

**2008
NEW MEXICO
MAINSTREET
AWARDS
RECIPIENTS**



ABOUT THE AWARDS

The 2008 New Mexico MainStreet Awards recognize the best volunteers, partner organizations, and projects of 2007 from the state's local MainStreet organizations. Awards are presented in three general categories, including Community Awards, Discretionary Awards, and Competitive Awards. This year's awards were presented in Raton on Saturday, July 26, 2008.

The MainStreet Community Awards recognize individuals and organizations that make outstanding contributions to local MainStreet organizations; these recipients are suggested by a local MainStreet organization. The Competitive Awards recognize excellence in local MainStreet organizations' partnerships and projects in each of Main Street's Four Points, including Organization, Design, Promotion, and Economic Positioning; competitive awards are nominated by local MainStreet organizations. Last, the Discretionary Awards recognize high-level accomplishments and contributions to local leadership and community economic development, as well as to activities that impact the entire New Mexico MainStreet Network; the Discretionary Awards are selected by state MainStreet personnel.

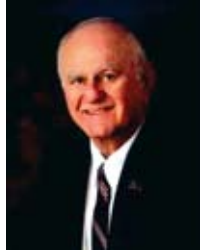
This year, 14 local MainStreet organizations submitted a total of 50 award nominations. Those nominations were evaluated by the Awards Selection Committee, which selected winners in each category of the Competitive Awards. Each of the award winners is profiled here. For more information on the award recipients, contact the staff of the appropriate local MainStreet organization.

COMMUNITY AWARD RECIPIENTS

Volunteers and partner organizations form the backbone of each local MainStreet organization. The 2008 New Mexico MainStreet Community Awards honor the MainStreet volunteers and partner organizations without whom local Main Street organizations would not be as successful. Each individual or organization has given a tremendous amount of time, energy, expertise and enthusiasm to their local MainStreet organization during 2007. Their work makes a significant difference to their local Main Street organizations.

Artesia: *The City of Artesia*

The City of Artesia has been a partner of Artesia MainStreet since MainStreet was established in 1997. In 1998, both organizations worked together to develop and adopt a downtown master plan, which laid the foundation for dramatic physical changes to downtown Artesia. The city has been a strong partner in planning, implementing, and maintaining many different downtown events and projects. Specifically, the City of Artesia funds MainStreet's annual operating budget; provides maintenance for downtown projects; co-sponsors and installs annual holiday lighting; provides in-kind safety and clean-up services for events; and has funded a variety of downtown projects, including an update to the downtown master plan, an historic building architectural assessment, a downtown gateway project, and Phase One of streetscape improvements to 2nd & Texas streets, which received the 2008 New Mexico MainStreet Award for Excellence in Urban Design. The City of Artesia is a valuable friend, teammate and partner to Artesia MainStreet, whose success would not be possible without this terrific relationship.



Clayton: *Nancy Leighton, President of Clayton MainStreet*



Nancy Leighton serves as Clayton MainStreet's President and its Design Committee Chair, and she has worked tirelessly on many downtown projects. Nancy co-owns the historic downtown Luna Theater with her husband Roy Dean. She was instrumental in development of the downtown Clayton master plan; among other activities, Nancy conducted a comprehensive inventory of current and historic downtown photos and worked to ensure that the Town of Clayton adopted the downtown master plan.

(This plan received the 2008 New Mexico MainStreet Award for Excellence in Urban Planning.) Nancy's presidential leadership has led to regular meetings and accomplishments among all of MainStreet's committees. In her role as Design Committee chairperson, Nancy has promoted MainStreet's architectural assistance and helped to establish downtown flower pots, among other physical improvements to downtown. Nancy's efforts have literally changed the face of downtown and her dedication and spirit of commitment inspire fellow Claytonians to give all they can to downtown.

Clovis: *John Sharp, Clovis MainStreet Board Member*

John Sharp is Clovis MainStreet's number one volunteer. He lends his time and talents as a director on MainStreet's board and has chaired the Christmas Lights Parade in downtown Clovis for three years. Under John's leadership, the Christmas parade has grown annually in size and in attendance, reaching nearly 100 entries which are viewed by thousands of attendees, despite occasionally inclement weather. Employed by the Plains Regional Medical Center, John convinced the Medical Center to sponsor MainStreet's 2007 Christmas Lights Parade, and this commitment was renewed for the 2008 parade. John was also instrumental in implementing the 2006 Wine and Cheese fund-raising gala for Clovis MainStreet. He has devoted countless hours to organizing and implementing Main Street events, all of which have helped to expand Clovis MainStreet's visibility, reputation, and sources of funds.



Corrales: *Barbara Kline, Corrales MainStreet Board Member*



Even as the owner of three successful businesses in the village of Corrales, Barbara Kline makes it a priority to be very active with Corrales MainStreet. Barbara serves on the MainStreet board, was its treasurer in 2007, and is an active fund-raiser for Corrales MainStreet. Barbara has made several positive contributions to ensure that Corrales MainStreet is seen as a visible, well-managed community organization. In particular, she has provided her accountant's services to establish generally accepted accounting practices for MainStreet; given countless hours to board meetings and fund-raising activities; organized two highly successful Oriental rug auctions which raised more than \$12,000 in 2007; and lent her expertise in public relations to expand MainStreet's visibility and recognition among the Village government, Corrales businesses, and the broader Corrales-Rio Rancho community. Barbara's efforts have helped to ensure MainStreet's financial stability, and her personal credibility and professional reputation have enabled Corrales MainStreet to be viewed as a professional community organization.

**Las Cruces: Alta Heath,
Las Cruces Downtown Volunteer
Administrative Assistant**

It is rare that New Mexico MainStreet can recognize an individual who has given the kind of time that Alta Heath has donated to Las Cruces Downtown (LCDT). In fact, we think Alta holds a national record for MainStreet volunteerism. Having donated nearly ten thousand hours to Las Cruces Downtown, Alta has generously given her time, talent, and heart to downtown revitalization over the last seven years. Following several years as a farmer's market vendor, Alta has served as the unpaid,



volunteer administrative assistant to LCDT since 2001. In this role, she keeps the entire organization together and performs a variety of duties, ranging from greeting visitors, handling paperwork, coordinating hospitality and logistics for LCDT's many events, and maintaining office systems. Alta has assisted with projects and activities too numerous to count, including recent MainStreet Capital Outlay and Economic Development Department Co-Op grants. Instead of saying "no,"

Alta says "How?" She is the organization's biggest promoter and looks for any opportunity to educate people about LCDT and to sell new businesses and investors on the benefits of coming downtown. Alta's dedication and commitment to downtown and to the Las Cruces Downtown organization serve as a role model for the entire New Mexico MainStreet network.

**Las Vegas: Nancy J. Colalillo,
Business & Property Owner and
MainStreet Supporter**



Owner of "Tome on the Range" bookstore, Nancy has tirelessly devoted her energy to revitalizing Old Town Las Vegas and the city at large. Nancy moved to Las Vegas 12 years ago to open her bookstore, which has been recognized by the *New York Times* for its selection of regional and national titles. Nancy has contributed much to Old Town Las Vegas by hosting a variety of events in her store, many of which focus on children. She also supports key organizations in the community, including MainStreet, the Citizens' Committee for Historic Preservation, the Old Town Commercial Club, and the Lodgers' Tax

Board. Committed to historic preservation, Nancy has restored two commercial buildings on Bridge Street in Old Town, as well as two houses in the community. She served on the steering committee which formed MainStreet and continues to guide the organization with frank and constructive advice. In addition to being a major donor, Nancy is described by MainStreet Las Vegas as a "smart and energetic figure whose support means the world to MainStreet Las Vegas."

**Lovington:
Pat Wise, former City Manager**

Few city managers demonstrate the level of support for a local MainStreet organization as Pat Wise has done. In his position as City Manager of Lovington, Pat was instrumental in helping to restart Lovington's Main Street efforts. As an ex-officio member of Main Street's board of directors, Pat participated in the start-up application process and has provided tremendous advice and guidance to the organization. Pat is always

available to the organization and is always willing to lend his assistance and expertise to address all of Main Street Lovington's needs and concerns. He has attended MainStreet training sessions, helped to ensure the city's support of Lovington Main Street, and even assisted with private fund-raising efforts for the organization. With Pat's help and support, Lovington achieved Start-Up status with New Mexico MainStreet and is well on its way to a strong public-private partnership for the revitalization of downtown Lovington.



Portales: First Community Bank



First Community Bank puts the "community" in "community bank" and has been a strong supporter of Portales MainStreet. Vice-president Kevin Bond is an active board member, and the bank is always ready to lend a helping hand with MainStreet activities. As an example, last year the bank committed to being the main sponsor of Portales MainStreet's Summer Wine Fest and helped to make the event one of MainStreet's most successful fund-raising activities. Kevin recruited bank employees to

volunteer at the event, and First Community Bank's support enabled MainStreet to raise approximately \$3,800 to support its façade improvement grant program.

**Raton: Colfax County Society for Art,
History, and Archaeology**

Better known as the Raton Museum, this 60-year old non-profit organization is a tremendous asset to downtown Raton. Open year-round, the museum attracts guests from across the country to its archives, downtown walking tours, and county history displays. When the museum needed additional space, the board decided in 2004 to purchase a large vacant building in the heart of downtown. Following a half-million dollar fund-raising effort, the museum's building rehabilitation was completed in the spring of 2008. The expanded museum provides a wonderful cultural anchor to downtown and includes new display and function space. Additionally, many museum volunteers have become active in Raton MainStreet's events, and the staff of both organizations are collaborating on marketing efforts. Aside from its economic and promotional impact on downtown, the museum's new facility provides a wonderful downtown show-piece, and Raton MainStreet looks forward to many years of partnership with the Museum.

**Roswell: Molly Boyles,
MainStreet Roswell Board Member
and Promotion Committee Chair**

Molly Boyles has provided outstanding leadership as a merchant and as a MainStreet Roswell board member. The owner of a highly successful downtown consignment business, Molly first caught MainStreet's attention when she attended a visual merchandising workshop sponsored by the organization. She immediately began



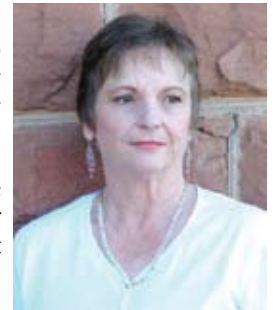
to rearrange her store based on what she learned at the seminar. Molly has also rejuvenated the Downtown Merchants' Association and has coordinated several downtown business promotions. Her energy and enthusiasm have convinced other business owners to make improvements as well. In 2005, Molly joined the MainStreet board and currently chairs the Promotion Committee. Under Molly's leadership, the committee is organizing a huge farmers' and gardeners' market and sidewalk sale, which is sure to bring large crowds to downtown Roswell.

Silver City: *Sudie Kennedy, Business & Property Owner and MainStreet Supporter*

Some twenty years ago, Sudie Kennedy was one of the originators of the Silver City MainStreet Project. Sudie had the foresight to get involved with the then-new idea of "Main Street" and Silver City became one of New Mexico's first five Main Street cities. Sudie is the owner of Home Furniture, a family business that has operated in downtown Silver City since 1937. She also owns other commercial buildings in downtown and serves as an ex-officio member of the MainStreet board of directors. Sudie contributes financially to Main Street, both as an individual and through her business. She was responsible for raising \$25,000 to support the historic Silco Theater project, which has become a cultural anchor in downtown. From backing downtown events to infrastructure improvements or arts and cultural development, Sudie's unflagging support for downtown and MainStreet is a gift to the entire community.

Tucumcari: *Sharon Quarles, Tucumcari Main Street Board Member and Promotion Committee Chair*

A local artist, Sharon has been involved with Tucumcari Main Street since its inception. In addition to chairing the Promotion Committee, Sharon serves on the board of directors and is secretary of the board. Sharon has been instrumental in organizing several Main Street fund-raising events, and she helped to create the Main Street's first-ever promotion – the Six-Shooter Sighting event – which brought large crowds to downtown and plenty of visibility for Tucumcari Main Street. Her organization skills have led the Promotion Committee to operate very efficiently through event subcommittees. Sharon has cultivated partnerships between Main Street and other organizations, including the local Bluegrass Music Association. Sharon is an unending champion of Main Street and downtown, and she shows her love for the community by actively working to improve it.



DISCRETIONARY AWARDS

Governor Richardson's MainStreet Leadership Award: *Ann Taylor, President, Corrales MainStreet*

This prestigious award is designed to recognize an individual who has made an outstanding leadership contribution to a local MainStreet organization or to New Mexico MainStreet. Thanks to the leadership of its president Ann Taylor, Corrales MainStreet achieved remarkable things in 2007. Volunteering is a way of life for Ann, who owns the highly successful Ann Taylor Realty Company. Ann is a long-time member of Corrales MainStreet and has served as the organization's president for the last two years. She has been a tireless advocate for Corrales MainStreet and the Corrales business community, and was a driving force in reestablishing MainStreet as a credible, visible organization within the community. Because of Ann's leadership, Corrales MainStreet is more effective, efficient, and productive. Some of her many accomplishments include working diligently and persistently to forge a better relationship with the Village of Corrales, which has resulted in a positive partnership and financial support from the Village (and recognition as the recipient of the 2008 Lieutenant Governor's Partnership Award); reestablishing the Organization Committee, with whom Ann worked to set clear goals and to initiate a membership campaign and other new fund-raising activities; focusing the Promotion Committee's work to emphasize building the customer base for Village businesses; and serving as interim chair and member of the Economic Positioning Committee, where she initiated a survey of village businesses.



In addition to these and other accomplishments, Ann has identified

and recruited new leaders for the organization. She gives a tremendous amount of time to MainStreet and frequently attends New Mexico MainStreet training events and other conferences to bring new ideas and resources to Corrales MainStreet and to village businesses. Her passion and dedication to Corrales MainStreet are contagious, and her persistence and leadership have set a higher standard of performance for Corrales MainStreet. It is safe to say that Corrales MainStreet would not be where it is today without Ann's involvement. Ann sets a high standard for the office of MainStreet president, and she is an inspiration to all of New Mexico MainStreet.

Cabinet Secretary's Award for Community Economic Development

The Cabinet Secretary's Award for Community Economic Development recognizes an outstanding community-driven economic development project in a local MainStreet district. Las Cruces Downtown, the City of Las Cruces, and Dona Ana County are the recipients of the 2008 Cabinet Secretary's award for establishing a tax increment development district for downtown Las Cruces.

In 2007, Las Cruces Downtown (LCDT) and the City of Las Cruces began to explore the idea of a tax increment development district (TIDD) for the downtown area. Leaders quickly realized that a large amount of revenue could come from a TIDD, which would capture future downtown property and sales tax revenues and direct them into downtown improvements and projects. Sold on the benefits of this sophisticated financing tool, LCDT and the City of Las Cruces began working immediately to pass the TIDD. While city staff and elected officials began working on the ordinance



to establish the TIDD, LCDT board members and Advisory Committee members launched an extensive education campaign to inform property owners in the proposed district and the broader community about what a TIDD is – and is not – and how it could further the downtown revitalization process.

With 290 properties owned by 197 individuals in the proposed 168-acre tax increment development district, LCDT had a big “sell job” on its hands. Six LCDT board and advisory committee members spoke personally with most property owners in the proposed TIDD to inform them about the benefits of this tool and to answer their questions about the TIDD. LCDT also produced printed educational materials, held a special public meeting to inform the community about the TIDD, and testified in favor of the TIDD at city and county commission meetings. Their efforts paid off handsomely: in November 2007, the city voted unanimously to support the TIDD, which enabled it to go to a vote of property owners. Owners subsequently voted to approve the TIDD with an overwhelming 97% in favor of the financing tool. Dona Ana County commissioners later voted to support the TIDD by a three to two margin, making Las Cruces the first city outside of Albuquerque to establish this financing mechanism, and the only New Mexico city to use a TIDD specifically for downtown revitalization.

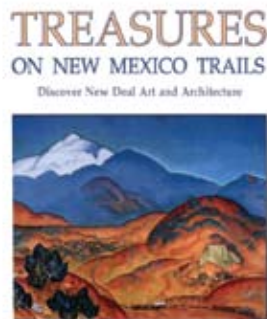
Seventy-five percent of future sales tax and property tax revenues generated within the district can now be directed to funding downtown revitalization improvements. In 20 years, the new TIDD could generate as much as \$8,000,000 in revenue, which will ensure that the face of downtown Las Cruces and downtown’s economy will continue to improve exponentially.

For more information on this project, contact Cindi Fargo, LCDT executive director, at 575-525-1955 or cfargo@lascrucesdowntown.org.

New Mexico MainStreet Director’s Award: Kathy Flynn, Executive Director, National New Deal Preservation Association

The New Mexico MainStreet Director’s Award recognizes individuals or organizations that provide outstanding leadership to the New Mexico MainStreet statewide network. The 2008 recipient of this award is Kathy Flynn, executive director of the National New Deal Preservation Association.

President Franklin Roosevelt’s “New Deal” public works initiative was designed to stimulate America’s economy and put thousands of people back to work during the great depression. For nearly a decade, New Deal programs such as the Works Project Administration and the Civilian Conservation Corps gave unemployed Americans hope and jobs through meaningful public works. These initiatives made a lasting economic and cultural impact on the entire nation. Many New Mexico communities boast New Deal courthouses, murals, artworks, and other resources.



Compiled and Edited by Kathryn A. Flynn

THE LAS CRUCES
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SECTION 8

TIDD OK'd by county Commission to contribute 75 percent

By Tom G. Dixon

With north and south sales commissions dissenting, Dona Ana County agreed Tuesday June 10 to back its 75 percent of future property and gross receipts taxes toward the Las Cruces Downtown Tax Increment Development District.

In voting for the TIDD, Las Cruces Commissioner Bill McCloskey said, the Downtown revitalization agreement shows the principle of “smart growth” and “new urbanist” development that people want to see throughout the state – creating communities where people can live, work and shop within walking distance.

McCloskey said that the \$4 million to \$1 million the county will not receive over the next 20 years is offset by growth in GRT and property taxes within the TIDD will be “a small price” for greater revenues from the approved income-tax TIDD deals signed off.

The TIDD is expected to generate more than \$15 million between now and 2026, which will be used to finance more job growth, such as the re-opening of old streets. To pay off the loans, the TIDD estimates the future increase of GRT and property taxes resulting from the more lively Downtown, and is part of the TIDD work.

Donna Valencia-Cordero, Las Cruces City Manager, said she didn’t want the county to pay for any part of the new Downtown revitalization effort because it would benefit the city.

The Downtown revitalization plan includes restaurants, specialty shops, entertainment and arts, and is in line with the street scene and supporting people living Downtown. It is a partnership of local business and community.

McCloskey said he would be supported by the rest of the county. He said in 1992 he

A strong proponent of preserving the cultural and architectural resources created under New Deal programs, Kathy Flynn and the Association have worked extensively to raise awareness and to preserve the treasures built and created during the New Deal, both in New Mexico and throughout the country. Kathy has created a comprehensive inventory of remaining and lost New Deal resources and has partnered with New Mexico MainStreet to highlight New Deal resources in MainStreet communities. In 2006, Kathy gave a presentation during a MainStreet quarterly meeting. MainStreet and the Association have partnered to create an exhibit on the Works Project Administration, which will be exhibited in five New Mexico MainStreet communities this year as part of the celebration of the 75th anniversary of the New Deal initiative. Thanks to Kathy and the Association for working to preserve and to highlight New Deal resources in the state and for making MainStreet such an important part of the 75th anniversary celebration.

For more information on the Association, visit www.newdeallegacy.org or contact Kathy Flynn at newdeal@cybermesa.com.

New Mexico MainStreet Advocate Award: Senator Jeff Bingaman

U.S. Senator Jeff Bingaman has always been a strong supporter of small business and economic development issues and policies. This year, he demonstrated his understanding of downtown revitalization and historic preservation as economic development tools by successfully nominating the Silver City MainStreet Project for the U.S. Economic Development Administration’s first-ever Award for Preservation-Led Economic Development Strategies. The award recognizes organizations that effectively use regional historical assets (including heritage tourism) to advance innovative economic development strategies. Senator Bingaman and his staff spent many hours researching and writing the successful award nomination, enabling Silver City MainStreet to become the first-ever recipient of this prestigious national award.



Senator Bingaman is not only an advocate for Silver City MainStreet, but he also is active on a variety of other small business and economic development issues. In this Congress, Senator Bingaman has:

- Worked with the Senate Commerce Committee to establish a U.S. government agency to promote international tourism to the United States;
- Introduced a bill to establish an agency to promote foreign direct investment in the U.S.;
- Cosponsored a bill to enable small businesses to set up simple “cafeteria plans” to provide nontaxable employee benefits;
- Cosponsored a bill to promote the national security and stability of the economy by reducing U.S. oil dependence through use of alternative fuels and new technology;
- Cosponsored a bill to extend the federal New Markets Tax Credit through 2013; and
- Cosponsored a bill to direct the Secretary of Education to provide grants for the development of integrated environmental, economic, and social sustainability initiatives.

COMPETITIVE AWARD RECIPIENTS

This year, New Mexico MainStreet accepted award nominations in eleven competitive project categories, including those in the areas of Organization, Design, Promotion, and Economic Positioning. Ten MainStreet organizations nominated a total of 38 MainStreet projects this year, making the judging highly competitive. The following recipients represent the “best of the best” of MainStreet projects that were completed in 2007.

Lieutenant Governor’s Partnership Award: *Corrales MainStreet & the Village of Corrales*



The Lieutenant Governor’s Partnership Award recognizes an outstanding partnership between a local MainStreet organization and a public or private entity. This year’s recipient is Corrales MainStreet and the Village of Corrales, The Honorable Philip Gasteyer, Mayor. Approximately 10 years ago, Corrales residents and government officials

agreed to adopt the Main Street Four-Point Approach™ as a method to preserve the village and enhance its economy. Over the years, with leadership changes and shifting priorities within each organization, Corrales MainStreet’s relationship with the village government has waxed and waned. The Village implemented key projects to enhance its facilities located in the village center by renovating the community center and converting the fire station to municipal court and council chambers. However, in recent years, there was not a strong sense of partnership or financial support from the Village until Mayor Philip Gasteyer and the current council took office two years ago.

Recognizing the need to develop a stronger relationship and financial partnership with the village government, the MainStreet board reached out to the Village, and the Village reached back. The two entities now work in close collaboration, with good communication and regular interaction. The Village cooperates in MainStreet’s events by closing vehicle traffic through town during MainStreet’s parades and providing traffic control services. Additionally, the Village also now supports MainStreet through an annual \$30,000 contract for services, enabling MainStreet to expand its preservation and economic development activities. This overwhelmingly positive support and partnership from the current Village government has been instrumental in MainStreet’s current success and strength. This mutually-beneficial partnership enables both entities to do what neither could alone, and Corrales businesses, residents, and visitors benefit.

For more information on this partnership, contact Jim Covell, executive director of Corrales MainStreet at 505-899-2762 or cibolaj@aol.com.

MainStreet Award for Excellence in Fund-Raising: *Corrales MainStreet*

What do stars, barns, rugs, and barbeques have in common? They were all a part Corrales MainStreet’s 2007 comprehensive fund-raising efforts. As happens with many nonprofits, Corrales MainStreet found itself facing a financial crisis in early 2007. The organization’s funds had dropped dangerously low, so MainStreet volunteers quickly went to work to plan a series of very successful fund-raising events to keep the organization financially afloat. Board member Linda Fahey chaired a fund-raising barbeque in March, which yielded just over \$2,000. Board member Barbara Kline chaired an Oriental rug auction with a local vendor. The

auction netted more than \$9,000, greatly surpassing its \$2,000 goal; its success spawned a second fall rug auction, which raised \$3,400 for MainStreet. MainStreet’s annual Starry Night gala fund-raising event featured festive dining, music, and fund-raising auctions. Chaired by Tim Backus, Starry Night raised just over \$18,000. Capitalizing on Corrales’s rural character, MainStreet also hosted a fall tour of village barns, hoping to attract locals and Balloon Fiesta visitors. This unique community event raised nearly \$1,000. All-in-all, Corrales MainStreet’s fund-raising events generated a total of \$34,096 to fund the organization’s operations and activities. These efforts, combined with a membership drive and contract for services with the village government, ensured that Corrales MainStreet was on its most solid financial footing in years. The organization was even able to create a small reserve fund to provide future financial stability as well.



For more information on Corrales MainStreet’s fund-raising efforts, contact Jim Covell, executive director of Corrales MainStreet, at 505-899-2762 or cibolaj@aol.com.

MainStreet Award for Excellence in Public Relations: *Clovis MainStreet*

The Public Relations Excellence Award provides recognition to outstanding efforts and activities designed to raise the visibility and awareness of a local MainStreet organization. This year’s award is presented to Clovis



MainStreet for its *Midweek with MainStreet* weekly radio show. For the last two years, Clovis radio station KTQM has partnered with Clovis MainStreet to present *Midweek with MainStreet* each Wednesday from 7:00 to 8:00 a.m. Hosted by radio personality Grant McGee, *Midweek with MainStreet* sprang from an initial one-time radio interview with Robyne Beaubien, MainStreet’s executive director. Based on the success of that show, McGee invited Robyne to do a

weekly show, which highlights upcoming downtown events and provides updates on MainStreet projects. MainStreet is also able to discuss its volunteer needs and provide education about the Main Street Approach during the program. *Midweek with MainStreet* has not only allowed Clovis MainStreet to reach an entirely new audience, but Robyne also has the opportunity to “hob-nob” each week with other radio guests, including elected officials, event organizers, and Cannon Air Force Base personnel. The radio show has expanded MainStreet’s presence and visibility, giving new recognition to the organization.

For more information on Clovis MainStreet’s *Midweek on Main*, contact Robyne Beaubien, executive director of Clovis MainStreet, at 575-309-8370 or robyne@clovisdowntown.org.

MainStreet Award for Excellence in Business Development: Clayton MainStreet Low-Interest Loan Program

The Business Development Excellence Award provides recognition for outstanding efforts by a local MainStreet organization to support, strengthen, retain, and attract businesses in the downtown area. Clayton's MainStreet Low-Interest Loan Program has already proven to be a highly successful business development tool. Last year, the Clayton



MainStreet Economic Positioning committee approached the presidents of Clayton's two banks – Farmers and Stockmen's Bank and First National Bank of New Mexico – to discuss ways to assist downtown businesses. Both banks agreed to create a low-interest loan program

to support structural repairs to downtown buildings, as well as improvements to downtown façades, building exteriors and interiors. Farmers and Stockmen's Bank created a \$2,000,000 loan program with 6% interest and a maximum 20-year term. First National Bank established a \$1,000,000 fund with 7.5% interest and a 10-year term. Loan applicants must undergo architectural review by Clayton MainStreet's Design Committee, and each bank gives MainStreet a \$500 donation when a loan is approved. Additionally, if applicants apply only for a structural or interior renovation loan, they are required to renovate the building's façade. Two businesses have already utilized the program, resulting in the opening of Crossroads Coffee, a new downtown coffeehouse, and an expansion of Facets in Gold, a downtown jewelry and gift shop. Through the loan program, Clayton MainStreet has developed stronger relationships with both banks, which are now integral parts of the organization.

For more information on Clayton's downtown loan program, contact LeRoy Wood, manager of Clayton MainStreet, at 575-447-2856 or claytonmainstreet@yahoo.com.

MainStreet Award for Excellence in Downtown Marketing: Corrales MainStreet's Discover Corrales Campaign

This downtown marketing award is designed to recognize outstanding efforts to market a specific event or the entire downtown as a destination. Under the leadership of Promotion Committee Chair Nancy Renner, Corrales MainStreet created Discover Corrales – a comprehensive marketing campaign designed to attract local, regional, and out-of-state visitors to businesses and events in Corrales's village center. The committee developed a variety of media advertisements, a brochure, and a rack card to highlight the village's businesses and interesting events. Funded by Department of Tourism Co-Op advertising funds, "Discover Corrales" was the tagline for the marketing campaign, which included:



- A half-page ad in Albuquerque magazine, which was later used in New Mexico Culture and Cuisine, Albuquerque Arts, New Mexico, and New Homes magazines.

- Placement of a Corrales article in several different media;
- A color ad in the Sandoval County tourism brochure;
- A co-op ad in *Guest Life in New Mexico*, an in-room hotel publication;
- 10,000 four-color "Discover Corrales" rack cards at state visitor centers;
- A business directory distributed at Corrales businesses; and
- A comprehensive series of press releases, brochures, and rack cards that advertised *Sunday in the Village*, the Corrales growers' market, *Art in the Park*, *Music in the Village*, MainStreet's barn tour, the *Scarecrow Showcase*, bed-and-breakfast and winery tours, Casa San Ysidro, *Jolly Holidays*, and the Starlight Parade.

MainStreet collaborated on the campaign with several local organizations, resulting in stronger partnerships within the community. The Discover Corrales campaign not only brought a noticeable number of visitors to Corrales in 2007, but it also resulted in expanded business advertising, and other organizations have approached MainStreet to be involved with their events.

For more information on Corrales's marketing campaign, contact Jim Covell, executive director of Corrales MainStreet at 505-899-2762 or cibolaj@aol.com.

MainStreet Award for Excellence in a Downtown Promotion: Raton MainStreet's 2007 Holiday Promotion

Led by chairman Howard Woodworth, Raton MainStreet's Promotion Committee was looking for a way to add some holiday sparkle to downtown and to keep residents in town and spending money locally during the 2007 holiday season. Building on some long-standing community traditions, the Promotion Committee coordinated a comprehensive series of downtown beautification and decorating activities. These included a post-Thanksgiving downtown clean-up complete with window washing, sidewalk sweeping, and decorating downtown buildings, windows, and medians. MainStreet volunteers also decorated the historic Shuler Theater and Ripley Park Gazebo.



In addition to beautification efforts, downtown businesses conducted special sales and ran cooperative ads in the *Trinidad*, Colorado newspaper. MainStreet worked with local banks, the Shuler Theater, the local radio station, and the Recreation and Educational Council to show free movies for elementary school children each Saturday in December, enabling parents to shop downtown while their kids were entertained. Approximately 400 children attended downtown movies during the holiday season, and each received a goody-bag provided by downtown businesses.

Total budget for the event was \$1,800, with most of the cost offset by sponsorships and a lodgers' tax grant. Besides building happy holiday memories for community residents, these activities had another lasting impact: events were so successful that they will be repeated in 2008, and MainStreet will partner with the Recreation and Educational Council to add children's events to this year's *Music on Main* concerts.

For more information on Raton's holiday events, contact Shelly Wood, Raton MainStreet program coordinator, at 575-707-4978 or shellywood@mac.com.

MainStreet Award for Excellence in a Downtown Business Promotion: Downtown Farmington Association's 2007 Holiday Art Walk

Co-chaired by Liz Stannard, Fiona Clarke, and Ken Collins, the Downtown Farmington Holiday Art Walk featured art receptions and business open houses along Farmington's Main Street. While Farmington has many successful artists, most display outside of town and aren't well-known locally. The Art Walk provided a large-scale venue for artists to



gain exposure in Farmington, while also creating an extended-hours evening event that generated substantial foot traffic for downtown businesses during the holiday season. Four businesses hosted art receptions and 20 more hosted open houses during the event. Venues included art works, music, wine, and special in-store promotions. The Art Walk became a media darling and received extensive coverage through articles and on-site interviews held during the event. Businesses saw increased sales the evening of the Art Walk, and they were able to capture an entirely new customer mailing list. The Art Walk's modest budget of \$1,900 covered advertising and printing. The event was so successful that the committee decided to host quarterly Art Walks. So far, each subsequent event has led to bigger crowds, better business participation, and more community excitement for downtown.

For more information on Farmington's art walks, contact Elizabeth Isenberg, downtown manager, at 505-599-1419 or eisenberg@fmrn.org.

MainStreet Award for Excellence in Architectural Design

The Architectural Design category is designed to recognize outstanding completed local design projects, including building and façade renovations and design education activities. Two outstanding projects were presented with this award in 2008. While very different, both projects have made a lasting physical and economic impact on their respective downtowns.

Artesia Bungalow Infill Housing Project

The Artesia Bungalow Infill Housing Project, constructed by Yates Drilling Company, represents an excellent standard for compact new residential construction in the heart of a community. Two years in the making, this construction project created eight urban-style bungalow housing units in Artesia's downtown district. The project was designed by Artesia native Richard Yates and featured five two-bedroom, two-bath homes and three one-bedroom units, each with a private fenced yard and garage. Because the houses are just two blocks from Artesia's Main Street, homeowners can easily stroll to work, to restaurants, and to shops in the downtown. All units were sold in 2007, and the project has sparked additional investment in residences, businesses, and a new hotel in the immediate area. This catalytic project will help to ensure that downtown Artesia remains viable and vibrant for years to come.



For more information on Artesia's new bungalows, contact Stephanie Bretz, executive director of Artesia MainStreet, at 575-746-1117 or mainstreet@pvt.net.

Silver City Hub Plaza Renovation



Renovation of the Hub Plaza in downtown Silver City represents an outstanding building rehabilitation. Owned by Janey Katz, the Hub Plaza takes up an entire downtown block. Formerly a Chevrolet car dealership, the site had been somewhat unsightly and underutilized as business location. In 2005, Ms. Katz began renovations and adaptive reuse of the facility, creating new retail and restaurant spaces. She also added new utilities, a courtyard and fountain, landscaping, roof work, awnings, and colored concrete sidewalks to the property now known as Hub Plaza. Three new businesses have opened at the Hub, for a total of seven businesses altogether. Katz also converted the property's large parking lot to a pedestrian courtyard – perfect for the restaurants' patrons and for staging community events. With a total renovation cost of \$300,000, the Hub Plaza is now an asset that attracts people to downtown and encourages them to linger in the downtown area.



For more information on the Hub Plaza, contact Frank Milan, executive director of Silver City MainStreet, at 575-534-1700 or mainstreet@gilanet.com.

MainStreet Award for Excellence in Urban Design

The Award for Excellence in Urban Design recognizes outstanding urban planning efforts or an outstanding completed urban design project. This year, two outstanding urban design projects demonstrated excellence.

Downtown Artesia: Phase One of 2nd & Texas Streetscape Improvements

The need for streetscape improvements around 2nd & Texas Streets in downtown Artesia was identified in Artesia's 1998 downtown master plan. Following completion of streetscape improvements on Main Street, the City of Artesia and Artesia MainStreet turned their attention to the area of 2nd and Texas Streets. Once design work on streetscape improvements at this intersection began, MainStreet and the City quickly realized that the scope of their plans would require phased implementation. MainStreet raised public and private funds for all design work, and the City of Artesia agreed to fund construction of Phase One. Project construction began in April of 2007, with four blocks of improvements completed in the northeast corner of downtown that year.

The project utilized pioneering context-sensitive design principles, and improvements included a traffic circle, reconfigured angle and parallel parking, medians, new sidewalks, landscaping, and street furniture. These improvements provide a better





linkage between downtown and the Chamber of Commerce and Visitors Center, and the improved area is now more attractive for economic investment. Two nearby businesses have applied for façade improvement grants, and an investment group has committed to building a hotel on one corner of the project area. Additionally, Artesia MainStreet was able to leverage the results of Phase One construction to secure MainStreet Capital Outlay and other funding sources for Phase Two of the 2nd & Texas project; design work on Phase Two is expected to be completed in 2009.

For more information on Artesia's 2nd & Texas improvements, contact Stephanie Bretz, executive director of Artesia MainStreet, at 575-746-1117 or mainstreet@pvtm.net.

Clayton Downtown Master Plan



The Clayton community strongly embraced the idea of developing a downtown master plan. Under the leadership of Design Committee Chair Nancy

Leighton, a master plan steering committee was created. The committee included representation from the Design Committee, the Union County Community Development Corporation, the mayor, city council members, county commissioners, and other community organizations. The steering committee held a series of public meetings to define the community's visual preferences and desires for downtown. Attendance at these meetings ranged from 50 to 80 people. With funding from New Mexico MainStreet, the University of New Mexico Design Planning Assistance Center (DPAC) students then visited Clayton to conduct a design charette. Students developed a variety of design concepts, many of which were incorporated into the final master plan. Following MainStreet's endorsement of the master plan, the Town of Clayton adopted the master plan in September of 2007. Like any plan, the value of Clayton's downtown master plan is in its use. The community has already used the plan to secure \$300,000 in streetscape funding from MainStreet Capital Outlay, and is working to create downtown design guidelines in its next phase of local planning efforts.



For more information on Clayton's downtown master plan, contact LeRoy Wood, manager of Clayton MainStreet, at 575-447-2856 or claytonmainstreet@yahoo.com.

MainStreet Award for Excellence in Historic Preservation: City of Santa Rosa and Guadalupe County for the Santa Rosa City-County Building

When the school board identified a need to build a new middle school, the Santa Rosa community was faced with the possibility of an abandoned 20,000 square-foot facility in the heart of the downtown. Under the leadership of Mayor Joseph Campos and City Manager Timothy Dodge, the City of Santa Rosa worked with officials of the school and Guadalupe County to develop a plan to reuse the historic building, which had originally served as a high school. Leaders decided to renovate the building for use as a city-county administration building, a project that led to better communication and cooperation among all three partnering organizations.



Committed to retaining as much of the building's original character as possible while ensuring that the building functioned at today's standards, partners worked to restore interior entrances, hallways, and offices. The building's original oak floors were sanded and refinished, and replica pressed-tin ceilings replaced those which had been removed earlier. The building now includes administrative offices, meeting space, and public safety headquarters. As a nod to the building's history, hallways are lined with framed photos of all sixteen classes who graduated from the high school. The project was funded by the City of Santa Rosa, Guadalupe County, and the Governor's General Fund. In the summer of 2007, seven of Santa Rosa's eight living mayors participated in a ribbon-cutting ceremony to officially open the building. With the total project cost of just over \$414,000, the community now has a showpiece city hall which retains an important piece of downtown and community history.

For more information on this project, contact the City of Santa Rosa at 575-472-3404.







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