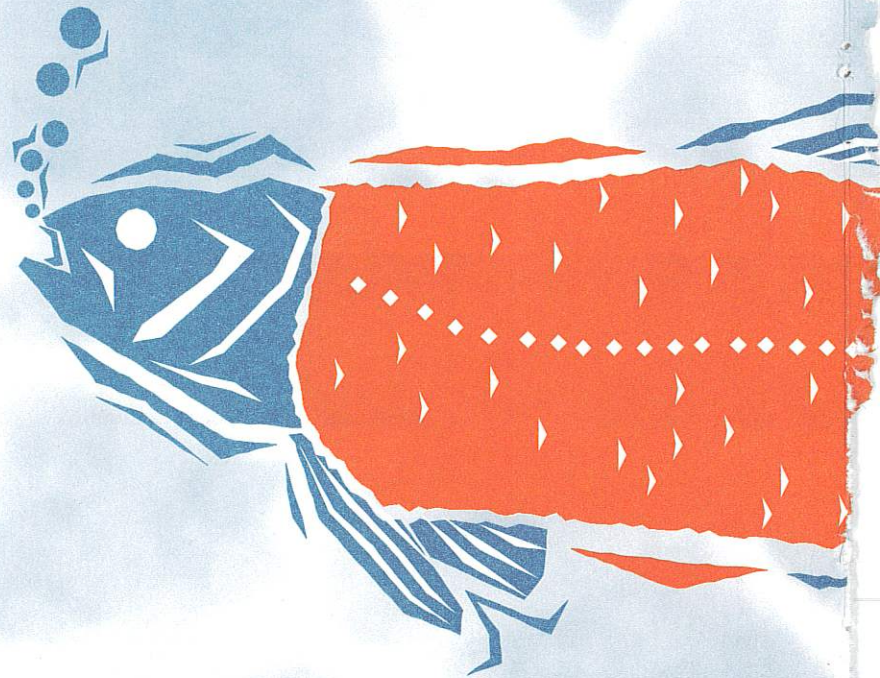


1997 Community Awards
Commemorative Program

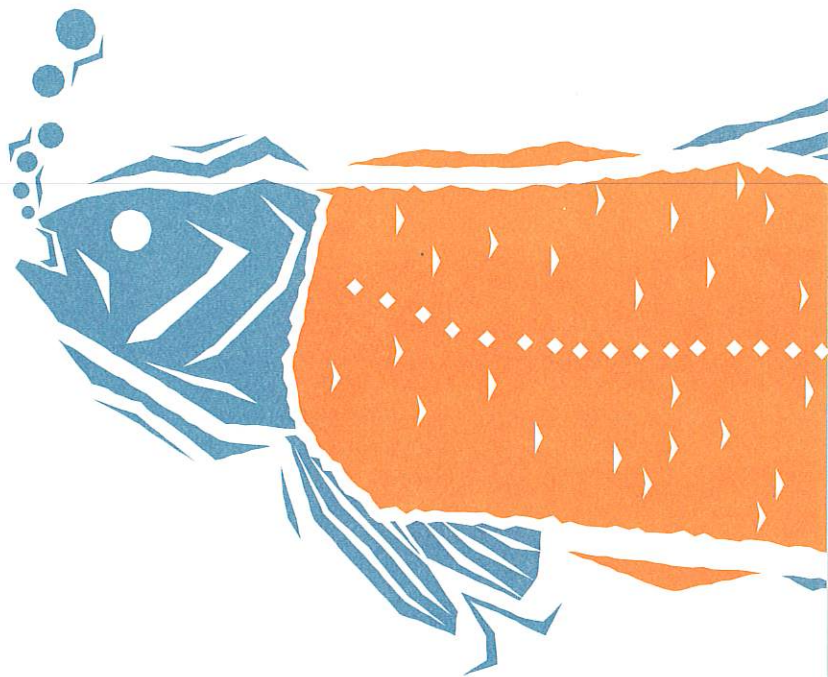


New Mexico MainStreet
February 12, 1998



A stylized illustration of a fish, likely a trout or salmon, rendered in a paper-cut style. The fish is primarily orange with blue and white patterns on its body and fins. It is positioned on the left side of the page, facing right.

Tall Tales & Fish Stories

A stylized illustration of a fish, similar to the one on the left, rendered in a paper-cut style. It is primarily orange with blue and white patterns. It is positioned on the right side of the page, facing left. Above its head are several small blue circles of varying sizes, suggesting bubbles or a thought process.

The New Mexico
MainStreet Program
Awards for 1997

La Fonda Hotel
Santa Fe

Roberto Rios, Master of Ceremonies

Albuquerque

Building of the Year

Central Park Southwest

This international-style building with Streamline Moderne touches, at 924 Park Ave. SW, has been an anchor on the west end of Albuquerque's downtown since it was built in 1950. The 25,000 sq. ft. two-story structure is composed of yellow brick with stucco accents and metal canopies over entrances. It addresses both adjacent streets through the use of a segmented corner entry with a radiused metal canopy. The horizontal banded windows with brick-covered opaque wainscoting provide daylighting and connection with the pedestrian environment on the sidewalk, but afford privacy for desk-seated activities.

Present owners John Lorentzen and Karen Leigh Cook purchased the building in 1993 and hired Southwest Development and Construction and architect Van Gilbert to rehabilitate the structure.



The building was gutted after asbestos abatement took place, and received a face lift, complete interior with remodeling, lighting upgrade, and a covered parking area with a glassed-in atrium entry. The brick facade was retained, and the interior displays contemporary touches with metal railing at the atrium, warm stained wood accents, and ceramic tile flooring laid in a dynamic pattern.

This renovation project is the first downtown to take advantage of the city's Residential/Commercial zoning initiative to create economic vitality. Current occupants are professional offices. The renovation raised property values, created a safer environment, and has increased pedestrian activity in this once sleepy west end of downtown.

Building of the Year

Doonie's

An attractive lunch spot near the corner of Broadway and Gibson Boulevard has emerged from 2101 Broadway SE. TNT Deli leased the building from owner Margaret Otero last year. Ms. Otero purchased it in 1987 and operated Doonie's Restaurant with her late husband. The building is still known locally as Doonie's and to honor that history, tenant Tim Ruger, owner of TNT Deli, plans to open a nighttime jazz workshop under the name Doonie's.

Enterprise Builders recently finished their contract under the Facade Improvement Program to make major facade renovations to this former hodgepodge of materials and styles. Once a gas station and parking lot for ambulances, the building still had a large garage door separate from the restaurant space. The new facade replaced the garage door with a glass block window, installed bright awnings, pulled the whole image together with new stucco, a raised roof line and new signage. There is also a new metal awning that will enable outdoor seating in warmer months.

TNT Deli/Doonie's looks great, and Tim Ruger reports dramatically increased business since improvements were completed.

Business of the Year

Java Joe's Downtown

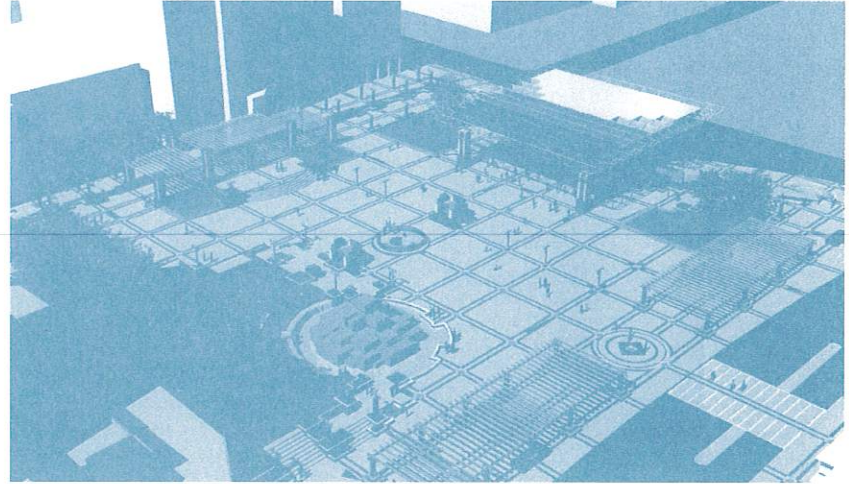
High quality funky is how Nick Fioretti describes the atmosphere of his restaurant, Java Joe's Downtown. A little off the frenetic honking sensory smorgasbord of the downtown beaten path, it is a pleasant walk from the critical mass of office buildings and businesses in the heart of Albuquerque. Interiors are sunny, brightly colored, hung with artwork and comfortable—not stuffy. The unpretentious quality of Java Joe's is attributed, in great measure, to the arty dining rooms and the natural homemade quality menu (including Sunday brunch). But the clientele—from neighborhood families with kids, to Country Club old-timers, to the party folk who haven't been to sleep yet on Sunday mornings—makes this restaurant different from anything else you can find in Albuquerque.

Java Joe's opened in 1992, when operating a business on the west end was a pioneering effort. A member of the MainStreet Board, Nick Fioretti supported downtown events by operating a booth at the very successful Farmers' Markets, offering high quality coffee and scones. Nick plans to open for dinner next year to support the effort to draw people downtown at night for positive entertainment experiences.

Promotion of the Year

Albuquerque Downtown Farmers' Market

From August through October 1997, this agricultural event brought 500-700 people weekly into a downtown park. Up to 25 farmers took part, and downtown resident shoppers brought their dogs. So a dog contest was added, with dogs dressed in tutus, ruffles, hats and cowboy gear. First prize was 25 market dollars. Chefs from downtown restaurants used market produce to create masterpieces. And New Mexico State University Cooperative Extension personnel provided demonstrations, contests and cooking hints. Estimated total economic impact of the weekly markets was \$50,000.



MainStreet Special Community Award

Albuquerque Civic Plaza Renovation

At the turn of the century, when Albuquerque was a town of 8,000, it had one public park, called Robinson Park—a triangular piece of land created by the irregular street grid. Throughout the twentieth century, growth of the downtown area focused on commercial construction. Open space was largely overlooked until the urban renewal efforts of the seventies, which witnessed creation of the Civic Plaza, a city block converted to a mostly hard-scaped and rather unfriendly place.

This behemoth of concrete and brick, with an open plaza space at its center, did not contribute to the flow of pedestrian movement from the adjacent pedestrian mall, civic center and commercial buildings. Although it was

the venue for large public gatherings and small impromptu social meetings (mostly by default due to lack of alternatives), it received continual derision from the populace for being an ineffectual and unsightly impediment to downtown Albuquerque's revitalization.

The City of Albuquerque Capital Implementation Program, led by Fabrizio Bertolotti, enacted a nine-year phased project to renovate the Civic Plaza. It hired the local architecture firm, FMSM, to hold open public working design sessions to allow for input from the venue's users, and to prepare a final design. That design was intended to improve visual connections and traffic flow with surrounding pedestrian activities, and create an anchor and activity generator for the downtown pedestrian system.

Improvements included increased shade through placement of trees and trellises, increased landscaping to soften the hard edges of the brick and concrete, a new performance area—including covered stage with dressing rooms, lighting and sound systems, and response to the culture of the region through the use of indigenous design motifs and land use.

By creating a truly user-friendly, attractive public space, with positive and functional connections to the surrounding downtown commercial district, the City of Albuquerque has reinforced the Civic Plaza as the center of the city, and has provided a comfortable and engaging social place for residents, tourists and convention delegates—a boost to the economic vitality of the downtown commercial district.

Albuquerque/Barelas

Business of the Year

B. Ruppe Drug

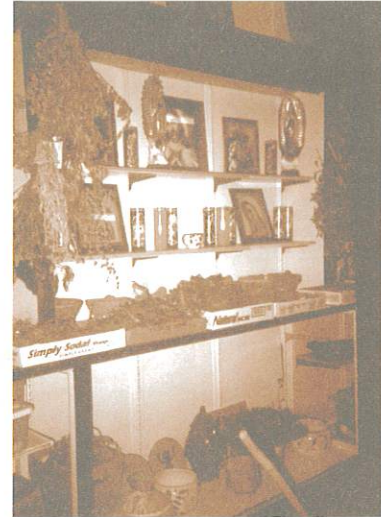
B. Ruppe Drug, established in 1947 at 807 4th St. SW, is the heart of a community—a community of neighbors, business people, scholars, religious leaders and, of course, children. Generations of people have come to this drug store for more than pharmaceuticals. They come from around the corner for a soda and a new key, to catch

up and share a few moments with Maclovia, Tom, Fannie and Dolores. They come from all over the state to meet family, visit friends and buy a special something not found anywhere else. They come from all over the U.S. and overseas to buy the herbs Maclovia and Fannie gather, to learn how to prepare infusions, poultices and decoctions.

People come to Ruppe's for a piece of New Mexico's living history. Pharmacist Tom Sanchez graduated from UNM's very first pharmacy class. Maclovia Zamora, a renowned herbalist recently nominated to Who's Who in America, guest at the Smithsonian, and popular teacher, often conducts classes at the store.

Customer service at Ruppe Drug is from another era. An example of how Ruppe's defines customer service—you are greeted by name, asked how your mother is, or whether your nephew still needs ocha. Little do some know how Ruppe's has cared for its community. On a very cold day, a woman and her children came into the store. She was wearing shorts, and the children were shoeless. They left with their prescription and a pile of warm clothing, encouraged to come back for more.

Ruppe Drug is a community place in the largest sense of the word. It's just a building, but the spirit and history inside are what people return for. Maclovia is right: "Nowhere but at Ruppe's."



Volunteer of the Year

Margy Hernandez

Barelas' commercial development is successfully underway, and like most successful endeavors, there are driving forces that make things happen. Margy Hernandez is such a force. Owner of La Mexicana Tortilla Company, which has operated in Barelas for 50 years, Margy has volunteered numerous hours of personal time, and money, to make Barelas a better place to live, work and shop.

Margy serves on two community boards; Amigos y Amigas—a South-Broadway-based neighborhood youth tutorial program, and United South Broadway Corporation—a community development corporation addressing housing and commercial revitalization efforts for Albuquerque's low and moderate income neighborhoods.

For MainStreet, Margy has worked tirelessly to organize a Fourth Street Merchant's Association involved in commercial revitalization and promoting the district. Working with merchants, she has promoted crime prevention efforts to make the area safer for retail businesses. She has also promoted United South Broadway's Facade Improvement Program, and, as a result, the majority of merchants are participating in the program and investing thousands of personal dollars in matching funds for facade improvements.

According to Margy, "The heart of MainStreet is building relationships. Using MainStreet concepts as a guide, Barelas merchants have built positive working relationships with the neighborhood, government agencies and surrounding communities. Without these relationships, commercial revitalization and overall economic development of our neighborhood, and businesses, cannot happen."

Bernalillo

Building of the Year

The Bibo Residence, Sandoval Properties, Inc.

Current owners of the Bibo residence at 878 Camino del Pueblo, are Tammy, Greg and Mona Abouseman, doing business as Sandoval Properties, Inc. The Abousemans took great pains in restoring this property to its original splendor. With the assistance of MainStreet Architect Susan Freed, the Abousemans removed all the additions and "modernizations" of the past 52 years. A great deal of "sweat equity" and approximately \$25,000 were invested in this property. Since the family is involved in the construction industry, this became an 18-month-long project for the owners, their parents and numerous other family members. Built in 1925, the property was the residence of a prominent merchant family (the Bibos). Other than housing a bakery from 1983-85, this is the first exclusively commercial application of this property.

Business of the Year

The Range Cafe

The Range has occupied three locations on Camino del Pueblo since 1992. In five short years, it has become an institution in Bernalillo. Growing in size from 2,300 sq. ft. at its first location, to more than 4,800 sq. ft. at present, the Range now employs 55 people, compared to 15 in 1992. On its busiest days, the Range has been known to serve 850 patrons.

During 1995-96, the owners of the Range, Matt DeGregory and Tom Fenton, invested \$300,000 in the former Duran Drug Store (built at the turn of the century) and furthered the prosperity of the MainStreet district. The Range is the anchor of the Rose Center and is credited with the establishment and success of several small businesses that have located in the area since the Range's relocation in December of 1996.

Volunteer of the Year

Leonard Prairie

Leonard Prairie was born and raised in Bernalillo. He is the father of three and grandfather of four, employed as superintendent for Mac Construction in Albuquerque. His dedication to his community is quite evident—he is Treasurer for the Town of Bernalillo Housing Authority, a volunteer fireman, and a charter member of the MainStreet Fiesta Committee. In addition, he has dedicated almost 30 years of his life to preserving the 300-year-old tradition of Los Matachines in Bernalillo.

As a member of the MainStreet Fiesta Committee, Leonard is responsible for assisting the director in the organization and promotion of the annual Fiesta de San Lorenzo. In his capacity as a volunteer fireman, he is involved in MainStreet Christmas activities which include giving gifts to children on Christmas Day. He has also been a volunteer member of the New Mexico Wine Festival staff for eight years. Leonard is invaluable in his service to the MainStreet Association.

Leonard says, "I enjoy volunteering for the activities sponsored by the Bernalillo MainStreet Association because the activities are always so positive and create a great sense of community."

MainStreet Hall of Fame Promotion

10th Annual New Mexico Wine Festival at Bernalillo

Established in 1987, and held annually over the Labor Day Weekend, this event attracted attendance of 16,560 in 1997, with \$117,989 raised from merchandise and ticket sales. Total gross revenue in 1997 was approximately \$650,000. The New Mexico Wine Festival is the premier event for the Town of Bernalillo and the New Mexico wine industry. It combines wine sales and tasting with continuous entertainment, a fine arts show, New Mexico agricultural products, food and children's activities to provide an entertaining weekend destination for the county, state and the world!

Carlsbad

Building of the Year

Municipal Building

The Municipal Building, at 101 N. Halagueno, was built in 1952 by U.S. Borax Potash for \$400,000, and used for office and lab space. Recent renovation included covering the outside of the building with foam insulation and Dry-Vit—for better energy efficiency. Then the building was painted, inside and out. All the old wood-sash windows were closed to make airlock entries. The porch and entries were tiled. Entrances and restrooms were made accessible for the handicapped. Halls and offices were carpeted, and a new heating and cooling system was installed. Total spent on renovation was \$800,000.



Business of the Year

The Mercantile Antiques, Collectibles & Gifts Mall

The Mercantile Antiques, Collectibles, and Gifts Mall opened its doors on November 26, 1996, and is now completely full—with 31 vendors, all from Eddy and Lea counties. A large part of the mall's success is its downtown location at 105 South Canyon. It has helped brighten the appeal of downtown Carlsbad. The 31 vendors change their selections almost daily, offering quality merchandise at affordable prices. Their first year in business has been a true learning experience.

The mall, owned by Melinda Jenkins, has regular customers who come 2-3 times a week just to see what's been added. Vendors have learned that some of the regulars are looking for, and when they drop by the staff gets to say "Look what we got in." This is really fun and exciting business for all the vendors concerned. They love seeing what comes into the mall and what other people are collecting. The credit for success goes to all 31 vendors at the Mercantile Mall. One of them said "we are all like a family!" And it does truly feel that way.



The mall supports Carlsbad's various youth organizations such as the Carlsbad High School swim team and modern dance, Cavemen football and soccer, and Eddy County Jr. Rodeo Association and Queen Contest. The vendors feel that by contributing to Carlsbad's youth, they are contributing to its future. The Mercantile Mall is honored to have a successful business in downtown Carlsbad and would like to say "Thank Ya," Carlsbad talk for making it possible.

Volunteer of the Year

Dorothy Bridgwater



Dorothy Bridgwater was recently promoted to Senior Vice President at Carlsbad National Bank, and is the first woman to attain that position. She is a member of the First Baptist Church, and also enjoys her relationship with Emmaus Community. Dorothy is active in the Carlsbad MainStreet Project, and is also Second Vice President of the Business and Professional Women's Club, as well as being chair of the National Business Women's Week.

Dorothy serves on the MainStreet Board and was chair of the Membership Campaign for 1997. She also is co-chair of the Organization Committee for the Carlsbad MainStreet Project. And she is responsible for coordination of the Carlsbad "promotion of the year"

Block Party. The entire community was very supportive of Dorothy and her committee's efforts during the membership campaign.

For Dorothy, "The Carlsbad MainStreet Project has been a rewarding experience. The support of our community has been outstanding. The dedicated volunteers I have been privileged to work with have made an impact on the appearance of our community that we will all take pride in for years. MainStreet has given me an opportunity to give back some of what this community has given to me and my family. I am honored and grateful to be a part of our success."

Promotion of the Year

Block Party

MainStreet's Block Party was initiated in 1997 as a membership campaign, and attendance was estimated at 2,500. The strategy was to invite the community downtown to celebrate while learning more about the MainStreet Project. The impact of this promotion reminded residents that downtown Carlsbad is the heart of the community.

The most innovative feature of the promotion was a talk by Dallan Sanders of Portales, director of the Roosevelt County Board of Economic Development, sharing his perspective on MainStreet Projects and their potential importance for the community of Carlsbad.



Española

Building of the Year

Rio Grande Cafe



Bernie and Dell Archuleta opened the Rio Grande Cafe in Española in 1947. In 1951, they constructed their own building on the site of a former cafe at the corner of Hill Street and Los Alamos Avenue, and celebrated their grand "reopening" in 1952. The Rio Grande is the only locally-owned cafe serving the historic MainStreet District, and it is also frequented by regulars from Los Alamos.

In the 1950s the Rio Grande Cafe was a hangout for high school students who could get a bowl of chili for 50 cents. Today Bernie, in his high starched chef's hat, still rules the kitchen, and has made his cafe a destination for great homemade Northern New Mexico dishes.

In celebration of their 50th year in operation, Bernie and Dell renovated the exterior of the cafe in 1997, by adding a wall to the portal and a hand-painted sign to the highway side of the building. Their renovations were modest but impactful, and congruent with building and signage styles for their region and their vintage 1951 cafe.

Business of the Year

Cook's True Value

Cook's True Value has been located in Española's Historic MainStreet District, on Paseo de Oñate, for more than 60 years. Owner Richard Cook's True Value store offers an almost one-stop-shopping



experience with its huge inventory of hardware, plumbing, electrical and building supplies, holiday goods, camping, kitchen and gardening equipment. Cook's is a true supporter of the visions and programs of Española MainStreet: donating time, materials, funds and employees to ensure that Española MainStreet's promotions are grand successes.

As a locally-owned, and family-operated business, Cook's prides itself on both its excellent products and its excellent customer service; most customers are dealt with on a first-name basis.

Cook's True Value is the cornerstone of retail business in the historic MainStreet district. Española MainStreet suffered a particularly hard blow this year with the closing of the former SunWest Bank, and, according to the rumor mill, Cook's was thinking of moving. But Kelly Armstrong, Richard Cook's daughter and the store manager, affirmed, "Cook's is here to stay. We at Cook's True Value look to the future to see MainStreet grow and develop."

Volunteer of the Year

Pauline Martinez

Pauline Martinez is a life-long resident of Española. She and husband Manuel have one daughter and two grandchildren. Pauline is involved in civic affairs, on the board for the Northern New Mexico Community Theatre, vice-president of Española MainStreet, and a member of the committee for the CuartoCentenario (the celebration of the 400th year since the arrival of Don Juan Oñate). Pauline's family settled in Española soon after Don Juan Oñate found it!

Pauline is a tireless volunteer for MainStreet. She writes, edits and publishes its newsletter, and plans and executes Taste of the Enchanted Valley and the Arts and Crafts Fair, which are yearly fundraisers. Pauline is very familiar with the daily operations of the MainStreet program, and she has graciously given time to help with administrative tasks. She also has been chair of the Organization Committee.

"I want to leave a legacy for my grandchildren. I don't want our downtown lost. It's a very worthy cause," says Pauline.



Promotion of the Year

Española MainStreet 1997 Holiday Extravaganza



This year's Holiday Extravaganza on December 13 and 14, attracted 10,000 spectators and shoppers. Parade entries and Arts & Crafts exhibitors were charged a nominal participation fee, which helped with expenses. The "word on the street" is that the Holiday Extravaganza "kept" shoppers in town longer, and that many stayed to eat dinner in local restaurants. There were many events on Saturday which captured the imagination of young and old alike—a children's choir, Los Matachines, and local entertainers on the outdoor stage; a balloon glow, food booths and Santa Claus were based at the Española Plaza. During the day the Arts and Crafts Show provided good "gift-purchasing" opportunities for Christmas shoppers.

The Electric Light Parade was definitely the biggest crowd pleaser. More than 30 entries, some with 50,000 or more lights, glittered their way down the hill to the MainStreet District. Crowds lined Paseo de Oñate for over a mile. Judges had to improvise, because the City had doused streetlights to make the parade even more spectacular. So the judges, who were seated on a rooftop for prime viewing, could not see entry numbers on the floats. If you listened carefully between the "oohs" and "aahs" of the crowd you could hear a faint "Number 18" being called up to the rooftop.

Farmington

Building of the Year

Rolling Waters Building

The rehabilitation of this building marks a new beginning for Farmington's downtown area. Farmington was incorporated as a town in 1901. The "Rolling Waters Building," one of the oldest standing structures in Farmington,

was built in 1906 to house the town's first bank—established in 1902. The bank was on the street level and professional offices were rented on the second floor. Farmington's population was 700. In 1907, First National Bank shocked the community by hiring a woman cashier, Harriet B. Sammons. Harriet was named bank president in 1922, the first female bank president in New Mexico, and continued in that position until her retirement in 1951.

The Rolling Waters Building was named for swastika-like symbols in its sandstone frieze. Before Hitler's use of the image in Nazi Germany, the swastika was associated with motion, good fortune, health and long life.

Farmington experienced a boom in growth both prior to and following World War II—resulting from the discovery and development of natural gas and coal in the region. The bank outgrew the Rolling Waters building in 1958. In 1962, the building was purchased by Edward Fetterolf and used as a menswear store. In 1969 it was remodeled; windows on the street level were replaced with block; and the recessed corner entry was enclosed. A

women's fine apparel store joined the men's store, with storage upstairs. The interior was ruined by a fire in 1973, and in 1984 it was decided to cover the exterior with metal siding.



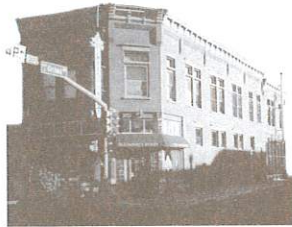
Jaime Wisner purchased the building in 1994, remodeled the ground floor, and removed the metal siding, exposing the original brick, stone and swastikas.

Legendary citizen Elmer Taylor, a major force in the government of San Juan County, a builder, a miller and a farmer, provided the bricks and stone for the Rolling Waters Building and worked on the masonry. He was best known in state government as "the father of primary law in New Mexico" while serving as State Representative 1937-1938.

Business of the Year

Three Rivers Eatery and Brewhouse

Three Rivers Eatery and Brewhouse, 101 E. Main St., was the brainchild of three long-time friends who purchased the building a few years back—Bob and Cindy Beckley, and John Silva. They wanted to do something special with what they believed was one of the most attractive buildings in downtown Farmington. They searched high and low in New Mexico, Arizona, Utah, Colorado and beyond, to see what was working in revitalized downtown areas. The one constant was brewpubs. They pitched their idea to establish a brewpub in Farmington to local banks, and Sunwest Bank (now NationsBank) was able to put together a loan package with the help of Enchantment Land Certified Development Company out of Albuquerque.



The building's exterior was kept close to its original design. Extensive remodeling of the interior brought the building up to code and made for a charming place that people of all ages could enjoy. Since opening in July 1997, Three Rivers has become a focal point of Farmington's Main Street. It's one of the few businesses there that stays open past 5 p.m., and it has caused tremendous excitement throughout the community. The Beckleys and Mr. Silva have proven that downtown Farmington can once again be a destination in the four corners area.

Volunteer of the Year

Nancy Sandel

Nancy has represented the Christian Science Reading Room at the Farmington Downtown Association/MainStreet meetings. Because she strongly believed that the MainStreet Program should be supported not only by businesses, she became our first individual member. Last summer she organized the preparation and sale of chili dogs for two summer events—The Great Race, and Farmington Freedom Days. She recently completed another promotion, A Taste of Farmington, which raised about \$4,000 for Farmington MainStreet and involved the community in our revitalization efforts.



Nancy grew up in Ft. Worth, Texas, and received her B.S. in Education from Texas Technological College. In 1965 she and husband Jerry moved to Farmington. As the mother of three, she was active in Brownies and Cub Scouts. She was one of the originators of the San Juan County "Just Say No" Clubs. She is a volunteer in the Christian Science Church where she has served as First Reader, Sunday School Teacher, Reading Room Librarian, Board Member and on the Publication Committee.

For Nancy, "The MainStreet Program brings a sense of direction and unity to its participants. I like the vision it brings of possibilities and the organizational tools to carry out that vision."

MainStreet Special Community Award

Mary Murfin's

Janet Henderson has been in retail sales for 14 years. Her years of experience led her to buy her own business—Mary Murfin's, which has consistently excelled in attractive store windows and interior visual merchandising.



Janet and Mary Murfin's are a shining example to the other businesses downtown on how to merchandise, and how to attract customers to the downtown area. They are recognized for their efforts in making downtown Farmington look and be economically viable once again.

Grants

Business of the Year

Sakelares Properties

Angela Sanchez, owner of Sakelares Properties, was the first property owner on Santa Fe Ave. to join the Grants Main Street Project, and to seek and implement the recommendations of Main Street on revitalizing the facade of her building.

Through a creative agreement with the Grants MainStreet Project, Sakelares Properties agreed to offer a discounted rent to the Mainstreet organization in exchange for a facade makeover. They have also been instrumental in getting other property owners and tenants involved with the Grants MainStreet project. And Angela sits on the Board of Directors of Grants MainStreet and works for the revitalization of Santa Fe Ave. (Historic Route 66) in Grants.



Business of the Year

Pro Printing

Pro Printing, a local print shop established in 1996 in Roosevelt Plaza, has from its onset been dedicated to offering high quality printing services with a specific focus on customer service and satisfaction. Owner Rudy Dominguez has been active with Grants MainStreet almost since his arrival. He has volunteered countless hours for the design and production of numerous flyers, letters, Christmas cards (for Photos with Santa), and logo design—which was extensively modified to fit our banner display. Rudy has also been an active member of the Promotion Committee and is constantly lending his expertise regarding what will and what will not work in the area of graphic design. His ideas and innovations have allowed us to minimize our direct cost, while consistently putting out high quality pieces which the entire organization has been quite proud of.



Volunteer of the Year

Felipe Santistevan

Felipe Santistevan grew up in Ranchos De Taos, the third of six children of Tony and Peta Santistevan. He attended St. Francis Catholic school until eighth grade, and graduated from Taos High School, then attended the University of Albuquerque, TVI, and UNM.

Felipe began his volunteer service as an altar boy in grade school. In 1985, he began volunteer work with Special Olympics through ARC of Taos County. Felipe went on to serve with the Taos and State Boards of Directors of ARC, and is actively involved with the local Grants ARC chapter. He has been in the construction industry for more than 30 years, and in 1995 moved his construction company to Grants, where he met and married his wife Elosia.



Felipe Santistevan has “taken the bull by the horns” in his leadership of the Promotions Committee. He spearheaded the American Orient Express meet-the-train events throughout the summer of 1997, and led the Promotions Committee in design and implementation of a banner display program. He also was paramount in the organization of our First Annual Christmas Pictures with Santa, at a local annual Arts and Crafts fair. And Felipe organized our first annual Christmas Light Parade which was a smashing success—above and beyond anyone’s wildest imagination.

“MainStreet is the heart of the community and Grants MainStreet is the treadmill that starts the cardiovascular for strengthening of the heart,” says Felipe.

MainStreet Special Community Award

Cibola Communities Economic Development Summit

People statewide are talking about all the things that are happening in Grants and Cibola County. They are also wondering how we manage to accomplish project after project with minimal resources. We are accomplishing many projects by the collaborative efforts of all sectors of our community. The phrase “turf wars” does not exist in our community. We have learned that by empowering one another in all of the projects we attempt, nothing is impossible.

The culmination of this community collaboration was the first Economic Development Summit held in Cibola County this past November. Under the guidance of Vanessa Gray, executive director of the Cibola Communities Economic Development Foundation, a two-day summit was held, bringing together all segments of the local economy—both public and private, and sharing with each other the projects that we are all working on. At the end of the summit, a workshop was held where community goals were established, giving us all a bigger vision, and focal points for future efforts in the community.



Los Alamos

Building of the Year

Central Park Square

The Central Park Square dates back to the mid-1940s, and was the forerunner of today’s malls. During the 1930’s and 40’s, federal planners designed shopping centers or malls to separate pedestrian and vehicular traffic in an attempt to foster social interaction within a community. All the store fronts faced inward to a large central park, with parking on the perimeter of the mall. This was the biggest and the last of these shopping malls constructed shortly after World War II.

The Central Park Square was the core of downtown until the 1980’s when the Mari-Mac shopping mall was built about four blocks away on Trinity Drive and Central Avenue. Central Park Square’s retail space had deteriorated. Many of the stores left, so there was a high vacancy rate and remaining stores struggled to maintain their customer base.

Finally, in 1993, Tom & Mary Ann Netuschil bought the Shopping Center, which they fondly recalled as the vibrant center of downtown. The Netuschils grew up in Los Alamos, and intended to restore its downtown to its past glory.

There was no doubt that major renovation and tender loving care were essential to bring new tenants in. The Netuschils replaced approximately 90% of the shopping center's 150,000 sq. ft. roof. In addition, they added two primary and many secondary power sources and replaced thousands of sq. ft. of concrete sidewalk.

The Netuschils renamed their shopping center Central Park Square, and hired SMPC Architects to revitalize its exterior with a contemporary "facelift." SMPC's design augmented the existing mall with towers, brick sidewalks, new signage, exterior white walls with teal tile inlay, and teal roof awnings.

The Netuschils implemented SMPC's design by doing much of the work themselves. Currently, the east side is 99% finished. The old bowling alley is now an elegant three-story office building for Kaiser Engineers. The south side—the old City Library, was completely renovated and now houses the Chamber of Commerce and Tourist Information Center, as well as many great retail businesses. Part of the library was torn down to give stores better visibility and accessibility.

The Netuschils plan to renovate the rest of the Square, and tie it into Central Avenue. Many visitors—even longtime residents, don't realize that shopping is tucked away inside the Square. In a county survey completed last year, the community's major complaint with Los Alamos was not crime, rapid growth, pollution, or congestion, but the lack of retail shopping. With the help of MainStreet and the work of the Netuschils, Los Alamos will be able to provide the public with retail shopping opportunities and a sense of community in our downtown.

Business of the Year

Metzger's True Value Hardware

Fifty years ago, Lee Metzger Senior began serving Los Alamos and the Manhattan project as a "Contractor of Sales and Service." In 1947, he opened a hardware and Firestone store in the Central Park Plaza. In 1978, the store, now a True Value Hardware, moved across the street to the Central Shopping Center at 15th Street and Central Avenue. The founder's sons, Bob, Tom and Lee Jr. took over operations in 1982.



These very successful brothers credit their employees as the key to their success. Lee said "employees are the key to providing good, friendly service." Good service is what keeps customers coming back time and time again. Current manager, Leonard Gutierrez, believes in tailoring the store to fit the customers' needs.

After 50 years of business in Los Alamos, Metzger's has not only become an anchor in downtown, but it has been a friend to the MainStreet program since it began in 1994. Metzger's has participated in many of the MainStreet economic restructuring efforts, as well as with many promotions.

Volunteer of the Year

Cheryl Sowder

Cheryl Sowder is a Los Alamos native who has been a small business owner in her hometown for more than 17 years. Her business is The Finishing Touch, an interior design/supply store. She and her staff sell paint, carpet, custom draperies and much more. Cheryl is involved in many community and regional organizations including the Los Alamos Family YMCA, the Española Wildlife Refuge, Los Alamos MainStreet, Los Alamos Quality Network, the Los Alamos County Chamber of Commerce, the Northern New Mexico United Way Campaign, and Quality New Mexico.



Cheryl has been involved with Los Alamos MainStreet for several years. Within the last year she was instrumental in the reorganization of the Board of Directors as well as in the re-formation of MainStreet committees. Currently, Cheryl serves on the Economic Restructuring Committee and the Board of Directors. When the Secretary/Treasurer position recently became vacant, Cheryl came to the rescue and took on the responsibilities of that position.

Cheryl says, "My experience working with Los Alamos MainStreet is personally rewarding because, through MainStreet Manager Krissy Gustinger and other Los Alamos business leaders, the organization has accepted a strong leadership role toward positive community development. The MainStreet approach of Economic restructuring, promotion and resource development will be vital in the next few years in determining the direction Los Alamos will take."

MainStreet Special Community Award

County of Los Alamos Downtown Streetscape Project

The Los Alamos County Public Works and Parks and Recreation Departments are recognized for their hard work and support in making the Los Alamos Streetscape Project a wonderful success. The Streetscape Project received Intermodal Surface Transportation Enhancement Act funding in 1993, and in 1997 the project was completed.

The county's Public Works Department worked hard to oversee the project, which took longer than expected, primarily due to the community's need for ongoing input and revisions in the design phase of the project. Actual construction did not start until 1996. The Public Works staff worked with the contractor to ensure quality and timely completion of the project. And they solicited the input of businesses on Central Avenue.

Without Public Works' efforts, the sidewalks and streetlights would not have been up in early December for the holiday shopping season. And even though the grand opening occurred in December of 1996, the project was not complete until spring of 1997. We thank Kyle Zimmerman—the County Engineer, Alison Stephens—Project Inspector, Vickie Mallet—Streetscape Project Leader, and Dave Riker—County Public Works' Director, for their tenacity in making sure that the Central Avenue Streetscape became a reality which the community is proud of.

Now that the project is complete, Los Alamos County Parks and Recreation Department has ensured that downtown is kept clean and orderly, and they water and manicure landscaped areas daily.

Promotion of the Year

Trick or Treat on MainStreet

Merchants agree that the economic impact of Trick or Treat on MainStreet was incredible. Two merchants said they set a record in sales. An estimated 2,000 people attended. Bradbury Science Museum went all out! Each year they sponsor a High-Tech Halloween event open to everyone. Traditionally that has meant a one-day haunted house in a portion of the museum. But this year the museum continued the haunted house for three consecutive days to accommodate public school children. Visitors ventured through the haunted house and participated in many high-tech hands-on science activities. High-Tech Halloween at the Museum was co-sponsored by Johnson Controls of Northern New Mexico.





Lovington

Building of the Year

Lea Theater

After buying the long-vacant Lea Theater, John Joyce Jr. and his mother have succeeded against tremendous odds. An independent small-town movie house competes against television and rental videos, but the Joyces operate the family business with low overhead. They reopened the Lea Theater in 1991 to a sellout crowd. The building has remained the same as it was in the 1950s, with new air conditioning but the original projector, screen and sound equipment, and seats for 500. A Dallas film broker books their movies, mostly family-rated. Admission is a bargain, \$2.50 per person.

Business of the Year

Lea County Electric Cooperative

For the past two years, Lea County Electric Cooperative, owned by those it serves, and situated in downtown

Lovington, has been particularly involved in the community in construction, services to patrons, and assisting in economic growth. The Coop participates on the boards of the Lovington Chamber of Commerce, Lovington Economic Development, and Lea County Economic Development. For years it has supported the annual Chamber of Commerce Electric Light Parade and Fourth of July fireworks display. Lea County Electric has a large youth scholastic scholarship program, a coloring contest for grade school children—with the winner awarded a savings bond, and a Youth Tours Essay Contest—with the winner awarded a trip to Washington, D.C. Lea County Electric Cooperative has been selected for this award for its outstanding efforts for economic growth.

Promotion of the Year

MainStreet Golf Tournament

Teams of four plus spectators added up to 200 people attending this year's MainStreet Golf Tournament, and 10 people spent a night in Lovington. The fundraising strategy included sale of beverages, and prizes for "mulligans," balls closest to the pins, longest drive, and longest putt. Proceeds will be used for a beautification program around the Court House. After two years, this has the reputation of being the 'funnest' golf tournament in Lea County.

For the past four years, four community volunteers—Bob Bowen, David Campbell, Kathy Boss and Pat Rogers—have virtually produced our St. Patrick's Day Golf Tournament by themselves. It has turned into one of Lovington MainStreet's major money-making projects, and has pulled in people from neighboring towns and states.

Why do these volunteers work with MainStreet?

Bob said, "I enjoy it. I like doing something to make the town look more beautiful and to make our hometown a better place to live."

David said, "Because they do so much to support our local community."

Kathy said, "Working with Lovington Beautiful goes hand in hand with MainStreet projects."

Pat said, "I like their ideas and approaches."

Portales

Building of the Year

Wheeler Mortuary

Wheeler Mortuary has been a downtown business since 1924, when it was located on Main Street. The business moved to its present location just one block east in 1934. On July 4, 1995, the former landmark was destroyed by fire and was subsequently rebuilt as a state-of-the-art facility in its old location. Scott Reeves, the present owner, and his wife Debbie, have been associated with the business since 1968. They became co-owners in 1976 and took over sole ownership in 1993. This beautiful new facility sets a standard for quality for the entire community and is a great asset to our downtown.

Business of the Year

The Computer Doctor

The Computer Doctor moved downtown into a prominent and key building on the Square just over a year ago. Owner Dennis Hale first put almost \$100,000 into the interior and storefront of his building and commenced to do a great job developing his retail, service and Internet business. The business has been a valuable asset to our downtown both aesthetically and from an economic standpoint.

Volunteer of the Year

Orlando Ortega, Jr.

Orlando Ortega, Jr. stands alone. He joined our MainStreet team two years ago, as he was elected City Councilman. We had been stymied in our efforts to fully engage the city as a partner even though the City Manager was wholeheartedly behind the program. Orlando was just the spark we needed, as he shepherded our streetscape project through the Public Works Committee and the City Council, for their cooperation and financial support. Orlando then made the contacts and received commitments from three utilities and the local paper to raise over \$11,000 for the streetscape's pedestrian street lamps, brick, benches, trash receptacles, trees and grates, etc.

He and Danny Woodward were the catalysts in the realization of this goal. Orlando also put in countless hours working with the contractor, engineer and the city, coordinating the project. He additionally did a video that chronicled volunteers involved in the completion of the project. He continues to make himself more aware of historic preservation and to help plan additional phases of the MainStreet program.

MainStreet Special Community Award

South Side Merchants Streetscape Project

Anyone presently eastbound through America's busiest town Square (1996 estimated traffic count 6,893,402 vehicles) sees a prototype streetscape that is a sneak preview of what is to come for Portales MainStreet. This recently-completed project was one of true collaboration and partnership. The City of Portales took out the old sidewalks, installed water meters for the trees, provided the engineering and funding for drainage and met American Disabilities Act requirements.

Each business on the south side of the Square paid for replacement of curb, gutter and brick-bordered sidewalk. Public Service of New Mexico provided trees, tree grates, benches and trash receptacles. Southwestern Public

Service donated four decorative lamp posts, and Century Cable and the Portales News Tribune each bought a street lamp. Roosevelt County Electric Cooperative furnished electrical wire and set an electrical transformer for additional service. The Portales Fire Chief and a former mayor each donated their services as licensed electricians, and a local teacher/landscaper and the Junior High principal ran a drip water system and planted trees.

Individual citizens provided financial support and labor, and professional local contractors also donated labor and equipment for the project. Over 200 hours of labor was donated by all the volunteers involved. The primary contractor took the contract knowing it was not a profitable venture but rather a community service project. The entire project was coordinated by two MainStreet activists, an "on the Square" businessman—Danny Woodward, and City Councilor Orlando Ortega, Jr. Our entire community has responded favorably to this first phase streetscape and eagerly awaits the next phase which includes installing pedestrian street lamps, ornamental trees, tree grates, benches and trash receptacles around the remaining three sides of the downtown Square.

"A winner is a dreamer who just won't quit. We have a dream," says Portales MainStreet.

Roswell

Building of the Year

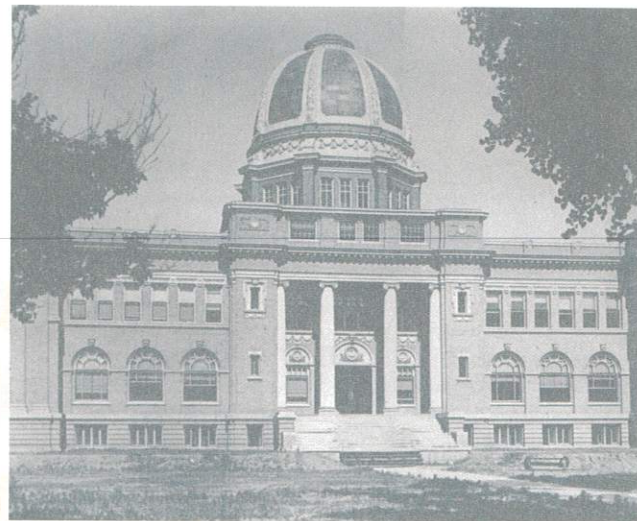
Chaves County Courthouse



In 1996, a \$90,000 project cleaning and sealing exterior brick for the Chaves County Courthouse was completed. All the window trim was also reglazed and painted. And in 1998, the Courthouse will undergo a \$250,000 interior rehabilitation.

The Chaves County courthouse was constructed in 1911, designed by the architectural firm Rapp and Rapp of Trinidad, Colorado, in the contemporary Beaux-Arts Classical style.

The dramatic classical building with its soaring green dome architecturally symbolizes the heart of Roswell and Chaves County. Oral history states that the Commissioners conceived of a creative financing plan for such a large investment in a fledgling new county, by passing governmental indebtedness on to federal coffers—as was the practice for new states' public debt. The resulting monumental building was a wise long-term investment for the county in that the somewhat oversized original design provided adequate expansion space for growing county operations.



Business of the Year

Finishing Touches

In 1987, Mike and Toni Pemberton opened Finishing Touches at 316 North Main. It was the last business location realtors showed them because downtown was felt to be a bad area for starting a new business. But from the get-go Mike and Toni proved them wrong. Finishing Touches, a framing and specialty shop, is a success story on how to compete with malls.

The Pembertons have a positive attitude no matter what the crisis. When Main Street faced reconstruction in 1994, they got their neighbors organized, remodeled their own rear entrance and encouraged three neighbors to do the same. During reconstruction, their business didn't suffer, it expanded! Mike's and Toni's leadership was one reason that Roswell did not lose a single business during that crisis.

Customers are greeted and treated as someone special at Finishing Touches, no matter how much money they spend. Mike and Toni may have coined the phrase "service after the sale." If they don't carry something a customer seeks, they send them to another merchant. The Pembertons were instrumental in starting MainStreet Roswell and Mike currently serves on the board. Both are active in Rotary Club, and have probably helped, in one way or another, with every organization in the city.

Volunteer of the Year

Adrean Spencer

Adrean Spencer is a Roswell native who has been in business on Main Street for the last 19 years. She owns and operates Adrean's Wedding Gallery. In 1994, Adrean and husband Nolen sold their commercial building to the city and reinvested in a historic property at 317 North Main. The building had been vacant for 10 years and was in horrible shape.

With the help of MainStreet architects, the completely restored building is the new home of Adrean's Wedding Gallery. Adrean recently purchased another historic building on Main Street with intentions of total restoration. She is meticulous and cares a lot for her hometown and its image, which she shows by being both a civic and a social leader in the community.

Adrean has been a longtime MainStreet volunteer, and has served on the board for the past three years. She is active on both the design and promotion committees, and has been actively involved with the Chile Cheese Festival since it started—working from 6 a.m. until she helps break it down that night. Adrean was elected president of the MainStreet Board in 1997, and is a strong believer in the Four Point approach to MainStreet. She is a remarkable woman—she doesn't talk about restoring buildings, she does it! She doesn't dream about what could be, she makes it happen. You can count on Adrean to show up on time and get the job done right.

Adrean says, "MainStreet is a program that works, you can see it. The people on our board are dedicated, even in the rough times, and we've seen rough times."

Promotion of the Year

UFO Encounters '97

This special event brought 50,000 people into the International UFO Museum, and raised \$30,000. Lodgers' tax receipts for 1997 are up over \$100,000; and Roswell's gross receipts tax rose over \$500,000 as a result, contributing to the building of three new motels and another on the way. Attendance leapt from 1,494 in 1992 to 192,124 in 1997. Records show that 66.9% of visitors said they came to Roswell specifically to see the Museum & Research Center.

Besides these impressive economic performance indicators, the Roswell UFO Encounter attracted national and international media attention.

Salt Missions Trail

Building of the Year

Gray Building on Main St.

The gray building on Main St. has had numerous lives, and is the first building to be rehabilitated in Estancia. Current renovation has kept the exterior the same, but the "fixings" of the interior bring it back to 1906, when it was a bank—there's still a vault. Windows are being re-sized and trimmed and the tin ceiling will have crown molding installed—to match their past.



In the 1920s, the building was a boarding house upstairs and restaurant downstairs. The boarding house was comprised of 10 tiny rooms with one bath at the head of the stairs. The building is 23' wide, with a total of 2,850 sq. ft., and now houses a gallery and gift shop. Owner Margarita Hibbs is trying to restore the character of the building while making it profitable and usable. "When you destroy the buildings, you destroy the souls of the community," she says.

Business of the Year

Don Schwebach Farm



Don Schwebach Farm is known all over the state for its sweet corn, potatoes and pinto beans. It is representative of the agricultural heritage of the region, and the use of modern methods to keep up with needs and demands of today's consumer. On a small acreage, taking good care of the land, he makes a living for himself and seasonal workers. Schwebach Farm is supportive of community activities and has never refused a request of our MainStreet program.

Volunteer of the Year

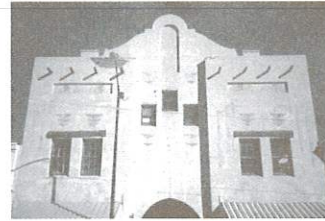
James McMichael

James has a Masters degree in engineering, taught engineering, did research and development for General Dynamics, and has done union mediation. He moved to New Mexico in 1985, taught senior driving classes and has been in charge of local Senior Olympics for six years. He has been on the MainStreet board for 2 1/2 years and chairman for 1 1/2 years. He did most of the collecting for our countywide cleanup of junk and old cars that netted Salt Missions Trail MainStreet almost \$4,000.

James explains, "The MainStreet program offers an opportunity for interested volunteers to contribute to improving quality of life for county residents."



El Sol Theater



El Sol reopened for its original use this year, as a moving picture theater. It is the second theater that present owners and operators Ricardo and Donna Medina have reopened on Bullard Street, in the heart of Silver City's historic downtown.

El Sol stands across the street from the Gila Theater, which was Business of the Year in 1996, and the theaters' combined seating capacity enables the Medinas to book better movies. El Sol features 200 comfortable loge-type seats and an adults-only balcony. There is a new larger screen and newly installed Digital Theater Sound system with Dolby Surround Sound.

This building was built in 1934. The exterior was refurbished by former owner David Fischer in the early 90s, and the canopy added at that time. Until the Medinas bought the property in 1996, the gutted interior was used as a warehouse. The Medinas restored the interior, including repainting the original murals. Theater seats were reinstalled and the snack bar reopened, so that a real movie theater lives again in historic downtown Silver City.

Silver City

Building of the Year

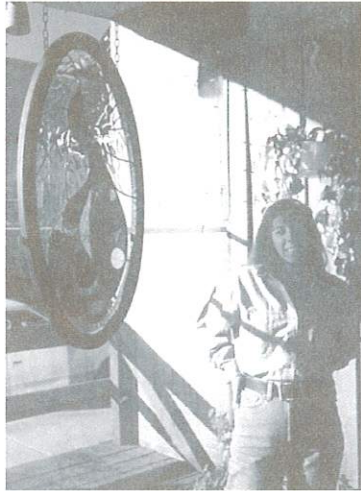


Business of the Year

The Corner Cafe

The Corner Cafe is in a historic building on the corner of Bullard and Broadway that housed other anchor businesses, such as a drugstore, before becoming a cafe. The Corner Cafe opened in 1985 and current owner Judy Kenneally began working as a waitress there the following year. After working at the Corner Cafe for 10 years, Judy and husband Joe thought about purchasing the business. Shortly thereafter, workers and customers arrived to see a sign in the window saying "For Sale. Cafe will close in seven days if business is not sold." Judy Kenneally and fellow waitress Kathy Reiss formed a partnership and purchased the business. They spent three days cleaning and reorganizing, and opened their cafe on July 3, 1996. Now, Kathy has gone on to teach school, and Judy is sole owner.

The cafe is open seven days a week for breakfast and lunch, with a new menu retaining old favorites, new decor, and a growing collection of historic downtown memorabilia.



Volunteer of the Year

Sudie Kennedy



Sudie has been active in community affairs since she and her husband and four children moved back home to Silver City in 1975. She is a past president of the Silver High Booster Club and PTA, and of the 24 Club and Junior 24 Club. She was formerly on the Chamber Board and with Silver City Grant County Economic Development. Sudie is one of the founders of, and still active with, the Western New Mexico University Foundation, and is a member of the Prospectors. She owns and operates, with her family and associates, Home Furniture—an anchor business for 60 years in the historic downtown.

Sudie is a Founding Mother, and has been an active volunteer throughout the history of the Silver City MainStreet Project. Sudie served two terms as president, three years as treasurer, three years as Promotion Committee Chair, and is currently on the Streetscape Committee. She is involved with fundraising through the Organization Committee and is a positive spirit with constant enthusiasm that whatever we are working on can be accomplished.

"The beauty of the MainStreet Program is the way it provides education and encouragement which enables property owners and merchants to help themselves. We of the Silver City MainStreet project greatly appreciate the close partnership we have been able to develop with the town of Silver City. The past 12 years have been an exciting journey of successes in historic downtown Silver City," Sudie says.

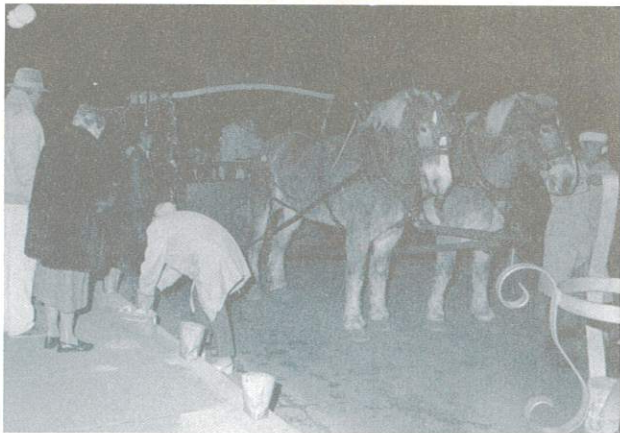
Main Street Hall of Fame Promotion

Silver City Lighted Christmas Parade

This year's attendance surpassed past events at 11,500; and \$1,173 was raised. Several businesses contributed \$500 for a horse-drawn trolley that traversed Main Street during the parade weekend. Community clubs, businesses, civic organizations, nonprofits and individuals made donations—to purchase lights and subsidize new floats, or to provide dozens of homemade cookies for the post-parade party; and silver platter prizes from a local jeweler.

Downtown businesses reported a 15% rise in sales on that weekend, and street vendors representing civic groups in many cases sold out. The event was advertised in Las Cruces. Fifty lighted floats, a marching band and decorated fire trucks proceeded through downtown, along the 15-block parade route. The parade was preceded by visits from Santa Claus to downtown businesses; three bands of carolers, and a mariachi band. This parade and attendant festivities on the Friday and Saturday after Thanksgiving, kick off holiday shopping downtown.

Silver City's MainStreet Lighted Christmas Parade is the granddaddy of old MainStreet Light Parades, now in its tenth consecutive year of bringing holiday joy to the community.

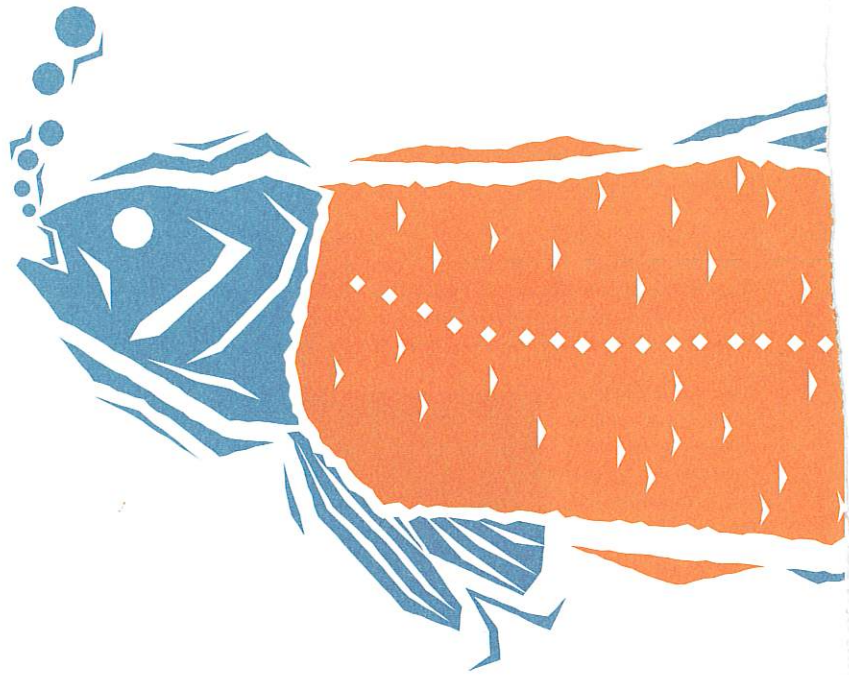
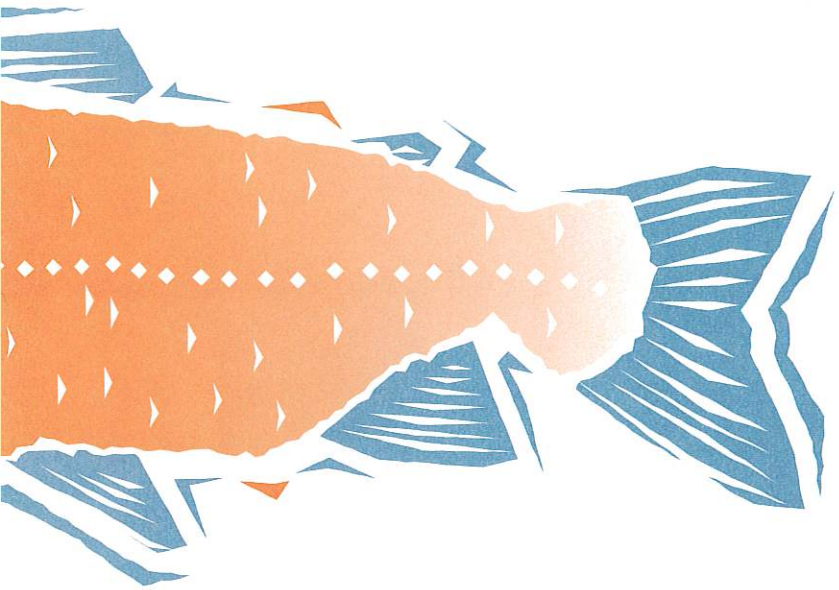


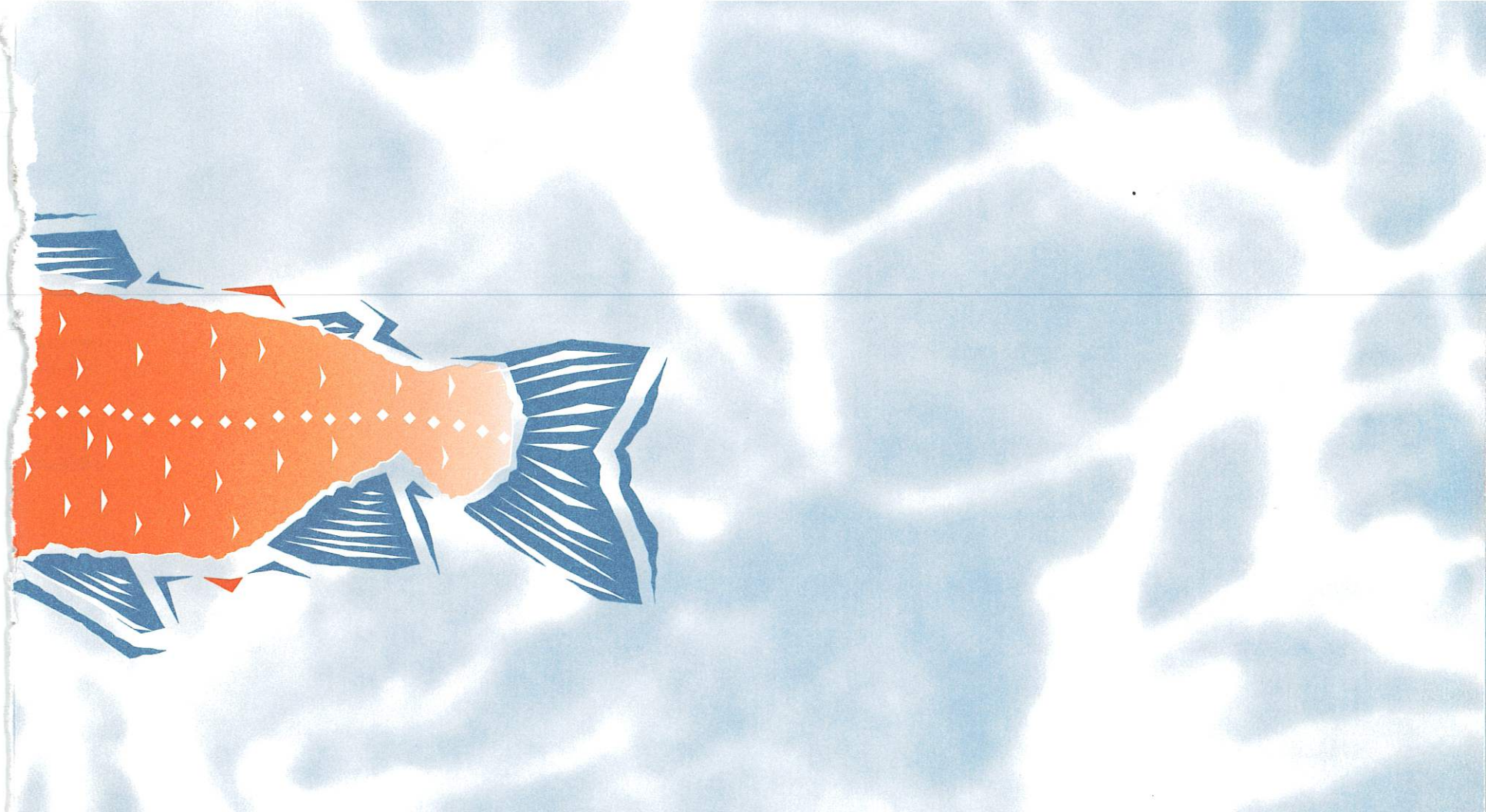
MainStreet Special Community Award

Bill Colby

Bill Colby retired at the end of 1997, after being in business for 53 years in the same downtown location. Bill married in Roswell in 1942 and brought his bride to Silver City in 1944. Within a few months, he bought out 2/3 of the business he came to work for, and opened Colby's Merchandise Mart. He originally sold work clothes and cardboard toys (no metal because of the war, and there was no plastic in those days!). Colby's also sold automobile tires, tubes and batteries—all rationed during the war; but evolved over the years to sell sporting goods, including clothes and shoes, trophies and school equipment.









1997-1998 Program Associates

New Mexico MainStreet Director

Elmo Baca

Program Assistants

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Deborah Hancock

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Susan Freed, DCSW Architects

Steve Kells, Kells & Craig Architects

Harrison Higgins, Dekker/Perich Architects

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Jan Kindel

Karen Meadows

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Rich "Blue" Williams

Graphic Design

Kathy Genrich, ADD Design

Rosalie Huang, RH Graphics

Gary Cascio, Late Nite Grafix

Rt. 66 Scenic Byway Project

Harvey Kaplan, Coordinator

Retail/Merchandising

Mary Wood Design

Laurie Moye, Dekker/Perich Architects

Business Assistance

Agnes Noonan, WESST Corp.

National MainStreet Center

Kennedy Smith, Director

Scott Day, Program Associate

Governor Gary Johnson

Lt. Governor Walter Bradley

Secretary of State, Stephanie Gonzales

Cabinet Secretary Gary D. Bratcher, Economic Development