



A Year in Review

2022 IMPACT REPORT





MESSAGE FROM THE CARLSBAD MAINSTREET EXECUTIVE DIRECTOR



Dear friends and supporters of Carlsbad MainStreet,

2022 was a whirlwind of a year, from stepping into the Executive Director role to seeing the return of our signature event CavernFest and every other project, event and promotion in between it has been a busy year from start to finish. All of our successes and improvements to the downtown district couldn't be done with out the partnerships we have through out the City and County, fellow non-profits/organizations, event sponsors, board of directors, volunteers and most importantly our MainStreet merchants.

As the New Year is kicking off and we make our plans for another busy year ahead, we wanted to reflect and share some of our highlights and achievements from last year.

Thank you again for your continued support of our organization, we look forward to furthering our relationship in the year ahead!

Kat Davis
Executive Director, Carlsbad MainStreet

Kat Davis



Carlsbad MainStreet's mission is to strengthen the MainStreet District as the center of our community through concentrated efforts in organization, promotion, design and economic restructuring.

Carlsbad MainStreet's vision is to make Downtown Carlsbad into a lively, vibrant place where people can shop, eat, and find entertainment on weekdays, weekends and evenings.

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



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.

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. Carlsbad 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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Main Street America's Six Standards:

The Six Standards are comprised 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



Carlsbad 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

Branding of Carlsbad MainStreet as the heart of Carlsbad small business, entertainment and community

- Engaging merchants and increasing involvement with the MainStreet district and the events we host
- Network between community partners to bring entrepreneurs, small business, entertainment, and community to the district
- Utilize our resources to advertise/highlight businesses
- CavernFest Façade Grants to assist small businesses in various design and maintenance improvements
- Visual improvements of the district

Strategy 2

Become economic drivers that create a revenue stream and jobs

- Locate opportunities to bring awareness to Carlsbad MainStreet and the District
- Quarterly Merchant Meetings to build relationships and encourage involvement
- Utilize events and entertainment to increase revenue for the businesses
- Creating an inviting atmosphere that encourages new businesses to move downtown
- Support the Cavern Theatre Rehabilitation

Strategy 3

Pearl of the Pecos Arts & Culture District

Promote and grow our diverse arts and cultural experiences for a thriving day and nighttime entertainment district.

- Develop HeritageWalks to support and develop awareness of our historical and cultural assets within the district
- Establish a makerspace to serve as a community based creative space with access to equipment, tools, skills, crafts, and trades to enhance our community's creative economy
- Assist the rehabilitation and re-opening the historic Cavern Theatre as a multi-functional performance space
- Partner with other arts organizations and local creatives to host monthly art, crafts, and tutorial classes
- Develop awareness and usage of the Halagueno Arts Park through a variety of events, branding and promotion

Capacity Building Strategy

Continue to build organizational and operational capacity to support revitalization of the Carlsbad MainStreet district

- Establish comprehensive organizational planning activities and set specific goals that support the overall vision of the organization. Build consensus among board members, task forces, volunteers, and partners around the goals
- Build a strong volunteer base to support the implementation of MainStreet revitalization projects
- Comprehensive resource development and fundraising activities to generate adequate funds for operations and projects
- Enhance communications and public relations to the community at large as a critical strategy
- Engaging MainStreet merchants for improved collaboration

AT A GLANCE · OUR 2022 IMPACT



\$582,773

in Private Reinvestment

1,016
Volunteer Hours



126

Businesses Supported

\$293,772
in Public Reinvestment



3

New Businesses

6

Building Rehabs



\$350,000

of NMMS Capital Outlay Funding

\$16,106

of NMMS Technical Assistance Services

14

Net Jobs Added



5

Events Conducted



\$84,000

Grants Received



3

Design/Placemaking Projects Completed



2022 Project Highlights



Downtown Beautification Project

The goal of this project is to beautify and provide necessary upgrades to our downtown district.

In 2022 we successfully completed Phase 1 our downtown beautification project in large thanks to the support of the City of Carlsbad, Eddy County, XTO Energy, NWP and Keep Carlsbad Beautiful.

Carlsbad MainStreet raised over \$50,000 in donations to be able to replace 30 trash receptacles and 25 benches that were previously outdated, sun damaged, and mismatched.

Future phases of the project include repainting our light poles, replacing the globes for better lighting and updating our street and wayfinding signage.



Downtown Farmers & Makers Market/Third Thursdays

This year our *Farmers & Makers Market* season was from June 16th through September 29th. We held sixteen market nights including four *Third Thursdays* event style markets. Local farmers, crafters, artists, musicians, community organizations, and food trucks set up to sell their products and inform the community of what Carlsbad has to offer.

Our Third Thursday events followed a different theme, and we opened the market up for other nonprofits and community organizations to set up a booth and share their mission with the attendees.

Each market night saw an average of 20+ vendors and 300-500 attendees each week and our Third Thursdays markets had 50+ vendors and over 1,000 attendees each month.

Digital Kiosk



At the beginning of the year our digital kiosk in the heart of our district was installed. The digital, interactive kiosk showcases all of the businesses in our district, surrounding tourist attractions and our events calendar.

Each week we receive data on the kiosk usage and it is great to see how many people access and look up information on our community from it.

Through the installation process of the digital kiosk we were also able to bring fiber optic internet to our downtown adding another resource for our businesses in the district.

CavernFest

This year saw the return of our district's signature event and largest fundraiser, *CavernFest*, a music festival held downtown in the heart of our community. This family-friendly, free to all summer kick-off festival came back stronger than ever after having a 2-year hiatus due to Covid-19.

Carlsbad MainStreet are so thankful the community rallied in support of the return of the event, from our sponsors, partners, vendors, musicians, volunteers, and each attendee, this event couldn't have been a success without all of that support.

CavernFest '22 was our largest to date spanning over 2 days, 6 blocks, 12 musical acts, 80+ vendors,

25 food trucks and saw roughly 20,000 attendees throughout the festival.

With the great success we saw for 2022's CavernFest, Carlsbad MainStreet was able to award \$10,000 in matching grants funds to four merchants downtown with our second annual CavernFest Façade Grant program. This year's grants recipients were *The Beauty College of Eddy County*, *The Party Place*, *Pecos Oasis* and *Always Junkin*. What started as an event has grown into something more where we can provide funding to assist our district revitalization through this façade grant program.

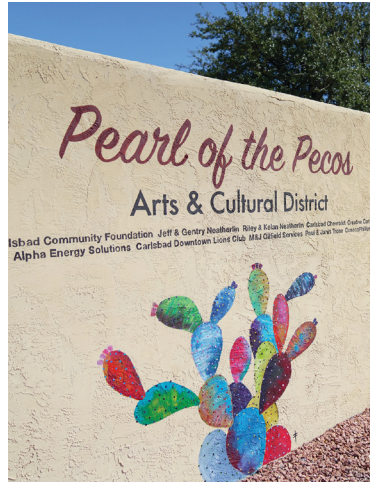
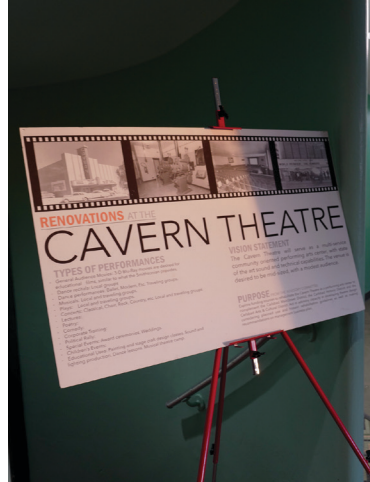


Cavern Theatre Rehabilitation

The Historic Cavern Theatre Rehabilitation Project is a community effort to rehabilitate one of Carlsbad's most beloved downtown buildings.

The City of Carlsbad and numerous volunteers are working closely together on this remarkable project and it is one of Carlsbad MainStreet's targeted projects to promote economic development in the downtown area.

The theatre is currently in phase 4A of its rehabilitation and Carlsbad MainStreet in partnership with the City of Carlsbad received \$350,000 in Capital Outlay funding from New Mexico MainStreet. This funding will be used to purchase the digital audio and projection system to be able to have the theatre be a multifunctioning performing arts center that can host concerts, recitals, conferences, movies and so much more once it reopens.



Pearl of the Pecos Arts & Cultural District

At the end of 2021 the Pearl of the Pecos Arts & Cultural District (ACD) was brought under the Carlsbad MainStreet non-profit.

The two organizations have worked seamlessly together in previous years, however since the boundary lines overlap and we partner on so many events it made sense for all involved for the two to be housed under one non-profit.

In this past year our ACD has made strides towards achieving our status as a state-authorized Arts & Cultural District and in 2021 we received \$40,000 in Capital Outlay funding from New Mexico MainStreet to be used to get a Cultural Economic Development Plan initiated. A vendor has been selected to complete this work closely with the Director and steering committee and that plan is expected to be completed by September 2023.



“Carlsbad MainStreet isn’t just the key to our downtown, it helps create the overall presence of our community and its spirit. Carlsbad’s Farmer’s Market, Electric Light Parade and CavernFest are just a few of the annual activities that bring our community together and make it clear to visiting guests that they are welcome as well. Our downtown businesses thrive thanks to MainStreet, and the City of Carlsbad is proud to support this effort.”

Dale Janway
Mayor, City of Carlsbad



LOOKING AHEAD



2023 is shaping up to be a great year already!

We plan to host and expand on all of our annual events such as CavernFest, Downtown Farmers & Makers Market, Third Thursdays, 4th of July Parade, Fall Festival, Small Business Saturday and the Electric Light Parade.

In addition to the events hosted by Carlsbad MainStreet, we plan to continue our collaborations on other community events whenever possible.

Downtown Beautification Project

Phase 2 of this project will commence in 2023 which will include the sandblasting and re-painting of our light poles, replacing the globes for better lighting and improvements to our City street signs.

A new project has been added to this phase with a grant received by the Chevron Catalyst Grant through the Carlsbad Community Foundation to install outdoor pole hanging planters, which we plan to install following the re-painting of the poles. These improvements will add color, vibrancy and a fresh feel to our downtown.



Additional Future Projects

- Design, fund and develop wayfinding signage in the district
- Diversify organizational fundraising
- Engage in a comprehensive review/update of the Economic Transformation Strategies and Four Points projects

LOOKING AHEAD



Increase Outreach and Engagement with District Merchants

Before the pandemic hit, Carlsbad MainStreet had started hosting *Merchant Meetings* — a place where our district merchants and stakeholders had the opportunity to come together and share upcoming events, projects, promotions, concerns, etc. and be able to troubleshoot any issues that arise.

For 2023 we intend to hold these in the district on a quarterly basis, our first one is scheduled for Thursday, January 12. Additionally, we will be implementing a quarterly newsletter to provide updates to our merchants, stakeholders and community members.

Develop and Complete the Cultural Economic Development Plan

By September of 2023 we will have a completed the Cultural Economic Development Plan for our *Pearl of the Pecos Arts and Cultural District*.

Having this plan in place and adopted by our City Partners will bring us one step closer to receiving our designation as a state-authorized Arts and Cultural District in the state of New Mexico.



Thank You 2022 Volunteers

“Volunteers don’t get paid, not because they’re worthless, but because they’re priceless.”

There is no better quote to describe how Carlsbad MainStreet feels about all the wonderful volunteers we have. Time and time again we get volunteer support for events, projects, clean ups and everything in between.

Thank you to each and every one of you for what you do for our organization and community!

Want to get involved?

Contact the Carlsbad MainStreet Executive Director at carlsbadmainstreet@gmail.com or visit carlsbadmainstreet.com for more information.



THANK YOU TO OUR SUPPORTERS

Donors & Contributors

- Intrepid Potash
- Carlsbad Community Foundation
- Sendero Midstream
- R360
- Western Commerce Bank
- CNB
- Carlsbad Elks Lodge #1558
- Carlsbad Medical Center
- Eagle Automation
- The Party Place
- Candlewood Suites
- Forrest Tire
- New Mexico Magazine
- Trans Aero
- Native Air
- Lunar IT

Funders & Sponsors



Partners



CARLSBAD MAINSTREET: MEET OUR STAFF & BOARD

Staff



Kat Davis
Executive Director



Eyenid Manzo
Assistant Director



Kelly Childs
Farmers Market Manager

Board of Directors

Susan Crockett
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Damian Capello
Vice President

Rebecca Cannon
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Ashley Switzer
Treasurer

Jason Shirley

Mike Hernandez

Mary Garwood

LaWanda School

Sarah Cordova

Jeri Strong

Danelle Morrill

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Cathie Head

Gary Perkowski

Ex-Officio

Dale Janway
Mayor, City of Carlsbad

John Lowe
City Administrator

Ted Cordova
Deputy City Administrator

Jeff Forrest
City Councilor



“One of the very rewarding aspects of being MainStreet President is my interaction with a superb board and directors. I’ve learned you can’t improve a MainStreet without the strength of the whole community, elected officials and the State of NM. MainStreet is the heartbeat of our community, we embrace small business owners, we host the best events, we value new ideas and most importantly, we support the community!”

Susan Crockett

Carlsbad MainStreet Board President



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