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

Dakota
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

<table>
<thead>
<tr>
<th></th>
<th>Expense</th>
<th>Profits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total ticket sales</td>
<td>$88,700</td>
<td></td>
</tr>
<tr>
<td>Reimbursed VOR</td>
<td>$18,980</td>
<td></td>
</tr>
<tr>
<td>Merchandise</td>
<td></td>
<td>$5,059.5</td>
</tr>
<tr>
<td>Parking 50/50</td>
<td></td>
<td>$1,100</td>
</tr>
<tr>
<td>(Split with</td>
<td></td>
<td>$1,100</td>
</tr>
<tr>
<td>traveling softball</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor Fees</td>
<td>$5,249.17</td>
<td></td>
</tr>
<tr>
<td>Total RMA Expenses</td>
<td>$19,955.54</td>
<td></td>
</tr>
<tr>
<td>Total VOR LT Expense</td>
<td>$124,542.10</td>
<td></td>
</tr>
</tbody>
</table>

**Total RMA Profit**

$60,073.13
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

<table>
<thead>
<tr>
<th>Who We Are</th>
<th>Index Value</th>
<th>A02%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children:</td>
<td>Presence of a child</td>
<td>24</td>
</tr>
<tr>
<td>Estimated Household Income:</td>
<td>$250,000+</td>
<td>1107</td>
</tr>
<tr>
<td>Head of household age:</td>
<td>51–65</td>
<td>196</td>
</tr>
<tr>
<td>Home ownership:</td>
<td>Homeowner</td>
<td>115</td>
</tr>
<tr>
<td>Household size:</td>
<td>2 persons</td>
<td>91</td>
</tr>
<tr>
<td>Type of property:</td>
<td>Single family</td>
<td>106</td>
</tr>
</tbody>
</table>

Party in the Pines
A02s make up 4.22% of households

2.34X Very High
Prospectivity to be a Customer
MOBILE ANALYTICS
PARTY IN THE PINES

Who is our visitor?
MOBILE ANALYTICS
PARTY IN THE PINES
Where our visitors are coming from...