



NEW MEXICO  
**MAINSTREET**<sup>TM</sup>

*Economic Vitality*

# Main Street America's BOOMS Tracker

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# Introduction

- Background in architecture with an emphasis on sustainable urban design and socially equitable community development
- Architecture, planning, development, and nonprofit experience
- Problem solving skills to propose innovative community projects that incorporate opportunities for economic, social, and sustainable growth



# NMMS Prior Experience

- Property Owner Toolkits
- Outdoor Retail Toolkit
- Urban Neighborhood Commercial Corridor Initiative
- Years of Service: 2020 - 2023



## New Mexico MainStreets' Property Owner Toolkit

The Property Owner Toolkit is provided as a resource document to help property owner's navigate requirements of "Activating a Building" in New Mexico. The toolkit is divided into four categories- 1) Building Use & Application Requirements, 2) Architectural Drawings 3) Residential Activation, and 4) Business Operations. Requirements are subject to change and resources should be verified with the local authority prior to any property development.



## New Mexico MainStreets' Outdoor Retail Toolkit

The Outdoor Retail Toolkit is provided as a resource document to guide NMMS communities and business owners towards doing business outside. The toolkit provides national and statewide design precedence, adaptable designs for NMMS businesses, examples of pandemic outdoor retail success, permitting requirements, and funding opportunities.

### Mainstreet Attributes

NMMS communities were categorized into community size, streetscape type, and design opportunities in order to develop a strategy for design criteria. Category icons are also placed on precedent images to allow communities to relate to the designs shared.

The community sizes- urban, mid-sized, small, are based on the area of mainstreet coverage relative to the municipality. The streetscape types / design opportunities are based on the primary mode of travel to and

### Mainstreet Community Size

#### URBAN

Barelas  
Downtown ABQ  
Las Cruces  
Nob Hill  
South Valley

#### MID-SIZED

Alamogordo  
Carlsbad  
Clayton  
Clovis  
Farmington  
Gallup  
Las Vegas  
Roswell

#### SMALL

Artesia	Portales
Belen	Raton
Corrales	Ruidoso
Deing	Santa Rosa
Grants	Silver City
Harding	Taos
Los Alamos	T or C
Lovington	Tucumcari
Mora	Zuni Pueblo



# NMMS Resources

*“.... vacant buildings and properties’ **diminish economic opportunities** & can affect a community’s **economic health & opportunity, safety, & general welfare**”*

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*“The primary objective of a “vacant building ordinance” is to **control the proliferation of vacant buildings & lots.**”*

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*“An additional **tax increases** a landowner’s cost of holding on to an unused property & can **motivate an owner to either develop or sell their properties.**”*

## VACANT BUILDING ORDINANCE WHITE PAPER



New Mexico MainStreet  
New Mexico Economic Development Department  
[www.nmmainstreet.org](http://www.nmmainstreet.org)

April 2019

<https://www.nmmainstreet.org/resource/mainstreet-tools/>

# MSA Resources

- **deCoding Downtown**

Guide provides a better understand the way that zoning impacts your downtown, and the policy changes that could transform your Main Street.

<https://mainstreet.org/resources/knowledge-hub/publication/decoding-downtown>

- **Real Estate's Small Problem**

Article explains why building small matters, the problems faced by small-scale developers, & opportunities for direct investment, greenhouse gas reduction, & more.

<https://mainstreet.org/resources/knowledge-hub/article/real-estates-small-problem>

- **Determining Main Street Boundaries**

Article shows procedures for determining the boundaries of your Main Street district and key considerations you should include when deciding where to draw your boundaries.

<https://mainstreet.org/resources/knowledge-hub/article/determining-main-street-boundaries>

- **Housing Quiz & Main Street Housing Resources**

Tool to assess strengths and challenges related to housing in your downtown or commercial corridor.

<https://mainstreet.org/resources/knowledge-hub/digital-tool/housing-quiz>



# MSA Resources

- **At Home on Main Street**

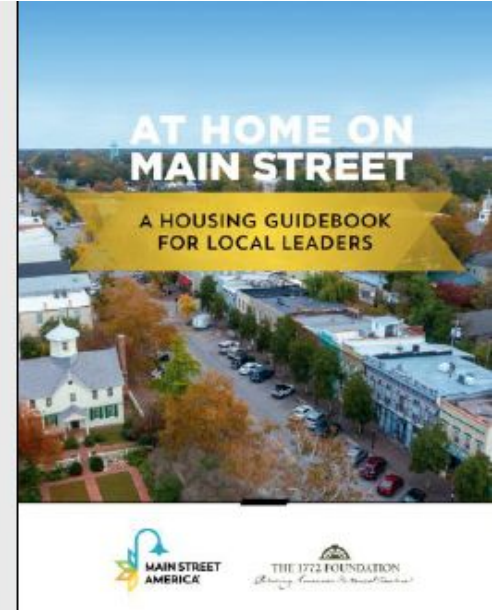
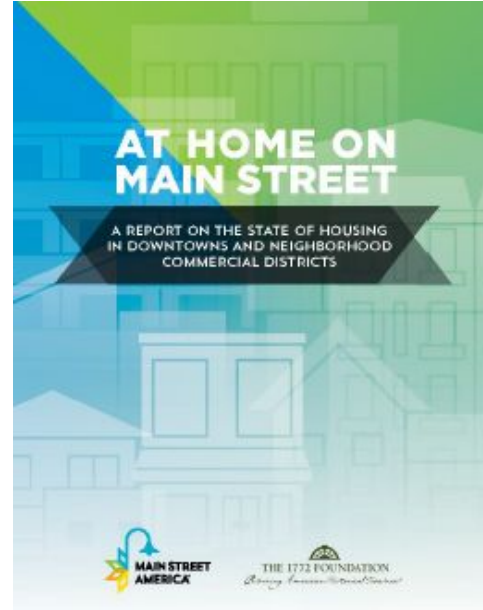
Report explores on the state of housing in downtown and neighborhood commercial districts

<https://mainstreet.org/resources/knowledge-hub/publication/a-report-on-the-state-of-housing>

- **A Housing Guidebook for Local Leaders**

Report explores on the state of housing in downtown and neighborhood commercial districts

<https://mainstreet.org/resources/knowledge-hub/publication/a-housing-guidebook-for-local-leaders>



*“Vacant upper floors are arguably the greatest [housing] opportunity we have hiding in plain sight.”*  
Marilyn Kaplan, Housing Guidebook

# MSA Resources

## BOOMS Tracker

*The best way to build your property inventory*

- Property and vacancy inventory tool
- Map-centric, mobile-friendly property inventory solution
- Accessible, updatable property information at local level
- Real data on opportunity for housing / other development across the US

<https://mainstreet.org/the-latest/news/building-opportunities-on-main-street-through-the-booms-tracker>

## BOOMS TRACKER LEADERBOARD

Most Parcels Tracked	Highest Percent Complete	Complete
1. Hilltop Campus Village (603 parcels)	1. FrostburgFirst, a Maryland Main Street Community, Inc. (99.7%)	1. Main Str
2. FrostburgFirst, a Maryland Main Street Community, Inc. (310 parcels)	2. Main Street Ottumwa (99.6%)	
3. Rutherford Town Revitalization (299 parcels)	3. Hilltop Campus Village (98.7%)	
4. Greater Freeport Partnership (253 parcels)	4. Wausau River District, Inc. (96.5%)	
5. Main Street Ottumwa (252 parcels)	5. Centerville Main Street (94.9%)	
6. Wausau River District, Inc. (222 parcels)	6. Los Alamos MainStreet & Creative District (93.9%)	
7. La Grande Main Street Downtown (197 parcels)	7. Greater Freeport Partnership (92.7%)	
8. Main Street Point Pleasant (188 parcels)	8. Melbourne Main Street (88.4%)	
9. Los Alamos MainStreet & Creative District (168 parcels)	9. La Grande Main Street Downtown (87.2%)	

1

**ACCESS THE BOOMS TRACKER**

BOOMS Tracker is a property inventory tool designed for local Main Street leaders

<https://booms-tracker-nthp.hub.arcgis.com/>

# BOOMS Tracker

## Login Credentials

- Each program has a unique user ID
- If you need your user ID, email [\*\*research@mainstreet.org\*\*](mailto:research@mainstreet.org) & include name of your Main Street program.
- MSA will get back with unique user ID for your program & a temporary password

## Login first time

1. Set up security question
2. Create a permanent password
3. Pop= “Skip for now”

## Login to page

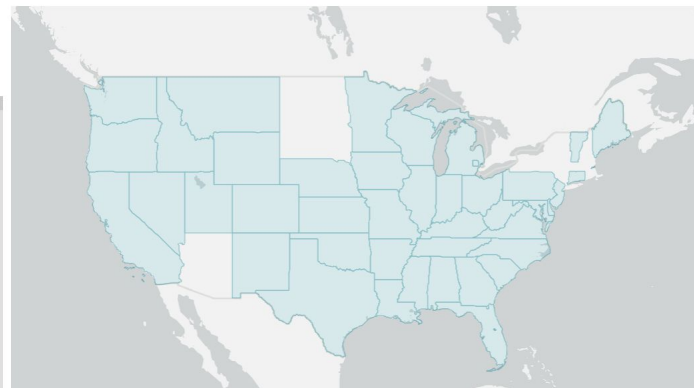
1. Check your district boundaries or data
2. Click “Collect Inventory”

 BOOMS Tracker - Find your Program  
Main Street America

Filter by Coordinating Program  
All

Main Street America Local Programs  
Click to zoom

<input type="text" value="Search..."/>	
64.6 Downtown	Log in to page
6th Avenue Corridor Inc.	Log in to page
Abbeville Main Street	Log in to page
Aberdeen Main Street	Log in to page
Aberdeen Revitalization Movement	Log in to page
Ada Main Street	Log in to page
Adel Mainstreet	Log in to page
Advance Shullsburg, Inc.	Log in to page
Aiken Downtown Development Alliance	Log in to page
Alamogordo MainStreet	Log in to page
Albany Downtown Association	Log in to page
Albemarle Downtown Development Corp.	Log in to page





# BOOMS Tracker

## Select a parcel

Verify address

**Click orange tab to answer questions**

1. Is the parcel a valid address/property?

Yes / No

## Property Background Information

2. Is there a building on this parcel? Yes / No
3. How many above-ground floors does the largest or most prominent building on this parcel have? Enter #
4. Based on what you can tell, is the building fully occupied, partially vacant, or fully vacant? Entirely vacant. Partially vacant/partially occupied, Fully Occupied, Unclear/other

**MAIN STREET AMERICA**

**Building Opportunities On Main Street Tracker**

Select the **Orange** Tab to the right to open the Data Collection Survey in Sidebar

Survey Completion: 0%

Collected Survey Data

Address	102 AVENUE A
Building	No
Environmental Risk (Y/N)	
Building on Parcel (Y/N)	No

1. Is the parcel a valid address/property?\*

Examples of invalid parcels might be road ROWs, rivers, etc.

☒ Yes

☐ No

2. Is there a building on this parcel?\*

☐ Yes ☐ No

7. Is this building or parcel culturally significant, historically significant, or significant in terms of its uses?

☐ Yes ☒ No

## Street Tracker

**Address**

102 AVENUE A

1. Is the parcel a valid address/property?\*

Examples of invalid parcels might be road ROWs, rivers, etc.

☒ Yes

☐ No

# BOOMS Tracker

Select response, if “Partially..” is selected there are additional questions 4a. and 4b

- a. Is the ground floor fully occupied, partially occupied, or fully vacant?
- b. Is the upper floor fully occupied, partially occupied, or fully vacant?
- 5. What is the building used for? [Commercial](#), [Cultural](#), [Educational](#), [Governmental](#), [Industrial](#), [Recreational](#), [Religious](#), [Residential](#), [Mixed-Use \(Commercial Residential\)](#), [Mixed-Use \(Other Combination\)](#)
  - a. How many businesses appear to be operating in this building?
  - b. How many housing units appear to be located in this building?
- 6. Does the building appear to need maintenance or repair? [Yes](#) / [No](#) / [Unclear](#)
- 7. Is this building or parcel culturally significant, historically significant, or significant in terms of its uses? [Yes](#) / [No](#) / [Unclear](#)

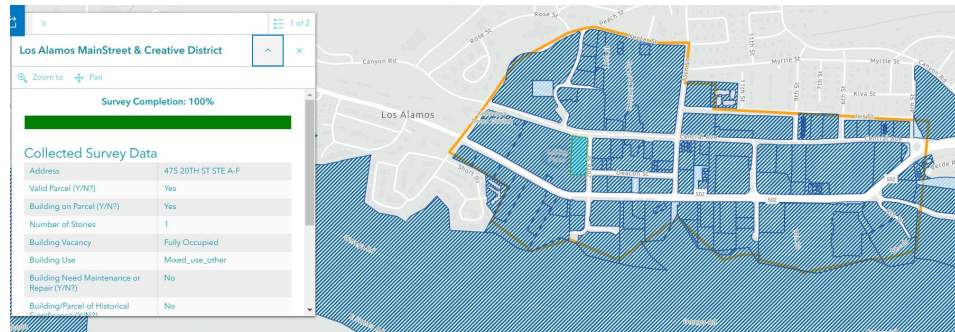
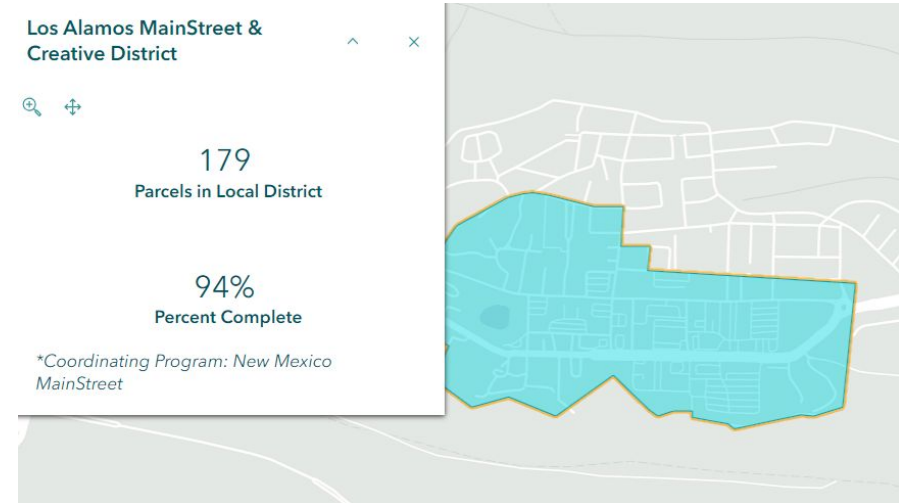
# BOOMS Tracker

8. What is known about the history of this building or parcel?  
(Previously known uses, local and national historic designation status, notes building/property's significance, etc.)
9. Are there any environmental risks to the building or parcel?  
(e.g., flooding, earthquakes, etc.)

Yes / No

**Reported Owner Names**

Xyy Xyy



# BOOMS Tracker

10. Do you have any knowledge or insight about the owner of the building or parcel?

Yes / No

- a. Do any of the following describe the owner of the building or parcel? Publicly Owned, Individually Owned, Owned by Someone Familiar with MSA, Owned by a Nonprofit, Owned by the Business Owners, Owned by an Absentee / Neglectful Owner
11. Please add more information about the building or parcel ownership, if known or available (e.g., owner's name, contact information, last known contact, plans for the property, etc.)

*Add any notes that may be useful for future main street directors*

# BOOMS Tracker

12. Do you have any comments to note about this building or parcel?  
(red flags and green flags - issues with the property's condition; potential development challenges; plans for the property)
13. Upload photos  
Successfully submitted. Parcel will be filled in with a hatch.





# BOOMS Tracker

## Boundaries

- To check the program boundaries we have on file, visit this map  
chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/[https://msa.cdn.rygn.io/media/Resources/Knowledge-Hub/BOOMS\\_Webinar\\_20June2024.pdf?v=1719270046](https://msa.cdn.rygn.io/media/Resources/Knowledge-Hub/BOOMS_Webinar_20June2024.pdf?v=1719270046)
- To update your local program's boundaries, enter them here  
<https://survey123.arcgis.com/share/f340e53a5fbf48d395e797cbd2b09004>

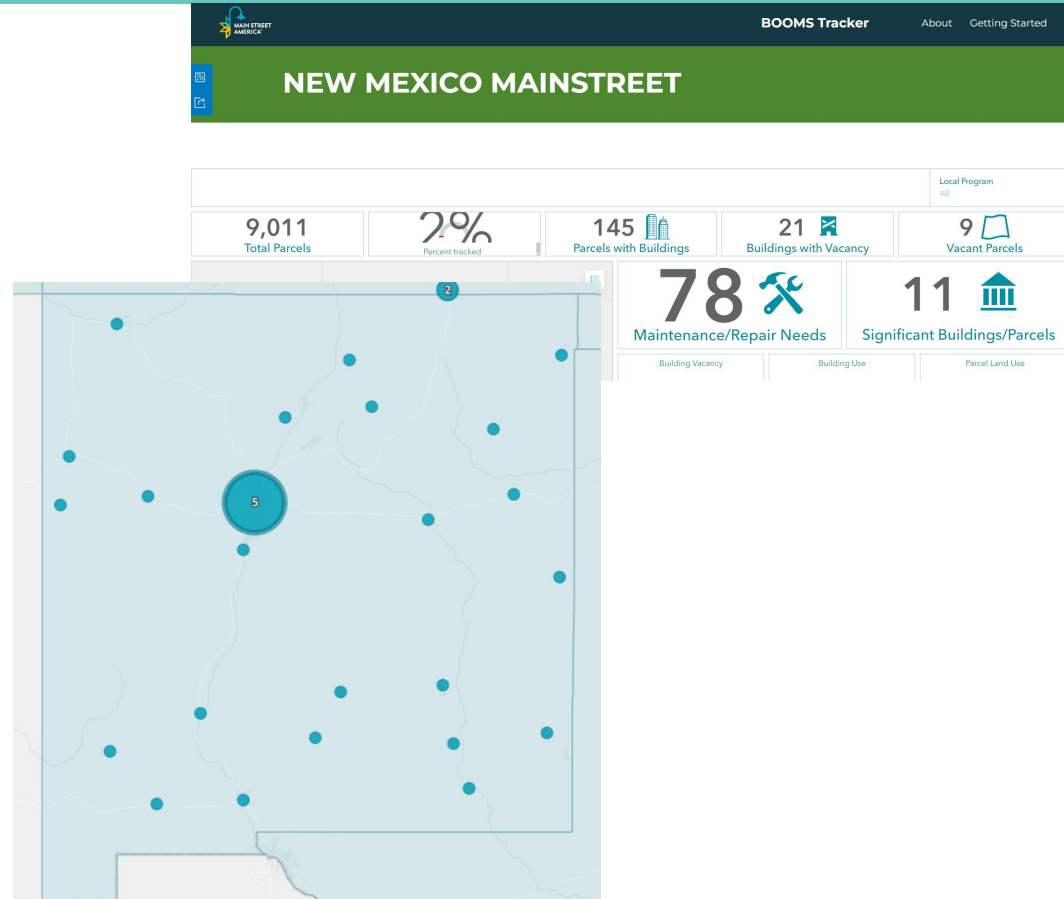
## Member Discussions

- The Point QA  
<https://thepoint.mainstreet.org/discussion/the-booms-tracker-msas-new-property-inventory-platform-is-live>

# BOOMS Tracker

## Ideas for Gathering Data

- Hire an intern dedicated to entering local data
- Host a volunteer day, multiple can be logged into the same account
- MSA will provide internship template and template marketing materials for a BOOMS Tracker volunteer day
- The BOOMS Tracker is both mobile and desktop friendly

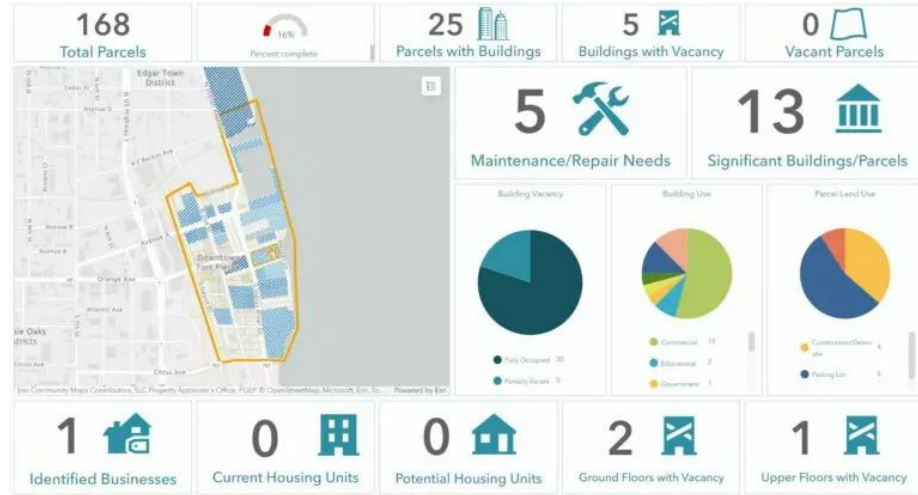


# What are the benefits?

*“... attracting **investment & development**, **advocacy** work, and bolstering the **leadership role** of Main Street programs in their communities.”*

*“... find a breakdown of **buildings by usage** & an **estimate of additional housing** units that could be accommodated in the existing environment.”*

*“Ability to share **digestible local property data** with relevant parties... local government, developers, MS boards & new leaders.”*



*“Insights derived from this tool empower local leaders to make authoritative decisions on housing and land use, ...”*

Revitalizing Main Street: Tracking Community Opportunities with BOOMS Tracker, Blue Raster

# Goals

## Let's Start Collecting

- Login to your account
- Start data entry
- Host a volunteer day
- Let's see who can beat L.A.

## Community Feedback

- What are the advantages in your community?
- Would you like additional training?
- Questions / Feedback



# THANK YOU!

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