

NPS/MSA Façade Improvement Grant

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Main Street America's Role

NPS/MSA Façade Improvement Program

Main Street America successfully applied for Paul Bruhn Historic Revitalization Subgrant Program, receiving **\$746,900**.

MSA opened application process to state coordinating programs, ultimately selecting four states – **New Mexico**, Wyoming, North Carolina and Kentucky.

Three communities were selected in each state – Deming, Gallup, and Silver City in New Mexico

Approximately **\$145,000** in funds distributed across the three NM communities (grant funds and stipends for holding easements)

MSA was able to utilize a percentage of award amount for **operational expenses**. Overseeing 40+ projects thru out grant period, approximately **6-10 hours/week**.

1. Who is eligible to receive an NPS Main Street Façade Improvement Grant?

- a) Building owners and business owner tenants of commercial and/or mixed-use buildings located within commercial districts and either already listed in the National Register of Historic Places (individually or as contributing to a district) or eligible to be listed.

2. What types of façade improvement projects are eligible for funding?

- a) Exterior rehabilitation and preservation projects (awnings, storefronts, exterior lighting, window repair, masonry work or cleaning, and signage). Successful applicants must preserve and repair original historic materials wherever possible.
- b) Not eligible: interior improvements to the building; work completed prior to receipt of the grant.
- c) All proposed rehabilitation and/or preservation work and improvements must be submitted to and approved in advance by MSA and NPS and be conducted in accordance with local design guidelines and the Secretary of the Interior's Standards

3. What will the grant applicant need to submit for project design review?

- a) NPS Main Street Façade Improvement Grant Application
- b) A narrative description of the project scope
- c) Construction scope of work
- d) Construction schedule
- e) Contractor scope of work with cost estimates
- f) A copy of the executed contract between the applicant and general contractor and/or subcontractors for the Project with a schedule of performance timeline
- g) Renderings and/or architecture plans (if available/applicable)
- h) Photos of current condition.
- i) Historic photos, illustrations, or architectural plans relevant to the proposed work
- j) National Environmental Policy Act (NEPA) worksheet.

Grant Mgmt. Tips from MSA (Bethany Rogers)

Design Guidelines

Make sure the proposed project meets the Secretary of the Interior's Standards for Rehabilitation

Help the property owner understand the standards, the more upfront education the better

Renderings and photos are really needed to communicate the scope of the project

As the grant manager, you don't need to be an expert, but should be knowledgeable about the project

NPS will do the design review, but if the proposed changes are rejected it will be "bounced" back for changes

You don't want to slow the project down, as it can be a slow process to begin with

Grant Mgmt. Tips from MSA (Bethany Rogers)

Preservation Easements



NPS requires preservation easements for each grant

5-year preservation agreements
for up to \$10,000 projects

5-year preservation covenants
for over \$10,001 projects

10-year preservation covenant
for projects over \$25,000

Preservation covenants are
recorded on the property deed.



Tedious process, requires legal counsel



Will want pro bono support from a lawyer



Need to identify the right partner to hold the covenant

Grant Mgmt. Tips from MSA (Bethany Rogers)

Fiscal Management

It is a reimbursement grant (draw down process), so you will need to have a certain amount of money to distribute up front, before being reimbursed by NPS. Federal Govt. will want to see a certain amount of work done before repayment.

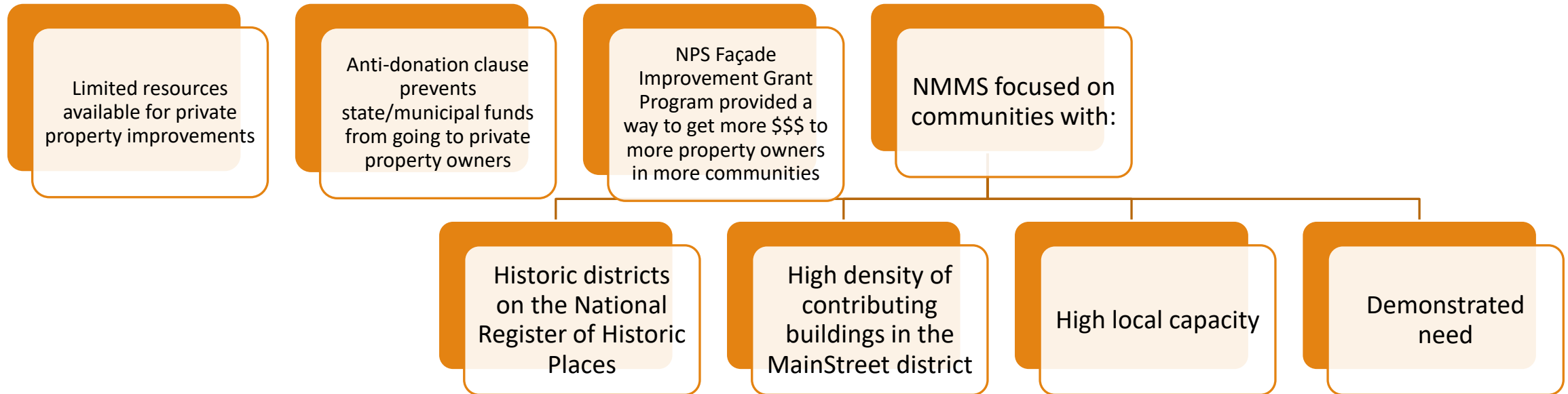
Does your organization have the ability to hold and manage the funds? If you are running on fumes fiscally, this grant might not be the right fit.

Are you following all the terms set out by the Federal Govt. so you do not get in trouble? There is the potential to be audited through this process.

Also, must make sure the grantees are complying with guidelines as well.

New Mexico MainStreet's Role

Why apply for the NPS/MSA Façade Improvement Program?



Deming

Has implemented several façade squads in the past; has local design review committee

Demographics

- Population 14,758
- 72.5% Hispanic or Latino; 23.1% White alone; 2.2% Black; 1% American Indian; 1.4% Asian alone
- 13.5% Bachelor's Degree or Higher
- \$28,463 Median Household Income
- 26.8% Persons in Poverty

Historic District

- Period of significance: 1881 to 1962
- Architectural styles range from the Queen Anne to Pueblo and Mission Revival to the Art Deco
- 65 of 96 resources are contributing with good historic integrity

Silver City

Spearheaded building improvement grants during COVID; has local design review committee

Demographics

- Population 9,704
- 50.4% Hispanic; 45.4% White alone; 0.7% Black; 2.3% American Indian; 2% Asian alone
- 29.7% Bachelor's Degree or Higher
- \$30,821 Median Household Income
- 35.7% Persons in Poverty

Historic District

- Period of significance (2 districts): 1880 to 1960
- Architectural styles range from Italianate, Mission Revival, and Art Deco to southwest vernacular
- 237 contributing resources

Gallup

BID façade program, used for graffiti and broken windows

Demographics

- Population 21,899
- 47.7% American Indian; 30.6% Hispanic or Latino; 18.9% White alone; 1.4% Black; 3.2% Asian alone
- 20.9% Bachelor's Degree or Higher
- \$45,754 Median Household Income
- 33.7% Persons in Poverty

Historic District

- Period of significance: 1881 to mid-century
- Architectural styles from Brick Commercial, Romanesque Revival, Art Deco, Spanish-Pueblo Revival, and Spanish Baroque Revival
- 58 contributing and 11 individually-listed buildings



NMMS Design Technical Assistance

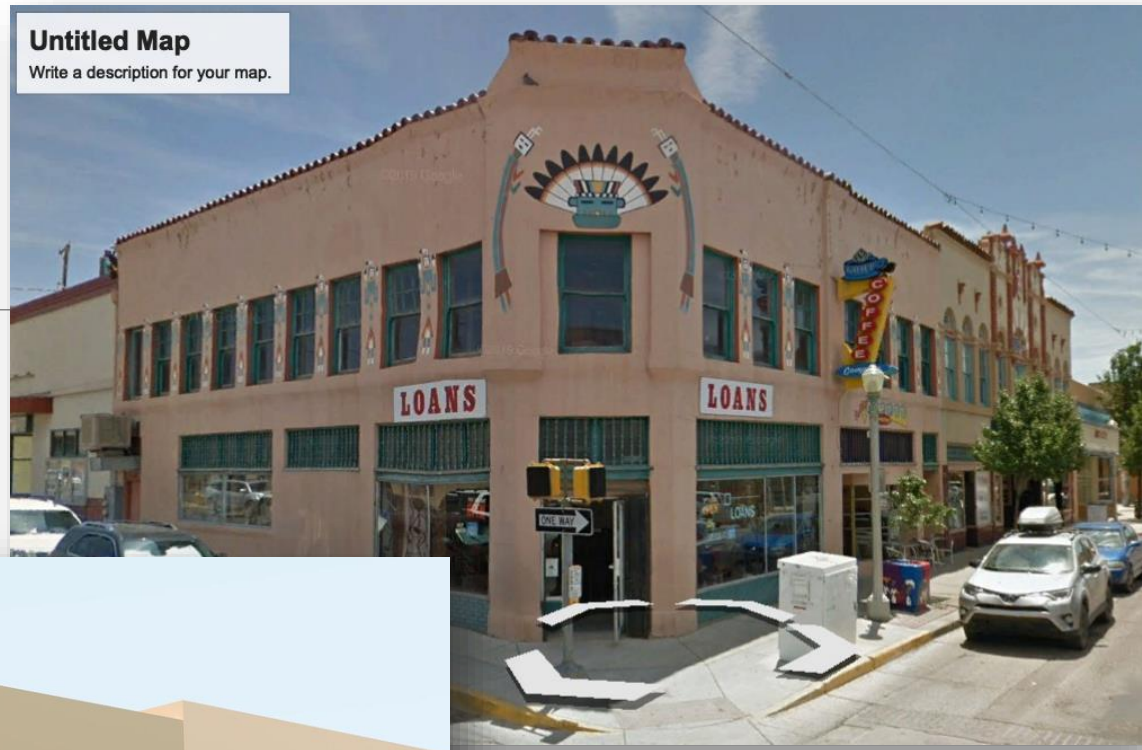
- Every grant recipient utilized design technical assistance, some needed more than others.
- Met with potential grantees to explain the program/process and encourage participation.
- Explained what changes would or would not be acceptable.
- Produced drawings property owners could use to communicate to NPS/SHPO façade alterations.
- Able to assist in conversations with SHPO related to determining what historic façade looked like.
- Able to connect building owners with appropriate contractors, experts.
- Wrote descriptions of buildings for preservation easement covenants/agreements.



Deming MS Grant Recipient



Untitled Map
Write a description for your map.



Gallup MSACD Grant Recipient



Preservation Easements

At the time of the grant, NMHPD would only hold easements for their grants; recently changed.

In NM, there is one organization that held easements, but only locally (Santa Fe).

Explored whether NMMS could hold the easements, but state statute specifies that it be a non-profit or HPD.

Individual MS programs agreed to hold the easements for their grant projects and received a stipend to pay for their time and any related costs.

- \$1,500 per grant project (5-year agreements/covenants);
- \$3,000 per grant project (10-year covenants).

NMMS has pledged to assist with easement monitoring if the local program can not do it (transition in staff).

Local MS Program's Role

Program Marketing/Building Owner Targeting

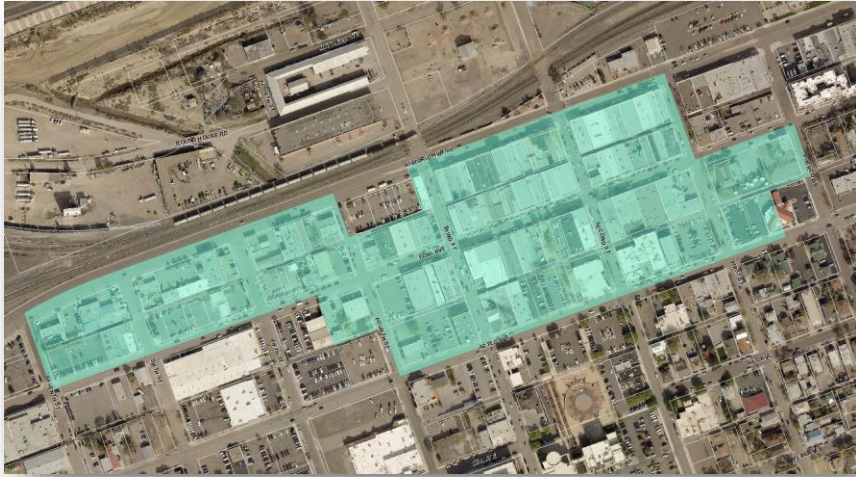
- ❑ Identified privately-owned contributing historic properties in the district; reached out to property owners directly (in-person, email)
- ❑ Targeted properties that had visible façade improvement needs
- ❑ Distributed information over email to business/property owners
- ❑ Utilized social media and press releases
- ❑ Arranged consultations with the NMMS Architectural Design RS
- ❑ Some existing projects that were already on the radar of the local MS program



Photo 14
Baker Hotel
122-124 S Silver Ave

Historic Building in Deming

Building Owner Response to Program



Gallup Historic District

1. **Silver City:** turned down applicants, building owners disappointed not to be selected.
2. **Gallup:** Building owners were not interested in improving their buildings and were hesitant to put their own money in to the project.
3. **Deming:** Building owners were hesitant to enter easement agreements/ covenants and were daunted by the complex application process.



Silver City District Gateway



Silver City MS Grant Recipients

Deming: One grant, **\$29,639** with \$9,135 in matching funds

Silver City: Four grants, **\$54,079** with \$23,178 in matching funds

Gallup: Two grants, **\$46,875** with \$46,037 in matching funds

Total grant funds **\$130,593** with \$78,349 in matching funds, for a total of **\$208,942** in private property improvements

Projects Funded



Silver City MS Grant Recipient



Deming MS
Grant Recipient

Gallup MSACD Grant Recipient



Unanticipated Issues/ Concerns that Arose

Due to COVID, hard to find local contractors willing to take on the work, particularly because it was hard for them to find employees. Supply chain issues with materials.

Rural locations made it challenging to find experts locally (rare) and those willing to travel, particularly during COVID. One community had no local architects, relied on NMMS TA and architect from ABQ.

Application process was intense. Building owners didn't want to take on the paperwork and restrictions involved with grant application.

Application/grant review process turn around time was long, due to COVID and bureaucracy.

Concerns from building owners re: the easements, didn't really understand what it meant.

Concerns from local MS organization re: holding the easements, due to future changes in board and staff.



Silver City MS District

Lessons Learned

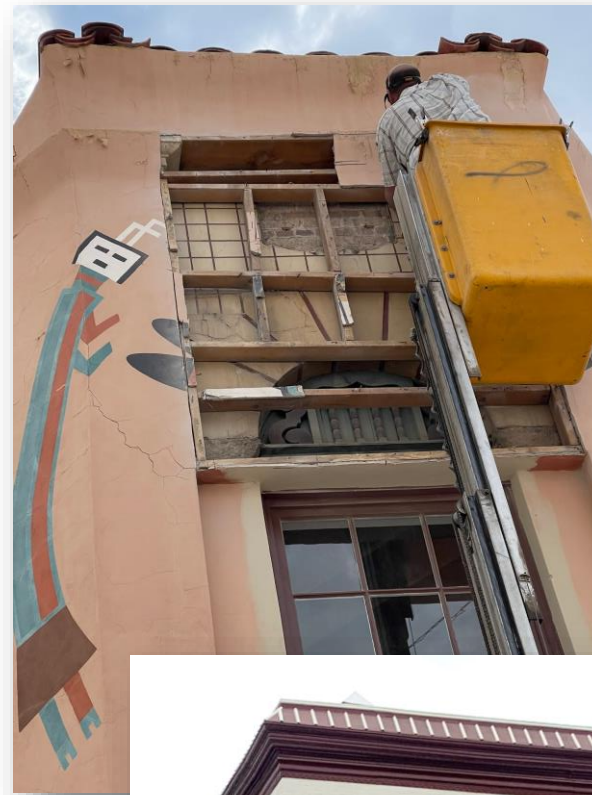
- Outline and communicate the roles and hierarchy of all the players involved in the process to communicate the role of the local MS program to the building owner. Local ED often had to refer building owners to other people involved in the process (felt useless, could not offer much support).
 - NPS → NMSC → NMMS/Local MS Org → Building Owner
- Communicate to eligible building owners that they are not in the process alone, there are many partners to guide and assist them through the process from beginning to end.
- Local MS programs must build relationships with business and property owners and aggressively get the word out about the grant program.
- It takes a very motivated and patient building owner to engage in this type of grant. Truly engaged property owners will leverage the funds into much larger projects. The funding nudges them to do the work.
- Research and educate yourself (before soliciting projects) about the district/buildings/history/design review/etc. to be a resource to building owners.
- Hold informational meetings to ensure building owners understand eligibility and educate them as to their building status (contributing or not). Make sure they understand funding is limited and competitive.
- Educating the public about the importance of historic preservation is never done.



Raton MS District Historic Building

Positive Results

- **Gallup:** Façade improvements vastly improved main thoroughfare in district.
- **Silver City:** Projects' visibility is generating lots of positive feedback. Demonstrated the importance of historic preservation. Lots of kudos to NPS and MS program due to signage in windows.
- **Deming:** Building serves as a gateway to the downtown historic district. Numerous inquires and compliments from locals and tourists on the building renovations and its unique features that the renovations enhanced.



Gallup MSACD Grant Recipient



Silver City MS Grant Recipient



Deming MS Grant Recipient

Thank you!
Questions?

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