

Script – 35th Anniversary Celebration
August 8, 2019

Now we're going to recognize each community for their dedication and hard work over the last thirty-five years. We're going to do this by region – when your region is called, please come up all at once, collect your plaque, and we'll take a photo by the banner.

We're going to start with Region 1, presented by Amy Barnhart, our Preservation and Non-Profit Resource Development Revitalization Specialist.

Amy Barnhart:

Will the Executive Directors for the following communities please come to the stage: Barelás MainStreet, Belen MainStreet Partnership, Corrales MainStreet, Albuquerque's Downtown Arts and Cultural District, A NM MainStreet, Nob Hill MainStreet, and South Valley MainStreet.

Barelás MainStreet

The Barelás Community Coalition joined the Main Street network in 2013 with a goal of revitalizing the Barelás neighborhood of Albuquerque, while maintaining its identity and respecting its several hundred-year history. In 2014, the organization launched the very popular and

successful Rail Yard Market and more recently completed a placemaking project outside the long-time community landmark, the Red Ball Café.

Belen MainStreet Partnership

A member of the Main Street network since 2009, Belen MainStreet Partnership has more recently been focused on developing the Belen Arts District, managing a monthly business and property owner education series, physically improving the district with façade makeovers, wayfinding signage, streetlight banners, and seeking funding for implementation of their recently completed Great Blocks on MainStreet plan.

Corrales MainStreet

Since 1998, Corrales MainStreet has been celebrating and supporting the Village of Corrales' agricultural roots, historic landmarks and strong arts presence, resulting in its recent designation as an Arts & Cultural District Start-Up. As part of its efforts to enhance and diversify the Village economy, Corrales MainStreet continues to move the Pathway Project forward, which will safely connect pedestrians to businesses and highlight local artwork, native plants and Village architecture.

Albuquerque's Downtown Arts and Cultural District, A NM MainStreet

Since 2007, Albuquerque's Downtown Arts and Cultural District, A NM MainStreet, has been promoting and supporting its district's economic, social, and creative vitality through programs such as the Downtown Growers' Market, a Bike Share program, LED Neon Lighting, Pop-up Retail, and more. More recently, the organization supported the Three Sisters Kitchen, a discovery-based test kitchen, community classroom and local foods shop.

Nob Hill MainStreet

Since returning to the Main Street network in 2009, Nob Hill MainStreet has been supporting existing businesses and recruiting new businesses to the district while promoting the Albuquerque neighborhood's unique assets and attractions to both locals and tourists. Popular events such as the Twinkle Light Parade and Route 66 Summerfest draw thousands of people to the district and highlight its array of restaurants, bars, breweries and boutiques.

South Valley MainStreet

Since 2013, the South Valley MainStreet program has taken a grassroots approach to encourage revitalization along the historic Bridge and Isleta Boulevards. The organization hosts the La Familia Growers Market and Harvest Festival to provide opportunities for local growers and artists to sell their products. Other projects

include façade improvements, an “I Love the South Valley” Campaign, and improvements to the Dolores Huerta Gateway Park, home to the Growers Market.

Thank you, Region 1 communities. Now Amy Bell, our Landscape Architecture and Urban Design Revitalization Specialist, will introduce Region 2.

Amy Bell:

Will the Executive Directors for the following communities please come to the stage: Clayton MainStreet, Harding County MainStreet, Las Vegas Arts & Cultural District, MainStreet de Las Vegas, Mora Arts & Cultural Compound, Raton MainStreet, Santa Rosa MainStreet, and Tucumcari MainStreet.

Clayton MainStreet

Clayton MainStreet joined the MainStreet network in 2005. They have hosted the Best Clayton Spaces Contest, beautification projects, and Care for Clayton Day. The historic Luna Theatre in their district was restored and updated to new digital projection and surround sound through the Historic Theaters Initiative and now regularly screens movies for the community.

Harding County MainStreet

Since 2013, Harding County MainStreet has been dedicated to the revitalization of Mosquero, Solano, and

Roy, New Mexico. Their mission is to promote western heritage and enhance economic vitality. The murals on Mosquero's Main Street are a great example of how paint and plaster can make a big impact by sharing local history and culture.

Las Vegas Arts & Cultural District

Since 2008, the Las Vegas Arts & Cultural District has promoted Las Vegas' cultural diversity by emphasizing its rich array of performance and visual arts. The Las Vegas Arts Council supports, advises, and coordinates the cultural arts of Las Vegas, and runs the gallery space Gallery 140 which features invitational art exhibits and themed group exhibits, monthly meet-the-artist receptions and frequent music salons.

MainStreet de Las Vegas

MainStreet de Las Vegas has been a catalyst for Las Vegas downtown improvement since returning to the MainStreet network in 2005. They have a creative downtown district filled with unique, locally owned restaurants, galleries, shops and historic hotels occupying buildings that date back to the 1880's. Recently Las Vegas was one of 10 winners in a national contest sponsored by the National Trust for Historic Preservation and American Express and was awarded \$150,000 to fund The E. Romero Fire & Acequia Museum.

Mora Arts & Cultural Compound

Established in 2013, The Mora Arts & Cultural Compound is a visionary project to achieve rural revitalization through a multi-layered approach centered on the historic plaza and adjacent commercial businesses. Channeling their distinctive traditions of agriculture, folk arts, adobe architecture and picturesque cultural landscapes, they host a tri-county farmer's market, Mora Fiestas Coronation and Street Dance, Mora Fall Fest, and many more events.

Raton MainStreet

Since 2005, Raton MainStreet has been dedicated to improving the quality of life in Raton by revitalizing their downtown area. They have completed building façade improvements, a multimillion dollar "Multi-Modal" facility (soon to be renamed "Heritage Park"), a Digital Conversion Project for the Historic Shuler Theater, are in the process of implementing their Great Blocks project on 1st St. They have an excellent partnership with the City, host a number of exciting events downtown, and are currently releasing their new brand.

Santa Rosa MainStreet

The Santa Rosa MainStreet Accelerator has been working hard to complete the four point benchmarks for MainStreet designation. In the Fall of 2019, the Guadalupe Community Development Corporation

received funds awarded from Plateau to help with mainstreet projects. This summer they are completing their first mural downtown and will start facade improvements on 4 buildings in the downtown district.

Tucumcari MainStreet

Since 2006, Tucumcari MainStreet has provided programs that benefit the community through public and private partnerships. They have worked on projects such as restoration of the Rail Depot (which designated the town as a “Train Town USA”), the Railroad Museum, façade improvements, Paint the Town project, and theater district planning. They host the annual Fired Up Festival, and the Denim & Diamonds fundraising and promotion event.

Thank you, Region 2 communities. Now William Powell, our Architecture and Design Revitalization Specialist, will introduce Region 3.

Will Powell:

Will the Executive Directors for the following communities please come to the stage: Alamogordo MainStreet, Deming Luna County MainStreet, Downtown Las Cruces Partnership, MainStreet Truth or Consequences, Ruidoso Midtown Association, and Silver City MainStreet.

Alamogordo MainStreet

Alamogordo MainStreet became a member of the NM Mainstreet network in 2015. Within this short period, they have completed several beautification and façade squad projects, created and hosted downtown events such as Rockabilly Alamogordo, Dia de los Muertos Alamogordo, Downtown Nites, and Atomic City Cosplay.

Deming Luna County MainStreet

Since 2007, Deming Luna County MainStreet has worked to create an economically viable business environment in their district by revitalizing their traditional commercial district, restoring architecture, and developing public spaces. They have completed many façade projects, a Mimbres Mural and Layendecker Plaza. They have created and host MainStreet Market, Tortilla Toss, Salsa Festival, Christmas on MainStreet, and National Night Out.

Downtown Las Cruces Partnership

Since 2003, Downtown Las Cruces Partnership has worked to create an environment where people can experience the wealth of opportunities available to eat, work, shop, and play while enjoying the social and artistic vibrancy of downtown. Annual events include Zombie Walk, Salsa Fest, and the Chile Drop. Over the last 16 years Downtown Las Cruces Partnership has helped to Restore the Rio Grande Theater and renovate the entire

downtown streetscape catalyzing many development projects on Main.

MainStreet Truth or Consequences

Since 2009, MainStreet Truth or Consequences has worked to preserve and enhance their historic downtown. They have completed over 20 beautification projects including façade improvements and the creation of the Healing Waters Plaza. Recently MainStreet Truth or Consequences has successfully applied for and completed a Great Blocks project on Foch Street. They host a Second Saturday Art Hop every month featuring music, art, and food, and an Old-fashioned Christmas every year.

Ruidoso Midtown Association

Recently designated as a Mainstreet community 2016, Ruidoso has been busy promoting the economic, cultural and historic Midtown district. They host popular community festivals such as Mountain Smoke BBQ Fest, Brewdoso, and Chile the Kid. Physical improvements include Midtown Mural Project, the Midtown Commons Plaza Project, and Seasonal Decoration Contests.

Silver City MainStreet

Silver City MainStreet is longest serving Mainstreet community. Since 1985, They have leveraged over \$5 million of funding from the Town of Silver City for

downtown improvements. Projects include renovation and expansion of the Big Ditch Park, construction of the Murray Ryan Visitor Center, streetscape improvements, renovations of the historic Silco Theater, development of the Main Street Plaza, Downtown Gateway Arch, façade improvements, and numerous promotions, events and publications. In 2011, they were one of three communities in the country to win the Great American MainStreet Award.

Thank you, Region 3 communities. Now Robyne Beaubien, our Promotion and Image Development Revitalization Specialist, will introduce Region 4.

Robyne Beaubien:

Will the Executive Directors for the following communities please come to the stage: Artesia Arts & Cultural District, Artesia MainStreet, Carlsbad MainStreet, Clovis MainStreet, Creative Carlsbad, Lovington MainStreet, MainStreet Roswell, and Portales MainStreet.

Artesia Arts & Cultural District

The Artesia Arts & Cultural District is dedicated to championing their community's creative culture and assets, while cultivating artistic growth through exchanges, events, performances, education, design, tourism and thoughtful economic growth. Events like Art

in the Park, showcase regional art and crafts; while the “Peter Hurd: Along the Trail” project is a fun, educational, and interactive approach to enjoying one of the most premier and celebrated artists from the region.

Artesia MainStreet

Since 1997, Artesia MainStreet has fostered the economic development of historic downtown while supporting an active and vibrant MainStreet community. They host special events such as the Red Dirt Black Gold Festival and Light Up Artesia. The organization has completed numerous successful projects, and the district is especially known for the History in Bronze Sculpture Series. They are currently working on the First Street Greenway project consisting of eleven acres of land with 500 trees and ornamental bushes, which will greet visitors and residents as they enter Artesia from North Highway 285.

Carlsbad MainStreet

For twenty-three years, Carlsbad MainStreet has worked to strengthen their downtown as the center of the community. They host popular events such as Downtown Farmer’s Markets, the annual Fall Festival, and CavernFest while successful completing a wide variety of catalytic projects in the district. They work to educate building owners and landlords on the importance of

“MainStreet” worthy businesses and work closely with the city on Main Street improvements.

Clovis MainStreet

In 2001, Clovis MainStreet launched a fresh effort to improve the historic commercial district in Clovis. Starting with a 60% occupancy rate, the program has created a climate of confidence for investment and today has an 88% occupancy rate, hosts multiple community and regional events, and has seen a significant public and private investment in property and streetscape improvements including the Hotel Clovis, three historic theaters, and the railroad district. They are currently working on recruiting new businesses, and a public parking and community space project with the county.

Creative Carlsbad

The Pearl of the Pecos Arts & Culture District in Carlsbad believes effective arts-based city projects go well beyond the idea of “art for art’s sake.” The goal of this work is to build a strong, healthy, and resilient Carlsbad by integrating the arts into broader economic revitalization projects. They host community events such as HeritageFest, Night of lights, Street Concerts, and more.

Lovington MainStreet

Lovington MainStreet is the catalyst for revitalizing, beautifying and energizing downtown Lovington since

2007. They have welcomed many new businesses, completed several building rehabs, renovations and façade improvements, and created the “Behind the Façade” matching grant program for business owners. They host special events and collaborate with the Lovington Chamber of Commerce to provide quarterly shop local campaigns and marketing support. They are currently working to create a Local Innovators Institute with a goal of reducing the risk associated with starting a restaurant by providing the fundamentals in owning and managing a restaurant through hands on experience, as well as testing the consumer palate.

MainStreet Roswell

As one of the “older” MainStreet districts, MainStreet Roswell has worked to build upon Roswell’s historical past by creating a sustainable, cooperative, and dynamic downtown district. They work with community partners to complete district placemaking projects, organize the world-famous UFO Festival and the historic Chile Cheese Festival and celebrate community pride and their district businesses with a monthly “First Friday” event. They have facilitated free business training workshops, and provide technical support for businesses. They promote downtown merchants & stakeholders with press releases, radio interviews, social media, contests, and giveaways.

Portales MainStreet

Since 1994, Portales MainStreet Program has made significant progress in creating a sustainable business district. They have proven the effectiveness of a grass roots organization and successfully completed streetscape and district improvements driven by district business owners.

Thank you, Region 4 communities. Now Rhea Serna, our Property Redevelopment Revitalization Specialist, will introduce the last region, Region 5.

Rhea Serna:

Will the Executive Directors for the following communities please come to the stage: Downtown Farmington, Downtown Taos MainStreet, Gallup Main Street Arts & Cultural District, Grants Mainstreet, Los Alamos MainStreet, and Zuni Pueblo MainStreet.

Downtown Farmington

Since 1997, Downtown Farmington has promoted commerce, culture, and community. Throughout the year they host four annual Art Walks, the Annual Hot Rod Run, the Four Corners 4x4 Week, the TGIF Summer Music Series, the Downtown Maker's Market, and many more events. Early next year Downtown Farmington will break ground on their Complete Streets project, resulting in a more walkable and pedestrian friendly MainStreet

through infrastructure improvements, increased lighting, and new wider sidewalks.

Downtown Taos MainStreet

Downtown Taos MainStreet was accredited as a MainStreet Community earlier this year. Goals for the Downtown Taos Mainstreet include fostering new economic development, reinforcing existing businesses, and creating downtown revitalization success. With technical assistance from NM MainStreet they are poised to achieve the hardscape and infrastructure improvements called for in their 2 year Strong At Heart Downtown Strategy Report as well as in their Economic Transformation Strategies.

Gallup Main Street Arts & Cultural District

Since 2013, the Gallup MainStreet Arts & Cultural District has fostered civic pride, promoted economic vitality, and preserved and developed the cultural and historical resources of Gallup's Historic Downtown. They host a monthly ArtsCrawl, and Summer Nightly Native American Dances, and they support the Gallup Intertribal Ceremonial, and the Red Rock Balloon Rally. They have produced Mural Walking Tour, and Native American Arts and Galleries' maps as well as holiday ornaments which feature their community's local history.

Grants MainStreet

Established in 1997, Grants MainStreet is dedicated to improving the vitality of Downtown Grants and the Route 66 Commercial Corridor. They have worked on projects such as downtown development, the Rio San Jose Riverwalk “Legacy Trail”, the Riverwalk Amphitheater, community clean-up, and a farmer’s market. They host popular community events, such as the 7 Trails of Gold Outdoor Festival, Show & Shine Car Show, and Fall Fiesta.

Los Alamos MainStreet

Established in 1999, Los Alamos MainStreet has helped to develop the projectY coworking space and the Bathtub Row Brewing Co-op, a cooperatively run brewery and Los Alamos’ first craft brewery. They have completed many streetscape improvements, including over 200 building rehabilitations, and the construction of 18 new buildings. They are hosts of the Los Alamos ScienceFest, Halloweekend, Holiday Lights Parade, farmer’s markets, arts and craft shows, and Friday Night Concerts. Los Alamos’s "Creative" Arts & Cultural District is responsible for highlighting arts, culture, and science in the downtown.

Zuni Pueblo MainStreet

Zuni Pueblo, the first Native American community to be designated as a MainStreet in 2012, promotes commerce, economic vitality and a vibrant business climate while simultaneously preserving the Pueblo of

Zuni's unique culture, traditions, and community. They've worked with numerous partners to develop creative placemaking components such as the Zuni Pueblo ArtWalk. And they are co-hosts of the first-ever "Veteran's Business Outreach Centers on the Rez" event. Their Zuni Four-Way Redevelopment Project addresses pedestrian safety, wayfinding and beautification issues. Their annual festival celebrates the heart of Zuni Pueblo with social dances, an art battle, a recycled art show, and a watermelon eating contest.

Thank you, Region 5 communities.