

RUIDOSO SHOWCASE

KENDRA KING, EXECUTIVE DIRECTOR

DAKOTA MONTES, PRESIDENT



**Ruidoso Midtown Association 2022/23 Board
of Directors**

Dakota Montes - President

Frankie Leigh Reynolds - Vice President

Stephanie Leland - Secretary

Chris Stettheimer - Treasurer

Lance Roe - Design

Michelle O'Brien - Promotions

Elliot Taylor - Economic Vitality

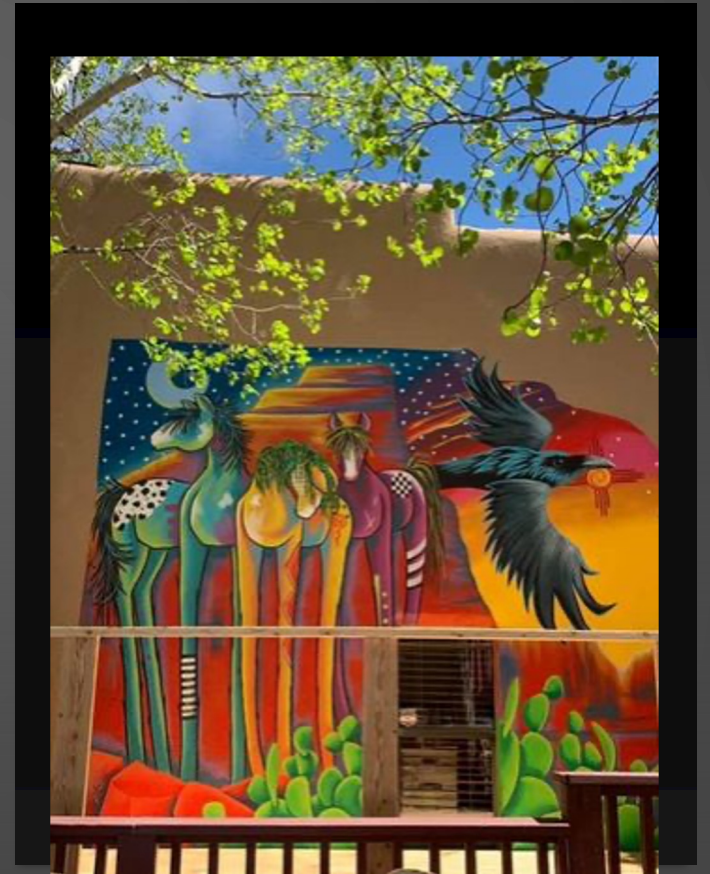
Jennie Tanner - Organization

Where we started in 2017

Created Brewdoso as a Signature event & Largescale fundraiser

Mural Madness Project- Added 10 full wall scale size color murals to the district, improving the streetscape, added destinations, built in advertising.

* NMO&GA grant for video project.





- **Annual Work Plan With Economic Transformation Strategy And Project Implementation Plan In Place**
- **Man-On-The-Street Reporting Current Activities In The Community**
- **Mayor's Newsletter "Village Insider" Mass Communication**
- **Midtown Project's Communications, Door To Door Informational Distribution**
- **Special Event Fundraisers (*Brewdoso, Halloween, midtown mixers*)**
- **Hosting The New Mexico Main Street Fall Seminar In Ruidoso**
- **Waste Disposal, Trash, Benches, Bathroom Maintenance, Planter Upkeep Wintertime**
- **Snow Removal Plan & Sidewalk Maintenance**
- **Speaker And Lighting Project**



INFRASTRUCTURE IMPROVEMENTS

- Center Street Realignment & Repair(\$250k)
- Midtown Light Poles(\$200k)
- Additional Parking(new property)
- Sidewalks(dot improvements \$200k+)

SUCCESS IS ACHIEVED THROUGH COLLABORATION

Discussion

- | How to target private improvement projects as well as assist with funds to succeed.
- | Preparing to support stakeholders in the best utilization of those funds.

Outcome

Capital Outlay Plan with assistance from the Mayor, Village Manager & Community Development Director - requested \$200,000 in January at legislation and those funds were approved in the Junior Bill.

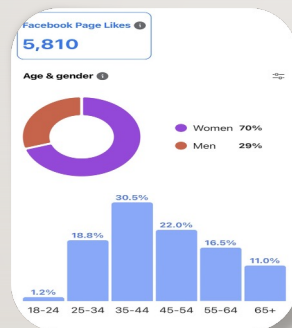
NEW MEXICO MAIN STREET 4-POINT APPROACH

ORGANIZATION

- Fundraising Planning
- Event Planning & Collaboration
- Door to Door Communications
- Committee Meetings
- RMA Board Education

PROMOTION

- Facebook:
 - Currently 5,810 followers
 - 200k reach in the last year



- 41 Social Media Videos Posted
- Village Insider Newsletter

DESIGN

- Facade Squad interested in targeting improvements on both private and public property.
- NMMS Services request for Way-finding improvements worth \$16,800.
- Creative Placemaking
- Re-Designing Rio Street
- Input into Country Club lot Development
- Bathrooms, Parking and other public amenities.

ECONOMIC VITALITY

- Hosting Events Within the District
- Creating Business Opportunities & Supporting Existing Businesses
- Partnerships & Connections
- Driving Business in Targeted Locations by Design
- Focus on the Beneficial Growth of Midtown Economy



SPECIAL EVENTS

- **Halloween in Midtown-** Partnered with VOR P&R, & the Chamber of Commerce, and participating Businesses in the Midtown District.
- **Midtown Business Mixer- Ugly Sweater party-** This event is for all business owners and interested parties in the District and throughout the community to come together.
- **Future potential collaborations-** We are always on the lookout and open for partnering and working together with creative entrepreneurs and investors to create special events in the Midtown District. We intend to invest support in the upcoming Ride Ruidoso & Downshift events that are planned.



SUMMER FUNDRAISER:

BREWDOSO

- 8 Bands, 57 vendors including 10 alcohol vendors, 200+ volunteer hours generated, 2000+ attendees

- Partnerships:

- Ruidoso Tattoo Expo,
- VOR Parks & Rec,
- VOR Tourism Dept.
- The Agency
- Elevate Hotel

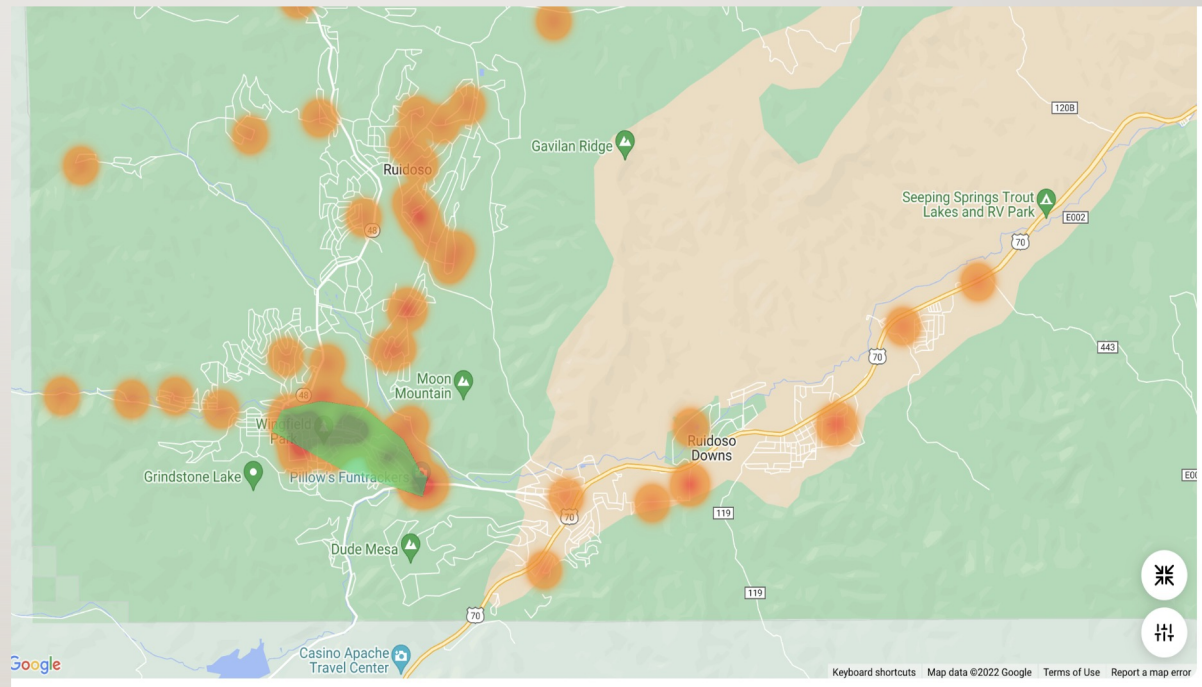
Brewdoso Budget

	Expense	Profits
Total ticket sales		\$88,700
Reimbursed VOR	\$18,980	
Merchandise		\$5,059.5
Parking 50/50 (<i>Split with traveling softball team</i>)	\$1,100	\$1,100
Vendor Fees		\$5,249.17
Total RMA Expenses	\$19,955.54	
Total VOR LT Expense	\$124,542.10	
<u>Total RMA Profit</u>		<u>\$60,073.13</u>

MOBILE ANALYTICS BREWDOSO @ PARTY IN THE PINES


This heat map demonstrates the density of people in town and where they were.

- **Midtown/Wingfield Park**
- **Ruidoso Downs Race Track**
- **Ruidoso Convention Center**
- **Funtrackers**



MOBILE ANALYTICS PARTY IN THE PINES

Our largest category of visitor



A02: Platinum Prosperity

Wealthy and established empty-nesting couples residing in lavish suburban homes

Who We Are

		Index Value	A02%
👨‍👩‍👧‍👦 Children:	Presence of a child	24	10.4%
💰 Estimated Household Income:	\$250,000+	1107	60.3%
👴 Head of household age:	51-65	196	55.9%
🏠 Home ownership:	Homeowner	115	94.1%
👨‍👩‍👧 Household size:	2 persons	91	25.6%
🏡 Type of property:	Single family	106	98.7%

Party in the Pines
A02s make up 4.22% of households

2.34X Very High
Propensity to be a Customer

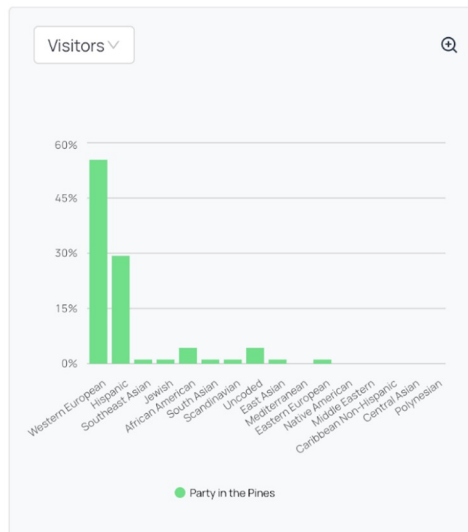
MOBILE ANALYTICS PARTY IN THE PINES

Who is our visitor?

Head of Household Age



Head of Household Ethnicity

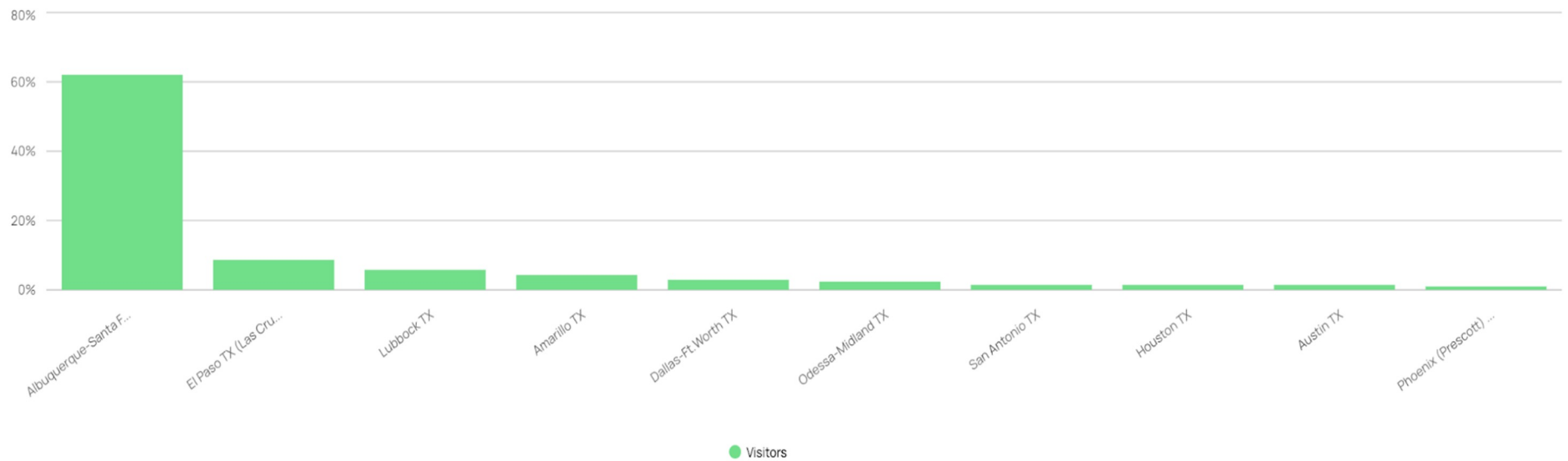


Household Income



MOBILE ANALYTICS PARTY IN THE PINES

Where our visitors are coming from...



Thank you!

Questions?



Photo By:
Reese Parkinson