



Fundraising Booklet 2014-2017

ARTESIAMAINTREET.COM

COVER LETTER

COVER LETTER
Introduces our
accomplishments
and our on-deck
projects with
cost estimates

Artesia MainStreet Supporters:

After more than seventeen years of operation, Artesia MainStreet has earned a reputation both locally and statewide as a very progressive and successful program. Our many accomplishments include over \$9.97 million in downtown revitalization and reinvestment, with over \$6.78 million dollars provided by private contributions.

We have developed new innovative projects that will continue the downtown revitalization efforts and honor our heritage into the next 10 years. We are currently seeking \$2.17 million to complete our list of projects. Our 2016-2017 projects include:

PROJECT	EST TOTAL COST	Completion Date
Façade Improvement:	15,000	2016-2017
Railroad Right-Of-Way:	500,000	2016
Chamber Industry Museum:	100,000	2016
Gates:	395,000	2016-2017
Walking Trails/Wayfinding:	30,000	2016-2017
Central Park:	500,000	2017
1st Street Improvement/Landscape:	250,000	2017
Texas Street Landscaping:	50,000	2017
Contingency:	100,000	
CAPITAL PROJECTS TOTALS	1,940,000	
Operating Funds through 2017	233,000	Current-2017
TOTALS	2,173,000	

CAPITAL PROJECTS - BUDGET

ESTIMATED BUDGET

Identifies, in more detail, upcoming projects and highlights public v. private funds

PROJECT	EST TOTAL COST	Other Funding (Public/Grants)	Private Funding	AMS % OF TOTAL	Completion Date
Façade Improvement:					2016 - 2017
	15,000		15,000		
<i>Sub Total</i>	15,000		15,000	100.00%	
1st Street:					2016 - 2017
<i>Railroad Right-Of-Way:</i>					
Design & Landscaping	750,000	250,000	500,000		
<i>Sub Total</i>	750,000	250,000	500,000	66.67%	
Chamber Industry Museum:					2016
Donation to Chamber	100,000		100,000		
<i>Sub Total</i>	100,000	-	100,000	100.00%	
Gates:					2016-2017
Gateway	395,000		395,000		
Information Kiosk & Display	200,000	200,000			
<i>Sub Total</i>	595,000	200,000	395,000	66.39%	
Walking Trails/Wayfinding:					2016
Library & Cattle Brand					
Design and Construction	30,000		30,000		
<i>Sub Total</i>	30,000	-	30,000	100.00%	
Central Park:					2016
Construction/Fountain	1,000,000	500,000	500,000		
<i>Sub Total</i>	1,000,000	500,000	500,000	50.00%	
1st Street Improvement/Landscapes:					2016-2017
Design & Landscaping	250,000		250,000		
Construction	1,870,000	1,870,000			
<i>Sub Total</i>	2,120,000	1,870,000	250,000	11.79%	
Texas Street Landscaping					2017
	2,000,000	1,950,000	50,000		
<i>Sub Total</i>	2,000,000	1,950,000	50,000	2.50%	
Contingency					
	100,000		100,000		
<i>Sub Total</i>	100,000	-	100,000	100.00%	
CAPITAL PROJECTS TOTALS	6,710,000	4,770,000	1,940,000	28.91%	
Operating Funds through 2017	480,500	247,500	233,000	48.49%	
TOTALS	7,190,500	5,017,500	2,173,000	30.22%	

OUR ACHIEVEMENTS

ACHIEVEMENTS

Organized by year

Lists every capital project completed by Artesia MainStreet since inception

MORE THAN A DECADE OF ACHIEVEMENTS:

- 1998
Master Plan
AMS privately funded a \$15,600 Master Plan to guide AMS and the city in its plans for downtown renovation. Created by landscape architect Baker Morrow, the plan focuses primarily on streetscape enhancements for the MainStreet district (First to Seventh, Richardson to Texas). Artesia City Council adopted the Master Plan and included it in the City's official improvement planning document.
- 1998 - 2000
Artesia Chamber of Commerce/Santa Fe Railroad Depot Renovation
In order to expedite the approval of the use of the historic Santa Fe Railroad Depot, AMS used \$42,000 in private funds to complete environmental and engineering studies, and schematic and landscape drawings for the State Historic Preservation Office. In the spring of 2000, AMS committed \$100,000 toward the landscaping of the complete renovation of the old railroad depot that now is used as the Chamber of Commerce offices and a visitor's center.
- May 2000
Heritage Walkway & Plaza
AMS spent \$1.06 million in private funds and \$100,000 in state funds to renovate a parking lot and walkway that includes a water fountain series designed and created by ceramics artist Shel Neymark. The walkway connects Main Street to a public parking lot, now called Heritage Plaza, which also is used for community events.

OUR ACHI EVEMENTS

- June 2015

Heritage Walkway Repairs
 Renovated in 1999 by Artesia MainStreet, Heritage Walkway has been a project that has had a big impact upon the downtown. The Walkway connects Main Street with the Heritage Plaza public parking area in a way that is pleasant for citizens to walk through. The original murals were retouched with improved paints, thousands of hand-made tiles were created for the new fountain system, and new gates were installed. In 2004, a third mural was added- completing the Walkway.

In 2014, \$143,000 was directed toward improving the decking (flooring), lighting, and fountain system technology updates.

ACHIEVEMENTS

Details on specific projects

Total dollars spent for all completed projects

- July 2015

2nd & Quay Roundabout – “The Foundation” statue

The completion of the New Artesia Public Library presents a wonderful opportunity for Artesia MainStreet to install a statue that celebrates this new addition. AMS has been hard at work over the past several months to create a design that captures the spirit of youth, and the importance of reading and education in a new statue called “The Foundation”. Young adults are perched on the statue reading, of which the base of is stacks of books- some classics, some popular will be cast in bronze, and at a monumental size. Each of the books in the base stacks has been published in several editions and in a multitude of languages and although there is widespread popularity of these books, every Artesian can or has made a personal connection to the books represented in the statue. We can also examine how Artesia looked like as a community at the time of each book’s publication- tracing our history back through what literature we enjoyed.

Total dollars spent	\$9.972 million
Total private funding	\$6.783 million

CURRENT PROJECTS

CURRENT PROJECTS

Project detail and/or plans

Accompanying photos (if applicable)

FAÇADE IMPROVEMENT PROGRAM

Artesia MainStreet, Inc. completed the Main Street renovation in downtown Artesia in 2001 that made a dramatic improvement to the appearance of downtown. These improvements have become a tool for positive economic development. To continue our efforts in providing tools for the improvement of our community, AMS has created a program to assist businesses in their efforts to renovate their storefronts to reflect the aesthetically pleasing environment in which they are located.

The AMS Façade Improvement Program offers assistance for owners to make storefront improvements that will add to the aesthetics of downtown for the benefit of the community and the consumer. This program also allows AMS to influence the design process without dictating to ensure quality changes. The program is an opportunity to preserve some of our most historically valuable storefronts, bring attention to the businesses occupying our downtown buildings, and increase the value of our most precious assets in a world consumed by big-box chain stores – our historic downtown and independent businesses.

Artesia MainStreet has created a program that will provide a \$2,500 grant for a downtown business owner to apply toward improvements such as signage and awnings. In addition to the grant, the program will provide a 0% interest loan up to \$2,500 to the building owner that must be matched dollar for dollar, to apply toward improvements as well. The life of the loan will be 25 months, and payment will be forgiven each month that the building owner continues to own and maintain the building. When the building and business owner are one in the same, he/she may take advantage of both the grant and the loan. In addition to providing financial assistance, AMS will provided free design services to the business and building owners for their storefront improvements.

CURRENT PROJECTS



323 W. Main Before



323 W. Main After

CURRENT PROJECTS

1ST ST/US 285 STREETScape, LANDSCAPING AND "THE GATES"

In 1997 when Artesia MainStreet came to fruition, we began our journey by identifying needs for improvements in downtown Artesia. One of the needs identified was First Street/US 285 streetscape improvements. AMS spent \$53,000 in 2003 for tree planting and is prepared to take the next step and complete our overall goal for First Street/US 285.

This project area serves as the corridor connecting Artesia to our neighboring communities, Carlsbad and Roswell. Artesia MainStreet believes that downtown Artesia has plenty to offer the traveler, but is often overlooked because of the appearance of First Street/US 285. This project will further positive economic development for several reasons:

- ❖ The project is part of Artesia MainStreet's overall master plan and efforts to improve the conditions of downtown Artesia;
- ❖ The design will create safe pedestrian access from the Visitors Center and Chamber offices to the core of the downtown area and;
- ❖ The project area will link to the City's planned walking trail along Eagle Draw and will be designed to connect the walking trail to downtown;
- ❖ There is potential for the expansion of business and other economic development opportunities in the area;
- ❖ The project area serves as a direct link to our neighboring communities, Roswell and Carlsbad, as well as a link to the entire southeast region;

CURRENT PROJECTS



OUR PROCESS

- Three-year Fundraising Campaign 2014-2017
- Raised funds for Capital Projects
- Target local businesses & foundations
- 15% of all donations go toward the Operating Fund

A NEW DIRECTION

- Oil & Gas Industry decline = a new approach
- Raise funds for a specific project instead of by year
- Target local businesses & foundations
- 15% of all donations go toward the Operating Fund
- Ability to lump several large capital projects together **to get donor's buy-in as a "package"**
- Follow the Fundraising Booklet format

QUESTIONS?



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