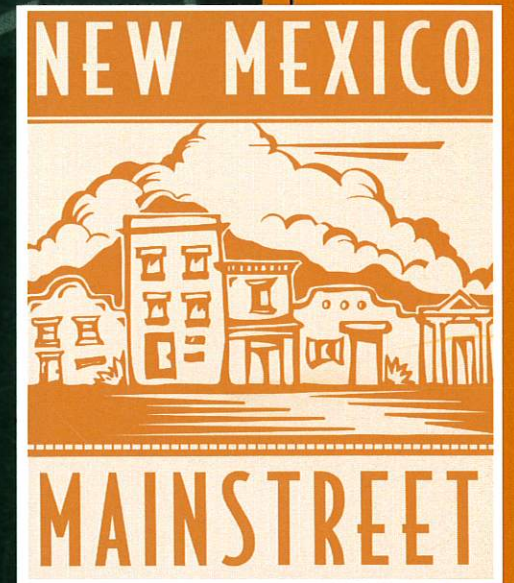
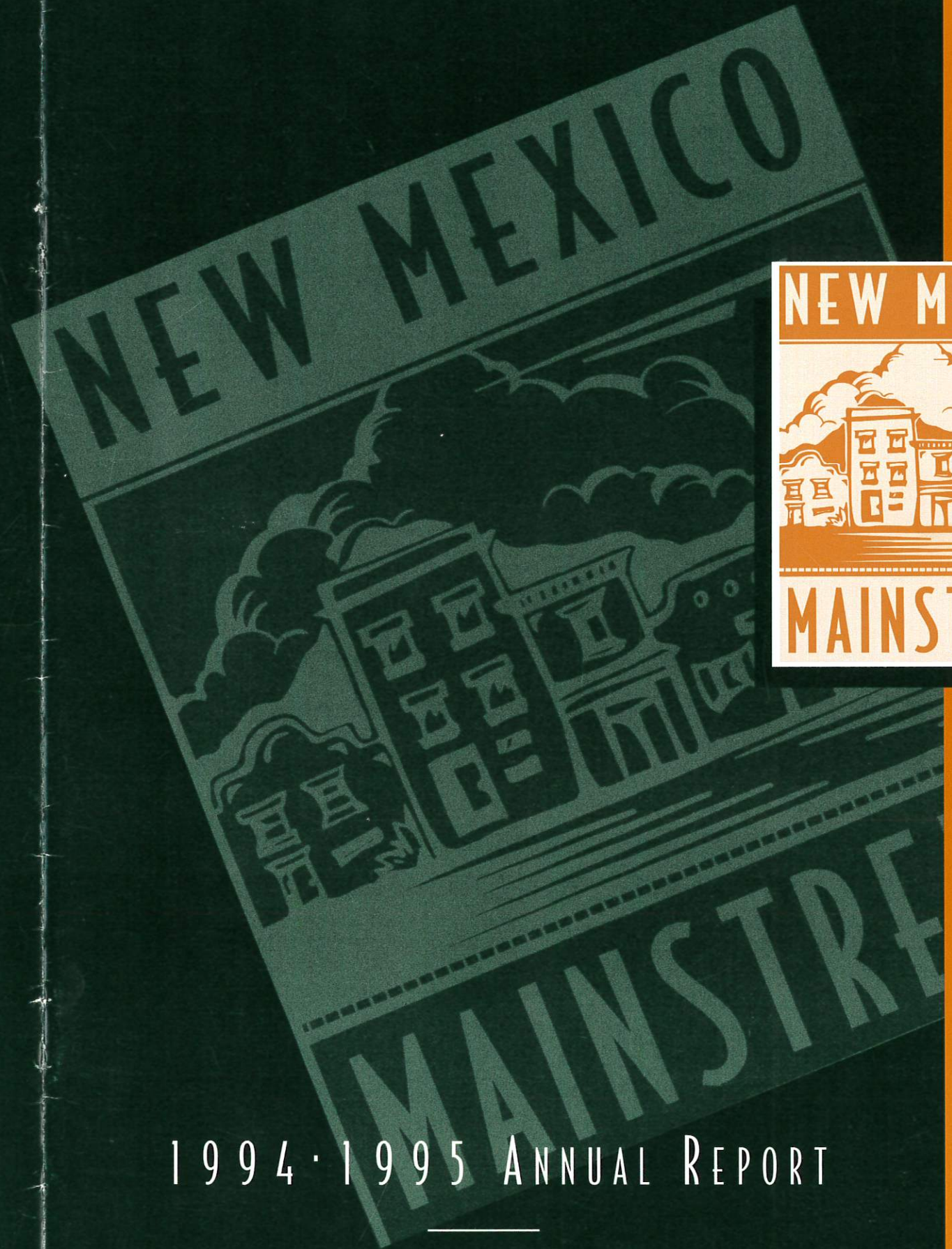
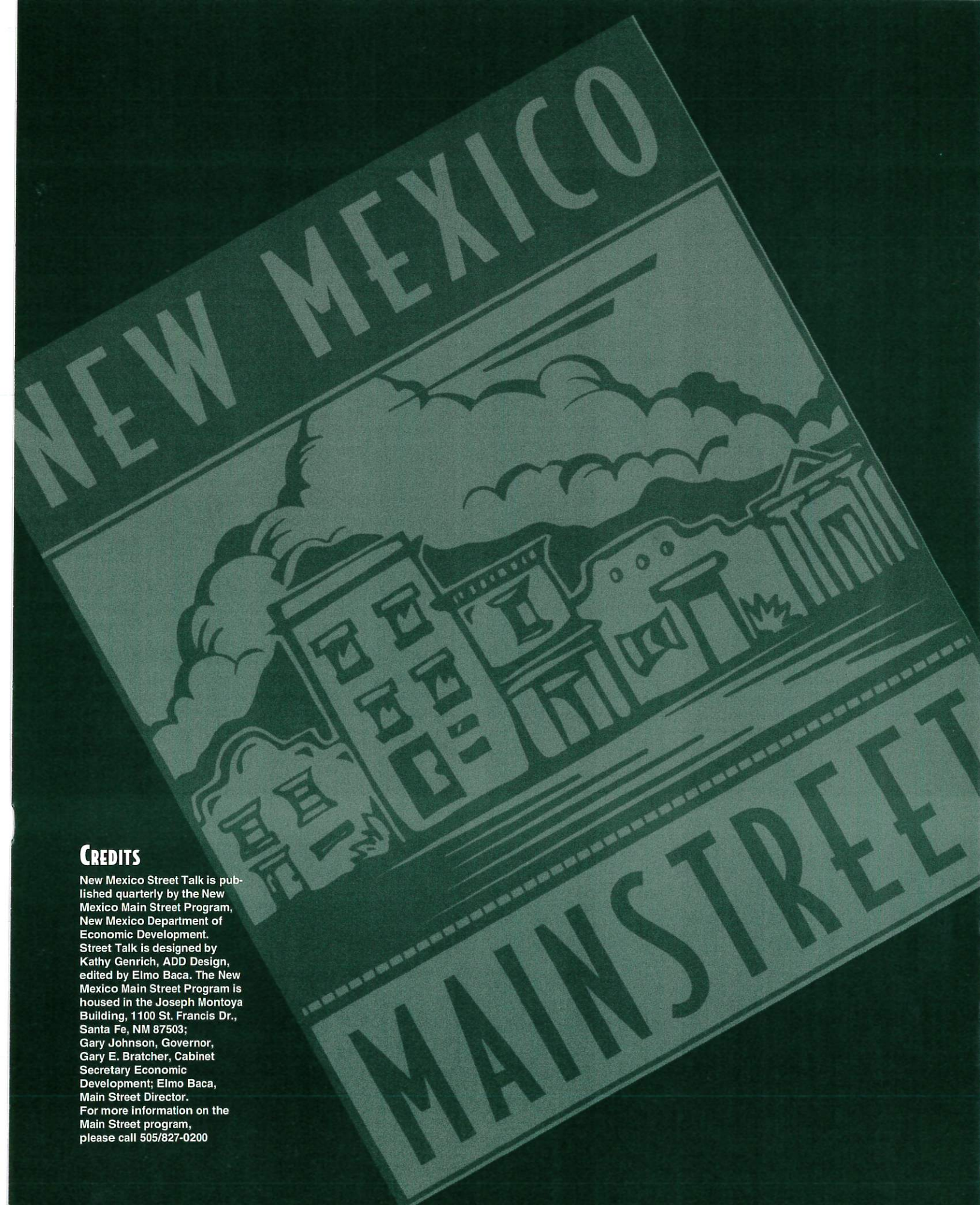


State of New Mexico
Economic Development Department
New Mexico Main Street Program
P.O. Box 20003
Santa Fe, New Mexico 87503
505 · 827 · 0200



1994 · 1995 ANNUAL REPORT

1995 SUMMER NEWSLETTER



CREDITS

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Main Street "Special Projects"

Nearing Completion

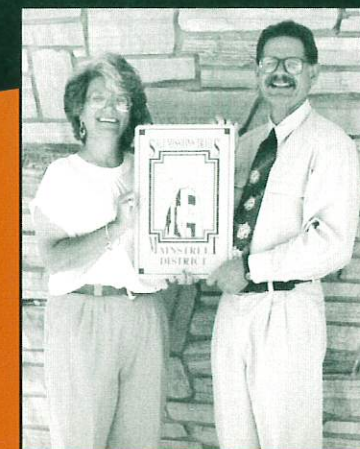
As this annual report goes to press, nine Main Street communities are rushing to complete "Special Projects" before the fiscal year deadline of June 30. An innovative pilot program of the New Mexico Main Street program makes small grants available to "Certified" main street communities for public enhancement projects in main street districts. The grants are made to municipalities and must be matched on a cash basis.

Most of New Mexico's Main Street organizations are using the small grants (up to \$2500) to install new signage directing visitors to the downtown area. Espanola, Los Alamos, Ruidoso, and the Salt Missions Trail communities will boast attractive street signs by mid-summer. Roswell is using its special projects funding to help pay for directional signs and billboards directing traffic around its massive \$8 million downtown reconstruction project.

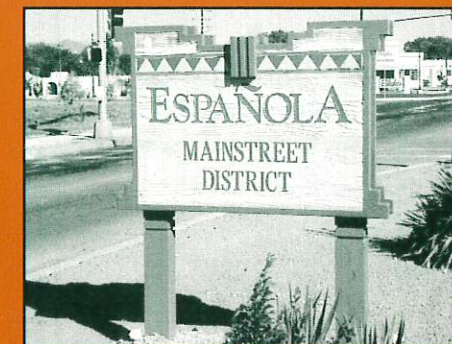
Beautification projects are also popular for special projects. Silver City is enhancing a downtown Lilac Garden, and Las Vegas is completing streetscape improvements on East Lincoln Avenue in the historic Railroad Avenue district. Gallup is building downtown informational kiosks in a southwestern design theme.

Perhaps the most intriguing special project is Bernalillo's restoration of an historic "terrone" building to become the community's Wine Museum. Terrones are adobes made of cut-up sod, one of the most unusual building materials in New Mexico.

The total of \$20,000 granted to the Main Street communities by the Economic Development Department will leverage \$32,000 in matching cash, and an additional \$15,000 in in-kind donations. Best of all, the state, cities, main street organizations, and volunteers are working together to make "real" projects happen downtown.



Salt Missions Trails Special Projects



Espanola Special Projects

MAINSTREET COMMUNITIES · YEAR ENDED 1994

	Net New Businesses	Net New Jobs	Public Sector Reinvestment	No. of Projects	Private Sector Reinvestment	No. of Projects	Major Private/ Public Projects	No. of Projects
Bernalillo	5	7	\$380,000	1	\$184,600	4	\$0	0
Deming	7	29	\$0	0	\$105,000	4	\$0	0
Espanola	2	9	\$0	0	\$90,000	3	\$0	0
Gallup	1	14.5	\$600,000	1	\$212,500	6	\$0	0
Las Vegas	4	8	\$121,340	1	\$191,004	11	\$0	0
Los Alamos	6	71	\$5,000,000	1	\$253,711	2	\$8,500,000	3
Roswell	5	28	\$0	0	\$210,000	3	\$0	0
Ruidoso	10	34	\$0	0	\$0	0	\$0	0
Salt Mission	0	0	\$45,000	3	\$0	0	\$0	0
Silver City	15	23	\$15,950	2	\$159,200	18	\$0	0
TOTAL	55	235.5	\$8,462,290	10	\$1,406,015	51	\$8,500,000	3

MAINSTREET COMMUNITIES · JAN.-MAY 1995

	Net New Businesses	Business Expansion	Net New Jobs	Public Sector Reinvestment	No. of Projects	Private Sector Reinvestment	No. of Projects	Major Private/ Public Projects	No. of Projects
Bernalillo	4	0	-23	\$99,800	1	\$7,100	3	\$0	0
Espanola	6	0	23	\$3,800	1	\$137,000	3	\$0	0
Gallup	1	1	14	\$0	1	\$54,150	3	\$0	0
Las Vegas	4	1	10	\$0	0	\$50,000	1	\$0	0
Los Alamos	0	1	15	\$0	0	\$3,078,000	5	\$0	0
Salt Mission	1	0	2	\$0	7	\$109,500	0	\$0	0
Silver City	6	3	14	\$6,000	2	\$149,000	4	\$0	0
TOTAL	22	6	55	\$109,600	12	\$3,684,750	19	\$0	0

Note: (Only Towns Reporting)

THE YEAR IN REVIEW

MAIN STREET 1995

By Elmo Baca, Director, NM Main Street Program

I can look back on last year's efforts with satisfaction, but still I know how much harder we must work together to improve the quality of life on New Mexico's Main Streets and improve economic opportunities in rural New Mexico. Since September, when I assumed the position of Director, we have made some major changes in programming and services including **"Special Projects"** for downtown public enhancement projects, and a new category of community participation in the program for volunteer-driven organizations called **"Partner Towns."**

Both programs are in the pilot, "experimental" phase, but already generating positive response. Portales and Lovington have both developed Main Street organizations, inspiring much enthusiasm as a result. Belen, Clovis, and the Albuquerque inner-city neighborhood of Barelmas are interested in pursuing a Main Street program in the near future, which will expand the New Mexico Main Street network to fifteen communities.

The Main Street community celebrated a **"Decade of Progress"** at the annual Awards Banquet held in Santa Fe in February. Many familiar faces and veterans of downtown revitalization swapped hugs, handshakes, and memories again. One hundred fifty people attended the affair, making it a night to remember.

The best part of my job is meeting the **"people of Main Street,"** who are dedicated to improving their communities. I can honestly say that I think we have outstanding talent in our present Managers, Board members, and volunteers who are ready to take the program to a new level. Besides, we have

a great professional staff including Susan Freed of Design Collaborative Southwest Architects, Kathy Genrich of ADD Design, Mary Wood of Mary Wood Design, Scott Day of the National Main Street Center, Dustene Geoffrion, MainStreet Intern, and many others providing our towns with first-rate service. Our long-time friends Ursula Boatright, Mary Maul, Ed Boles, Julie Johncox, and other friends have been invaluable help during the past year.

The election of Gary Johnson as Governor in November and the installation of a new administration provides Main Street with exciting new opportunities. The Main Street program will aggressively seek new partnerships with other government agencies, the private sector, non-profit organizations and foundations to **"do more with less."** Main Street New Mexico is also stressing the **"Economic Restructuring"** aspect of the program and will seek to develop more ways to directly assist small businesses downtown.

One person's enthusiasm and dedication can change a community for the better. I have been witness to this phenomenon many times during my own Main Street career. The fact that twenty seven people from New Mexico attended this year's National Town Meeting in Little Rock is the highlight of the year for me. Because if one person can change a community, then it follows that twenty seven people can **work together** to make New Mexico a better place for all.

Next year promises to be a doozie!



**SECRETARY BRATCHER AWARDS MAIN STREET
"VOLUNTEERS OF THE YEAR"**

Cabinet Secretary Gary Bratcher of the Economic Development Department awarded plaques of merit to the "Volunteers of the Year" from each of the New Mexico Street communities at the Main Street Annual Banquet in February. Secretary Bratcher is shown giving an award to Jose "Sharkie" Chavez, a tireless community and Bernalillo Main Street volunteer and also a member of the Town Council. (Photos by Molly Whitted, E.D. Dept.)



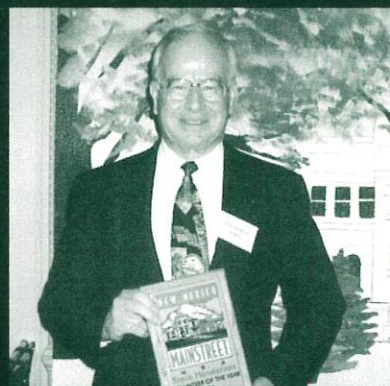
ED BOLES SALUTED

Former New Mexico Main Street Architect and Co-Director Ed Boles was recognized and saluted for his contributions to the Main Street Program at February's Annual Banquet.



URSULA BOATRIGHT

Former Main Street Co-Director Ursula Boatright shined at the Annual Main Street Banquet. Ursula is currently director of New Mexico's Business Retention and Program and still works closely with Main Street communities.



**STEVE HENDERSON,
ROSWELL'S VOLUNTEER OF
THE YEAR**

Roswell Main Street's "Volunteer of the year" Steve Henderson shows off his award plaque at the Main Street Banquet.

**MAIN STREET
VOLUNTEERS OF THE YEAR 1994**

- Bernalillo Jose ("Sharkie") Chavez
- Deming Dona Irwin
- Espanola Rose Fiorillo
- Gallup Bob Roseborough
- Las Vegas Evelyn Orthwein
- Los Alamos Carolyn Shipley
- Roswell Steve Henderson
- Ruidoso Board of Directors
- Salt Mission Trails Marilyn Mignery
- Silver City Barbara Counts

Espanola



ESPANOLA G.I.S. PROGRAM A MODEL FOR MAINSTREET

Mainstreet towns have an opportunity to help their city's planning departments with master planning, land use and data base projects through a state of the art computer program called G.I.S. or Geographical Information Systems. Espanola is the first New Mexico Mainstreet town to utilize this advanced computer planning system.

Why does Espanola need such a sophisticated system that only the City of Santa Fe, Albuquerque, and Los Alamos National Labs currently have? Development pushing north from Santa Fe is threatening the traditional, land-based and agricultural economy of northern New Mexico. Three new housing developments are under construction in Espanola this year, where previously only one had been completed in the last ten years. A mobile home park "Colonia" has appeared north of Espanola on the banks of the Rio Grande whose make-shift sewer treatment systems threaten the water supply. Traffic through town will increase with plans for more housing and Santa Clara Pueblo's commercial developments. City and County governments are re-writing their zoning ordinances to lessen the impact of development, but more help is needed to organize and understand the region's complex pattern of land ownership, geographical features and infrastructure.

A G.I.S. can help make sense of the mess, G.I.S. can create accurate maps from aerial photographs showing streets, parcels, buildings, geographical features, contours, zoning, floodplains, etc. The system is not limited to what's above ground. G.I.S. can show underground utilities, manhole loca-

tions and even pipe size and depth. It creates an easily accessible database of information on virtually everything you would need to know about every building and parcel. You can highlight a parcel on the computer screen map and reveal the property owner, lot size, tax assessment, utility service, building age and type - and any data that now exists in the city, county, abstract company, or utility company file can be at your fingertips. G.I.S. can also answer "intelligent" inquiries that can help firefighters find the quickest route to a fire or police find the location of a 911 call.

EMS and the City of Espanola have begun a G.I.S. program that will use the Mainstreet District as the test project to gain city council commitment for a longterm City G.I.S. program. Typically a program of this type requires an experienced G.I.S. manager with a staff independent from the planning department. Espanola city planners, Mainstreet volunteers, and NNM Community College's AutoCad Instructor completed a four day G.I.S. training paid for by EMS. The Earth & Environmental Science Division at LANL volunteered their time to scan aerial photos and has offered continued technical support. NNM Community College will also be a long term player in the development of the maps and database.

The project software, hardware upgrade, and training was made possible by a grant from the McCune Foundation and City of Espanola matching funds.

By Steve Justrich

Las Vegas

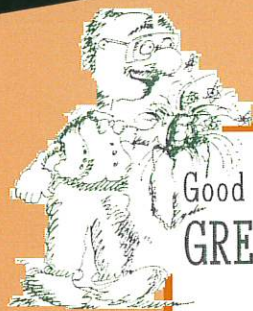
Las Vegas is pleased to have a large group of folks attending the Little Rock Town Hall. Our town will have seven participants, including: Robin Oldham and Katherine Slick of the Citizen's Committee for Historic Preservation; Harold Garcia, Diane Ross and Joseph Baca of the City of Las Vegas who are Economic Development, Community Development and Councilman, respectively; and Evelyn Orthwein and myself, Main Street board members.

Design projects are perking along well. We have to revise the exterior elevations for the Armory project at the request of Historic Preservation Division, but the City Council approved the proposed reuse and directed staff to seek funding sources. The building will house the Municipal Court, City Council Chambers with the basement dedicated to an Emergency Preparedness Operations Center. The East Lincoln streetscape will be utilizing the State's Special Projects fund this year providing trees, benches and brick inlay as pedestrian friendly enhancements.

All the while, many annual projects are currently under tow. Revision and publishing of a new Visitor's and Shopper's Guide, the Wildflower Festival, and the Christmas Promotion/Electric Light Parade are in planning. Acquisition and reuse of the Santa Fe Depot as an Intermodal Transportation Center is still the target for ISTEAs Enhancement funding for the '95-'96 fiscal year.

We are renewing our efforts in Organization with the assistance of Jan Kindel, consultant. We plan a retreat which will scale our goals and objectives with our board and committee members. Our network with the merchants needs to be strengthened, but that relationship takes constant nurturing, and just a handful of volunteers cannot keep it as well as we'd like. We hope to find and foster interest from more of our community so that we can truly become what Las Vegas deserves to have.

By Maurina Klinskiak



L O S A L A M O S

Good Idea: $e = mc^2$

GREAT Idea: Shop Los Alamos

It's a curious animal, fantastically powerful and yet very slippery. But Elmo Baca and Kathy Genrich have decided to tackle it: It's the ever evasive Los Alamos Shopper. Elmo and Kathy have begun a series of workshops with retail store owners in Los Alamos to develop a marketing and promotion strategy to bring residents downtown. The first step in developing the program to slow up an estimated 70% retail leakage to Santa Fe and Albuquerque is a slogan: **Discover Our Secrets: Shop Los Alamos.**

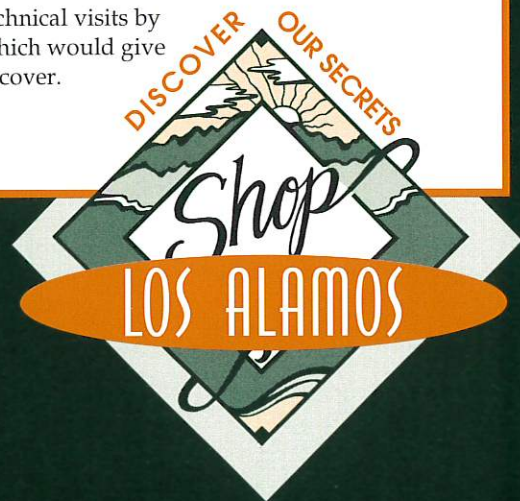
The marketing and promotion campaign is part of a multifaceted reeducation process targeted at Los Alamos residents. The Main Street Economic Restructuring committee has just finished an inventory of all Los Alamos businesses. Over seven hundred businesses received questionnaires. With a few phone calls from volunteers with the Retired Seniors Volunteer Program, nearly 70% of the businesses responded. This inventory will now be turned into a directory, again, reeducating Los Alamos as to what is available in Los Alamos.

The Los Alamos Special Project--street signs with logos in the downtown area--fits right into this reeducation. With New Mexico Main Street's help, twelve signs indicating major streets will help residents, as well as visitors, Discover Our Secrets.

Education is bidirectional, so the business directory will help Los Alamos Main Street/CDC set up a communication line and educate the businesses. Upcoming projects, such as the summer farmer's market and the beginning of our Central Avenue Streetscape in September will need a great deal of cooperation between businesses, the county, and other organizations. As well, ongoing programs--such as training and services by the Small Business Development Center, University of New Mexico at Los Alamos, and the Chamber of Commerce--will have a vehicle to both communicate their programs as well as streamline them to fit Los Alamos business' needs.

In the meantime, Los Alamos County is considering purchasing the 70-year-old Ranch School House for use as a living museum and constructing a new visitor's center--both of which stem from technical visits by Main Street. And both of which would give us a few more secrets to discover.

By Matthew Albright



NEW MEXICO IS WELL REPRESENTED AT THE NINTH ANNUAL NATIONAL TOWN MEETING

Twenty seven New Mexicans representing 11 communities converged on Little Rock, Arkansas on May 14 through 17th to participate in the ninth annual National Town Meeting on Main Street. The theme of this year's conference was "the new Retail Landscape." The New Mexico delegation was the largest ever at a National Town Meeting. The group also included state and city officials, state Main Street contract staff, board members, and volunteers. State Main Street Director Elmo Baca, Tourism Association Executive Director Amy Horowitz Ware, and Kak Slick of Las Vegas presented educational sessions at the Meeting. About 700 people representing nearly all fifty states and several foreign countries learned about the Main Street approach to downtown revitalization.

The conference offered challenging new concepts which will affect the way Americans will shop in the future. Even as retailing has transformed over the years from "mom n' pop" downtown stores to shopping centers to mega-retailers such as Wal-Mart, new technology is changing shopping habits with amazing speed. Home shopping networks, mail order catalogs, and computer "surfing" on the world-wide web are the cutting edge of retailing trends. New Mexico Main Street will strive to take advantage of these new trends to maintain healthy and economically viable downtowns.

Other interesting keynote sessions offered tantalizing advice to the downtown revitalization community. National Main Street Center Director Kennedy Smith showed charts which demonstrate the "phases" of Main Street development including the "Inspiration and Catalyst" phase of Years One thru Three; the "Growth and Investment" Phase of Years Four thru Seven; and

the difficult "Maintenance & Expansion" Phase thereafter. Architect Andres Duany coached the audience to learn planning and economic development techniques from suburban developers, and economic developer Donovan Rypkema stressed the importance of "quality of life" as the single most important factor in the economic development process.

Not all of Town Meeting was work, however. New Mexico Main Street team members enjoyed down home southern cooking and great golden oldies served up by the "Groan Ups," a get-down boogie band tailor made for the baby-boomer clientele at the "Big Bash". New Mexico delegates seemed shy to get real crazy and do some "gatoring." After four days of serious brain cramming and "networking" everyone was glad to get back to Rio Grande country and hit Main Street again.

New Mexico delegates to the National Town Meeting included: Manager **Dusty Huckabee** of Roswell; Manager **Steve Justrich** of Espanola; Manager **Susan Simons** of Salt Missions Trails; Managers **C.B. Elliot** and **Debbie Siebel** of Silver City; Manager **Maria Rinaldi Baros** of Bernalillo; Manager **Matthew Albright** of Los Alamos; Manager **Charles Marquez** of Gallup; volunteers **Maria Klinksiek**, **Evelyn Orthwein**, **Kak Slick**, and **Robin Oldham** of Las Vegas; city officials **Joseph Baca**, **Les Montoya**, and **Harold Garcia** of Las Vegas; volunteers and board members **Linda Pritchett**, **Nancy Moore**, **Jeanne Graham**, and **Nell Lewis** of Lovington; board members **Fred Stephens** and **Chase Gentry** of Portales; board member **Kate Potter** of Belen; state officials and contract staff **Elmo Baca**, **Susan Freed**, **Amy Horowitz Ware**, **Mary Wood**, and **Kathy Genrich**.



Seated from left to right:
Kathy Genrich, Nell Lewis,
Chase Gentry, Susan Simons, Linda Pritchett,
Kate Potter, Evelyn Orthwein, Susan Freed,
Jeanne Graham, Maria Rinaldi Baros.

Standing from left to right:
Elmo Baca, Fred Stephens, Steve Justrich,
Harold Garcia, Matthew Albright, C.B. Elliot,
Debbie Siebel, Maria Klinksiek. (Photo by
Nancy Moore of Lovington)

"Stand Out Stores"

• TOY TOWN •

Opened in October of 1993, Toy Town is one of Silver City's modern day "precious commodities". The store presents the very latest, and some classic, toys, games, and generally fun stuff. Once greeted by the creative, themed window displays with props made by local artists, the shopper can be delighted by unique merchandise housed on simple, clean/lined wood fixturing. These fixtures unite the store and hold a lot of goods neatly. Bright, original artwork and displays visually "pop" off the simple and effective white walls. Owners Janet and Jay Hammel bring to their community a level of retailing which would be quite at home on Melrose Ave. in L.A., or any progressive shopping district that comes to mind. Their genuinely friendly customer service and product knowledge give them the Main Street edge.

107 W. Broadway, Silver City, NM 88061
505/388-1677

• SELECTIONS •

Since 1990, Donna Moore's Selections has been a wonderland for the senses in downtown Los Alamos. Featuring gifts, antiques, specialty cookware, and a welcome coffee bar, shoppers feel as if they've left the real world behind and entered a much more perfect one. Donna strives to present only the most unique merchandise to her customers. Gifts are themed beautifully on elegant, draped tables and antiques, which are for sale. Current visuals and in-store displays include romantic honeysuckle vine strung with white tiny white lights and foliage, and a tabletop display featuring hundreds of wine bottle corks and grape clusters. Donna does all of her own visuals, as well as conduct in store special events and classes, on top of the day-to-day running of her business. One might describe Donna as the "Martha Stewart of Northern New Mexico - only nicer."

1715 Iris St. Los Alamos, NM 87544
505/662-0826



RETAIL DESIGN SERVICES

Strong downtown retailers are essential to vital and prospering communities. During the spring of 1995, the New Main Street Program initiated a new series of retail training seminars and one-on-one merchant consultations conducted by Mary Wood of Mary Wood Design Associates of Albuquerque. The presentations and store visits have focused on strengthening the retailers' store environments through effective and exciting merchandising, signage, and display.

The aim of this training is to build stronger customer awareness, increase profitability, and importantly, level the playing field between Main Street merchants and their many existing and new competitors. Over 70 store owners and their staff members have attended the training seminars, with over 45 participating in individual store consultations.

In the coming months, programs will be offered to communities focusing on effective Christmas/Holiday promotion, using new technological training on store design/display techniques that maximize business.

MARY WOOD DESIGN
P.O.Box 2031 • ABQ. NM 87103 • 505/764-9747

Portales

Not long ago I lived in an area in which two small towns with approximately the same number of residents sat 13 miles distant from each other. One would think two towns of similar populations and geographical location would have a lot of other things in common.

Not so. The first town was alive and vibrant. The second was dull, dank and depressing. In the first, things were happening. In the second, things were dead. The first town was a Main Street community, but in my mind, this did not create the difference between the two. The biggest difference was the leadership from the top on down.

In a word, the strong, aggressive leadership came first and a strong, aggressive Main Street program came as a result. Happily, Portales is blessed with people who are intensely interested in bettering their community and who are willing to get involved to make it happen. Because it is, our Main Street program is progressing nicely.

All committees have met since our initial meeting on January 20 of this year. State sponsored

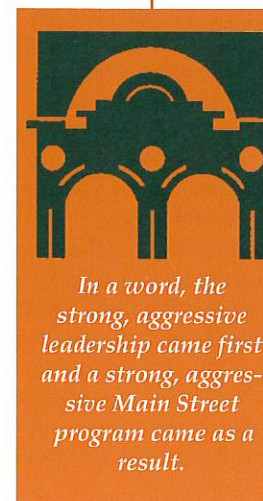
Main Street architects have drawn plans outlining possible ways to improve the square in Portales. Our design committee has highlighted what they feel are the best elements of each plan and have created a model for future work. Our economic restructuring committee is investigating possible avenues for low interest loans and compiling demographic information for potential new businesses.

Portales Main Street's promotion committee is working with retail merchants to begin "creating some memories" for our residents as concerns downtown.

The organization committee is discussing ways to get information concerning our local Main Street effort into the hands of as many people as possible as well as examining fund raising activities.

The key word to this, if there is one, is "involvement." We have tried earnestly to be as inclusive as possible and it is working since we have had over 150 people involved so far in the process.

By Loné Beasley, Main Street Board President



Silver City

Debbie Seibel has been appointed co-manager of the Silver City Main Street Project. Debbie, a Silver City resident for fifteen years, was selected in January from a field of eight applicants, according to Marcia Gruber, chairwoman of a five-person selection committee.

Ms. Gruber said the committee interviewed three finalists and Ms. Seibel was unanimously recommended to the Main Street Project board.

The coordinator of last year's Main Street Project Lighted Christmas Parade, Debbie has been involved in the community for many years, according to Ms. Gruber.

Nine years ago Debbie founded and still serves as director of Moms For Fun, an arts in education organization which brings nationally known storytellers, musicians, and theater productions for students and families in Grant County. She has been involved with the Silver School District for twelve years and was the District Parent-Teacher Association Council President for three years.

As a volunteer for many years at Jose Barrios Elementary School, she organized seven annual Halloween carnivals, the annual PTA fund-

raising event. She has also written many grants to fund arts programs in schools.

She is recently played the dual role of Auntie Em and Glenda the Good Witch in a Western New Mexico University community musical production of "The Wizard of Oz."

Debbie's main focus, as Main Street co-manager, will be on handling promotional events, including the Lighted Christmas Parade, the annual Downtown Easter Party, and the Spookwalk in Big Ditch Park. She will also be in charge of the Main Street litter/recycling program in area schools.

"She will be involved in the promotion of downtown, helping merchants coordinate events," Ms. Gruber said.

Debbie will be working with C.B. Elliott, the other Main Street Project co-manager, who has been with Silver City Main Street for the past two years.

By C.B. Elliot

SALT MISSION TRAILS

by Susan Simons

We are moving along on the Salt Missions Trails, the Longest MainStreet in America.

We received a beautiful certificate from the state granting us our incorporation. The next step is getting the IRS to confer the 501-C-(3). The membership brochure is now in the hands of the board and should go to the printer next month. A big thank you to the EMW Gas Co. for donating the price of stationary and business cards. Wait till you see our pretty slick logo.

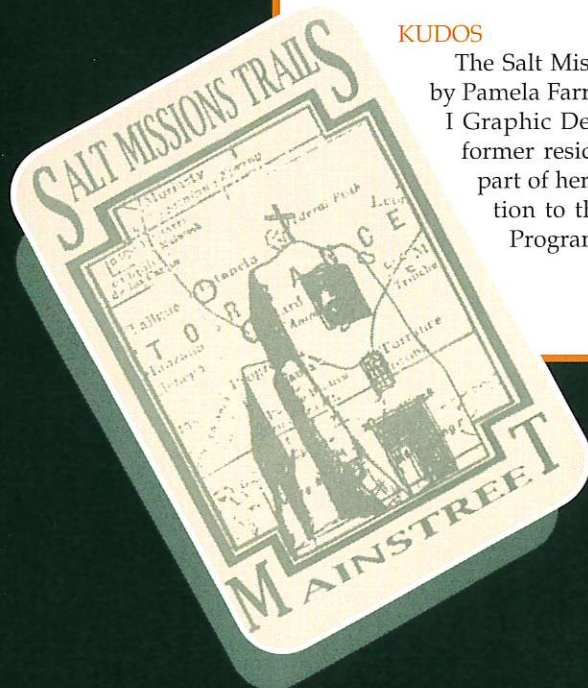
The Salt Missions Trails was represented at the Las Cruces Travel show and got some pretty good exposure. A lot of RV'ers were interested in seeing some new sites and we assured them our roads were perfect for those big buses - flat and straight.

The Streetscape design is finished for Moriarty, and they are now looking for funding; the park renovation will be presented to Estancia next city council meeting; Willard is working on their Community Center plan, and Mountainair is looking at the possibility of saving and renovating the Santa Fe Depot.

Our Rails to Trails Project is stirring interest and a volunteer committee is being formed. Salt Missions Trails Main Street will help a group of local Market Gardeners start a Farmer's Market, and the Arts Council is gathering members and interest.

KUDOS

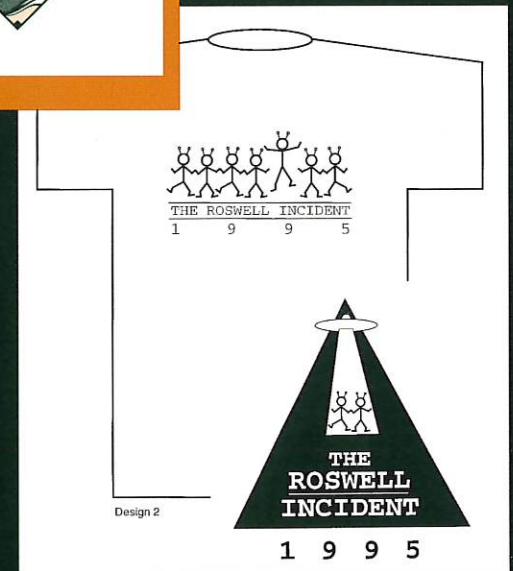
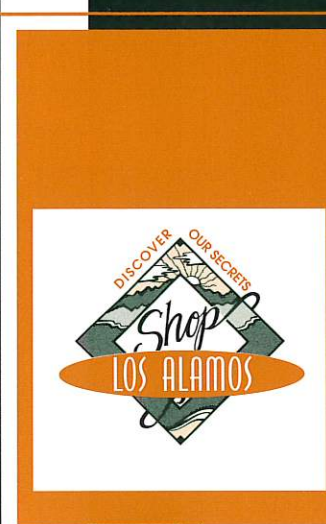
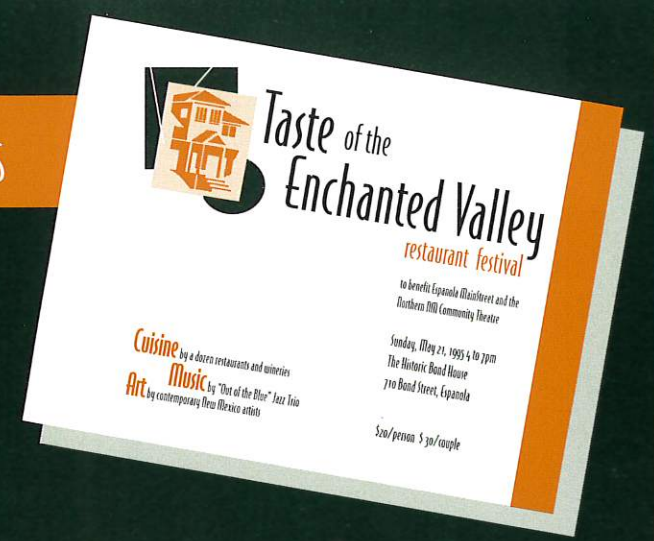
The Salt Missions Main Street logo was created by Pamela Farrington, owner of ME/MYSELF and I Graphic Design of Albuquerque. Pamela is a former resident of Estancia, and contributed a part of her professional services as a contribution to the Salt Missions Trails Main Street Program.



GRAPHIC DESIGN SERVICES

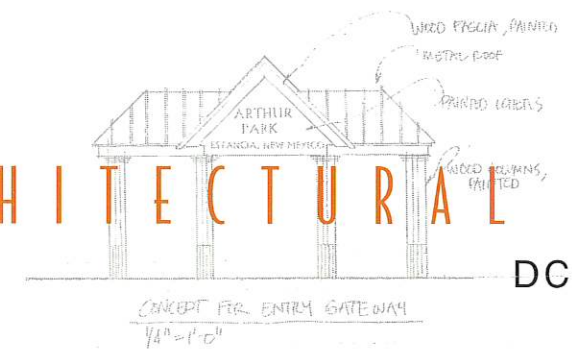
This year, to further promote the rural communities of New Mexico, the New Mexico Main Street Program turned to Kathy Genrich of ADD Design to freshen and modernize the images of our smaller New Mexico towns. Kathy has specialized in small community imaging since the late 1980s. She is able to pick up the subtle nuances between towns and use those differences to help individually tailor each community's design package. These custom designs, from the complete advertising campaign for "Shop Los Alamos" to the new image of Portales Main Street, have been successes. ADD Design also produced highly effective newsletters, logos, posters, stationery packages, brochure, banners, signage, ads, business directories, and even a half-dozen festival and event promotions. Kathy's seminars and town visits continue to educate Main Street directors as well as downtown merchants about the importance of creating and implementing a positive environment in which to work, play and conduct business through innovative graphic design.

ADD DESIGN
3565 LUKE CIRCLE NW • ABQ, NM 87107
505/344 • 3696



ARCHITECTURAL SERVICES

DCSW ARCHITECTS



CONCEPT FOR ENTRY GATEWAY
1/4" = 1'-0"

Interest in New Mexico Main Street architectural services was high this fiscal year, with a varied repertoire of products delivered to our 10 Main Street towns. In addition to those 10 towns, the roster grew with the addition of the City of Portales, a strong starter this year. Resource groups visited the towns of Lovington and Clovis which are showing keen interest in becoming Main Street towns.

Our services are keeping up with current computer technology with the utilization of new software which enables us to show facade remodeling recommendations in color photos, by manipulating forms and colors on the computer. We have also established some outreach programs with the University of New Mexico, through participation in a design studio, and with the possible creation of a Main Street student intern position with DCSW, Inc. We are also seeking a source for access to the Internet through which we can receive Preservation Information from PreserveLink.

On a large scale, our design assistance included urban projects such as; Portales Streetscape, Downtown Deming Streetscape, Downtown Espanola Streetscape, Roswell City Plaza, Bernalillo Streetscape, Moriarty Streetscape, and Los Alamos Downtown West Masterplan.

Public projects included Bernalillo Wine Museum Renovation and Bernalillo Visitors Center, Gallup Main Street Kiosks, Las Vegas Armory Remodel, Los Alamos Visitor Center, and Estancia Arthur Park Renovation.

For the private sector, many facade renovations were produced, in the form of black and white sketches and colored renderings, for Bernalillo, Las Vegas, Roswell, Salt Missions, Silver City, Portales, and Lovington. Technical assistance was provided for historic preservation projects in Las Vegas, Portales, Lovington, and Silver City.

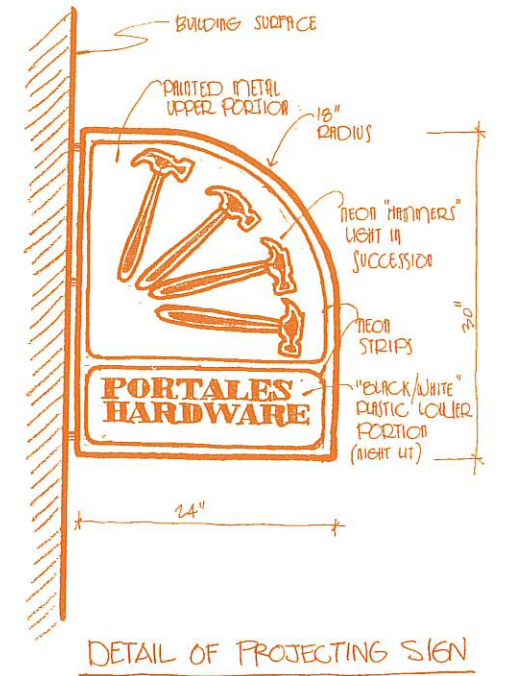
We are looking forward to another productive year in Fiscal 1995-96 and already have a waiting list of projects to begin in July. Merchants in our Main Street towns are beginning to see the results of our work, and interest in the private sector for design assistance is growing. The current group of managers is savvy with regards to the importance of planning and architectural remodeling to the revitalization of town centers. They are eager to utilize Main Street's consulting service and technical assistance to implement economic recovery in their communities, so we predict a good turn out and some successful projects in the coming year.

By Susan Freed, A.I.A.

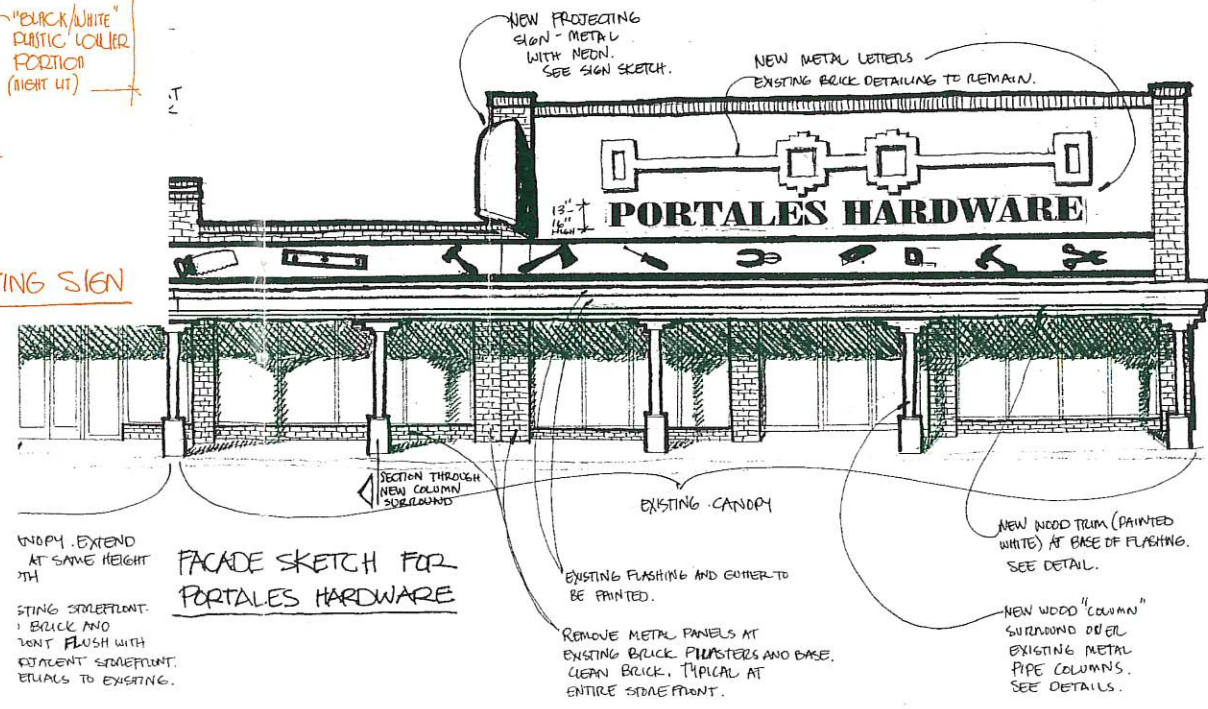
DCSW
105 4TH ST. SW • ABQ. NM 87102
505/843-9639



Copper Square, Silver City



Portales Hardware, Portales



FACADE SKETCH FOR PORTALES HARDWARE

Shown below is an example of our newest software which enables us to show, in color, facade remodeling recommendations.



Before



After

Chappie's Hallmark Hacienda, Roswell