

Action Shot: A Three-Year Recap

2020-2022 IMPACT REPORT



As you enter Downtown Lovington, it is clear that you have arrived in a special place. Downtown gateways welcome you and wayfinding signs point you to areas of interest. The entire location is easy to walk, bike, or drive, and you feel safe being Downtown at any time of day. As you travel along Main and Central, you are struck by the beautiful historic Lea County Courthouse and all of the storefronts along Main Street that have been restored. Most businesses are locally-owned, offer a wide range of commercial goods and services, and are buzzing with shoppers. The store owners and employees are friendly and accommodating. The Lea Theater is a cultural hub for Downtown, with events and performances scheduled throughout the year. Outdoor events occur at the Fran Atchley Plaza and the new veterans memorial. People live Downtown so that they are close to where they work. There are activities and events that target young people, adults, and families. Downtown Lovington has truly become a great American Main Street.



A MESSAGE FROM LOVINGTON MAINSTREET



Lovington MainStreet is a grassroots economic development program that assists communities in revitalizing their traditional commercial neighborhoods. We use the Main Street Four-Point Approach® to develop small and emergent businesses.

Lovington is a place filled with possibilities. The dreamer spirit is alive and well in our community. We aim to revitalize downtown into a vibrant, active hometown that reflects the American dream. We know that to make it happen, we must invest in our local entrepreneurs and infrastructure.

Our action plan is filled with services catering to our community's needs. Services include, but are

not limited to: hosting business seminars and promotional events that encourage shopping locally; facilitating downtown business networking sessions, recruiting businesses to the district, advertising available downtown properties and a quarterly business feature on our website; and offering Matching Grants to assist existing businesses and building owners restore or renovate vacant buildings.

Lovington MainStreet has made exceptional progress toward our goals. However, more work must be done, and it takes a village. Join us in our mission to transform downtown Lovington into a place to play, eat, and work.

Lovington MainStreet



Lovington MainStreet is the catalyst for revitalizing, beautifying, and energizing the MainStreet District through education, promotion, and assistance.

THE MAIN STREET APPROACH™



TRANSFORMATION STRATEGIES & STANDARDS



The National Main Street Center (NMSC) was established as a program of the National Trust for Historic Preservation in 1980 as a way to address the myriad issues facing older and historic downtowns, helping to restore economic vitality, while celebrating their historic character, and bringing communities together. In 2013, NMSC relaunched as an independent subsidiary of National Trust, and is now known as Main Street America.

Today, Main Street America is a network of more than 1,200 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development using The Main Street Approach™.

In New Mexico, Main Street America partners with the State Coordinating Program, New Mexico MainStreet (NM Economic Development Department) to support local programs in 30+ communities around the state.

Economic Transformation Strategies are the center of the Main Street Approach™ that articulate a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. Lovington MainStreet's Transformation Strategies are organized around the Four Points, informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination. Some "ready-to-use" strategies — called Catalyst Strategies — fall into two broad categories: those that are focused on a specific customer segment and those that are focused on an industry, product, or service segment.



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Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Main Street America's Six Standards:

The Six Standards are comprised of 35 performance indicators and 163 elements that outline what it means to be a highly successful Main Street program. The Six Standard include:

- I. **Broad-Based Community Commitment To Revitalization**
- II. **Inclusive Leadership And Organizational Capacity**
- III. **Diversified Funding And Sustainable Program Operations**
- IV. **Strategy-Driven Programming**
- V. **Preservation-Based Economic Development**
- VI. **Demonstrated Impact And Results**



Lovington MainStreet has met or exceeded all Six Standards of the Main Street America Evaluation Framework and has been designated by New Mexico MainStreet as an Accredited program for the 2023 calendar year following a comprehensive review in Fall 2022.

ECONOMIC TRANSFORMATION STRATEGIES



STRATEGY 1

Lovington MainStreet's first Economic Transformation Strategy is to implement physical upgrades that support increased occupancy in the District properties. We will stimulate private reinvestment and create a pedestrian-friendly downtown district by improving the physical environment and public infrastructure.

- Maintain and update green spaces; Fran Atchley and Storybook Park
- Downtown Wayfinding & Signage
- Main Street Reconstruction
- Central Alley; Lit Graffiti Art Trail
- Behind the Façade Match Grant; up to \$10,000 in funds for major building improvements
- Façade Improvement Grant; up to \$2,500 for exterior improvements including signage

STRATEGY 2

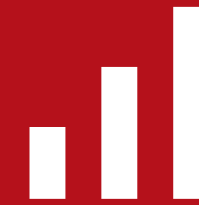
Lovington MainStreet's second strategy is to create and develop a downtown dining and entertainment cluster. By growing our dining, shopping, and entertainment offerings, we can enhance downtown Lovington and capture larger shares of the market demand of trade area residents, workers, and visitors.

- Local Innovators Institute: 7-Week hands-on course designed to reduce the risk of starting a restaurant or food truck
- Micro Brewing and Distilling: Assessing the sustainability of additional micro brewing & distilling for Lovington
- Lea Theatre: Full Marquee Restoration totaling \$250,000 and advocacy to re-open the Theatre as an entertainment venue
- Not Vacant Shindigs: Pop-up events hosted in a vacant building to create the illusion of a filled business. LMS hopes to ignite local entrepreneurs to invest in Lovington by reimagining empty buildings

AT A GLANCE · OUR IMPACT 2020-2022



\$30,930,000
Public Reinvestment



8,360 Volunteer Hours



\$614,801

Grants Received



13
Net New
Businesses Added



25
Buildings
Rehabilitated



27
Net New
Jobs Added



\$741,424
Private Reinvestment

43

Events Conducted

6

Design/Placemaking Projects

Lovington MainStreet is a 501(c)3 nonprofit organization. As a grassroots organization, they provide services and support to small and emergent businesses and district property owners. LMS does not charge fees or memberships. Lovington MainStreet receives donations, sponsorships, grants, and government contracts. The annual budget averages \$350,000 a year. Only 27% of the budget goes towards payroll. Funding covers programs, downtown improvements and maintenance, and events.

1908



Project Highlights

2020 - 2022



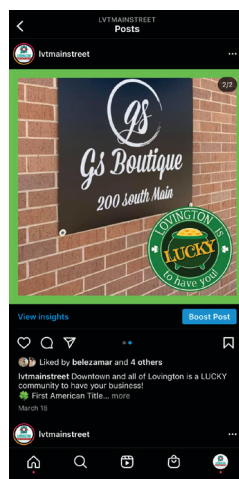
Local Innovators Institute

Lovington MainStreet's economic transformation goal is to create a dining and entertainment district downtown. To ensure our success, we have developed a restaurant accelerator pilot program to assist innovative entrepreneurs.

Local Innovators Institute is a 7-week course that reduces the risk of opening a restaurant or food truck. Restaurant mentors and presenters teach an intensive crash course on opening and running a restaurant. Candidates meet twice a week for 2 hours for four weeks. This program does not interfere with a regular full-time job as the candidates determine the scheduling.

After completing in-classroom training, candidates can test their concept in *Big Blue* (our mobile food truck) for two weeks. The applicants selected for the Local Innovators Institute feature new cuisines and delicious traditional meals. Full menus and hours will update as candidates cycle through. *Big Blue* rotates between candidates every two weeks and is in front of the Lea Theatre.

The program has been active since 2020 and was fully funded through USDA Rural Business Development Grant.



Downtown Beautification

Be Local, Shop Local, Love Lovington!

To increase community pride and create attractive spaces for residents and visitors, Lovington MainStreet has redeveloped three open areas for the community to enjoy; Fran Atchley, Storybook Park, and Central Alley. Each of these spaces highlights our rich history and western roots.

Make sure you use the #LoveLovington when taking a picture!

Downtown has a variety of resilient businesses, and we want to ensure they stay. Lovington MainStreet hosted three Shop Local marketing campaigns to promote downtown businesses. The campaigns provide print, radio, and social media ads, all at no cost to our businesses. Additionally, we have gift card giveaways for participating shoppers.

Keeping dollars local is vital to Lovington's economy.



Tours Through Time

Lovington MainStreet understands the importance of inspiring the next generation to love Lovington and appreciate our rich history.

We teamed up with the Lea County Museum to host this family-fun festival. The event featured a scavenger hunt, prizes, live entertainment, and a free movie.



Paint Up Downtown

Paint Up Downtown assists property owners in the district in improving the exterior façade by painting their buildings. Lovington MainStreet recruits volunteers to help and provides lunch for all the helpers. The property owner provides the supplies and paint for the project.



“To say the least, I love the vision that the staff from Lovington MainStreet has for our small businesses. They are always willing to go the extra mile for us. We are so proud to be associated with them.”

– Sam Rodriguez, OneWay Graphics Owner

LOOKING AHEAD



We're super excited about the significant renovations that will come with the completion of US HWY 82, aka Main Street. Downtown will not only look, but will be completely different. Our goal is to help minimize any adverse effects of the construction. Additionally, we hope to keep providing unique events and creating new opportunities for entrepreneurs.

Smokin' on the Plaza

Fire up those grills and join us for the 12th annual IBCA Sanctioned BBQ cook-off June 16th and 17th, 2023, in downtown Lovington. Free live entertainment, roller rink, foam party pit, and vendors. For information, visit smokinontheplaza.com



AfterHours on Main Micro-Distillery Initiative

We conducted a sustainability impact report on the micro-brewing and distilling industry in Lea County. The results prove Lovington can sustain our current brewery plus a micro-distillery. Lovington MainStreet is offering over \$40,000 in funds to assist in launching and operating a micro-distillery and tasting room in downtown Lovington. Additionally, LMS will serve as a direct liaison for the entrepreneur with the local government through all permitting, licensing, etc. Selection of the business that will open and operate a micro-distillery or a tasting room will be a competitive process, with only one business selected to receive funding and assistance.

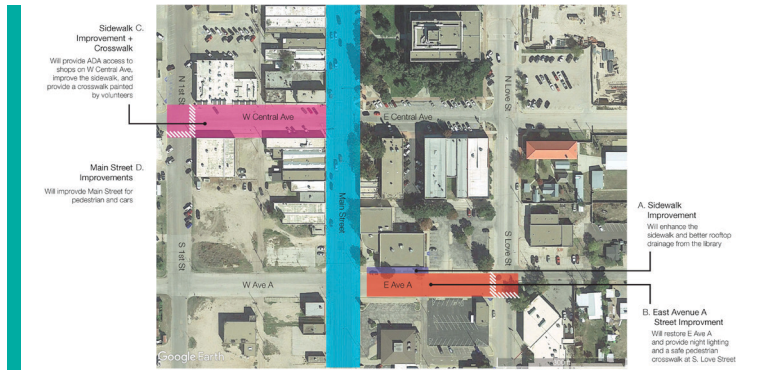


LOOKING AHEAD



Lovington MainStreet 2023 Goals & Actions

- Release & award the AfterHours on Main Micro-Distillery Initiative.
- Host the Local Innovators Institute and graduate five candidates.
- Implement phase 3 of our US HWY 82 reconstruction construction mitigation program.
- Award a minimum of three matching grants or up to \$5,000 in Façade Improvement Matching Grants.
- Award a minimum of one matching grant or up to \$10,000 in Behind the Façade funding.
- Continue reducing building vacancies in the downtown district by 20% (fill 2 of 9 vacancies).
- Host three shopping campaigns that increase awareness of the businesses within the district.
- Host two free public events that attract and increase foot traffic downtown.



Capital Outlay Projects Lovington Main Street groundworxstudio



Historic Downtown Project Avenue A and Central Street

Lovington MainStreet was awarded \$350,000 from NMMS Capital Outlay and received \$100,000 from County Commissioner Long for sidewalks & streetscape Improvements. The project area includes East Ave A, one block in length, starting on Main street, ending at Love street, and West Central, also one block in size, beginning on Main and ending at 1st street. The funds are to plan, design, renovate, equip, and purchase improvements.

“Lovington MainStreet has provided media exposure via their *Shop Local* campaigns. This has reminded the community that we are still in operation despite COVID and road construction. Their efforts to make grants available to MainStreet Merchants have made a visible difference.”

– Hope Moreno, Cornerstone Coffeehouse Owner

Want to get involved?

Contact the Lovington MainStreet Executive Director at director@lovingtonmainstreet.org or visit lovingtonmainstreet.org for more information.



THANK YOU TO OUR SUPPORTERS

Partners



LOVINGTON MAINSTREET: MEET OUR BOARD & STAFF

BOARD OF DIRECTORS



Chuck Johnson
President
Business Owner, CNM Electric

"Lovington is my home and where I raise my kids and run a business. To keep it moving forward, we must all be a part of the change."



Kallie Windsor
Vice President
Realtor, EnergyPlex Real Estate

"I am thrilled to be a part of Lovington MainStreet. I have many wonderful memories, and I want my grandchildren to have similar ones."



Rose Munoz
Treasurer
AVP/Branch Manager, Lea County State Bank

"I hope to revitalize the district through collaboration because Downtown is everyone's neighborhood."



Patrick Alexander
Secretary
Sales Representative, UniFirst

"The heartbeat of a community is the downtown district! Lovington MainStreet exceeds the community's needs, and that is what I want to be a part of."

Recognizing Your Commitment!

Heart of MainStreet Award

The Heart of MainStreet is given to a business or organization within the downtown district that most exemplifies the spirit of MainStreet by promoting growth, commerce, and collaboration. While every business and entrepreneur is vital to downtown's success, these businesses are innovative, consistent, and vibrant.

Heart of MainStreet:

- 2022 · Wrights School of Dance
- 2021 · La Tortilla Express
- 2020 · OneWay Graphics

St. Gustopher Volunteer Award

True transformation and revitalization are only possible thanks to our wonderful volunteers. Lovington MainStreet wishes to thank them all, from the Lovington Wildcats to community members, for the many devoted hours of encouragement & help you have all given unselfishly to our organization. Their efforts have made a world of difference in what we have accomplished! Every year we recognize an individual or group that goes above and beyond.

St. Gustopher Volunteer Award:

- 2022 · Scott Boldt
- 2021 · LHS National Honor Society & Reydezel Salcido
- 2020 · Crystal Ball



Iveth Gonzalez
Board Director
Personal Banker, Western Commerce Bank

"My goal is to create a Downtown that is attractive, inviting, and alive, at night just like during the day."



Kenny Kim
Board Director
Business Owner, Baja Grill

"I hope to have a thriving downtown district full of entertainment and locally owned shops!"



Susana Arvizu
Board Director
Business Owner, State Farm Insurance

"I envision Downtown Lovington coming to life with unique businesses and ideas that make us stand out!"

STAFF



Mara Salcido
Executive Director

A Lovington native, Salcido has an MBA in Public Administration from University of the Southwest. She is currently pursuing her DBA in Leadership and Organizational Development. Salcido has deep roots in the community and is bilingual. Her experience in grant writing has resulted in over \$1 million in funds for her hometown of Lovington.



Star McKee
Administrative Assistant

Born and raised in Lovington, McKee served as the Lovington Youth Center Director and Manager of Lea Theatre for three years. She is skilled in project and event management and oversees all of the social media for the organization. McKee is the lead designer of marketing materials, including event flyers and shop local promotions.



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Connect with Us!

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