

# NEW MEXICO MAINSTREET 2018 AWARDS

AUGUST 9, 2018 | 6:00 PM - 7:30 PM

SHULER THEATER | RATON



## WELCOME TO THE HISTORIC SHULER THEATER

### RATON

*The Shuler Theater was built around 1912 as a City Hall and auditorium complex and is listed on the State Register of Historic Properties. The theater is a traditional vaudeville house and performing arts stage, but was originally built to present movies as well as live performances. In fact, thousands of films have been shown since 1915, though the theater has not been equipped to show first-run films since the early 1950s. In November 2016, the Shuler Theater reopened for screening first-run movies after the installation of new digital projection and sound equipment, with the opening night screening of Thor: Ragnarok.*

*The new system was almost three years in the making, when Kerry Medina, one of the owners of the historic El Raton Theater, noted that with only one screen it was hard to negotiate with the different studios to get first-run films. The Shuler Theater is owned by the City of Raton, and managed by Raton Arts & Humanities Council, which hosts live theater and performing arts presentations. Many community members and local leaders came together to support a new vision for the theater that includes sharing screens with the El Raton Theater to increase the capacity to show first-run movies and provide the opportunity to host a film festival.*

*One of eight iconic historic theaters that have received funding and technical assistance through the Historic Theaters Initiative, funding includes \$80,000 in NMMS Public Infrastructure Funding in 2008 to aid in restoration of the theater, \$100,000 in LEDA funding from NMEDD to install the digital projection and sound equipment, and \$10,000 from New Mexico Gas Company for a digital sound system and surround speakers to support the completion of the project.*

## 2018 NEW MEXICO MAINSTREET AWARDS

### NEW MEXICO MAINSTREET COMMUNITIES

Alamogordo	Las Vegas
Artesia	Los Alamos
Downtown Albuquerque	Lovington
Barelas	Nob Hill
Belen	Portales
Carlsbad	Raton
Clayton	Roswell
Clovis	Ruidoso
Corrales	Santa Rosa ( <i>Accelerator</i> )
Deming	Silver City
Farmington	South Valley
Gallup	Taos ( <i>Accelerator</i> )
Grants	Truth or Consequences
Harding County	Tucumcari
Las Cruces	Zuni Pueblo

3

### NEW MEXICO ARTS & CULTURAL DISTRICTS

Artesia	Gallup
Carlsbad ( <i>Start-Up</i> )	Las Vegas
Corrales ( <i>Start-Up District &amp; Compound</i> )	Los Alamos
Downtown Albuquerque	Mora ( <i>Compound</i> )
Farmington ( <i>Start-Up</i> )	Raton
	Silver City

### ACTIVE FRONTIER COMMUNITIES

Conchas Dam	Taos Pueblo
Cimarron	Rodeo

## 2018 NEW MEXICO MAINSTREET AWARDS

We are honored to present the 2018 New Mexico MainStreet Awards that exemplify our mission to engage people, rebuild places, and revitalize economies. This year's awards are guided by our Economic Transformation Strategies adopted in partnership with local programs to implement community economic development goals to transform downtown.

### **BUILD CAPACITY FOR LOCAL ECONOMIC REVITALIZATION AND REDEVELOPMENT EFFORTS**

Develop local leadership and capacity to implement projects and initiatives that accelerate community-appropriate economic growth and revitalization through the Main Street Four-Point Approach®.

### **CREATE THRIVING PLACES IN NEW MEXICO**

4

Build on the existing commercial base, arts, culture, advanced technology and creative assets in New Mexico MainStreet communities, support entrepreneurial and creative endeavors through assessment, education, planning, and collaboration.

### **ENHANCE THE ENTREPRENEURIAL AND CREATIVE ECONOMY**

Increase economic viability through revitalization and creative placemaking to transform our downtowns, squares and villages to help them reach their full potential through great public spaces, buildings, streets and pedestrian areas.



## 2018 NEW MEXICO MAINSTREET AWARDS

### BUILD CAPACITY FOR LOCAL ECONOMIC REVITALIZATION AND REDEVELOPMENT EFFORTS AWARD

## PORTALES MAINSTREET

**Portales MainStreet made great strides in 2017.** Using their 2016 Annual Program Review as a guide, the organization requested assistance from New Mexico MainStreet to assist in several areas, including refinement of their Economic Transformation Strategies, enhancement of their business development skills and relationships, volunteer recruitment training, development and launch of a new fundraising campaign, and an update and relaunch of the organization's website.

Portales MainStreet's Economic Vitality work led to development of a new business recruitment packet and enabled the organization to grow its relationship with other local business development partners. Portales MainStreet has helped prospective merchants look for opportunities to open retail shops downtown and met with merchants one-on-one to address their specific needs.

As part of their fundraising work, the organization engaged in a fundraising training and planning session with their Board. Portales MainStreet redeveloped their annual solicitation materials, and embarked on an aggressive fundraising campaign, which allowed them to easily surpass the \$4,000 needed to match a New Mexico Resiliency Alliance challenge grant and raise close to \$12,000 in 2017.

Due to their fundraising success, Portales MainStreet has been able to expand the Executive Director position from part-time to full-time, enabling the organization's promotion from Affiliate to Accredited Program.

With assistance from New Mexico MainStreet, Portales MainStreet leadership was engaged, energetic and enthusiastic about developing a new website, being deeply involved in the design process and continuing to make improvements and learn about the platform to ensure a strong web presence. The profile of the organization has been elevated in the community through the new and well-organized website.

## 2018 NEW MEXICO MAINSTREET AWARDS

### BUILD CAPACITY FOR LOCAL ECONOMIC REVITALIZATION AND REDEVELOPMENT EFFORTS AWARD

## MAINSTREET ROSWELL

**In the past few years, MainStreet Roswell has done an amazing job rebuilding relationships, partnerships and programming in the community.** They have taken leadership roles for signature events such as The UFO Festival, partnering with more than 25 organizations to implement the unique event. They oversee the summer Farmers' Garden Market, and organize the Chile Cheese Festival, which partners with Leprino Foods (the largest employer in the county), local Chile growers, and Southwest Dairy Farmers, to celebrate the major businesses that bring economic strength to the community, which also offers hands-on activities to bring visitors downtown.

6

MainStreet Roswell has led the successful retail event First-Fridays every month where local merchants pick a "Theme" and they arrange music, fun activities, and food, and gather information from local merchants about special discounts and sales to promote the event.

They have demonstrated community spirit through their "MainStreet has a Heart" fundraising campaign that includes local businesses raising funds for community nonprofits such as CASA Courthouse Dog Program, Girl Scouts, Roswell Homeless Coalition, and Roswell Public Library, among others.

MainStreet Roswell received \$5,000 in support from the New Mexico Resiliency Alliance and New Mexico MainStreet provided technical assistance to make façade improvements to three buildings in the 200 block of North Main St., with the support of local volunteers and Board Members who helped with the work-weekends. The collaborative efforts of many community members and partners ensured that downtown Roswell looked festive for the holidays with Xcel Energy providing the LED lights, six miles and 105,000 lights.

CREATE THRIVING PLACES IN NEW MEXICO AWARD

**DOWNTOWN FARMINGTON:  
A MAINSTREET PROJECT**

**Downtown Farmington: A MainStreet Project in collaboration with the City of Farmington identified and allocated nearly nine million in funding for their public infrastructure Complete Streets project.** The project consists of street improvements for multiple blocks from Miller Ave. to Auburn Ave. The improvements seek to reduce travel lanes, improve lighting and signage, increase on-street parking and enhance the streetscape and other amenities to create a unique sense of place in the downtown district.

The City of Farmington has been strategic in basing the headquarters of their Main Street Complete Streets Project downtown. The city established HQ at 119 at a city-owned storefront where Downtown Farmington: A MainStreet Project and the Main Street Complete Streets Project Manager are housed. The building serves as an information hub for business owners, building owners, and residents, making it easy and convenient for stakeholders to access project information.

The Complete Streets construction project includes infrastructure improvements, such as water line replacement, electrical upgrades, and storm drain improvements, as well as above-ground improvements including street lighting, gateway signage, new wider sidewalks that are compliant with Public Right-of-Way Accessibility Guidelines (PROWAG), traffic lane reduction from four to two lanes, replacing signalized intersections with single-lane roundabouts, off-site traffic communication system upgrades, new landscaping and irrigation system, electrical outlets for large events and seasonal lighting, wireless sound system, and Wi-Fi.

Additional items may include benches, signage, bike racks, and other amenities. As well as alley improvements, to feature dumpster consolidation and relocation, the “Art in the Alley” project, parking lot upgrades, and increasing back door accessibility.

CREATE THRIVING PLACES IN NEW MEXICO AWARD  
**FRONTIER COMMUNITIES INITIATIVE**

**The Town of Mountainair entered the Frontier Communities Initiative Program in FY2016 with hopes of transforming an underutilized empty lot into a new plaza that could support community events, encourage revitalization of existing businesses and entice travelers to the Salinas Missions to explore the town beyond the Visitors' Center.** Community members were highly engaged during the community planning and landscape design phase, which resulted in the development of conceptual designs and a revitalization plan for the new "Monte Alto Plaza."

The initial strategy was to use the design and planning work to seek local, state, and foundation funding, however, community members and Town Officials, decided to take things into their own hands and worked with New Mexico MainStreet Revitalization Specialists to clean up and begin building-out the site with support from small seed grants from New Mexico Resiliency Alliance and New Mexico Gas Company.

8

More than 30 community members have engaged in the community build/placemaking project. Completed work thus far includes construction of pedestrian pathways and gabion benches, the installation of a pergola and archway at the Salinas entrance, and the planting of heritage fruit trees. More importantly, the work continues long after New Mexico MainStreet's technical assistance was complete, as the community stakeholder group created committees to continue the work. They have scheduled ongoing workdays with plans to build new gabion benches, install trash cans, create a new gateway entry near the Shaffer Hotel, build a gazebo, and complete other landscaping improvements.



## 2018 NEW MEXICO MAINSTREET AWARDS

### ENHANCE THE ENTREPRENEURIAL AND CREATIVE ECONOMY AWARD **ARTS & CULTURAL COMPOUND**

**Francisco Chavez of Mora is being honored for his work to Recycle Cardboard in this New Mexico mountain village.** When he started, he didn't have a truck, and then worked to fill full-sized pick-up trucks, and move up to 1.5 bales, 1200 pounds of cardboard. He had more than a dozen pick-ups per week from Mora businesses.

Chavez grew up in Mora and moved away to work in the private sector at Disney World. While at Disney, he observed how a large company can hire more than 50,000 people, be well-organized, recycle, grow food hydroponically, and set world-standards for customer service and employee satisfaction. When he returned to Mora, he looked for a way to apply that knowledge to a new creative venture.

He recognized the need in Mora to recycle and address trash along our side roads and highways. It became his passion to tackle these issues and he created a business for his recycling project. He reinvested his profits into a larger baler, a fork lift, and storage. He partnered with Russell's Discount Foods to use their baler and worked to streamline the process to make things easier. As the quote says, "the beginning is the most important part of the work."

9

### ENHANCE THE ENTREPRENEURIAL AND CREATIVE ECONOMY AWARD **HARDING COUNTY MAINSTREET**

**Harding County MainStreet has made great strides to enhance the entrepreneurial and creative economy in their district.** After the restaurant in Roy closed, there were no "dining out" options available in the entire county. With support from the MainStreet program, not one, but two restaurants opened – Lonita's in Roy and Headquarters in Mosquero. Harding County MainStreet also provided business development support to the recently opened Callahan West Brewery in Mosquero, located a few doors down from Headquarters and creating a vibrant center of activity for the community.

Additionally, after a hail storm severely damaged murals painted

## 2018 NEW MEXICO MAINSTREET AWARDS

throughout the community, the organization secured funding including support from New Mexico Resiliency Alliance for repairs. The original “Paint the Town” project included a group of Mosquero High School Students through Mosquero Schools’ multimedia education program Roundup Technology. Artist Doug Quarles, known for his murals along Route 66 in Tucumcari, taught the students about mural design and application, and how to repair and plaster old adobe. The project helped students in developing their creative and entrepreneurial skills. Doug Quarles returned for the “Repair the Town” project and taught a new group of students as they repaired the original artwork and included parents and community members. The original mural project brought wide-spread attention to the Village of Mosquero and has been featured in New Mexico Magazine. Travelers on NM Highway 39 stop and photograph the murals, depicting local history and images of ranch life. The works celebrate present-day businesses and residents, contributing to the local economy. Harding County MainStreet will be developing a “local points of interest” walking tour to highlight these creative and cultural assets and provide an additional reason for travelers to make Harding County a priority stop while on the road.

10

## ENHANCE THE ENTREPRENEURIAL AND CREATIVE ECONOMY AWARD ZUNI PUEBLO MAINSTREET

**Zuni Pueblo MainStreet program has been actively supporting their entrepreneurial and creative economy.** In Zuni, 70% of households rely on art-based income, and in 2017, ZPMS implemented entrepreneurship trainings for native artists and initiated the Art Walk in collaboration with iD+Pi and Creative Startups. They are working to connect opportunities for local artisans via the Zuni Pueblo Artwalk, development of an Artist Directory, digital media, and the “I am a Zuni Artist” video series. In 2017, they initiated a series of business development trainings to meet the goals established in their Economic Transformation Strategies. Other significant Promotion activities include the annual Zuni Pueblo MainStreet Festival and regional marketing and tourism development opportunities.

## 2018 NEW MEXICO MAINSTREET AWARDS

Zuni Pueblo Mainstreet worked with the Zuni tribal council to support entrepreneurs, streamline business licensing codes, and initiate development of an economic development fund similar to LEDA.

With the opening of Halona Marketplace in late 2017, Zuni has a grocery store that offers fresh fruits and vegetables, as well as meat and fish, and is no longer considered a food desert or community without ready access to fresh, healthy, and affordable food, as defined by the USDA. The new 20,400 sq. ft. facility replaces a 110-year-old building that housed the previous grocery. Loren Thomas, owner of the new supermarket (and former ZPMS Board President), qualified for funding through Rural Development's Rural Energy for America Program (REAP), to make the new facility more energy efficient. USDA Rural Development is providing a \$49,211 grant to offset the cost of the \$197,000 needed to purchase energy efficient refrigeration equipment, display cases and walk-in coolers for the supermarket. The new equipment will save 69,028 kWh of electricity, enough to power six average homes for an entire year.

11

### SPIRIT OF MAINSTREET AWARD ALAMOGORDO MAINSTREET

**Alamogordo MainStreet exemplifies the best of MainStreet, progressing from a Start-Up organization to becoming a nationally Accredited Program in a short time.** The Alamogordo MainStreet team has implemented a number of incredible projects, many of them focused on physical improvements to the district. With a grant from the New Mexico Resiliency Alliance, technical assistance from New Mexico MainStreet, and support from more than 30 volunteers and donated equipment, Alamogordo MainStreet completed a multi-building façade squad improvement along the busiest intersection of the district.

Recently, Alamogordo MainStreet and the City of Alamogordo kicked off a public planning process for the Downtown Metropolitan Redevelopment Area (MRA) Plan. They held a two-day workshop to gather input and ideas. Community members were asked to

## 2018 NEW MEXICO MAINSTREET AWARDS

identify redevelopment strategies and catalytic projects that will spur economic development and revitalize downtown Alamogordo.

Early accomplishments include clean-up efforts at Alamogordo Founders' park, refurbishment of twelve bronze statues and one large outdoor fine art oil painting. Alamogordo MainStreet managed and designed a promotional sign for the local nonprofit Patron's Hall, and dedicated the Colors of Our Past mural at Founders' Park created with a \$15,000 grant from PNM. Both works were created by artists Justin and Angie Nowell.

Alamogordo MainStreet now manages monthly downtown events on New York Avenue, having transferred responsibility from the Downtown Merchants Association. They include Downtown Nites!, Olde Fashioned Christmas, and Atomic City Cosplay events.

The Board of Directors has maintained an active and engaged committee structure and recently added a youth board member, Alamogordo High School Student Bo Perry.

12

### SPIRIT OF PRESERVATION AWARD

## CINDY COLLINS

**Cindy Collins of MainStreet De Las Vegas successfully applied for and secured funding for the E. Romero Hose & Firehouse.**

Las Vegas was selected and became one of 25 downtown main street projects to take part in the national competition called Partners in Preservation. MainStreet de Las Vegas was invited to apply for up to \$150,000 to the National Trust for Historic Preservation to restore an historic building with cultural importance to the community. The project sought to restore the first floor of the building to honor and celebrate their Volunteer Fire Department, the Acequia Madre, and the 1937 Seagrave Firetruck and 1888 hose cart, and to create a museum.

An initiative of the National Trust for Historic Preservation and American Express to engage the public in preservation and increase awareness of America's historic places, the campaign invited the public to #VoteYourMainStreet; and decide which historic sites should receive

## 2018 NEW MEXICO MAINSTREET AWARDS

\$2 million in preservation funding from American Express.

Cindy Collins was the driving force in creating strategic partnerships, pushing project timelines, and leading local and statewide promotion to get as many individuals to vote as possible on a daily basis. She, and her team, encouraged engagement with the project through billboards, social media, press releases, general interest stories, and received media coverage. Cindy kept everyone on task at every stage of the campaign, and MainStreet de Las Vegas finished sixth among 25 other communities, many of whom were larger and had more resources. The project stimulated community pride and demonstrated the power of grassroots efforts in revitalization.

### GOLDEN WHIP AWARD

## CHRISTIE ANN HARVEY

**There aren't many Board Presidents who you'll find operating a front-end loader, tractor, or up on a lift painting a building during a façade squad.** Christie Ann is not only heavily involved with placemaking projects, but has helped organize the Board, organization and city/county partners to help move Deming MainStreet from a Start-Up to an Accredited Program. The impact has been noticeable: partners are on board, funding has increased, community relations are at an all-time high, and visible projects are being completed in the district (all in line with their Master Plan and Economic Transformation Strategies). The organization would not have accomplished nearly as much in 2018 without her steady guidance.

Christie Ann has helped organize teams to complete the Leyendecker Park/Water Fountain renovation and implement façade squad projects on multiple buildings in the MainStreet district that build-on previous placemaking and preservation efforts. She continues to help Deming MainStreet bridge relationships with downtown stakeholders and local government partners to beautify the downtown district and enhance the local economy. Deming MainStreet has assumed responsibility for managing the Visitors' Center and Christie Ann has led the efforts to partner with the Chamber of Commerce.

## 2018 NEW MEXICO MAINSTREET AWARDS

Christie Ann was instrumental in rebuilding confidence in the Deming MainStreet program. She continues to leave an indelible mark on everything she engages in, from hiring the Executive Director to the integration of the Mimbres iconography in placemaking projects. Under her leadership, Deming MainStreet has become more focused, high-performing and attentive to projects that revitalize the community.

### GOLDEN WHIP AWARD DIANA SANCHEZ

**Diana Sanchez has served on the Raton MainStreet Board of Directors for more than a decade, the first time from 2005 to 2010, and more recently from 2013 to present.** In the time that Diana was away, the organization went through several transitions, which impacted their performance and status as a Nationally Accredited Main Street program. When Diana returned to the Board, she set the goal of getting Raton MainStreet back to the top tier as a high-performance MainStreet program, and under her leadership, the program has done just that.

14

According to Raton MainStreet Executive Director Brenda Ferri: “It takes strong leadership for any organization to be successful, especially a MainStreet organization. Diana makes sure that Raton MainStreet is strong in all Four-Points. She holds Board Members accountable and gets what she needs from them. Raton MainStreet has been a success because we get things accomplished, thanks to Diana’s leadership.”

Diana brings extensive professional experience to her Board role with a successful career in banking, business development, and administration. Her proactive approach to ensure organizational success is appreciated, as are her excellent communication and organizational skills. She is an effective Board President who excels at problem solving. During her tenure Raton MainStreet and the City of Raton were the first community selected for the Great Blocks on MainStreet Program, and in 2015 the New Mexico Infrastructure and Finance Conference awarded Raton with a “Best Practices

## 2018 NEW MEXICO MAINSTREET AWARDS

Award” for their work through Great Blocks. Additional projects include upgrades to the Shuler Theater, and Board planning work.

### 2018 DIRECTOR'S AWARD

## SAZI MARRI

**Sazi Marri joined the MainStreet Truth or Consequence Board when she was the General Manager at the Sierra Grande Lodge.** A wonderful addition to the organization, she was voted in as President in February 2016. Sazi has a personal drive like no other, stepping in to help with the tedious tasks as well as the most difficult challenges. Sazi never does anything half way, so instead of putting out 300 luminarias they did 3000. Instead of updating the website, she gave it a complete overhaul.

Sazi has amazing insight into what motivates people, and volunteers come out of the woodwork when she asks. She inspires those around her to do better than they ever thought they could. As a leader, she gracefully acted as a buffer when needed, and gave difficult feedback in the gentlest manner possible. Her guidance not only helped the organization recruit volunteers, she helped to improve the organization's community image, and empowered it to function at a higher level.

During her time as President, MainStreet Truth or Consequences thrived, notable projects completed during her tenure include the beautiful Healing Waters Plaza, an amazing Deck of Cards Fundraiser featuring dozens of local artists, and the hugely beneficial Business Development Speaker Series funded by a USDA Grant. Further, she led the charge with the Hot Springs Festival, helping to grow the event into what is becoming a signature event for the city. These projects set the stage for the economic uptick Truth or Consequences is now experiencing. MainStreet Truth or Consequences and the community are better off because of her leadership.

*New Mexico MainStreet would like to thank Raton MainStreet, City of Raton, The Shuler Theater, and our local partners for hosting the 2018 MainStreet Awards.*



**NEW MEXICO** *True*  
**ECONOMIC DEVELOPMENT**

