



New Mexico MainStreet Accelerator Community Applicant Rating Form

Community Applicant: _____

Applicant attended pre-application workshop for Accelerator Program? Yes No
 Applicant attended a NMMS Quarterly Meeting? Yes No

Reviewer: Design Team Promo Specialist EV Specialist Org. Specialist NMMS Director

Scoring Scale: 0 = not addressed 1 = Nominal 2 = Fair 3 = Excellent

Design		
Criteria	Conditions/Elements	Score
1. Definable Core	Does the proposed district have a distinct core and edge that define it as a destination or community center?	
2. Physical Assets	Does the proposed district exhibit key elements such as a courthouse, plaza, town center or historic commercial district? Are there physical assets that have distinct cultural or historical significance (including registered historic properties)?	
3. Existing Tools	Does proposal identify, leverage or express utilization of historic or current urban planning tools (master plans, economic development or land use plans)?	
4. Development Efforts	Have any tools, projects or activities been initiated or completed from previous plans that can be supported or augmented by adoption of MainStreet approach?	
5. Walkability	Is proposed district pedestrian friendly? (range: 1 = hostile, 5= great).	
6. Preservation Projects	Does proposal readily identify negative aspects of district buildings and properties to be addressed (and how MainStreet can address them)?	
7. Preservation Readiness	Does the community embrace preservation of historic properties in the district? Are there tangible examples of such indicated in the proposal? Are there historic preservation organizations identified in the proposal that can engage or partner on preservation projects? Has the community already implemented policies, incentives or programs to preserve historic assets?	

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Promotions		
Criteria	Conditions/Elements	Score
8. Goals	Proposal has identified goals for increasing district traffic by tourists and residents?	
9. Tourism Opportunity	District has unique characteristics that can attract a greater number/base of tourists?	
10. Current Activities	Community already conducts promotions events/activities to attract residents/tourists to the district?	
11. Sponsor Base	If promotional events exist, there are current or readily identifiable sponsors to support these activities?	
12. Marketing Assets	Proposal reflects an awareness of district assets for branding and marketing.	
Organization		
13. Public-Private Partnership	Is there a strong commitment from various public and private sector entities work together to support and implement a local Main Street program?	
14. Municipal Support	Does the applicant show evidence of a financial commitment from the local municipal partner?	
15. Funding Mechanisms	Is there evidence of available funds, funding tools or commitments to raise funds for Main Street (other than the municipal partner)?	
16. Vol./Org. Structure	Does the proposal provide clear indication of stakeholders and volunteers to implement the work? Does a steering committee, board of directors, or other organization structure exist to ensure capacity for MainStreet projects?	
Economic Positioning		
17. Need	Is there are clearly defined need for revitalization, economic development/enhancement?	
18. Barriers	Proposal clearly identifies current challenges to economic revitalization within the district?	
19. Business Needs	Proposal clearly identifies needs of the businesses within the district?	
20. Solutions or Innovations	Proposal provides indications of how MainStreet will address needs or resolve economic development challenges?	
21. Partnerships	Mainstreet will utilize or leverage partnerships to ensure success of business development efforts?	
22. Economic Potential	Are there existing market or tourism populations that can be engaged or developed?	
23. Business Mix	Is there a mix of types of uses in the downtown, including retail, service, professional, government?	
General Elements		
24. Other Assets	Does the application clearly identify the strengths, assets (other than physical assets) of the proposed district?	
25. Goals	Has the community clearly defined what it wants Main Street to achieve?	
26. Impact	How likely is the local program to have a positive impact on the proposed district?	
27. Complements Existing Efforts	Does the proposal describe how the applicant's efforts will complement the community's current economic development strategies and tools?	
28. Readiness	Does the proposal reflect a high level of community readiness to support project success and manage expectations while considering future "potential" for a vibrant MainStreet district?	