

# 2013 NEW MEXICO MAINSTREET AWARDS CEREMONY





# **2013 NEW MEXICO MAINSTREET ANNUAL AWARDS CEREMONY**

*The New Mexico MainStreet Annual Awards recognize outstanding achievements and exceptional leadership among the state's local MainStreet organizations and partners.*

## **WELCOME**

Rich Williams, *Director, New Mexico MainStreet*  
Economic Development Department

## **WELCOMING REMARKS**

Cynthia Spray, *Executive Director*  
Taos MainStreet and Arts and Cultural District

Darren Cordova, *Mayor (invited)*  
Town of Taos

Dan Barrone, *County Commission Chair (invited)*  
Taos County

## **AWARDS CEREMONY OPENING REMARKS**

Jon Barela, *Cabinet Secretary*  
Economic Development Department

# **PRESENTATION OF 2013 MAINSTREET AWARDS**

**Cabinet Secretary's Award for Community Economic Development**

**Induction of Emerging MainStreet Communities**

**Graduation of Start-Up MainStreet Communities**

**New Mexico Coalition of MainStreet Communities'  
Dallan Sanders Awards for MainStreet Advocacy**

**Recognition of Historic Preservation Awardee**

**Spirit of MainStreet Award**

**Spirit of Preservation Award**

**Spirit of Partnership Award**

**Award for Outstanding Organization**

**Award for Outstanding Promotions**

**Award for Outstanding Business Development**

**Award for Outstanding Architectural Design**

**Award for Outstanding Urban Design**

**Director's Award for MainStreet Leadership**

**The Golden Whip Award**



# **CABINET SECRETARY'S AWARD FOR COMMUNITY ECONOMIC DEVELOPMENT**



## **Community Economic Development Downtown Las Cruces Partnership and the City of Las Cruces**

**G**iven by Economic Development Cabinet Secretary Jon Barela in recognition of an outstanding community-driven economic development project in a New Mexico MainStreet district, this prestigious award is presented to the Downtown Las Cruces Partnership and the City of Las Cruces for their collaboration in the re-opening of Main Street in Las Cruces. In the early 1970s, Main Street was closed to vehicular traffic and converted to a pedestrian-only Downtown Mall. On November 17, 2012, Las Cruces celebrated the re-opening of the final section of Main Street after months of construction, marking the completion of a project that was first initiated in 2005.



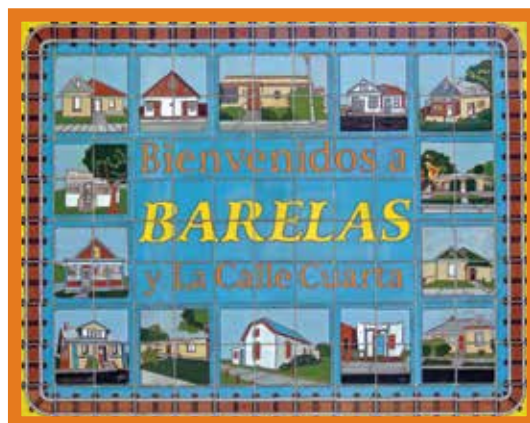
# INDUCTION OF EMERGING MAINSTREET COMMUNITIES

*The New Mexico MainStreet Program operates on a “tiered” system, in which communities enter the program as “Emerging Communities” and move up to “Start-Up MainStreet Community” and “State-Certified MainStreet Community” status when certain benchmarks are met by the local MainStreet organization.*



## 🌻 Zuni Pueblo 🌻

Last July, Zuni Pueblo was inducted as an Emerging Community by New Mexico MainStreet, becoming the nation’s first Native American Main Street community. The designation served as a groundbreaking step towards preserving New Mexico’s rich heritage and fostering economic development in a unique cultural context. In their first year, Zuni Pueblo MainStreet has already achieved a great deal, including formalizing the organization with a Board and Committees, bylaws, and articles of incorporation, in addition to holding their First Annual Zuni Pueblo MainStreet Festival in May and beginning a landmark design project this summer. Keep up the good work, ZPMS!



## 🌻 Barelas 🌻

The Barelas Neighborhood Commercial District in Albuquerque boasts a multitude of distinctive assets, such as deep Hispanic cultural traditions, inviting pedestrian scale, historic architecture, proximity to downtown, and historic transportation routes, including El Camino Real, the railroad, and Route 66. The Barelas Community Coalition, in collaboration with the City of Albuquerque and numerous community groups and institutions, built a solid foundation to become one of this year’s Emerging Communities.





## 🌻 Gallup 🌻

Gallup's Business Improvement District encompasses the heart of historic downtown Gallup and features the El Morro Theatre, Courthouse Square, City and County offices, the Downtown Walkway, and more than 100 businesses and property owners. Having been a MainStreet community in the past, Gallup enthusiastically rejoins the program this year as an Emerging Community.



## 🌻 Harding County 🌻

The villages of Roy, Mosquero and Solano located on La Frontera Del Llano Scenic Byway in Harding County joined forces this year to gain Emerging Community status. This 19-mile corridor showcases Harding County's many assets – its frontier culture, magnificent landscapes, and the businesses, cafes, churches, historic buildings, parks and public spaces that make it truly unique.



## 🌻 South Valley 🌻

The South Valley's Five Points-Gateway Commercial District in Bernalillo County includes an historic Route 66 commercial district and the traditional commercial center of the Five-Points community. District assets include the South Valley Economic Development Center, the National Hispanic Cultural Center, Semillas del Valle, a walkable environment and proximity to recreational opportunities in the Rio Grande Bosque.



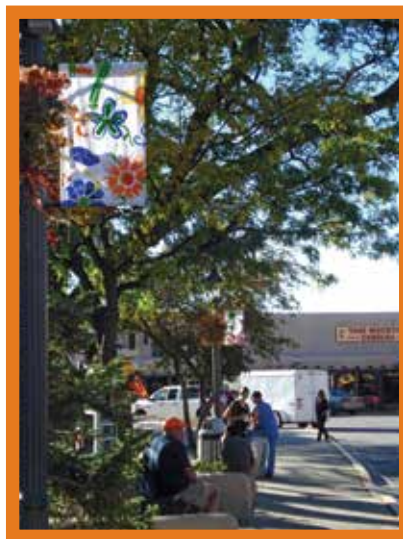
# GRADUATION OF START-UP MAINSTREET COMMUNITIES

*Within the New Mexico MainStreet Program, an “Emerging Community” may graduate to become a “Start-Up MainStreet Community” when it has achieved the following benchmarks: active public- and private-sector participation, formal incorporation of the organization, creation of a board of directors and committee structure, adoption of organizational bylaws and annual work plan, completion of board training, completion of three to six projects by each committee, and sufficient fundraising and operational budget to hire a paid Executive Director.*



## 🌻 Belen MainStreet Partnership 🌻

Since becoming an Emerging MainStreet Community in 2009, Belen MainStreet Partnership has made significant progress in implementing the Main Street Four-Point Approach® to downtown revitalization, despite being hit hard by the recent economic recession. Upon hiring Executive Director Rhona Espinoza in the spring of 2013, Belen MainStreet Partnership achieved their final benchmark toward becoming a Start-Up MainStreet Community!



## 🌻 Taos MainStreet 🌻

Since its Arts and Cultural District was formed in 2009 and Emerging Community status granted in 2012, the Town of Taos has steadily made progress towards Start-Up MainStreet Community status. As of this summer, the organization has hit all its benchmarks, allowing Taos MainStreet to graduate as the program's newest Start-Up MainStreet Community!



# NEW MEXICO COALITION OF MAINSTREET COMMUNITIES' DALLAN SANDERS AWARDS FOR MAINSTREET ADVOCACY

*The New Mexico Coalition of MainStreet Communities provides support for local MainStreet organizations through program and policy development and lobbying for resources. The Dallan Sanders Awards for MainStreet Advocacy are given by the Coalition in recognition of state legislators who have made an outstanding contribution towards advancing New Mexico MainStreet policy and legislative initiatives.*



🌻 **Senator Sue Wilson Beffort** 🌻

As a former small business owner, Senator Sue Wilson Beffort is committed to forwarding a pro-business agenda in New Mexico. Senator Beffort is currently serving her fifth, four-year term in the New Mexico State Legislature and is the ranking member of the Senate Finance Committee. Her interim committees are Legislative Finance, Health and Human Services, Investments and Pensions, Revenue Stabilization and Tax Policy, and New Mexico Finance Authority Oversight Committees. Senator Beffort was instrumental in obtaining funding for the New Mexico Mainstreet Program in the 2013 legislative session. She has been a tireless advocate for economic development and tourism issues and understands that rural economic development is vital to the success of the New Mexico economy.



🌻 **Representative Roberto "Bobby" J. Gonzales** 🌻

Having served in the New Mexico Legislature since 1994, Representative Bobby Gonzales is a member of the Science, Technology and Telecommunications Committee, the Mortgage Finance Authority Oversight Committee, the New Mexico Finance Authority Oversight Committee, and the Energy and Natural Resources Committee, and he chairs the Transportation and Public Works Committee. Representative Gonzales has been a committed supporter of the New Mexico MainStreet and Arts and Cultural District programs for years, carrying the Arts and Cultural District Clean-Up Bill in 2011 and securing capital outlay funds for the Taos Arts and Cultural District in 2013.





# RECOGNITION OF HISTORIC PRESERVATION AWARDEE



## Community Preservation Planning

### 🌻 Deming Downtown Historic District 🌻

**E**ach year, the Historic Preservation Division of the Department of Cultural Affairs recognizes outstanding achievements in historic preservation around the state at the New Mexico Heritage Preservation Awards Ceremony in Santa Fe. This year, the Deming Downtown Historic District was recognized for “Community Preservation Planning” in listing the city’s early commercial architecture in the State Register of Cultural Properties through a Certified Local Government Grant. NMMS Contractor Heather Barrett prepared the nomination, with the assistance of the City of Deming and Deming MainStreet.



# MAINSTREET SPIRIT AWARDS

## Spirit of MainStreet Award

🌟 **Lisa Dunagan, Clovis MainStreet** 🌟



The Spirit of MainStreet Award is given by NMMS Program Staff and Associates in recognition of an individual, organization, business, or partner agency that has made an outstanding contribution to the success of a local MainStreet program or district or to a particular initiative of the NM MainStreet Program. This year's award recipient, Lisa Dunagan, has served brilliantly as the Board President of Clovis MainStreet since 2007. Under Lisa's leadership and vision, Clovis MainStreet has grown into an outstanding local program.

## Spirit of Preservation Award

🌟 **Hotel Clovis** 🌟

The Spirit of Preservation Award recognizes an individual, organization or business that has made outstanding strides in furthering the spirit of historic preservation in a local MainStreet district. The Hotel Clovis stands as an example of both the challenges and rewards of historic preservation in MainStreet Districts statewide. Although it was listed in the State and National Registers in 1984, the landmark hotel sat vacant for nearly 30 years. In January of 2007, the City of Clovis Commission asked Clovis MainStreet to help find potential development possibilities for Hotel Clovis. As the rehabilitation nears completion, twenty-one workforce housing units fill the upper floors, and the ground floor provides 3,700 square feet of leasable commercial space.



## Spirit of Partnership Award

🌟 **Loie Fecteau, New Mexico Arts** 🌟



The Spirit of Partnership Award is given in recognition of an individual, organization, local governing body, or state agency that has made outstanding strides in furthering the spirit of partnership in the statewide NMMS or Arts and Cultural District programs or at the local level. Loie Fecteau, Executive Director of New Mexico Arts, has been instrumental in developing the New Mexico Arts and Cultural District Program since its inception in 2007. The collaboration among the Economic Development Department, the Department of Cultural Affairs, and the Tourism Department has been an unprecedented accomplishment, in large part due to the perseverance and energy that Loie has brought to the effort.



# AWARDS FOR OUTSTANDING ACHIEVEMENT

## Award for Outstanding Organization

### Carlsbad MainStreet



The Award for Outstanding Organization recognizes a local MainStreet organization for exceptional efforts in advancing their organization through fundraising, volunteer recruitment, capacity building, and other related activities. This year's recipient is Carlsbad MainStreet. In recent years, Carlsbad MainStreet has worked hard to rebuild the Board adding new members, re-establishing the organizational structure and getting all four committees up and running with Chairs, members and work plans and strengthening MainStreet's reputation in the community as one of the leaders in downtown Carlsbad's revitalization.

## Award for Outstanding Promotions

### Artesia MainStreet

The Award for Outstanding Promotions is given in recognition of a local MainStreet organization for outstanding promotional campaigns, marketing and branding efforts, or signature event. This year's award goes to Artesia MainStreet for a variety of successful promotional activities. Under the exceptional leadership of Executive Director, Rebecca Prendergast, Artesia MainStreet launched three unique promotional efforts this past year – the "Find It All Without the Mall" Shop Local Campaign, the "Downtown Lowdown" Shop Artesia promotional video, and the "Elf on the Shelf" Holiday Promotion.



## Award for Outstanding Business Development

### Roosevelt Brewing Company and Public House & Portales MainStreet



The Award for Outstanding Business Development acknowledges exceptional efforts of a local MainStreet organization to retain and recruit Main Street businesses, to support local entrepreneurs, and/or to a local business for outstanding business development. This year's recipients are Roosevelt Brewing Company and Public House and Portales MainStreet. Justin Cole and his partners at Roosevelt Brewing harnessed their passion for the hospitality industry (and great beer) into impressive industriousness last year. They took a historic building at a prime corner on Portales' plaza, rehabilitated it inside and out, hired 23 employees, and opened the doors in November 2012.



### **Award for Outstanding Architectural Design**

#### **Farmington Downtown Association - A MainStreet Project**

The Award for Outstanding Architectural Design recognizes a local MainStreet organization for outstanding implementation of architectural design projects, including façade squads, building rehabilitations, or other related design activities. The Farmington Downtown Association is the recipient of this year's award for its façade squad program, creatively funded using Community Development Block Grant funds through the City of Farmington. Working with both the federal government and the NM Historic Preservation Division, Executive Director Elizabeth Isenberg-Phelps coordinated the design, adherence to preservation standards, and construction work to enhance several façades in downtown Farmington.



### **Award for Outstanding Urban Design**

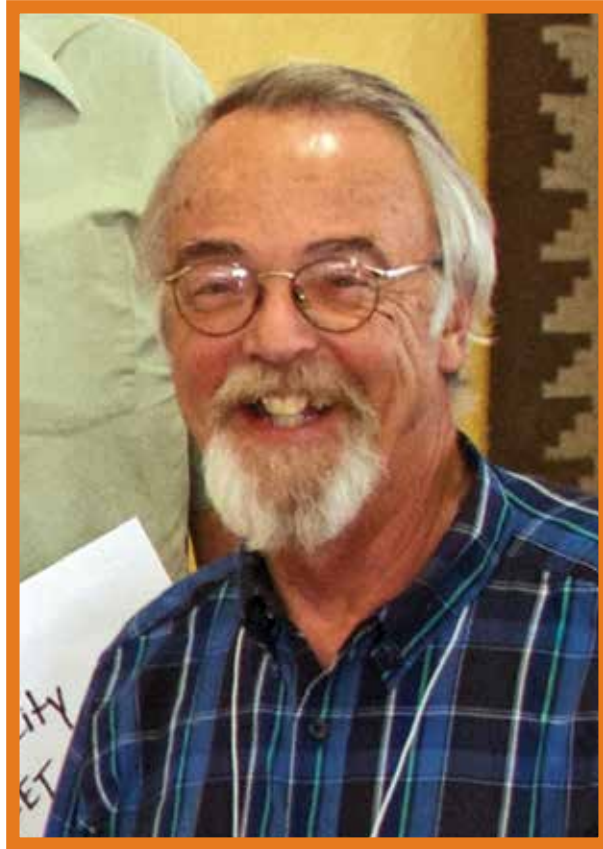
#### **Albuquerque's Downtown Action Team**



The Award for Outstanding Urban Design is given in recognition of exceptional urban design projects, including the rehabilitation or design and construction of public spaces, streetscape enhancements, or other related urban design activities. This year's recipient is Albuquerque's Downtown Action Team for the design and construction of a small pocket park in a vacant lot on Gold Street. Working with NMMS Program Associates and the Gordon Bernell School, DAT successfully designed the park, obtained a small grant from PNM, and stretched their dollars to successfully construct Tinnin Park with student labor and community/business donations.



# DIRECTOR'S AWARD FOR MAINSTREET LEADERSHIP

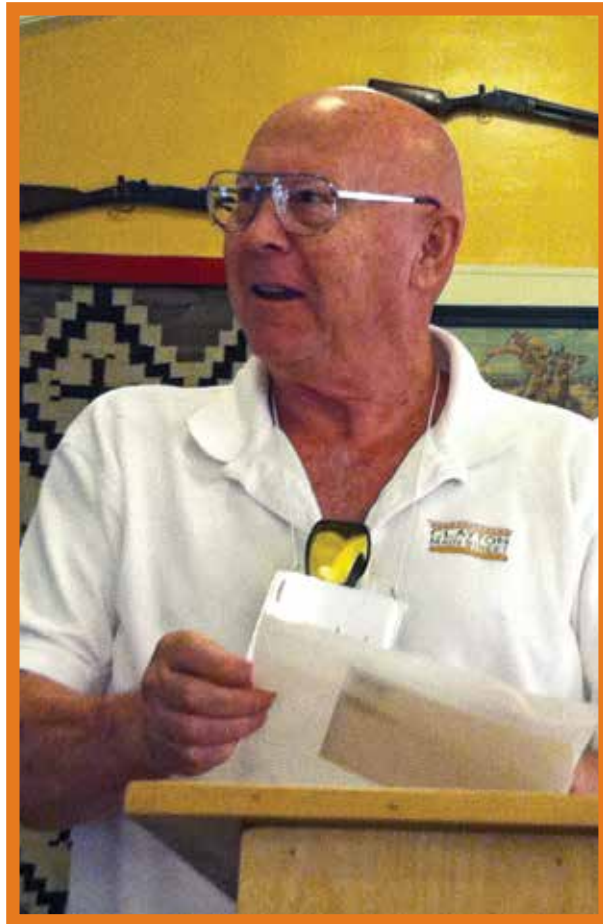


🌻 **Mark Lake, *Tucumcari MainStreet*** 🌻

**G**iven by New Mexico MainStreet Program Director, Rich Williams, in recognition of an individual or organization that has made outstanding contributions to the New Mexico MainStreet statewide network, the 2013 Award for MainStreet Leadership is presented to Mark Lake. As Executive Director of Tucumcari MainStreet, Mark has been a community bridge builder, bringing together municipal leaders, the Chamber of Commerce and the local Economic Development Organization in a series of successful projects in Tucumcari's MainStreet District. In his spare time, Mark serves as the Chair of the New Mexico Coalition of MainStreet Communities, advocating for valuable resources for MainStreet districts statewide, and is pastor of St. Michael's Episcopal Church in Tucumcari.



# THE GOLDEN WHIP AWARD



🌟 **LeRoy Wood, Clayton MainStreet** 🌟



new addition to New Mexico MainStreet's Annual Awards this year, the Golden Whip Award is given to a local MainStreet Executive Director or Board President who has done an exceptional job cracking the whip! The first recipient of the Golden Whip Award is LeRoy Wood, Executive Director of Clayton MainStreet. A former rancher and cowboy on the Great Plains and Kiowa Grasslands, LeRoy doesn't eat chicken. LeRoy has been cracking the whip with Clayton MainStreet since its inception, and he takes no bull. LeRoy engages old and new generations in the work of the MainStreet District. He has brought focus and clarity to its projects, including the Walnut Streetscape and the restoration of the historic Luna Theatre. There are few others who can walk in LeRoy's boots!







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