



## New Mexico MainStreet Design Initiative Application 2017

### Program Description

New Mexico Mainstreet design initiatives engage local organizations and volunteers in “boot-strap” design projects, restoring building facades and improving public spaces within their local districts.

The Façade Squad initiative was established in 2009 and is an efficient and cost effective way for MainStreet organizations to make high impact, visible improvements to the district that result in higher economic performance of the store and the district.

The Place Making Initiative was established in 2011 and transforms underutilized or vacant public areas, such as streets, sidewalks, parks, plazas, parking areas, or vacant lots, into vibrant and functional spaces where people want to gather, celebrate and increase the economic vitality of their districts.

Both initiatives provide education and professional technical assistance for communities selected through a competitive application process. New Mexico MainStreet Design Program Associate will assist community with planning and project development.

### Eligibility Criteria \*

- Must be a MainStreet Affiliate or Accredited program or currently designated Arts & Culture District and in compliance with New Mexico MainStreet.
- Applicant may not have been previously awarded a Design Initiative within the past four years.
- Proposed project must be within the designated district or project boundary.
- Demonstrated ability of the local Program to raise sufficient matching funds/materials and volunteers for the Design Initiative Project.
- Project must have staff and organizational capacity to oversee and execute initiative.
- Organizations currently receiving NMMS funding for a Great Blocks on MainStreet or Public Infrastructure Project are ineligible to apply until the GBOMS construction documents or stand-alone public infrastructure project is complete.
- Preferential consideration for a project application that is within the same project area as a completed public infrastructure or capital outlay project funded and completed in the past 4 years. Communities with Great Blocks projects that have complete construction documents may apply only within the Great Blocks boundary.

### **Ineligible uses of Funds**

- Professional construction service fees
- Utility Work: Electric, plumbing, sewer and gas
- Construction Equipment
- Licenses, fees and inspection costs

### **Application Process**

Programs are eligible to participate in a Design Initiative and are awarded on a competitive basis. Application forms address community need, potential for improvement and capacity for project implementation. Please fill out form completely and attach additional information if necessary. **Applications are due at the EDD office March 9th, 2017**

Name of organization \_\_\_\_\_

Proposed Project – must include photographs and site maps. If applying for a Façade Squad, buildings should be adjacent to each other and within the same block. Please supply two photos of each building to be considered. If applying for Place Making Initiative, please provide sufficient photos to describe space in its current condition.

### **Please check Initiative Applying and any applicable questions**

- Applying for Façade Squad Initiative (suggested 3 contiguous buildings)
- Applying for Place Making Initiative
  - Have you also applied for a NM Clean and Beautiful **placemaking grant** this year through the Tourism Department? (Preferential consideration given)
  - I am applying for an NMRA grant for **façade squad** (due March 15<sup>th</sup>) 5 extra bonus points (preferential consideration given)
- Is this project on your ETS goals and Annual Work Plan?

Address of Buildings or Public Space:

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Buildings or Public Space name: (if any) \_\_\_\_\_

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Business names and owners contact information: \_\_\_\_\_

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Catalytic potential of Project: Please indicate how your program will leverage additional building renovations and new business investment through this Design Initiative. Please provide specifics about the property and or businesses.

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Community need and potential for improvement: \_\_\_\_\_

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Local Materials and Capacity: please describe resources including monies, in-kind, donated (materials etc.) and volunteer support for the project \_\_\_\_\_

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How will implementation of this project leverage further redevelopment resulting in economic growth based on your ETS within the project area?

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Additional reasons why your organization should be considered: \_\_\_\_\_

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MainStreet President \_\_\_\_\_ Date \_\_\_\_\_

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MainStreet Executive Director \_\_\_\_\_ Date \_\_\_\_\_

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Business /Property Owner \_\_\_\_\_ Date \_\_\_\_\_

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Business /Property Owner \_\_\_\_\_ Date \_\_\_\_\_

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Business/Property Owner \_\_\_\_\_ Date \_\_\_\_\_

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\*Awards contingent upon funding