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Frontier Community Initiative

- Established in 2013 by NM Legislature
- Coordinated by New Mexico MainStreet
- Eligible to rural communities with < 7,500 residents
- Focus on catalytic economic development projects in a traditional business district
Benefits of the Frontier Communities Initiative

• Rural communities propose a project with positive impact in job creation, business development or enhancing the economic environment.

• Communities receive services – this is not a grant program – for selected Organizational, Design, Economic Development and Promotions projects (competitive application process).

• Organizational Development – “Plant the seeds” to expand local capacity of ‘community-builders’ – people continuing to work together after the project is finished to strengthen existing community development.

• Frontier Community Partners have access to MainStreet Institutes, Workshops, Leadership Network Meetings and Conferences.
Benefits of the Frontier Communities Initiative

• Technical Assistance provided by NMMS Associates/Experts

• Professional services provided are first phase conceptual getting project ready to move forward to receive funding necessary to move to the next stage of implementation.

• New Mexico MainStreet professionals will assist the Frontier Community in reviewing a number of financing options from federal, state, foundation and other fund raising sources.
2014-2015 MainStreet Communities

28 MainStreet Communities

9 Arts & Cultural Districts

13 Current Frontier Communities
Columbus: Gazebo Restoration, Plaza Improvements (Design)
2013-2014 Frontier Community Projects

Hurley: Business District Streetscape (Design)

Before

West End Concept

After
2013-2014 Frontier Community Projects

Santa Clara: Streetscape and Wayfinding (Design)

Before

After

Wayfinding
Other 2013-2014 Frontier Community Projects

• Lordsburg: Motel Drive Revitalization Plan (Design)

• Madrid: Shared Workspace Center (Economic Positioning)

• Moriarty: Urban Planning (UNM Design Studio)

• Wagon Mound: Historic Preservation and Façade Improvements (Design)
2013-2015 Frontier Community Projects

Carrizozo: Branding and Imaging for Revitalization (Promotions) Streetscape Design and State Historic District Designation

Carrizozo Community Participation Event
Current 2014-2015 Frontier Community Projects

- Tularosa: Granado St Revitalization Plan and Visitor Center Building (Design)
- Anton Chico: Business Incubator Space Work Plan (Economic Positioning)
- Questa: Façade and Pedestrian Improvements (Design)
- Aztec: MRA Designation and Business Recruitment (Economic Positioning and Design)
Getting Started

- Establish a revitalization team (steering committee/task force)
- Prepare/submit the application
- Obtain commitments of local partners and acquire funds
- Engage technical assistance, planning
- Create implementation teams
- Execute (12 – 18 months)
For More Information

Daniel Gutierrez, Assistant Director
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505-827-0151

New Mexico MainStreet Program
Joseph M. Montoya Building
1100 South St. Francis Drive
Santa Fe, NM 87501
505-827-0151

www.nmmainstreet.org
Visit us on Facebook/NMMainStreet
APPLICATION

This application is intended to assist New Mexico MainStreet in understanding your project goals and local capacity to meet those goals, as well as identifying the best resources NMMS can provide to your task group to successfully implement your project.

*Our NMMS staff is available to assist you through the process of filling out and filing this application. Please do contact us if you need help in addressing any of the questions.*

- Applicants with demonstrated attendance at one of the Pre-Application workshops will receive 10 bonus points to the possible score of 100.

- **Frontier Community Applications are due July 7th, 2015** to the Economic Development Department **no later than 3 pm**. The Department will not take responsibility for applications delivered after 3 pm. We strongly urge you to use a certified carrier or hand deliver.

- Announcement of designated Frontier Communities will be in late summer.

- Projects will begin in early fall of 2015.

Daniel Gutierrez, Assistant Director, New Mexico MainStreet
daniel.gutierrez2@nm.state.us
505-827-0151
SECTION 1. ORGANIZATIONAL INFORMATION

1. Name of Community:

2. Contact Person (Local coordinator of project):
   Name:
   Address:
   Email:
   Phone:

3. Municipal/County/COG/Tribal/ Land Grant Contact Person (Public sector partner representative):
   Name:
   Address:
   Email:
   Phone:

4. Are you a 501c3 organization, or do you have a c3 partner who can receive and process financial resources for projects funds and/or grants?

5. List local partners who have committed to assist with the project. Describe resources they have committed (expertise, human/financial resources, in-kind supports, etc.)

6. What local funds or funding sources are available to support the project? If no funds are available, what fundraising activities will be considered?

7. Organizational Development is an important component of capacity building and should be incorporated into every Frontier Communities Initiative economic development project. (Example strategies include: State incorporation of a community economic development or cultural economic development organization (Articles and Bylaws); Assistance filing for federal nonprofit status (501c3) with the IRS; Implementation of work or action plan; and Volunteer/board engagement and development.)

With this in mind, what are the most critical organizational challenges that you may want assistance with in order complete the project?
SECTION 2. TYPE of PROJECT (choose one service – check only one box)

- **Image Development & Branding or Event Development** *(Answer questions 8–15 below then fill out A.1. – A.8. below)*
  
  **Example strategies:**
  - Image Development Workshop
  - Logo Development
  - Marketing Plan
  - Destination Event

- **Building Renovation/Restoration/Adaptive Reuse** *(Answer questions in SECTION 3, 8–15 then fill out B.1.-B.7. below)*
  
  **Example strategies:**
  - Restoration of an Historic Building
  - Live/work space
  - Commercial kitchen or incubator
  - Interior redesign

- **Façade Improvement Program** *(Answer questions in SECTION 3, 8–15 below then fill out B.1.-B.7. below)*
  
  (Project will require local coordinator to secure permission to paint/improve at least two contiguous building facades.)
  
  **Example strategies (only one per application):**
  - Facade Squad
  - Awning and business sign improvements
  - Window treatments and window displays
  - Pedestrian amenities
  - Historic Building Survey

- **Placemaking and Revitalization Plans** *(Answer questions in SECTION 3, 8–15 then fill out B.1. – B.7. below)*
  
  **Example strategies (only one per application):**
  - Downtown Revitalization Plan
  - Metropolitan redevelopment Plan
  - Plaza or courthouse square restoration
  - Integration of public art on street
  - Tactical urbanism project
  - Bicycle and pedestrian amenities

- **New Business/Entrepreneur Development** *(Answer questions in SECTION 3, 8–15 then fill out C.1. – C.6. below)*
  
  **Example strategies (only one per application):**
  - “Pop up” businesses
  - Business retention
  - Business recruitment
  - Local entrepreneur support program
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SECTION 3. COMMUNITY INFORMATION

8. Provide a brief narrative (2 paragraphs maximum), about where the project is to take place.

9. Geographic parameters and demographics. Provide a brief description (2 paragraphs maximum), of strengths and characteristics of the town center and the region.

10. Attach 4-8 pictures that provide a visual image of the project or project area. If there are any previous design or conceptual work please include (attach in the back of the application).

11. Provide a map of the core commercial district area where the project will be implemented.

12. What do you wish to accomplish for your community by applying for your project? (2 paragraphs maximum)

13. How will the project produce direct economic development outcomes in the form of business retention/creation, job creation, and/or property reinvestment? (2 paragraphs maximum)

14. Please list (print name) the group of local individuals who will assist in completing the project (at least 5 people and their email and/or phone number are required).

15. Please list the cultural and historic assets within the core commercial district where your project is located.
SECTION 4. PROJECT INFORMATION

A. For Image Development & Branding or Event Development
   (Fill out this section only if your project is in this area of development)

First and foremost, the identity you create (whether through an image development and branding project, a marketing project or a destination event project) needs to be for and about your community. You will need to focus on one asset, whether building upon an existing identity or one that gives it a new spin. It is essential that it has authenticity and meaning to the people in your group and in your community.

The best approach focuses on the character and cultures of the community and its local assets. Your community’s ability to assess, reassess and take advantage of its assets will impact the success of the project and enable the community to better weather economic and social change, building resiliency into your programs and projects.

A 1. Have you developed a vision and/or mission statement for your community? If so, please provide the text.

A 2. List three commonly shared values that help define your community

A 3. Provide a list of three assets of your community’s district that help define the unique character of your community. Have any of these assets been used for image, branding, or event development in the past? If so, please elaborate.

A 4. Have you identified a key asset to focus on, or do you need assistance in this stage of the process?

A 5. What resources do you have to support your effort? Please list.

A 6. Please list the outcomes you hope to achieve with this project.

A 7. Have you identified measures to know you have succeeded? Please list what those measures would be.

A 8. What sources of funding have been dedicated to implement the project? Please list
B. For Buildings, Façade Improvements, Placemaking, and Revitalization Plans

(Fill out this section only if your project is in this area of development)

Developing public infrastructure and investing in capital improvement has a direct impact in stimulating private sector reinvestment. The community’s choice of a catalytic project has significance not only for the potential redevelopment of the selected project but can have a positive spill-over effect, stimulating interest and action for additional projects. Revitalization is an on-going, incremental community effort.

B 1. Is the project on the municipal Comprehensive Plan or Master Plan? If so please include a copy of the language that references the project.

B 2. Is the project on the Infrastructure and Capital Improvement Plan of the municipality?

B 3. Is the project part of an Economic Development Plan of the municipality, county or Council of Governments (COG)?

B 4. List any other plans or studies in which this project has been previously identified.

B 5. Is the project on the State Register of Cultural Properties with the New Mexico Historic Preservation Division? If not, do you think it may be eligible?

B 6. Is the project within or adjacent to a designated state or federal highway? If so what engagement have you had with NM Department of Transportation about this project?

B 7. What sources of funding have been explored or dedicated to implement the project?
C. For Business and Entrepreneur Development  
(Fill out this section only if your project is in this area of development)

Creating opportunity and space for local entrepreneurs to develop their businesses supports the individual business owner while re-developing the commercial core. Assisting property owners to fill vacant commercial properties encourages the development of new markets and private sector reinvestment. This strategy seeks to match willing property owners with local entrepreneurs to jump-start a new business and sustain that business over time.

C 1. In the last five years, has there been a market analysis of the community for potential business development by your municipality, county or Council of Governments (COG)? Please provide us with the study or the person to contact to review the study.

C 2. Is there an informal or formal business network or association in the community?

C 3. How will you identify potential business investors or entrepreneurs?

C 4. Have you identified property owners with vacant commercial space willing to participate in this project?

C 5. Please provide the location of the commercial property, a few pictures of the interior and exterior of the property and the name and contact information of the property owner.

C 6. What sources of funding have been dedicated to implement the project?
Person completing application

Print Name and Title:___________________________________________________________________

Signature ___________________________________________ Date _____________

Thank you for taking the time to complete the application. Please print the completed form and submit one original and four copies by **July 7, 2015 to the Economic Development Department no later than 3:00pm**.

Economic Development Department
Joseph M. Montoya Building
1100 South St. Francis Drive
PO Box 20003
Santa Fe, NM 87504-5003

The Department will not take responsibility for lost or late applications.

The deadline of 3:00 pm will be strictly enforced; **any applications delivered after 3:00 pm cannot be accepted**. We strongly urge you to use a certified carrier (tracking number) or hand deliver.

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