Community Economic Development Project-Based Initiatives:

*Frontier & Native American Communities Initiative*

*Urban Neighborhood Commercial Corridor Initiative*

**Program Overview and Application 2022**

New Mexico MainStreet (NMMS) is an asset-based community economic development program of the New Mexico Economic Development Department that has been licensed and accredited to operate as a State Coordinating Program by the National Main Street Center, Inc. for the past 38 years. The program’s core objective is downtown revitalization and redevelopment. Our mission is to develop local capacity to engage people, rebuild places and grow the entrepreneurial, creative, and business environment resulting in economically thriving downtowns, greater business and employment opportunities, and a higher quality of life. Visit [www.nmmainstreet.org](http://www.nmmainstreet.org) to learn more about the New Mexico MainStreet Program.

NMMS provides resources and professional technical assistance to designated local communities through Revitalization Specialist consultants utilizing the Main Street Four Point Approach™ in Organization Development, Promotion, Economic Vitality and Design. The program currently serves 30 MainStreet Districts and 12 Arts & Cultural Districts. NMMS also provides targeted project-based community economic development support through the following two initiatives:

**Frontier & Native American Communities Initiative:**

The [Frontier & Native American Communities Initiative](http://www.nmmainstreet.org) is a community-driven, asset-based economic development program created by the Legislature in 2013 and coordinated through the NMMS program to provide support to rural and Native American communities under 15,000 in population that may currently not have the capacity or resources to start or operate a full-fledged MainStreet Program.

- Through a competitive application process, rural community stakeholders in partnership with their local governing body identify an economic development project within a town center, village plaza, courthouse square, or historic/traditional commercial corridor they want to implement with support from NMMS.

**Urban Neighborhood Commercial Corridor Initiative:**
The Urban Neighborhood Commercial Corridor Initiative is a program of the New Mexico Economic Development Department’s MainStreet program aimed at providing project-based community economic development support to urban neighborhood commercial corridors located in cities over 50,000 in population that may currently not have the capacity or resources to start or operate a full-fledged MainStreet Program.

- Through a competitive application process, community stakeholders in partnership with their local governing body identify an economic development project within a historic/traditional commercial corridor they want to implement with support from NMMS.

- 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.

- Selected communities will receive professional services and technical assistance from New Mexico MainStreet to implement and complete the proposed project within a 12 to 18-month time frame.

  - The number of communities selected each year is contingent upon the New Mexico State Legislature’s annual appropriation for the New Mexico MainStreet Program and the timely completion of current/prior projects.

- Services and resources provided to the applicant community by NMMS and our Revitalization Specialists will be tied to the Main Street Four-Point Approach® (Economic Vitality, Promotion, Organization, and Design) and the following NMMS’s Economic Transformation Strategies:

  - **Build Capacity for Local Economic Revitalization and Redevelopment**: Develop local leadership and capacity to implement projects and initiatives that accelerate community-appropriate economic growth and revitalization.

  - **Enhance the Entrepreneurial and Creative Economy**: Build on the existing commercial base, arts, culture, advanced technology and creative assets in New Mexico MainStreet communities, support entrepreneurial and creative endeavors through assessment, education, planning, and collaboration.

  - **Create Thriving Places**: Increase economic viability through revitalization and creative placemaking to transform our downtowns, squares and villages to help them reach their full potential through great public spaces, buildings, streets and pedestrian areas.

- New Mexico MainStreet will provide free professional services to selected communities but please note that these initiatives do not constitute a grant program, and direct funding for selected projects is not necessarily part of the services or resources provided.

  - NMMS will work with funding partners to identify potential resources or small seed grants, however, the local community is expected to either have in-hand or identify local financial resources to complete the proposed project.

- Applicant communities accepted into the project-based initiatives are not considered a State Designated MainStreet Program but receive temporary status within the NMMS Network over a 12 to 18-month time frame while they develop and complete their project.
Some participant communities, however, have used the initiative to build local capacity, develop a track record, and prepare their community to seek State MainStreet District/Program designation.

Find the application here: Programs & Initiatives - New Mexico MainStreet (nmmainstreet.org)

**ELIGIBILITY and EXPECTATIONS**

- **Frontier & Native American Communities Initiative** communities must be under 15,000 in population and applicants should consist of a partnership between a group of local stakeholders and a local government partner which may be an incorporated municipality, an unincorporated village or town, Tribal/Pueblo Government, Council of Governments, or Land Grant Governments.

- **Urban Neighborhood Commercial Corridor Initiative** communities must have a population of over 50,000 and applicants should consist of a partnership between a group of urban neighborhood level stakeholders and their local government city/county partner.
  - The rural community or urban neighborhood commercial corridor applicants cannot be currently designated by NMMS as a MainStreet, Arts & Cultural District, or MainStreet Accelerator Community.
  - All applicant communities are encouraged to engage not only their local governing body, but also their county government, regional Council of Governments, and where applicable, Land Grant or Tribal/Pueblo government.

Applications are reviewed and ranked by New Mexico MainStreet professionals. The selection process is very competitive, and it is highly recommended that applicants attend the Pre-Application Zoom Meeting to be hosted by NMMS on December 8th, 2022 at 3:00 pm.

- The pre-application webinar will include information regarding the application process and provide an opportunity for interested communities to ask questions.
  
  **Join Zoom Meeting:**
  
  https://us06web.zoom.us/j/83236467665?pwd=bC9aUFo0bEZGZU5lZG5oNkdRdnRhQT09

  Meeting ID: 832 3646 7665, Passcode: 110013

- Only one application for one project per rural community or urban neighborhood will be accepted.
  - Professional technical assistance through NMMS is targeted to that one designated community economic development project. The scope of the project should be specific. Additional professional assistance on other projects and activities will not be considered until the original project is complete.

- Communities participating in NMMS project-based initiatives are expected to fully participate in the program of services as a partner. A stakeholder group of volunteers is required to
implement the project. The New Mexico MainStreet program, or its contractors, are not responsible for implementing or funding the community-based project.

- **Communities participating in NMMS project-based initiatives are encouraged to have their task group participants attend project related New Mexico MainStreet trainings, Annual Winter Conferences, and/or Summer Institutes to assist with building their local capacity to reinvest in their local economy.**
  - New Mexico MainStreet’s annual calendar can be found at [www.nmmainstreet.org](http://www.nmmainstreet.org). Access to these trainings and workshops is available to community stakeholders at the same low cost as MainStreet and Arts & Cultural District organization affiliates.

- A community’s period of participation in the project-based initiative should not exceed 18 months beginning on the date technical assistance for the selected project is initiated. Communities demonstrating successful implementation of their selected project and attendance at NMMS trainings during their first project period, may apply for a second project when a new application round is released.
  - Communities may only participate in two consecutive rounds of the initiative. It is expected that communities receiving support for a second project are building local capacity and planning to apply for the NMMS Accelerator process that leads to MainStreet designation.

- Projects selected must conform to all state regulations and guidance for economic development support, including the state constitution’s “anti-donation clause.”

- The project requires partnership resources from the municipality and stakeholders. Depending on the project, the local government partner could be expected to explore dedicated sources of funding through one of the state-enabled financial revitalization tools or other federal and foundation sources to support the effort in implementing the project.
  - Additionally, where applicable, the state assistance team may recommend the adoption or amendment, by municipal ordinance, of any one of several financing tools created by the state as municipal enabling legislation to finance the project. Such legislation could include the Local Economic Development Act (LEDA), a Metropolitan Redevelopment Area (MRA), Tax Increment Finance (TIF) district, or other state redevelopment and revitalization tools appropriate to the scope and scale of the proposed project.
  - New Mexico MainStreet professional contractors and staff will also assist selected communities in reviewing several financing options from federal, state, foundation and other fundraising sources once an estimated budget for the project has been developed. This could include the Economic Development Department’s FundIt program and eligible funding through NM Finance Authority.

- Also, please note that 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.

- **Applications must be submitted electronically to both Daniel Gutierrez at [daniel.gutierrez2@edd.nm.gov](mailto:daniel.gutierrez2@edd.nm.gov) and Lucas Pedraza at lucas.pedraza@edd.nm.gov no later than 5:00 pm on January 20th, 2023.**
Eligible Projects

The focus of New Mexico MainStreet’s project-based initiative programs are to develop and implement catalytic projects considered to have substantial economic impact. As such, applicant communities should select their proposed project based on its contribution to the local economy and to a sound and proper balance between preservation and development. The community’s choice of a catalytic project has significance not only for the potential redevelopment of the selected project but can have a positive spill-over effect, stimulating interest and action for additional projects. Revitalization is an ongoing, incremental community effort.

The following comprehensive list of potential projects qualify for this initiative.

- 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

- 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

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