



Harding County MainStreet

Program Review 2013 - 2016



Harding County Organizations and Government started working together to improve our communities before we became a MainStreet Program.

Volunteers gather on the first day of the Roy MainStreet Makeover Program on June 1, 2012



It started with a budget request of \$10,000 from Harding County!

BEFORE....



Southwest Arts and Crafts – Rod and Gina Judy

AFTER....



Longhorn Trading Post -- Carol Markey



Building is now For Sale



Mesa Hotel - Andres and Martha Ebel



Harding County General Store -- Paige Wilson



First, we
painted four
buildings...

At this point we
have painted
more than 14
buildings,
County-wide!

What is MainStreet?

**“Real places doing real work to revitalize
their economies and preserve their history
and character.”**

Specifically, MainStreet is:

1. A proven strategy for revitalization (Four-Point Approach®).
2. A powerful network of linked communities.
3. A national support program that leads the field.

**National Trust for Historic Preservation*





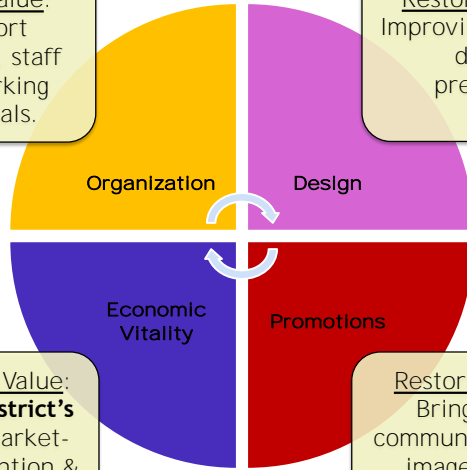
The MainStreet Four-Point Approach

Restoring Political Value:

Broad based support (boards, committees, staff and volunteers) working toward common goals.

Restoring Physical Value:

Improving appearance of the district through preservation-based strategies.



Restoring Economic Value:

Repositioning the district's economy through market-driven business retention & development strategies

Restoring Social/Cultural Value:

Bringing people back to the community center by improving its image & marketing its unique assets.

Business Openings, Closings, & Expansions			
New Businesses	Year	# Added	# Jobs
My Sister's Closet	2014	1	1.5
Cowboy Feeds	2014	1	1
J L Hazen Electric	2014	1	1
Recycled Treasures	2014	1	1
Martha's Café	2015	1	2.5
Oh Shoot, Gun Shop	2016	1	2
Total		6	9
Business Closures	Year	Reason	Jobs Lost
Annette's Café	2015	Building for Sale	2
Martha's Café	2015	Moved for Job	2.5
Total		2	4.5
Net New Businesses	Added	4	
Number of Jobs	Lost		4.5

Statistical information is submitted to Keith Kjelstrom, Economic Vitality Specialist, on a quarterly basis.

In 2015, both restaurants in Roy closed:



Unfortunately, Annette's Café closed because the building owners wanted to sell the building.

And Martha's Café was closed since the family moved to Texas.



Private Building Interior/Exterior Improvements & Rehabilitations				
Building	Year	\$ Investment	Description	Sponsor *
Mesa Hotel	2014	\$900.00	Exterior Paint	HCECDC
HC General Store	2014	\$700.00	Exterior Paint	HCECDC
Ma Sally's Mercantile	2014	\$800.00	Exterior Paint	HCECDC
Longhorn Trading Co.	2014	\$900.00	Exterior Paint	HCECDC
SW Arts & Crafts	2014	\$900.00	Exterior Paint	HCECDC
Recycled Treasures	2014	\$800.00	Exterior Paint	HCECDC
Baca Building	2014	\$700.00	Exterior Paint	HCECDC
Annette's Café	2014	\$800.00	Exterior Paint	HCECDC
Mesa Theater Renovation	2015	\$22,778.00	Remodel/Paint	HCECDC
Oh Shoot, Gun Shop	2016	\$5,000.00	Grant Award	HCECDC
Oh Shoot, Gun Shop	2016	\$800.00	Exterior Paint	HCECDC
Headquarters Restaurant	2016	\$5,000.00	Grant Award	HCECDC
Headquarters Restaurant	2016	\$520.00	Interior Paint	HCECDC
Farmers & Stockmen's Bank	2016	\$600.63	Exterior Paint	HCECDC
Grand Total		\$41,198.63		

* Partnered with Harding County Economic & Community Development Corporation

The Mesa Theater was originally a Vaudeville Theater for live performances.



In the 1930's, a Projection Room was built to accommodate the 8mm film projector weighing 800 lbs. The addition, with the required foot and a half concrete floor, had to be removed because the weight of it was causing it to pull away from the building.

We have started a GoFundMe Page for the Mesa Theater in Roy:



Thank You
Madi Turner,
Miss Teen
New Mexico
USA 2017!

The Flashlight tour brought 40 people to check out the Mesa Theater. In the first week, we collected \$550.00

Harding County MainStreet Events, Promotions, and Donations			
Name	Year	Net Profit	Sponsor
Spring Raffle	2015	\$2,090.00	Board Members
Conflict Resolution Training	2016	\$ 75.00	Locals Free
Football Raffle	2016	\$2,260.00	HC MainStreet
Scott Day Merchandising	2016	Free	HC & NM MainStreet
Total		\$4,425.00	
Donations	Year	Amount	
Memory of Rose Mackey	2016	\$100.00	
Expenses for Natl. Conference	2016	\$1,250.00	
Memory of Tacey Levis	2016	\$300.00	
Support of HC MainStreet	2016	\$200.00	
Memory of Tacey Levis	2016	\$200.00	
Support of HC MainStreet	2016	\$2,826.28	
Total Donations		\$4,876.28	
GRAND TOTAL		\$9,301.28	

We started working on the Master Plans for the three MainStreet Districts:

Village of Mosquero

Village of Roy

Unincorporated Community of Solano



Serving good food always increases the turnout!

MainStreet Volunteers for Local Program Meetings & Events				
Activity	Year	# Volunteers	Hours/Person	Total Hours
Meetings	2014	44	2.5	485
Paint Projects	2014	9	4	216
QLN Meetings	2014	1	40	40
NM Econ Dev Course	2014	3	40	120
Total	2014	57	86.50	861
Meetings	2015	95	3.95	375
Conferences	2015	3	70	210
BBER/Master Plan	2015	29	4.4	127
Total	2015	127	78.35	712
Meetings	2016	134	4.25	569
Master Plan	2016	44	3.9	172
QLN Mtg/Assessment	2016	12	2	24
Total	2016	190	10.15	765
Grand Total		374	549	2,338

Harding County MainStreet Profit and Loss for 2014 through 2016			
Combined Reporting	Income	Expenses	Balance
Income - All Sources	\$123,340.44		\$123,340.44
Expenses - Combined		\$81,438.77	\$41,901.67
Net Income			\$41,901.67



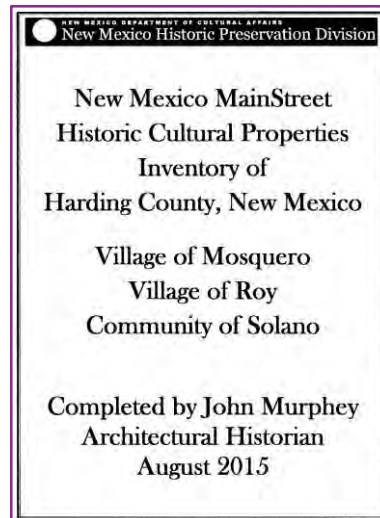
Careful budgeting allowed us to end the year with money in the bank!

Harding County MainStreet Return on Investment - 2014-2016

Services Received from Main Street	Amount
Calendar Year 2013	\$ 21,375
Calendar Year 2014	\$ 36,355
Calendar Year 2015	\$ 38,655
Calendar Year 2016	\$113,175
Total Cost of Services Received	\$209,560
Financial Support Received from Harding County	Amount
Calendar Year 2013	\$ None
Calendar Year 2014	\$15,000
Calendar Year 2015	\$ 50,000
Calendar Year 2016	\$ 50,000
Total Amount Received from Harding County	\$115,000

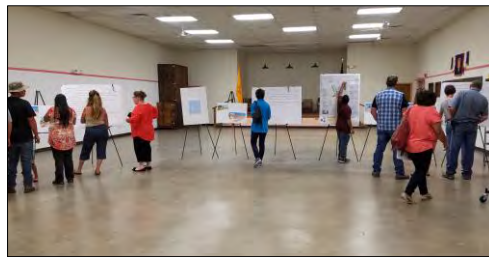
County of Harding received an 83% Return on their Investment!

What did HC MainStreet Accomplish?



Under the direction of Charlie Deans, Harding County MainStreet began the hard work of completing a Master Plan for each of the three locations.

Public Meetings were an important part of this process, that was completed in less than 8 months.



MOSQUERO VILLAGE CENTER REVITALIZATION PLAN

A METROPOLITAN REDEVELOPMENT AREA PLAN

A New Mexico MainStreet Community



Technical Assistance provided by:
CommunityByDesign
Harwick Transportation
Ijadi Planning and Design
Milagro Design
Draft July, 2016

Mosquero Recommendations and Projects

Plan Vision and Goals

Vision Statement for Harding County and Village Center Revitalization:

Harding County and its Villages are sustainable economic centers that support business and job creation. We are a close-knit safe community, where people look after one another without being intrusive. We have a variety of housing types to meet the needs of all community members. Our enhanced facilities and amenities are the result of regional collaboration and partnerships that work with local businesses and economic development groups. We value our rural way of life, ranching economy and cultural and historical assets.

Mosquero Village Center Revitalization Goals:

- Promote asset-based economic development that supports business and job creation in all of the county's economic sectors.
- Promote a variety of housing types to meet the needs of all community members, including an assisted living facility.
- Provide improved public facilities and amenities for residents and visitors.
- Expand events and amenities that are authentic and work well for both tourists and residents.
- Create a business incubator and a full service commercial kitchen facility.
- Assist young people in starting their own businesses.
- Encourage and support existing and new commercial services, such as a gas station, restaurant, bakery, barber, hair dresser, and café.
- Improve Main Street (NM 39) with street lights, sidewalks, landscaping, signage, and pedestrian and Bicycling safety improvements.
- Rehabilitate and repurpose vacant commercial buildings in the Main Street district.
- Promote the arts and provide artist live/work studios.
- Promote water conservation and water harvesting in landscapes, building and streets.
- Preserve and enhance our cultural and historic resources.

Recommendations and Projects were identified by consensus at a series of 4 Public Meetings attended by members of the community.



ROY VILLAGE CENTER REVITALIZATION PLAN

A METROPOLITAN REDEVELOPMENT AREA PLAN

A NEW MEXICO MAINSTREET COMMUNITY



Technical Assistance provided by:
 CommunityByDesign
 Ijadi Planning and Design
 Harwick Transportation
 Milagro Design

July, 2016

Roy Recommendations and Projects

Plan Vision and Goals

Vision Statement for Harding County and Village Center Revitalization:

Harding County and its Villages are sustainable economic centers that support business and job creation. We are a close-knit safe community, where people look after one another without being intrusive. We have a variety of housing types to meet the needs of all community members. Our enhanced facilities and amenities are the result of regional collaboration and partnerships that work with local businesses and economic development groups. We value our rural way of life, ranching economy and cultural and historical assets.

Roy Village Center Revitalization Goals:

- Promote asset-based economic development that supports business and job creation for all of the county's economic sectors.
- Promote a variety of housing types to meet the needs of all community members, including an assisted living facility.
- Provide improved public facilities and amenities for residents and visitors.
- Expand events and amenities that are authentic and work well for both tourists and residents.
- Create a business incubator and a full service commercial kitchen facility.
- Assist young people in starting their own businesses.
- Encourage and support existing and new commercial services, such as a gas station, restaurant, bakery, barber, hair dresser, and café.
- Improve Richelieu (NM 39) and Chicosa Streets with street lights, sidewalks, landscaping, signage, and Pedestrian and bicycling safety improvements.
- Rehabilitate and repurpose vacant commercial buildings in the Main Street district.
- Promote the arts and provide artist live/work studios.
- Promote water conservation and water harvesting in landscapes, building and streets.
- Preserve and enhance our cultural and historic resources.

Recommendations and Projects were identified by consensus at a series of 4 Public Meetings attended by members of the community.



SOLANO VILLAGE CENTER REVITALIZATION PLAN

A METROPOLITAN REDEVELOPMENT AREA PLAN

A NEW MEXICO MAINSTREET COMMUNITY



Technical Assistance provided by:

CommunityByDesign
Ijadi Planning and Design
Harwick Transportation
Milagro Design
July, 2016

Solano Recommendations and Projects

Plan Vision and Goals

Vision Statement for Harding County and Village Center Revitalization:

Harding County and its Villages are sustainable economic centers that support business and job creation. We are a close-knit safe community, where people look after one another without being intrusive. We have a variety of housing types to meet the needs of all community members. Our enhanced facilities and amenities are the result of regional collaboration and partnerships that work with local businesses and economic development groups. We value our rural way of life, ranching economy and cultural and historical assets.

Solano Revitalization Goals:

- Promote asset-based economic development that supports business and job creation for all of the county's economic sectors.
- Promote a variety of housing types to meet the needs of all community members, including an assisted living facility.
- Provide improved public facilities and amenities for residents and visitors.
- Expand events and amenities that are authentic and work well for both tourists and residents.
- Create a business incubator and a full service commercial kitchen facility.
- Assist young people in starting their own businesses.
- Improve the roads with pathways, landscaping, and signage.
- Rehabilitate and repurpose vacant commercial buildings in the Main Street district.
- Promote the arts and provide artist live/work studios.
- Promote water conservation and water harvesting in landscapes, building and streets.
- Preserve and enhance our cultural and historic resources.

Recommendations and Projects were identified by consensus at a series of 4 Public Meetings attended by members of the community.

Mills Canyon Campgrounds

Authentic western adventure. [TRUE]

Harding County is
NEW MEXICO true

Primitive Camping • Hiking • Fishing • Birding (IBA) • Photography
Picnic Tables • Wildlife Watching • No Cell Service

Discover Mills Canyon Campgrounds ten miles north of Roy, New Mexico on Hwy. 39. You'll enjoy miles and miles of the Canadian River as it winds through vast canyon walls, showcasing spectacular vistas.

Google "Mills Canyon" For More Info

Photo: US Forest Service

- ✓ Harding County MS purchased an ad in the USA Today National Parks & Recreation Special Edition.
- ✓ It goes out to 60 Million readers in paper and digital versions.
- ✓ People will be coming to Harding County.
- ✓ Raffle for 2 prime seats to a Broncos Game + \$500 + a night at the Brown Palace Hotel in Denver made \$2,260 to help pay for the ad.

- Harding County MainStreet sincerely requests:
 - ✓ Approval of the proposed Memorandum of Understanding with New Mexico MainStreet, and adoption of the Resolution because IT IS WORKING!
- MainStreet Board Members are trained in community revitalization
- Our MainStreet Districts continue to develop & support new businesses
- Increased Gross Receipts Tax is good for Harding County!



- ✓ Harding County MainStreet has achieved National Accreditation Status
- ✓ This entitles our Program to additional services from New Mexico MainStreet

Thank you for your attention!

We are happy to answer any questions

