**Build Your Own Tour** Description & Instructions

Description

Each MainStreet district in New Mexico possesses unique assets that can be leveraged to attract both residents and visitors to the district. The BYOT district activation creates the opportunity for participants to learn how to develop their own tour highlighting assets of a MainStreet district, and to think through how they might approach the following elements:

* Tour theme: What should the focus of this tour be? What theme(s) might interest people?
* Stops/Route: How many stops do I want to include, and which buildings/art/sites do I want to highlight? What’s the best/most pleasant route for participants to take?
* Content: What compelling information do I want to share in my tour materials that would encourage someone to participate? How do I ensure that I deliver the maximum amount of info in 2 to 3 sentences? How do I take quality photos and entice people to want to see these things in person without giving too much away in the tour materials?

Instructions

1. Read through the “Tour Creator” volunteer job description. This will give you a good sense of whether this is an activity you will enjoy. If you don’t believe you meet the qualifications listed but would like to use this opportunity to enhance your skills, well, then you are in the right place! This is the perfect opportunity to learn how to edit your writing and/or take better photos! If you are struggling with developing a tour theme, just ask for help!
2. There will be a variety of information provided to you to research and develop your tour. There will be some printed materials on hand, there will be people available to ask questions of, and there will be websites we can direct you to for more information, depending on the tour theme you select. Here are a few examples of tour themes you might consider:
   1. Public Art: Murals, Sculptures, Electric Boxes, etc.
   2. Notable Historic Buildings: Cavern Theater, National Guard Armory, Trinity Hotel (First National Bank/Carlsbad Irrigation District building), JC Penny building, Milton’s Brewing (Odd Fellows building), etc.
   3. Architectural Styles: Pueblo Revival, Territorial Revival, Spanish Colonial Revival, Commercial, etc.
   4. Businesses: Apparel/jewelry, antiques, gift shops, dining/drinking establishments, salon/spa, etc.
   5. History/Historic figures: Mermod, Hagerman, Greene, etc.
3. A blank form has been provided for you to enter your tour information by hand. Use this form as a place to brainstorm and scribble – you will have the opportunity to enter your final tour into a Google Form, more on that later. A completed form example has been provided.
4. The information you are being asked to provide for the tour includes:
   1. A title for your tour.
   2. A brief description of your tour (2 to 3 sentences).
   3. A name for the tour stop: this could be the name of the building, the name of the artwork, the name of business, etc.
   4. An address for the tour stop: If it doesn’t have an exact address (ex: mural, sculpture) write down the block it is located on, and where within that block it is located (ex: 300 W. Fox St., Northwest corner).
   5. A brief description of the tour stop (2 to 3 sentences): This should include the most interesting facts or information about that tour stop. For example, if you are highlighting a historic building, you might want to include an interesting fact about that building (ex: used to be a movie theater; was originally built as a hospital) as well as what sort of architectural style it is, and some defining features of that style (ex: international style, featuring an asymmetrical, geometric form with a massive unadorned wall; Spanish pueblo revival, featuring a flat roof, square columns, and pedimented trim over the windows and doors).
   6. Travel time to the next stop: Use your watch or phone to time how long it takes you to travel from one stop to the next. This can be important information for someone who might not be comfortable with a lot of activity or outside activity in hot weather, as Carlsbad often has.
   7. Photographs of tour stops: While you are out in the district measuring travel time, take photos of your tour stops. Make sure they are attractive and engaging photos. If you are building a tour of apparel boutiques, take a photo of a row of beautiful dresses inside instead of a photo of the sign outside. Please provide up to 3 photographs.
5. After you complete the above information in your paper form, enter it into a Google Form (https://tinyurl.com/NMMSBYOT). You will also be able to upload your photos there as well. This requires a smartphone or a laptop. If you are uncomfortable using Google Forms, or run out of time, you can turn in your paper form and email your photos. However, the Google Form helps ensure the information is readable, understandable, and (hopefully) accurate.
6. Time allowing, a few completed tours will be entered into a tour template created in advance, so you will be able to see a finished product! A sample tour “finished product” has been provided. Carlsbad MainStreet will be provided with all tours that are turned in (either via Google Forms or on paper) and tour creators will receive credit for their creation!