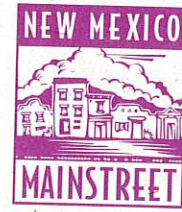


# MARDI GRAS

## ON

# MAIN STREET



# **New Mexico MainStreet**

**New Mexico MainStreet is a Community Development program within the New Mexico Economic Development Department. MainStreet is a revitalization program that provides tools to assist communities in managing their own business districts. In order to regain their position as viable social and economic entities, downtown districts must approach management as aggressively as their shopping center and mall competitors do.**

**MainStreet is a consensus building program. Citizens learn to work together for the overall good of their community. Attitudes change for the positive, creating renewed pride in the community.**

**New Mexico MainStreet works within the National MainStreet Center's established four-point approach: organization, design, promotion and economic restructuring. A proven formula for success depends on a comprehensive approach in each of the four areas.**

**The New Mexico Economic Development Department is located in the Joseph Montoya Building, 1100 St. Francis Drive, Santa Fe, New Mexico 87503. For more information about MainStreet please call 505 827 0168.**

MARDI GRAS  
ON  
MAIN STREET

New Mexico MainStreet  
1998 Community Awards  
Commemorative Program

February 16, 1999  
La Fonda on the Plaza

Master of Ceremonies  
John Garcia, Cabinet Secretary  
Economic Development Department

## 1998 Business of the Year

<b>The Vatochow Family Partnership</b> .....	Albuquerque Downtown Action Team
<b>The Ramada Inn Downtown</b> .....	Albuquerque
<b>Tom Farr, Central Hospitality, Inc.</b> .....	Downtown Action Team
<b>TNT Deli</b> .....	Albuquerque United South Broadway
<b>Yates Petroleum Corporation</b> .....	Artesia
<b>Abuelita's New Mexican Restaurant</b> .....	Bernalillo
<b>Collin Gerrells, Inc.</b> .....	Carlsbad
<b>Valley National Bank</b> .....	Española
<b>The San Juan Sun</b> .....	Farmington
<b>Roosevelt County Rural Telephone Cooperative/Yucca Telecommunications</b> .....	Portales
<b>Roswell Seed Company</b> .....	Roswell
<b>Diane's Restaurant</b> .....	Silver City
<b>Radio Shack</b> .....	Truth or Consequences

## 1998 Building of the Year

<b>U.S. Federal Courthouse</b> .....	Albuquerque Downtown Action Team
<b>Auto Alley</b> .....	Albuquerque United South Broadway
<b>Bernalillo Animal Clinic</b> .....	Bernalillo
<b>Carlsbad National Bank</b> .....	Carlsbad
<b>Dr. Robert Manzanares Building</b> .....	Española
<b>The Christian Science Reading Room</b> .....	Farmington
<b>Domino's Pizza</b> .....	Grants
<b>Tower Twin Theater</b> .....	Portales
<b>Patricia Lubben Bassett Art Education Center</b> .....	Roswell
<b>Former Post Office</b> .....	Silver City
<b>Joe's Barbershop</b> .....	Truth or Consequences

## 1998 Promotion of the Year Winners

<b>Back to School</b> .....	Artesia
<b>14th Annual Nighttime Christmas Parade</b> .....	Bernalillo
<b>Electric Light Parade</b> .....	Española
<b>16th Annual Land of Enchantment Rod Run</b> .....	Farmington
<b>Christmas Light Parade</b> .....	Grants
<b>Holiday Celebration</b> .....	Los Alamos
<b>Little Miss Merry Christmas</b> .....	Portales
<b>Trick or Treat on Main Street</b> .....	Roswell
<b>Celebration of Spring</b> .....	Silver City
<b>Christmas at the Oasis</b> .....	Truth or Consequences



## Volunteer of the year

Pat Bryan	Albuquerque
Sheree Bolton	Artesia
Al Briley	Bernalillo
Sherry Reese	Carlsbad
Frank Keane	Corrales
Tomás Martínez	Española
June Bowman	Farmington
Merla Olguin	Grants
Mike Luna	Los Alamos
Thom Moore	Portales
Joe Head	Roswell
Marcia Gruber	Silver City
Eliana Aubin	Truth or Consequences

## 1998 Special Community Award Winners

<b>Albuquerque</b>	
Downtown Action Team	Movers and Shakers Award
<b>Artesia</b>	
Artesia Chamber of Commerce	LightUp Artesia Christmas Celebration
<b>Carlsbad</b>	
Westinghouse Electric Company	Pacesetter Award for Exceptional Support
<b>Grants</b>	
The Santa Fe Ave. Beautification Committee	Partnership and Vision
<b>Silver City</b>	
Silver City Main Street Merchants	The Official Downtown Historic Guide
<b>Truth or Consequences</b>	
City Parks and Recreation Department	Highway Beautification Effort

## Mainstreet Hall of Fame Promotion

Silver City Farmers Market

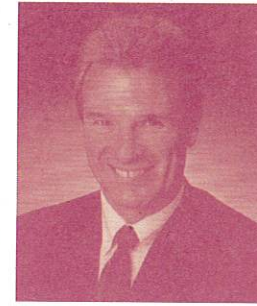


# Albuquerque

Downtown Action Team

## Volunteer of the year

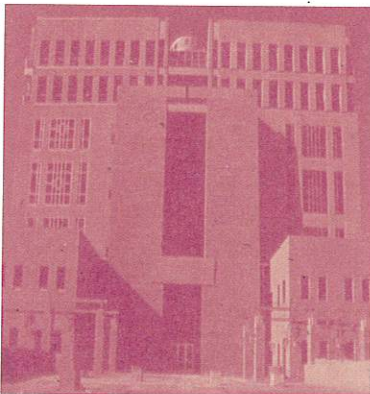
**George R. (Pat) Bryan, III**



Pat Bryan, managing partner of the law firm of Bryan & Flynn-O'Brien, has dedicated 85% of his professional time and 95% of his personal time as the Board President of the Downtown Action Team. From 1975 to 1983, he served as the first attorney to the newly formed Albuquerque City Council, and then as the City Attorney of Albuquerque. He has been an active leader in a variety of community initiatives, including the Elena Gallegos purchase, a permanent funding source for a community recreational trail network.

Pat has played an integral part in all the positive actions that have occurred in downtown Albuquerque in the last eight months. During that time, the Action Team has achieved real, productive dialogue between City hall, the business community, the surrounding neighborhoods, and the homeless providers. Solutions are being formulated and pressed into action. In addition to everything else, Pat quickly formed a coalition of business and community leaders to tackle urban issues including transportation, education, the visual arts, and fourteen other committee themes. He has raised over \$200,000 in membership funds and formed a development partnership with the New Mexico philanthropic fund, the McCune Foundation, and Arcadia Development to target depressed commercial areas within the downtown core for redevelopment. Any community can emulate his successful concept of public and private investment into a community's revitalization.

Through George R. "Pat" Bryan's determination and efforts, Albuquerque downtown will finally realize the revitalization envisioned by Albuquerque's civic and private citizens over the last twenty years to become the State's arts, entertainment, and cultural center.



## Building of the year

**U.S. Federal Courthouse**

This new facility of over 300,000 square feet including eighty below grade parking spaces, is intended to accommodate the U.S. District Courts and a host of other U.S. Government agencies. The seven-story Courthouse is located on a four and a half-acre site located two blocks north of Albuquerque's Civic Center.

Architectural and Engineering firm Flatow Moore Shaffer McCabe's design approach respects and reinforces important tradition through the architecture conceived to promote the appropriate and essential characteristics of this building type. The use of "three", as a general ordering principal, symbolically depicts the multi-cultural aspects of New Mexico, and depicts the significance of the Courts as one of the three branches of government. The symmetrical composition is intended to represent "equal justice for all" and provides a three dimensional armature for the elements of the design.

The building uses native, natural materials relating to the earth and natural light as a way to complement our regional architecture. Changes in texture, materials, and color distinguish major areas of the building, such as the courtrooms.

## Business of the Year

### The Vatoseow Family Partnership

The Vatoseow family is well known in the Downtown area. Their family has owned Lindy's restaurant since 1960. One of the last original Route 66 cafe's along the highway, the building's downstairs has always been in use as a restaurant. Historians know the building as the Bliss Building or Elgin Hotel, but now everyone in Albuquerque knows it as Lindy's. Steve Vatoseow, with his wife Dawn and his mother, Barbara, manage the restaurant. Long time downtown owners and business operators, they remember how vibrant and bustling downtown was during the 60's and early 70's. They also remember the "urban renewal" surge, which ultimately ruined many a downtown. But always the Vatoseow Family remained.

Steve Vatoseow donated several thousand dollars in rent toward the opening of a downtown UNM architecture studio where students could experience first hand urban planning opportunities and problems. They so believed in the downtown revitalization effort that, using their own funding, they opened a new Greek restaurant and deli, Santorini's, next door to Lindy's. Steve and his family are also exploring the possibility of opening the upstairs old "Elgin Hotel" and renovating it into several urban loft areas—they would be the first of their kind in Albuquerque. For these reasons, and for their family's continuing support of the downtown, they are awarded Business of the Year.

## Business of the Year

### The Ramada Inn Downtown Tom Farr, Central Hospitality, Inc.

In its heyday, the Executive Inn located at 8th and Central, NW was the place to be seen and to stay when visiting the Duke City. But larger and more posh hotels began popping up supplanting the Executive Inn's position. After some thirty years of operation, the old hotel succumbed to the pressures of economics and was allowed to deteriorate from its former glory. In 1997, a group of investors, Central Hospitality, Inc. led by Tom Farr of Albuquerque, purchased the six-story building and began over \$3 million in renovation. In March 1998, the old Executive Inn reopened under a different flag, and today is called the Ramada Inn Downtown. Featuring 135 rooms, 10 suites, a restaurant, pool, and bar, the Ramada attracts the business traveler with its reasonable rates. The décor is in the Art Deco style of the 1920's and 30's and is reminiscent of Albuquerque's architectural past. With the renovation, problems with vagrancy across the street at Robinson Park have dissipated, crime has been lowered, and the surrounding retail spaces have profited by the hotel's clients. Central Hospitality's urban rejuvenation efforts anchor and boost the economic viability of west downtown and have made an appreciable difference for the business district and surrounding neighborhoods.

## Special Community Award

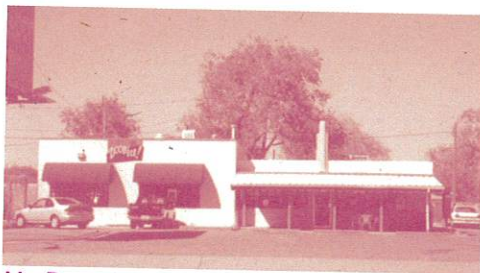
### Movers and Shakers Award

In July, 1997, Pat Bryan asked over 40 Albuquerque businessmen and community leaders who represented diverse industries and a cross-section of the Albuquerque community, to help create a more vibrant downtown area—one reminiscent of what Albuquerque's downtown used to be. The response was overwhelming. After a presentation by Pat Bryan and urban consultant, Chris Leinberger, the community leaders raised over \$120,000 of private money within twenty minutes for the creation of a war chest to investigate and analyze demographic information necessary for the effort. In addition to donating funds toward the revitalization effort 22 community leaders also volunteered their time. Over the course of the last seven months these leaders have chaired 17 different committees and utilized over 200 volunteers. These committees are formulating solutions for issues, ranging from housing, homelessness, and transportation, to neighborhood development.

In the short seven months that this effort has flourished, the downtown environment has already experienced some major changes. The parks and pedestrian ways are being cleaned daily and new artistic endeavors are appearing on banners and parking meters. Two major promotional events are being planned for spring, the homeless providers are discussing significant changes to their location and programs, an analysis of a two-way street system is being performed, a new multi-purpose housing and retail complex will be built within two years, a multi-plex theater is in the offing and more office and retail establishments are being planned. The incredible efforts which the citizens of Albuquerque have shown during this last year in their pursuit to revitalize the heart of their city deserves the recognition of their community and state.

## Albuquerque

United South Broadway



## Business of the Year

### TNT Deli

The TNT Deli is now a tenant in the old Doonie's restaurant building, last year's Building of the Year winner. The owner, Tim Ruger, has a lunch business as well as a nighttime Jazz Club. It has made a positive impact on the corner of Gibson and Broadway.

Mr. Ruger has had a deli business in Albuquerque for 10 years. After helping the owner of this building begin renovations, he saw an opportunity to move into an expanded space and he has brought many of his customers with him. Mr. Ruger says that the secret of his success is to "treat people the way they want to be treated, remember the customer's names and after awhile you will know what their 'usual' is." He says this is the same philosophy he has with his employees and other merchants and residents of the area.

Every Wednesday night you can meet Mr. Ruger's first love—music. Anywhere from 15 to 50 people will come for a sandwich and to listen to such jazz names as John Lewis, Bob Montgomery, and the Jazz Rascals. He would like to offer music every night when he can make finances and desire meet—the sign of a wise businessman.



## Building of the year

### Auto Alley

Rudy Sanchez recently bought the building where he has operated an auto restoration business for 12 years. Within a month, Mr. Sanchez began comprehensive building renovation; removing the handmade signs that covered the first and second floor windows, re-roofing and more.

He received a loan and grant from the United South Broadway Façade Improvement Program to re-lath and stucco the whole building, install storefront windows facing the street, install new entry doors, awnings, and signage. In addition to the façade work, Mr. Sanchez is renovating the three-bedroom apartment on the second floor. A second phase is planned to add other improvements and landscaping. As the recent renovation neared completion, people would ask him when he built the new building!



## Artesia

## Business of the year

### Yates Petroleum Corporation



Yates Petroleum Corporation, an oil and gas producing company employing over 300 people, was started in the early 1920's. Yates Petroleum encourages its employees to be involved in community affairs and to take leadership rôles. Yates has been instrumental in the establishment of the Artesia MainStreet Program and in its rapid development. The company frequently lends its employees to work on various Artesia MainStreet committees and projects and has made substantial financial contributions to Artesia MainStreet. Yates is a major property owner in the downtown area and leads the way in the care of its buildings and landscaping. Yates Petroleum contributes generously to the betterment of the Artesia community, never asking for any recognition for its efforts.

## Special Community Award

### Artesia Chamber of Commerce Light Up Artesia Christmas Celebration

The "Light Up Artesia Christmas Celebration" began in 1997 with the Chamber of Commerce collecting over 400 boxes of lights in a "Christmas light drive." An additional 200 boxes were collected in 1998. Workers from the City of Artesia Parks Department and volunteers from the community hung the lights. Children's choirs caroled while a variety of organizations sold food and other fund-raising items. Churches staged a live nativity performed in English and Spanish. The merchants offered late night shopping and kindergarten and grade schools joined in the decorating of trees displayed in several locations around town. Several thousand citizens enjoyed the celebration. We commend the efforts of all involved as they have provided Artesia with a "sense of community" and opportunity to enjoy each other's company at this very special time of year.



## Promotion of the Year

### Back to School Bash

This is the second year for the "Back to School" bash sponsored by Artesia MainStreet and it's Promotion Committee. Many challenges face the youth of today, and the MainStreet Back to School Bash is a wonderful way for the community to unite, provide a healthy environment for youngsters and honor the educators who care for them day in and day out. This event invites the community downtown to celebrate the first day of school in a tailgate atmosphere. Over 45 businesses and individuals contributed to this event's

success by donating food items and promotional items. An estimated 2,000 Artesia residents were downtown on the first day of school enjoying the live music, hot dogs, watermelon, sodas and tea. Artesia Public School employees were honored with goodie bags and students were given pencils and folders.

## Volunteer of the Year

### Sheree Bolton

Sheree Bolton works as the Administrative Assistant for Agave Energy Company, a subsidiary of Yates Petroleum Corporation. She is involved in many areas of community service. In 1998, Sheree was honored as Artesia MainStreet's Member of the Year and Artesia Chamber of Commerce Associate of the Year. She is also a district officer for Altrusa and will take the leadership position for the district in 1999.

Sheree is currently Artesia MainStreet's Design Committee Chairman but she handles many of the functions of a MainStreet project manager. She juggles her job and MainStreet responsibilities on a daily basis, working (with the permission of her employer) on MainStreet issues and on her "real" job responsibilities after regular working hours.

Sheree says she gets involved because she feels "a responsibility to make a difference in other peoples lives." Sheree Bolton draws her inspiration from Eleanor Roosevelt whom she quotes: "Usefulness, whatever form it may take, is the price we should pay for the air we breathe and the food we eat and the privilege of being alive. And it is its own reward, as well, for it is the beginning of happiness..."



# Bernalillo

## Volunteer of the year

### Al Briley

Mr. Briley moved to Placitas, New Mexico in 1963 and opened a drugstore on Bernalillo's Main Street in 1972. He has always been an active member of the business community and although he retired in 1994, he continues to promote economic development in Bernalillo as almost a full-time occupation. Al Briley has been Chairman of the Bernalillo Main Street Association Board of Directors since the inception of the program. He has overseen the Annual New Mexico Wine Festival at Bernalillo, the Nighttime Christmas Parade, the development of a Design Committee and many of the organization's other special and ongoing projects. Mr. Briley is also the perfect liaison with other service organizations as he is, or has been, on the Board of Directors of the Greater Bernalillo Area Chamber of Commerce, Bernalillo Rotary Club and the Bernalillo Development Council.

Al says, "It's been a very interesting and fulfilling experience to serve as the Chairman of such a great organization. I am very proud of the work accomplished in the past 12 years."



## Promotion of the year

### 14th Annual Nighttime Christmas Parade

The Bernalillo Nighttime Christmas Parade is the oldest established nighttime parade in New Mexico. This year, 25 floats, marching bands, vintage cars, and horse drawn carriages traversed two miles of Main Street for the pleasure of more than 6,000 spectators.

Restaurants fill, street vendors exhibit their colorful wares, and merchants host open houses with special sales and holiday offers. Those who brave the cold and travel with the floats enjoy a bonfire and warm refreshments at the Lorretto Community Park, the destination of the parade.

The 1998 event generated \$1,785 for the Children's Christmas Fund through entry fees and participant donations. These funds are used to purchase bags of sweets that Santa Claus gives to town children on Christmas day in front of Town Hall. Eight needy children also received bicycles from Santa purchased from the fund.

## Business of the year

### Abuelita's New Mexican Restaurant



Abuelita's New Mexican Restaurant was the first business in the Bernalillo district to apply for and receive façade design assistance. The façade improvement was featured on the first State MainStreet Program poster.

When the popularity of the business necessitated a change in location, Abuelita's chose to remain on Main Street and remodeled a 1930's residence. Bernalillo has long been a destination for those seeking true New Mexican cuisine. Abuelita's continues this fine tradition and contributes greatly to the daily customer base of the Bernalillo MainStreet District.

## Building of the year

### Bernalillo Animal Clinic

Dr. Joe Barben greatly appreciates the beauty of New Mexico architecture. This is quite apparent in the remodel of the 1930's building he completed to house his veterinary clinic. With kiva fireplaces, tongue and groove in the waiting and examining rooms, and a beautiful portal which faces the Main Street, this building reflects the charm and beauty of the area.



The building has a colorful history dating to the early 1930's when it was the home of the Juarez Beer Garden and Dance Hall. The property has housed several bars, served as a residence, and, prior to Dr. Barben, an automotive repair business was located in the building. Dr. Barben invested a considerable amount of money, and a great deal of time and attention to detail in the remodeling. When he purchased the property, it was filled with car frames, automotive parts and other debris. What once was an eyesore on Bernalillo's Main Street is now a gem that attracts a great number of people to his business.

# Carlsbad

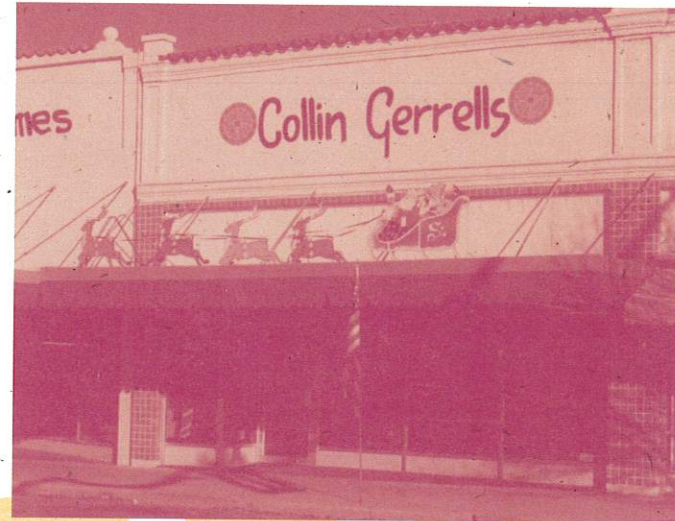
## Business of the year

### Collin Gerrells, Inc.

The Gerrells family made their initial investment in 1948 when Collin Gerrells, Sr. opened a men's clothing store in the main block of downtown Carlsbad. Since then, the business has remained in the same downtown block, moving to larger locations as necessary. As Collin Gerrells, Inc. celebrates its 50th anniversary, the men's clothing establishment has moved into a joint location with a ladies apparel store to enhance customer convenience. Collin Gerrells, Sr. worked in this original location as a young man.

For generations, the store has remained the chief retailer for mens' and boys' clothing in Carlsbad. The Gerrells' store provides a meeting place for both old-timers and new residents. Marsha Gerrells Drapala, past president of the Carlsbad MainStreet Project, reminisces about growing up in the block where a third generation now works in the family business.

The Gerrells' commitment to the community is shown in their volunteer spirit, too. They have consistently supported public schools and local government with a strong community vision and are dedicated to continuing downtown revitalization. Distinctive personal service, longtime dedicated staff, and family involvement have made Collin Gerrells an anchor in the downtown district.



## Building of the year

### The Carlsbad National Bank

The Carlsbad National Bank moved into this building on April 21, 1951. A 4,840 square foot work area was added to the second floor along with drive-in windows in 1966. Their building has been remodeled several times over the years.

The latest remodeling was a facelift to the exterior of the building; part of the Main Street-Carlsbad project of 1998. This latest enhancement was the result of initial consultations with New Mexico MainStreet architects. The project consisted of removing the exterior stucco and replacing it with an exterior insulating finish system (EIFS), three soldier course brick base and parapet cap. Brick planters were installed, and the interior was remodeled. Updated signs were added. Utility poles were removed and utility lines were buried underground.



The new look is a territorial style reflective of the Southwest. The building, located directly across the street from the Eddy County Court House, historic landmark of the community, complements the neighboring architectural style.

## Special Community Award

### Westinghouse Electric Company

Westinghouse Electric Company has been selected for a Special Community Award to recognize its exceptional service to the Carlsbad MainStreet Project and to other community development initiatives. The company has been among a core group of MainStreet members since 1996. This year, Westinghouse provided a \$10,000 challenge grant to begin a façade design improvement project for downtown businesses in the Carlsbad MainStreet District.

As a dedicated good neighbor, Westinghouse contributes approximately \$250,000 annually to a variety of nonprofit agencies that support education, social services, youth development, and quality of life in Carlsbad. Westinghouse employees demonstrate the company's community spirit as one of the largest contributors to the annual United Way campaign. Three employees serve on the Carlsbad MainStreet Project's Board of Directors, others volunteer their time to produce newsletters, awards, and fund-raising materials to support Carlsbad MainStreet events.



## Volunteer of the Year

### Sherry Reese

Sherry Reese joined the Carlsbad MainStreet Project as a volunteer in 1995 to support downtown revitalization and business development. As co-chairperson for the Promotion Committee during 1996 and 1997, Sherry helped organize and promote six special events. Annually, the Carlsbad MainStreet Project sponsors downtown events including a Block Party, Western Week events, a Pumpkin Patch and Scarecrow Festival, and Hometown Christmas events held in conjunction with the Electric Light parade. For the past year, Sherry has been active in economic restructuring projects, including proposing and researching a Downtown Historic Walking Tour and Retail Guide, and a Carlsbad MainStreet Business Directory. Her work in local economic development for Westinghouse and as a MainStreet volunteer is conducted in collaboration with a variety of organizations. Those include the Carlsbad Department of

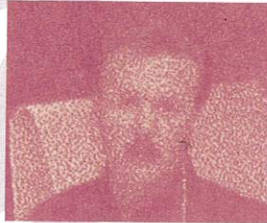
Development, the City of Carlsbad Commercial Revitalization Coordinator, Downtown Business Association, Carlsbad Foundation, Southeastern New Mexico Historical Society, and the Carlsbad Chamber of Commerce.

According to Sherry: "Our Carlsbad MainStreet Project has been successful because of the collaboration and community spirit of a multitude of talented people here. We are blessed with volunteers who are dedicated to our common goal to ensure that our downtown is a healthy place where commerce and the community come together."

# Village of Corrales

## Volunteer of the Year

**Frank Keane**



"The Village of Corrales is a unique community which is extremely difficult to find anywhere in this country today. I believe MainStreet will help further Corrales' economic development while preserving its unique village atmosphere. Step up to the plate and get involved."

Developing a logo and image for the program was one of the first issues tackled by the Corrales MainStreet Board of Directors. In order to speed up the process, Frank Keane offered to hire a graphic design firm to come up with some designs. Not only did Frank facilitate the process, he even took photos of some buildings on Corrales Road so that the logo would, in fact, represent Corrales. Everyone agrees that it is unique and defines Corrales MainStreet well. We are all very grateful to Frank Keane for his financial contribution as well as his dedication to the MainStreet program.

This is not the first time Frank has "stepped up to the plate" in Corrales. In addition to his considerable work through his church, he has donated security systems to several churches and to the Corrales Recreational Center. Frank worked with the Corrales Police Department in developing a vision, value, and mission statement for the department. His contributions to his community are too numerous to mention here, and it is said that Frank gives his time and energy freely and humbly. He hopes that, through his efforts, he can help make New Mexico a better place for children to grow and prosper.

# Española

## Promotion of the Year

**Electric Light Parade**

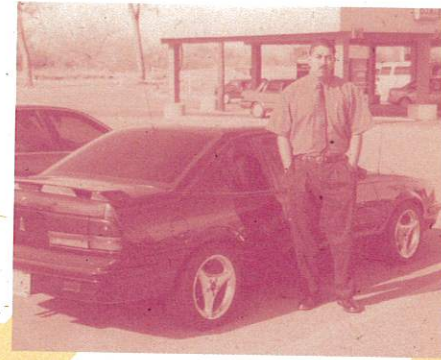
The Electric Light Parade, now in its third year, continues to be the pride of Española MainStreet's promotions. This year, 40 floats from north central New Mexico, some with over 30,000 lights, wound their way down a 2.2-mile route. Blazing farolitos lined the plaza, the Mayor lit the Christmas tree, and Jemez Mountain Electric provided the darkness—pulling the switch on the streetlights to create just the right viewing atmosphere. Española boasts that over 20,000 people lined the parade route, "oohing" and "aahing" as lit bicycles, low-riders, and complex floats electrifyingly kicked off the holiday season.



## Volunteer of the year

### Tomás Martínez

Tomás Martínez has vicious dreams; Vicious Dreams Car Club that is. For the second year, Tomás, President of the Vicious Dreams Car Club, teamed up with Española MainStreet to host the Española Valley SuperShow, a low-rider and monster truck extravaganza held in the historic downtown district of Española. Tomás is an employee of Valley National Bank. The bank graciously gave Tomás the time to organize the event with MainStreet. Tomás Martínez is a hard working, dedicated volunteer. His efforts have put the Española Valley SuperShow "on the map" for car enthusiasts from all over the southwestern United States.



## Building of the year

### The Dr. Robert Manzanares Building



A memory of his grandmother's home in Rio Chama inspired Dr. Robert Manzanares, DDS, when he designed and built an office in downtown Española. The building, built in 1993, is a fine example of traditional Northern New Mexico architecture. The 2,000 square foot building features a pitched roof covered with corrugated steel, a covered portal, and a courtyard.

The courtyard is the centerpiece of the building and Dr. Manzanares made sure that his patients would have a clear view from the patient rooms. This fall, the Manzanares family, who have been involved in the project from the beginning, planted almost 200 tulip bulbs to further enhance patient viewing. "This building was a family project and we are very proud of it," said Mrs. Manzanares. Española MainStreet is very proud to have the Manzanares building in its historic downtown district.

## Business of the year

### Valley National Bank

From the time Española MainStreet was just a seed of an idea, Valley National Bank has been their largest donor. Valley National Bank is locally owned and very community spirited, providing not only friend-to-friend service as a financial institution, but also actively supporting community projects. The bank has consistently supported MainStreet promotion activities with advertising, grants, in-kind contributions, and volunteers. In 1998 they provided Española MainStreet with office space across the street from the Plaza Española. The assistance Valley National Bank has graciously given Española MainStreet has made a huge difference in their ability to further the mission of revitalizing downtown Española.





# Farmington

## Volunteer of the Year

### June Bowman

June Bowman decided to open her antique business in downtown Farmington three years ago. She wanted to be a part of downtown revitalization, and she joined the Farmington Downtown Association. She also wanted to help make downtown Farmington a place where local residents would be proud to bring their family and friends to show off their community. June knew that for this to be possible, she had to get involved.

Last year June recognized that Downtown Freedom Days had the potential of being a bigger and better event and saw this as the perfect opportunity to get involved. Not only did she get involved—she headed up the entertainment committee, organized the pet parade, and ran the money sand dig. All of her hard work paid off! Because of June's involvement, hard work, and dedication, this year's Downtown Freedom Days drew it's biggest crowd in the event's history. During Freedom Days, downtown merchants reported an increase in sales, proving to merchants that participation in special events can bolster business.

June's enthusiasm and positive attitude have attracted other merchants to become active with the downtown business district. Since Freedom Days, June has been involved in other events such as OktoBOOfest and Taste of Farmington which was a huge fund-raising success. June says, "I like to be a part of change and to know I was there from the beginning to make it all possible. It's exciting to see that the MainStreet program actually works."



## Promotion of the Year

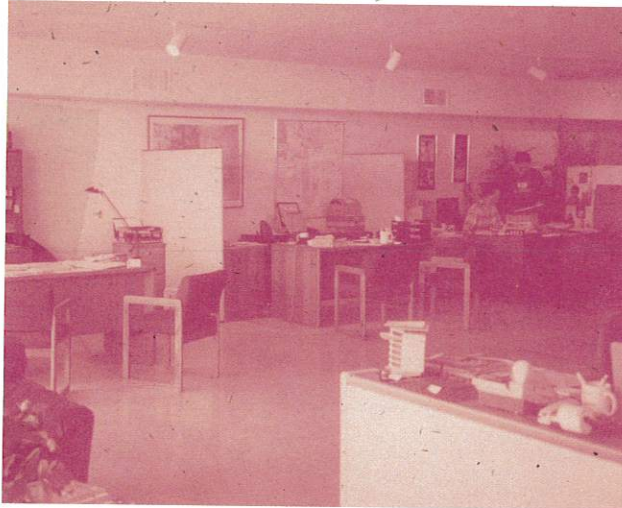
### 16th Annual Land of Enchantment Rod Run

For the past 15 years, the Northern New Mexico Street Rodders held their Rod Run in conjunction with Freedom Days. This year they decided they were ready to host their own event and decided downtown Farmington would be the ideal location. The Northern New Mexico Street Rodders worked with the Farmington Downtown Association's MainStreet Program to put together a very successful event. The Rod Run featured over 100 vintage cars, included two live bands (Albuquerque's VooDoo ChiLi and local English Bob and the Regulators), karaoke, games, contests, food and evening shopping. The events drew large crowds of people to the downtown area to enjoy an evening of dancing in the streets and admiring vintage cars.

The Northern New Mexico Street Rodders did an amazing job lining up entertainment, games and prizes for the evening. Doug McNealy, the event's coordinator, deserves much praise for all his hard work. He was instrumental in making the whole evening a success. The evening was such a success that the Northern New Mexico Street Rodders agreed to return and make the Rod Run an annual event for downtown Farmington!

## Business of the Year

### The San Juan Sun



The San Juan Sun is a weekly newspaper that was founded in 1997 to reflect the news and views of the community. The concept for the Sun was developed by the publisher of the Four Corners Business Journal. The Journal, which started up in 1993, was originally based in Durango, Colorado. Editorial offices were moved to Farmington in February, 1997, and combined with new editorial offices for the Sun. The first issue of the San Juan Sun was published on April 30, 1997. The Sun focuses on coverage of local views, and sees itself as a community-building publication. Its editorial mission consciously reflects the thinking of the community. From this philosophy grew the concept for a downtown, storefront location.

A decision was made to locate in the central business district and to arrange the offices so that citizens can walk in off the street and access the publisher and the editorial staff directly. Even though newspapers don't technically require a storefront location, the tradition of the old west put the newspaper office at the hub of community activity, and the editorial offices of the Sun were designed to revive that tradition.

The Sun realizes that it is in a position of responsibility and influence regarding people's thinking about downtown, and downtown's role as a vital part of the community. Its editorial policy is to be alert to opportunities to develop the community's thinking about the role of downtown, and it has wisely and assertively used its unique position through news coverage, features and editorials that stake out a vigorous role for downtown revitalization. The Sun uses the power of the media to get the message out about downtown renewal, and it puts its money where its mouth is. The downtown location with its open office layout has become a center of influence, and access to influence, for downtown. The Sun has found a unique place for itself in the community, and in the process of doing so, has elevated the conversation about downtown's role in broader community development issues.

## Building of the Year

### The Christian Science Reading Room

This little building has undergone many changes since 1923, when it was built as the law office of James M. Palmer. In the 1950's and 1960's it housed Henry's Trading Post, and more recently, a scuba diving shop.

In this latest remodeling by owner Nancy Sandel, an exterior pine lap board façade and barred windows were removed, as were interior walls and false ceiling. An effort was made to utilize as many original architectural elements as possible, including the original pressed tin ceiling and large display windows, some of which had been covered up for years.

New Mexico MainStreet Program Architect Steven Kells provided conceptual drawings and consultation on this project, as did Farmington's own National



## FARMINGTON / GRANTS

MainStreet program contact, Ms. Amy Horowitz Ware. In an effort to better utilize available parking, a public entry in the rear was dressed up for patrons who choose to use the municipal parking lot directly behind the building. A large rear window was uncovered and new signage installed. The Reading Room has capitalized on natural light entering the shop through the large windows. Light interiors and comfortable chairs and couches make visiting the new Reading Room a cheerful experience. Front window awnings tie the building's façade to the rest of Farmington's Main Street.

"This project epitomized the MainStreet revitalization ideal," says Steve Krest, Farmington Design Committee Chair. "Mrs. Sandel used the architectural resources of New Mexico MainStreet. She honored the historical integrity of the building, and the results are pleasing not only to her customers, but to passersby as well."

# Grants

## Building of the year

### Domino's Pizza

Owner Wilber Thigpen incorporated an old Route 66 theme in this year's renovation of his building. The design includes neon lighting that reflects Route 66 in its heyday, and is one of the themes that the Grants MainStreet Project has adopted in their design guidelines. The Grants MainStreet Project is happy to have another business remodeled on its main street.

The building at 300 E. Santa Fe Avenue was originally built circa 1960, and was previously home to a Sears store that served the community's needs for many years.



## Promotion of the year

### Christmas Light Parade

The first Christmas Light Parade in Grants was held in 1997. The parade drew an estimated 2,000 people for its two and a half mile route. Conceived as a local event, these popular parades often draw people from outlying areas, doing some Christmas shopping and celebrating while in town.

The Grants parade is supported by local business, and this year, the entry from Travelodge was the most innovative. The float depicted a warm and cozy home ready to receive Santa Claus' visit. There was a chimney, anxious youngsters, and "gifts" that walked beside the float. It was a sight for all to see.

# Mardi Gras

New Orleanians know how to throw a party! The city's largest celebration, Mardi Gras, has been called "the greatest free show on Earth." New Orleans Mardi Gras began in 1837, the year of the first street parade. The first day of the Carnival season is always January 6th (which is twelve days after Christmas). This is called the Twelfth Night and marks the beginning of the private masked balls that are held until Mardi Gras Day. The Mardi Gras parades consist of floats holding the krewe

## BALL

(bal masque, tableau ball)

A masked ball in which scenes representing a specific theme are enacted for the entertainment of the club members and their guests; krewe "royalty" is traditionally presented during the ball.

## BOUEF GRAS

(French)

The fatted bull or ox, the ancient symbol of the last meat eaten before the Lenten season of fasting; a live version was presented in the Rex parade until 1909; a papier mache' version appeared in 1959 and continues as one of Carnival's most recognizable symbols.

## CAPTAIN

The absolute leader of each Carnival organization.

## CARNIVAL

From the Latin carnivale, loosely translated as "farewell to flesh"; the season of merriment in New Orleans which begins annually on January 6, the Twelfth Night (the feast of the Epiphany), and ends at midnight on Fat Tuesday; the Carnival season leads up to the penitential season of Lent in which fasting replaces feasting.

## COURT

The King, Queen, maids, and dukes of a Carnival organization.

## DEN

A large warehouse where floats are built and stored.

## DOUBLOONS

Aluminum coin-like objects bearing the krewe's insignia on one side and the parade's theme on the reverse; first introduced by Rex in 1960 and created by New Orleans artist H. Alvin Sharpe; doubloons are also minted and sold in .999 silver, bronze and cloisonne'.

## FAT TUESDAY

Fat Tuesday is also known as Shrove Tuesday, the last day before Lent: it is a day of merry-making and carnival, as in New Orleans, often marking the climax of a carnival period.

## FAVOR

A souvenir, given by krewe members to friends attending the ball, normally bearing the organization's insignia, name and year of issue.

# Dictionary

members, who throw doubloons, beads and other items to the people lining the streets. Many "parade-goers" either wear a costume or purple, green and gold when attending the parades, and scream "Throw me somethin' Mister!" to the krewe members on the floats. Marching bands and celebrities on floats are also included in the parades. Mardi Gras Day (which is always Fat Tuesday), is the last day of the carnival season. Many of the largest parades are held on this day.

## FLAMBEAUX

(plural)

Naphtha-fueled torches, traditionally carried by white-robed black men; in the past century, flambeaux provided the only source of nighttime parade illumination.

## INVITATION

A printed request for attendance at a Carnival ball; in the 19th century, many invitations were die-cut and printed in Paris; today, most are printed in New Orleans; invitations are non-transferable and it is improper to ever refer to them as "tickets."

## KING CAKE

An oval, sugared pastry that contains a plastic doll hidden inside; the person who finds the doll is crowned "king" and buys the next cake or throws the next party; the king cake season opens on King's Day, January 6, the feast of the Epiphany. Nearly 500,000 king cakes are annually consumed in the metro New Orleans area during the Carnival season.

## KREWE

The generic term for all Carnival organizations in New Orleans, first used by the Mistick Krewe of Comus which coined the word in 1857 to give its club's name an Old English flavor.

## MARDI GRAS

French for Fat Tuesday, the single-day culmination of the Carnival season.

## MARDI GRAS INDIANS

Groups of black men in New Orleans who portray American Indians and are magnificently outfitted with handmade beaded and feathered costumes; this Carnival custom dates to the mid-19th century among the more renowned tribes are the Wild Tchopitoulas, the Yellow Pocahontas and the Wild Magnolia.

## THROWS

Inexpensive trinkets tossed from floats by costumed and masked krewe members; among the more popular items are krewe-emblemmed aluminum doubloons, plastic cups and plastic medallion necklaces.

## Special Community Award

The Santa Fe Ave. Beautification Committee



The Santa Fe Avenue Beautification Committee has been chosen as this year's Special Community Award winner because of their dedication to improving the appearance of Grant's main street, Santa Fe Avenue. The Beautification Committee was involved in the planting of flowers in medians along Santa Fe Avenue. They have also collaborated with the MainStreet Design Committee to put design guidelines in place. Members from the Beautification Committee often attend MainStreet meetings in order to assure linkage and coordination of projects. The Santa Fe Beautification Committee shares Grants MainStreet Project's vision of revitalization along Santa Fe Avenue and they have carried out their mission of beautification; doing their part in seeing revitalization become a reality.

## Volunteer of the Year

**Merla Olguin**

Merla Olguin is a quiet person, who is always willing to pitch in and support any project MainStreet is working on. Once, members of MainStreet were repainting a building on Main Street when Merla arrived with fresh lemonade for the thirsty crew. This is just an example of Merla's continuous and complete support for MainStreet; she has been involved in every activity MainStreet has undertaken. Other examples include her large role in the Christmas parade. She also was a key person in operating a fund-raising booth in which MainStreet sold hamburgers at the 4th of July festivities. Contributions like Merla's deserve to be recognized.



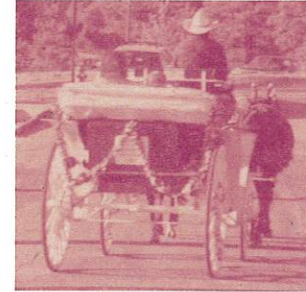
# Los Alamos

## Promotion of the year

### Holiday Celebration

The Los Alamos Monitor headline for Sunday, December 6th read "Holiday Events Draw Thousands." The article went on to say that it was the most successful event MainStreet has put on to date, and that you could track the success of the day by looking at the packed parking lots throughout the downtown area. The Monitor's editor-in-chief expressed the hope that it would be a harbinger for community spirit in the New Year as the Los Alamos County community examines sustainable economic development.

This was the third year of the Electric Light Parade and Lighting Ceremony at Ashley Pond. With only six entries in 1997, they wanted to make the parade a more exciting and better-attended event. The Parade Committee invited not just merchants, but also the community at large. They placed ads in the Monitor and invited the Española MainStreet leaders to review their successful 1997 parade. 1998 yielded 30 floats and other entries including the high school marching band and the Junior Sheriff's Posse. Prizes and trophies were awarded with the Medical Center winning the best float. The excitement of the children lining Central Avenue and the sense of community as the parade passed were felt by all.



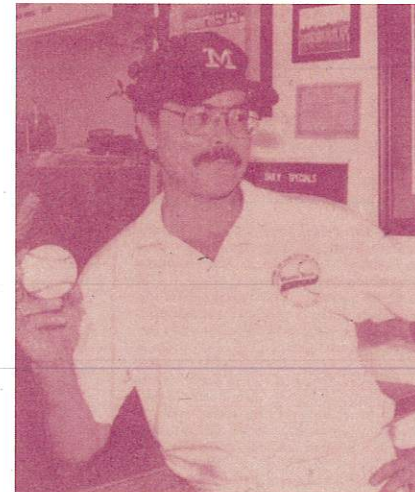
## Volunteer of the year

### Mike Luna

Mike Luna, a Los Alamos native, was raised in the restaurant business. After a 20-year career with the Postal Service, Mike and his wife Judy bought Home Run Pizza in 1997. Last September Mike was asked to serve on the MainStreet Promotions Committee. He proved to be a very engaging, thoughtful, and willing volunteer. Not only did he donate his time to events, he consistently offered in-kind donations from Home Run Pizza. The day of the December 5th Holiday Celebration, Mike offered to be Santa in the afternoon and lead the evening Electric Light Parade. He encouraged and recruited many new parade participants and Home Run Pizza had two floats. He offered specials at Home Run Pizza throughout the day as well as a door prize of a 32-inch pizza.

According to Mike, "One of my main reasons for joining the Los Alamos MainStreet Promotions Committee was to become involved in the various activities and projects of my hometown. I have found that my position as a business owner has made it possible for my wife and I to become a working part of our community. The MainStreet Program has made it possible for us to give something back to the community and hopefully to have a positive influence on the young people of Los Alamos."

The Los Alamos Promotions Director says, "Mike Luna exemplifies the spirit, dedication and energy of Los Alamos MainStreet. His and Judy's initiative and creativity made my job easier and more rewarding."



# Portales

## Promotion of the Year

### Little Miss Merry Christmas

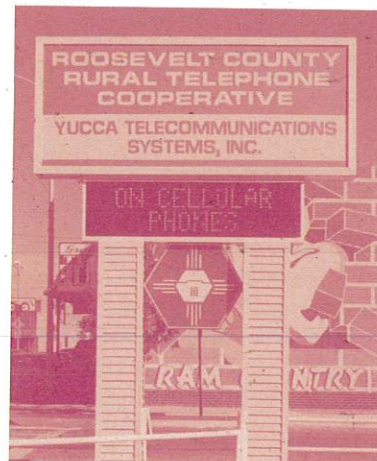
The Little Miss Merry Christmas promotion was started by Sid Chapman in 1985 as a creative way to raise money for the Portales Christmas Light and Decoration Fund. Little Miss Merry Christmas contestants are between 4 and 10 years-of-age. Each contestant has a sponsoring business that collects their votes, one penny for each vote. The contestant who raises the most money is crowned Little Miss Merry Christmas following the lighted Christmas parade.



The promotion has grown by leaps and bounds since its beginning—at first, contestants placed one jar in their sponsoring business. Now, contestants and businesses are placing jars all over town, holding raffles, dinners and even passing their jars at civic organization meetings. The friendly competition between the businesses has added excitement to the giving each year.

Every year, the community partners with businesses to light up Portales for the holidays adding vitality and spirit to the shopping season. Each participant is given memento gifts and although there can only be one winner, contestants take pride in knowing they helped purchase lights and decorations for their town.

The Little Miss Merry Christmas contest raises between \$2,000 and \$4,000 each year for the Christmas Light and Decoration Fund. Anywhere between 3,000 and 4,000 people come downtown to watch the lighted parade and the coronation each December, making it one of the most popular events of the year.



## Business of the Year

### Roosevelt County Rural Telephone Cooperative/Yucca Telecommunications

The Roosevelt County Rural Telephone Cooperative has come a long way from using barbed wire as lines to modern underground cables. Organized in October 1949 and incorporated in 1951, the Coop's goal has always been to provide service to rural communities that large companies would not service. Yucca Telecommunications, the Coop's subsidiary company, provides Internet and e-mail service, cellular telephone sales and service, paging, two-way radio, and community repeater telephone systems. The Roosevelt County Rural Telephone Cooperative and Yucca Telecommunications provide affordable prices and superior service to Portales and Roosevelt County.



Not only does the Coop demonstrate business excellence in Portales, but they believe in helping Portales become an excellent community. The Coop has started a scholarship fund to provide scholarships for area schools. They also sponsor students trips on the Youth Tour, an educational trip to Washington D.C. They donate the use of communications equipment to Portales MainStreet, the Roosevelt County Chamber of Commerce, Portales Fire Department, Roosevelt County Fair Board, and numerous other groups for promotions and special events.

The Coop is also leading the charge for business involvement in MainStreet. In 1998, the Coop participated in each promotion, donated the use of their parking lot for events and contributed to the streetscape project with a monetary donation as well as a pledge for volunteer manpower. New Mexico MainStreet was able to provide design assistance for their upcoming remodeling project which will be a great asset to their customer service area and downtown Portales.

## Volunteer of the Year

### Thom Moore

Thom is originally from Clovis, N.M. and moved to Portales with his family in 1979. Thom is a member of the Portales Rotary Club, the Rotary Singers Group, the Joyful Journeymen Quartet.

Thom has worked for The Print Shop in Portales as a pressman for the last ten years. Prior to that, Thom worked at the Christian Children's Home and as the Youth Minister for his church. In 1997, Thom called the Chamber of Commerce and wanted to know what he could do to help the city with Christmas lights downtown. "They looked pretty bad," said Thom. "Christmas is too special a season for the town not to look good. And it reflects on our community. It makes it look like no one cares."

For the last two years Thom has organized a group of volunteers to help him replace the lights on buildings and put up new lights. This year, Thom and his volunteers cleaned the light pole decorations and replaced the lights in those too. They are even making sure all the outlets work and having them fixed if they don't. "There's no point in having the lights if the outlet doesn't work," said Thom.

The Portales Christmas Light and Decoration Fund gets its money from the Little Miss Merry Christmas promotion. Thom said it's the community support of the fund that makes the lights possible. "This is a community thing and I do it because I believe in my community. I never expected to get anything for it. I do it because I want it to look good," Thom said.

"In a day and age where apathy reigns you have to care enough to make an obvious difference."



## Building of the year

### Tower Twin Theater



The original Tower Theater was destroyed by fire in March, 1978. Commonwealth Theaters owned the theater at that time and rebuilt a two screen naming it the Tower Twin Theater. Commonwealth sold to Farmington-based Allen Theaters in August of 1990. According to Russell Allen, Allen Theaters is a family owned business and has been since 1912. Russell is a fourth generation theater owner. Allen Theaters have 20 locations with 75 screens.

In September 1998, the Allens closed the Tower Twin. They said the theater just wasn't making any money. "We received lots of calls from the community asking us to reconsider, about 90 percent of them from parents of students at Eastern," said Russell Allen. Russell explained that whenever people called, they asked them why they didn't visit the theater. "Our number one complaint was the seats," said Russell. "We decided if we were going to reopen and make it work, we needed to make a statement." Russell adds that if you're going to do something, you might as well do it right. So they did more than just replace the seats. They painted the two theaters, added cup holders to the seats and gave the lobby a complete facelift.

When asked what contractor did all the work, Russell said it was a combination of people. "We hired someone to put in the seats and lay the tile in the lobby. Our staff did most of the rest. Managers from Clovis and Roswell came down and we started painting. It was mostly an in-house job."

Portales and especially Eastern New Mexico University is very excited to have their new and improved Tower Twin Theater back. MainStreet manager Donita Massey Privett said this project has a "huge impact on the community." Until now, there hadn't been any improvements to the building since 1978. "We want to be involved with communities," said Russell. "This theater is obviously a centerpiece of this community and we want to be a part of it."

## ROSWELL

## Business of the year

### Roswell Seed Company

1998 marks the 100th anniversary of Roswell Seed Company. John Berry Gill sold buggies and harnesses in Hagerman, NM and in 1894 he opened a store in Roswell selling furniture in the front of the store and coffins in the back. In 1898, with only \$500 capital, he started Roswell Produce and Seed Company on the corner of Second and Main Street. In 1908 the name was changed to Roswell Seed Company. In 1910 the building at 115-117 South Main was built to provide more space. The citizens of Roswell didn't think the new location would succeed as it was too far out of town (two blocks



south of the downtown area.) In 1963 a fire destroyed the building and a new one was built using reinforced concrete walls with iron posts and concrete floors.

Roswell Seed Company is still operated by the Gill family. They have provided the farmers and ranchers of the Pecos Valley with seed and fertilizer products for 100 years. Roswell Seed Company is one of the reasons why the farming and ranching industry brings in significant benefits to Roswell's economy annually. Roswell Seed Company helped bring the MainStreet program to Roswell.

## Volunteer of the Year

### Joe Head

Joe Head, MainStreet Roswell's Volunteer of the Year, has been on the board of MainStreet Roswell since 1996 and has also served on the promotion and design committees. Joe is definitely a MainStreet manager's dream of a true volunteer.

Joe's contributions to the Chile Cheese festival have made this outstanding promotion even more appealing to the public. Through his efforts this past year the festival was expanded to include bus tours to the historic Chisum Ranch where over 800 people were treated to demonstrations of dogs herding sheep, cutting horses, sheep shearing, and a chuck wagon lunch. Joe also found sponsors for this new activity.

Joe is now retired from Southwestern Public Service Company. He was born and raised in Roswell and has seen downtown at its best and at its worst. He stated that "the MainStreet program has revitalized downtown Roswell and is working to preserve it for the future." He believes that "everyone should be a member of the MainStreet program because it works, all you have to do is drive down Main Street Roswell."

## Promotion of the Year

### Trick or Treat on Main Street

Over the years, MainStreet Roswell has tried time and again to have Halloween promotions. It has proven to be a hard time of the year, because it follows right after the big Chile Cheese Festival. In 1997 over \$200 was spent in newspaper advertising to attract trick or treaters to the downtown area, with the effort yielding only 50 children.

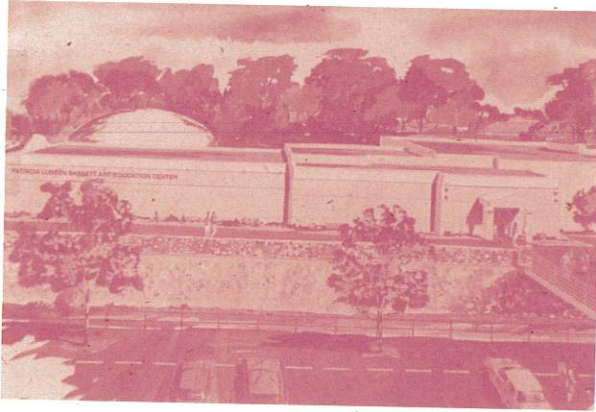
This year, the MainStreet promotion committee decided to save advertising dollars. Instead, they invested in copy paper to run off a flyer promoting the event. After checking with the Roswell School system, they learned that there are approximately 5,000 children enrolled in the elementary school. Copies of the flyer were handed out to every elementary school student in Roswell!

On Halloween, MainStreet merchants had a very ghoulish surprise. Over 3,000 children showed up in costume to Trick or Treat at downtown merchants. After 30 minutes of this onslaught merchants could be seen running to the candy store. Two hours later you could see the same merchants running to the candy store again. This very successful promotion cost MainStreet Roswell \$64 in copy paper. You bet they will do a MainStreet Trick or Treat event again next year!



## Building of the Year

The Patricia Lubben Bassett Art Education Center



April 1998 marked the grand opening of the Patricia Lubben Bassett Art Education Center, a 12,000 square foot addition to the Roswell Museum at 11th and Main in downtown Roswell. The groundbreaking took place in April 1997, and in a little over one year a parched and dusty lot located at the southwest corner of the museum complex was transformed into the premiere art education facility serving southeastern New Mexico. The Patricia Lubben Bassett Art Education Center is part of an overall plan forming a cultural and recreational hub for the community.

Dedicated to promoting art education among youth, the \$1.3 million expansion owes its existence to a legion of donors, who, like Patricia Lubben Bassett, recognize the importance of creative expression. Together, they built a community arts resource that is filled with wonder, learning, and enjoyment.

## Silver City

### Special Community Award

Silver City MainStreet Merchants  
The Official Downtown Historic Guide



Silver City had been without a downtown business guide for several years. Lisa Brand, co-owner of Fantastic Finds, a successful new business in the MainStreet district, decided it was high time the situation be corrected. She contacted newly-hired MainStreet manager, Tom Drake, and the two of them spent a couple weeks soliciting \$15 and \$25 ads from all the downtown businesses. Eventually they collected \$2,500 to cover printing costs and had enough left over to help pay for several full-page ads promoting the businesses during the holiday season. Local artist Mark Wilson supplied the cover art and Lisa designed the map on her computer. The guide has been enormously popular and is distributed by the new Visitor's Center, local inns and motels, and the 111 participating businesses.

## Building of the Year

### Former Post Office

The former U.S. Post Office was converted into a private residence and gallery at 402 West Broadway. Built in 1934, the XPO has been restored over the past ten years by owner Frank Werber. When abandoned by the U.S. government more than 20 years ago, the building was left in a unusable condition. Mr. Werber purchased it in 1978, and, using private funds, converted a building of public scale into a private residence and gallery space. Restoration work has included extensive restoration of exterior trim and window frames, now painted deep blue to accent architectural details and landscaping. Public hallways and other interior features were left intact and made use of as display areas. Walls were removed to create a large gathering room illuminated by existing oversized windows and transom lights. Mr. Werber opened the building to the public several times in 1998, during the Mimbres Region Arts Council Evening at the Galleries, and for an art opening for three local artists.



## Business of the Year

### Diane's Restaurant

Diane's Restaurant doubled its size, capacity, and hours this year by expanding the existing one-year-old business into an adjacent storefront and adding evening hours of operation. Owned and operated by Diane Barrett, the restaurant offers fine eating downtown, with beer and wine service, white linen tablecloths, and specialty gourmet dishes. The restaurant is answering a need felt by many Silver City residents, especially those who have moved to the area in the last six years, to have fine dining combined with liquor service in the downtown area. Diane's also boasts façade and interior restoration work coordinated largely on a volunteer basis by Suzanne Gershenson.



## Volunteer of the Year

### Marcia Gruber



Marcia Gruber is an attractive, articulate woman—and she's a bag lady. Not a day goes by that Marcia is not out picking up someone else's trash. And if she's not picking it up herself, she's organizing, cajoling, and pleading with others to start taking care of their messes. A tireless worker for the cause of beautifying our streets, Marcia has addressed school and community groups, judges, police, people sentenced to community service, and state legislators for the cause. She writes a weekly newspaper column about litter and has spearheaded several tree-planting projects downtown. "It's an honor to serve as a bag lady for Silver City, to be able to give back to this community that I love," Marcia said. She thanked her committee, "a great group of women": Sudie Kennedy, Barbara Smith, Karen Hamlin, Kate Schilling and Susan Sherman.

## Promotion of the Year

### Celebration of Spring

Completely revamped in 1998, the Celebration of Spring, in its fourth year, became a street fair featuring arts and crafts booths, baked goods and five sets of live musicians. The event was held on Yankie Street, Silver City's art gallery venue, in conjunction was a special Farmer's Market where seedlings and other vegetable starts were sold for the planting season. At least 2,500 people attended the event, which before had spotty attendance. In the past, booths were set up in front of a handful of stores, and sometimes participation amounted to five vendors. This year there were 25 vendors lined up on Yankie, and many businesses throughout the downtown noted a sharp increase in shoppers the day of the event. The MainStreet manager and a committee of volunteers made up largely of downtown merchants organized the event over a two-month period. Police, a karate school and musicians also volunteered their time.



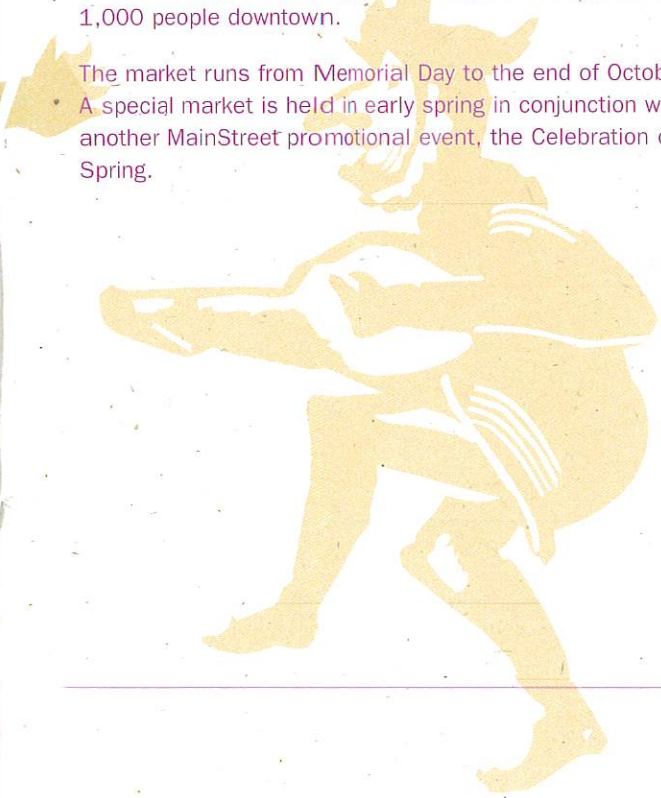
## Promotion Hall of Fame

### Silver City Farmer's Market

The Silver City MainStreet Farmer's Market is entering its tenth year. It is one of the MainStreet Program's earliest promotional events. When it first began in 1989, five growers sold their wares on Sixth Street in the historic downtown. Now there are nearly 50 vendors alternately selling vegetables, produce and goods made in the area. The market is so popular it is held twice weekly during the summer with a Tuesday market held at nearby Gough Park.

This year, the market featured a new MainStreet promotion, the Taste of Downtown Silver City and All That Jazz. Five downtown restaurants entered a cook-off held at the market, while several jazz musicians, procured by the local Jazz Society for MainStreet voluntarily offered the refrains of sweet jazz. Hundreds of people participated in the event. Each Saturday morning the market brings an estimated 1,000 people downtown.

The market runs from Memorial Day to the end of October. A special market is held in early spring in conjunction with another MainStreet promotional event, the Celebration of Spring.



# Truth Or Consequences

## Building of the year

### Joe's Barber Shop

Local clown, Dr. Candy Heart and her little pal Rosie provided "road side antics" at MainStreet's first paint party in Truth or Consequences. The City and local merchants donated supplies, barbecue, food and entertainment as the Barber Shop metamorphosed from a drab brown and white to a bright yellow replete with barbershop poles and scissors.

Based on design recommendations from New Mexico MainStreet, the innovative painting was accomplished by over 28 volunteers from the community and from MainStreet towns Albuquerque, Silver City and Las Cruces.



## Business of the year

### Radio Shack

Since purchasing the business in 1994, owner Ralph Seis has tripled the inventory, and doubled sales. His motto: \$1.00 house calls to program remote controls for "little old ladies", i.e. service. Radio Shack T or C is currently undergoing a MainStreet inspired face-lift.



## Promotion of the year

### Christmas at the Oasis

Celebrating the season in a grand style, the Oasis Golf Course at Elephant Butte served food to over 700 people, provided hay rides, carolers, live manger scenes, and a golf in the dark tournament. Entrance to the golf course was a marvelous light show of 5,000 luminarias, and 100,000 electric lights. The party invitations are extended to locals and visitors alike.

## Volunteer of the year

### Eliana Aubin

A non-business volunteer, Eliana Aubin has acted as secretary for the local MainStreet program. Her interests are civic minded with the intention of helping Sierra County become a place to be proud of and a tourist attraction.

## Special Community Award

### Parks and Recreation Department

Special thanks are extended to the Truth or Consequences Parks and Recreation Department for the extensive hours spent working with Truth or Consequences MainStreet and the New Mexico Highway Department on a beautification project. Also included in the beautification was the "adopt a median" project. Their spirit of cooperation was much appreciated.

# 1998-1999 Mainstreet Program Associates

## NEW MEXICO MAINSTREET DIRECTOR

Elmo Baca

## ASSOCIATE DIRECTOR

Maryellen Hennessy

## ARCHITECTS

Susan Freed, DCSW Architects

Harrison Higgins and Laurie Moye,  
Dekker/Perich/Sabatini

Sallie Hood and Ron Sakal, Sakal and Hood Architects

## ORGANIZATION

Barbara Silverman

Rich "Blue" Williams

Governor Gary Johnson

Lt. Governor Walter Bradley

Secretary of State Rebecca Vigil-Giron

Cabinet Secretary, John Garcia, Economic Development

## GRAPHIC DESIGN

Gary Cascio and Julie Blanke, Late Nite Grafix

Rosalie Huang, RH Design

## RT. 66 SCENIC BYWAYS PROJECT

Harvey Kaplan, Coordinator

## BUSINESS ASSISTANCE

Agnes Noonan

WESST Corp.

## NATIONAL MAIN STREET CENTER

Kennedy Smith, Director

Scott Day, Program Associate

Comisión de Desarrollo Económico  
Comisión de Desarrollo Urbano  
Comisión de Desarrollo Cultural  
Comisión de Desarrollo Social  
Comisión de Desarrollo Ambiental

COMISION DE DESARROLLO ECONOMICO  
COMISION DE DESARROLLO URBANO  
COMISION DE DESARROLLO CULTURAL  
COMISION DE DESARROLLO SOCIAL  
COMISION DE DESARROLLO AMBIENTAL

**New Mexico MainStreet would like to  
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