

Then and Now

25 Years of Revitalizing New Mexico's MainStreets





Then *and* Now

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Communities

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***Letter from
the Governor***

Congratulations on 25 years of success.

My administration has made MainStreet a priority for the last seven of those years, and I am looking forward to championing the program through its Silver Anniversary year.

The New Mexico MainStreet Program encompasses all that is good in New Mexico. It supports and encourages entrepreneurs who seek to create local jobs by opening new businesses in traditional MainStreet districts.

Over the past 25 years, MainStreet has helped create over 9,200 jobs and 2,750 new businesses. These small businesses are run by friends and neighbors in places like Deming and Farmington and Santa Rosa, and they are essential to the success of our economy.

MainStreet communities put historic preservation into action, rehabilitating landmark buildings like old theaters and hotels.

They maintain the cultural traditions and events that are unique to each MainStreet community. And most importantly, they foster a sense of community identity that was so often lost as our towns expanded and the focus shifted away from our traditional downtown main streets.

The “Then and Now” book you are holding now is a testament to the spirit of the MainStreet Program. It celebrates the past, and illustrates how building on that legacy creates a bright future for our communities.

I look forward to working closely with you to help ensure MainStreet’s 25TH year is remembered as its best!

Bill Richardson, *Governor*
Governor of New Mexico
August 2010

I am exceedingly proud of the New Mexico MainStreet program and all that it has accomplished in twenty-five years. As a lifelong New Mexican, I have visited, and in a few cases lived in, our incredible MainStreet communities. MainStreet projects are visible examples of volunteers who take up the MainStreet banner, train in the MainStreet Four Point Approach[®], and get out and rebuild their downtowns. These efforts restore historic segments of our communities and help attract and retain small businesses.

The next few pages offer a powerful testament to what we can do to revitalize, rehabilitate, renovate and re-invigorate our historic commercial districts. Volunteers have helped to restore classic architectural buildings and ensure that our communities' streets are safe for our families. Our plazas, courthouse squares and traditional neighborhood commercial centers are where community life is celebrated and history remembered.

MainStreet is not only about creating jobs but also about maintaining the classic family owned small business that are the heart of our economy. As Lieutenant Governor, I championed a small business micro lending program that helped 1800 small businesses across New Mexico add jobs and grow our local economies. Nothing is more important to me than ensuring that our businesses have every opportunity to thrive, and the Mainstreet program helps maintain the communal infrastructure and atmosphere that keeps small businesses open and prospering.

I hope as you read and enjoy the photos in this book and you will appreciate the accomplishments of our volunteers. These are your communities, your downtowns and New Mexico will need you to keep them strong, sustainable and vibrant.

Sincerely,

Diane Denish, *Lieutenant Governor*
Lieutenant Governor of New Mexico
August 2010



***Letter from
the Lieutenant
Governor***



***Letter from
the Cabinet
Secretary***

As Cabinet Secretary of the Economic Development Department, I have the pleasure of overseeing the MainStreet Program. Their goal of preserving a community’s cultural heritage while helping to create needed jobs is a lesson for all of New Mexico. As I travel across the state, I am glad to see so many member communities taking that lesson to heart.

The numbers bear this out: over \$224 million in private reinvestment over the last 25 years, helping to rehabilitate 2,500 buildings and facilitate 474 business expansions.

The 25TH Anniversary year of New Mexico MainStreet has already celebrated many successes. From the “\$25 to MainStreet” holiday shopping program to the inaugural “Project MainStreet Makeover” event in Truth or Consequences to the “Façade Squads” in Lovington and Las Vegas, the revitalizing efforts of MainStreet programs are energizing communities statewide.

I would like to salute the efforts of Rich Williams and his staff for their dedication and hard work to make this program a success.

I would also like to thank all the friends and partners of the MainStreet Program for 25 years of helping to achieve the ambitious goals we aspire to reach in each of our member communities.

Fred Mondragón, *Cabinet Secretary*
New Mexico Economic Development Department
August 2010

Pursuing the trail of New Mexico's culture and history means getting off the road more traveled, skipping the steaming hot interstates of bland mediocrity and steering back on to the blue ribbon highways bringing us home to MainStreet.

The experience is not at the interstate off-ramps where we jump off for fuel, bottled water and a bladder check; where a wasteland of generic, franchise restaurants and stuccoed hotels of oblivion reside. The real America is for those of us in leisurely pursuit of the far flung out-posts, the core social and commercial centers of community life. We hunger for a sturdy architecture, well crafted theatres, homes, rail depots, and buildings that are sound for business and family. We want to wander the places where for the streets and rails once bustled with the commerce that drove America's economic fortunes forward in the 19TH through mid-20TH centuries.

Driven by mining, ranching, small farms and mountain villages, our fore-bearers carved out a niche for family and community in the New Mexico high desert mountains and grassland plains. From the Permian basin's oozing black gold to the copper rich soils of the Santa Rita mines, the pastoral villages of the Sangre de Cristos to the stockyards of Albuquerque, families added their sweat to the 100 million year old sea beds of the region to build the good life on Main Street.

From a dream, a hope, and little change in their pockets, our ancestors transformed the rugged western wilderness into plazas, courthouse squares and compounds to nurture and celebrate community life. At the end of the day of sun-baked toil, folks gathered to fiddle, dance, chant and drum their thanks collectively for this great land.

This book is one small slice from the past 25 year history of MainStreet communities in New Mexico rebuilding what was and remains solid about community. In text and pictures this is a brief reminder, a testimony of the power that once forged our downtowns still residing within us and our communities. This is a simple story of the will of New Mexicans to save, celebrate and adapt the best of what has been created throughout our history for our generation and the next. This book is a window on the power of MainStreet *Then* and the community center we are recapturing and restoring in our lives *Now*.

Rich Williams, *Director*
New Mexico MainStreet Program
August 2010



***Letter from
the Director***

Communities Served by New Mexico MainStreet Program

1985 - 2010

CURRENT MAINSTREET COMMUNITIES

Albuquerque
Downtown Action Team
Nob Hill

Artesia

Belen

Carlsbad *

Clayton *

Clovis

Corrales

Deming *

Farmington *

Grants

Hobbs *

Las Cruces

Las Vegas *

Los Alamos

Lovington

Portales

Raton *

Roswell

Santa Rosa

Silver City *

Truth or Consequences *

Tucumcari

CURRENT ARTS and CULTURAL DISTRICTS

Albuquerque Central Arts District

Las Vegas Arts and Cultural District *

Los Alamos Creative District

Raton Historic Downtown Arts and Cultural
District *

Silver City Arts and Cultural District *

Taos Arts and Cultural District *

* Registered Downtown Historic Districts

INACTIVE MAINSTREET COMMUNITIES

Albuquerque
 United South Broadway

Aztec

Bernalillo

Española

Gallup

Los Ranchos de Albuquerque

Ruidoso

Salt Mission Trails
 Estancia
 Moriarty
 Mountainair

Socorro

Taos

PAST SATELLITES AND SPECIAL PROJECTS

Bayard

Belen

Capitan

Chama

Cochiti Lake

Doña Ana

Eunice

Española

Galisteo

Harding County

Los Lunas

Quemado

Questa

Roy

Santa Clara

Santa Rosa

Shiprock Chapter House, Navajo Nation

Springer

Zuñi Pueblo

Introduction

Just 25 years ago, New Mexico was a folksy state, a place where a cowboy from Stanley could serve as a popular governor and where your neighbor might own the local grocery store or work at Montgomery Wards. Even though Albuquerque was booming and built the state's first big shopping center at Winrock, New Mexico was still a rural and country experience, filled with football towns and pickup trucks.



America had begun a transformation from the innocence of the Elvis years to the cynical disillusionment of Vietnam, and before long we noticed our small town ideals and buildings crumbling away before our eyes. Andy Griffith's Mayberry symbolized what we were losing or had already lost, and struck a chord.

Small and large towns across the country seemed stymied by the downtown decay; by the sight of boarded up windows on prominent department stores, and steady retirement of familiar shopkeepers and businesses. By 1980, downtowns in every part of the USA were in trouble.

The National Trust for Historic Preservation, as the nation's leading preservation organization, recognized the growing threat to downtown vitality, historic commercial buildings, and indeed a way of life based on human interface, civility, service and hospitality. What the National Trust developed as a response to urban decay became known as the Main Street program for downtown revitalization, or simply "Main Street."

The Main Street program's famous "Four Point Approach"® to downtown revitalization, emphasizing projects and progress



in Organization, Promotion, Design and Economic Restructuring has been a proven successful formula.

Beginning with three pilot Midwestern towns in 1980, Main Street has grown to include nearly every state and thousands of small towns working to keep their downtowns healthy and prosperous. Major cities also recognized the critical importance of protecting historic downtowns and commercial corridors. The past 25 years have witnessed a national effort to preserve historic and traditional downtowns and marketplaces everywhere.

The New Mexico Legislature adopted the Main Street program in 1985 and has provided unflinching and unflagging support for the program and for the state's small towns ever since. From the original five New Mexico MainStreet towns of Silver City, Las Vegas, Raton, Gallup and Socorro, New Mexico MainStreet has served nearly every community in the state during the past 25 years with on-site visits, technical assistance, design assistance, resource team visits, business research and analysis, and many other forms of help. The underlying philosophy of Main Street is self-help and community capacity building.

While New Mexico MainStreet communities have a widely varying record of success and accomplishment, most will acknowledge the need for continuous and committed effort, and a flexible response to global and market changes. In the constant struggle for small towns to remain prosperous and relevant, New Mexico MainStreet has proven a valuable partner.



LEFT Zuni Parade Dancers, Gallup, 2006. Photograph by Gary Cascio, NMMS. **MIDDLE** Estella's Café Building, Bridge Street, Las Vegas. Photograph by Elmo Baca, NMMS. **RIGHT** Silver City Downtown Art Parade, 2007. Photograph by Mary Alice Murphy.

Then and Now Photo Contest Winners by Community



Silver City, Artesia and Albuquerque submitted award winning entries in the MainStreet Program's 25TH Anniversary photo contest held during January and February 2010.

Silver City's first place entry shows a flooded Bullard Street in 1910. The hilly mining site of Silver City caused habitual flooding and a constant maintenance problem for the community. Many years later in the 1990's, Silver City MainStreet and the Town of Silver City worked together to repair sidewalks and install new streetlights that greatly improved the street conditions.

Artesia's classic railroad depot, built in Mission Revival style, was rehabilitated by the City and the Chamber of Commerce in

2000-2002 in spectacular fashion. The historic depot houses the Chamber of Commerce and offers excellent meeting rooms and reception capacity for Artesia. Artesia's entry was awarded second place.

The New Mexico Rail Runner commuter train made its debut in Albuquerque in 2005 evoking memories of the historic Alvarado Hotel and a glorious railroad legacy downtown in the Duke City. A new transportation center built by the City is inspired by the romantic mission style architecture of the Alvarado. Albuquerque's entry was awarded third place by the awards jury.

Cash prizes to these MainStreet organizations were awarded by the Friends of New Mexico MainStreet.





New Mexico Rail Runner arrives at Albuquerque Transit Center, 2009. Photograph by New Mexico RailRunner, courtesy Albuquerque Downtown Action Team.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



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LEFT TO RIGHT: Bullard Street, Silver City, 2010. Photograph by Frank Milan, courtesy Silver City MainStreet. **Bullard Street, Silver City, 1910.** Whitehill Collection, courtesy Silver City Museum.

Then and Now Streets

In older New Mexican communities, either Puebloan or colonial, the idea of a street was often defined by a winding and curving trail that hugged an arroyo or was trodden down by livestock or perhaps was a narrow passageway between tightly clustered houses.



With Anglo influence in the 19th century, regular and rectilinear streets became common, and in some unique communities, the ancient *calles* ran side-by-side the paved streets of progress.

Many New Mexico towns in fact have a “Main Street” that runs through the town square or attracted the local banks and post office. Other “Main Streets” in New Mexico have more poetic and evocative names such as Gold Street, Coal Avenue, Central Avenue, or Bridge Street. These streets helped guide the destinies of towns and regions; their landmarks and vacant lots bear witness to history and the relentless onslaught of fortunes and obsolescence.

The New Mexico MainStreet Program has worked diligently to enhance the street life of New Mexico communities, as these avenues provide the places and stages for people to interact for purposes of art, economy, politics, celebration, ritual, serendipity and many other reasons. Highly effective streets succeed at providing a comfortable zone for such interaction, but the precise qualities of design, ambience, landscape, businesses, and infrastructure that combine in a great street are difficult to achieve.

For 25 years, New Mexico MainStreet communities have been effective stewards of downtown streetscapes, implementing many comprehensive improvement projects such as new sidewalks, street planters, street lighting, banners, pavement repairs, benches, and signage. While fundamental street improvement strategies remain the same, the technology of materials and shifts in popular consciousness are ever changing. Street roundabouts, xeriscape plantings, and solar-powered lighting are just a few of the ways our streetscapes are evolving.





Nob Hill Shopping District, Albuquerque, 2009. Photograph by Elmo Baca, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's Main Streets



LEFT Downtown Farmington Main Street, ca. 1995. Photograph by Elmo Baca, NMMS. **RIGHT TOP** Central Avenue, Albuquerque, ca. 2000. Photograph by Elmo Baca, NMMS. **RIGHT BOTTOM** Downtown Farmington, ca. 1998. Photograph by Elmo Baca, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT TO RIGHT: **LEFT** Downtown Aztec, ca. 1990. Photograph by Ed Boles, NMMS. **MIDDLE** Sudderth Drive, Ruidoso, ca. 1992. Photograph by Julie Johncox, NMMS. **RIGHT** First Street and Coal Avenue, Gallup, ca. 1992. Photograph by Elmo Baca, NMMS.



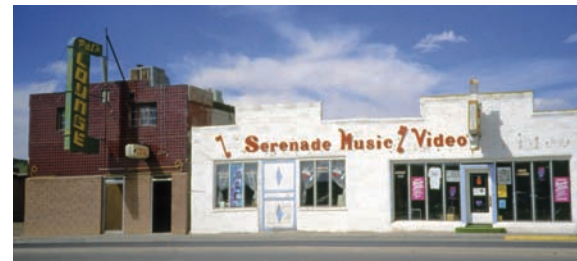
Bridge Street, Las Vegas, ca. 1981. Photograph by Elmo Baca, NMMS

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT TO RIGHT: Bridge Street, Las Vegas, ca. 1986. Photograph by Elmo Baca, NMMS. Bridge Street, Las Vegas, ca. 2009. Photograph by Elmo Baca, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT TO RIGHT: TOP LEFT Paseo de Oñate, Española, ca. 1995. Photograph by Elmo Baca, NMMS. **TOP RIGHT** Historic Route 66, Grants, ca. 1995. Photograph by Elmo Baca, NMMS. **BOTTOM** Downtown Carlsbad, 2009. Photograph by Elmo Baca, NMMS.



Fourth Street, Barelas neighborhood, Albuquerque, ca. 1998. Photograph by Elmo Baca, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's Main Streets



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LEFT TO RIGHT: **TOP** Main Street, Roswell, ca. 1990. Photograph by Ed Boles, NMMS. **BOTTOM** Western portal storefronts, Tucumcari, ca. 1987. Photograph by Ed Boles, NMMS. **RIGHT**, Second Avenue and Main Street, Tucumcari, 2009. Photograph by Elmo Baca, NMMS



Restored Main Street, downtown Las Cruces, ca. 2008. Photograph by Russell Bamert, courtesy Downtown Las Cruces Partnership.

Then and Now: 25 Years of Revitalizing New Mexico's Main Streets



LEFT TO RIGHT: **TOP LEFT** Silver Street, Downtown Deming, ca. 2000. Photograph by Elmo Baca, NMMS. **TOP RIGHT** Downtown Corrales in snow. Photograph courtesy Albuquerque Convention and Visitors Bureau. **BOTTOM** Main Street, Tucumcari, 2009. Photograph by Elmo Baca, NMMS.



West Plaza, Las Vegas, ca. 1995. Photograph by Elmo Baca, NMMS.

Then and Now Events

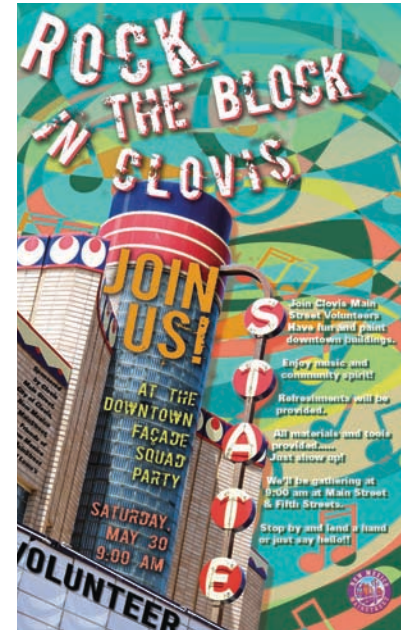
Classic historic photographs of New Mexico Main Streets were often panoramas of parades. Rodeo parades, Fourth of July parades, circus parades, homecoming parades and Christmas parades all provided the community with a way to celebrate the mundane and spectacular. In 2010, Main Street parades still attract thousands of people back downtown. Smiling cowgirl queens and politicians on horseback never seem to go out of fashion.

In the early years of New Mexico MainStreet, downtown promotions were often home-spun productions that provided local organizations with ways to engage volunteers and the public and also make a little money on the side. Some promotions featured homemade outhouse races, street sweeping contests, Halloween mummy wraps and other inspired silliness, and others evolved into sophisticated enterprises like the Bernalillo Wine Festival.

Every MainStreet program created hometown promotions that honored local traditions and culture. Roswell's UFO Festival, Gallup's Downtown Indian Market and Silver City's Tour of the Gila bike race are just a few outstanding examples.

In time, as the Main Street movement spread, downtown promotions became a multi-million dollar industry. The Disney Corporation unveiled an Electric Light Parade on Main Street at Disneyland and thousands of Main Street programs followed suit. Local promotions committees created awesome Christmas Light Parades that have become essential family outings across New Mexico.

Perhaps as a reflection of aging baby boomers, in 2010 motorcycle rallies and downtown farmers markets are popular attractions. Even in a rapidly evolving digital entertainment marketplace, however, the essential ingredients of a successful downtown promotion remain the same: plenty of good cheap food, music, fun events for kids, and free give-aways still attract people by the hundreds.



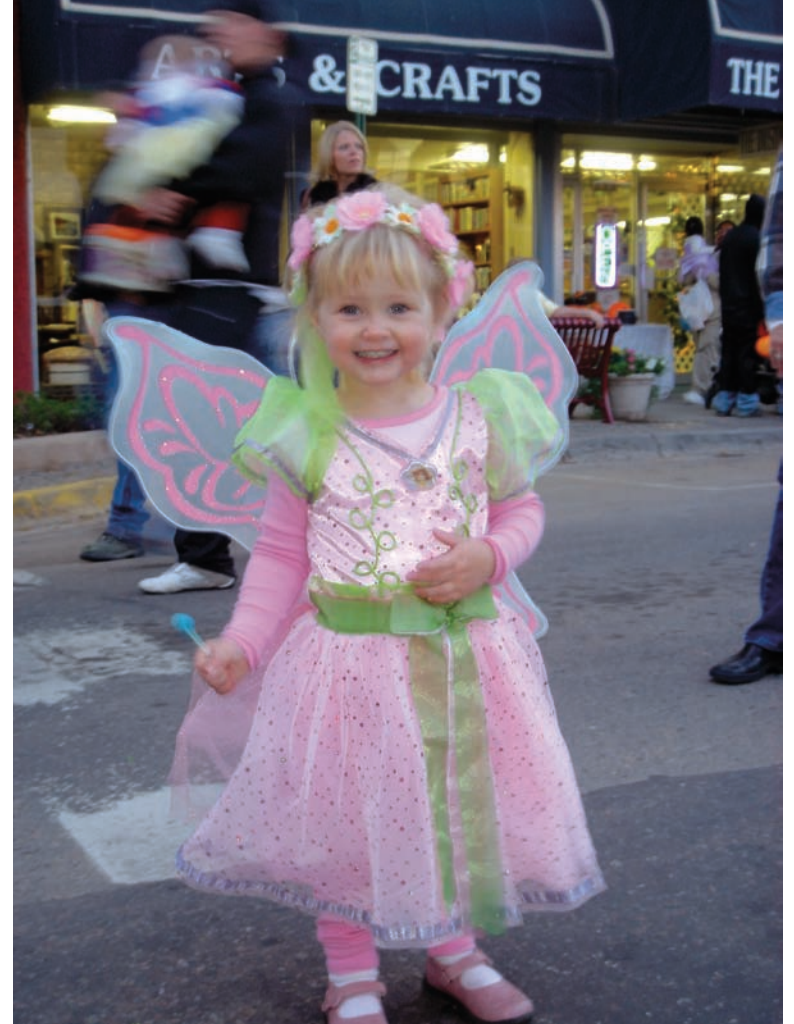


Farmers Market, downtown Carlisle, Courthouse Square, ca. 2000. Photograph by Shannon Papin.



Bernalillo Wine Festival, ca. 1995. Photograph courtesy Bernalillo MainStreet.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT TO RIGHT: **TOP LEFT** Fourth of July parade, Corrales. Photograph by Ginger Foote, courtesy Corrales MainStreet. **TOP MIDDLE** Tour of the Gila bike race, Silver City, ca. 2000. Photograph courtesy Silver City MainStreet. **LEFT BOTTOM** Rough Riders Bike Rally, Las Vegas on the Plaza, ca. 2008. Photograph courtesy MainStreet de Las Vegas. **RIGHT** Halloween street fairy, Trick or Treat on MainStreet, Farmington. Photograph by Elizabeth Isenberg, courtesy of Farmington Downtown Association.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT TO RIGHT: TOP LEFT Unveiling of Doña Ana sculpture on Doña Ana village plaza, 2007. Photograph by Elmo Baca, NMMS. **BOTTOM LEFT** "Four flushers" outhouse race team, Carlsbad, ca. 1988. Photograph by Ed Boles, NMMS. **BOTTOM CENTER** Pecos riverboat cruise, Carlsbad, ca. 1988. Photograph by Ed Boles, NMMS. **BOTTOM RIGHT**, Artesia MainStreet decorative cake. Courtesy Artesia MainStreet. **TOP RIGHT** Rough Rider Bike Rally on Bridge Street, Las Vegas, ca. 2008. Photograph courtesy MainStreet of Las Vegas.



Taco dog on parade, Corrales. Photograph by Ginger Foote, courtesy Corrales MainStreet.



Downtown festival on Ashley Pond, Los Alamos. Photograph courtesy Los Alamos Main Street Program.



TOP LEFT Fiesta dancers on Bridge Street, Las Vegas, ca. 2006. Photograph by Birdie Jaworski, courtesy Main Street de Las Vegas. **BOTTOM LEFT** Roller skaters on Main Street, Roswell, Roswell Block Party, ca. 1997. Photograph by Elmo Baca, NMMS. **BOTTOM RIGHT** Farmers Market, Artesia, ca. 2008. Photograph courtesy Artesia MainStreet.



LEFT Farmers Market, downtown Las Cruces, ca. 2008. Photograph courtesy Downtown Las Cruces Partnership. **RIGHT** Mexican fiesta dancers, village of Doña Ana plaza, ca. 2007. Photograph by Elmo Baca, NMMS.



Corrales Fourth of July parade. Photograph by Ginger Foote, courtesy Corrales MainStreet.

Then and Now Buildings

New Mexico is home to a proud and indigenous adobe architectural tradition, and the smooth, rounded profiles of adobe walls are an important element of commercial and residential buildings in the state's downtowns.

Beginning with the influence of ancestral and historic Pueblo architecture, and transformed by Spanish forms, adobe architecture is the unique and distinctive heritage of New Mexico Main Streets.

Railroad boomtowns followed the tracks of the Santa Fe Railway, the Denver & Rio Grande, the Southern Pacific and other commercial lines after 1880. Brick kilns and stone quarries were quickly established in most towns. The railroad imported cast iron cornices, columns, stamped metal decorative ceilings, fancy milled woodwork and many other architectural elements that used Midwestern and East Coast building technologies. Older railroad towns like Gallup, Silver City, Las Vegas and Raton still boast Italianate buildings symbolic of the 1880s, while newer communities such as Carlsbad, Artesia and Farmington are showcases of World's Fair Classical and early modernist storefronts.



Since 1985, MainStreet communities have worked valiantly to preserve this architectural legacy against the forces of deterioration, economic obsolescence, neglect and in some cases disastrous fires and misfortunes. Federal and state historic preservation tax credits have helped property owners in their efforts, but often these are insufficient to guarantee financial returns, and so the challenge of preserving historic Main Street buildings remains constant.

More recently, the Legislature and MainStreet have utilized state capital outlay funds to revitalize important downtown landmarks such as theaters, schools, city halls, court houses and hotels. Local municipal governments, universities and other public partners have become creative allies with MainStreet design committees in the cause of building rehabilitation.

Newer building technologies and a growing sensitivity to energy conservation offer new strategies for older buildings as New Mexico Main Streets transition to a competitive global economy.



Fuller Lodge, Los Alamos, 2010. Photograph by Elmo Baca, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



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LEFT TO RIGHT: **TOP LEFT** Lake City Diner, Santa Rosa. Photograph by Shannon Papin, NMMS. **BOTTOM LEFT** Work on Deming Arts Council building, ca. 1990. Photograph by Ed Boles, NMMS. **BOTTOM MIDDLE** Marchiondo's Dry Goods building, Raton, ca. 1995. Photograph by Elmo Baca, NMMS. **TOP MIDDLE** Roswell Alien Choppers, architectural rendering by William Powell, NMMS, 2010. **TOP RIGHT** Route 66 Diner, Central Avenue, Albuquerque. Photograph by Elmo Baca, NMMS. **BOTTOM RIGHT** First National Bank Building, Carlsbad, ca. 2006. Photograph courtesy NMMS.



LEFT TO RIGHT: TOP LEFT Eye Care building, downtown Gallup, ca. 1990. Photograph by Elmo Baca, NMMS. **BOTTOM LEFT** Portales Courthouse Square. Photograph by Elmo Baca, NMMS. **BOTTOM CENTER** Yam Theater rehabilitation concept rendering by José Zelaya, NMMS, 2006. **RIGHT** H Cicerone building, downtown Hobbs, ca. 2009. Photograph by Charlie Deans, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



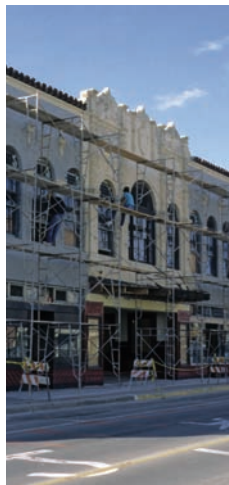
The Hub Shopping complex, Silver City. Photograph courtesy NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's Main Streets



LEFT TO RIGHT: **LEFT** El Sol Theater, Silver City, ca. 1998. Photograph by Elmo Baca, NMMS. **TOP RIGHT** Portales Medical Clinic, ca. 2000. Photograph by Elmo Baca, NMMS. **BOTTOM MIDDLE** Interior, Roswell bus station on Main Street, ca. 1990. Photograph by Ed Boles, NMMS. **BOTTOM RIGHT** Interior, Fuller Lodge, Los Alamos, ca. 1928. Photograph courtesy Los Alamos Historical Society.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT TO RIGHT: TOP LEFT El Morro Theater rehabilitation, Gallup, ca. 1991. Photograph by Elmo Baca, NMMS. **TOP MIDDLE** El Morro Theater rehabilitation, Gallup, ca. 1991. Photograph by Elmo Baca, NMMS. **BOTTOM LEFT** El Morro Theater after rehabilitation, Gallup, ca. 1992. Photograph by Elmo Baca, NMMS. **RIGHT** Artist's gallery and studio, Raton, 2010. Photograph by Elmo Baca, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT TO RIGHT: BOTTOM LEFT Plaza Antiques store, Las Vegas, ca. 2008. Photograph by Elmo Baca, NMMS. **TOP LEFT** Gallup Printing and Office Supply building before rehabilitation, ca. 1988. Photograph by Ed Boles, NMMS. **BOTTOM RIGHT** Gallup Printing and Office Supply building after rehabilitation, ca. 1988. Photograph by Ed Boles, NMMS. **TOP RIGHT** Second Tome on the Range bookstore, Bridge Street, Las Vegas, ca. 2007. Photograph by Elmo Baca, NMMS.

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TOP LEFT Vicente Silva house before rehabilitation, Las Vegas, ca. 1987. Photograph by Elmo Baca, NMMS. **BOTTOM LEFT** La Carpeteria rehabilitation party, Sixth Street, Las Vegas, ca. 1988. Photograph by Ed Boles, NMMS. **BOTTOM MIDDLE** Las Cruces railroad depot, Alameda district, ca. 2005. Photograph by Elmo Baca, NMMS. **TOP RIGHT** Bernalillo Wine Museum project after rehabilitation, ca. 2009. Photograph courtesy Bernalillo MainStreet. **BOTTOM RIGHT** Bernalillo Wine Museum rehabilitation, ca. 2008. Photograph courtesy Bernalillo MainStreet



Mercantile Project Program

FEATURING

Two retail anchors to sustain the operating costs of the building. The primary tenant will be a Coffee Shop/Food Vendor. Other potential tenants include a gift shop and a new/used book store.

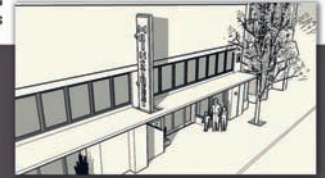
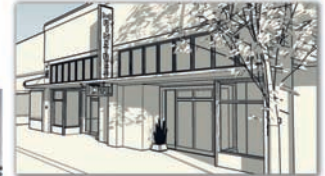
A RETAIL BUSINESS INCUBATOR to grow new and small retail businesses into storefronts in downtown Clovis. This effort will complement and not compete with the CIDC/Chamber's business incubator because of the focus on retail business. It will also not compete with current downtown businesses that feature antique and crafts vendors. Businesses will be selected by their capacity and niche in a current retail gap of the downtown district.

PUBLIC GATHERING AND MEETING SPACE and

CLOVIS MAINSTREET OFFICE.



Levine's sign 1950's



Proposed North Facade facing Main Street
restored brickwork, transom windows, storefront and signage.



LEFT TO RIGHT: **TOP LEFT** KiMo Theater, Central Avenue, Albuquerque, ca. 2000. Photograph by Elmo Baca, NMMS. **BOTTOM LEFT** El Zocalo plaza, Bernalillo, 2010. Photograph by Elmo Baca, NMMS. **TOP RIGHT** Levine Building rehabilitation concept rendering, Clovis, by William Powell, NMMS, 2009. **BOTTOM RIGHT** Union County Courthouse, Clayton. Photograph by Elmo Baca, NMMS.

Then and Now: 25 Years of Revitalizing New Mexico's Main Streets



TOP LEFT Luna Theater, Clayton, ca. 2009. Photograph by William Powell, NMMS. **BOTTOM LEFT** Historic Farmington Investment building, ca. 1990. Photograph by Ed Boles, NMMS. **TOP RIGHT** Historic Santuario de San Lorenzo at Our Lady of Sorrows Church, Bernalillo, 2010. Photograph by Elmo Baca, NMMS. **BOTTOM RIGHT** Luna Theater rehabilitation concept rendering by William Powell, NMMS, 2009.



Downtown Bernalillo shopping center, 2010. Photograph by Elmo Baca, NMMS.

Then and Now People

The work of New Mexico MainStreet and local MainStreet organizations reaffirms the most fundamental truth: the people of our organizations and our communities are the most critical resource for success.



Getting organized is a simple but difficult process. MainStreet organizations are trained in the skills of board and committee management, leadership recruitment and development, fundraising, advocacy and volunteer management. Community empowerment and capacity building are the highest goals of the Main Street process, and local organizations are encouraged to build for sustained long-term results while implementing quick, visible projects that inspire the community to action.

In all New Mexico MainStreet communities, often one or two champions recognize the need for community revitalization and become catalysts for a new volunteer-driven movement. Working to improve the community is often a transformative process that inspires elected officials and business leaders to collaborate.

MainStreet programs have also become fertile training grounds for community leaders to progress on to elected office and other respected positions in the community, where valuable MainStreet teamwork experiences are fondly remembered.

Quite simply, the MainStreet Program offers an extended family to its practitioners and devotees who recognize the value of preserving traditional community values in historic downtowns. The Main Street Four Point Approach[®] and time-honored strategies for volunteer participation seem to bring out the best in New Mexicans.



TOP LEFT State Representative John Heaton is honored by members of the NM MainStreet Coalition, ca. 2006. Photograph courtesy NMMS Coalition. **BOTTOM LEFT** NMMS Director Ursula Boatright (second from left) and members of the Tucumcari MS Resource Team, ca. 1988. Photograph courtesy NMMS.



Chihuahuita neighborhood clean-up crew, Roswell, Ga. 2008. Photograph courtesy Roswell MainStreet.



LEFT Bernalillo MainStreet Manager Maria Rinaldi and late State Senator Ben Altamirano, ca. 2006. Photo courtesy NMMS Coalition. **RIGHT** Artesia MainStreet Manager Hayley Klein (L) and Carlsbad MainStreet Manager Melissa Suggs (R) camp it up at a quarterly meeting. Photo courtesy NMMS.

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TOP LEFT Cabinet Secretaries Fred Mondragón and Michael Corletti present official state Arts and Cultural District designation to Taos delegation, 2009. Photo courtesy Economic Development Department. **TOP RIGHT** NMMS Program Staff, 2008. Photograph by Marian Boyd, NMMS. **BOTTOM** Roswell MainStreet Board of Directors meeting, ca. 1990. Photo courtesy NMMS.



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TOP Los Alamos Arts and Cultural District Resource Team, 2010. Photograph courtesy NMMS. **BOTTOM** Village of Corrales Clean-up crew, ca. 2000. Photograph courtesy Corrales MainStreet.

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LEFT Silver City MainStreet Manager Frank Milan in Raton, 2008. Photograph by Gary Cascio, NMMS. **CENTER** NMMS Program Associate Keith Kjelstrom as "Count MainStreet", ca. 2006. Photograph courtesy NMMS. **RIGHT** Late restaurant owners Luis and Estella Gonzales, Estella's Café, Las Vegas, ca. 1985. Photograph courtesy Elmo Baca, NMMS.

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LEFT NMMS Director Rich Williams meets Dr. Oppenheimer in Fuller Lodge, Los Alamos, 2010. Photograph courtesy of NMMS. **RIGHT** The City of Las Cruces Downtown Partnership receives state and national program certification, 2009. Photograph by Gary Cascio, NMMS.

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LEFT Portales MainStreet President Danny Woodward hams it up at National Town Meeting in Seattle, 2007. Photograph by Gary Cascio, NMMS. **RIGHT TOP** Roswell Red Coats and civic leaders cut ribbon to rehabilitated downtown highway project, ca. 1997. Photograph by Elmo Baca, NMMS. **BOTTOM MIDDLE** NMMS Architect Sallie Hood, ca. 1997. Photograph courtesy NMMS. **BOTTOM RIGHT** Las Vegas MainStreet receives grant from National Trust for Historic Preservation, ca. 1988. Photograph courtesy NMMS.

Then and Now Parks and Plazas

The notion of a plaza and ritual dances are essential to Pueblo culture in New Mexico and also common to Spanish colonial town planning. New Mexican plazas vary widely in dimensions, vegetation, uses and landmarks, but share a common iconic and emotional resonance.

Anglo town planning arrived with the railroads, introducing new forms of governance such as incorporated cities. The Santa Fe Railroad landscaped its hotels and depots with attractive gardens and parks that have faded into memory. Great county courthouses became the anchor buildings of downtowns, and many were sited within attractive squares that functioned almost like the downtown plazas in older New Mexican towns.



The Federal Public Works Administration (WPA) and the Civilian Conservation Corps (CCC) built dozens of popular community parks in the state during the Great Depression that remain attractive oases of green and open space and feature lovingly crafted stone walls and gazebos.

Rivers, arroyos, springs and ditches in several historic downtowns have been transformed into parkways as modern conveniences and destinations. More recently, the ideas of “pocket parks,” “street plazas” or ephemeral plazas that can arise out of vacant land and parking lots with a little bit of imagination and a portable stage have added new dimensions to the concept of a plaza.

MainStreet has often provided leadership and resources in partnership with state and local governments to enhance plazas and parks as community assets and also as places for the enjoyment of barbecues, wine festivals, fiestas, bike rallies, farmers markets and other memorable occasions.





Downtown Deming pocket plaza, ca. 2007. Photograph courtesy NMMS.



TOP LEFT McKinley County Courthouse and Annex, ca. 2007. Photograph by Elmo Baca, NMMS. **RIGHT** Socorro Plaza, ca. 1990. Photograph courtesy NMMS. **BOTTOM LEFT** Fiesta on the Taos Plaza, ca. 1990. Photograph courtesy NMMS.

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TOP LEFT Las Vegas Plaza gazebo, ca. 1990. Photograph courtesy NMMS. **BOTTOM LEFT** Ashley Pond in spring time, Los Alamos, 2010. Photograph by Elmo Baca, NMMS. **RIGHT** Historic Taos Plaza Veteran's Memorial, 2010. Photograph courtesy NMMS.

Then and Now Signs

The heydays of New Mexico sign artistry and technology undoubtedly coincided with the glory years of the Mother Road, Route 66, as she blazed through the Southwest from 1926 through 1973. It was a perfect storm of automobiles, roadside businesses, and neon lights that produced magnificent signs that beckoned weary travelers to a comfortable motor court bed or a hearty meal of chicken fried steak.

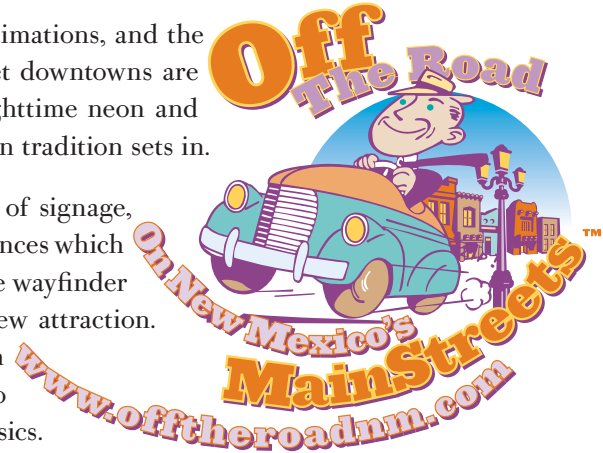
Entire generations of tourists and shoppers became familiar with the glow of neon signs, the cartoon animations, and the clever articulation of frontier imagery and themes. Indeed, historic postcards of New Mexico MainStreet downtowns are dominated by the forests of business signage that have now nearly disappeared. The warm glow of nighttime neon and streetlights has evaporated and along with the darkness a silent recognition of the twilight of an American tradition sets in.

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Today communities consider a hierarchy of signage, from attractive gateway signage that announces which town you just arrived in to pedestrian scale wayfinder signs that tell you where to discover a new attraction. Business signs are often manufactured in standard formats and materials and seem to lack the originality and wit of the old classics.

Every once in a while, however, a local Main Street business restores a vintage sign or creates a new standard. Recently the restoration of Clayton's historic Luna Theater's great neon marquee lifted a town's spirits by bringing the glow back to a dark corner of Main Street. The neon moon winked, and we winked back.





Clayton MainStreet board member Patsy Polling with restored Luna Theater neon marquee, 2009. Photograph courtesy Clayton MainStreet.



TOP LEFT Santa Fe Café sign, Raton. TOP CENTER Windmill sign, Clayton. RIGHT Rail Runner sign mast, Bernalillo. BOTTOM RIGHT Corrales Nursery sign. BOTTOM CENTER Direction sign, Raton. BOTTOM LEFT Corrales retail promotion sign. All photographs courtesy NMMS.



LEFT Downtown Carlsbad banners. **RIGHT** Farmington Downtown street clock. Photographs courtesy NMMS.



LEFT Historic Route 66 motel sign, Santa Rosa. Photograph by Shannon Papin, NMMS. **RIGHT** Circle T Burgers sign, Belen. Photograph by Gary Cascio, NMMS.

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TOP LEFT EDD Secretary Fred Mondragón (extreme right) and Las Vegas MainStreet Manager Cindy Collins (on right) help Mayor Tony Marquez (left) and Paul Gray (extreme left) from NM DOT install new MainStreet signs, Las Vegas, 2009. Photograph by Gary Cascio, NMMS. **BOTTOM LEFT** Carlsbad Veterans Memorial sign. Courtesy Carlsbad MainStreet. **RIGHT** Restored Tucumcari Route 66 sign, ca. 2003. Photograph by Elmo Baca, NMMS.

Then and Now Urban Design

America's downtowns and inner city neighborhoods declined after World War II as suburban developments were built. Urbanists and policy makers struggled to understand the root causes of urban blight. The federal Urban Renewal program of the 1960s and 1970s sometimes did more harm than good by razing entire neighborhoods for parking lots or creating downtown pedestrian malls that choked off traffic and commerce.

Other revitalization ideas encouraged towns to adopt a manufactured image or theme, such as a frontier town or Swiss ski village to lure tourists. Over time, these strategies often ended in failure. Main Street philosophy encourages communities to be true to their historical traditions and culture, to be authentic.

With the pioneer efforts of the National Trust Main Street Center leading the way, universities and schools of architecture, as well as major cities and metropolitan areas, began to approach the challenge of downtown revitalization in a more serious and analytical fashion. The professional disciplines of urban design and city planning flourished in response to solving the daunting problems facing the nation's cities.

In New Mexico, the University of New Mexico's School of Architecture and Planning, through its Design, Planning and Assistance Center (DPAC) has become an active partner of the New Mexico MainStreet Program, working in close partnership and collaboration to assist communities and neighborhoods. New Mexico MainStreet has also been proactive in enhancing its urban design capacity in its core services with a Program Associate position in Urban Design and Planning.

In the early years of the New Mexico MainStreet Program, the importance of urban design was overwhelmed by many other pressing problems, and planning was a low priority for most of the state's communities. New Mexico MainStreet has stressed the importance of comprehensive planning and urban design, and communities have responded by conducting architectural surveys of their downtowns, establishing historic districts, developing downtown master plans, and coming together in charettes, DPAC student presentations, design committee meetings and other public events to envision and plan for vibrant new places.





Aerial view, downtown Carlsbad, ca. 1985. Photograph courtesy NMMS.



LOS ALAMOS CIVIC CENTER DESIGN & DEVELOPMENT PROGRAM

Community Center Drive

COMMUNITY DEVELOPMENT COMMITTEE
LOS ALAMOS COUNTY



Triks, Pettigrew, Allen & Payne
Landscape Architecture
Berthel + Associates

2 BRICKYARD



IDEAS : Tables and benches clearly identify this area as a picnic destination. Large trees provide cover on hot summer days. The wall color was chosen based on the rich history of coal in the region. Cor-ten steel could be used as a sheathing material, weathering from brown to orange to black. This would add to the evolving color changes of the park.

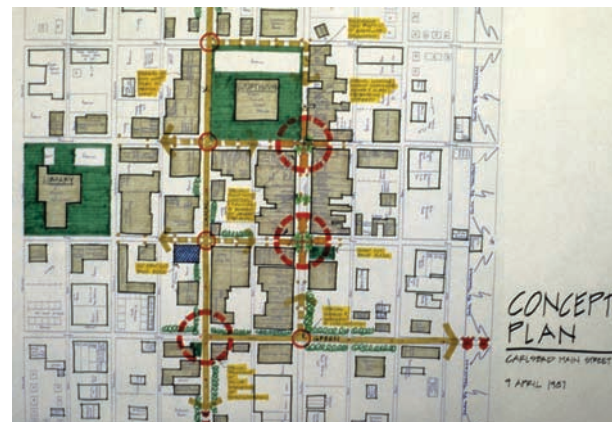
[This document was created by Terron Cox as commissioned through Main Street and DPAC studio - University of New Mexico | 2006]

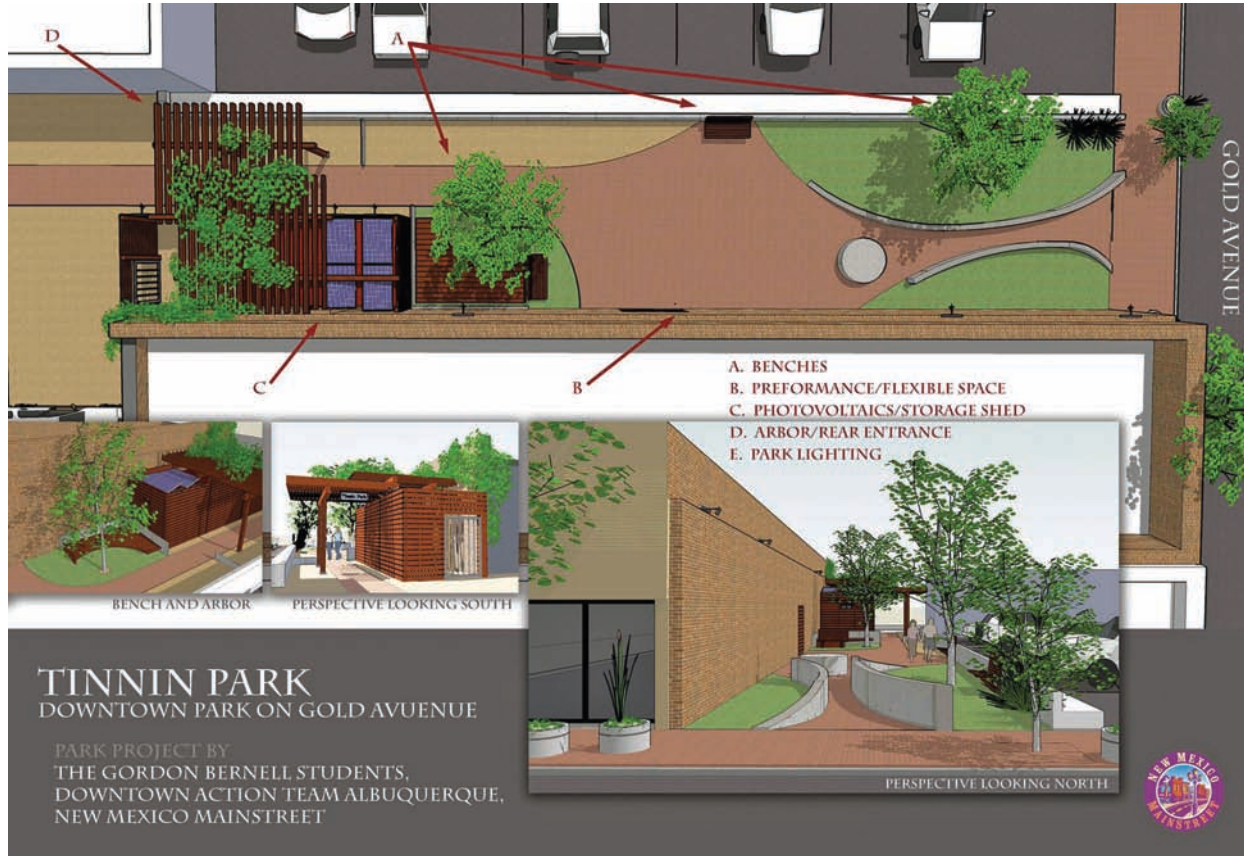
SANTA ROSA VISIONING PLAN

SANTA ROSA, NEW MEXICO

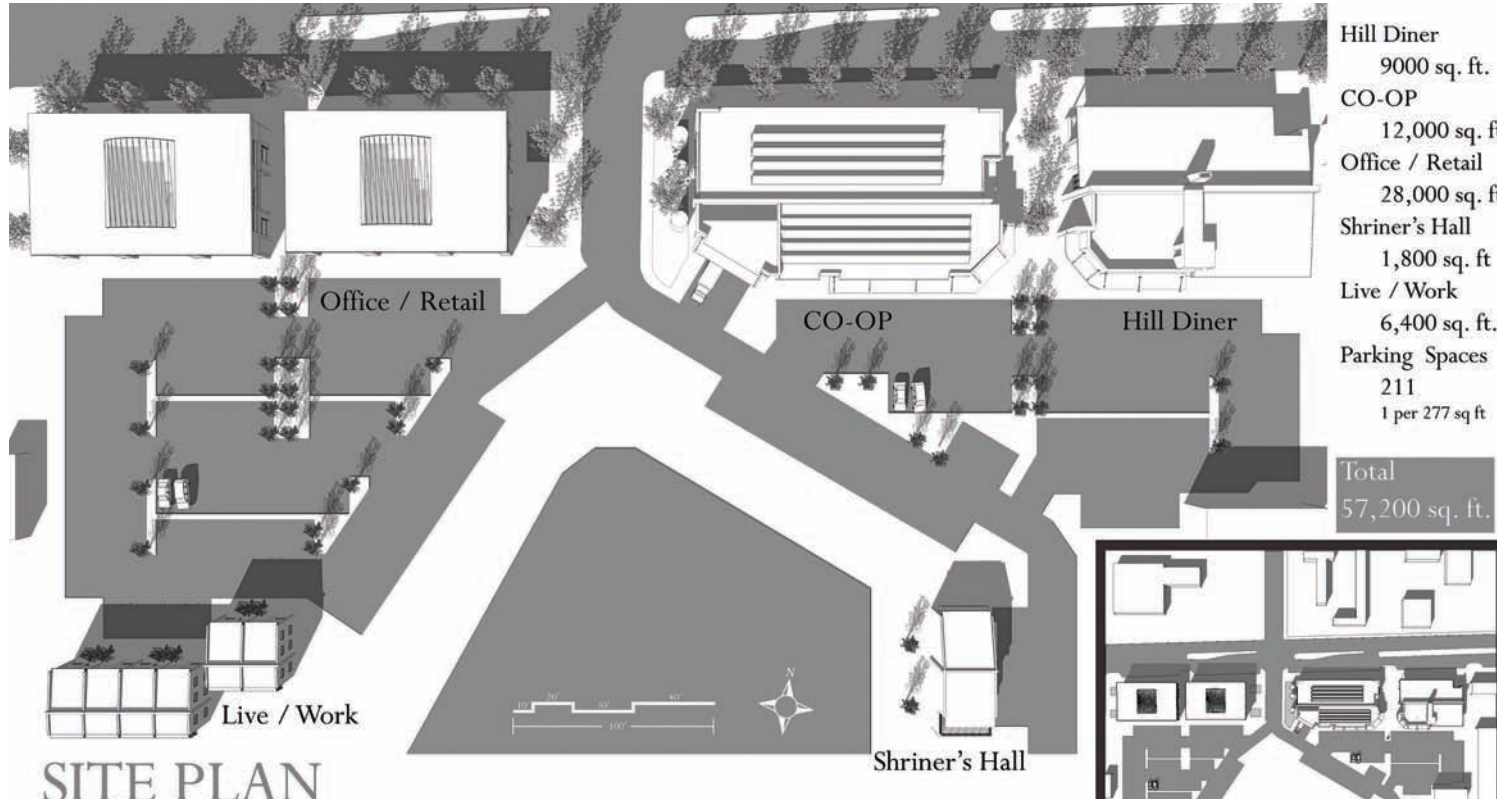


UNIVERSITY OF NEW MEXICO SCHOOL OF ARCHITECTURE & PLANNING
DESIGN PLANNING ASSISTANCE CENTER (DPAC)
HISTORIC PRESERVATION AND REGIONALISM PROGRAM





Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



- Hill Diner
9000 sq. ft.
- CO-OP
12,000 sq. ft.
- Office / Retail
28,000 sq. ft.
- Shriner's Hall
1,800 sq. ft.
- Live / Work
6,400 sq. ft.
- Parking Spaces
211
1 per 277 sq ft



SITE PLAN

Plant Selection:
Based on size, low water use, native in origin (Los Alamos and surrounding area) maintenance and appearance.

Trees native deciduous: Narrowleaf cottonwood, Aspen, New Mexico locust, Gambel Oak.

Shrubs native deciduous: Shrubby cinquefoil, New Mexico olive, Smooth sunace, Apache plume.

Shrubs native evergreen: Common cholla, Narrowleaf yucca, Colorado barberry, Common juniper.

Ground covers native deciduous: Crown sedge, Spring cinquefoil.

Grasses native: Ryegrass, Blue grama, Western wheatgrass.

Vines native: Virginia creeper.

Flowers perennial: Coneflower, Fendler's nudopops, Indian paintbrush.

Flowering ornamental trees: Flowering cherry, Purpleleaf plum.



Downtown Los Alamos Trinity Development concept rendering, William Powell and Charlie Deans, NMMS.

Then and Now Public Art

Spectacular public art is a modern concept, having expanded the traditional definition from obelisks, memorials, sculptures of war heroes and public figures, and funerary monuments. The establishment of a National Endowment for the Arts (NEA) during the 1960s encouraged all Americans to foster a wider appreciation of the arts in daily life. By the 1980s, many states and cities had begun implementing public arts programs which offered commissions to artists to conceive and construct major expressions of public art in public spaces, rights-of-way and public buildings.

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The New Mexico Legislature adopted a 1% Public Art Program which sets aside 1% of a state funded construction project for public art. Cities such as Albuquerque, Santa Fe, Roswell and Gallup have also developed municipal public art programs.

The federal Transportation Enhancement Acts (TEA) initiated by President George H.W. Bush's Administration in 1991 provided a new and unique source of funding for public art and other roadside improvements. In New Mexico, partnerships with the Department of Transportation, New Mexico Arts, New Mexico Tourism Department and the New Mexico MainStreet Program enabled the funding and installation of major public art works along the Camino Real Corridor and historic Route 66.

As the MainStreet Program matured in New Mexico, small towns began to appreciate the value and symbolic power of public art to help create and emphasize a unique sense of place. Great monumental bronze sculptures in Roswell and Artesia celebrate local cowboy and oil-patch heritage, Tucumcari's remarkable murals are a window to its culture and environment, and Las Cruces' role as a border gateway comes alive in its art works.





JOHN SIMPSON CHISUM
1824 - 1884
"Cattle King of the West"

John Chisum memorial sculpture plaza, Roswell. Photograph by Gary Cascio, NMMS.



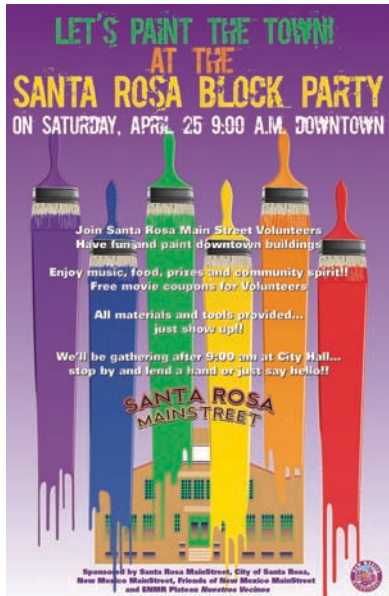
Then and Now: 25 Years of Revitalizing New Mexico's MainStreets



LEFT Grants "Fire and Ice" sculpture. **TOP RIGHT** Doña Ana sculpture by Sonny Rivera, village of Doña Ana plaza. **MIDDLE RIGHT** Women's downtown art mural, Gallup. **BOTTOM RIGHT** Downtown Tucumcari mural by Doug and Sharon Quarles. All photographs courtesy NMMS.

Then and Now Façade Squads & Makeovers

At the heart of Main Street's success is the idea of volunteer-driven self-help. Small, incremental projects that demonstrate progress are also critical to a local program's pride and credibility. These values are fostered by community projects which have affectionately become known as façade squads and makeovers.



Portales MainStreet, under the leadership of its director Dallan Sanders, became known for its gritty determination and work ethic, where volunteers dug trenches and helped install downtown streetlights. A Portales façade improvement project in 1998 attracted volunteers on a Saturday morning to fix-up two downtown storefronts.

Subsequent projects in Lovington, Santa Rosa, Clovis and Las Vegas have proven that a single façade squad project can have beneficial ripple effects as downtown property owners are encouraged to make improvements and city officials appreciate thrifty projects that show visible results and get people of all ages involved. Façade squads have often led to increased public funding and support of MainStreet programs.

A new innovation is the Project MainStreet Makeover, based on TV reality shows. In a super-charged project, a downtown business is completely revitalized and made-over, including storefront and window design, interior design and merchandising displays, signage and retail improvements. The pilot project at Martha's Office Supply and Gifts store in downtown Truth or Consequences attracted 70 volunteers, including students from UNM's

Theatre Arts Program, in March 2010 and has re-kindled community spirit.





1882 & 1909
E ROMERO
HOSE & FIRE Co

Tito's

Yella Airlines
425-9074
FOR SALE

OPEN

OPEN

Tito's
GALLERY

HAIR

161

Las Vegas façade squad project, E. Romero Hose and Fire Co. building after completion, 2010. Photo courtesy NMMS.

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Late Portales MainStreet Manager Dallan Sanders and NMMS architect Susan Freed during façade squad project, ca. 1998. Photograph by Elmo Baca, NMMS.



LEFT Truth or Consequences façade squad, ca. 2002. Photograph by Susan Freed, NMMS. **RIGHT** Santa Rosa façade squad project (before), 2009. Photograph courtesy NMMS.

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CLOCKWISE FROM LEFT E. Romero Fire Station, Las Vegas; Fram building façade crew, Las Vegas; E. Romero building crew; Ribbon cutting, Martha's Smith's Office Supply and Gifts store, MS Makeover project, 2010; Lovington façade squad, 2010; Martha's Smith's Office Supply store at night, Truth or Consequences, Photograph by Joey Perry, courtesy T or C MainStreet. All other photos courtesy NMMS.

NMMS Economic Performance

1985 - 2010

Back then, did MainStreet leaders realize what a great effect their work would have on their communities and the New Mexico economy? Did they foresee that over the course of 25 years, local New Mexico MainStreet programs would facilitate the creation of 2,772 net new businesses and 9,353 net new jobs, and stimulate \$224 million of private reinvestment in 2,512 individual building rehabilitation projects? Now, we know with certainty that the steady, incremental progress of the time-tested Main Street Approach builds strong local economies and preserves and enhances the community qualities that define the best of life in New Mexico.

25 Years of Reinvestment Statistics

1985 - 2009

	1985-2000	2001	2002	2003	2004
86 Net Number of New Businesses	1,320	103	93	446	143
Number of Business Expansions	229	25	22	42	32
Number of Building Rehabilitations	1,414	66	77	94	114
Dollars of Private Reinvestment	\$95,406,762	\$2,384,119	\$2,317,487	\$15,553,300	\$17,784,086
Number of Public Projects	272	25	18	24	29
Dollars of Public Investment	\$137,330,824	\$7,403,689	\$1,642,118	\$9,238,491	\$4,356,266
Number of Joint Public/Private Projects	125	14	14	20	25
Dollars Invested in Joint Public/Private Projects	\$36,313,300	\$3,475,863	\$1,289,992	\$3,778,633	\$2,046,303
Number of New Buildings Constructed		8	6	18	13
Dollars Invested in New Building Construction	\$107,472,500	\$17,398,209	\$3,807,506	\$33,175,000	\$12,218,300
Number of Net New Jobs	5,121	301	163	604	390

Then and Now: 25 Years of Revitalizing New Mexico's MainStreets

2005	2006	2007	2008	2009	TOTAL
139	118	107	140	163	2,772
29	35	23	20	17	474
155	155	161	134	142	2,512
\$19,329,259	\$5,890,666	\$8,865,626	\$20,095,618	\$36,496,878	\$224,123,801
50	60	69	97	82	726
\$9,839,674	\$13,224,810	\$18,928,847	\$62,071,173	\$68,859,296	\$332,895,188
25	27	14	22	12	298
\$6,071,663	\$1,821,461	\$3,176,680	\$1,789,546	\$1,433,241	\$61,196,682
8	5	10	6	2	76
\$15,013,525	\$3,614,000	\$5,408,000	\$20,440,000	\$1,269,725	\$219,816,765
405	458	609	543	759	9,353

Reference Material

Design Planning Assistance Center (DPAC)

Over the past six years, New Mexico MainStreet and the Design Planning Assistance Center (DPAC) at UNM's School of Architecture and Planning have partnered to provide help with critical design and planning issues to MainStreet towns. Graduate students in landscape architecture, community and regional planning and architecture have assisted MainStreet communities with projects such as MRA plans, farmers markets, design guidelines, wayfinding systems, public spaces, and adaptive reuse of historic buildings.

New Mexico MainStreet has funded graduate studio projects in the following towns:

2004	2006	2009
88 Silver City	Roswell	Deming
Belen		Lovington
Los Lunas	2007	Grants
	Clayton	
2005	Raton	2010
Carlsbad		Downtown Albuquerque
Farmington	2008	Taos
Grants	Corrales	
Los Alamos	Las Cruces	
Portales	Tucumcari	
Silver City		

Bureau of Business and Economic Research (BBER)

Since 2006, New Mexico MainStreet has partnered with UNM’s Bureau of Business and Economic Research (BBER) to provide extensive market analysis for MainStreet communities. BBER’s report on each community analyzes the market or trade area, economic strengths and weaknesses, trends in business development, and the specific role of the MainStreet district in the economy of the town and its surrounding region.

New Mexico MainStreet has funded the following reports:

<i>Community Economic Assessments</i>	2007	2008	<i>Inventory and Assessment of Arts and Cultural Assets</i>
2006	Artesia	Deming	
Chama	Bernalillo	Las Cruces	2009
Clayton	Carlsbad	Silver City	Farmington
Gallup	Clovis	2009	Las Vegas
Las Vegas	Corrales	Lovington	Los Alamos
Raton	Grants		Raton
Springer	Hobbs		Silver City
	Portales		Taos
	Roswell		
	Santa Rosa		
	Tucumcari		

Downtown Master Plans funded by NMMS

A downtown master plan defines a community's vision for downtown and identifies priority catalytic projects to revitalize the downtown area, determined through a dynamic community participation process. When adopted by the town council, the master plan becomes a living document that guides downtown revitalization for several years.

Recognizing the importance of having a solid master plan in place to guide downtown development and prioritize capital outlay projects, New Mexico MainStreet has funded the following master plans through its technical services and the MainStreet Capital Outlay fund:

2007

Hobbs

Raton

Clayton (through DPAC)

Las Cruces Metropolitan

Redevelopment Area

Clovis Metropolitan Redevelopment

Area

2008

Carlsbad

Farmington Metropolitan

Redevelopment Area

Grants

Las Vegas

Portales

Silver City

Tucumcari

2009

Corrales

Lovington (through DPAC)

Santa Rosa

2010

Roswell

New Mexico MainStreet Capital Outlay Fund Projects

The New Mexico State Legislature took a historic step toward enhancing the downtowns of our New Mexico MainStreet communities in 2000 when it appropriated funding to the MainStreet Capital Outlay Fund. Capital improvement projects, like the rebuilding of streets and sidewalks and the addition of public parks to the downtown area, make high impact, visible improvements with a positive effect on the economic viability of the downtown core.

The MainStreet Capital Outlay Fund was generously funded by the Legislature in 2000 and from 2005 through 2010. The projects require matching local dollars.

The following projects received funding from the New Mexico MainStreet Capital Outlay Fund:

2000

Albuquerque..... Streetscape
Artesia..... Streetscape
Aztec..... Courtyard
Carlsbad..... Streetscape
Farmington..... Streetscape
Roswell..... Convention Center Marquee
Silver City..... Pedestrian Lighting

2006

Artesia.....\$190,000..... Streetscape
Clovis.....\$200,000..... Streetscape
Hobbs.....\$407,500..... Streetscape
Las Cruces.....\$140,000..... Plaza
Lovington.....\$95,000..... Downtown Sidewalk Extension
Portales.....\$110,000..... Courthouse Square

2005

Carlsbad.....\$25,000..... Parking Lot
Corrales.....\$25,000..... Community Center Rehabilitation
Grants.....\$18,000..... Streetscape
Silver City.....\$25,000..... Broadway Gateways

2007

Artesia.....	\$250,000	Streetscape
Bernalillo.....	\$200,000	Streetscape
Carlsbad.....	\$46,000	Way Finding System
Gallup.....	\$200,000	Courthouse Square
Hobbs.....	\$80,000	Master Plan
Hobbs.....	\$200,000	Public Space
Las Cruces.....	\$65,000	Branigan Cultural Center
Las Vegas.....	\$300,000	Streetscape
Los Alamos.....	\$200,000	Streetscape
Raton.....	\$90,000	Master Plan
Roswell.....	\$169,000	Public Art
Silver City.....	\$200,000	Plaza and Farmers Market

2008

Artesia.....	\$110,000	Streetscape
Carlsbad.....	\$86,000	Master Plan
Clayton.....	\$300,000	Streetscape
Clovis.....	\$85,000	Hotel Clovis
Farmington.....	\$70,000	Master Plan
Grants.....	\$70,000	Master Plan
Las Cruces.....	\$298,270	La Placita
Las Vegas.....	\$100,000	Master Plan
Los Alamos.....	\$80,730	Plaza Redevelopment
Portales.....	\$50,000	Master Plan
Raton.....	\$80,000	Shuler Theater
Silver City.....	\$100,000	Master Plan
Tucumcari.....	\$70,000	Master Plan

2009

Artesia.....\$130,000 Municipal Campus Plan
 Clayton\$180,000 Luna Theatre
 Clovis.....\$300,000 Hotel Clovis
 Corrales.....\$50,000 Master Plan
 Grants..... \$100,000 Fire and Ice Pavilion
 Las Cruces.....\$50,000 La Placita
 Los Alamos \$80,000 Streetscape
 Santa Rosa.....\$50,000 Master Plan
 Silver City..... \$60,000 Museum Annex

2010

Clayton\$200,000 Luna Theatre
 Clovis..... \$131,000 Streetscape
 Corrales.....\$120,000 Pedestrian Pathways
 Downtown.....\$35,000 Cultural Plan
 Albuquerque
 Los Alamos\$35,000 Cultural Plan
 Lovington.....\$84,000 Central Plaza
 Portales\$85,000 Depot Project
 Raton\$200,000 Multi-modal Transportation Center
 Roswell.....\$75,000 Master Plan
 Taos.....\$35,000 Cultural Plan

Acknowledgements

Then and Now
Twenty Five Years of Revitalizing New Mexico's MainStreets

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New Mexico MainStreet
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Community Economic Development Toolbox
www.nmCEDToolbox.org

Off the Road: Your Guide to Visiting NM MainStreets
www.OffTheRoad.com