

MAIN STREET NEW MEXICO USA



New Mexico
Economic Development
Department

MAINSTREET NEW MEXICO 1993 ANNUAL REPORT

MISSION STATEMENT: The program is designed to develop economic and social vitality while preserving the historic character of downtown districts.

Developing and preserving do not seem compatible, at first, but the MainStreet approach to revitalization is based on the premise that *the livability and prosperity of many communities depends on their heritage as a catalyst for development.*

Doing so on MainStreet means applying public and private, national, state, and local, volunteer and professional resources to a range of issues critical to downtown vitality.

MainStreet New Mexico started as a legislative act in 1985 under the Lieutenant Governor Mike Runnels. It was developed in response to the decline in central business districts in America's small towns. The program concentrates on revitalizing downtowns physically, economically and socially. Building on a town inherent strengths, unique architecture and personal service.

MainStreet is an expansion/retention program which is successful in rekindling

pride and sparking entrepreneurship encouraging progress and commercial growth.

MainStreet New Mexico is nine years old this year. We feel that we have a lot to reflect on, especially the strides we have made in 1993. We set some goals for ourselves and have managed to accomplish all we set out to and more. Last year we were blessed with a very nice Christmas present from the legislature. We felt that this was a grand reward for all the initiative put forth over the past nine years.

DESIGN

First we agreed unanimously that architectural assistance was of extreme importance to our program and as a service to our membership. The state office was fortunate enough in securing the services of Design Collaborative Southwest. The principle in the firm, David Dekker, who has been a great asset in accompanying us on mini-resource teams, technical visits and providing design assistance to the MainStreet programs. Mr. Dekker was once involved in the Nob Hill MainStreet project in Albuquerque. This was one of the first urban demonstration projects conducted by the National MainStreet Center. David has been to every community and has provided programs and patrons, renderings, portraying a new vision, for a variety of projects.

Design assistance went one step further to include graphic design assistance to each of the communities. Developing Downtown demographic packets, mastheads, membership brochures, and for new towns such things as logos, folders, stationary and all new start up paraphernalia.

MONTHLY REPORTS

In monthly reports, local MainStreet managers gather rough data on businesses opening and closing, real estate sales, renovation and construction work in each downtown.

NATIONAL

We continued our contract with the National MainStreet Center. The center provides us with a program associate which in turn shares their knowledge and experience from working with communities nationwide. Each veteran town received a mini-resource team or a technical visit on a specific issue. A mini-resource team is where a team of people work with each area of the 4-point approach and come up with a update to a plan, given to a community when first designated a MainStreet program.

Other technical visits included; parking and traffic assessments, joint power agreements in order to operate a visitors center. Upper story housing possibilities, and enhancement of tourism in the agricultural industry, promotional campaigns and co-op advertising for a central business district.

HIGHWAY SIGNS

Each community will be receiving four highway entry signs which will welcome visitors, identifying the town as a MainStreet community

MENTORS

We also continued our mentor program which has been an extreme success, using experienced MainStreet managers to give testimonials to other communities interested in improving their central business district. We had a series of interns including a landscape architect who provided assistance to several programs. In June of 1993, we held a design conference concentrating on some of the issues veteran communities are faced with in redesigning a streetscape. This forum provided valuable resource information on ISTEA program through the state highway department, rail and trails program, urban traffic flow and other pertinent contacts.

SCHOLARSHIPS

Scholarships will be received by each MainStreet program to the National Town Meeting. The town meeting is a forum where over 32 states and over 800 communities come together to share and learn new skills to implement in their own home town.

NEW TOWNS

Much planning and training was spent with our newer communities (Salt Mission Trails, Los Alamos and Espanola), which are now a year old, and we would like to congratulate them for keeping the momentum rolling. Futuristic vision and a strong heart will carry them through.

In monthly reports, local MainStreet managers gather rough data on businesses opening and closing, real estate sales, renovation and construction work in each downtown. These figures are provided for information and comparison.

MAIN STREET TOWNS	NET NEW BUSINESSES	NET NEW JOBS	PUBLIC SECTOR INVESTMENT	PRIVATE SECTOR REINVESTMENTS	PUBLIC/PRIVATE PROJECT
BERNALILLO	6	7	(1) \$86,000	(3) \$27,200	(0) \$0
DEMING	9	113	(5) \$433,000	(17) \$659,000	(0) \$0
*ESPANOLA	2	4	(0) \$0	(5) \$1,013,000	(0) \$0
GALLUP	5	28	(0) \$0	(10) \$427,500	(0) \$0
LAS VEGAS	12	35	(2) \$840,940	(19) \$639,950	(0) \$0
*LOS ALAMOS	7	44	(3) \$5,000,000	(6) \$7,018,000	(2)\$59,211
ROSWELL	4	64	(1) \$650,000	(5) \$2,445,000	(0) \$0
RUIDOSO	1	2	(3) \$3,000,000	(8) \$398,100	(0) \$0
*SALT MISSION TRAIL	N R	N R	N R	N R	N R
SILVER CITY	3	3	(1) \$540	(32) \$244,625	(0) \$0
T O T A L	49	300	(16) \$10,010,480	(105) \$12,872,375	(2)\$59,211

NOTE: Figures reported from January 1993 to December 1993.

* = Towns with reported monthly figures from September 1993 to December 1993.

NR = Not Reported

() = Number of projects completed

MAIN STREET NEW MEXICO



DEMING

DEMING

Location-Location-Location; is something heard when contemplating opening a new business. In Deming this proved to be specifically true. For years city officials had battled with the idea of how to get people of the interstate and into town to experience what Deming had to offer. With the opening of 4 major chains; Burger King, Long John Silvers, Subway and Kentucky Fried Chicken. Which are all within 3 blocks of the main intersection. With Interstate 10 bordering on Downtown, it appears to be, a tactic that is in fact working. Each franchise is locally owned and employees over 100 local people.

The town is pleased with new businesses to patronize and vacant lots now stand full. Deming MainStreet feels that there are many windows of opportunity, to capitalize on travelers passing through their MainStreet territory. A large building on the same 100% corner stood vacant for over 10 years until a new entrepreneur came into town and created the plaza de Mercado which now houses 22 Deming businesses.

Assisting with repair of the Arts Council Building, listed in the Historic Register was a project well worth creating an alliance. As well as possible renovating the Historic railroad depot in the near future.

MAIN STREET NEW MEXICO



SILVER CITY

SILVER CITY

Organized yearly clean-up of Big Ditch Park and Annual Easter Promotion drawing 1000 people into the Historic Downtown area. The Halloween Spookwalk and carnival drew 750 participants. Design, engineering and planning work continued on the \$600,000+ downtown sidewalk reconstruction project. We cannot wait to see the finished product next year. Bidding is to begin this year. Two new program managers were hired to organize a litter/recycling education program in all Grant County schools. The annual lighted Christmas parade drew over 7,000 spectators to view over 50 entries.

There were 49 trees planted along 6th street with irrigation and in the school playground. Also installed were light boxes, weed barriers, and shredded bark around trees. Twenty-five or more volunteers spent a total of about 250 hours planting the trees.

MAIN STREET NEW MEXICO



RUIDOSO

RUIDOSO

Work started, November 19th, on the first phase of the streetscape project. This \$1.3 million project provides new sidewalks, street lighting, handicap access to stores and lighted pedestrian crosswalks in the center of downtown Ruidoso. This four block construction project, scheduled for completion in June 1994, will also provide new landscaping with planter area, benches and trash receptacles. An outside street breakfast was held to kick off this event.

A cooperative off-street parking program is being developed in response to the need for more downtown parking and is being developed in response to the need for more downtown parking and is a public-private partnership between the property owners and the Village of Ruidoso.

Property owners and the Village providing improvements including: surfacing, striping, lighting and maintenance. This program will provide over 200 off-street parking and handicap spaces.

Parking consultant, Marty Wells, along with the State and NMSC conducted a traffic and parking assessment just recently.

By agreement with the Village of Ruidoso, MainStreet Ruidoso is developing a Riverwalk project in the downtown area. The purpose of this project is to bring together many of the goals of the MainStreet Redevelopment Master Plan, including access to the Ruidoso River for recreational and educational opportunities, improved pedestrian circulation, balanced parking and creating a visual interest to attract visitors. In addition this project will stimulate the redevelopment of adjoining properties, thus expanding the shopping and visitor attraction. Currently this project is in the design and engineering stage with planned construction in the early spring of 1995.

MainStreet Ruidoso presented a hospitality workshop entitled "Catch Our Enchanted Spirit". This Workshop, developed by the NMSU department of Hospitality and Tourism, is designed to educate local business people in how to be better hosts to visitors.

MAIN STREET NEW MEXICO



ROSWELL

ROSWELL

With plans to revitalize the MainStreet corridor, implementation of programs became a priority. Reinstating the low interest loan program for facade and interior rehabilitation became a reality with five local banks eagerly participating. Marketing material were produced and distributed.

An ISTE A grant was secured to completely revamp the sidewalk in downtown adding historical light fixtures, new street furniture, simultaneously, a proactive parking committee was formed to analyze the community parking issues. With all of the reconstruction taking place, the low interest loan program became,e a facilitator of several store from revitalization projects.

Several businesses have had the insight to remodel rear entrances providing landscaped parking, easy access and an inviting entryway. Investment into rear facade rehab in anticipation for the upcoming sidewalk repair. In order to piggy back off the agriculture base in Roswell the MainStreet program began to look at a promotional event that would enhance tourism in the area. Using Bernalillo as a mentor, Roswell decided to investigate its own festival.

With the help of the MainStreet network and a tourism program sponsored by New Mexico State University the 1993 Chili Cheese Festival began. The NMSU program proved to be invaluable by conducting a workshop on how to achieve success. Not only did NMSU help in the initiation process of our Chili Cheese Festival, but they contributed man-power, advice, funding outlets and finally a comprehensive survey of the economic impact of this event.

MAIN STREET NEW MEXICO



GALLUP

GALLUP

Gallup's MainStreet program went through some big changes in 1993 -- adding new events to an already successful downtown promotion calendar, changing directors, and anticipating completion of the long-awaited renovation of the Santa Fe Railway Depot into a transportation and cultural center.

1993 started out successfully and early spring and summer promotions brought crowds downtown for street vendors, barbecues and dances. Then news of the Hanta Virus outbreak threatened the city's crucial summer tourists season, leading the City Council to appropriate additional Lodger's Tax money for promotional efforts. The results were rewarding and eye-opening.

The city found it was possible and profitable to re-focus attention on the downtown area during the August Inter-Tribal Indian Ceremonial. Much of the downtown business core traffic during Ceremonial had been diverted when the annual event was moved east of the city in the mid 1970's. But in 1993 additional promotions money renewed downtown events. City officials were pleased to see masses of people at the downtown Indian Market, where song and dance contests, art shows

and other events were being held.

The renovation of the 70-year old Santa Fe Railway Depot on historic Highway 66 is another downtown revival underway right now. The \$2.1 million phase is one of the projects, funded by federal, state and local agencies, over the past seven years, is due to be completed this spring. And Mayor George Galanis has made phase two funding for that project one of his legislative priorities in 1994.

The renovated building is envisioned as a transportation services hub, a cultural center and a welcome anchor structure for downtown Gallup.

Gallup MainStreet programs continue to expand. One of the most notable additions this year was a brand new Film Festival, which ran in conjunction with the already successful Route 66 festivities in September. The Film Festival focus on Native American film making and featured a number of movies made in and around the Gallup area in the past 60 years. The Festival rounded out other Route 66 events, including a bike race, and art show, a Big Band dance and a classic car show, demonstrating the spirit of Gallup as an ever-active, ever-progressive New Mexico MainStreet city.

MAIN STREET NEW MEXICO



BERNALILLO

BERNALILLO

A "Power of Place Brochure" was developed emphasizing significant historical and cultural aspects of the town. This will become part of a permanent exhibit to be housed at the new Bernalillo Visitor's Center and as part of the New Mexico Heritage week celebration through the Office of Cultural affairs, Historic Preservation Division.

On Labor Day weekend Celebration of the history and culture behind the wine industry took place at the 6th annual New Mexico Wine Festival. The festival was attended by 30,000 spectators from as far away as Australia. The estimated economic impact over the three day period was an influx of \$600,000 to the area, with direct festival revenue in excess of \$170,000.

The New Mexico Wine Center at Bernalillo will provide a point of interchange between the New Mexico wine industry and the American public. Ideally to be housed at the site of the original Christian Brother Winery on MainStreet in Bernalillo. The center would serve a year-round tourism audience and avenue for bringing bus tours into the area and extending their stay. It would also provide

valuable educational , research and economic development opportunities for the area in serving as an incubator for developing wineries and grape-growers.

The Bernalillo MainStreet Association was the recipient of the Governor's Rural Economic Development, Best of Class Award for three consecutive years in the special event promotion category. Awarded for excellence in out reach, graphic design, creativity and media relationship.

MAIN STREET NEW MEXICO



ESPANOLA

ESPANOLA

Espanola's brand new MainStreet program made great progress in 1993. Beginning in the Spring, a few volunteers began meeting under the leadership of Kate Cook, and by early summer a Board of Directors was formed. The City of Espanola's application was accepted by the accepted by the New Mexico MainStreet program and by late summer the board began a search for a manager. Elmo Baca was hired and assumed responsibilities in October. Many private sector businesses have financially contributed to the newly formed program.

The program has now established its offices in the historic Bond house on the New Plaza de Espanola. They will work closely with the Espanola valley arts council and the city's Bond House Committee to present exhibits and other cultural programs in the Bond House.

For its first promotion during the Christmas season, Espanola MainStreet presented a successful Christmas fair featuring 55 vendors and also lit 1500 farolitos on Onate Street during the week preceding Christmas. A hot air balloon glow on December 23 was the climax of the season.

With the help of MainStreet architect, David Dekker, Espanola MainStreet has worked closely with Rio Arriba county to develop conceptual plans for a new 32,000 square foot County Complex building which will house most County offices and about 10 commercial storefronts. The County Courthouse will be granted a \$250,000 legislative appropriation. The county complex is planned to anchor the heart of Onate Street within two or three years.

Espanola's MainStreet is becoming more attractive to business thanks to the efforts of independent entrepreneurs like Anthony Garcia, who opened a new bed & breakfast inn near the new plaza in December. Along with Anthony's famous restaurant, the new Inn helps set the architectural example for future development.

MAIN STREET NEW MEXICO



LOS ALAMOS

LOS ALAMOS

The first thing you see as you enter downtown is the Entry Park that the Los Alamos County Parks and Recreation Department teamed up with the MainStreet to build this entry park.

The construction bids received from private contractors were a minimum of \$470,000. The project was completed under the allocated budget of \$250,000 with contributions of materials and labor solicited from private businesses and individuals. A Shidoni sculpture "Fat Man Dancing" by Frank Morbello was placed in the park for six months as part of the Shidoni shows Art in the Parks.

The Bradbury Science Museum that was located at the laboratory is now right in the middle of downtown and has almost doubled the number of visitors it attracts per year to 125,000. This complex is a private development by the Waterman family. The architects used the downtown Renovation Design Guidelines, a part of the Downtown Design and Development Plan. A local bookstore relocated next to the museum in the complex with a new Subway sandwich shop, the Environmental Reading Room and offices of Johnson Control, a laboratory

contractor. The Waterman family purchased one of the Shidoni sculptures by Frank Morbello to place in front of the museum. This winter the water that flows through the piece has become an ice sculpture.

CB Fox Department Store was a former movie theater built by the Atomic Energy Agency in the early 1950's. It was converted to a department store in the late 1950's. Dave Fox, the owner, and his architect, George Pate, followed the Downtown Renovation Design Guidelines and produced remarkable results on the outside. The inside went through some major renovations as well. Dave Fox's gross sales have increased 95% by using the Retail Market Analysis, which was completed in 1990.

Los Alamos is on the move away from being a hand-me-down government town to a vital and vibrant community of the future.

1993

VOLUNTEERS

OF

THE

YEAR

Deming

Serving on the board of the Deming MainStreet Program since its inception in 1988, Teresa Molina has offered encouraging support. During her six years of service she has served in many capacities but her most impact has been in fund raising. She has chaired all the events, and through her efforts the organization has netted over \$30,000 in private funds this year, completing the public/private partnership which MainStreet New Mexico proudly encourages. We wish to recognize Teresa for her outstanding service .

* John Phillips, Program Director

Silver City

Silver City would like to recognize a person who has played every part there is to play in a MainStreet program, A Director, a fund raiser, a planner, a grant writer, a construction manager, a promoter and a friend. Sandy Solenburger has been involved with the Silver City MainStreet Program since it began in 1984. Once a program manager herself she is always willing to step in when needed. If anyone knows any thing about Silver City they know their program sometimes operates very creatively with 1/2 time, 3/4 time, and 1/ 4 time program mangers. Not only has Sandy been chosen MainStreet's Volunteer of the year she also received the Citizen of the Year award from the Grant County Chamber of Commerce.

* C.B. Elliott and Marie Osborne, Program Directors

Ruidoso

Bonnie Mattox has been a member of the MainStreet Ruidoso organization since its beginning in 1988 and a member of the board of Directors for the past 4 years. This past year Bonnie served as chairperson of the organization and membership committee increasing membership considerably. Through the efforts of Bonnie and her husband Jerome, MainStreet Ruidoso is a strong and successful organization in the revitalization, improvement and preservation of downtown Ruidoso. *Don Miller, Program Director

Roswell

Charlette Hill joined the Roswell MainStreet Board of Directors in 1990. In 1992 she became Board Chairperson bringing the moral and enthusiasm of the program to a new level. Her organizational abilities along with her tireless efforts and constant encouragement ignited a spark in the program. Through her guidance new goals were set and Roswell Mainstreet conducted it's first Chili Cheese Festival. As a employee of New Mexico State University she has introduced the program to a large network. Her leadership had a positive impact on the program throughout the past year.

* Dusty Huckabee, Program Director

Gallup

The Gallup Downtown Development Group unanimously selected a volunteer who has served 7 years on the board and because of his generous donation of time and energy to downtown projects. His accomplishments are many. During his tenure as president, the organization, convinced the city to prohibit package liquor sales downtown during business hours. Rudy Radosevich, who owns the Scoreboard Sports Store, donated time, money, and unflagging energy to organize and successfully produce a Bike Classic Race that has become a mainstay of annual downtown promotional events. Always an active and generous supporter of Gallup, Radosevich is a wonderful example of community spirit and dedication.

* Patrice Lock-Lewis, Program Director

Bernalillo

As an Agricultural Cooperative Extension Agent in Sandoval County, Bernalillo would like to recognize Rudy Benavidez. Rudy's long hours and commitment to the program is often shown through his hands-on approach to such projects as the New Mexico Wine Festival, Arbor Day tree sales and planting, the fledgling Farmers market, and the Business Development Workshops. Rudy's background and extensive knowledge of agriculture, economics and marketing have contributed greatly to the overall success of the Bernalillo MainStreet Program.

* Maria Rinaldi, Program Director

Espanola

A driving force in the creation of the Espanola MainStreet Program in 1993 has been Kate Cook. Kate has organized and directed the first Board of Directors of Espanola MainStreet and currently serves as board Chairperson. Under Kate Cook's Leadership a new MainStreet Manager was hired in October and the program established an office in the historic Bond house on the New Plaza de Espanola. Kate has contributed countless volunteer hours in the founding of the Espanola MainStreet program and was the glue that held things together before hiring a director. Kate will take the program into 1994 with a long list of High Goals and Expectations.

*Elmo Baca, Program Manager

Los Alamos

A couple of Artists share their talent and enthusiasm with the whole community, Pat Duni and Jean George. Pat does mixed media wall sculptures and pottery. Jean paints in oils and water color. They have been active in Los Alamos MainStreet/Community Development Committee for the past four years. They have served on the Los Alamos PRIDE Committee and Keep America Beautiful. Last Summer Pat and Jean brought an outdoor Shidoni sculpture show to Los Alamos as part of the 50th anniversary celebration.

(Pat & Jean)

* Carolyn Shipley, Program Director

Las Vegas

Over the past year much attention went into the reconstruction of the plaza in Las Vegas. Keeping the business owners informed and relieving the inconvenience of their customers was a top priority. Maurina Klinksiek , board chairperson acted as the MainStreet manager in the interim while the organization geared up to hire a full time person. Maurina is a committed business owner herself and for many years offered undying energy to Las Vegas MainStreet.

* No Manager Award

