



# The Road Behind & Road Ahead



FY 2023 IMPACT REPORT



The Grants MainStreet program focuses on the vitality of Downtown Grants and the Route 66 Commercial Corridor. Downtown Grants is a pedestrian friendly, unified, thriving downtown. Fire and Ice Park is the heart of the Civic Center within Downtown; a location for events and gatherings for the community and region that is surrounded by a cluster of city, county, and cultural attractions. Riverwalk Park, within Downtown, continues to provide both active and passive recreational and entertainment activities and the Riverwalk has expanded out of Downtown, to connect to surrounding neighborhoods, and a larger regional trail system.

The retention, preservation and rehabilitation of historic sites within Downtown and along the Route 66 Commercial Corridor is coupled with appropriate new infill development that is sensitive to the character and scale of historic development patterns. Calmed traffic, a unified streetscape, aesthetic bike lanes, and resolved infrastructure issues on Santa Fe Avenue, 1st and 2nd streets, provides a basis for new private sector investment. New residents living in and adjacent to Downtown provide additional vibrancy to Downtown.

Collaboration and cross marketing with other agencies and regional attractions, including the surrounding Native American Nations and significant local, state, and national venues, touts Grants as the place to stay from which to then experience these numerous tourism-related activities. Downtown and Route 66 in Grants in 2030 portrays a success story in the regeneration of aging commercial corridors and fledgling downtowns. In 2030, Grants is the place to stay, play and experience all that northwestern New Mexico has to offer.



## A MESSAGE FROM THE GRANTS MAINSTREET PROJECT EXECUTIVE DIRECTOR



**William Yarborough**  
Grants MainStreet Executive Director

I'm proud and confident saying that Grants MainStreet Project is in a new era. We have set a foundation this year that will catalyze our work for the next 5 years.

Through the creation of new Economic Transformation Strategies, recruitment of new board members rooted in the district, and bolstering of our volunteer network in our committees; we have built cornerstones that the organization can build off of for years to come.

I'm excited to be working with an engaged board of directors, and to be moving our work from established projects, programs, and events into impactful, meaningful, metric-driven work.

*William Yarborough*



Grants MainStreet is the catalyst for revitalizing, beautifying and energizing downtown Grants through education, promotion and assistance. Established in 1997, Grants MainStreet is a charitable, nonprofit organization that is dedicated to improving Grants downtown area and, through that, the entire community of Grants. Our vision is to be a model MainStreet organization and an invaluable resource, through the unified efforts of our progressive leadership, to facilitate a stimulus for commerce.

## 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 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. Grants 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 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



Grants MainStreet is a Main Street America Affiliate and member of the statewide network of 30 MainStreet programs designated by the New Mexico Mainstreet Coordinating Program (New Mexico Economic Development Department). As a Main Street America member, Grants MainStreet strives to meet or exceed all performance criteria under the Six Standards of the Main Street Evaluation Framework.

# ECONOMIC TRANSFORMATION STRATEGIES



## Strategy 1

### Attract destination visitors to the area and downtown district

“Product-based” strategy. It’s critical to create a unique experience for a diverse audience from outside the community; highlighting Grants’ growing role as a destination for tourism. Grants MainStreet Projects will work to create businesses & support existing businesses that will enhance the experience in the core of the community to capitalize on the large number of organic drive-by, drive-through, and adventure tourists passing through Grants.

- Conduct a comprehensive analysis of our Tourism Market
- Implement an education program for businesses in hospitality
- Launch a tourism marketing campaign and branding effort
- Conduct a Route 66 celebration event each year
- Install at least 1 outdoor themed & heritage mural per year
- Provide amenities for cyclists and hikers

## Strategy 2

### Ignite residents to reinvest in the local economy

“Customer-based” catalyst strategy. Due to commercial leakage from local traffic to cities like Gallup and Albuquerque the City of Grants is stretched too thin to be able to facilitate quality services, amenities, and programs. The Grants MainStreet Project will work to attract City, Village, and County residents to “eat, live, and play” in the core of the community. This as a result to increase reinvestment though resident spending via gross receipts tax and property to funnel the increase in growing the quality of life in and around the City of Grants.

- Conduct a business survey to identify business needs
- Develop and host workshops to support small business retention and sustainability
- Host one event annually that draws local traffic into the MainStreet District
- Develop a “cash-back” shopping program to incentivize local shopping
- Install promotional & “Photo-op” murals
- Develop the “Lighting MainStreet Initiative” and implement to increase downtown nightlife

## Capacity Building Strategy

### Sounding a call to action

Building and maintaining capacity by developing the human and financial resources to better meet our mission and realize our vision. At the core of our capacity-building effort is proactive engagement of community members and community-building partnerships. Throughout this fiscal year Grants MainStreet has worked hard to attract new Board members that represent our district and refine our Economic Transformation Strategies to focus on two customer-bases: local/area residents and tourists visiting destination assets (Route 66, outdoor recreation, and Native American cultural offerings).

- Create a board recruitment and succession plan.
- Encourage and thank stakeholders for their work success and participation with the organization
- Implement resource development tasks: Improve “Friends of MainStreet” and create a grant opportunity list
- Attract more student & youth volunteers and create incentives and recognition opportunities
- Strengthen messaging, communications, and public relations activities

# AT A GLANCE · OUR IMPACT

JUNE 2022-MARCH 2023



**\$154,700**

Public Reinvestment



**634.5** Volunteer Hours



**\$123,000**

Grants Received



**1**

Net New Business Added



**11**

Buildings Rehabilitated



**330**

Net New Jobs Added



**\$324,150**

Private Reinvestment

**5**

Events Conducted

**1**

Design/Placemaking Project



**\$20,666**

in NMMS Services Utilized



**7**

Partnerships Engaged



**\$120,000**

Amount of NMMS Capital Outlay Funding



# Project Highlights

## FY 2023



## MainStreet Murals & Placemaking Projects

Grants MainStreet project conducted two beautification projects this year: MainStreet Murals and Fire & Ice Park Maintenance.

Before the Chamber of Commerce's Rugged West event, we took a small team of volunteers and repainted the Fire & Ice Stage and Pavilions. Fire & Ice Park is the primary park used for community events and private, family picnics. We felt it important to repair deteriorating wood on the stage and repaint all structures to revamp the aged colors and materials for tourists and residents alike.

Additionally, Grants MainStreet coordinated and supported the installation of two new murals to help draw attention to a new business in the district. The murals include themes and images that are iconic to New Mexico culture. With projects like these and many more to come, we are changing the experience that visitors and residents have for the better.



## 'Tis the Season to Celebrate!

MainStreet hosted its usual holiday events surrounding Veterans Day, Shop Small Saturday, Holiday Light Parade, and Light-up Cibola!

Our goal with these events is to bring attention to businesses, properties, and organizations in the District. The Veterans Day event, Expression of Veterans, debuted five art pieces from artists near and far and helped MainStreet raise roughly \$250. The event also shed light on the Double 6 Gallery in all aspects by promoting the gallery as the venue. Shop Small Saturday highlighted 10 businesses from retail to restaurants in the MainStreet district. 15 shoppers hit the pavement in MainStreet to have their "Shop Small Passport" stamped for a chance to win a prize. The Holiday Light Parade brought 20+ floats through the MainStreet district and 100s of citizens throughout Santa Fe Avenue to watch. Businesses that were open saw more foot traffic into their businesses. Seven businesses entered the county-wide Christmas light decoration contest, Light-up Cibola! We were able to pick two winners for the event as a result of Homestake Mining Company's sponsorship, and we had over 150 reactions online to help vote for the traveling MainStreet Christmas Light trophy.

Ultimately, it is events like these that help bolster the perspective of the MainStreet district. Successes like these and future improvements to events will continue to change the perspective of our downtown.

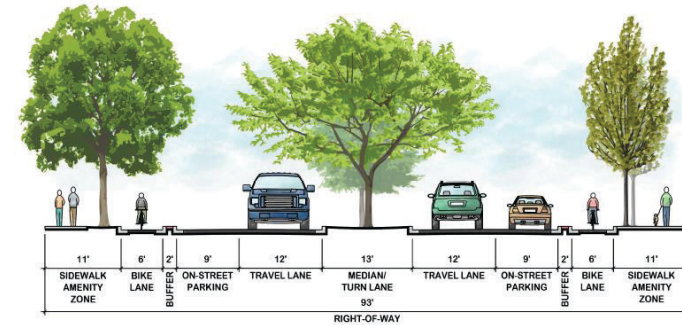


## We are Hospitable Grants!

With help from Cibola Communities Economic Development Foundation, Grants MainStreet has developed and implemented a hospitality training and job placement program for employed and unemployed individuals looking to bolster their *soft-skill toolkit*.

The New Mexico Economic Development Department supported this effort with a re-appropriation of \$100,000 to be used to create jobs and to provide relief as a result of negative effects of COVID-19 to businesses in the hospitality, tourism, and travel industries. **Hospitable Grants!** has installed knowledge, skills, and physical tools to the initial cohort of 10 applicants to better their quality of customer service and hospitality. Additionally, 5 of the 10 applicants who applied as unemployed have gained employment at various small businesses and establishments across Grants, Milan, and Greater Cibola County.

Reinforcing customer service skills in key establishments across Cibola County is how we create repeat business from visitors and residents. It's not enough to draw people into our communities through promotional efforts, but to treat visitors and residents with courtesy and respect when they make their decision to support our communities. Successes like these are what help to move the needle toward a thriving county, city, and MainStreet district.



## Great Blocks: Santa Fe Avenue Restoration

The City of Grants and Grants MainStreet applied and were approved for a \$120,000 grant from New Mexico MainStreet to make improvements to the 3-block area spanning from 5th street (Mission Gallery) to Copper Avenue (Post Office).

Concepts and ideas for this project stem from a 2017 city-approved plan known as the Metropolitan Redevelopment Area Plan (MRA). Through this plan and future community meetings and placemaking projects, the community will have the ability to reimagine this 3-block corridor to create a more pedestrian friendly MainStreet district. This grant will facilitate those meetings and pay for an engineer group who will ultimately provide a shovel ready plan and design that can be used to apply for further MainStreet Capital Outlay funding.

Its critical funding opportunities and catalytic projects like these that will change the paradigm of our economy. The City of Grants and Grants MainStreet are hopeful and excited for the change that will result from this opportunity.



## Celebrate 66! — Spokes on 66

Every year we host a flagship event to draw visitors into downtown from far and wide. This year we held our first annual Spokes on 66 Car Show. We believe that cars, trucks, and motorcycles are what bind our people together. People in Grants, Cibola County, across the state, and across the country resonate with the pride and time they put into their prized vehicles.

We intend to capitalize on this love and its relevance to Route 66 with a growing car show. This year's event was a hit with a whopping 56 vehicles, 30 vendors, and entertainment through live music and bounce houses for families. We heard many attendees say that the car show is what Grants has been missing. Additionally, many contestants made plans to come back to the car show next year.

We plan to grow the event slowly by adding new attractions and making changes as needed to make the show bigger, better, and bolder every year. Don't miss out on our next show Saturday, June 1st, 2024!



**“Grants MainStreet Project has been instrumental in growing my business by providing invaluable support and resources.”**

**— Laura Smith, Uranium City Winery Owner**



## **MainStreet Vision & Capacity Building**

Throughout this fiscal year, we have worked hard to attract new members into our board of directors that represent our district.


We have arduously recruited members into our 4-points committees to plan, support, and implement our projects, programs, and events. As a result, we've accepted three new members onto the board with more prospects in mind. Additionally, we've recruited members in all our committees but one to help further our work.

This recruitment effort paired with things like weekly planning meetings and the board retreat we held in March, have gone above and beyond to putting Grants MainStreet on track to make real, positive change in the district.



**“I believe in Mainstreet and want to support them in everything they do.”**

**— Alene Joyner, Jenny's on 66**



**“MainStreet genuinely cares about small businesses. With their assistance, I have seen a tremendous increase in tourists to my business.”**

**— Pete Perez, Custom Etching and Gifts Owner**

## LOOKING AHEAD



Our goal as an organization is to implement meaningful work. This is achieved through things like educating the community on local culture and history, increasing all kinds of traffic into the MainStreet district, properties becoming more appealing through murals and façade improvements, supporting existing businesses and creating new ones, changing the spending habits of local residents to support local establishments, increasing downtown amenities, and addressing resident needs and wants. We want our work to have a catalytic effect that draws all people to live, work, and play in the MainStreet district.

### Geared Up for Great Blocks

Over the next year, the City of Grants and Grants MainStreet will initiate a community engagement and design process to decide what physical and infrastructure improvements will look like for the heart of downtown. Stakeholders and citizens will have the opportunity to inform the design and installation of improvements such as new crosswalks, improved parking, sidewalk improvements and more. Engaging with City and Grants MainStreet through the *Great Blocks on Mainstreet* process is how we create a downtown that supports our economic revitalization goals.



### Art in Public Places

We will continue to implement murals throughout MainStreet. Our goal is to implement at least 1 mural a year geared toward our heritage and/or a mural that creates unique experiences for residents and tourists. In addition, we will build a partnership with the Cibola Arts Council to help bring art into public spaces, and to help facilitate planning towards the Great Blocks opportunity.



### Making Our Voices Heard

Playing off the organization rebranding effort, we will advertise the district to I-40, Route 66, and Continental Divide travelers. We have a plethora of organic traffic that flows through the area, and we will do our part to make sure travelers know what they can enjoy or what they are missing.



## LOOKING AHEAD



## GRANTS MAINSTREET · 2023-2024 GOALS & ACTIONS

- **Creating Tax Incentives for Businesses** Working with the City and County to create tax abatement or credits for businesses that support economic development goals in Outdoor Recreation.
- **Developing the Outdoor Recreation Economy** Attracting and supporting entrepreneurs who intend to provide services and products to the growing outdoor recreation interest throughout the city, county, and state.
- **MainStreet Lighting Initiative** Fundraising for and installing light posts throughout the MainStreet district.
- **MainStreet Pedestrian Amenities** Fundraising for and installing amenities throughout the district like: bike racks, benches, trash cans, kiosks, bathrooms, water stops, camp sites, and bus stops.
- **Wayfinding MainStreet** Improve and create signage throughout the district and City of Grants to draw tourists downtown.
- **Business Signage Improvement** Fundraising for and supporting businesses to improve or create signage to better identify themselves.
- **Continuing Hospitable Grants!** Conducting a second cohort in hospitality training that will develop employees to better serve everyone.
- **Continuing Spokes on 66 Car Show** Host the 2nd annual Spokes on 66 Car Show and include small changes to improve the event.
- **Continue supporting Great Blocks** The Great Blocks grant will be a long process and we intend to see it through. After planning, we will need to apply for funding which will likely take place in 2027/28.
- **Continue to Build the Organization** Continue building our financial capacity and volunteer base in our Board of Directors and committees.

“MainStreet listens to our needs and continues to help small businesses. I can see the change in our district.”

— Patricia Duffy, Bella’s Boutique Owner

Want to get involved?

Contact the Grants MainStreet Executive Director at [grantsmainstreet66@gmail.com](mailto:grantsmainstreet66@gmail.com) or visit [grantsmainstreetproject.com](http://grantsmainstreetproject.com) for more information.





## THANK YOU TO OUR SUPPORTERS

### Partners



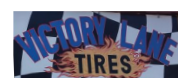
### Funders & Sponsors



City of Grants  
Lodger's Tax Board

Representative Harry Garcia

### Donors & Contributors



Second Time Around

Serenade Music

Furniture Zone

Past & Present Finds

Papa's Pawn

Enchanted Trails RV Park

Route 66 Towing

El Rancho

Roger Seigmann

Jose Garcia



## THANK YOU TO OUR SUPPORTERS!

### GRANTS MAINSTREET FY 2023 CONTRIBUTOR SPOTLIGHT



**Homestake Mining Company** embodies the virtues: Loyalty, Commitment, and Service. They have stuck by and supported Grants MainStreet Project for many years. This year, their support touched almost every aspect of our work; from Expression of Veterans, to the Holiday Light Parade, to Light-up Cibola, to Shop with a Cop, and finally to Spokes on 66 Car Show. We are eternally grateful for their passion and support.

### VOLUNTEER HIGHLIGHT

**Evelyn Seigmann** · Out of the goodness of her heart, Evelyn helps coordinate the Window Painting Project that has been a fundraiser for the Grants MainStreet Project for the past five years. She assists her husband in recycling cardboard throughout the district. She's helped further our Caboose Restoration Project. Her time and effort towards our community has made waves in bettering the district.

### THANK YOU!

Alene Joyner · *Jenny's on 66*

Arianna Crowson · *Cibola Citizen*

Brandon Eldodt · *NMSU*

Chris Rael

Don Jaramillo · *City of Grants*

Erik Oskey · *NMSU*

Fred Rodarte · *City of Grants*

Jenny Thomas

Jerrid Williams · *Redbolt Broadband*

Jo Thomas

Jose Garcia

Mark Forman · *CoreCivic*

Michelle Eldodt · *Continental Divide Cooperative*

Patricia Duffy · *Bella's Boutique*

Rosline Williams

Terry Fletcher · *NM Mining Museum*

Thom Weylan · *Cibola General Hospital*

BOARD OF DIRECTORS



**Patrick Clingman**  
President  
NMSU, Vice-President of Student Services  
Owner of The Mission Gallery



**Roger Seigmann**  
Vice President  
Community Volunteer  
Past President of NM Mining Museum  
Board Member of Cibola Arts Council  
Window Painting Project Coordinator and Creator



**Josephine Hurtado**  
Treasurer  
Self-Employed Entrepreneur  
Long-time resident of Grants  
Extensive family history related to prospecting  
Planning & Zoning Commission Member



**Kenneth Brown**  
Secretary  
Owner of Kenneth Brown Photography  
New Mexico Mounted Patrol Member  
Huge supporter of the local school system



**JoAnne Martinez**  
Board Member  
Public Relations  
President of Grants-Milan Rotary Club  
Faithful volunteer and supporter of the Cibola Senior Center  
Cibola Communities Economic Development Board Member

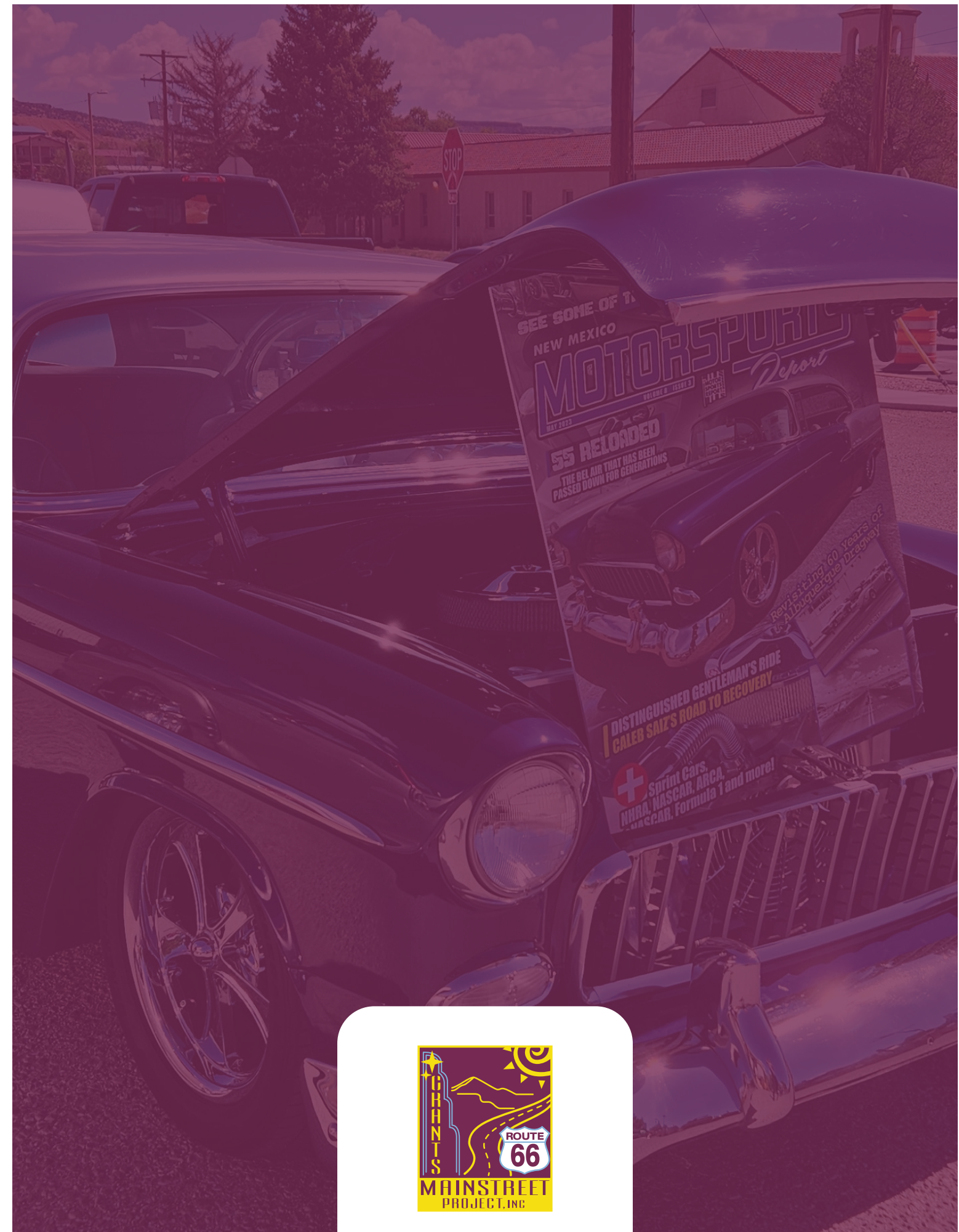


**Michelle Thomas**  
Board Member  
Business Owner  
Volunteer & supporter of the local Bi-County Fair  
Manager of Second Time Around  
Vendor at the Indoor Flea Market

STAFF



**William Yarborough**  
Executive Director, Grants MainStreet Project, Inc.





**Grants MainStreet**

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