

THIRTY NEVER LOOKED
SO GOOD!



JOIN US IN CELEBRATING THE 30TH ANNIVERSARY
OF NEW MEXICO MAINSTREET
AUGUST 13, 2015



THE CITY OF ARTESIA NEW MEXICO

511 W. TEXAS AVENUE (575) 746-3593 MAYOR
PO Box 1310 (575) 746-2122 CITY CLERK
ARTESIA, NM 88211-1310 (575) 746-3886 FAX

I would like to extend a warm welcome to the New Mexico "MainStreeters" that have gathered in Artesia to celebrate the 30 years of economic development success in our State. We, in Artesia, are proud of our association with NM MainStreet and will be only too happy to show you the results of our program here in SE New Mexico.

If this is your first visit to Artesia, we think you will enjoy the many amenities our city has to offer, including historical public art and cultural facilities in a convenient, friendly setting. Your meeting sites will include our public library, museum and the Ocotillo Performing Arts Center, all of which have been created or enhanced with the involvement of our MainStreet program.

The City of Artesia and Artesia MainStreet have worked together over the past 17 years to improve and advance our community. Public/Private partnerships have played key roles in many of the cultural projects in our community. A progressive city government, an active MainStreet organization and generous corporate and private citizens have been key to the successes we have experienced.

We extend our best wishes to New Mexico MainStreet for a successful meeting and hope this event will provide individual and organizational growth in your MainStreet activities. Again, welcome to our city, enjoy your time spent with us and we hope to see you again in the future.

Phillip Burch
Mayor, City of Artesia

Mayor Phillip Burch

Councilor Jose Aguilar
Councilor Manuel Madrid Jr
Councilor Kent Bratcher
Mayor Pro Tem Terry Hill

Councilor Raul Rodriguez
Councilor Bill Rogers
Councilor Nora Sanchez
Councilor Jeff Youtsey



State of New Mexico

Susana Martinez
Governor

July 27, 2015

Dear New Mexico MainStreet Leaders, Staff, and Volunteers:

Congratulations to New Mexico MainStreet for 30 years of service and success. This milestone is a testament to the dedication and tireless efforts of countless volunteers, economic development directors, MainStreet staff, and local leaders throughout New Mexico. I salute all of you who worked to make MainStreet the volunteer powerhouse that it has become.

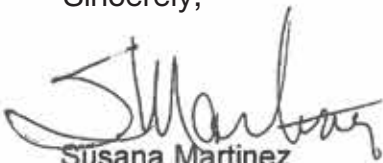
Since 1985, MainStreet has completed more than 3,000 building renovations, secured more than \$286 million in private sector reinvestments, constructed 107 new buildings, and has created more than 3,000 net new businesses and more than 12,000 net new jobs.

This program has a proven track record of creating jobs, revitalizing New Mexico's historic areas of commerce, bringing businesses back to city centers and restoring old, historic structures in the heart of our communities. We must continue to build on the success of this program that enhances our cities, improves quality of life, and creates jobs for New Mexicans.

Through this new fiscal year's state budget, I'm pleased to say that we've secured more than \$1.2 million to support the MainStreet initiative, along with more than \$500,000 in capital outlay funding during the recent special legislative session. This year's capital outlay bill also expanded our closing funds to \$50 million, up from nearly zero when I took office. One million of this is set aside for the valuable MainStreet Historic Theaters Initiative.

We will continue to work with legislators, volunteers, businesses, and communities to help MainStreet continue to lift up New Mexico. I applaud New Mexico MainStreet's accomplishments over the last 30 years, and look forward to much continued success in the future for this vital program.

Sincerely;


Susana Martinez
Governor

Jon Barela

I want to congratulate all of the volunteers, board members, MainStreet presidents and executive directors and economic development partners throughout New Mexico. You have done and continue to do amazing work to revitalize your historic centers of commerce.



As I travel the state, I make an effort to visit our beautiful MainStreet districts and talk to local staff and volunteers. From these visits we've generated many great ideas to improve our MainStreet program, ideas that include the Historic Theater Initiative and the first-ever Native American MainStreet in the nation, located in Zuni.

Over the last 30 years, you have brought new life into old buildings, preserved historic treasures, improved the quality of life for residents and established your downtowns as a destination for tourists...all while creating good jobs.

As your Cabinet Secretary for Economic Development, I am and will remain a devoted ally of your local MainStreet efforts. By taking the limited public-sector investment the state is able to provide, your volunteers leverage remarkable private-sector reinvestment to make the New Mexico MainStreet program the resounding success it has become. It is the kind of performance that builds confidence among business and property owners to make the needed reinvestments to create a vibrant economy.

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Here are some of your collective numbers from your 28 MainStreet communities from July 1, 2014 through June 30, 2015:

176 building rehabilitations	\$7,867,321 in private sector reinvestment
132 Net new businesses	649 Net new jobs

And your volunteers have logged in more than 36,400 hours in your districts.

These are amazing numbers, especially considering so many of your districts are located in very rural towns and villages.

As you celebrate your 30 year history of success, I want to challenge you to look ahead and build on revitalization and planning tools in place. Together, we have targeted economic redevelopment projects that lead to enhanced economic opportunity for your district and for your communities. I plan to continue our partnership to help complete short-term, tangible, bricks-and-mortar projects that will carry us into the next 30 years.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jon Barela'.

Jon Barela
Cabinet Secretary
Economic Development Department

30 never looked so good!

Rich Williams

We hear it all the time. Our lives are too busy. We work too hard. We get lost in the details, the day to day work, that we often lose sight of why we are doing what we do. MainStreet redevelopment takes passion, commitment, dedication and leadership that embodies a community vision. And that takes a lot of planning, debate, discussion that leads to implementation.

Our 30th Anniversary is a time to step back, reflect on our accomplishments during these 30 years, pat ourselves on the back for the economic transformations, and celebrate the volunteers and staff who helped create a positive economic development environment on “Main Street” that attracts new entrepreneurs, retains local businesses, supports neighborhood residents, encourages property reinvestment, resulting in a place of dynamic vitality.



Thirty-one years ago New Mexico Lieutenant Governor Mike Runnels saw a fairly new national program that could assist our historic downtowns and village centers. He championed the cause with the legislature and helped pass the MainStreet Act in 1984. Our first six communities were selected in 1985. Mike was about economic innovation. In many ways his vision and his drive was far ahead of the mainstream. And he had faith in the power of volunteers in MainStreet to economically enhance their commercial districts.



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Today, Governor Susana Martinez continues that tradition as she leads efforts to expand MainStreet and add new communities every year. Additionally, new initiatives like the Frontier Community and Historic Theater programs were added under her watch. Furthermore, new monies from the state have been invested from the state into New Mexico MainStreet. And under Economic Development Secretary Jon Barela, New Mexico led the way to create the first-ever Native American MainStreet in the nation, located at Zuni Pueblo.

As you can see, New Mexico continues to be on the forefront of the MainStreet evolution.

Do take a look at the data. Those numbers reflect your work in and for your communities. They tell a great story of significant economic growth in your districts. But more importantly, look behind the numbers, for there you will find generations of MainStreeters who made and are making an incredible difference, one restored building, one bench, one tree, one new business, one new job at a time. I thank you for the privilege of knowing and working with each and every one of you. You are MainStreet!

Rich Williams

Director

New Mexico MainStreet

Economic Development Department

Daniel J. Gutierrez

As the most recent addition to the New Mexico MainStreet staff I am honored for the opportunity to serve all of our wonderful communities. As Assistant Director, I oversee two programs created by Governor

Martinez and Secretary Barela—the Frontier Community Program and Historic Theaters Initiative—two programs that are already seeing much fruit in their short existences. Looking at the past 30 years, I am humbled by the success and growth of the NMMS Program and local affiliates over the last 30 years. I first learned of the NMMS Network in 2013 while researching the program and attending a Winter Quarterly Networking Meeting in preparation for applying for emerging community status for the Barelas community of Albuquerque. What really struck me from the beginning was the energy and commitment of all those involved and the bottom-up approach to economic development.

In my former academic research and community organizing and planning work, I perceived that “economic development” succeeded by “community empowerment,” and that is exactly what the MainStreet program does. I was inspired by the program’s emphasis on volunteerism, building a public/private partnership, and organizing community leaders and stakeholders to take the lead in creating a vision for their community by using the MainStreet toolbox to implement a local economic development strategy that’s unique to their district. This was very important to me as I believe people are what ultimately shape and define the character of a community.

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I tip my hat to all of you as well as the countless volunteers and supporters that have come and gone over that last 30 years who have made the NMMS Program the success it is today. I’m very proud and fortunate to be part of such a great network of people and local affiliate programs. I look forward to working with you all in the coming years and know the passion we have for our state and local communities will ensure the continued growth and success of the NMMS program.

Daniel J. Gutierrez

Assistant Director

New Mexico MainStreet

Economic Development Department

30 never looked so good!

Patrice Frey

The National Main Street Center, Inc. is delighted to recognize New Mexico MainStreet's 30 years of success in historic preservation-based economic revitalization. The continuity of vision carried through by each generation of the organization is remarkable and is illustrated by the number of valuable projects that have been implemented in Main Streets over the past three decades. The leadership of both the President of the Board and Executive Director and the dedication of the volunteers who form the backbone of New Mexico MainStreet, have been essential to the organization's success. We look forward to the next 30 years of MainStreet's work restoring economic vitality through placemaking in communities across New Mexico.



Patrice Frey
President and CEO
National Main Street Center



Keynote Speaker

Donovan Rypkema



Donovan Rypkema is principal of PlaceEconomics, a Washington, DC-based real estate and economic development consulting firm. The firm specializes in services to public and nonprofit-sector clients who are dealing with downtown and neighborhood commercial district revitalization and the reuse of historic structures. In 2004 Rypkema established Heritage Strategies International, a new firm created to provide similar services to worldwide clients. He also teaches a graduate course in preservation economics at the University of Pennsylvania. Today, Mr. Rypkema is recognized as an industry leader in the economics of preserving historic structures. Since 1983 he has provided ongoing consulting services to the National Trust for Historic Preservation and its National Main Street Center. He has undertaken assignments in 49

states and the District of Columbia. In 2012, the National Trust for Historic Preservation awarded him the Louise du Pont Crowninshield Award, the organization's highest honor, for his work in the preservation field.

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Donovan is a long time friend and consultant to the New Mexico MainStreet program, and most recently completed a study of the economic benefits of New Mexico MainStreet since 1985.



Artesia's MainStreet Success

In less than two decades, Artesia has dynamically utilized MainStreet downtown revitalization strategies to transform its streetscapes and institutions from outdated conditions to stunning examples of architectural and urban design excellence.

Early achievements of the Artesia MainStreet program in the late 1990s and first decade of MainStreet included the rehabilitations of the LandSun theater façade, the A.T. & S.F. Railroad depot and upgrade of the Heritage Walkway. The City and State contributed substantially to the innovative streetscape improvements of Main Street, which included retention of the traditional angle parking pattern.



Private sector investments quickly followed these initial successes as Yates companies built new office buildings on Main Street, downtown merchants such as Ronnie Jackson joined in façade improvements, and a successful program of promotions reinvigorated downtown activity.



Recent years have witnessed sustained major investments in downtown infrastructure as several major landmarks have been rehabilitated or built anew. The Ocotillo Theater, a historic cinema that housed a popular restaurant, was converted to an elegant multipurpose performing arts venue. The Hotel Artesia adds some Art Deco inspired flair and color to downtown's textures, and the new Artesia Public Library synthesizes geography and culture in its dramatic roofline and awesome Peter Hurd mural preserved inside.



Sensational public art installations throughout downtown feature monumental bronze sculptures celebrating southeastern New Mexico cattle and ranch culture and the rise of the oil industry. A major art plaza commemorating Artesia's military veterans greets visitors to City Hall.

Artesia is a State-Certified New Mexico MainStreet program and newly designated Arts & Cultural District and confidently embraces continued progress with its revitalization projects.

Communities Roster

MainStreet Programs

Alamogordo
Albuquerque – *Downtown*
Albuquerque – *Nob Hill**
Albuquerque – *Barelas*
Artesia*
Belen
Bernalillo County – *South Valley*++
Carlsbad*
Clayton
Clovis*
Corrales
Deming
Farmington
Gallup
Grants*
Harding County (*Mosquero, Roy, Solano*)++
Las Cruces
Las Vegas
Los Alamos*
Lovington*
Portales
Raton
Roswell
Silver City
Taos
Truth or Consequences
Tucumcari
Zuni Pueblo++

Arts & Cultural Districts

Artesia
Albuquerque (*Downtown*)
Gallup
Las Vegas
Los Alamos
Mora (*Compound*)
Raton
Silver City
Taos



*Accredited by National Main Street Center

++ Graduating to Start-up Community, August 2015

Frontier Communities (2013-15)

- Anton Chico
- Aztec
- Carrizozo
- Columbus
- Cloudcroft
- Edgewood
- Galisteo
- Hurley
- Lordsburg
- Madrid
- Magdalena
- Moriarty
- Questa
- Santa Clara
- Tularosa
- Wagon Mound

New Mexico Historic Theaters Initiative Grantees

- Luna Theater – *Clayton*
- Silco Theater – *Silver City*
- Lyceum Theater – *Clovis*
- Lea Theater – *Lovington*
- Shuler Theater – *Raton*
- El Morro Theater – *Gallup*



New Mexico MainStreet Program Associates Retreat, 2015

Marian Boyd, *Facilitator*

Front row: Daniel Gutierrez, Rich Williams, Julie Blanke

Back row: Amy Barnhart, Eduardo Martinez, Elmo Baca, Charlie Deans, Marian Boyd, Keith Kjelstrom, Robyne Beaubien, William Powell



New MainStreet History At A Glance

Program Milestones

After the proven success of the National Trust for Historic Preservation's "Four Point Approach" for downtown revitalization, after 1980 states across America were eager to engage the National Main Street Center's efforts.

Lt. Governor Mike Runnels was a strong advocate for bringing MainStreet to New Mexico, and in 1984 the state Legislature passed the MainStreet Act. In 1985, the first five MainStreet communities including Gallup, Las Vegas, Raton, Silver City and Socorro were chosen from a statewide competition.

Originally housed in the Lt. Governor's office, the program was moved to the Economic Development Department by 1988, where it has been administered ever since. The program grew quickly in the first decade under the leadership of co-directors Ursula Boatright and Ed Boles, expanding into southeastern New Mexico and the eastern plains communities.

As the program evolved nationally into neighborhood commercial areas and urban districts, in New Mexico MainStreet revitalization was adopted by larger towns such as Albuquerque, Las Cruces, Roswell and Farmington.



In the 1990s, major changes in retailing and global commerce such as the rise of "big-box" megastores and the rapid deployment of the internet have caused dramatic changes in small business development and survival. Economic pressures on rural communities have resulted in continued demand for MainStreet strategies.

Rich Williams was appointed Director of New Mexico MainStreet in 2001, the same year Albuquerque hosted the National Town Meeting on MainStreet, and Rich has served as Director for fourteen years, the longest tenure of all New Mexico Directors.

The dramatic innovations in the global creative economy encouraged the state legislature to pass the Arts & Cultural Districts Act in 2007, and now New Mexico boasts nine state-designated Arts & Cultural Districts.

In 2013 the legislature passed the Frontier Communities Act which provides MainStreet services and technical assistance to communities under 7,500 population. Through three successful decades, New Mexico has proven that the Main Street Four-Point Approach® of Organization, Design, Promotion and Economic Vitality can be used and customized to serve virtually any of the diverse communities in the state, including the nation's first Native American program at Zuni Pueblo.



30th Anniversary New Mexico MainStreet Commemorative Awards

New Mexico Coalition of MainStreet Communities Awards

Senator Stuart Ingle, *R-Portales*

Senator Mary Kay Papen, *D-Las Cruces*

Senator John Arthur Smith, *D-Deming*

Senator George Munoz, *D-Gallup*

Senator Carroll Leavell, *R-Hobbs*

Senator Gay Kernan, *R-Artesia*

Representative Larry Larranaga, *R-Albuquerque*

Representative Patricia Lundstrom, *D-Gallup*



The New Mexico Coalition of MainStreet Communities was formed in 2003 by senior Executive Directors of local MainStreet programs including Hayley Klein of Artesia, Dusty Huckabee of Roswell, Brenda Brooks of Hobbs, Melissa Suggs of Carlsbad and Maria Rinaldi of Bernalillo. New Mexico Coalition of MainStreet Communities supports our local MainStreet organizations through program development, advocacy and lobbying for resources. Each year the Coalition recognizes legislators who sponsored bills or were major public advocates for MainStreet during the session. The current Executive Committee is: Francis Bee, President – Gallup, Tabatha Lawson, Vice President – Lovington, Rhona Espinoza, Secretary – Belen, Sandy Rasmussen, Treasurer – Corrales, Rebecca Prendergast – Artesia.

30th Anniversary New Mexico MainStreet Commemorative Awards NM Resiliency Alliance

Special Recognition Award

Friends of New Mexico MainStreet

The New Mexico Resiliency Alliance (NMRA) would like to recognize and honor the Friends of New Mexico MainStreet, visionary leaders, board members and key contributors who helped set a solid foundation and established a pathway to success for the NMRA in its current endeavors. Included in this recognition are: Elmo Baca, Julie Blanke, Holm Bursum, Dale Dekker, Carol Radosevich, Rich Williams and the late Zala Smith. In particular, the New Mexico Resiliency Alliance would like to honor the Artesia-based leadership of the FNMMS Corporation - Peyton Yates, Linda Yates, Nancy Stall, and Dennis Kinsey.

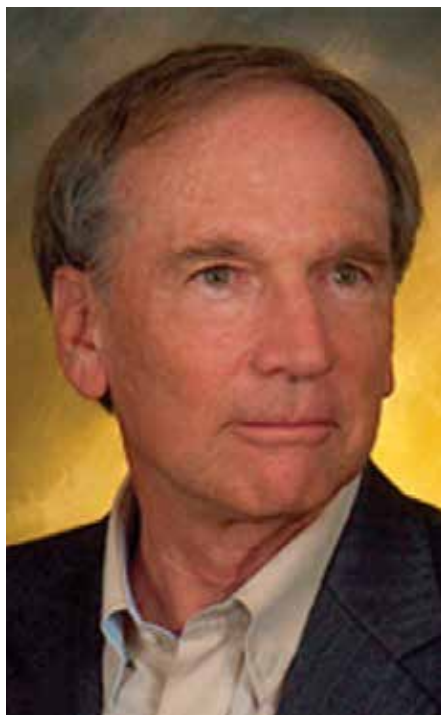
For more than 10 years of funding supports for MainStreet and Arts & Cultural District projects in New Mexico, the Friends of New Mexico MainStreet served as the precursor to the New Mexico Resiliency Alliance. The Friends were an original partner of the MainStreet Partnership that included New Mexico MainStreet program and the New Mexico Coalition of MainStreet Communities. We're honored to follow in your foot steps and look forward to carrying the legacy of your contributions for years to come.

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Special Recognition Award

Peyton Yates, Jr.



Peyton Yates, Jr., has served as founding Board President of Artesia MainStreet for nearly 15 years after 1997, providing enlightened and inspirational civic leadership to the organization and community. Artesia MainStreet has flourished as one of the state's leading downtown revitalization and economic development organizations, completing substantial streetscape, public art, public facilities and commercial building projects.

Peyton has long been involved in the petroleum industry, banking community and Boy Scouts as a visionary collaborator. But above all, Peyton has devoted his time and talents to his hometown of Artesia, committing his energies to preparing the community for a dynamic future through revitalization, arts and cultural development. Through his leadership of the statewide non-profit group Friends of New Mexico MainStreet, Peyton also provided support, advocacy and resources that have enabled numerous New Mexico communities to realize critical downtown infrastructure projects. The New Mexico MainStreet program takes great pride in honoring Peyton Yates, Jr. with a Special Recognition Award.

30th Anniversary New Mexico MainStreet Commemorative Awards

OUTSTANDING ORGANIZATION

Nob Hill MainStreet, Albuquerque ***Nob Hill MainStreet Dinner Fundraiser***

In 2014, Nob Hill MainStreet organized the First Annual Nob Hill MainStreet Dinner, which included dinner, awards and updates on NHMS' activities for 135 attendees. The organization recruited Shamrock Foods as a sponsor and received \$8,500 in food, printing and cash donations, enabling NHMS to use the event as a fundraiser for operating expenses and generating \$6,000 in funds for the organization after expenses. Additionally, the organization used the event as a time to recognize outstanding businesses and individuals in the Nob Hill district, while also updating attendees as to NHMS' activities and successes.



This first time event not only generated operating funds for the current year, but it laid the groundwork and established relationships that will continue to generate funds and partnerships in the future.



OUTSTANDING PROMOTION

Truth or Consequences MainStreet ***MainStreet Truth or Consequences – Comprehensive Events Plan***

MainStreet Truth or Consequences is recognized for excellence in promotions by developing a Comprehensive Events Plan including the Second Saturday Arts Hop which has been going strong for years bringing music, art and people together; their partnership in the T or C Fiesta each May; T or C MainStreet Membership Party; Old Fashioned Christmas community celebration; Small Business Saturday; Scoot the Loot and Sock Hop; and Trick or Treat Downtown are all events that are hosted in the MainStreet District and are an integral part of promoting the district.



A key element of promoting events in T or C is the MainStreet Facebook page. In October of 2013, the site boasted 400+ followers. Tips from National Main Street Conferences led to including pictures with posts. Other techniques that helped grow the page were tagging people in pictures and sharing posts to other community pages. Currently, there are almost 1,000 followers in a town of 6,475 people. A recent post about whether to keep some graffiti downtown reached 3,000 people, eliciting a variety of opinions and ideas.

Using Facebook to promote local events has helped attendance at events. It also helps promote events that T or C MainStreet helps coordinate like the New Mexico Architectural Foundation's Annual Tour and Historic Preservation's Archaeology Day.

MainStreet T or C has done a great job coordinating events and acting as a concierge for other groups to hold successful events in their district. Every event is advertised and reported on through Facebook with lots of pictures to encourage interaction with the public.

OUTSTANDING ECONOMIC POSITIONING

Lovington MainStreet



Lovington MainStreet leaders are working hard at “preserving our past, loving our present, and improving our future.” A new tool in their efforts is an attractive *We Want Your Business!* brochure. The brochure helps to strengthen and expand existing businesses and to welcome prospective new businesses to explore the MainStreet district as a dynamic location for new ventures. It promotes the benefits of locating in the historic downtown in several ways.

With these professional printed materials, businesses are encouraged to consult with Lovington MainStreet. And when they do connect, MainStreet representatives

follow through with specialized information and guidance. It all adds up to a powerful way to project Lovington MainStreet's image as a supportive business development partner and a vital asset to the community's economic development team.

OUTSTANDING ARCHITECTURAL DESIGN

Clovis MainStreet *Harmon, Barnett & Morris Law Firm Building*

Constructed in the 1940s, the building at 119 South Main Street in Clovis, New Mexico served as a grocer

warehouse. Numerous grocer warehouses lined the adjoining railroad tracks in early twentieth century Clovis, signifying the importance of agriculture to the local economy. In the 1960s and 1970s, the building housed various moving and transport companies. Later, the building sat vacant for many years prior to the purchase by Harmon, Barnett, and Morris Law Firm. Today, the building represents a unique private investment project located in the Clovis Railroad and Commercial Historic District, where the owners converted the historic warehouse into professional law offices, while maintaining the building's structure and integrity.



The vision of the owners, along with their contractor, enabled them to preserve historic architectural features of the building, such as the original wood floors and the early lobby safe. The building contractor spent time researching materials and ways of incorporating historic details of the building into the design, creating the atmosphere envisioned by the owners. This adaptive reuse project is a jewel in the Clovis MainStreet district and an anchor building in the historic district, inspiring others to embrace historic rehabilitations. This building is located at the southern end of the district and serves as an important catalyst to the Clovis railyard district revitalization efforts.



OUTSTANDING PLACEMAKING

Artesia MainStreet **City of Artesia**

Artesia MainStreet has been a leader in creating public places and using their streets as dynamic livable places for the last 20 years. This has included their Main Street streetscape project, which has served as a model for the State since 1990, and is particularly relevant since it's also state NMDOT highway. Additionally, this work has included the Heritage Walkway, which is a great public space installed where there used to be a building.

More recently though, Artesia, as both a certified NMMS community and a state-authorized A&CD has demonstrated its leadership once again for creating Great Places and Streets with improvements along Main Street, Texas Street, and Second Street with roundabouts, public art and sculptures, and the Baish Veteran's Park and Veteran's War Memorial gathering space. The City of Artesia, Artesia MS, and Artesia A&CD is highly commended and recognized for their collaborative effort in creating world-class Outstanding Placemaking in their downtown area.



SPIRIT OF MAINSTREET

Grants MainStreet Project

In 2014, the Grants MainStreet Project (GMS) has become the prototype for a re-energized and exemplary organization that has engaged the Main Street Four-Point Approach® to continue Grants' downtown revitalization efforts.

In Promotions, the organization continues to organize the annual signature event Fire and Ice Rally which is once again profitable after several years of declining revenues. The Rally drew more than 10,000 participants in 2014 and along with six other promotional events is transforming Grants into a destination for tourists and residents alike.



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Grants MainStreet completed improvements and beautification efforts at the Rio San Jose Riverwalk Amphitheater which paved the way for year-round activities and helped launch the Riverwalk Music Fest, a weekly concert series that attracted 100-400 participants in each of nine weekends in the summer. GMS continues to coordinate the Legacy Trail project, a design effort that recently garnered \$436,000 in TAP funds for Phase I. GMS also completed three façade squad initiatives in the downtown area and continues to spruce up vacant properties.

GMS Economic Development projects included partnering with several local organizations to successfully implement a second season of the MainStreet Farmers Market. The EP team is conducting 3-5 business visits monthly and helped recruit two new businesses to the downtown district. GMS is partnering with the Cibola Communities Economic Development Foundation and faculty/students from NMSU-Grants Business Department to implement additional Economic Positioning projects.

On the Organization front, GMS increased members by 25% in 2014, retired a multi-year debt from previous Fire & Ice Rally events, regained county funding for projects and operations and successfully added a dedicated volunteer recruitment program. Grants MainStreet achieved recognition as “Organization of Year” by the Grants/Cibola County Chamber of Commerce. For the first time in its history, the Grants MainStreet Project achieved Accreditation by the National Main Street Center.

30 never looked so good!

SPIRIT OF PRESERVATION

Los Alamos MainStreet *Manhattan Project National Historical Park Advocacy*

Los Alamos MainStreet provided support in the advocacy efforts of the Los Alamos Historical Society for the Manhattan Project National Historical Park by mobilizing citizens via email, mail and phone to contact their legislators to support its creation. LAMS has been in contact with a Oakridge, TN group (also part of the Manhattan Project National Historical Park) on event collaboration – Oakridge puts on an event similar to Sciencefest called Secret City Festival. LAMS continues to play a role in the development of the park via the ad hoc group formed to provide recommendations and support to the National Park Service.



DALLAN SANDERS GOLDEN WHIP AWARD

Manuel "Manny" Vasquez
President of Grants MainStreet Project

Under the capable and dedicated leadership of Board President Manny Vasquez, Grants MainStreet increased members by 25% in 2014, retired a multi-year debt from previous Fire & Ice Rally events, regained county funding for projects and operations and successfully added a dedicated volunteer recruitment program. Their successful effort evoked requests by the City to partner on new projects and promotions and recognition as "Organization of Year" by the Grants/Cibola County Chamber of Commerce. For the first time in history, the Grants MainStreet Project achieved Accreditation by the National Main Street Center.



MIKE RUNNELS MAINSTREET INNOVATION AWARD

Dusty Huckabee
Roswell MainStreet, Manager Emeritus



Dusty Huckabee is beloved and respected as the longest serving manager for New Mexico MainStreet and the Roswell MainStreet program. During his nearly three decades of service to his hometown, Dusty contributed to many remarkable community projects, including the downtown streetscape improvement project (and Block Party), Roswell Museum and Spring River Park, Chaves County Courthouse improvements, the Roswell Convention Center upgrades, and the Chisum monumental bronze sculpture.

A natural and talented promoter, Dusty was instrumental in the creative direction and management of signature events such as the Roswell Chile Cheese Festival and the globally recognized Roswell UFO Festival. Dusty often attended serious business meetings and legislative hearings in his distinctive chile shirts remarking how important it is for promotions to ring “crash” registers.

Dusty’s spirit, determination, hard work and wit are legendary in New Mexico, and he became a respected leader in the tourism industry participating in the innovative Rural Economic Development Through Tourism (REDTT) program championed by U.S. Congressman Joe Skeen.

With his political and personal allies Senator Tim Jennings and Mayor Tom Jennings, and recently as a Roswell City Councilor himself, Dusty was a strong advocate and effective lobbyist for state and local funding support for MainStreet programs and projects. Today Roswell is a thriving and livable community with bright prospects, made much brighter by the efforts and leadership of Dusty Huckabee.

New Mexico MainStreet proudly honors and recognizes the unique talents and inspiration of Dusty Huckabee.



SPIRIT OF PARTNERSHIP AWARD

Tom Church
Cabinet Secretary
New Mexico Department of Transportation



Cabinet Secretary Tom Church has extensive experience in the New Mexico Department of Transportation. The many roles he's served in at the department include Chief of Staff, Deputy Secretary of Business and Financial Operations, Deputy Director of Administrative Services and Quality Management Bureau Chief. "Secretary Church has demonstrated his knowledge and expertise in the transportation field for more than two decades at the New Mexico Department of Transportation," Governor Susana Martinez said upon his Cabinet nomination. "I look forward to his continued leadership in keeping New Mexico's transportation infrastructure safe and efficient for New Mexicans while providing the capacity to support economic growth and development."

2.2



Under Secretary Church's leadership, the New Mexico Department of Transportation recently completed its annual Financial and Compliance Audit and received zero audit findings for the FY13 Fiscal Year. This is the first time the Department has ever been awarded a perfect audit.

Secretary Church has demonstrated his collaboration and support for the New Mexico MainStreet program, opening up new dialogues to enhance and facilitate transportation projects through downtown districts statewide.

Anne McLaughlin
Statewide Planning Bureau Chief
New Mexico Department of Transportation

Anne McLaughlin has worked for the New Mexico Department of Transportation as the Statewide Planning Bureau Chief since 2007. Previously, Anne served as the Planning Department Director for the City of Santa Fe, was Head of Long Range Planning and also worked as the Trails Coordinator in the Parks and Recreation Department. Anne has more than 30 years' experience in public and private sector planning with a focus on the built environment and how it impacts quality of life. Anne has a Masters in Architecture from the University of New Mexico, a Certificate in Sustainable Transportation Planning from the University of Washington, and has taught graduate-level classes in architectural drawing, design and regional planning as an adjunct professor with the University of New Mexico.



New Mexico MainStreet Program and Initiatives

New Mexico Historic Theaters Initiative

The New Mexico MainStreet Historic Theaters Initiative is part of an ongoing statewide effort led by the Economic Development Department to rehabilitate historic theaters and install new digital projection and sound equipment required by Hollywood studios to run current features.



quality of life, retail leakage and community morale.

Beginning in January 2013, the Economic Development Department has made grants to six publically owned classic theaters throughout New Mexico. These include the Luna Theater in Clayton, the Silco Theater in Silver City, the Lea Theater in Lovington, the Shuler Theater in Raton, the El Morro Theater in Gallup and the Lyceum Theater in Clovis.



Economic Development Secretary Jon Barela is enthusiastic about the initiative. “Traveling around New Mexico, I fell in love with these gracious old theaters. We all remember great times at the movies growing up. I’m proud that New Mexico MainStreet is leading the effort to give them new life.”

New Mexico MainStreet Program and Initiatives

Off the Road in New Mexico Website

Like any great “Main Street” state, New Mexico’s back country roads are a magical portal to an undiscovered America, a vanishing America—a homespun rural paradise of quick smiles, gracious hospitality, comfort food and astonishing landmarks, both natural and man-made.

The New Mexico MainStreet program has created a dynamic and interactive website called “Off the Road in New Mexico,” at www.offtheroadnm.org to assist roadtrippers and cultural explorers to navigate the “Land of Enchantment’s” many cultural frontiers. “Off the Road in New Mexico” presents a gorgeous photographic celebration of architectural monuments



located within the state's Main Street districts and nine Arts & Cultural districts. The website, while emphasizing getting "off the road" to visit rural attractions, also highlights buildings, cultural landscapes and public art in urban neighborhoods in Albuquerque and Las Cruces.

Compiled and created by New Mexico MainStreet's consulting Program Associate staff in collaboration with designer Gary Cascio of Late Nite Grafix, Inc. and webmaster Dick Wagner, "Off the Road in New Mexico" manifests the creative vision of MainStreet State Coordinator Rich Williams. The latest website platform capitalizes on the earlier success of New Mexico's "Off the Road" website, which explored quirky and fun shopping adventures on New Mexico main streets.

"We have some fantastic historic buildings and sites in our communities going back a few centuries in some cases," Williams observes. "We're trying to pull them all together on one website that can appeal to a casual tourist or an architectural connoisseur."

New Mexico MainStreet Program and Initiatives

Frontier Communities

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The state legislature responded to enhanced demands for assistance from New Mexico's most rural communities by enacting the MainStreet Frontier Communities program in 2013. The Frontier Communities program is offered through a competitive application process to communities under 7,500 population. As most small towns and villages are challenged by issues of funding, organizational capacity and expertise, Frontier programs are project oriented rather than a multiyear revitalization effort.

Since the founding of the program, 16 Frontier communities in every region of the state have benefited from state MainStreet technical assistance. Most of the projects are results oriented, such as façade squads, branding and marketing campaigns, placemaking and streetscape improvements, and economic development upgrades to existing community and business facilities. Project excellence is a high priority, and the Village of Wagon Mound's successful façade squad in 2014 being awarded a Heritage Organization Award by the New Mexico Historic Preservation Division in May 2015 is an example.

Frontier Communities Initiative



New Mexico MainStreet Program and Initiatives

Building Creative Communities Conference

“Building Creative Communities” through Arts, Culture, Tourism and Historic Preservation is the theme of a unique conference sponsored by New Mexico MainStreet, New Mexico Arts and the New Mexico Historic Preservation Division. The first successful event attracted nearly 200 participants to Santa Fe’s La Fonda Hotel on November 12-14, 2014.

For decades, New Mexico’s MainStreet, arts, preservation and tourism movements have demonstrated that revitalizing places, celebrating culture and arts, and sharing our heritage with the world build local economies and strengthen the state’s economy. How do we most strategically capitalize on our successes?

The second “Building Creative Communities” Conference is scheduled for November 4-6, 2015 at the La Fonda Hotel in Santa Fe. This year’s event will focus on the unique resources of New Mexico’s Cultural Corridors, which examine historic railroads, highways, trails, acequias and much more

in another interdisciplinary dialogue that promises to stimulate professional practitioners and community members engaged in revitalization of downtown districts, neighborhoods, artistic and cultural landscapes.



Building Creative Communities Conference

Revitalization through Arts, Culture, Tourism and Preservation

Annual Conference | November 4-6, 2015 | Santa Fe

In Memoriam



Former Lieutenant Governor Mike Runnels

New Mexico MainStreet Founder 1984

Mike's dedication to innovation and excellence in government brought the Main Street Program to New Mexico. Generations of MainStreeters honor his memory today for his vision.

Former Lieutenant Governor Mike Runnels receiving a plaque at our 25th Anniversary celebration from New Mexico MainStreet Director Rich Williams.



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