BUSINESS DEVELOPMENT PACK

Created by Portales MainStreet

CHOOSING PORTALES
Business Start Up Guide & Resource

Provided by Portales MainStreet Program 575-226-3783

PORTALES MAINSTREET

Portales MainStreet partners with merchants and the community to act as a catalyst for the development of business and the enhancement of quality of life.

Our organization is working to develop Downtown Portales into a beautiful, restored and rejuvenated historic area that invites and encourages the development of current and future business through professional and cultural endeavors.

From entertainment venues to retail stores, professional services to residential spaces, the Heart of Portales is working to create a well-rounded, versatile downtown community for the residents of Portales, visitors, and travelers alike to enjoy!
**WHY DOWNTOWN PORTALES AND PORTALES MAINSTREET?**

Portales MainStreet follows the National Main Street Center standards of the Four-Point Approach which focuses on Economic Vitality, Design, Organization and Promotions to better the district and Portales as a whole.

**Economic Vitality:** Strengthen downtown’s economy by sustaining current merchants, attracting new investment by providing info and support to entrepreneurs, sharing information about the downtown market, recruiting new businesses and providing business with technical support.

**Design:** Preserve downtown’s historic district character, encourage building renovation, enhance public spaces, clean and beautify downtown, and educate owners about building maintenance.

**Organization:** Manage a strong group of volunteers throughout the City of Portales, and bring together the public and private sectors to reach consensus and act to improve downtown and to raise funds and volunteers to get MainStreet’s work done.

**Promotions:** Special events and festivals, projects that build awareness of businesses, supporting other organizations’ events, positive media coverage of events, and overall image development for downtown Portales.

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**THE TIME IS NOW**

Roosevelt County:

- 2015 Estimated Population - 19,120
- 2014 Under the Age of 5 - 7.6%
- Under the Age of 18 - 24%
- Age 65 and older - 12%
- Median Household Income - $36,567

Race:
- White - 54%
- Hispanic - 40%
- American American - 2.5%
- Asian - 1.5%
- Pacific Islander - 0.3%
- Population per square mile - 8.1

Eastern New Mexico University’s enrollment is more than 6,000 students with over 60 degree programs.

Cannon Air Force Base location is only 11 miles to the north of Portales, numerous personnel and their families along with contractors call Portales home. CAFB currently has over 5,200 personnel employed at the base.
NEW MEXICO MAINSTREET

Program Services
New Mexico MainStreet serves as a resource and support network for designated MainStreet communities, providing them with technical assistance, resources, and information in their revitalization efforts to create healthy, sustainable downtowns. From the basics of the Main Street Four-Point Approach® to advanced downtown development strategies, New Mexico MainStreet offers educational and specialized services to designated communities.

On-site Technical Assistance
A team of MainStreet professionals (Program Associates) specializing in aspects of the Four-Point Approach® provides free, on-site technical assistance to designated MainStreet communities. Technical assistance is specifically tailored to each community to help launch revitalization efforts as well as help mature communities tackle more complicated issues.

Technical Assistance includes:

- Visits from specialists to offer intensive assistance on a specific aspect of revitalization.
- Visits to communities to critically assess the needs and issues facing the downtown district.
- Annual site visit and review to help local MainStreet programs maintain compliance and address issues specific to their community.

MAIN STREET AMERICA

Organization
Establishing and maintaining a successful nonprofit organization
- Grant writing and fundraising assistance
- Volunteer development
- Professional development
- Resource development to implement Transformation Strategies
- Establishing Economic Performance Measures

Promotion
- Positioning Main Street as a hub of economic activity
- Branding and logo development
- Event planning and implementation
- Marketing for tourists
- Merchandising assistance

Design
- Conceptual architectural design and adaptive reuse strategies
- Streetscape, plazamaking, facade improvements and public art integration
- Interior design, window displays and lighting
- Historic preservation research and services
- Downtown Master Plan development

Economic Vitality
- Market analysis, business plans and small business support
- Business retention, strengthening and expansion strategies
- Business recruitment strategies
- Development project financial feasibility analysis
- Financial revitalization tool development
- Urban Design (Plazamaking)
- Reporting Economic Performance Measures
- Live/Work mixed-use space development
- New Mexico MainStreet Trainings

IMPORTANT NUMBERS

Obtaining Business License
City of Portal
575.356.6662
www.portalcedw.gov

Business Development Programs
Portales MainStreet Program
575.356.5743
www.portalcedw.gov

Roosevelt County Community Development
575.356.8341
www.roosevelteco.org

Roosevelt County Chamber
575.356.8341
www.porac.com

Small Business Development Center
at Clovis Community College
575.769.4536
www.sbd.org/lasvis

Utilities
City of Portal
575.356.6662
www.portalcedw.gov

Roosevelt County Water Cooperative
575.356.6890

New Mexico Gas Company
575.356.4531
www.nmgco.com

Yucca Telecom
575.356.2255
www.yuccatellcom.com

Xcel Energy
www.xcelenergy.com

BUSINESS RESOURCES

Insurance
757.356.6621 Farm Bureau
757.356.5061 Farmer’s Insurance - Jeff Fontanilla
757.356.6674 Hunton Insurance Agency
757.356.8787 Pebsworth Insurance
757.356.8503 State Farm - David Bonner

Accounting
757.226.6400 A&D Accounting
757.356.0330 Edward Jones
757.356.8352 H&H Block
757.226.8406 Lewis Accounting
757.359.1264 Randy Burnett, CPA
757.356.8564 Roy Woodard Accounting
757.356.5269 Sun Loan
757.356.8574 Terry L. Cone
Important Information

Four Points are important for new and existing businesses to understand our mission.

Demographic information pertaining to our community (many do not research this information).

Downtown Business Mix informs new entrepreneurs of existing businesses, or where our community lacks services and products.
Important Information

Always important to spread the word about NMMS!

Many are unaware of the first steps needed to start a business correctly.