



Accelerator Community
FY 2018 Pre-Application Workshop
November 9, 2017
Rich Williams, Director

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department

History behind MainStreet

- Historically, Main Street was the community's primary commercial hub (pre-WWII).
- Suburbanization, rural flight, and marketplace changes created a movement away from downtown commerce centers. Malls, global economy, internet sales.
- Changes in local and federal policy affected how historic buildings were managed, maintained.
- MainStreet is a movement to preserve historical assets while rebuilding vital economies in downtown communities.

**National Trust for Historic Preservation*



What is MainStreet?

- “Real places doing real work to revitalize their economies and preserve their character.”
- The National Main Street Movement is:
 1. A proven set of strategies for revitalization (ETS and Four Point Approach™).
 2. A powerful network of linked communities.
 3. A national support program that leads the field. (1800 local programs in 45 states)



**National Main Street Center, Inc.*

Benefits of MainStreet

- **Businesses/Entrepreneurs**
 - Healthy Business Climate
 - Expanded Customer Base
 - Vibrant Commercial District
 - Growth Opportunities
- **Property Owners**
 - Stronger Property Values
 - Stable Rental Environment
 - Improved marketability
 - Increased Occupancy Rates
- **Partnerships**
 - Leveraging of Scarce Resources
 - Strengthen Local Capacity
 - Stronger Networks for Economic Development
- **Community**
 - Increased GRT, Stronger Tax Base
 - Improved Quality of Life
 - Restoration of Civic Gathering Places
 - Local Job opportunities

Technical Assistance from NMMS



What Does It Mean to be a MainStreet Community?

If Designated your community...

1. Has been officially designated by the licensed state coordinating program.
1. Establishes a Economic Market Vision statement that is the foundation for transforming district economy
1. Implement through the Main Street Four Point Approach™
1. Meets, or is striving to meet annual 10 National Standards for Accreditation



*Nob Hill MainStreet
(Albuquerque)*

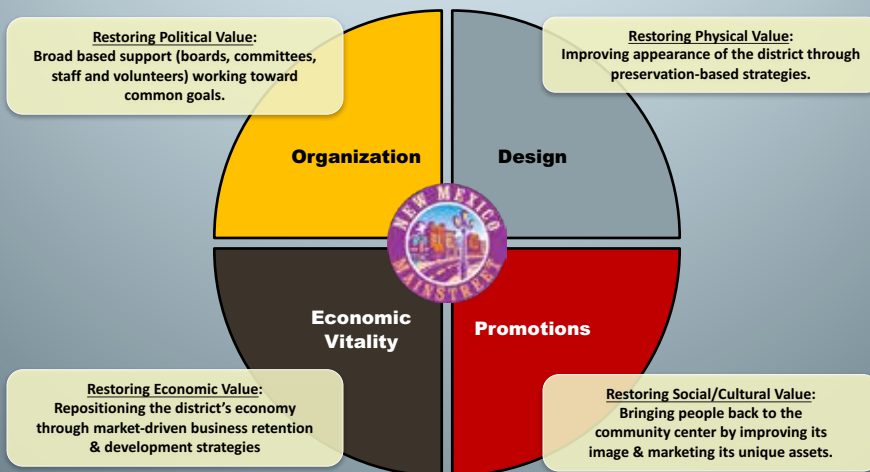
Re-Think Refresh



NMMS Strategies for Economic Transformation

1. Build **capacity** for local economic revitalization and redevelopment.
2. Enhance the **Entrepreneurial and Creative Economy**
3. Create **thriving places** through Placemaking and Preservation activities.

The MainStreet Four Points Approach





Design Point

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. - National Trust for Historic Preservation's National Main Street Center, Inc. ®



Paint

Paint is an amazingly magical substance for transformation. Expressing architectural character while also providing a barrier from the elements - paint can be one of the best tools in the revitalization toolbox. When painting a building try not to exceed a palette of three colors and trim typically will be the darkest of the colors.





Historic Preservation/Ethic

Common projects for historic buildings within your downtowns involve returning them to their original beauty. Some of these projects might include uncovering transom windows, removing “slip covers” and stabilization of historic materials.



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Financial Incentives for Design Improvements

Local Façade Grants

From partners such as McCune,
NM Resiliency Alliance, PNM,
NM Gas Co., Yates Foundation

NMMS Design Initiatives

MainStreet Façade Squad;
signage, awnings, windows
MainStreet Place-Making
MainStreet Interiors
Great Blocks
Public Infrastructure



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MainStreet Façade Squad



ROSWELL FACADE SQUAD PROPOSED SCHEMES

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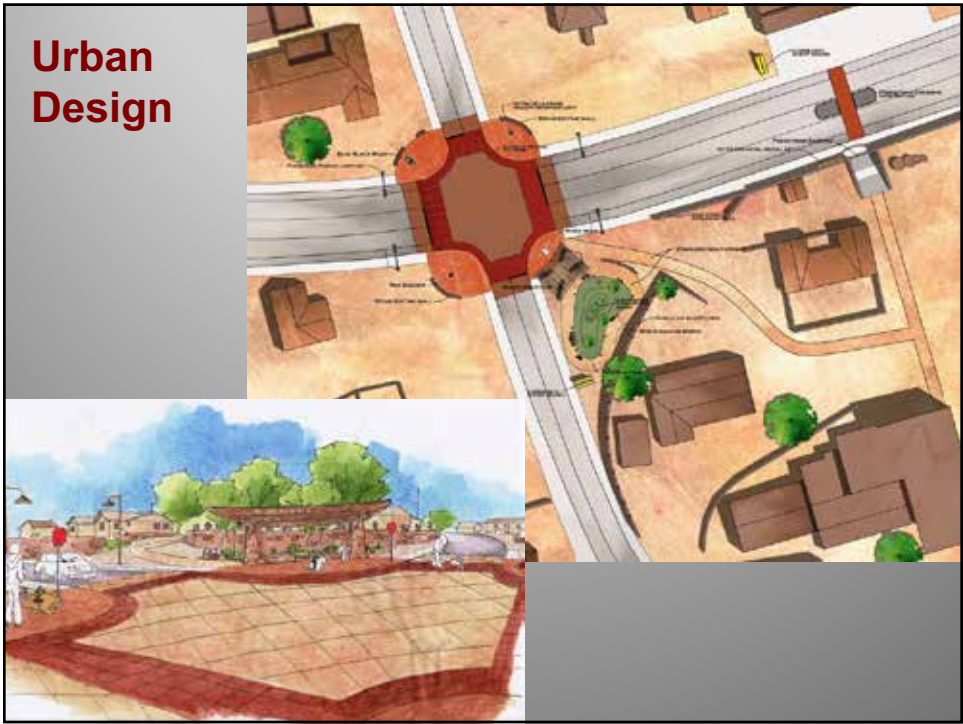
ROSWELL MAIN STREET
NEW MEXICO ECONOMIC DEVELOPMENT DEPT
NEW MEXICO MAIN STREET



Placemaking



Urban Design



Downtown Master Plan/MRA Plan



Economic Vitality

- Analyze the market
- Retain & strengthen businesses
- Recruit new businesses & uses
- Enhance operating practices
- Provide business & building incentives
- Facilitate quality development

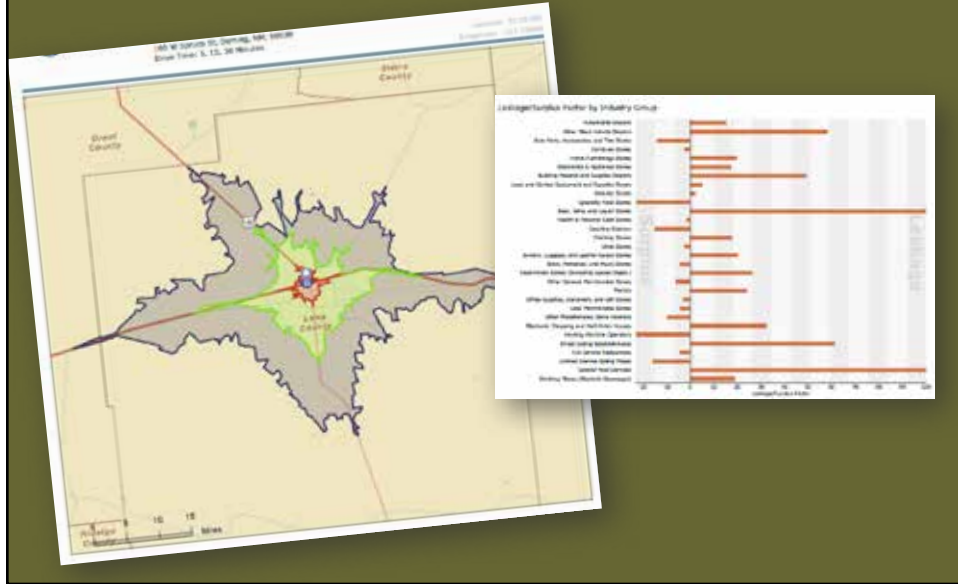


Economic Vitality Roles

- Economic analysts
- Strategic planners
- Performance monitors
- Business developers (coaches, incubators, recruiters)
- Enterprise facilitators
- Civic entrepreneurs

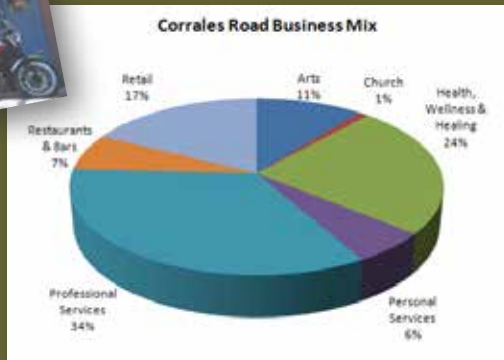


Economic Market Position Statement



EMERGING PART 1:

Inventory Businesses & Analyze Mix



Establish Economic Market Vision Statement



Early Steps Developing Economic Goals



Conduct property owner visits



Conduct business development partner visits



Establish core business development team and extended team



Identify one priority business assistance target, one business recruitment target, one building rehab target

Business Development Toolbox



- Strategic Planning and Information
- Education, Training
- Business Retention & Strengthening
- Entrepreneur Development
- Financing & Incentives

Promotion Goals



To promote and market the downtown district

Promotion Goals

What to promote...

- *Unique Assets*
 - *Businesses*
 - *People*
 - *Buildings*
 - *Community Characteristics*
- *Historic/Cultural Assets*
- *Tourism Assets*



Silver City, NM
2011 GAMSA Winner



Promotion Components

- **Image Development**
- **Retail Event/Activities**
- **Special Events**



Retail Events/Activities

Events and activities that focus on ringing cash registers downtown.

Types of Events:

- Sidewalk Sales
- Art Hop/Walk/Stroll
- Coupon Package
- Niche Marketing
- Cooperative Advertising



Retail Events/Activities



Retail events encourage sales for businesses in the downtown district.



Special Events

Events that bring people downtown. Create traffic. Expose businesses to new customers. Show off the downtown!

Types of Events:

- Parades
- Festivals
- Concert
- Rally
- Street Fair

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Special Events

Special events create traffic in the downtown district and build awareness of businesses and services.



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Organization

*To build and sustain a strong
volunteer-driven MainStreet
organization*



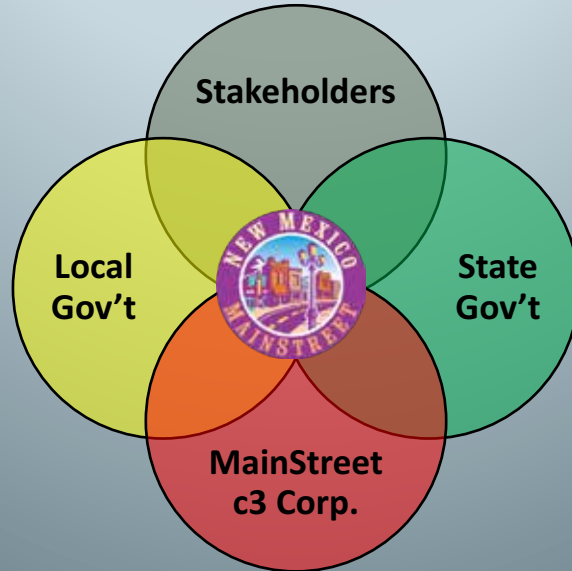
Key Elements of “Organization”

- Public-Private Partnership
- Tax-Exempt Entity
- Four Points Coordination (Projects, Activities, Partners)
- Financial and Human Resources
(Staff, Volunteers, Fundraising)
- Planning
- Public Relations
- Monitoring /Evaluation

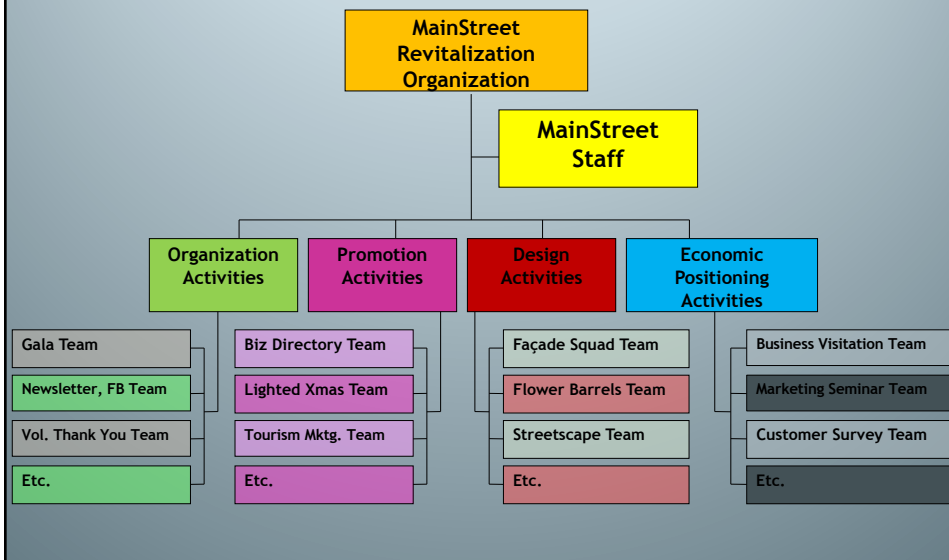


Carlsbad MainStreet

The Public-Private Partnership



Engaging the MainStreet Four Point Approach



Funding a MainStreet Organization's Operations

30% Public funding

30% Funding from business district

30% Community funding

10% Miscellaneous



NMMS Supports for Accelerator Communities

Technical assistance/coaching with basic revitalization “building blocks” across the MainStreet Four Points Approach

- **Organization supports:**

1. Basic Orientation for Steering Committee
2. Articles of Incorporation*, Board/Officers*, Bylaws*, and Policies
3. Budget Development, operational activities*
4. Partnership with local government on MOU/LOA (and funding)
5. Fundraising Plan/Fundraising
6. Form 1023 application*
7. Volunteer recruitment (committees and taskforces)
8. Data collection and reporting (preparing for annual reviews)
9. Year 2 Work plan development



The Ten Performance Standards

1. Broad-based community support for the commercial district revitalization process (public and private sectors).
2. Vision and mission statements relevant to community conditions and to the local MainStreet program's organizational stage.
3. Updated, comprehensive MainStreet work plan.
4. Maintain a historic preservation ethic.
5. Active board / volunteers implementing the Four Point Approach™.
6. Adequate operating budget for the program.
7. Paid (40 hours per week) for MS Executive Director.
8. Ongoing training for staff and volunteers.
9. Reports key statistics.
10. Maintains current membership with National Main Street Center.



For More Information

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