

# 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.

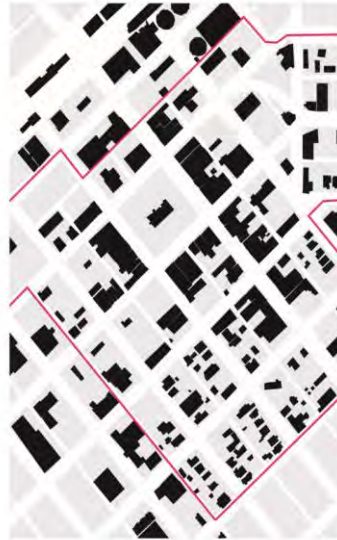
**Economic Vitality:** Strengthen downtown's economy by sustaining current merchants, attracting new investment by providing info and support to entrepreneurs, sharing information about the downtown market, recruiting new businesses and providing business with technical support.

**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.

## DOWNTOWN DISTRICT MAP



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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

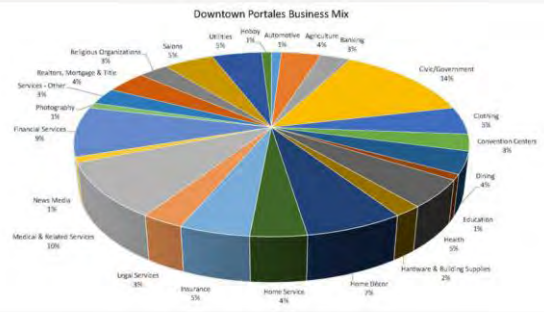
Race:  
 White - 54%  
 Hispanic - 40%  
 American American - 2.5%  
 Asian - 1.6%  
 Pacific Islander - 0.3%

Population per square mile - 8.1  
 \*Information provided by the Census Bureau

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.

## Downtown Business Mix







**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.



**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, placemaking, 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 (Placemaking)
- Reporting Economic Performance Measures
- Live/work mixed-use space development
- New Mexico MainStreet Trainings



**IMPORTANT NUMBERS**

- Obtaining Business License**  
City of Portales  
575.356.8449  
www.portalesnm.gov
- Business Development Programs**  
Portales MainStreet Program  
575.226.3783  
www.portalesmainstreet.org
- Roosevelt County Community Develop.**  
575.356.8541  
www.rooseveltccdc.org
- Roosevelt County Chamber**  
575.356.8541  
www.portales.com
- Small Business Development Center at Clovis Community College**  
575.769.4136  
www.sbdc.org/clovis
- Utilities**  
City of Portales  
575.356.6662  
www.portalesnm.gov
- Roosevelt County Water Cooperative**  
575.356.6806
- New Mexico Gas Company**  
575.356.4451  
www.nmgco.com
- Yucca Telecom**  
575.226.2255  
www.yuccatelecom.com
- Xcel Energy**  
www.xcelenergy.com



**BUSINESS RESOURCES**

- Insurance**  
757.356.6621 Farm Bureau  
575.356.5061 Farmer's Insurance - Jeff Fontanilla  
575.356.6676 Hunton Insurance Agency  
575.356.8787 Pebsworth Insurance  
575.356.8503 State Farm - David Bonner
- Accounting**  
575.226.6400 A&D Accounting  
575.356.0330 Edward Jones  
575.356.8352 H&R Block  
575.226.8406 Lewis Accounting  
575.359.1264 Randy Burnett, CPA  
575.356.8564 Roy Woodard Accounting  
575.356.3269 Sun Loan  
575.356.8574 Terry L. Cone

# BUSINESS PLAN



Contact Portales MainStreet to receive a digital workable copy. Paper copy available upon request.  
[admin@portalesmainstreet.org](mailto:admin@portalesmainstreet.org)

## 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.

**WHY DOWNTOWN PORTALES AND PORTALES MAINSTREET?**

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

**Economic Health:** Strengthen downtown's success by sustaining current merchants, attracting new investments by providing info, and support to entrepreneurs, sharing information about the downtown market, recruiting new businesses and growing business with national support.

**Safety:** Preserve downtown's history, historic character, encourage building renovation, enhance public spaces, clean and beautify downtown, and educate owners about building maintenance.

**Appearance:** Manage a working group of volunteers throughout the City of Portales, and bring together the public and private sectors to mark anniversaries and act to improve downtown and to raise funds and volunteers to get MainStreet's work done.

**Promotions:** Social events and festivals, provide the "local business" of downtown, organizing other organizations, events, provide media coverage of events, and overall image development for downtown Portales.

**THE TIME IS NOW**

Roosevelt County:

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Race:  
 White - 54%  
 Hispanic - 40%  
 American American - 2.5%  
 Asian - 1.6%  
 Pacific Islander - 0.5%



# Important Information

Always important to spread the word about NMMS!

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



**Program Services**

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**Technical Assistance includes:**

- Visits from specialists to offer intensive assistance on a specific aspect of revitalization.
- Visits to communities to critically assess the assets and issues facing the downtown district.
- Annual assessments to help MainStreet projects assess programs and address specific issues.

Resource team visits to newly designated communities to help local program develop effective strategies to begin revitalization.



**Organization**

- Establishing and maintaining a successful nonprofit organization
- Grant writing and fundraising assistance
- Volunteer development

**Professional development**

- Resource development in employees
- Transformation Strategies
- Establishing Economic Performance Measures

**Foundation**

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

**Design**

- Conceptual architectural design and adaptive reuse strategies
- Site-specific, placemaking, signage improvements and public art integration
- Interior design, window displays and lighting
- Historic preservation research and services
- Downtown Master Plan development

**Economic Viability**

- Market analysis, business plans and retail business support
- Business retention, strengthening and expansion strategies
- Business recruitment strategies
- Development project financial feasibility analysis
- Financial availability tool development
- Urban Design (Placemaking)
- Reporting Economic Performance Measures
- Local-level shared use space development
- New Mexico MainStreet Trainings



- IMPORTANT NUMBERS**
- Utahville Business District**  
City of Parkers  
505.226.2427  
www.utahville.org
  - Business Development Program**  
505.226.2427  
www.utahville.org
  - Research County Community Devision**  
515.766.6141  
www.research.org
  - Research County Chamber**  
515.766.6141  
www.research.org
  - Small Business Development Center**  
411 West Community College  
515.766.6124  
www.sbc.research.org
  - Utahville**  
City of Parkers  
505.226.2427  
www.utahville.org
  - Research County Water Cooperative**  
515.766.6160
  - New Mexico Gas Company**  
505.226.2427  
www.nmgc.com
  - Utahville Region**  
505.226.2427  
www.utahville.org
  - Utah Energy**  
www.utahenergy.com