

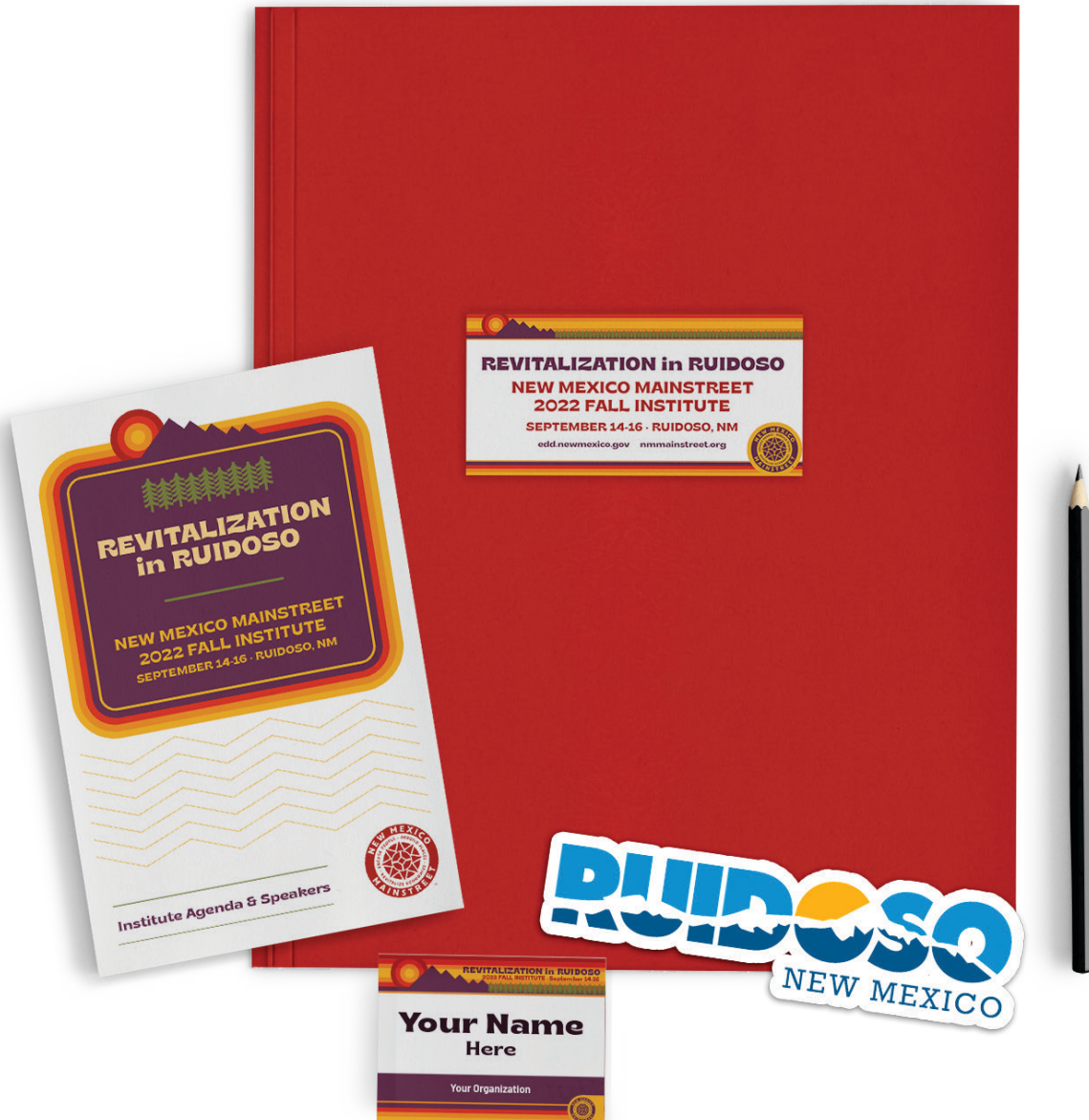


REVITALIZATION in RUIDOSO

NEW MEXICO MAINSTREET

2022 FALL INSTITUTE

**Post-Institute Recap,
Documents, Presentations, & Links**





Thank you!

We hope you had a great time at this year's **New Mexico MainStreet Fall Institute!** We did our best to bring you valuable, relevant, and informative sessions throughout our (too short) time in Ruidoso. As always, we have an "open-email policy" so please, feel free to shoot us a message if you have any questions or need some additional information in reference to the 2022 Fall Institute (or in reference to anything else!).

In this document you will find links to presentations, presenter/facilitator contact information, and other info that might help answer your initial questions or remind about that *"one thing that person – I can't remember whose name it is – said that is really, really important!"*

With that said, it was GREAT to see you all again and we're excited to see you in Santa Fe in February 2023!

– Eduardo, Cam, Julia, & the rest of the NM MainStreet Team



Before we dive in, we'd very much appreciate you taking 5 or so minutes to respond to this After-Institute Feedback Survey. Your feedback – good or bad – is extremely valuable to us and helps us make future conferences, institutes and training sessions better!

Thank you.

**Click Here to
offer valuable
FEEDBACK!**



1.1: Institute Opening

Welcome & Opening Remarks

Daniel Gutierrez, NMMS Program Director

Jon Clark, Deputy Secretary, NM Economic Development Department

Lynn Crawford, Village of Ruidoso Mayor

Dakota Montes, Ruidoso Midtown Association President

B.1: Business Meeting Agenda

Economic Development Department/Legislative Updates

Daniel Gutierrez, NMMS Program Director

- **NMMS FY23/24 Budget**
- **NMMS Capital Outlay**

New Main Street America Accreditation Standards

Amy Barnhart, NMMS Revitalization Specialist



2022 Accreditation Webinar

on the New Mexico MainStreet YouTube Channel

https://youtu.be/GSfj6mT_hkw

NMMS Quarterly Reports and Technical Assistance Sheets

Lucas Pedraza, NMMS Project Coordinator



NMMS Award Certificates & Special Recognitions

Eduardo Martinez, NMMS Revitalization Specialist



Fundraising

Angela Gutierrez
Karen Lupton
Kendra King



Grantwriting

Eyenid Manzo
Angela Gutierrez
Karen Lupton
Kendra King



Executive Director Bootcamp

In Organization, Economic Vitality, Design, and Promotion

Nolan Ojeda
Danielle Schlobohm
Lynette Keeth
Jacquelyn Connolly

Ilka Villarreal
Barbara Gomez
Kate Hall




Executive Director Certification

Angela Gutierrez · Corrales MainStreet
Karen Lupton · Downtown Farmington MainStreet
Kendra King · Ruidoso Midtown Association



REVITALIZATION in RUIDOSO 2022 FALL INSTITUTE



If I Knew Then What I Know Now:

Panel & Roundtable Discussions on Lessons from the MainStreet Network



Session Summary

includes transcribed group notes and respective facilitator contact information

Go to linked page and please select the "Download" button to save to your computer or device



bit.ly/3BRuzBk

Coalition of MainStreet Communities Meeting

Reception at Downshift Brewery *Hosted by Ruidoso Midtown Association*

(end of Day 1)



DAY 2: Thursday, Sept 15

🕒 8:30am-5pm



Using Short-Form Video to Promote Your District: Workshop + Challenge

Julia Royal
NMMS Revitalization Specialist in Graphic Design & Marketing

Robyne Beaubien
NMMS Revitalization Specialist in Promotion and Image Development



Session Slides

Go to linked page and please select the "Download" button to save to your computer or device



bit.ly/3RViyjB

InShot Demo



bit.ly/3UnZsEK

For questions or comments, please contact Julia at hello@leighton-moon.com or Robyne at robynebeaubien@gmail.com



The Executive Director Planner Tool

Robyne Beaubien
NMMS Revitalization Specialist in Promotion and Image Development

Julia Royal
NMMS Revitalization Specialist in Graphic Design & Marketing



Session Slides

Go to linked page and please select the "Download" button to save to your computer or device



bit.ly/3B0YoI0

Planner Files

bit.ly/nmmsplanner2022
Download files to your local device before using.

GoodNotes

goodnotes.com

For questions or comments, please contact Robyne at robynebeaubien@gmail.com or Julia at hello@leighton-moon.com



RUIDOSO SHOWCASE

KENDRA KING, EXECUTIVE DIRECTOR
DAKOTA MONTES, PRESIDENT

Session Slides

Go to linked page and please select the "Download" button to save to your computer or device



bit.ly/3dmelXd

Buxton (mobile analytics)

buxtonco.com

For questions or comments, please contact Kendra at kendraeking@gmail.com

2.2: Community Showcase & Field Activities

Ruidoso Midtown Association Showcase and Economic Vitality Panel: Ruidoso Economic Assets and Destination Development

Kendra King, Executive Director, *Ruidoso Midtown Association*

Dakota Montes, President, *Ruidoso Midtown Association*

Tim Dodge, *Village Of Ruidoso Manager*

Rodney Griego, *Village Of Ruidoso Parks And Recreation Director*

Preparing for Midtown Field Activities

Kendra King, *Ruidoso Midtown Association Executive Director*

Julia Royal, Cam Wilde, Eduardo Martinez,

NMMS Revitalization Specialists

Catered Lunch by The Village Buttery @ Convention Center

Field Activities (concurrent)

Downtown Field Activity #1: Midtown Business Visits/Promotion Tasks. Entrepreneur Meetings/Interviews and Short Form Videos

Julia Royal, Robyne Beaubien, Cam Wilde, Sean O'Shea, Michelle Negrette, *NMMS Revitalization Specialists*

Downtown Field Activity #2: Physical Improvements Design

Walk/Workshop

Will Powell, Rhea Serna, *NMMS Revitalization Specialists*

Toby Levin & Erika Robers, *Groundwork Studio*

Showcase Follow Up: Noisy Water Winery, 2331 Sudderth Dr.

Downtown Entertainment Experience: Downshift Brewery, Quarters, Win Place & Show, Noisy Water Winery, Tall Pines Beer and Wine Garden

(end of Day 2)



3.1: Showcase Follow-Up

Ruidoso Midtown Association Showcase Follow Up: Short Form Video Presentations

Julia Royal & Robyne Beaubien, NMMS Revitalization Specialists

search #nmmsshortvideochallenge on facebook and instagram to see submitted short form videos

Midtown Physical Improvements Design Workshop Follow Up:

Brief Report Out

3.2: Institute Sessions



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



Session Slides

Go to linked page
and please select the
"Download" button to save
to your computer or device



bit.ly/3QTWzIP

For questions or comments, please contact Lucas at Lucas.Pedraza@state.nm.us



Impact Reporting & Communication:

An Overview and Model for MainStreet/ACD Programs

Eduardo Martinez

NMMS Revitalization Specialist in Organization and Leadership Development

Cam Wilde

NMMS Revitalization Specialist in Graphic Design & Marketing

Amy Barnhart

NMMS Revitalization Specialist in Preservation & Non-Profit Development

Julia Royal

NMMS Revitalization Specialist in Graphic Design & Marketing



Session Slides

Go to linked page and please select the "Download" button to save to your computer or device



bit.ly/3DzL3il

For questions or comments, please contact Eduardo at emartinez@meridianstrategy.com; Cam at hello@leighton-moon.com; or Amy at ambconsultingnm@gmail.com



Reference Modules/Template

(Subject to change based on individual community needs and/or as the project evolves)

Go to linked page and please select the "Download" button to save to your computer or device



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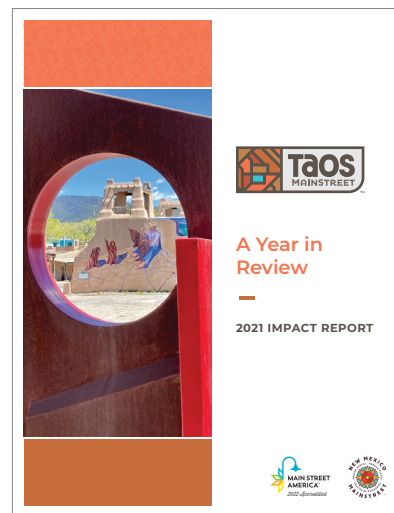


Tucumcari MainStreet Pilot Report

Go to linked page and please select the "Download" button to save to your computer or device



bit.ly/3LDFqCd



Taos MainStreet Pilot Report

Go to linked page and please select the "Download" button to save to your computer or device



bit.ly/3Ls0Cu0

Thank you for attending & we'll see you soon!

