



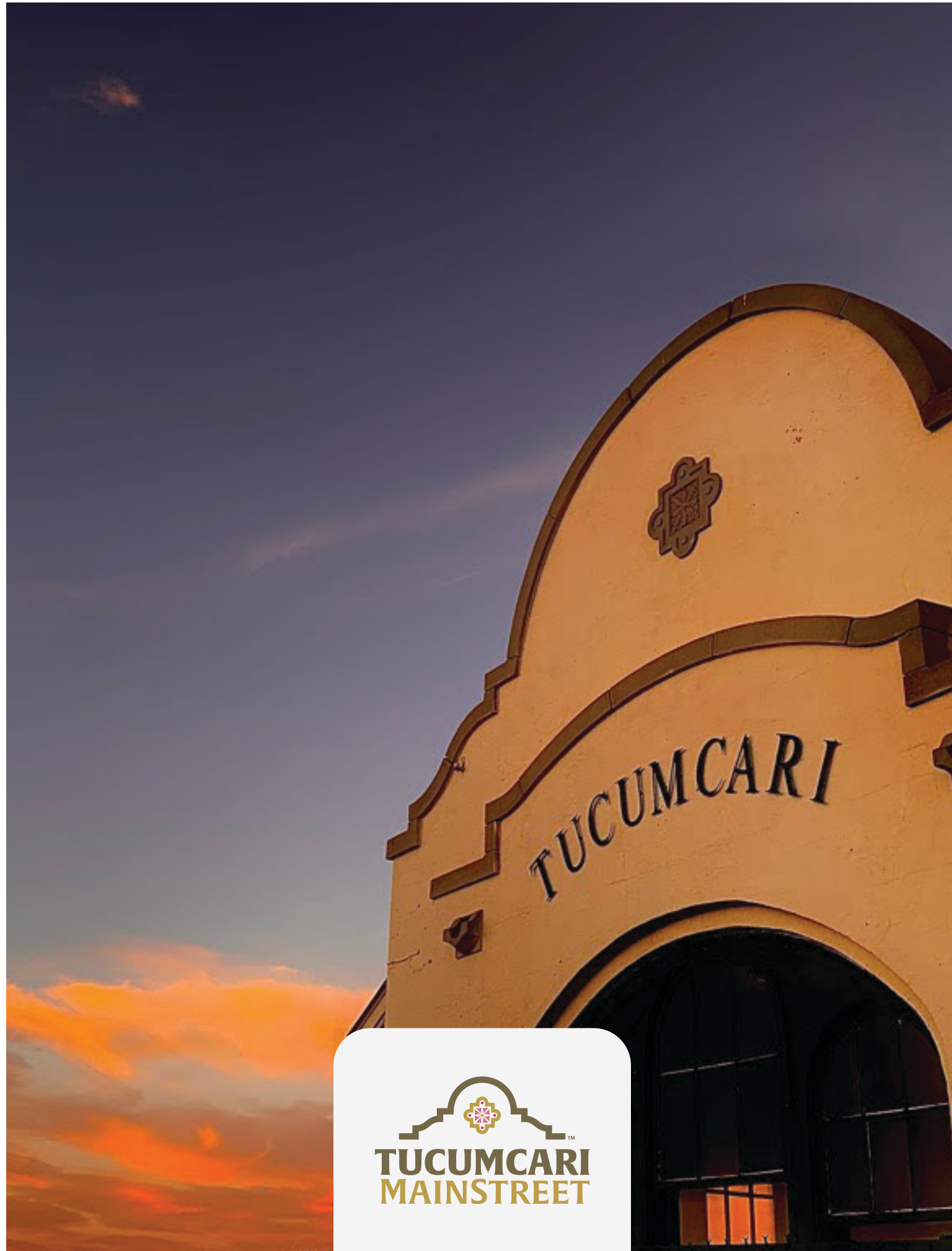
**TUCUMCARI
MAINSTREET**

Better Together



FY2022 IMPACT REPORT





MESSAGE FROM THE TUCUMCARI MAINSTREET EXECUTIVE DIRECTOR



Hello Friends! It is my pleasure to present the FY2022 Tucumcari MainStreet Impact Report! This report is a first for us, designed to inform our partners, the community, elected officials and other interested individual of our organizations activities, progress, challenges and accomplishments last year.

We are proud of what we have accomplished together. Tucumcari MainStreet has worked diligently to create a great place for business and fun in the downtown area with projects like the FORGE Business Accelerator program and Great Blocks on MainStreet Project. We look forward to positive economic and community development that will continue to move us forward. Thank you for taking the time to review this report. It is a privilege to serve this community and I look forward to what the next year holds!

Connie Loveland

Connie Loveland
Tucumcari MainStreet Executive Director



The Tucumcari MainStreet Program, a community-driven nonprofit organization, is dedicated to the economic, physical, social and cultural revitalization of downtown Tucumcari, New Mexico.

ECONOMIC TRANSFORMATION STRATEGIES



Strategy 1

Foster Entrepreneurial and Creative Economy within the Tucumcari MainStreet District:

Build on existing business, arts & cultural and infrastructure assets within the Tucumcari MainStreet District, Strive to strengthen and support entrepreneurial and creative endeavors with evaluation, planning, education and technical assistance

- Forge Business Accelerator Program
- Tucumcari Branding
- Microloan Program
- Very Merry Tucumcari

Strategy 2

Create a thriving "destination downtown" Tucumcari MainStreet District:

Develop and implement tools, strategies and techniques with local partners to transform downtown Tucumcari into a community asset for both residents and tourists. This includes great public places, streets and pedestrian areas where economic vitality is increased through revitalization resulting in great places to live, work and play.

- Great Blocks on Main Street
- Tucumcari Railroad Museum
- Fired Up!
- Tucumcari Talking Tour
- Website & Social Media development

Strategy 3

Capacity Building Strategy:

Identify activities and opportunities for building capacity to support local economic development, historic preservation and redevelopment efforts by developing local leadership and organizational capacity to implement projects that accelerate community appropriate economic growth and revitalization utilizing the MainStreet Four Point Approach

- Achieve National Accreditation
- Volunteer Development
- Fundraising Program Development

Remembering Tucumcari's past and building our future.

AT A GLANCE · OUR 2021-2022 IMPACT



6,902
People Engaged



49
Businesses Served



20
Events Implemented



2

Design/Placemaking
Projects Completed

13

Net New Jobs Added

5

Net New Businesses Added

\$270,851
Private Investment



4
Buildings Rehabilitated



\$68,106

Public Investment



3
New Partnerships

\$436,000
Grants Received



2,493

Volunteer
Hours

97

Volunteers



Project Highlights

FY2022



Tucumcari Railroad Museum

In 2021 Tucumcari Main Street took over operation of the Tucumcari Railroad Museum that is housed in a 1920's era railroad depot (where the Main Street office is also located). Volunteers and staff run the museum which is open to the public Tuesday through Saturday. The museum has been open under the auspices of Tucumcari Main Street for one year and has quadrupled both attendance numbers and income during that time.

This coming year the Railroad Committee has plans to expand an exhibit on the significance the town of Dawson, NM played with coal being shipped to Tucumcari in the early days of the 21st century. The museum will also be expanding its inventory of items for attendees to purchase as a keepsake of their visit in the small gift shop.

“[Tucumcari] Main Street has done a remarkable job in bringing life back into one of the most unique and beautiful buildings in Tucumcari, the Tucumcari Train Depot. It is returning to being a center of activity for the community.”

— Frank Turner, founding Board Member of the Tucumcari Railroad Museum



Tucumcari Forge

Tucumcari Forge is a tiered business accelerator program designed to position very early stage businesses or individuals interested in starting a business to benefit from the MainStreet Microloan program. The program invites participants to network with area resource partners, receive technical assistance as well as refine their business offerings, identify customer market and start their business. To date, eight individuals have completed the program with four individuals opening their businesses!



Great Blocks on MainStreet

The Great Blocks on MainStreet project is part of an effort to revitalize the historic downtown district. The plan calls for many cosmetic improvements in the project areas along Second Street and Main Street, including trees and landscaping, pedestrian level lighting as well as new sidewalks, benches, bike racks and public art to encourage walking, socializing, shopping and gathering in the downtown area.

The Great Blocks on MainStreet project was recently awarded \$400,000 by New Mexico MainStreet for completion of Phase 1 of the project.



“With passion and vision Connie Loveland and her team at Tucumcari MainStreet are building a network of partners that promises to transform Tucumcari.”

— Jim Hinckley; Jim Hinckley's America

LOOKING AHEAD



In the coming year, we look forward to continuing the operations of the Tucumcari Railroad Museum, Tucumcari Talking Tour and events such as Fired Up, Down At The Depot, Very Merry Tucumcari that work to bring people downtown! We are in the process of completing the property assessment and mixed use zoning overlay to present to the City of Tucumcari for review and approval. High on our priority list is the continuation of the Forge Business Accelerator Program. We have also begun looking into the design and implementation of wayfinding signage for the community.



The Metropolitan Redevelopment Plan

In 2017, the City of Tucumcari in partnership with Tucumcari MainStreet adopted the Metropolitan Redevelopment Area Plan with the vision for Downtown Tucumcari as “a unique, thriving, business and cultural center which local residents and visitors alike consider a destination point for entertainment, shopping, and dining. It is the cornerstone of the community that creates a unique sense of identity and is the point of pride for the residents” The Economic Transformation Strategies adopted by Tucumcari MainStreet are derived from this plan.

“Tucumcari MainStreet has been a great partner for Quay County Health Council from providing committee meeting space to co-sponsoring events that encourage physical activity. The director, board members, and museum volunteers are always friendly and helpful.”

— Brenda Bishop Quay County Health Council Coordinator

Future Projects

- **Completion of Phase 1 & 2 Great Blocks on Main Street**
This infrastructure project is designed to make the district more pedestrian friendly with improved sidewalks, pedestrian level lighting and landscaping.
- **Community Wayfinding**
planning work on this project will begin later this year with technical assistance from NM MainStreet
- **Forge Business Accelerator**
Cohort 3 of our tiered business accelerator program is scheduled for August 2022
- **Sands Dorsey Park Development**
Design work on this project will begin in late fall 2022 and will include public input, design assistance from NM MainStreet. Once plans are in place, we will begin looking for funding.
- **Legacy Business Project**
Many of the businesses in the Tucumcari MainStreet have been in operation for forty plus years. This project will honor their contribution to downtown Tucumcari.

Want to get involved?

Contact the Tucumcari MainStreet Executive Director at tucmainstreetdirector@gmail.com or visit tucumcarimainstreet.org for more information.



THANK YOU TO OUR PARTNERS

Partner Spotlight: C.W. and Dee McMullen Foundation of Tukumcari

Tukumcari MainStreet has enjoyed a long relationship with the C.W. and Dee McMullen Foundation of Tukumcari. Since Tukumcari MainStreet began in 2007 the foundation has made yearly financial contributions that have made it possible to advance the work of the MainStreet including being a top tier sponsor of the annual Fired Up festival each year, partnering on a printmaking workshop with a local art organization and most recently donated \$1,000 to cover the cost of a dumpster painting project in the MainStreet District and \$10,000 for a neon restoration program.

Partners



Donors/Sponsors

- 1st Assembly of God Church
- Annie & Shaun McCauley
- Blanco Creek Boutique
- Del's Restaurant
- Desert Gypsy Beauty Bar
- Desert Inn
- Dr. Marshall & Jane Whitmire
- Everyone's Federal Credit Union
- First Title Services
- Frank Turner
- Glenda Reid
- Greater Tukumcari EDC
- Huffman Counseling & Wellness
- Jackalope Coffee Haus
- JDCE
- KTNM-KQAY Radio
- Louis Parmer
- Love's Travel Stop
- Lowe's
- Mesalands Community College
- Mike Cherry
- New Mexico Bank & Trust
- Phillip & Kathleen Box | Box Farms
- Quay Schools Federal Credit Union
- R. Kelly McFarland, CPA
- Roadrunner Lodge
- State Farm Insurance
- Subway
- Tukumcari General Insurance
- Wellborn Pharmacy
- Young Insurance
- Edward Burkhardt
- Charles Hunt

MEET OUR BOARD & STAFF

Connie Loveland, Executive Director

Cooper Glover President

Cooper Glover is the current president and has been with TMS for eleven years.

Mark Lake Vice President

Mark Lake is the TMS vice-president and has been with the organization since 2008. Mark was a previous TMS Executive Director.

Christopher Tapia Treasurer

Christopher Tapia is the TMS Treasurer and has been active on the board for five years.

Jessica Gonzales Secretary

Jessica Gonzales serves as the TMS Secretary and has been active on the board for six years.

Carole Keith Board Member

Carole Keith is a long-time TMS Board member, serving thirteen years. Carole also serves on the Tukumcari Railroad Museum Committee.

Amy Gutierrez Board Member

Amy Gutierrez has been an active member of the MainStreet board for two years.

David Gonzales Board Member

David Gonzales has been an active member of the TMS Board for six years.

Volunteer Acknowledgements

Volunteers are absolutely essential to our mission at Tukumcari MainStreet! We have an active and dedicated group of volunteers who are passionate about Downtown Tukumcari. Through the generous gift of time, **97 volunteers** gave the gift of **2,493 hours** of service to make our Main Street District a great place to be! We would like to take a moment to acknowledge three outstanding volunteers!

Owner of Blanco Creek Boutique and The Jackalope Coffee Haus, **Annie McCauley** actively serves on the Tukumcari Railroad Museum committee, coordinates and performs the History Alive Walking Tours and regularly donates both time and dollars to Tukumcari MainStreet projects.

Local history lover, **Laura Love**, has invested herself in the Tukumcari MainStreet mission! Laura has volunteered over 150 hours in the past year researching Tukumcari's history both for the Tukumcari Railroad Museum as well as the History Alive Walking Tours. She is also helping with the complete redesign of the Tukumcari MainStreet Website.

Retired Tukumcari native, **Vic Baum** has volunteered over 300 hours this past year at the Tukumcari Railroad Museum. He provides a friendly welcome to guests visiting the museum as well as helping to keep the museum and grounds in tip top shape!

“Tucumcari MainStreet is an important part of our community from the Forge Business Accelerator Program, to the Railroad Museum and the fall event of Fired Up. MainStreet keeps the community involved with each other as well as supporting local vendors. As Mayor, I appreciate all of the involvement Connie Loveland and MainStreet put into promoting Tucumcari.”

— Mayor Ruth Ann Litchfield

Tucumcari MainStreet

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Connect with Us!

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