



WELCOME TO PORTALES



# 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



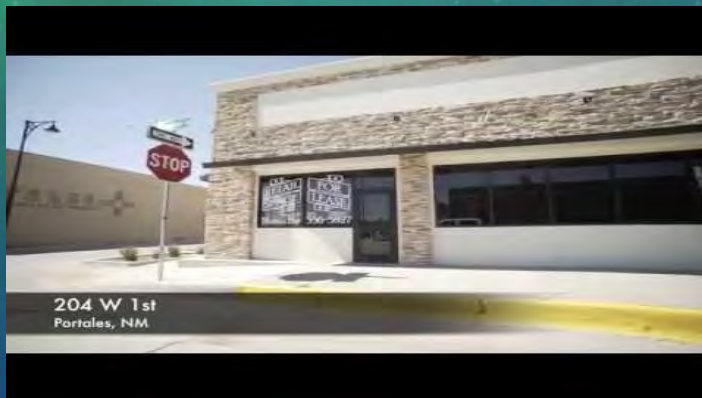
# From Early Mornings



# 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



## NATIONAL 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

MainStreet Economic Transformation Strategy	
<p><b>Strategy #1:</b> Minimize Economic Leakage Pouring Out From Our Community</p> <p><b>Summary:</b> Promote the versatile assets of downtown Portales to reduce leakage to regional cities and ecommerce.</p>	<p><b>Outcomes</b></p> <ol style="list-style-type: none"> <li>1. Create awareness of products and services offered in district</li> <li>2. Increase the local economy through monies spent at local business</li> <li>3. Maintain and increase gross receipt tax revenue</li> <li>4. Create a sense of one-stop shop destination</li> </ol>
<p><b>4-Point Actions:</b></p>	
<p><b>Economic Vitality</b></p> <ol style="list-style-type: none"> <li>1. Complete Community survey of wanted merchants and products in Portales.</li> <li>2. Prepare and disperse market analysis to existing businesses to capture leakage and bring awareness of shopping trends locally and regionally.</li> <li>3. Provide continuous business education to merchants.</li> </ol>	
<p><b>Promotion</b></p> <ol style="list-style-type: none"> <li>1. Receive technical assistance from New Mexico MainStreet in branding the uniqueness of our downtown and creating a shop local campaign to be used by Portales MainStreet, Roosevelt County Chamber of Commerce, Roosevelt County Community Development and the City of Portales.</li> <li>2. Create networking event for local merchants to voice ideas on achieving a thriving downtown.</li> <li>3. Highlight businesses on social media and web to increase the awareness of their products, the history of their business, and how they help improve our town through monetary and volunteer efforts.</li> </ol>	
<p><b>Design</b></p> <ol style="list-style-type: none"> <li>1. Continue partnership with the City of Portales and New Mexico Clean and Beautiful for private and public flower pots to create an inviting business district to stop and shop.</li> <li>2. Cleverly hide vacant properties with murals, signage, or other visually appealing graphics.</li> </ol>	
<p><b>Organization</b></p> <ol style="list-style-type: none"> <li>1. Maintain presence in community through outreach avenues such as press releases, bi-weekly radio appearance, and attending community functions.</li> <li>2. Maintain current information on retail trends.</li> </ol>	

# 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

Portales MainStreet Economic Transformation Strategy #2	
<p><b>Strategy 2:</b> Develop downtown Portales as a vibrant, regional dining and entertainment destination</p> <p><b>Summary:</b> Develop downtown Portales as a dining and entertainment destination by providing and supporting a variety of entertainment options, supporting existing dining and nightlife businesses, hosting and supporting events to draw residents and regional visitors to the district, developing a marketing and branding campaign, and enhancing the physical environment</p>	<p><b>Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Increased sales from existing businesses (retail, dining, nightlife, etc.)</li> <li>2. Increased GRT</li> <li>3. Increased property values</li> <li>4. Greater community awareness of entertainment/dining options</li> <li>5. Increased business foot traffic and attendance at events</li> <li>6. Additional funds generated for operating expenses and programs</li> </ol>
<p><b>Four Point Activities &amp; Projects:</b></p>	
<p><b>Economic Vitality</b></p> <ol style="list-style-type: none"> <li>1. Market ACT Downtown to district businesses and facilitate its implementation</li> <li>2. Use digital marketing methods (social media and website) to promote entertainment and dining-related businesses</li> <li>3. Target "Vines" restaurant space for restaurant business recruitment</li> <li>4. Identify other potential businesses recruitment targets to support development of dining and entertainment district</li> </ol>	
<p><b>Promotion</b></p> <ol style="list-style-type: none"> <li>1. Request NIMS technical assistance to develop branding and marketing campaign, with emphasis on Shop Local, with input from partner organizations</li> <li>2. Request NIMS technical assistance to assess and strengthen existing/past events</li> <li>3. Continue implementation of annual events that support dining and entertainment district, particularly those that utilize the two downtown event venues, the Yam Theater and the Star Gazer</li> <li>4. Continue management of the Yam Theater and explore additional uses to draw people to the venue and district</li> </ol>	
<p><b>Design</b></p> <ol style="list-style-type: none"> <li>1. Continue façade grant improvement program; expand to include volunteer façade squads</li> <li>2. Facilitate trash can maintenance partnership with merchants</li> <li>3. Design and purchase banners for district light poles</li> </ol>	
<p><b>Organization</b></p> <ol style="list-style-type: none"> <li>1. Work with municipality to establish a MSA and develop a plan</li> <li>2. Build partnerships with other organizations and businesses that will assist with the implementation of ETS projects and activities</li> <li>3. Develop budgets and fundraising plans for implementation of ETS projects and activities</li> <li>4. Identify event(s) that can generate revenue for operating expenses</li> <li>5. Identify activities to generate additional revenue from Yam Theater</li> <li>6. Create task squads/committees for implementation of ETS projects and activities</li> <li>7. Develop volunteer recruitment strategies (individuals and partner organizations) for implementation of ETS projects and activities</li> </ol>	



# 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.

Portales MainStreet Program and Historic YAM Theatre  
 P.O. Box 302  
 Portales, NM 86130  
[www.portalesmainstreet.org](http://www.portalesmainstreet.org)  
 Cell: 575-226-3793  
 Fax: 575-226-3784



## Help Us Highlight Your Business

Portales MainStreet wants to know you and your business better. By filling out the questionnaire below we will be able to better promote your business and all of downtown Portales. Please fill out the form and email to Sandy Vigil at [sandy@portalesmainstreet.com](mailto:sandy@portalesmainstreet.com), mail to P.O. Box 302, or call Sandy to come pick-up the form at 575-226-3783.

Thank you for helping us keep in touch with your business!

Business Name: \_\_\_\_\_  
 Owner's Name: \_\_\_\_\_  
 Year Business started in Portales: \_\_\_\_\_  
 Business Profile: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Interesting facts about your business: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Turn Over →

Products or services to highlight: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Your opinion counts. How can Portales MainStreet make a difference for your business? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

The following information would enable us to keep you informed about Portales MainStreet's activities:

Mailing address: \_\_\_\_\_  
 Email address: \_\_\_\_\_  
 Best contact name and phone number: \_\_\_\_\_

I would benefit from participating in the following:

Volunteer

Sponsor an Event with Portales MainStreet

Sponsor a Project with Portales MainStreet

Other, I would enjoy participating in \_\_\_\_\_

# CHRISTMAS DECORATION



## Phase 1:

- Flitter Disc around Courthouse Square
- Garland and Bows around pedestrian lights on Main Street

## Phase 2:

- Flitter Disc around along 1<sup>st</sup> and 2<sup>nd</sup> Street
- Garland and Bows around light poles around Square (outer sidewalks)

## Main Fundraising Plan:

- GoFundMe
- Door to Door



## Façade Grant Improvement Program

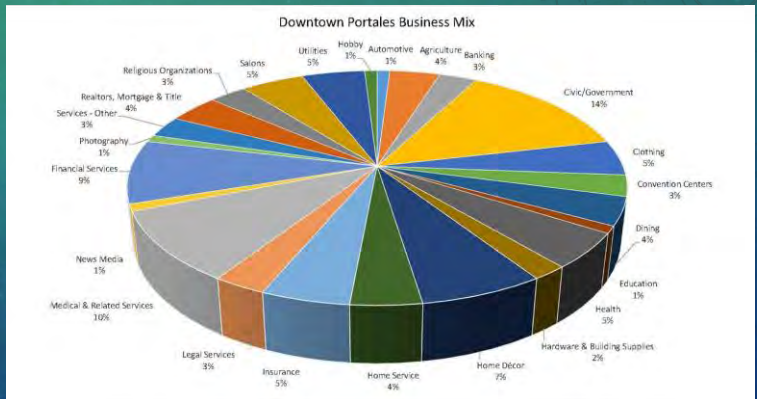
Four businesses were approved up to \$1,500 in assistances. Over \$8,000 was reinvested back into the community.



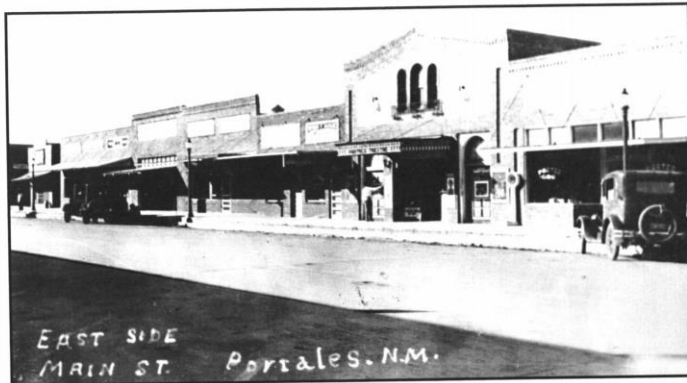
## BUSINESS MIX

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

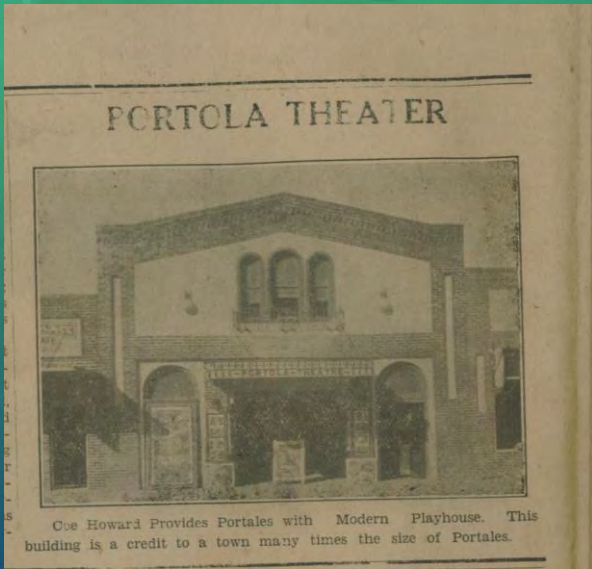


**Spirs & Black**  
(unknown business)

**Portola Theater**  
Moving Pictures Theater,  
circa 1925

**Porter Grocery**





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

