



COUNT ON THE FUTURE OF MAINSTREET

NEW MEXICO MAINSTREET 1999 ANNUAL REPORT



STATE OF NEW MEXICO
ECONOMIC DEVELOPMENT DEPARTMENT

GARY E. JOHNSON
 GOVERNOR

JOHN A. GARCIA
 CABINET SECRETARY

January 3, 2000

Dear Community Partners:

When I was appointed Secretary of the Economic Development Department, I considered the Main Street program a high priority in my work. In the past, I supported New Mexico MainStreet from the sidelines, and this would give me the opportunity to become more directly involved in the program. I have also interacted with many of you and know the dedication involved towards downtown revitalization in your communities.

I see Main Street as an energy force that communities can latch onto; the program can provide a framework for all kinds of creative, positive and constructive possibilities. This program can be especially important for rural New Mexico as we try to retain our traditions and identities even as we move towards progress and improved local economies.

Our Main Street commercial districts represent not only unique opportunities for economic development, but they also reflect much of what is unique and special about our state. A thriving downtown can offer residents and visitors both, an enhanced quality of life and sense of community pride.

A thriving downtown that reflects our heritage helps us to connect our past with our future. As we move into the twenty first century, we look forward to continuing our partnership with the business and property owners, government officials, and volunteers in Main Street programs throughout New Mexico. We are indeed "Counting on the Future of Main Street" and hope that you will as well.

Sincerely Yours,

John A. Garcia
 Secretary



Expanding New Mexico's
 Economic Opportunities

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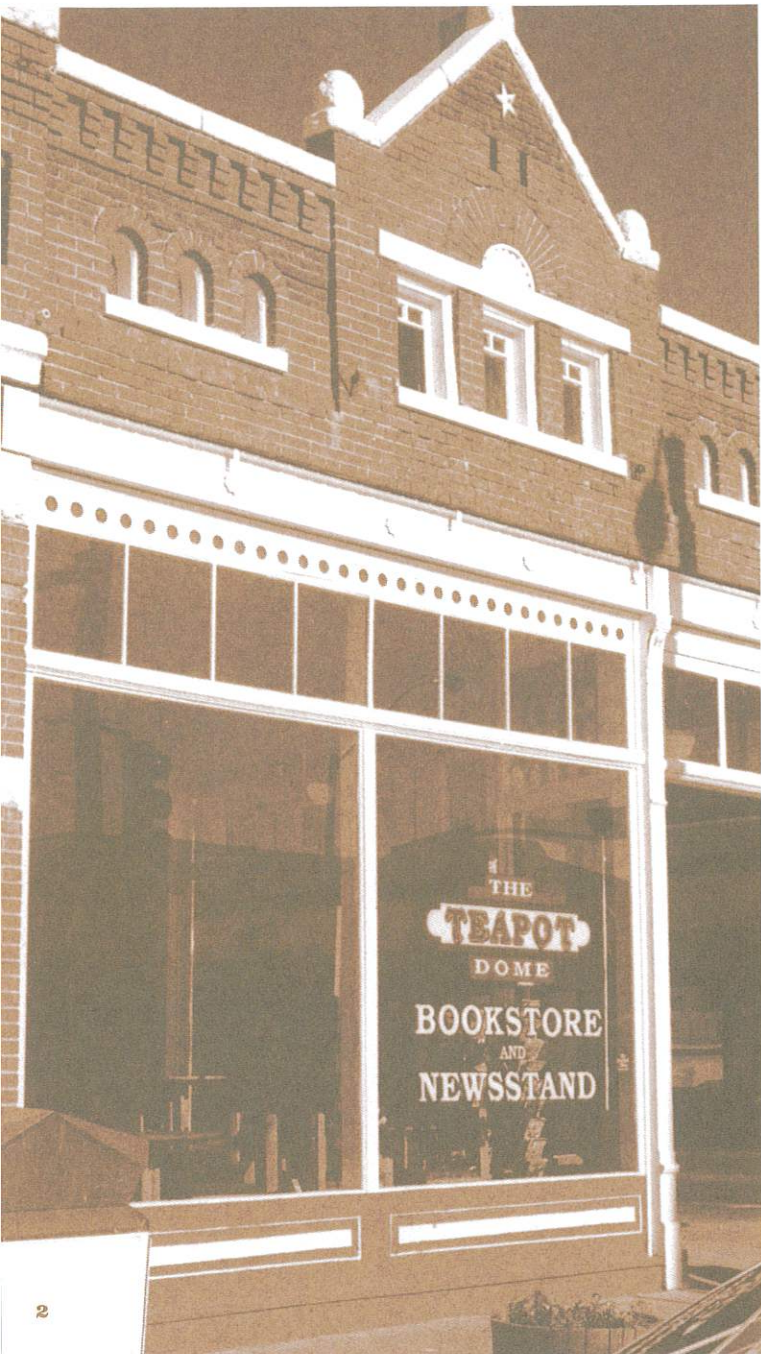
The report covers the program performance from January through December 1999.

New Mexico MainStreet would like to thank the local program managers for providing statistics, photographs, and information for this report. We would also like to thank Virginia Main Street Program for their contribution to the introduction.

Technical assistance to communities is provided by the following program associates:

Barbara Silverman
 Susan Freed, DCSW Architects
 Ron Sakal and Sallie Hood, Sakal and Hood Architects
 Phyllis Taylor and Phil Brown, Sites Southwest

New Mexico Main Street would like to thank these professionals for their generous contributions to this program and to the communities of New Mexico.



ECONOMIC DEVELOPMENT BEGINS DOWNTOWN

Every day entrepreneurs are opening new businesses and once vacant buildings are finding investors; tourists are visiting new shops and restaurants and residents are enjoying a renewed sense of place. Where is this vibrant economic development happening? In the downtowns of America's 1,600 Main Street communities.

In the last fifty years, American downtowns have been hit by profound economic and social changes. With the coming of a mobile society and the subsequent suburbanization of our communities, downtowns became stuck in a destructive cycle of disinvestment and decline. Almost written off the economic balance sheet by the 1970s, many downtowns are now part of a nationwide movement to re-build economic vitality in these traditional commercial districts. Otherwise known as the Main Street Approach, the movement has sparked a tremendous economic resurgence downtown. New Mexican communities are using this approach to economic development within the context of historic preservation and finding success in rebuilding the downtown economy.

Downtown is a powerful economic force in our communities, generating real property and sales tax revenue. It is often one of a community's larger employers. Substantial public investment also exists downtown in the form of sidewalks, streets and other infrastructure, as well as courthouses, post offices, schools and libraries.

Beyond economic value, downtown shapes community quality of life and sense of place. Our communities formed around downtown, and for decades, it was the nucleus of our economic, cultural and social lives. The quality and craftsmanship of our traditional downtown buildings reflect this, showcasing our heritage and history, our values and vision.

Even when we choose to ignore this investment, its impact on our communities remains. In fact, a vacant downtown building is a serious drain on the local economy, costing communities about \$300,000 a year in lost sales taxes, rents, utilities and bank deposits, according to National Main Street statistics.

When our investment in downtown is managed and enhanced, the entire community benefits from:

- Growth of locally-owned businesses and job creation
- Expanded tax base
- A better environment for tourism and industrial development
- Public and private reinvestment in the community
- Preservation of historic properties
- Efficient growth and alternatives to sprawl
- A positive image for the community.

THE MAIN STREET STRATEGY

Downtown property and business owners sought to combat the loss of economic viability by imitating the shiny, metal look of the malls and strip centers, covering the buildings' unique facades with aluminum slip covers. Sometimes there was massive spending to modernize the streetscape. When these ideas failed some communities in desperation turned to demolition through urban renewal to wipe the slate clean - losing potential economic value and changing the downtown landscape forever.

It takes more than fresh paint and new lampposts to rebuild vitality. Social and economic factors are at work and must be addressed too. The Main Street Approach™ does just that. Main Street provides a comprehensive, flexible framework for revitalizing and managing downtown districts. Communities develop individual strategies working in four key, interconnected areas. Known as the Four Points, they form the foundation of the Main Street Approach:

DESIGN

Enhancing the unique visual quality of downtown by addressing all design elements to create an appealing environment. First impressions count. Decades of neglect and misguided improvement have taken a toll on the appearance of downtown and its economic potential. Creative merchandising displays and renovated facades, appropriate landscaping and public improvements are all part of downtown's long-lasting visual appeal and a well functioning physical environment.

PROMOTION

Creating and marketing a positive image based on the unique attributes of the downtown district. After decades of neglect, visitors and investors may perceive downtown as dead with no chance of recovery. Using a comprehensive promotions calendar with special events, retail promotions and on-going public relations downtown can reverse old perceptions.

ECONOMIC RESTRUCTURING

Strengthening downtown's existing economic assets and fulfilling its broadest market potential. The retail environment has changed profoundly. To become competitive, the downtown district must reposition itself. With a thorough understanding of today's market, downtown can develop strategies to enhance the competitiveness of existing merchants, recruit new businesses, create new anchors and convert unused space into new uses.

ORGANIZATION

Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders. The downtown constituency is unique and not always well served by traditional economic and business development groups. An on-going management and advocacy organization dedicated to downtown fosters revitalization progress and sustainability.

SUCCESSFUL MAIN STREET EFFORTS FOLLOW EIGHT GUIDING PRINCIPLES:

COMPREHENSIVE

To avoid repeating the failures of the past, revitalization must address all of the district's problems and opportunities in a unified way. Comprehensive activity in each of the areas of the Four Point Approach leads to success.

ACTION ORIENTED

Frequent, visible change is key to moving revitalization forward. Without action, downtown will continue to lose ground.

CHANGING ATTITUDES

To many communities, downtown has become irrelevant. Main Street must establish a positive connection to residents, visitors and investors. Changes in perception and attitudes about the district are as important as visible change.

INCREMENTAL PROGRESS

There is no quick fix for Main Street. New Mexico's downtowns didn't deteriorate overnight – and their problems won't be solved quickly, either. Over time, small successes lead to larger ones.

PUBLIC - PRIVATE PARTNERSHIPS

The public and private sectors have a vital interest in the future of downtown. Each has valuable skills, perspectives and programs to bring to revitalization. The partnership is essential.

BUILD ON EXISTING ASSETS

More and more, people want to connect with something real for shopping and entertainment. Downtown is real, and building on its distinct assets puts the district in a competitive position.

QUALITY

Downtown was built on the cornerstone of quality. Today, all aspects of a MainStreet program must reflect quality if the downtown district is to become competitive again.

SELF-HELP

In New Mexico, as across the country, local initiative and resources are what power Main Street success. The assistance and tried-and-true techniques provided by New Mexico MainStreet are a valuable starting point, but long-term local commitment is what must sustain revitalization.



NEW MEXICO MAINSTREET

The New Mexico MainStreet program was established in 1985 by an act of the legislature. The program began under the Lieutenant Governor's Office and was transferred to the Economic Development Department in 1987. When appropriate, New Mexico MainStreet works with the New Mexico Department of Tourism, the New Mexico Office of Cultural Affairs and the Historic Preservation Division, and the New Mexico State Highway and Transportation Department.

Commercial districts are eligible for participation if they can demonstrate:

Strong public and private sector support with a financial commitment for a program manager.

An identifiable main street and sufficient historic building fabric to establish an image using local architecture.

The capacity for economic change that will allow at least moderate growth or recapture of a retail market share.

PARTICIPATION CRITERIA

Successful Main Street efforts are built on a solid organizational foundation. New Mexico Main Street invests its

resources in communities with organizational readiness and a commitment to succeed over time. Certified Main Street programs must provide the following to participate:

- An organizational entity dedicated to the downtown area, with its own separate and distinct board.
- A full-time staff person who works for the downtown organization on downtown activities (part-time in small communities).
- Functioning committees in the areas of organization, promotion, design and economic restructuring.
- An adequate budget to fund a comprehensive and action-oriented plan of work as well as allow for travel and training of staff and volunteers.
- Local programs are also required to attend quarterly training sessions and track economic development impact.

SERVICES

New Mexico MainStreet provides communities with the framework and techniques to create an effective long-lasting revitalization effort with economic impact. No direct funding is provided to designated communities. Instead, New Mexico MainStreet underwrites intensive on-site specialist services to newly designated communities and provides on-going training and problem-solving

assistance to mature communities. For designated communities, New Mexico Main Street offers the following assistance:

TRAINING

From the basics of the Main Street Approaches to advanced downtown development topics, New Mexico MainStreet provides regular training opportunities to designated communities to keep them up-to-date on the latest in the field. These include:

- Quarterly training with state and national experts on critical topics to further develop and refine the skills of local Main Street boards and program managers.
- Training and networking sessions by state staff on topics such as board development, promotions, fundraising, and market analysis.
- Comprehensive training for newly designated communities and an orientation workshop and manual for new managers.

ON-SITE TECHNICAL ASSISTANCE

- On-site assistance tailored to communities is provided to help launch revitalization as well as help mature communities tackle more complicated issues. This includes:
- Reconnaissance visits to newly designated communities to critically assess the needs and issues facing the downtown district.
- Resource Team visits to newly designated communities to help local programs develop effective strategies to begin revitalization.
- On-site visits from specialists to offer intensive assistance on a particular aspect of revitalization. This service is periodically provided to mature programs.
- Year-end assessments to help both new and mature programs assess progress and address specific issues.

DESIGN ASSISTANCE

New Mexico's older downtown buildings have unique and historic architecture that makes them a valuable community asset. To assist communities in making the most of this asset, New Mexico Main Street provides access to an architect with substantial experience with older and historic structures. Assistance includes:

- Consultation for program managers and property owners on applications for historic preservation certification for federal and state tax incentives.
- Telephone and on-site consultations about general design issues and concerns.
- Facade renderings to enhance the appearance and functionality of buildings.
- Feasibility studies to determine potential income-producing reuse options for underused buildings.

THE NEED FOR QUALITY DESIGN IN OUR DOWNTOWNS

- Quality design and physical improvements are the visible evidence of revitalization. They show people in action, investment and confidence.
- Good urban design principles and quality improvements, when implemented, inherently make a place more inviting, desirable and livable.
- Downtown is an adaptable resource. Often there is an abundance of underutilized, available and reasonably priced space that is suited to many uses.
- Good design in downtown can promote building on vacant sites where buildings have already been torn down. This avoids greenfield construction. Infrastructure is already present in downtown, requiring less investment of dollars and energy.

COMMUNITY SUPPORT

In addition to technical support, New Mexico MainStreet offers local programs unlimited phone consultations, the *Street Talk* newsletter, access to the library and resource files, network membership in the National Main Street Center and scholarships to the annual National Town Meeting on Main Street. Ongoing promotion is provided through press coverage, and annual New Mexico MainStreet Community Awards program, and use of the New Mexico MainStreet logo and name.



NEW MEXICO MAINSTREET EVENTS

NATIONAL TOWN MEETING

Each spring the National Main Street Center invites commercial revitalization professionals and activists from across the nation to come together for three days of technical presentations, workshops, exhibits, local tours, and sharing. This gathering provides a forum for downtown preservation advocates and the best information available on current downtown revitalization issues.

It wasn't all fun and games at the Town Meeting held in San Diego, California on March 21-24, 1999 - three full days of workshops and training can be tiring! New Mexico was respectably represented with over thirty people attending. Only the Town of Bernalillo, who sent ten city official and volunteers to this important forum, exceeded the significant showings from Portales and Corrales!

1998 COMMUNITY AWARDS GALA

Mardi Gras on Main Street! February 16, 1999

Early each year, New Mexico MainStreet acknowledges the accomplishments throughout the state and the hard work of those individuals that make up a local main street project. They volunteer their time and energy to their communities, and do the real work of Main Street. It is an occasion for us all to celebrate successes, to socialize, and to keep our state legislators informed about our progress.

Attorney General Patricia Madrid and Secretary of State Rebecca Vigil-Giron joined Economic Development Secretary John Garcia onstage to present the awards. We are grateful for their participation, and we can see by the happy smiles that this is a very special occasion for those lucky recipients!



HASTA LUEGO ELMO

1999 brought new directions for Elmo Baca, Director of New Mexico MainStreet since 1994. Elmo was ready to focus his attention on broader issues of community development and he participated with the Economic Development Department in the search for a new State Coordinator.

Under Elmo's tenure, the New Mexico MainStreet program grew from about a half dozen participating towns to almost twenty! His outreach to New Mexican communities, his outstanding sense of quality and style, and his vision are a legacy that we hope will remain with the New Mexico MainStreet program forever!

PHOTO ON LEFT FROM TOP TO BOTTOM:

PHOTO 1: Over thirty New Mexicans attended the National Town meeting.

PHOTO 2: Up, Up and Away! Bernalillo manager Maria Rinaldi, NM MainStreet Director Maryellen Hennessy, Carlsbad manager Sue Holder, and Artesia manager Sheree Bolton.

PHOTO 3: Attorney General Patricia Madrid, and Secretary of State Rebecca Vigil-Giron, and Economic Development Secretary John Garcia present award to Bernalillo volunteer Al Briley.

PHOTO 4: Revelers at the Mardi Gras on Main Street.

ABOVE PHOTO: New Mexico MainStreet Directors Elmo Baca and Maryellen Hennessy

NEW MEXICO MAINSTREET REINVESTMENT STATISTICS

January 1 – December 31, 1999

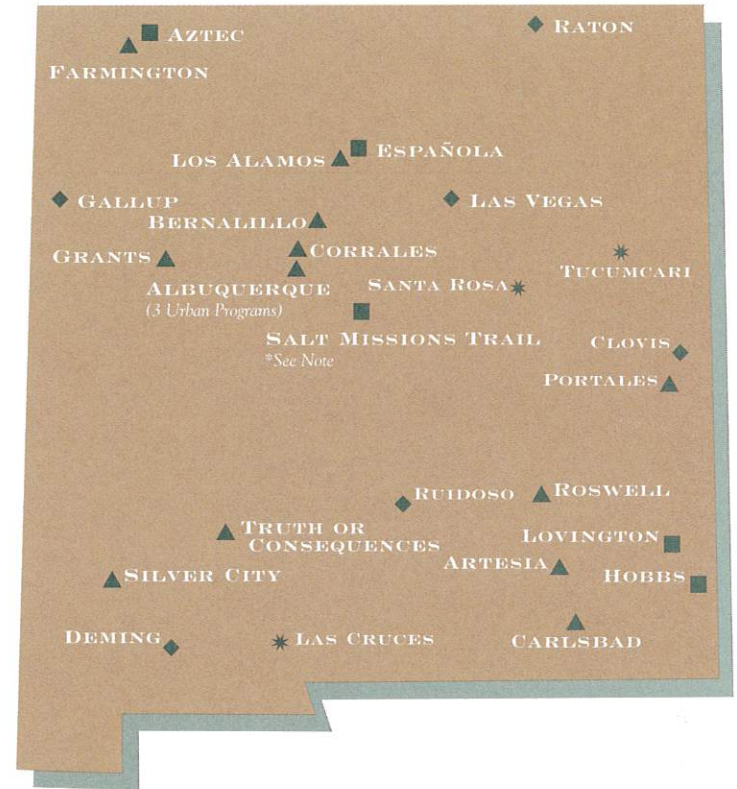
Investment activity in MainStreet commercial districts have been summarized as a statewide number in the following categories. MainStreet projects reporting included Downtown Albuquerque*, Albuquerque South Broadway, Albuquerque Nob Hill-Highland, Artesia*, Aztec, Bernalillo, Carlsbad, Corrales, Farmington, Grants, Los Alamos, Portales, Roswell, and Silver City.

Net Number of New Businesses.....	135
Number of Business Expansions.....	38
Number of Building Rehabilitations.....	105
Dollars of Private Reinvestment.....	\$1,984,300
Number of Public Projects.....	35
Dollars of Public Investment.....	\$6,951,068
Number of Joint Public/Private Projects.....	23
Dollars Invested in Public/Private Projects.....	\$2,522,791
Number of New Buildings Constructed.....	10
Dollars Invested in New Building Construction.....	\$4,839,500
Net Number of New Jobs.....	442
Dollars of Public Sector Grants.....	\$734,154
Dollars of Private Sector Grants.....	\$5,529,704
Number of Downtown Events.....	58
Number of Downtown Promotions.....	22

* Indicates partial reports filed. Financial statistics were not reported by "partner" projects in Española, Hobbs, Lovington, Salt Missions Trail, and Truth or Consequences.

WHO DO WE SERVE?

New Mexico MainStreet provides intensive service to 19 active designated communities. The Main Street library, consultations and limited on-site assistance from New Mexico MainStreet staff are available to any community or organization with an interest in downtown development. Assistance has been provided to the following communities in 1999.



- ▲ CERTIFIED MAINSTREET TOWNS
- PARTNER MAINSTREET TOWNS
- * TECHNICAL ASSISTANCE PROVIDED IN 1999
- ◆ FORMER MAINSTREET TOWNS
- * SALT MISSIONS TOWNS: MORIARTY, MOUNTAINAIR, ESTANCIA



ALBUQUERQUE

DOWNTOWN ALBUQUERQUE

It's hard to believe everything that has happened in this past year. This time last year, a cross-section of private, public and civic leaders, together with residents and business owners of Downtown and Old Town, met to develop the Strategic and Implementation Plan for Downtown Albuquerque. That effort produced a plan that integrates Downtown, Old Town and the BioPark into a dynamic pedestrian-oriented center for arts, entertainment, culture, business and urban housing. For the past year, 17 action teams led by a variety of community leaders have been hard at work turning those plans into reality. A year ago, no one could have predicted that so much could be accomplished in so short a time. Look at what's happened in the past year:

ORGANIZATION

The private sector committed \$150,000 to collect the market and consumer data necessary to jump start the revitalization effort. The McCune Foundation committed \$5,000,000 to the downtown revitalization effort. Fannie Mae followed with a \$25,000,000 commitment for downtown Albuquerque. Then the City set aside yet another \$25,000,000 to build a new generation of downtown parking structures.

With technical assistance from New Mexico MainStreet, DAT helped to pass new legislation in New Mexico making it easier to form a Business Improvement District (BID); DAT has begun its campaign to establish a BID in downtown Albuquerque.

In order to insure that DAT maintains this spectacular momentum for the next year, another incredible private sector fund raising effort has raised over \$250,000. Long range financial goals include the implementation of a Business Improvement District and income from the development of Alvarado Center by the Historic District Improvement Company.

COMMUNITY INITIATED DEVELOPMENT

The Historic District Improvement Company (a partnership between a private developer, DAT, and the McCune Charitable Foundation) invested more than \$450,000 to master plan the Alvarado area and has partnered with Trammel Crow, Century Theaters, Housing Solutions and Phoenix Properties to bring a 14 screen multi-plex movie theater, restaurants, retail and hundreds of units of housing to downtown over the next few years (a \$75,000,000 project).

The Alvarado Transportation Center will break ground soon (a \$15,000,000 project) and the street improvements for the Center are already underway.

The City and DAT are cooperating in creating a new master plan for downtown. The new plan will result in revising building standards, will fast track and encourage quality urban development downtown, and will remove many current barriers to desired development goals (i.e., loft housing, urban entertainment activity, high density housing, etc.).

PROMOTIONS

A number of successful festivals (Summerfest, Great Race, Hot Rods, Bite of Albuquerque, Fall Crawl) brought tens of thousands of people back downtown. Trumper Communications and Warner Brothers (Channel 19) donated \$200,000 of free promotion for downtown events. DAT and the City have worked cooperatively to add new lights, banners and barricades, bringing a whole new "clean and safe" atmosphere to Central Avenue.

DESIGN

Downtown is being changed to a "Pedestrian First/Park Once" place; Copper and Gold Streets have already been transformed from one-way to two-way streets; a new free downtown circulator is budgeted and scheduled to begin operations next spring; and there are plans to build five new parking structures downtown.

THE ARTS AND SOCIAL ISSUES

There is a new commitment to the arts downtown, as evidenced by the new home of Magnifico and Southwest Repertory Theater on Central, the "Open Studio" Tour and the Rhyme and Meters program and the KIMO is presently undergoing a \$2,000,000 renovation.

Great strides have been made in combating panhandling and addressing homeless issues downtown. APD has instituted a "homeless strike force"; the private sector has offered to help fund a detoxification center and clustering of homeless services is being actively considered by the service providers and the City.

The City and APS are actively pursuing making all the downtown elementary schools magnet facilities, making Washington Middle School a lab school and moving the Career Enrichment Center (CEC) downtown to serve high school students from all around the community.

The neighborhoods surrounding downtown have come together as never before; they formed the Metro Neighborhood Alliance and have become enthusiastic and outspoken supporters of the downtown revitalization effort.

THE CITY'S COMMITMENT

A blue ribbon committee has been formed and the City Council has appropriated \$100,000 to investigate the viability of building a multi-purpose arena (and possibly even a new AAA ballpark) downtown.

The City and DAT have entered into a long-term lease of the 4th Street Mall; DAT is negotiating with the property owners along the Mall to provide additional security and maintenance for the Mall; HDIC has purchased the old Walgreen's and Montgomery Wards buildings (50,000+ sq.ft.) at 4th and Central to entice several high profile local restaurants back downtown opening onto the Mall and Central Avenue.

The City and the University of New Mexico are investigating building student housing downtown; an express shuttle is planned to connect downtown and UNM/Nob Hill; and a joint use continuing education facility (UNM, TVI, College of Santa Fe, etc.) is being planned in the Alvarado area across from the new bus/train station. GSA and the City are working together to redevelop under-utilized federal facilities and bring more federal workers back downtown.

ORGANIZATION: Downtown Action Team

PROGRAM STARTED: 1996

POPULATION: 419,311

PROMOTIONS: Summerfest, Great Race, Hot Rods, Bite of Albuquerque, Fall Crawl

PROGRAM MANAGER: Luisa Lindsey

ORGANIZATION PRESIDENT: George R. "Pat" Bryan

REVENUE SOURCES: City of Albuquerque, private contributions, in-kind



ALBUQUERQUE-NOB HILL-HIGHLAND RENAISSANCE CORP.

The Nob Hill and Highland districts sit astride Central Avenue for a two-mile stretch of Albuquerque's old Route 66. The residential neighborhoods date from the 1920's to the 1950's and some are designated as historic. The commercial corridor has a variety of Route 66-era motels, theaters, storefronts and old service stations, plus a WPA Pueblo-style former fire station. While some of these historic assets are in serious decline, many are presently or soon to be used in attractive new ways.

SHOP & STROLL

The Nob Hill Merchants Association has successfully mounted a holiday shopping promotional event for the past five years. In 1999, Nob Hill/Highland Renaissance Corp. (NHHRC) took a supporting role in the Holiday Shop & Stroll. Parking has been long considered a problem in some parts of the district. The city trolleys were used to encourage people to park and walk or ride the trolley. The trolley driver added to the spirit and attracted riders by ringing a bell as he approached the decorated stops. There was no charge to the many shoppers, tired strollers, and groups of carolers that boarded the

trolley that night. The Park & Ride was well worth the money spent on reusable signs and decorations and the volunteer hours. Hopefully this was the first of many partnerships between the NHHRC, the Nob Hill Merchant's Association, and the city's transit department.

ADOPT-A-MEDIAN

To enhance the physical environment of East Central Avenue, the Renaissance Corp. has created a program that encourages local business owners to adopt a median, contribute to a beautification fund, and have a sign on the median advertising the adoption by their business. The beautification fund, augmented by grants from Keep Albuquerque Beautiful and Keep New Mexico Beautiful, is used to create a southwestern, xeric landscape. Plant donations also come from the local master gardeners in the neighborhood.

The median work started this past fall and will continue in phases until the entire two

miles is covered. Adoptions are coming from surprising quarters (a county commissioner!) and picked up speed when two signs announcing the program went up on Central Avenue.

ORGANIZATION: Nob Hill/Highland Renaissance Corp.

PROGRAM STARTED: 1998

POPULATION: 419,311

PROMOTIONS: Nob Hill Holiday Shop & Stroll (Christmas), Adopt-a-Median program

PROGRAM MANAGER: Marianne Dickinson

ORGANIZATION PRESIDENT: Kim Jew

BUDGET: \$78,000

REVENUE SOURCES: City of Albuquerque/State Economic Development funds, local business contributions, memberships, beautification grants

ALBUQUERQUE - SOUTH BROADWAY AND SOUTH FOURTH STREET

United South Broadway is a community development corporation that has undertaken the main street approach on its major commercial streets. The Fourth Street Main Street and South Broadway Boulevard Main Street districts are located in two of Albuquerque's historic commercial corridors.

FACADE IMPROVEMENT PROGRAM

Both streets have been benefiting from the Facade Improvement Program that United South Broadway Corporation is administering for the City of Albuquerque. During the three years that the Facade Improvement Program has been in place, the investment in these corridors has been over \$1,000,000, with over two-thirds of that being from the private sector. The Facade Improvement Program, while established independently of the overall Main Street program, is well positioned to accomplish the design elements of MainStreet's four-point approach.

On May 7th, the South Broadway neighborhood celebrated the grand reopening of their commercial center - Broadway Square. The shopping center's facade had been remodeled from top to bottom: new windows (without security bars!), new entryways, new stucco and paint, and a huge new yellow and neon sign advertising the revitalized center. Co-owners of the property Kenny & Hee Yoo and First Choice Community Healthcare Inc. shared the investment in this grand facade program. The Grand Reopening was a community event in the parking lot of Broadway Square. Festivities included live music from local bands and youth groups, raffles, a visit by an Albuquerque police helicopter, free food, tee shirts and ball caps, and too many balloons to count. Both young and old turned out on a beautiful spring afternoon to share in the fun and enjoy the bright new face to this important commercial location.

MAINSTREET MARKETING AND PLANNING

Fourth Street and Broadway merchants have been concentrating on the marketing and promotional aspects of MainStreet this year. Each corridor, with New Mexico MainStreet assistance, created logos for their individual districts. These logos feature prominent community landmarks and symbols and are being used to identify the unique assets of each district. In addition, colorful new brochures were developed describing the Main Street approach that the coordinator is using to market the program.

In June, the Fourth Street Merchants Association met with a professional facilitator to develop an action plan. This action plan will serve as an eighteen-month guide for economic revitalization of the historic Barelás neighborhood. Fourth Street merchants emphasized that they wished to enhance and energize the commercial corridor of their neighborhood while at the same time protecting its historic uniqueness and preserving the neighborhood character. They clearly shared the sentiment of not wanting enhanced commercial activity to lead to the displacement of local merchants by big businesses or national franchises.

The Fourth Street MainStreet association planned a neighborhood 'open house' in conjunction with the August 3rd National Night Out crime prevention celebration. Although August 3rd dawned stormy and wet and many of the events were postponed, the skies cleared in time for some music, poetry, conviviality and dancing to take place in this charismatic downtown community.

ORGANIZATION: United South Broadway Corp.

PROGRAM STARTED: 1998

POPULATION: 419,311

PROGRAM MANAGER: Mari Simbaña

ORGANIZATION PRESIDENT: Margy Hernandez

BUDGET: \$38,350

REVENUE SOURCES: City of Albuquerque UDAG funds





ARTESIA

Artesia is a center of activity for oil and natural gas production, and is located in the heart of the Pecos River Valley. In June of 1997, representatives of New Mexico MainStreet met with a group of Artesia citizens interested in a downtown renovation effort. With the organizational and architectural guidance of New Mexico MainStreet, Artesia put together Artesia MainStreet, Inc. A downtown streetscape master plan was approved by the City Council in July 1998 and working drawings for the Phase I Heritage Project were approved in March, 1999.

Construction is well underway on the Heritage Walkway and Plaza, containing murals depicting the history of the Artesia area. Over \$1 million in private funds have been raised for this project. The Plaza, a newly renovated, tree-lined, paved parking lot with electrical outlets, will be used for community events. The Walkway will have five fountains and an elaborately colored walking path. Over 70 trees will be planted in the one-half city block Heritage Project.

Private reinvestment in downtown is evident with several successful facade renovations completed. With New Mexico MainStreet architectural design assistance, some business owners have committed to renovating their buildings benefiting everyone in the improvement to the appearance of downtown.

Artesia has also undertaken the restoration of its lovely railroad station. Bids have been received

for renovating the depot and renovation and landscaping should be complete by mid-2000. When complete, it will house the Chamber of Commerce. Funding for the renovation is through a New Mexico State Highway and Transportation Department ISTEA grant.

Schools are important centers of the community and Artesia MainStreet's two big events are built around them: the fabulous Back to School Bash in August and the Out of School Splash in May. Various water games are held and the fire department sprays everyone attending (bring your bathing suit!). To mark the Millennium, Artesia Main Street held a Millennium of Champions Celebration that included music, food, games, prizes, an ascending New Year's ball, and fireworks.

ORGANIZATION: Artesia MainStreet, Inc.

PROGRAM STARTED: 1997

POPULATION: 11,197

PROMOTIONS: Back to School Bash, Out of School Splash, Light Up Artesia Christmas Celebration, and MainEvent Car Show

ORGANIZATION PRESIDENT: Peyton Yates

BUDGET: \$20,050

REVENUE SOURCES: Memberships, contributions, in-kind services, fundraising events



AZTEC

Aztec is a small rural community in the Northwest corner of New Mexico. Native Americans settled in this valley over 1000 years ago. The Aztec Ruins National Monument preserves and protects the ancient remnants of the Pueblo and community that once thrived here. Settlers developed Aztec's Main Ave. business district in the late 1800's. Downtown peaked in the 1920's as a thriving business district, and has survived over 100 years of booms and busts. Today Main Avenue is still the heart of Aztec.

AZTEC COURTYARD PROJECT

The community of Aztec has put together a conceptual plan for a courtyard to be located on Main Avenue. The future Courtyard represents a celebration of Aztec's history, citizenship, and a way to continue the revitalization and preservation of Historic Downtown Aztec by joining the community in establishing a beautiful courtyard complete with trees, benches, antique lamps and an enchanting water fountain. The Aztec Courtyard focal point is directed toward the central business district to complement the business sector. As a "pocket park" the intent is related more closely to the vitality of downtown than to a recreational need.

In conjunction with the Aztec Main Street Association, the City of Aztec has purchased vacant lots on Main Avenue and donated them for this special project. The City of Aztec applied and

received a grant from the Wal-Mart Leadership Award, and is actively pursuing other funding. As another way to subsidize the cost of the Courtyard, the City of Aztec is currently selling engraved bricks, with choice of inscription, to be placed along the Courtyard's path. Proceeds from each brick will support the development of the Aztec Courtyard.

As Aztec enters the year 2000, the Aztec Main Street Association enters it's fourth year of existence. The program's success has been through members' perseverance and dedication to a vision. A limited budget has been superceded by a willingness to make things happen for the betterment of downtown.

ORGANIZATION: Aztec Main Street Association

PROGRAM STARTED: 1996

POPULATION: 6,000

PROMOTIONS: Oktoberfest, Fiesta Days, Halloween Safe Treats, and Holiday Premier

VOLUNTEER DIRECTOR: Pat Gates

ORGANIZATION PRESIDENT: Ruby Pettijohn



BERNALILLO

Bernalillo is one of the oldest continuously inhabited communities in the United States. The sense of place in Bernalillo is evident not only by the magnificent landscape of the river valley, mesas and majestic Sandia Mountains, but also by the continued presence of man. Beginning with prehistoric Sandia Man, followed predominantly by the Tiwa culture and later Spanish settlers, these diverse people have gifted the region with a spiritual and cultural heritage that has influenced architecture, religious values, commerce and all other aspects of life in Bernalillo.

MAINSTREET STREETScape PLAN

In October, 1999 the Bernalillo MainStreet Association formed its first Design Committee to implement the MainStreet Streetscape Plan. The plan has been formulated over the past four years by the MainStreet Board with design assistance from Design Collaborative Southwest Architect Susan Freed and the State MainStreet Program,

New Mexico Highway 313 is Bernalillo's Main Street. Many problems are due to the conflict of moving vehicular traffic through town versus promoting pedestrian traffic. The streetscape plan proposes to improve the safety of pedestrians and vehicles, enhance the marketability of downtown and create an inviting appearance by adding native landscaping, furniture, and attractive and consistent signage.

The Bernalillo MainStreet Association received the blessing of the Town Council to prepare the plan for public input and review and to seek funding for the final project. The plan is phased over three years and at this time has an estimated cost of \$1,600,000.00

12TH ANNUAL NEW MEXICO WINE FESTIVAL AT BERNALILLO

The 1999 New Mexico Wine Festival attracted more than 16,000 attendees, and grossed over \$190,000 in revenue. The Festival continues to be the major funding source for the Town of Bernalillo MainStreet Association. Bernalillo MainStreet has received many honors for this festival including the American Marketing Association's "Marketer of the Year" award in 1994, The Rural Economic Development "Best of Class" award nine different times, and an induction into the New Mexico MainStreet Hall of Fame in 1997. The 1999 New Mexico Wine Festival was honored by the American Bus Association as one of the "1999 Top 100 Events" listed in their annual trade publication. The event was selected because of its broad appeal, accessibility to motorcoaches and other large groups, and as an example of excellence in showcasing North America's rich diversity.

ORGANIZATION: Town of Bernalillo MainStreet Association

POPULATION: 7,700

PROMOTIONS: NM Wine Festival, High Desert Farmers' Market, Bernalillo Arts Trail, Las Fiestas de San Lorenzo, Festival of Trees, Nighttime Christmas Parade

PROGRAM MANAGER: Maria Rinaldi

ORGANIZATION PRESIDENT: Al Briley

BUDGET: \$190,000

REVENUE SOURCES: Town of Bernalillo, New Mexico Wine Festival, Department of Tourism and Lodgers' Tax Fund



CARLSBAD

Nestled on the Pecos River, Carlsbad is known as a beautiful oasis in the desert. Year round sunshine, crystal blue skies, and an abundance of natural resources make the community a pleasant place to live, and unique events and attractions such as the Carlsbad Caverns and “Christmas on the Pecos” make Carlsbad a popular tourist destination in the Southwest.

CARLSBAD MAINSTREET PAST & PRESENT

The Carlsbad MainStreet Project was reorganized in 1996 through the sponsorship and participation of the City of Carlsbad, Eddy County, Carlsbad Chamber of Commerce, Carlsbad Foundation, Carlsbad Department of Development, local financial institutions, merchants and businesses. The Project rejoined the New Mexico MainStreet Program with the stated purpose of continuing work that began in 1987 to revitalize downtown and further the economic stability of the core business district.

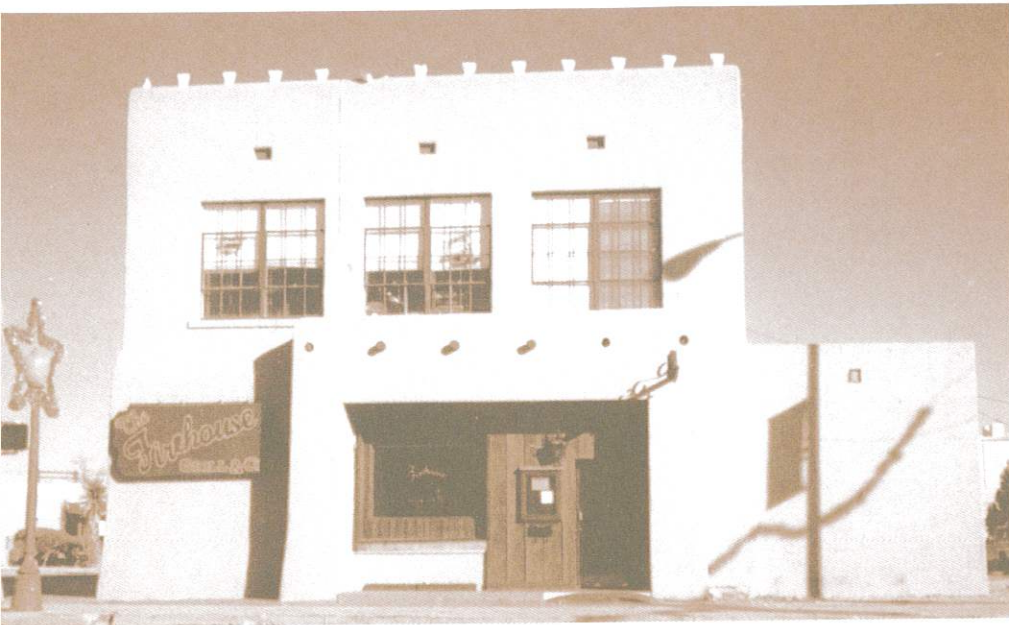
Carlsbad MainStreet is proud of developing a successful public/private partnership within the community. In 1999 the organization signed a Downtown Revitalization Services contract with the City of Carlsbad to provide \$20,000 annually, renewable for three years, to support the salary of the first-ever full-time Carlsbad MainStreet Project Manager. From the private sector, the

organization secured a \$15,000 matching grant from Westinghouse Waste Isolation Division to further support the hiring of a Project Manager.

INTEGRATING DOWNTOWN HERITAGE AND REVITALIZATION

Establishment of the Firehouse Gourmet Grill & Club in downtown Carlsbad this year is a downtown revitalization story made in heaven. A 1998 downturn in the oil and gas business led David and Lorena Shanks to pursue David's dream of owning a restaurant.

The Shanks picked one of the core business district's more historic buildings, the Old City Hall and Fire Station, for their restaurant. While these veterans of the well-site geology business were awaiting recovery of the oil business, they and their six employees worked eight months on a full-scale restoration of the nearly 100-year-old structure. In the restaurant foyer, period photographs featuring the original brick building and other Carlsbad landmarks encourage patrons to investigate rich local history. As of December 1999, after only six months in business, their investment in an historic downtown building is drawing in 1,500 to 2,000 hungry patrons weekly.



CARLSBAD *(continued)*

A CARLSBAD CHRISTMAS

Shining lights, Christmas carolers, and Santa Claus attracted the people of Carlsbad downtown for the annual Electric Light Parade. The theme for the parade was "Christmas Past," and over 18,000 people showed up at the event on November 27th, making it one of the biggest parades in Carlsbad history.

In addition to increased attendance there was also a significant increase in parade entries. This year, there were 43 entries for the parade, nearly doubling the number from last year. The Carlsbad MainStreet Promotion Committee organized several new activities to attract more people to the downtown area, including a Santa Claus photo booth and a youth choir singing Christmas carols.

The combination of holiday cheer and community involvement made the 1999 Electric Light Parade a shining success, kicking off Carlsbad's holiday season with the spirit of "Christmas Past" and joyful visions of Christmas "Future."

ORGANIZATION: Carlsbad MainStreet Project

POPULATION: 27,000

PROMOTIONS: Downtown Block Party, Western Week, Pumpkin Patch & Fall Festival, Electric Light Parade, Downtown Coffee Breaks

PROGRAM MANAGER: Melissa Suggs

BOARD PRESIDENT: Sherry Reese

BUDGET: \$25,000

REVENUE SOURCES: City of Carlsbad, Westinghouse Corporation, Fundraising events, local businesses



CORRALES

The Village of Corrales, nestled in the center of the Rio Grande Valley, still shows considerable evidence of its rich agricultural traditions. A wealth of attractions including several historic sites and popular farm stands complement the main street commercial district, which in itself is rich in history. Several restaurants are restored colonial buildings. The district is also a popular location for galleries, restaurants and cafés.

TREES AS FUNDRAISERS

A Dedicated Tree Program was successful, with 30 trees sold and planted at the Corrales Recreation Center. Main Street volunteer, Alana Markle, a professional landscape architect and member of the Main Street design and Corrales scenic byway committees, developed a landscaping master plan for the Corrales Recreation Center. The committee is also planning a public meeting early next year to educate and gain input from Corrales residents about MainStreet.

SCENIC BYWAY

The Promotion committee has applied for a Scenic Byway grant to continue promoting the Village as an historic and cultural tourism destination. Plans include a comprehensive promotional campaign developed by the Corrales Road Corridor Management Team. This promotional campaign will complement the Chamber of Commerce's advertising campaign.

DATA AND DESIGN

The Economic Restructuring committee will develop and maintain a database for use in measuring the economic growth and vitality of the community. It will include data that can be easily updated and printed for parties interested in doing business in Corrales. Corrales MainStreet, Inc. will become a clearing-house of economic development information for the Village.

The Design committee is reviewing the Village's zoning ordinances and preparing design guidelines. They have already completed an inventory of the commercial zone in terms of design features and will use this to prepare a booklet of recommendations and suggestions for property owners.

ORGANIZATION: Corrales Mainstreet, Inc.

POPULATION: about 9,800

PROMOTIONS: Scenic Byways grant to promote Corrales as a cultural tourism destination, Old Fashioned Christmas

PROGRAM MANAGER: Debbie Scott-Graham

ORGANIZATION PRESIDENT: Terrance Brown

BUDGET: \$50,000 (approximate)

REVENUE SOURCES: Village of Corrales, Sandoval County, grants, individual and corporate contributions, and fundraising



ESPAÑOLA

Española Main Street is excited to finally be on the way toward their vision of revamping Main Street to be the welcoming place to gather and shop that community leaders have always wanted. Just this year an agreement was executed between Española and the State Highway Department to carry out a road exchange so that Española's Main Street will belong to the City. The agreement will bring \$3 million to Española in 2000 to start their dream project.

The first step will be completely restructuring a downtown intersection that has needed an overhaul for many years. The project should be completed by 2001. Next, Main Street will be repaved, recurbed and the sidewalks will be replaced. This will be accomplished by 2002. Then businesses can begin to focus on getting a facelift for their buildings. In fact, some of that work will begin in January of this year with the help of New Mexico MainStreet architectural design assistance.

Because of all the infrastructure work Española MainStreet will be involved in for next few years, the number of promotions done throughout the year has been cut back to three: the Taste of the

Enchanted Valley event in the spring, the Kids Fest in the summer and the Electric Light Parade at holiday time. Although promotions are important to keep the organization in the public eye, the program also knows how important getting the main street and downtown looking good is for the entire community and the surrounding area. The benefits will be far reaching and long-term and Española Main Street is proud to be making it happen in 2000!

ORGANIZATION: Española MainStreet

POPULATION: 25,000

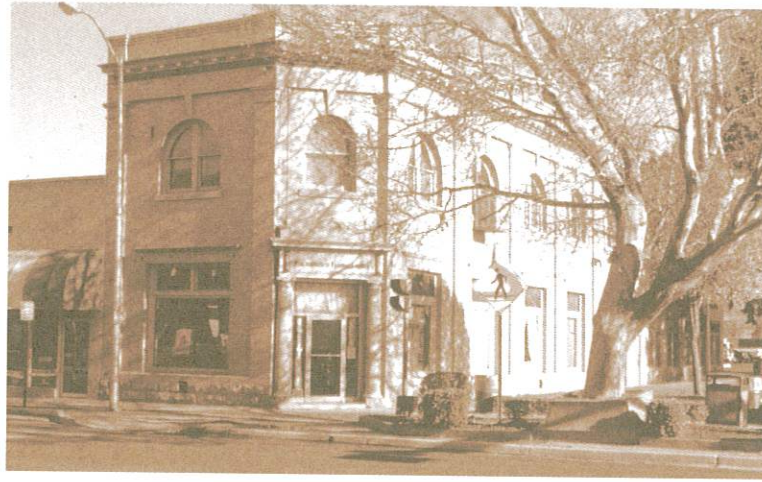
PROMOTIONS: Taste of the Enchanted Valley, Kids Fest, Electric Light Parade

PROGRAM MANAGER: N/A

ORGANIZATION PRESIDENT: Kelly Armstrong

BUDGET: \$20,000

REVENUE SOURCES: City of Española, private donations, and fundraising events



FARMINGTON

Located in the northwest corner of the state, Farmington is a wonderful place to live and do business. Farmington is a part of San Juan County which covers 5,560 square miles of fertile river valleys surrounded by high desert, rolling plateaus, mesas, and mountain ranges. The Animas, La Plata and San Juan Rivers flow through Farmington, accounting for two-thirds of the surface water in New Mexico.

1999 WHAT A YEAR!

Farmington's Main Street Program began 1999 with a membership drive that brought 45 new members to the Program. Downtown Clean-up Days kicked off a full year of events.

Downtown Freedom Days. This annual Fourth of July celebration grows bigger and better each year. The event draws thousands of folks downtown for shopping, eating and entertainment.

17th Annual Land of Enchantment Rod Run. This event is cosponsored by the Northern New Mexico Street Rodders. Thousands of folks from the four corners area attended this year's event to view 152 vintage hotrods.

Taste of Farmington. The annual fundraiser, Taste of Farmington, continues to grow each year. This year 640 tickets were sold and 91 items auctioned for a profit of over \$7,800. Not bad for a two hour fund-raiser!

OTHER HAPPENINGS

MainStreet partnered with New Mexico MainStreet to hold a retail merchandising seminar just in time for the holiday season. MainStreet worked with Farmington merchants to create enthusiasm about holiday window displays.

The City of Farmington Greening of Broadway project began in July 1999 and is due to be completed in the Spring of 2000. The project includes: a major storm and sewer system replacement and upgrade, center medians, and islands and bulb-outs at six intersections on Broadway in the downtown area.

ORGANIZATION: Farmington Downtown Association MainStreet Program

POPULATION: 42,000

PROMOTIONS: Downtown Cleanup Days, Freedom Days, Land of Enchantment Rod Run, Taste of Farmington, Thursday Night Shopping (during holiday season), Window Display Seminar

PROGRAM MANAGER: Nadine Perry

ORGANIZATION PRESIDENT: Reed Stone

BUDGET: \$60,000

REVENUE SOURCES: City of Farmington, memberships, Taste of Farmington fund raiser, grants, in-kind donations



GRANTS

Once the center of uranium mining production, Grants is located in the high-desert mesa country sandwiched between Mount Taylor and the desolate Malpais, giving it one of the most diverse landscapes in the state. Santa Fe Avenue, Grants' main street, is also Historic Route 66.

FACADE IMPROVEMENTS ON ROUTE 66

There is a hot new look for Santa Fe Avenue in Grants. Grants Mainstreet received assistance from New Mexico MainStreet on seven facade projects in 1999. Four of these are completed or currently under construction. Two more of the facade designs will start construction after the new year. Project manager Cecil Brown has been indefatigable in convincing merchants to "get with the program."

HUB OF HISTORY

Grants Mainstreet Project, with the help of a New Mexico State Highway and Transportation Department Scenic By-ways grant administered by New Mexico MainStreet, completed the "Grants Hub of History," a steel art mural. This mural depicts the history of Grants on Route 66 in full color and is 23 feet tall and 35 feet wide. The grant also allowed the Grants Mainstreet Project to publish a Traveler's Guide to Route 66 for the area.

With the help of a grant from the New Mexico State Department of Tourism and funding from Cibola County, the Grants Mainstreet Project was able to design and purchase seventy boulevard banners. These banners will advertise the five major events held on Santa Fe Avenue each year.

PING PONG BALLS!

The Grants Mainstreet Project participated with a float in the 73rd annual Fourth of July Parade. This float was unique in the fact that the Board members were throwing numbered ping pong balls to the crowd. The ping pong balls were redeemable for gift certificates at the Mainstreet booth at the Riverwalk Park during the special events. Fifty mainstreet businesses donated prizes like discounts, caps, meals and free rounds of golf. Fourteen hundred ping pong balls were thrown and almost nine hundred were turned back in for gift certificates. The winners then took their gift certificate to the mainstreet business to get their prize.

The third annual Christmas Light parade was a great success. Twenty floats were entered making this the biggest parade yet. The parade went down Santa Fe Avenue and ended at the Fire and Ice Park. Mayor Snodgrass turned on the lights of the city Christmas tree. Carolers sang Christmas songs, Santa gave out bags of candy to the children, the yule logs were lit and there was free hot chocolate and cookies for everyone.

ORGANIZATION: Grants Mainstreet Project

POPULATION: 9,000

PROMOTIONS: Christmas Light Parade, Fourth of July ping pong balls & boulevard banners

PROGRAM MANAGER: Cecil Brown

ORGANIZATION PRESIDENT: Louis Uttaro

BUDGET: \$26,000

REVENUE SOURCES: City of Grants, Cibola County and membership dues



HOBBS

Hobbs, is a mid-sized town in Southeast New Mexico with a population of 30-35 thousand. Oil, gas and agriculture are the primary industries. Hobbs is fortunate to have a junior college and a four year college with a Master's Degree program.

MainStreet Hobbs began in 1996 as a group of individuals interested in restoring the core of the community, thereby improving their image as a shopping area. Their desire was to renew a feeling of community for the people of Hobbs and the surrounding communities.

MainStreet Hobbs Inc. has targeted one historic structure built by Russian immigrants in the early 1930's for renovation and has also featured that building on the banners that now line Broadway designating the focus area for revitalization.

During the short period of time that MainStreet Hobbs has been operational, several promotional activities have taken place. In conjunction with the American Legion and VFW, MainStreet sponsored a Memorial Day Parade and Celebration honoring those serving in the military service.

HOT AUGUST NITES

Hot August Nites has been the most successful promotion to date. For the past two years, during August weekends, antique cars, hot rods, motorcycles and antique tractors lined Broadway. There were food booths, games, contests, outrageous adventures, a sound systems contest, and lots of music and dancing. Thousands of people filled the streets. A real feeling of community was restored in the city. By popular demand Hot August Nites will continue to rock around Hobbs each year.

Organization, Economic Restructuring, Design and Promotion committees of MainStreet Hobbs Inc. have formed their goals and are actively involved in pursuit of those goals.

ORGANIZATION: MainStreet Hobbs, Inc.

PROGRAM STARTED: 1997

POPULATION: 30-35,000

PROMOTIONS: Hot August Nights, Memorial Day Parade

ORGANIZATION PRESIDENT: Dorothy Runnels

REVENUE SOURCES: Grants, in-kind, memberships



LOS ALAMOS

Los Alamos County celebrated its 50th Anniversary in 1999. This significant anniversary was recognized with a year-long celebration of community events. The events included everything from a free picnic for the entire community to an ongoing series of historic lectures and presentations. Most events were coordinated by the all volunteer 50th Anniversary Committee. Nearly all the events were held in downtown Los Alamos, and MainStreet merchants reaped the benefits of a busy, vibrant downtown.

Originally an elite but rugged ranch school for boys, and eventually the site of the country's first nuclear weapons laboratory, Los Alamos is situated high atop steep mesas at the foot of the Jemez Mountains. The tranquil and fascinating community of Los Alamos offers some of the most spectacular vistas in New Mexico. Los Alamos National Laboratory is one of the world's largest and premier scientific research centers, covering 43 square miles and several technical areas. It also serves as a primary economic engine for northern New Mexico providing employment for nearly 10,000 people.

FESTIVALS AND FUN

The Annual EarthDay Festival has been a downtown street fair celebration for the last five years. The EarthDay Festival has endured and grown in spite of poor weather conditions every year. Learning from experience the EarthDay 2000 Festival will be replaced by a "Summer Celebration" to be held on July 15. The Summer Celebration will include arts and crafts, live music, and entertainment.

Trick-or-Treat on MainStreet is an extremely popular event, and it is always held the Friday evening before Halloween. The streets fill with 2000 costumed children as they go from store to store on their trick-or-treat mission. The evening is concluded with snacks, music, and magicians at a community Halloween Party.

The Holiday Light Parade was a beautiful spectacle of lights, sound, and community activity. A team of forty volunteers worked the event and over thirty brilliantly lighted floats entered the parade. The Tree Lighting at Ashley Pond was complemented by music and recognition of the closing of the 50th Anniversary year. Senator Steve Stoddard, Chairman of the 50th

Anniversary Committee, and his wife Barbara, served as Grand Marshals of the Parade and Guests of Honor at the Lighting Ceremony.

MYSTERY MERCHANT

Twice this last year Los Alamos MainStreet coordinated sales promotions designed to improve the relationship between MainStreet merchants and their customers. A photo of a local merchant in disguise was featured in the newspaper and radio ads gave clues as to his/her identity. Customers then dropped their "guess" in ballot boxes at participating businesses. Out of all the correct guesses a drawing was held and one winner claimed \$1000 in Chamber Cheques. Chamber Cheques are used like cash at any Chamber of Commerce business. The response to the program has been tremendous. It is a fun cooperative advertising campaign that both the merchants and the customers enjoy.

THE MAINSTREET FUTURE COMMITTEE

The Los Alamos MainStreet economic restructuring and design committees have merged to create the MainStreet Future Committee. The MainStreet Future Committee has committed to an intensive public involvement process to help develop a vision for the new downtown comprehensive plan. They have contracted with the new urbanist architecture firm Moules and Polyzoides to design and administer a public input process for downtown design.

ORGANIZATION: Los Alamos MainStreet

POPULATION: 18,344

PROMOTIONS: Earthday Festival, Trick or Treat on MainStreet, and the Holiday Light Parade.

PROGRAM MANAGER: Mary Beth Woodall

ORGANIZATION PRESIDENT: Chris Dissinger

BUDGET: \$80,000

REVENUE SOURCES: Los Alamos County, and Corporate Sponsors



LOVINGTON

Located in the southeast corner of the state, Lovington is “from” everywhere: two hours east “from” Roswell, two hours southeast “from” Carlsbad, two hours west “from” Midland/Odessa and Lubbock. Lovington is the county seat situated nearly in the middle of Lea County. The economic base is primarily oil, ranching and the fast emerging dairy industry. Lovington’s economic stability has risen and fallen in accordance with the rise and fall of the oil field activity and ranching.

Lovington Mainstreet began just four short years ago and is comprised wholly of volunteers. Being a small community all volunteers are also volunteers on other boards. Mainstreet supports and works with organizations already focusing on downtown revitalization by having members on the boards of Lovington Economic Development, Lovington Chamber of Commerce, the Museum, and Keep Lovington Beautiful

A NEW LOOK FOR COURTHOUSE SQUARE

Lovington’s very first project was a streetscape. Mainstreet elected to have trees placed around the courthouse square to beautify the area and to encourage community support of the Main Street Approach. The City of Lovington, through the city manager, put in trees, installed new curbing, repaved around the courthouse and installed new brick sidewalks. New lighting and

banners are scheduled for the near future. With the improved streetscape eight businesses around courthouse square have undergone renovations.

Lovington Mainstreet Program is committed to strengthening its organization and is currently rewriting its bylaws, working to obtain a 501(c)(3) nonprofit status and developing its membership. In addition, Mainstreet will be pursuing development of a skate board/swimming pool park. Lovington and Hobbs Main Street Programs will partner this upcoming year to hold a golf tournament. Artesia, Lovington and Hobbs Main Street Programs are intent on creating an historic, self-guided byway among the three communities to feature the oil field and ranching industries.

ORGANIZATION: Lovington Mainstreet Program

PROGRAM STARTED: 1995

POPULATION: 9,277

PROMOTIONS: Golf Tournament

VOLUNTEER MANAGER: Linda Pritchett

ORGANIZATION PRESIDENT: Susan Coe



PORTALES

Portales is a small rural community, and the home of Eastern New Mexico University. Portales became a small settlement when the railroad came through Eastern New Mexico in 1898. Many farmers claimed homesteads in Roosevelt County, and coming to “town” for products and services was an exciting time for families.

WASHINGTON LINDSEY STATUE PROJECT

One of those early homesteaders was Washington E. Lindsey. A lawyer by profession, Lindsey and his family moved to New Mexico from Chicago looking for new opportunities and a better climate for Mrs. Lindsey’s health.

Lindsey and partners formed the Portales Townsite Company. Lindsey was the president and chief promoter of the company. He converted part of his homestead into town lots and encouraged growth of the town. Much of the original townsite was owned by Lindsey and sold to those interested in business in the town. Lindsey built and owned many of the first buildings around the square.

Lindsey helped create the legislation for Roosevelt County, served as Portales’ first mayor and was elected Lieutenant Governor in 1916, and assumed the office of Governor when Governor De Baca died six weeks into office.

In honor of Lindsey and all of the Roosevelt County pioneers, a nine foot bronze statue, sculpted by Roosevelt County artist Barry Lambirth, has been placed on the Courthouse Square, the heart of downtown Portales.

PORTALES STREET SCAPE PROJECT

The Lindsey statue is a great addition to the MainStreet Street Scape Project. Since the organization’s beginnings in 1994, MainStreet has been working on the revitalization of downtown Portales.

In this small farming community, prosperity comes and goes with agricultural prosperity, leaving its mark on downtown. The major project for Portales MainStreet is to revitalize downtown through the additions of new sidewalk, pedestrian lighting, trees and trash receptacles.

MainStreet believes the first thing a customer notices about a shopping district is its appearance. The total project is 13 city blocks costing approximately \$1 million. Two phases of the project have been completed with the help of property owners, businesses and the City of Portales.

ORGANIZATION: Portales MainStreet

POPULATION: 2,250

PROMOTIONS: Christmas Cash, Christmas Jubilee, Heritage Days, Halloween Carnival

PROGRAM MANAGER: Donita Massey Privett

ORGANIZATION PRESIDENT: Orlando Ortega

BUDGET: \$21,000

REVENUE SOURCES: City of Portales, Roosevelt County, Private and Business Contributions



ROSWELL

Roswell, located in the Pecos River Valley, is New Mexico's fourth largest city. Roswell has been a New Mexico MainStreet community since 1988. Over these eleven years MainStreet Roswell has, through public/private partnerships, effected over \$17,000,000 in major revitalization projects in Roswell.

MainStreet Roswell is happy to announce that downtown has no vacancies at this time. They have a waiting list if any vacancies do occur. In 1999, MainStreet Roswell has taken Economic Restructuring to new levels that affect not only downtown, but the whole community and state.

During the past several years it has become apparent to MainStreet Roswell that economic development and education must be linked. MainStreet Roswell sponsored The Health and Education Symposium October 22-23, 1999. This statewide two-day Health & Education conference was at held at Eastern New Mexico University, Roswell Branch.

The focus of the conference was to discuss outstanding national educational models; specifically, alternative, magnet and charter schools that have successfully lowered drop-out rates and increased the numbers of "at-risk" children reentering the school system. The purpose of this symposium was to provide supportive alternatives to enhance education. More importantly, 180 educators and citizens from all over New Mexico had a chance to join a new "community" of like minded peers. Educators received continuing education credits for attending the symposium.

ORGANIZATION: MainStreet Roswell

PROGRAM STARTED: 1988

POPULATION: about 50,000

PROMOTIONS: Chili Cheese Festival

PROGRAM DIRECTOR: Dusty Huckabee

ORGANIZATION PRESIDENT: Roberta Ahlness



SILVER CITY

Silver City MainStreet is entering its thirteenth year, and is the oldest continuously operated MainStreet Program in New Mexico. Silver City is a small mining town in the southwest corner of the state, and is the gateway to Gila Wilderness. The town has enjoyed a boom-and-bust economy since being founded in the summer of 1870 when the discovery of silver brought thousands of miners in search of newfound riches. Early settlers decided the town should be built to last, and quickly erected a brick foundry after mandating all buildings be of masonry construction. The town still enjoys a wealth of brick Victorian buildings as a result, and also boasts many attractive buildings from the 1920s and 1930s.

DUCKS IN A ROW FOR BIG DITCH PARK

Silver City MainStreet got great news late in the year when funding for the second phase of improvements to the Big Ditch Park became available. To date they have amassed \$535,000 for the second phase of improvements to the park. Improvements slated for 2000 include landscaping of side streets that lead to the park, new lighting, new staircases, improved paths, bank stabilization and landscaping within the park itself. MainStreet already has overseen numerous improvements to the park, including a new pedestrian bridge, lighting, new sidewalks and bank stabilization completed in the last year. The Ditch was formed when a series of turn-of-the-century floods carved a 55-foot deep arroyo out of what once was Main Street in downtown Silver City. The park features steep, leafy banks, a tree-lined creek and broad areas suitable for public gathering. At Halloween, MainStreet resurrected its popular fundraiser, the Spookwalk, in the Ditch. We are hopeful an amphitheater can be worked into the next round of improvements.

1999 FULL OF ACTIVITIES

A brand new rodeo parade, a resurrected night of terror in the Big Ditch Park, engineering of a major streetlights project, and a great season of holiday promotions are just some of the highlights of the Silver City MainStreet Project in 1999.

MainStreet is poised to put up historic, pedestrian-scaled streetlights in downtown Silver City. Final engineering details are being worked out and the project should be put out for bids soon. Taking down the old highway-scale streetlights downtown has gained broad-base support from the public and elected officials alike. Installing streetlights that invite the public to linger after dark is one of the key ingredients to a successful downtown. The new lights will provide the kind of light that will encourage people to stop, get out of their cars and dine, go to a movie and go for a stroll in downtown Silver City. They hope this will encourage more downtown businesses to keep later hours.

ORGANIZATION: Silver City MainStreet Project

POPULATION: 13,000

PROMOTIONS: Celebration of Spring, Farmer's Market, Pro Rodeo Parade, Taste of Downtown, Spookwalk, Lighted Christmas Parade, Downtown Gift Certificates.

PROGRAM MANAGER: Tom Drake

ORGANIZATION PRESIDENT: Ken Ladner

BUDGET: \$45,000.

REVENUE SOURCES: Town of Silver City, corporate sponsorships, private memberships, and promotional events



TRUTH OR CONSEQUENCES

This year the “volunteer” Main Street program was “officially” adopted by the Sierra County Economic Development organization. The same Board and Committees worked for both organizations, and it was felt that SEDO staff could lend some stability to the Main Street program.

Truth or Consequences is known for its mineral baths and hot springs. The entire downtown area of T or C is located over a supply of hot mineral water that is available at the surface through wells and pools. Temperatures range from 98 to 115 degrees. T or C could claim the Hottest Downtown in New Mexico!

MAIN STREET STUDIES HISTORIC RESOURCES IN T OR C

Appreciation of a community’s history can foster community planning and development strategies with historic preservation at its core. Historic preservation projects stimulate a variety of economic development activities including heritage tourism and downtown development. Registered historic districts have been documented to be a primary draw for cultural tourism and properties are eligible for financial incentives for rehabilitation, typically in the form of tax credits. State and National Historic districts can only be designated after a thorough and official documentation of the resources has been established. An accurate and official building inventory is the foundation of the documentation needed. This past summer New Mexico MainStreet gave Truth or Consequences a really good look by conducting just such an inventory.

The hot springs of Truth or Consequences, have long been a destination. With the advent of the motoring tourist in the mid twentieth century, an influx of travelers gave rise to many bath houses, motor courts, motels, and modest resort apartments centered on the therapeutic mineral springs. Changes in tourism trends in the decades that followed resulted in the decline of the once popular destination. The unique building resources were gradually disappearing, often from neglect.

The building resource inventory project was conceived to be a community undertaking with the support of the MainStreet program. The initial phase included a public forum for the community. Then the field work was divided among MainStreet staff, student interns, and community people. While much of the work is a rather technical process, most of the participants were interested in the details of the local architecture. The inventory is in the final stages of completion and will be turned over to the State Historic Preservation Division for permanent retention.

ORGANIZATION: Sierra County Economic Development Organization

POPULATION: 6,644

PROGRAM STARTED: 1997

PROGRAM MANAGER: Claudia Paine

NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT

State of New Mexico
Gary E. Johnson, Governor

New Mexico Economic Development Department
John A. Garcia, Secretary

Economic Development Division
Peter Mitchell, Director

New Mexico MainStreet
Maryellen Hennessy, Director

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