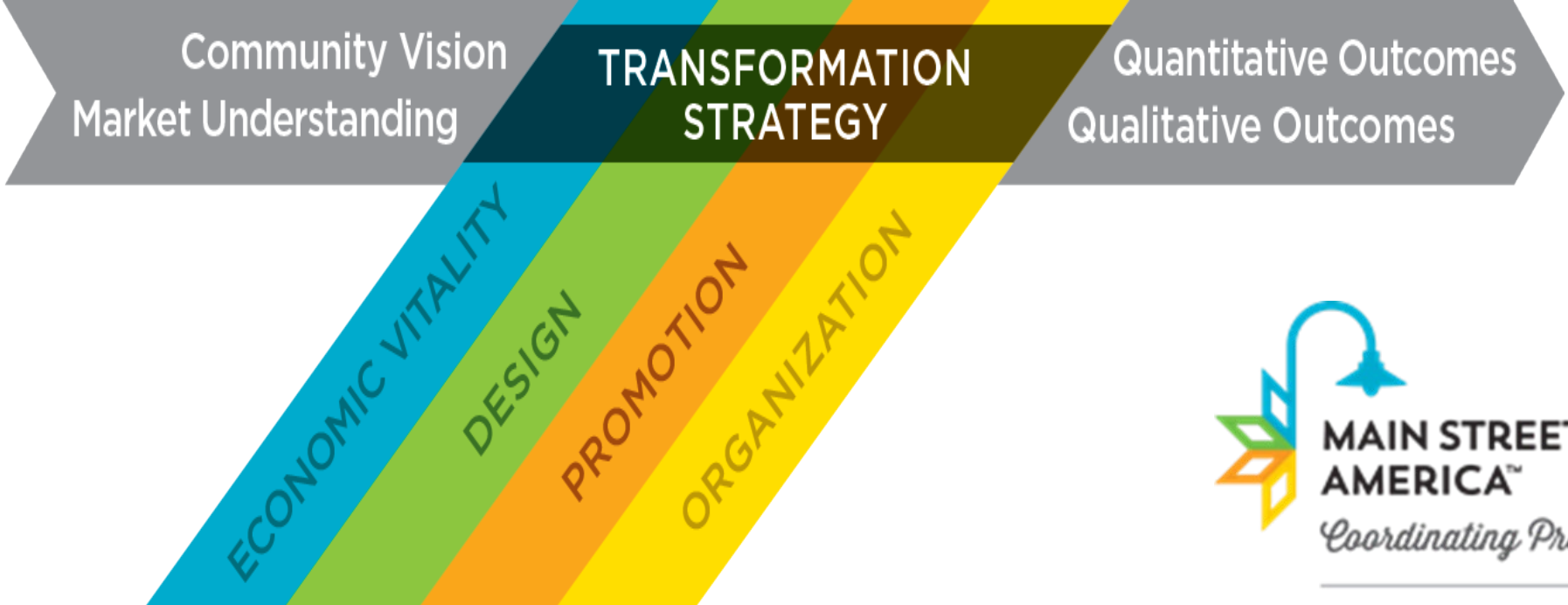


New Mexico MainStreet Program:

- An asset-based community economic development program Licensed and accredited by the National Main Street Center, Inc.
- 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



NMMS STATEWIDE ECONOMIC TRANSFORMATION STRATEGIES:



NEW MEXICO MAINSTREET



The Role of the Local MainStreet Organization

- Serves as a centralized infrastructure with dedicated staff to lead the revitalization process.
- Structures processes that lead to common economic development goals
- Assumes responsibility for shared performance on economic development projects via the MainStreet approach
- Maintains continuous communication with stakeholders
- Constantly support participants and activities to build incremental successes.
- Implements economic development goals and strategies and monitors economic development outcomes.



VISIONING AND PLANNING

- MRA / MASTER PLANS
- CREATIVE /CULTURAL ECONOMY PLANS
- CONSTRUCTION READY DOCUMENTS
- INFRASTRUCTURE CAPITAL IMPROVEMENT PLANS



New Mexico MainStreet Capital Outlay Program

Provides funding for public infrastructure upgrades within a targeted public investment area:

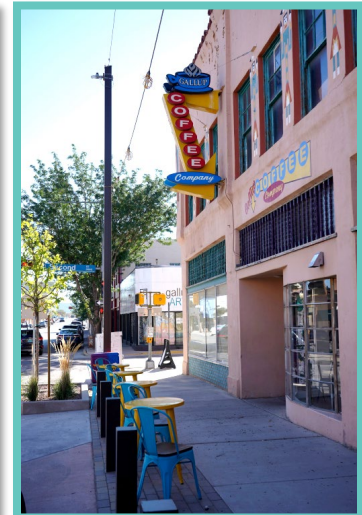
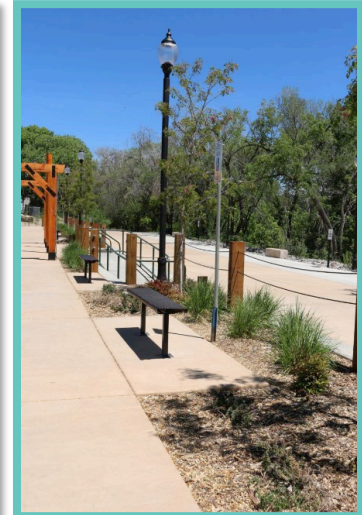
- Investments are scaled to a district's potential and catalytic commercial areas for economic redevelopment
- Based on an adopted Master Plan, Cultural Economic Development Plan, or Metropolitan Redevelopment Area Plan

NMMS works with local communities to identify catalytic economic development projects

- Uses a holistic approach that builds on existing assets
- Project must be an economic driver and demonstrate impact to local economy
- Improve the appearance and functionality of the district
- Create connectors
- Engage local property and business owners

Development of Construction Documents

- Includes Community Process
- NMMS CO Funding Requires minimum of 20 percent local match
- Development of local Implementation and Economic Growth Plans to build on Public Infrastructure Investment



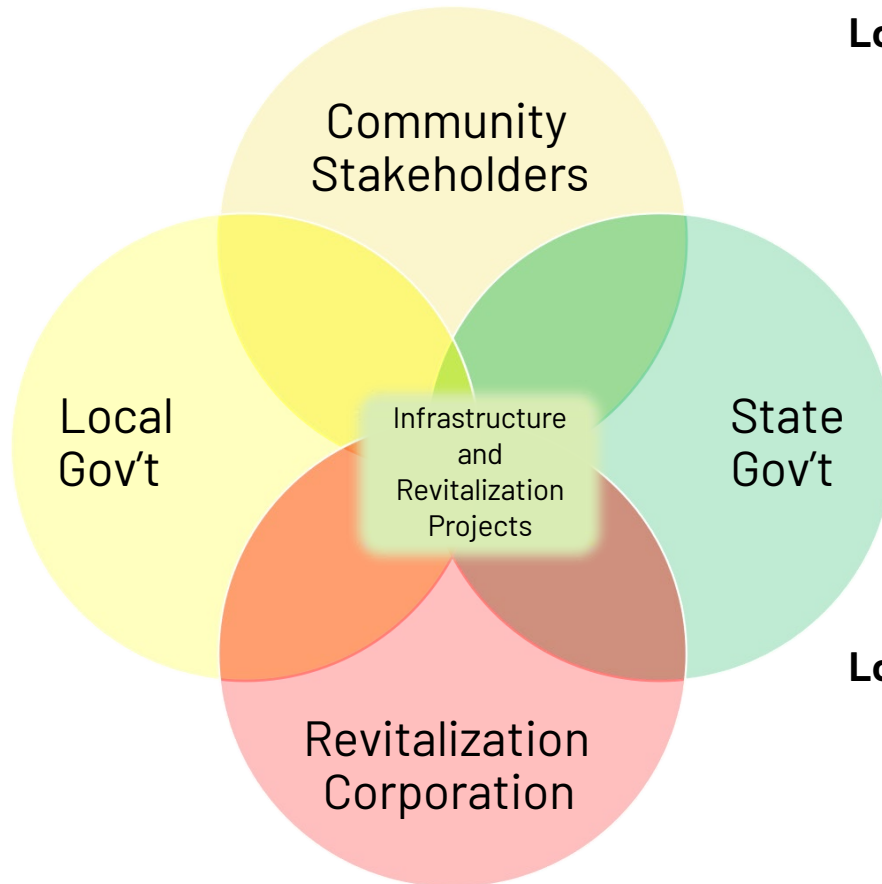
Qualifying Public Infrastructure Projects

- **Streets:**
storm sewer/drainage projects; water, electric and sewer utilities; broadband; pedestrian night lighting
- **Pedestrian Safety:**
sidewalks; curb extensions; road diets; pedestrian crossings and medians; traffic calming; traffic parking configuration; context sensitive solution projects and complete streets projects
- **Street amenities:**
wayfinding systems; benches; trash receptacles; trees; and landscape buffers
- **Placemaking:**
Town Centers, Town Squares and Plazas, Public and Farmers Markets, Outdoor performance spaces, and amphitheaters, that can be demonstrated to directly support economic growth, property renovation, business development and job creation within the district



Capital Outlay Process

Step 1: Coordinating Between Partners in the Community to Select a Project



Local Government Partner

- Philosophical Commitments/MOU's
- Coordination/Planning
- Fiscal Agency for Capital Outlay \$\$

State Government Partner

- Technical Assistance (NMMS)
- Capital Outlay \$\$
- Coordination, Reporting
- Compliance

Local Revitalization Partner

- Implement Projects
- Resource Development
- Planning, Statistical Reporting
- Coordination w/City, State
- Compliance



Capital Outlay Process

Step 3: Work with NMMS Staff to Enter Project into the Capital Outlay Project Pipeline

- Meet with myself or Daniel to discuss your intentions to apply:
 - Secure Technical Assistance to develop preliminary cost estimates, if necessary.
 - We will work with you to select appropriate funding category and strategy.
- Establish general terms with your local government.
- Develop construction ready documents.
- Secure funding.



Capital Outlay Process

Step 4: Work with NMMS Staff, Local Government Partners, Local Businesses to Implement Capital Outlay Project

- Local government: Keep track of agreements, reporting, RFP processes, your organization will play a vital role in keeping them on track.
- NMMS: Send reports and invoices to us on a regular basis to process reimbursements, keep track of project costs and work that needs to be done, be prepared to provide updates so we can update our pipeline and allocate funding.
- Local community: Provide updates to local businesses and community members regularly. Make sure everyone has a chance to participate in the process.



Gallup Coal Ave. Event Street

Before



- Gallup MRA Plan
- NEA funding \$150k for construction doc's
- Collaboration among 5 local public & nonprofit partners
- Transform the street into a multi-use, thriving place for events

After





SHI MA TRADERS
UNIQUE INDIAN ARTS & CRAFTS
WHOLESALE-RETAIL

PAWN

AMERICAN BAR

EL MORRO

COFFEE Company

Raton Great Blocks Project



Need for Construction Ready Public Infrastructure



- City of Raton: \$2M investment for multi-modal center, waterlines, street resurfacing, curb and gutter replacement
- NMMS Capital Outlay : architectural/engineering planning documents, \$1.2 million total awarded for construction
- 2015 Infra. Conf. Planning and Econ. Deve. Award winner
- NM MainStreet Technical Assistance to support private reinvestment



Multimodal Area



BEFORE



AFTER





Tucumcari Great Blocks project





Tucumcari





Recently Completed Projects

Farmington Complete Streets

Total Project Cost: **\$12,060,000**



Tucumcari Great Blocks: Phases I-II

Total Project Cost: **\$2,774,645**



Belen Great Blocks: Phase I

Total Project Cost: **\$690,000**



Gallup Coal Avenue Commons: Phase I

Total Project Cost: **\$3,321,462**



Recently Started Projects

Gallup Coal Avenue Commons: Phase II

Total Project Cost: **\$4,259,068**



Las Vegas Great Blocks: Phase I-III

Total Project Cost: **\$2,225,000**



South Valley MainStreet Dolores Huerta Gateway Park

Total Project Cost: **\$875,000**

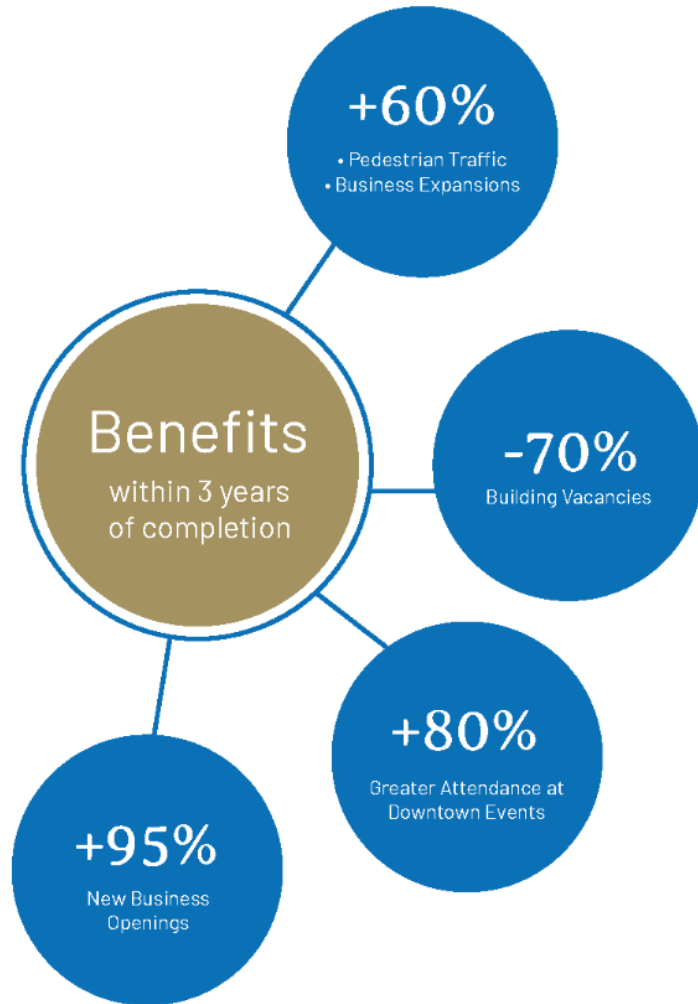


Silver City MainStreet Silco Theater Building Improvements Phase I and II

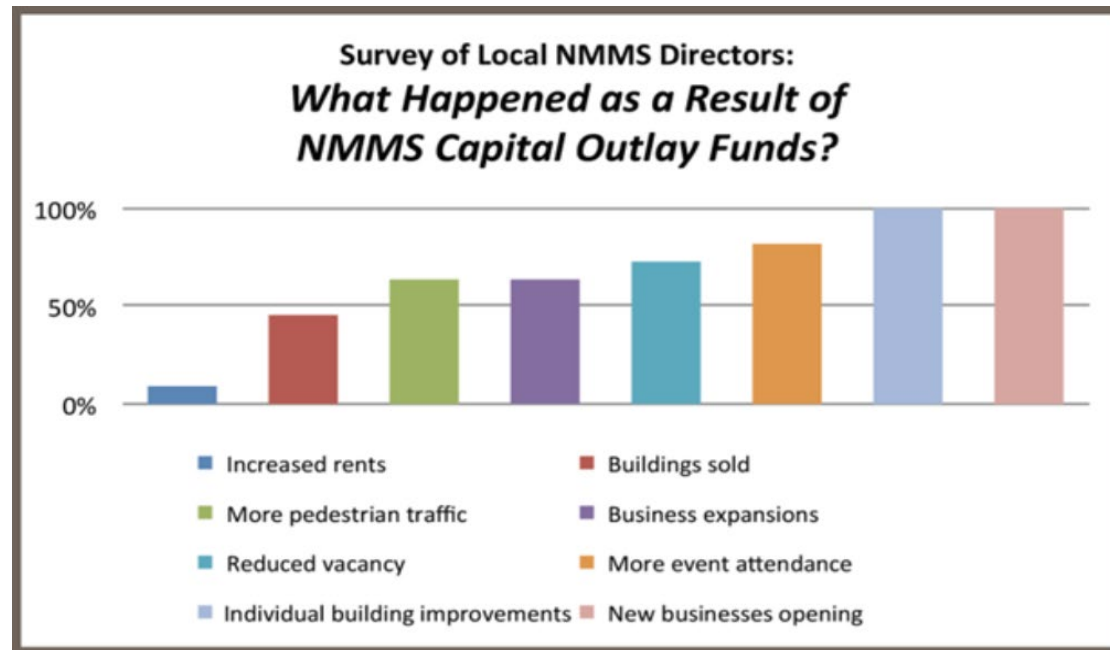
Total Project Cost: **\$500,000**



Results of NMMS Capital Outlay Funds

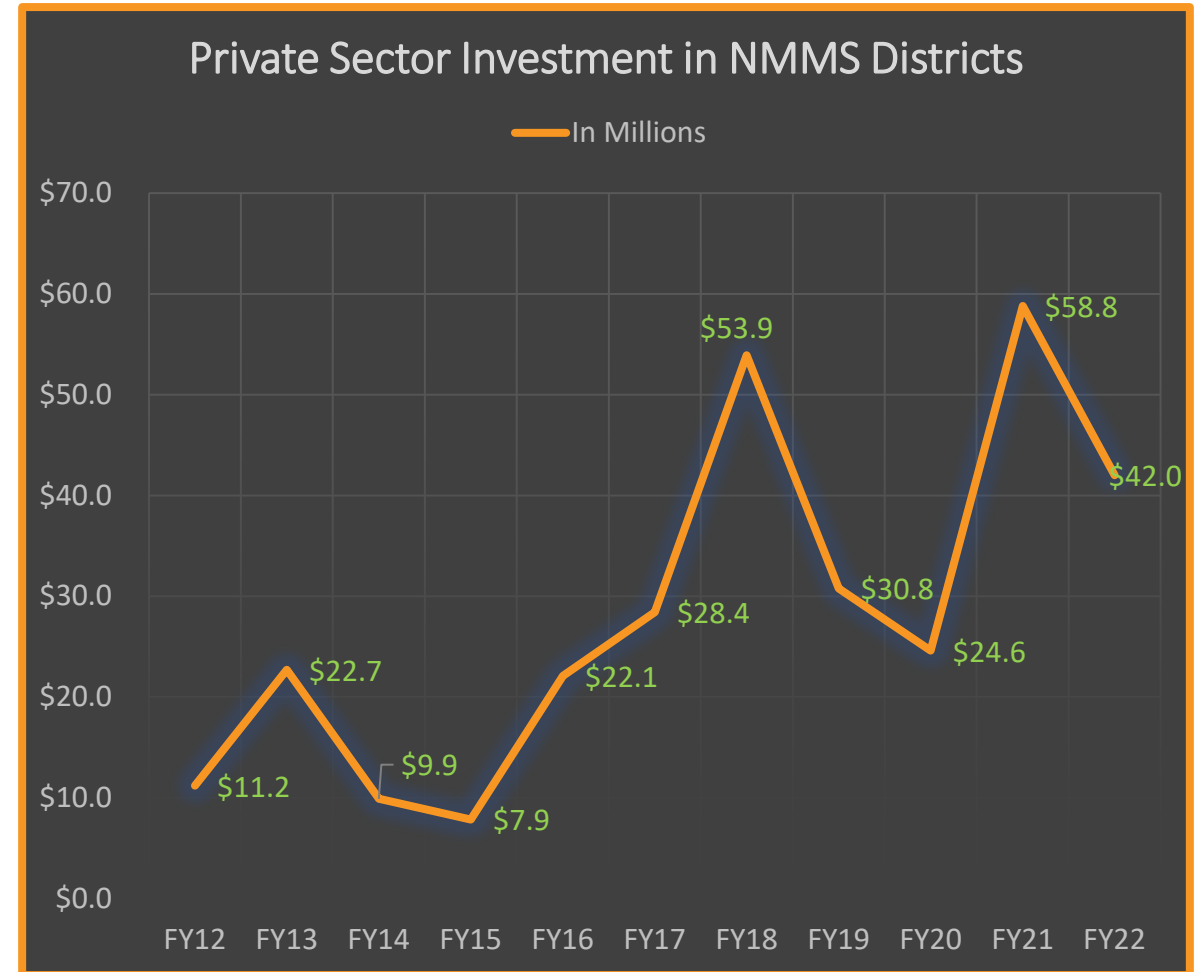


- Investments in Public Infrastructure
- Leverages public investment through Private Sector Reinvestment
- Builds confidence and demonstrates visible improvements



New Mexico MainStreet Impact

- **Demonstrated high-performance impact**
 - For every \$1 invested in the state MainStreet program, the private sector has invested \$44.50 locally in MainStreet communities
 - Average job creation of 586 per year over 7 years
- **FY 2022 MS District reinvestment statistics reported by 30 local MS designated programs:**
 - Building Renovation & Rehabilitations – 232
 - Net New Businesses & Business Expansions – 243
 - Net New Jobs – 601
 - Private Sector Reinvestment – \$42,076,933



Connie Loveland
Executive Director, Tucumcari MS



Michael Bulluch
Executive Director, Gallup MS

Brenda Ferri
Executive Director, Belen MS



Thank You!

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MAINSTREET[™]

ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES

QUESTIONS ?

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