



Building on Your Downtown Economy Through Arts, Culture and Revitalization

Rich Williams
Eduardo X. Martinez

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department

History behind MainStreet

- Historically, Main Street was the community's primary commercial hub (pre-WWII).
- Suburbanization and marketplace changes created a movement away from downtown commerce centers.
- Changes in local and federal policy affected how historic buildings were managed, maintained.
- MainStreet is a movement to preserve historical assets while rebuilding vital economies in downtown communities.

**National Trust for Historic Preservation*



The MainStreet Program

*Real Places Doing Real Work to Revitalize Their Economies
and Preserve Their Character*

Specifically, MainStreet is:

1. A proven strategy for revitalization (Four Points Approach).
2. A powerful network of linked communities.
3. A national support program that leads the field.

Main Street is an asset-based economic development approach
to restoring a thriving economy in New Mexico communities

*National Main Street Center



Benefits of the MainStreet Asset-Based Approach

Local Business

- Healthy Business Climate
- Expanded Customer Base
- Vibrant Commercial District
- Growth Opportunities
- Deters Leakage
- Stronger Business Environment

Community

- Revitalized District Economy
- Increased GRT, Stronger Tax Base
- Restoration of Civic Places
- Access to State/Federal Resources
- Improved Quality of Life
- Stable population

Technical Assistance from NMMS



NMMS STATEWIDE ECONOMIC TRANSFORMATION STRATEGIES

1. Build **capacity** for local economic revitalization and redevelopment.
2. Enhance the **Entrepreneurial and Creative Economy**
3. **Create thriving places** through Placemaking and Preservation activities.



MainStreet Economic Impact – All/Rural NM Communities



2013-2017 Performance (aggregate):

- **675/558** Net new businesses
- **1,008/759** Building rehabilitations
- **\$127 Million** New building construction
- **\$93.3/\$51 Million** Private sector economic reinvestment
- **\$22.3 Million** Public sector economic reinvestment
- **2,694/1894** New jobs (net)
- **168,865/140526** Volunteer hours (~\$3.4/\$2.8 mil. value*)

* Source: Independent Sector statistics

Asset-Based Economic Development

- Focuses on “**bottom up**” community driven economic development projects
- Focuses on a community’s natural environmental, socio cultural, and economic **assets** and how these can be leveraged into sustained economic growth and productivity
- Builds on existing local resources to **strengthen local and regional economies**; expands the small business core of a community - retail, hospitality, entrepreneurship
- **Leverages local investments** (public and private) for economic projects.



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The MainStreet Four Point Approach



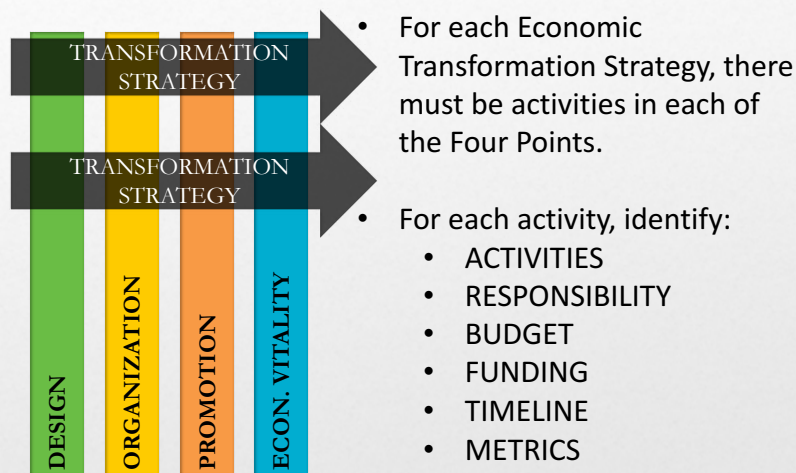
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Re-Think Refresh



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THE MAIN STREET APPROACH



Must be Reflected in Board-Adopted Plans

Asset-Based Economic Development Customer-Based Strategies

- College Town
- Elder Friendly
- Family-Friendly
- Boomers, Millenials, GenX'ers, etc.
- Military



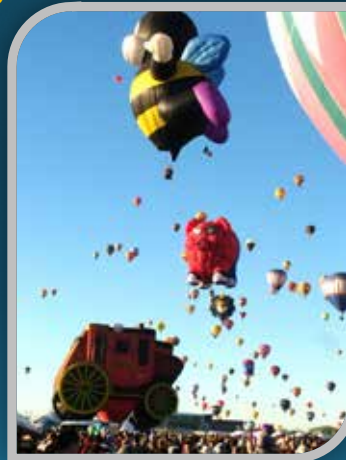
Asset-Based Economic Development Product-Based Strategies

- Apparel
- Arts
- Agriculture/Local Foods
- Convenience Goods/Services
- Culinary/Restaurant District
- Entertainment/Night Life
- Ethnic Specialties
- Green Products
- Health + Wellness
- Home Furnishings
- Light Manufacturing
- Professional Services
- Sports, Recreation, Outdoors



Asset-Based Economic Development Other Catalyst Strategies

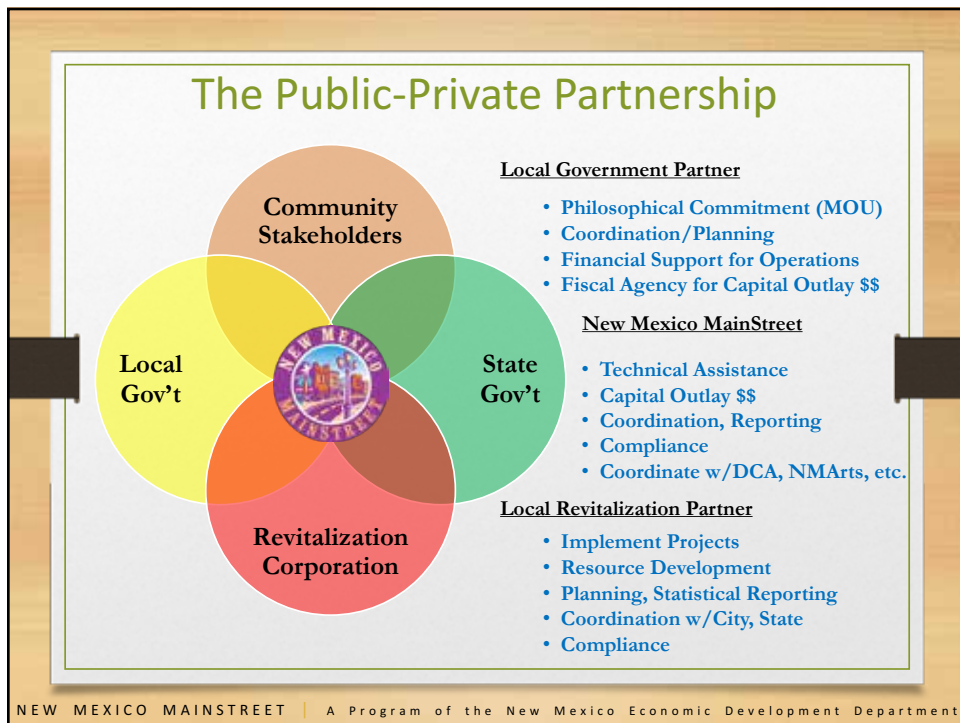
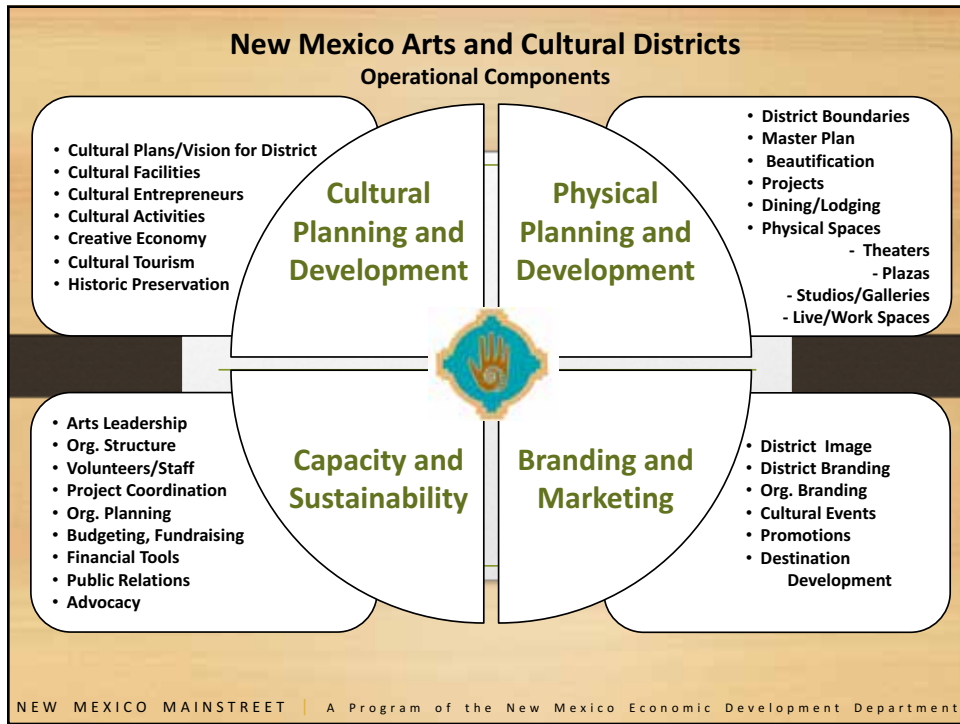
- Arts/Creative Economy
- District Workers/Residents
- Knowledge Economy
- Manufacturing (Light)
- Tourism



Asset-Based Economic Development via NM Arts & Cultural Districts and Frontier Community Projects

- ACD's focus on enhancing the **"Cultural" Economy**, positioning arts and culture as the center of revitalization and community economic development efforts.
- Frontier Communities Initiative: Rural communities (pop. <7,500) develop a **single catalytic economic development project** (12-18 months).
- Like MainStreet, **each must demonstrate positive economic impact** in job creation, business development, business creation/expansion, leveraging of private sector reinvestment, or enhancement of the community's economic environment.





The Role of the Revitalization Partner

1. Serves as a centralized **infrastructure** with dedicated staff to lead the revitalization process.
2. Structures **processes** that lead to common economic development goals
3. Assumes responsibility for shared **performance** on economic development projects via the Four Points
4. Maintains continuous **communication** with stakeholders
5. Constantly support participants and activities to build **incremental successes**.
6. Implements economic development **goals, strategies and projects**, and monitors economic development **outcomes**.

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How does ABED support the MainStreet/ACD/Frontier Initiatives?



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Asset-Based Economic Development Strategies

- Capture more local consumer dollars by helping existing businesses to better serve local residents.
- Increase the sales revenues of locally-crafted arts to visitors and on-line customers by strengthening artists' market position.
- Recruit new businesses to expand the business mix and capture more sales to both local and visitor markets.
- Rehabilitate our historic theaters for film and live performances to augment the community's entertainment offerings.



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Asset-Based Economic Development Strategies



- Adaptive reuse of old buildings for retail stores, galleries, loft housing
- Ensure that city hall and county offices stay downtown to maintain the district's position as the area's civic center.
- Build the district's food destination niche by expanding the food co-op, adding an additional day for the farmers market, improving existing or recruiting new restaurants.
- Rehabilitate the historic roundhouse into an upscale condo complex that will expand downtown's consumer market.

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Coal Ave. Event Street



Before

- Gallup MRA Plan
- NEA funding \$150k for construction doc's
- Collaboration among 5 local public & nonprofit partners
- Transform the street into a multi-use, thriving place for events



After

LOVINGTON, NM - LEA THEATRE PROJECT

- Historic theatre built in 1948, independently operated by a local family for over 20 years
- City acquired in 2013 for \$250,000
- Upgrades w/ assistance from NMMS, Lovington MainStreet, Lea Community Foundation for the Arts
- State Historic Theatre Initiative Funding received in 2014
- Digital projection and sound equipment installed
- Operating theatre on October '15



LOVINGTON - DRY LANDS BREWING



- Former gas station, burned down in the 70's
- City inherited the property, tried to sell 4x
- RFP for development issued, sold for \$100
- NMMS/NMRA supports for business development (microbrewery)
- \$100k State LEDA funds for manufacturing
- \$80k Local LEDA funds for Econ. Dev.
- Opened in 2017



Great Blocks on MainStreet

- Innovative and intensive **design redevelopment** project within the MainStreet/Arts & Cultural district
- Focusing on a viable **core** two-to-three block commercial area
- Resulting in "shovel-ready" **construction documents**
- Public infrastructure investment to catalyze and **leverage private sector reinvestment**, resulting in **higher economic performance**.

Raton Great Blocks Project



Need for Construction Ready Public Infrastructure



- **City of Raton:** \$2M investment for multi-modal center, waterlines, street resurfacing, curb and gutter replacement
- **NMMS Capital Outlay :** architectural/engineering planning documents, \$320k for construction
- 2015 Infra. Conf. Planning and Econ. Dev. Award winner
- **NM MainStreet Technical Assistance** to support private reinvestment

Multimodal Area



BEFORE



AFTER

Catalytic Impacts in the MainStreet District



Marchiondo Building
Retail + Studio Lofts

Colfax Ale
Cellar
Brew Pub



NMMS Resources/Supports

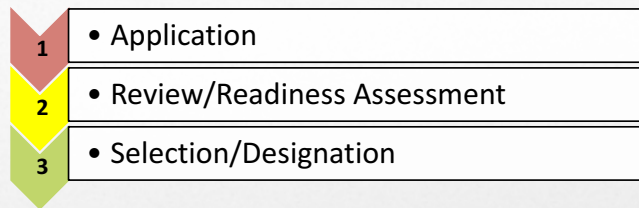
Financial Resources

- Capital Outlay/LEDA funds
- Other State/Federal Funds
- Tax Credits for Property Owners
- Business Development Incentives
- NMRA Grants
- NMCMS advocacy, legislative affairs

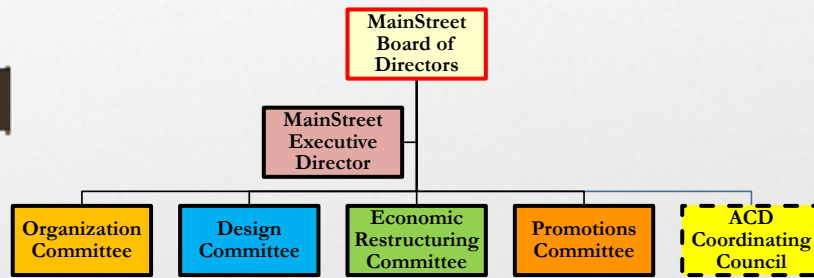
Technical Expertise

- Economic / Business Development
- Urban Planning / Design
- Architectural Design
- Cultural Resources
- Cultural / Creative Economy
- Organizational Development
- Non-Profit Management
- Branding, Marketing & Promotions
- Graphic Design
- Historic Preservation
- Professional Development, Training

Pathway to MainStreet Accreditation



Traditional Organizational Structure



Alternative MainStreet Structure The "Task Force" Approach



Supports for Accelerator Communities

Technical assistance/coaching with basic revitalization
“building blocks” across the MainStreet Four Points

Strong Focus on Building the Organization:

1. Basic Orientation for Steering Committee
2. Articles of Incorporation*, Board/Officers*, Bylaws*, and Policies
3. Budget Development, operational activities*
4. Partnership with local government on MOU/LOA (and funding)
5. Fundraising Plan/Fundraising
6. Form 1023 application*
7. Volunteer recruitment (committees and taskforces)
8. Data collection and reporting (preparing for annual reviews)
9. Year 2 ETS and work plan development



For More Information

New Mexico MainStreet Program
Economic Development Department
Joseph M. Montoya Building
1100 South St. Francis Drive
Santa Fe, NM 87501
505-827-0168

www.nmmainstreet.org