WELCOME TO PORTALES

Live
Be
Shop LOCAL
Show some local love!
FROM THE SMELL OF NEW LEATHER

TO TIGHT FITTING PANTS...

WE’VE GOT IT ALL!
UNIQUE TO PORTALES

CUSTOM JEWELRY  DVD RENTAL STORE  YARN SHOP

From Early Mornings

Do Drop In
To late night shenanigans

WHY JUST SHOP AND EAT WHEN YOU CAN LIVE DOWNTOWN!?!
JUST TRAVELING THROUGH? WE GOT YOU COVERED TOO!

HERITAGE DAYS FUN RUN

• Longest running (no pun intended!) Portales MS event.
• This event started before we were incorporated as a MainStreet Program!
• Raised nearly $30,000 from this event!
SAFE TRICK OR TREAT

• Food Drive at Times Remembered Photography – Over 600 cans raised each year.
• Last year had over 2,200 people downtown, with 1,500 kids dressed to scare!
• New addition this year of kids and pet costume contest

ATIONAL COLLECTOR CAR APPRECIATION DAY

Event continues to grow each year
Over 60 years entered.
Car enthusiasts love this event because it’s low key and affordable.
THE NOT SO SUCCESSFUL EVENT
PROGRESS ON ETS

Actively seeking funding options.
Met with Robynne twice and currently working on logo. Actively seeking funding options.
Kicking Butt on this one as seen on previous slide!
Approved $600 to be used in the spring.

Attend City Council Meetings on Quarterly basis.
Attend Radio bi-weekly Organization Meetings: Chamber, Leadership Portales, Ambassadors, Altrusa.

PROGRESS ON ETS

Business Director on Page. Articles written by news outlets in local area highlight on Website.
After being empty for 1.5 years, A.J.’s Wings has moved in.
Working with local COG and the SET program with NMSU and USDA.
Hang-time with Robyne!
Fifth Friday Event 3x year; Movie nights 4x times.
All Day Every Day
More info to come!
Have worked closely with Amy all year to have an amazing fundraising campaign.
Three Words...Mandated Community Service.
BUSINESS QUESTIONNAIRE

• Have received 29 completed forms back.
• 46,129 views on social media.
• Informs Portales MS on products and services business offer.
• Give businesses an opportunity to volunteer or sponsor an event or project.

CHRISTMAS DECORATION

Phase 1:
• Flitter Disc around Courthouse Square
• Garland and Bows around pedestrian lights on Main Street

Phase 2:
• Flitter Disc around along 1st and 2nd Street
• Garland and Bows around light poles around Square (outer sidewalks)

Main Fundraising Plan:
GoFundMe
Door to Door
Façade Grant Improvement Program

Four businesses were approved up to $1,500 in assistance. Over $8,000 was reinvested back into the community.

BUSINESS MIX

Brand ourselves as a versatile downtown, one-stop-shop

- Largely a service related downtown with medical
- Unique that we have a stand alone pharmacy
- Two hardware/lumber stores
- Three Churches downtown
THE YAM THEATRE
Days of Usage
23    Weekend Events
36    Weekday Events
27    The Porch (signed for two years)

Types of Events
8      Weddings
9      Business
20     Non-profit
6      Reunions
6      Concerts
3      Christmas
6      Other

3,160  Catered (55%)

Over All Attendance
5,675  Over all
1,169  Out of Town (20%)

Total Revenue - $15,316.93
That’s Portales in a nutshell