



Frontier
Communities
Initiative

Frontier Communities Initiative Narrative, Eligibility, Expectations, and Application

The Frontier Communities Initiative is a community-driven, asset-based economic development program created by the Legislature in 2013 and coordinated through the New Mexico MainStreet Program to provide support to rural communities under 7,500 in population. The initiative is project based and designed to serve smaller New Mexico communities that may not have the capacity or resources to operate a full-fledged MainStreet Program. The primary focus of the initiative is the implementation of catalytic economic development projects that have substantial impact on job creation, business development, leveraging of private sector reinvestment, or enhancement of the community's economic environment.

Through this competitive application process, community stakeholders in partnership with their local governing body will identify a design or planning economic development project within a town center, village plaza, courthouse square or commercial historic corridor. Selected communities will receive professional, technical assistance from New Mexico MainStreet (NMMS) to develop, implement, and complete the proposed project within a 12 to 18 month time frame. The number of Frontier Communities designated each year is contingent upon the New Mexico State Legislature's annual appropriation for the New Mexico MainStreet Program.

Services and resources provided to the applicant community by NMMS and our Revitalization Specialist will be tied to the State Program's Economic Transformation Strategies and the *Main Street Four-Point Approach*®, an interdisciplinary set of strategies that assist the revitalization of historic and traditional commercial districts. The types of services and resources provided will be based on available resources and the type of project proposed.

The Frontier Communities Initiative is not a grant program, and direct funding for selected projects is not part of the services or resources provided. NMMS will work with funding partners to identify potential resources or small seed grants, however, the local community is expected to either have in-hand or identify local financial resources to complete the proposed project.

Applicants accepted into the Frontier Communities Initiative are not considered a designated MainStreet program, nor may they use the MainStreet name for this initiative. Selected applicant communities are designated as a *Frontier Communities Initiative Project*. However, for some participating communities, the Frontier Communities Initiative may also serve as a way to build capacity to become an NMMS Accelerator Community that leads to MainStreet Program designation.

Regardless of whether the Frontier Community ends up applying for the Accelerator Community Process or not, the program hopes to plant the seeds to expand local capacity **to develop “community-builders” – people continuing to work together after the project is finished to strengthen existing community development groups and support networks to continue the work of revitalization, bolster community pride and identity, preserve cultural heritage, transmit values and history, build economic and social capital, and stimulate economic development.**

ELIGIBILITY and EXPECTATIONS

- An applicant community may be an incorporated municipality **under 7,500 in population**. Unincorporated villages and towns may also apply if the County or the Council of Governments takes on full fiscal and financial partnership responsibilities for the proposed project. Tribal/Pueblo governments and Land Grant governments are also eligible as part of the application criteria.
- Applicant communities are encouraged to engage not only their local governing body, but also their county government, regional Council of Governments, and where applicable, Land Grant or Tribal/Pueblo government. Letters of support from your State Legislators are highly recommended.
- **The applicant community cannot be currently designated as a MainStreet, Arts & Cultural District Program, or Accelerator Community.**
- Applications are reviewed and ranked by New Mexico MainStreet professionals. **The selection process is very competitive and it is highly recommended that applicants attend the Frontier Communities Initiative Pre-Application Webinar to be hosted on November 9, 2017 at 10:00 am.** The pre-application webinar will include information regarding the application process to NMMS and provide an opportunity for interested communities to ask questions. *Please see our website at <http://nmmainstreet.org/> for more info.*
- **Only one application for one project per community will be accepted.** Professional technical assistance through NMMS is targeted to that one designated community economic development project. The scope of the project should be specific. Additional professional assistance on other projects and activities will not be considered until the original project is complete.
- Designated Frontier Communities are expected to fully participate in the program of services as a partner. A stakeholder group of volunteers is required to implement the project. The New Mexico MainStreet program, or its contractors, are not responsible for implementing or funding the community-based project.

- Designated Frontier Community Projects are expected to have their task group participants attend project related New Mexico MainStreet trainings and Quarterly Networking Meetings to assist with building their local capacity to reinvest in their local economy. An annual calendar of New Mexico MainStreet trainings is provided on www.nmmainstreet.org. Access to those trainings and workshops is available to Frontier Community stakeholders at the same cost as to MainStreet and Arts & Cultural District organization affiliates.
- A community's period of designation as a Frontier Community will not exceed 18 months beginning on the selection date the designation is awarded. Designated Frontier Communities demonstrating successful implementation of their awarded project and attendance at NMMS trainings during their first designation period, may apply for a second round of designation for a new economic development project.
- Communities may only participate in two consecutive cycles of application and designation. It is expected that communities receiving a second Frontier Communities Initiative designation are building local capacity to apply for the NMMS Accelerator process that leads to MainStreet designation.
- Projects selected must conform to all state regulations and guidance for economic development support, including the state constitution's "anti-donation clause."
- The project requires partnership resources from the municipality and stakeholders. Depending on the project, the municipality could be expected to explore dedicated sources of funding through one of the state-enabled financial revitalization tools or other federal and foundation sources to support the effort in implementing the project.
 - Additionally, where applicable, the state assistance team may recommend the adoption or amendment by municipal ordinance any one of several financing tools created by the state as municipal enabling legislation to finance the project. Such legislation could include the Local Economic Development Act (LEDA), a Metropolitan Redevelopment Area (MRA), Tax Increment Finance (TIF) district, or other state redevelopment and revitalization tools appropriate to the scope and scale of the proposed project.
 - New Mexico MainStreet professional contractors and staff will also assist the Frontier Community in reviewing a number of financing options from federal, state, foundation and other fundraising sources once an estimated budget for the project has been developed. This could include the Economic Development Department's *FundIt* program and eligible funding through NM Finance Authority and NM Mortgage Finance Authority.
- Professional design services provided are conceptual. Projects requiring a licensed architect, engineer, or construction documents may be ranked lower than projects that can be self-initiated.

Eligible Projects

The focus of the Frontier Communities Initiative program is for a catalytic project considered to be of substantial economic impact. As such, applicant communities should select their project based on its contribution to the local economy and to a sound and proper balance between preservation and development. 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 ongoing, incremental community effort.

It is important to note that based on currently available resources and the type of Frontier Community Initiative projects that have been most successful in the past New Mexico MainStreet will only be accepting design and planning projects during this round of applications.

Design and planning projects could include the survey, rehabilitation and/or adaptive re-use of a historic building, commercial building, cultural facility, live /work space, courthouse, school, cultural center, commercial property storefronts (façade squad); placemaking projects such as community parks, streetscapes, adding pedestrian safety amenities; or the development of Revitalization and/or Metropolitan Redevelopment Area plans for a downtown district. *Please see a more comprehensive list of projects below that qualify for this initiative.*

Eligible Design and Planning Projects Include

- **Placemaking**
 - Plaza or courthouse square redevelopment
 - Landscape design
 - Integration of public art on street
 - Tactical urbanism project
 - Bicycle and pedestrian enhancements
 - Wayfinding System Design
- **Redevelopment and Revitalization Plans**
 - Downtown Revitalization Plan
 - Metropolitan Redevelopment Area Designation/Plan
- **Façade Improvement Program**
 - Façade Squad
 - Awning and business sign improvements
- **Historic Preservation/Preservation Enhancement**
 - Historic Building Survey
 - Restoration of Historic Building
 - Adaptive Reuse



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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.***
- ***The selection process is very competitive and it is highly recommended that applicants attend the Frontier Communities Initiative Pre-Application Webinar to be hosted on November 9, 2017 at 10:00 am. Please see our website at <http://nmmainstreet.org/> for more info.***
- ***Frontier Community Applications are due January 31, 2018 to the Economic Development Department no later than 2 pm. The Department will not take responsibility for applications delivered after 2 pm. We strongly urge you to use a certified carrier or hand-deliver.***
- ***Announcement of selected Frontier Communities Projects will be made in March of 2018.***
- ***Projects will begin in early Spring of 2018.***

Daniel Gutierrez, Assistant Director, New Mexico MainStreet
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505-827-0151

SECTION 1. COMMUNITY AND STAKEHOLDER GROUP INFORMATION

A. Name of Your Community:

B. Contact Person (Local coordinator of project): Please provide the name, telephone number, email and physical address of the person you have selected as *your point person for New Mexico MainStreet to communicate and coordinate with* over the next few months.

Name:

Address:

Email:

Phone:

C. Municipal/County/COG/Tribal/ Land Grant Contact Person (Public sector partner representative):

Name of Entity:

Contact Person:

Title:

Address:

Email:

Phone:

D. Stakeholder Group: Please list at least 5 individuals who have committed to join the local stakeholder group and will assist in completing the proposed project over the 12 – 18 month time frame. (Name, title, organization, and email)

1.

2.

3.

4.

5.

SECTION 2. COMMUNITY AND PROJECT INFORMATION

Community Context:

1. Provide a brief narrative (2 paragraphs maximum), about where the project is to take place.
2. Geographic parameters and demographics. Provide a brief description (2 paragraphs maximum), of strengths, assets, and characteristics of the town center and the region.
3. Attach a map of the core commercial district area where the project will be implemented.
4. Please list the cultural and historic assets within the core commercial district where your proposed project is located.

Proposed Project Information:

1. Briefly describe the proposed Community Economic Development Project (2 paragraphs maximum).
2. What types of assistance and professional services do you anticipate needing from NMMS to complete your project? (2 paragraphs maximum)
3. Attach 4-8 pictures that provide a visual image of the project or project area. Also, if there are any previously completed design or conceptual work available for this project, please include those as well (attach in the back of the application).
4. What do you wish to economically accomplish with this project and how will it produce direct economic development outcomes in the form of business retention/creation, job creation, and/or property reinvestment? (2 paragraphs maximum)
5. Are you a 501c3 organization, or do you have a c3 partner who can receive and process financial resources for project funds and/or grants if they become available?
6. List local partners who have committed to assisting with the project. Describe resources they have committed (expertise, human/financial resources, in-kind supports, etc.).

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

SECTION 3. PROJECT EXPLORATION

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

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

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

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

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?

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?

7. If your application is for building façade improvements or placemaking projects, please provide a letter from the property owner(s) (public or private) that indicates they agree to the project scope outlined in this application.

Person Completing Application

Enter 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 **January 31, 2018 to the Economic Development Department no later than 2:00pm.**

Through FedEx or UPS:

New Mexico Economic Development
Department
New Mexico MainStreet
Joseph M. Montoya Building
1100 South St. Francis Drive
Santa Fe, NM 87505-4147

Through U.S. Postal Service:

New Mexico Economic Development
Department
New Mexico MainStreet
P.O. Box 20003
Santa Fe, NM 87504-5003

The Department will not take responsibility for lost or late applications. The deadline of 2:00 pm will be strictly enforced; any applications delivered after 2:00 pm cannot be accepted. We strongly urge you to use a certified carrier (tracking number) or hand deliver.

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.

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