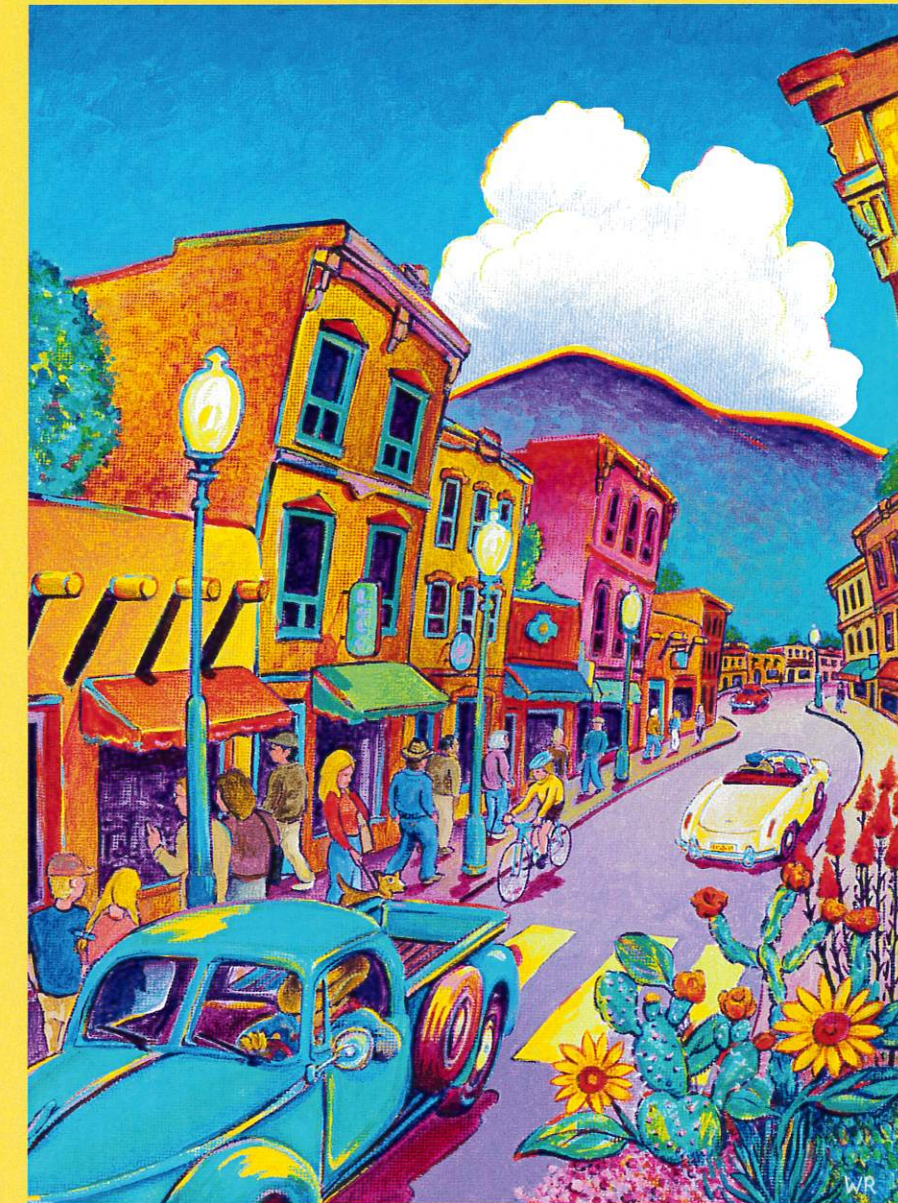


25th Anniversary Awards



New Mexico MainStreet 25th Anniversary Awards and Friends of New Mexico MainStreet Centennial Legacy Project Awards

Recipient Profiles

Rich Williams, Director

August 14, 2010



New Mexico MainStreet

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Off the Road: Your Guide to Visiting NM MainStreets
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Stephanie Redman - Organization

New Mexico MainStreet 25th Anniversary Sponsors



The New Mexico MainStreet 25th Anniversary Honorary Committee and the New Mexico MainStreet program are deeply grateful to the following organizations for their generous sponsorship of the 25th Anniversary.

Partners

 Friends of New Mexico MainStreet supports the New Mexico Coalition of MainStreet Communities and local MainStreet organizations by providing opportunities for professional mentoring, public education and financial assistance. The Friends are dedicated to securing funds that will enhance and complement funding not available through the New Mexico MainStreet Program's state appropriations, but which have a high impact on program development at the local level.

 The National Trust for Historic Preservation is a national, privately funded non-profit organization that helps people protect, enhance and enjoy the places that matter to them by providing leadership, education, advocacy, and resources. For more than 60 years the National Trust and its 500,000 advocates and members across the country have fought to preserve America's diverse historic places and revitalize our communities. The Trust galvanizes Americans who want to save the places where great moments in history – and significant moments of everyday life – took place.


Contributors

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 New Mexico Coalition of MainStreet Communities supports local MainStreet organizations in New Mexico through program development, advocacy and lobbying for resources. Congratulations on 25 years of New Mexico MainStreet success!

 PNM is the largest electricity provider in New Mexico, serving more than one million people across the state. Besides providing some of the most reliable electricity service in the country, we give back to our communities, including New Mexico MainStreet. We have the power to make life better. Together.

McCUNE

Charitable Foundation
The Marshall L. and Perrine D. McCune Charitable Foundation is dedicated to enriching the health, education, environment, and cultural and spiritual life of New Mexicans. The Foundation memorializes its benefactors through proactive grantmaking that seeks to foster positive social change.


 The Occam Engineering team includes an exceptional group of individuals that bring years of experience in the assessment, planning, design, and construction management support over a broad spectrum of public and private infrastructure assignments. Occam staff support clients with strong technical, decision-support and interpersonal skills. Occam projects routinely incorporate a context-sensitive approach allowing us to exceed our clients' goals and achieve greater stakeholder buy-in. Our engineering staff consists of senior members, some of the most respected individuals in the industry, supported by an extremely competent young, dynamic, involved group of individuals with contemporary ideas, customer service and quality focus, and strong work ethic

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New Mexico's MainStreet Program Directors

State Main Street directors coordinate, orchestrate and administer the Main Street program in each of the 37 current state Main Street programs. They bring their vision, expertise, and devotion to community and economic development and an historic preservation ethic to the program and its affiliated local Main Street organizations. Each director adds his or her unique perspective, skills, and knowledge to the position, building on their predecessors' and the program's successes. State Main Street directors must attract and oversee a talented team of staff and consultants experienced in the Four-Point Approach to deliver technical assistance, services, and resources to affiliated Main Street communities. Perhaps no quality is more important to maintaining and expanding a state Main Street organization than political savvy. Being able to establish strong bonds with federal, state, and local elected officials and to develop partnerships with directors and managers of other state organizations, federal agencies, outside networks, and other potential partners is essential to financing and growing the state Main Street organization and building stronger local Main Street revitalization organizations.

In New Mexico, the New Mexico MainStreet Program has been fortunate to have many talented leaders at the helm. To date, they include the following directors, listed in order of service.

J. Robert Beauvais	Julie Johncox	Rich Williams
Ursula Boatright	Elmo Baca	Keith Kjelstrom (Interim)
Ed Boles	Maryellen Hennessy	Rich Williams



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New Mexico MainStreet 25th Anniversary Honorary Committee

The following individuals graciously supported and advised New Mexico MainStreet on its anniversary activities.

The Honorable Diane Denish Chair Lieutenant Governor of New Mexico	Theresa Pasqual , Advisor National Trust for Historic Preservation	Julie Johncox , Former Director New Mexico MainStreet Program
The Honorable Jeff Bingaman United States Senate	Jan Biella , Interim State Historic Preservation Officer Department of Cultural Affairs	Elmo Baca , Former Director New Mexico MainStreet Program
The Honorable Tom Udall United States Senate	Loie Fecteau , Executive Director New Mexico Arts, Department of Cultural Affairs	Maryellen Hennessy , Former Director New Mexico MainStreet Program
The Honorable Martin Heinrich United States House of Representatives	Laurie Frantz , Program Coordinator New Mexico Tourism Department	Keith Kjelstrom , Former Interim Director New Mexico MainStreet Program
The Honorable Ben Ray Lujan United States House of Representatives	Kathy Keith , Principal Kathy Keith Consulting	Rich Williams , Director New Mexico MainStreet Program
The Honorable Harry Teague United States House of Representatives	Geraldine Forbes Isais , Dean UNM School of Architecture and Planning	Peyton Yates , President Friends of New Mexico MainStreet
The Honorable Mike Runnels Former Lieutenant Governor of New Mexico	Dr. Lee A. Reynis , Director UNM Institute of Applied Research Services Bureau of Business and Economic Research	Owen Lopez , Executive Director McCune Charitable Foundation
Fred Mondragón , Cabinet Secretary Economic Development Department	William F. Fulginiti , Executive Director New Mexico Municipal League	Elizabeth Isenberg-Phelps , Chair New Mexico Coalition of MainStreet Communities
Terry Brunner , State Director U.S. Department of Agriculture, Rural Development	Roy Miller , State Director New Mexico Small Business Development Centers	
Stephanie Meeks , President National Trust for Historic Preservation	J. Robert Beauvais , Former Director New Mexico MainStreet Program	
Doug Loescher , Director National Trust Main Street Center	Ursula Boatright , Former Director New Mexico MainStreet Program	
Jonathan Poston , Director Southwest Office, National Trust for Historic Preservation	Ed Boles , Former Director New Mexico MainStreet Program	
Ernesto Ortega , Advisor National Trust for Historic Preservation		

The Honorable Mike Runnels

In 1984, former Lieutenant Governor Mike Runnels saw the opportunity to revitalize New Mexico's traditional and historic downtown assets through a new and innovative program of the National Trust for Historic Preservation: Main Street. He introduced legislation that year to create the program. Lieutenant Governor Runnels believed that the cohesive, comprehensive, and incremental strategies of the Main Street Four-Point Approach® would adapt well to the needs of the state's rural plazas, courthouse squares, and the traditional commercial centers of our towns and cities. In 1985, the first New Mexico MainStreet Program communities were selected through competitive application; each received \$35,000 a year in Community Development Block Grant (CDBG) matching funds for its first three years of work. Seven more communities were added over the subsequent three years. For its first two years, the New Mexico MainStreet Program was housed in the Lieutenant Governor's office. In 1988 it was moved to the Economic Development Department, where it has been an integral part of community economic development, job creation and business support for New Mexico. Lieutenant Governor Runnels' vision has enabled MainStreets throughout the state to flourish and thrive.

**Friends of New Mexico MainStreet Community Development Award:
The McCune Charitable Foundation**

The Marshall L. and Perrine D. McCune Charitable Foundation is dedicated to enriching the health, education, environment, and cultural and spiritual life of New Mexicans. The Foundation memorializes its benefactors through proactive grantmaking that seeks to foster positive social change. This mission is perhaps no better executed than in the Foundation's generous support of the Friends of New Mexico MainStreet and the New Mexico MainStreet Program.

For seven years, the McCune Charitable Foundation has supported the work of downtown revitalization and arts- and cultural-based economic development in the State of New Mexico. Since 2004, the Foundation has generously supported the following educational and cultural development projects.

- Scholarships for more than 20 local MainStreet managers to attend training and workshops to build their skills and knowledge base;
- Funding for MainStreet "Façade Squads" and a business "Project MainStreet Make Over";
- Seed grants to seven communities to meet match requirements for downtown master plan funding;
- Creation of an online "community economic development toolbox" designed to educate community leaders about the technical and financial assistance tools available for various community projects;
- Support of a variety of technical assistance to New Mexico MainStreet communities beyond what the state program was able to provide;
- Sponsorship of a round-table discussion on diversity and inclusion to inform New Mexico MainStreet staff what other organizations are doing to further this issue;
- Matching funds for coordinating staff in New Mexico's first three pilot Arts and Cultural District communities; and
- Support of local Arts and Cultural District projects, including support for branding and marketing.

It is safe to say that state and local MainStreet organizations would not have been able to achieve all that they have without the generous support of the McCune Charitable Foundation. On behalf of the entire New Mexico MainStreet network and with the deepest possible gratitude, the Friends of New Mexico MainStreet thanks the Foundation for its investment in the state's communities.

McCUNE
Charitable Foundation

New Mexico MainStreet 25TH Anniversary Awards

About the Awards

Throughout the course of its 25 year history, New Mexico MainStreet has regularly celebrated local MainStreet organizations' successful projects through statewide annual awards ceremonies. In honor of its 25TH anniversary, New Mexico MainStreet revamped its awards categories to recognize the cumulative successes and achievements of local MainStreet organizations in each of Main Street's Four Points: Organization, Design, Promotion, and Economic Positioning. Additionally, the state program created the Silver Star Award, designed to celebrate one local MainStreet organization's overall success in downtown revitalization and comprehensive accomplishments in each of the Main Street Four Points. All local New Mexico MainStreet organizations in good standing were eligible for the awards, regardless of the age of their organization. Following a competitive nomination and selection process, five 25TH Anniversary Awards were presented at the New Mexico MainStreet 25TH Anniversary Celebration on August 14, 2010. The presentation included the following awards.

Award for Overall Excellence in Design – Designed to recognize a local MainStreet organization that has conducted a comprehensive set of activities that resulted in the improved appearance, functionality, investment in, and preservation of the MainStreet district. The award also included a \$500 cash prize for the recipient to use to further preserve the MainStreet district and/or improve its appearance and physical function.

Award for Overall Excellence in Organization – Designed to recognize a local MainStreet organization that has conducted a comprehensive program of activities that cumulatively developed, sustained, and enhanced the functionality of the MainStreet organization, its resources, and its capacity to revitalize the MainStreet district. The award also included a \$500 cash prize for the recipient to use to further enhance the local MainStreet organization and its operations.

Award for Overall Excellence in Promotion – Designed to recognize a local MainStreet organization that has conducted a comprehensive program of promotional activities which cumulatively increased the popularity, use, customer base and positive image of the MainStreet district. The award also included a \$500 cash prize for the recipient to use to further promote and market the local MainStreet district.

Award for Overall Excellence in Economic Positioning – Designed to recognize a local MainStreet organization that has conducted a comprehensive series of activities that over time improved MainStreet's overall economy and attracted business investment to the MainStreet district. The award also included a \$500 cash prize for the recipient to use to further strengthen the economy of the local MainStreet district.

The Silver Star Award – The most prestigious of all NMMS 25TH Anniversary Awards, the Silver Star Award is designed to recognize one exceptional MainStreet organization whose cumulative successes across the Four Points and maintenance of a vibrant MainStreet organization serve as a model of comprehensive MainStreet revitalization. The Silver Star Award also included a \$1,500 cash prize for the recipient to reinvest in any aspect of its MainStreet revitalization efforts.

New Mexico MainStreet 25th Anniversary Awards Recipients

Award for Overall Excellence in Design **Artesia MainStreet, Inc.**

One wouldn't necessarily expect a community whose founding was based on its waters and which later boomed on oil to feature an attractive and inviting downtown that celebrates its history and heritage through monumental artwork and other aesthetic enhancements. However, downtown Artesia does just that – owing in large part to Artesia MainStreet's work in Design.

Since Artesia MainStreet's start in 1997, downtown design improvements have been a key component of the organization's work, and the results of MainStreet's Design activities are gloriously visible in downtown Artesia. Artesia MainStreet's primary goal has always been to improve downtown's appearance and quality of life, and its Design projects certainly have met that goal. Photos of downtown Artesia taken in the late 1990s show a generally unremarkable downtown. The same cannot be said for downtown Artesia today. Artesia MainStreet and its partners have drawn big visions and have systematically pursued downtown design improvements. This combination of big thinking and dedicated implementation has resulted in a downtown that has a variety of features that entice residents and visitors to explore and enjoy the downtown area.



Birds eye view of completed streetscape

WHAT DID THEY DO?

Led by the Design Committee, Artesia MainStreet's downtown Design improvements have included both small-scale and major projects. The organization worked to develop a downtown master plan, and each of its Design projects has either resulted from the master plan and/or is intended to reflect community history. Some of MainStreet's most significant Design projects include the following:

Downtown Master Plan and Update. In 1997 Artesia MainStreet developed a downtown master plan that included a variety of public and private input. That plan has served as the Design Committee's guide for project prioritization and implementation. Following the completion of many of the activities included in the original plan, the master plan was updated in 2007 and continues to guide downtown design improvements today.

Burlington Northern Depot Renovation. In 1998, the Burlington Northern Railroad donated the historic 1912 Artesia passenger depot to the City of Artesia. Artesia MainStreet funded a major renovation of the building. The original depot now serves as the Visitors' Center, and a depot addition houses the Greater Artesia Chamber of Commerce office.



The renovated depot

Renovated Land of the Sun Theater



Main Street Streetscape Renovations: Peyton's leadership enabled MainStreet to work closely with the City of Artesia to design and finance a complete renovation of the Main Street streetscape in 2001, including new paving, sidewalks, lighting, reconfigured parking, and more; another phase was completed at 2nd Street and Texas Avenue in 2008.

Land of the Sun Movie Theater: In 2001, MainStreet elected to renovate the façade of the Land of the Sun Movie Theater. Peyton negotiated with national operator Carmike Cinemas to refurbish the interior and for MainStreet to do the façade, resulting in improved sales and usage for the theater.

Downtown Artesia History Sculptures: Motivated to preserve Artesia's history for future generations, Peyton led a private campaign to install nine unique monumental bronze sculptures that depict Artesia's pioneer founders and portray the region's oil and ranching heritage.



Dedication of downtown Artesia streetscape

Beyond his impact in Artesia, Peyton has long recognized the positive effect that MainStreet could have throughout the state. In 2004, Mr. Yates created the nonprofit, charitable Friends of New Mexico MainStreet, Inc. with the intent of providing a private-sector vehicle to raise funds to support the work of both state and local MainStreet organizations. Since its inception, Friends has been instrumental in raising \$900,000, which has supported the education, design, planning, and development of 16 MainStreet downtowns and Arts and Cultural District organizations across New Mexico. Friends of New Mexico MainStreet was one of the first nonprofits in the country to support a state network of MainStreet organizations, and under Peyton's leadership the board of directors continues to be an effective funder of innovative MainStreet projects at the state and local level.

"Peyton has always celebrated the independent spirit of the people who built Artesia..."

The true spirit and impact of Peyton's "can-do" attitude and visionary leadership can be best related by those who know him well.

"Peyton gives of himself for the good of others. He has donated so much of his own time, energy and money for the benefit of Artesia and never for his own glory." ~ *Ronnie Jackson*, long-time Design Committee Chairperson

"Peyton has always celebrated the independent spirit of the people who built Artesia -- the ranchers, farmers, the working person. But, Peyton himself epitomizes the independent spirit. At first glance his ideas always seemed over the top, but somehow he has inspired the people around him to embrace big ideas, make them our own, build them up and make them reality. And, he himself would never give up. He would never find the way to say 'no,' but always the way to 'yes, let's bring people together and get this done.' His accomplishments are many and all worth the attention they get and more. But, what is most important about Peyton is the true intent of each project and moreover how he has changed the lives of his friends and volunteers. We are true believers in MainStreet, in the independent spirit, in our community and in ourselves because of Peyton. That kind of accomplishment cannot be measured with all the gold in the world, but is the most valuable of all." - *Hayley Klein*, Executive Director, Greater Artesia Chamber of Commerce and former Executive Director of Artesia MainStreet

McCune Charitable Foundation New Mexico Leadership Award:
Peyton Yates

For more than a decade, Peyton Yates has been a driving force in support of the New Mexico MainStreet Program and local MainStreet organizations. Few in the private sector have been as generous with their time, energy, and funds, all with the goal of improving the downtowns and neighborhood commercial districts of New Mexico. While Mr. Yates's list of accomplishments is far too long to list here, he has had a tremendous positive impact on Artesia MainStreet and the entire New Mexico MainStreet network.

In Artesia, Peyton founded Artesia MainStreet in 1997 and continues today as president. He has not only provided a solid organizational foundation for downtown revitalization in Artesia, but through his leadership and support, the appearance of downtown Artesia has been transformed. His visionary thinking has guided the organization to significant accomplishments that would be noteworthy in any MainStreet district in the world. Some of these include:

Heritage Walkway: Realizing the need to show immediate visible results, Peyton led Artesia MainStreet to renovate and enhance a dilapidated downtown "pass through," creating an attractive gathering space that conveys community history and demonstrated MainStreet's ability to achieve great things in Artesia.



No downtown task is too small for Peyton Yates

Renovation of Heritage Walkway. In 1998, MainStreet began renovations on Heritage Walkway, a fire-vacated site which featured two bicentennial murals. Artesia MainStreet renovated the area, added fountains, retouched the original crafted tile to represent installed custom-crafted mural was added by a now provides a pleasant, between Main Street



New roundabout at 2nd & Texas

Downtown Streetscape Artesia MainStreet began Artesia on the process of which changed the face blocks of Main Street new street pavement, angle parking, lighting, medians, crosswalks, seating walls, and trees and shrubs. In 2008, MainStreet and the City tackled another streetscape project at the intersection of 2ND Street and Texas Avenue. These improvements included the installation of a traffic circle, new sidewalks, paving, landscaping, and street furniture.

Land of the Sun Theater Façade Renovation. To spruce up this cultural gem and functioning movie theater, MainStreet sponsored the renovation of this historic theater façade in 2001. Work included new tile and the installation of a replica of the original 1947 neon sign. With companion interior renovations conducted by Carmike Cinemas, theater business was greatly enhanced.

Downtown Design Guidelines. Recognizing the need to promote good design practices within downtown properties, Artesia MainStreet's Design Committee developed a printed pamphlet that illustrates preservation and building design practices that are encouraged by MainStreet.

Bronze Sculpture Installation. With a rich pioneer, ranching, and oil history in Artesia, Artesia MainStreet has represented that history through the installation of a series of monumental bronze sculptures. In 2003, the first bronze was installed; entitled *First Lady of Artesia*, it depicted pioneer woman Sallie Chisum who settled in Artesia in 1890 and made many contributions to early Artesia. In 2004, an incredible four additional statues were installed. *The Derrick Floor*, *Partners*, *Pioneering Endurance*, and *Woman's Intuition* all depict various aspects of the oil industry in Artesia and celebrate the tenacity of the area's oil pioneers. In 2007, the project turned toward commemoration of the community's farming and ranching heritage with "The Cattle Drive" series. This series included sculptures which depict various characters common on the cattle drive, including *The Trail Boss* (2007), *The Vaquero* (2008), and *The Rustler* (2009).



Downtown Artesia, circa 1998.

Through each of its Design projects, Artesia MainStreet has made a point to stay on schedule and on budget, to respect and utilize donors' contributions well, and to use local contractors for its projects.

Even with these significant and notable achievements, Artesia MainStreet is not content to stop. In fact, the organization has drawn up plans for another major set of Design projects to be completed in the next five years, including renovation of Central Park adjacent to downtown, completion of Veterans' Memorial Park, launch of a walking trail that features area ranches' cattle brands, and completion of Phase Two of the 2nd Street and Texas Avenue streetscape improvements.

HOW'D THEY DO THAT?



Heritage Walkway (before)

Artesia MainStreet's Design activities provide a stunning example of how community history and heritage can be integrated into building a beautiful downtown area. Many of the Design Committee's projects – particularly building renovations and sculpture installations – highlight community history. In fact when selecting its projects, the Design Committee considers not only how to beautify downtown, but also how to show some facet of local history. With that strong foundation, Artesia MainStreet's Design work also has been guided by the downtown master plan, which was created

in 1997 and updated in 2007. The master plan and update process engaged a broad section of the community, including business, citizen, and government input, which resulted in a series of physical projects which MainStreet has systematically accomplished.

Armed with good plans, Artesia MainStreet has engaged passionate volunteers in the Design Committee, many of whom have served for years. Many other volunteers have helped with projects, and individual funders have lent their support as well. Artesia MainStreet has made good use of the Design resources of New Mexico MainStreet, including a variety of design plans, renderings, and MainStreet Capital Outlay grants. Artesia MainStreet also has worked closely with a variety of partner organizations to achieve its Design successes – most notably the City of Artesia and the Greater Artesia Chamber of Commerce. The physical transformation of downtown Artesia is the result of many hearts and hands at work and not surprisingly, the entire community has a shared pride for downtown.

- Given the scale of many of MainStreet's Design projects, funding has been a crucial element in downtown Artesia's Design success. Artesia MainStreet has reached out to all corners of the community for in-kind and financial support for its Design projects, and the whole community has generously supported downtown improvements. MainStreet has approached its Design funding very strategically. Every three years MainStreet develops a fund-raising "wish book" that describes design goals, projects, and budgets. This compelling book is presented to city leaders and other potential contributors, and funding appeals are targeted to private donors' specific Design interests. Many Design projects have been funded privately through direct solicitation and other fund-raising events such as raffles and art auctions. Artesia MainStreet also has received state and federal funds for its projects, and the cumulative effect is a downtown that is dramatically different than it was in 1997.

WHAT'S THE IMPACT?

One needs only to look at before and after photos of downtown Artesia to understand the positive effect of MainStreet Artesia's Design work. Visitors to Artesia regularly marvel at the attractive downtown. Other Main Street communities point to downtown Artesia as a model for the kinds of physical changes they would like to achieve. Entrepreneurs now have an attractive, walkable environment in which to pursue their business dreams, and business investment has occurred concurrently with downtown physical improvements. Perhaps even better, downtown Artesia elicits a strong sense of pride among residents and is a place where locals choose to spend their time. When asked, long-time Artesia residents say that MainStreet's downtown improvements are like night and day. Artesia MainStreet truly has beautified downtown while retaining community history – a legacy that will last for years to come.



Heritage Walkway (after)

well-poised to attract a higher percentage of I-25 travelers into the community's historic commercial downtown districts – a wonderful legacy that will help support the 110 local businesses in MainStreet's corridor and ensure the sustainability of the corridor into New Mexico's next 100 years of statehood.



Design Schematic "A" produced by Community by Design under contract with City of LV for Downtown Action Plan

MainStreet Las Vegas Installation of Downtown Way-Finding Signs

Incredibly rich in history and historic buildings, the Las Vegas MainStreet district is comprised of three nationally registered historic commercial districts: Railroad, Douglas & Sixth, and Plaza/Bridge Street. However, all three are extremely difficult to find when exiting from Interstate 25, resulting in the loss of the potential market of 5,000 cars that travel I-25 every day.

In order to combat these challenging circumstances, the Las Vegas downtown master plan recommended defining I-25 Exit #345 as the “gateway” entrance to town and installing way-finding signs for the Visitor Center and all three commercial districts. Placing a priority on this recommendation, MainStreet Las Vegas has collaborated with the City of Las Vegas, New Mexico Highlands University, Las Vegas First Independent Business Alliance, and the New Mexico Department of Transportation District Four (NMDOT) on the location, design, and funding of way-finding signs. The project also has the support of the Las Vegas/San Miguel County Chamber of Commerce.



Proposed I-25 exit sign

MainStreet has developed a comprehensive way-finding strategy. Lodger’s Tax will be used to lease billboards to direct Interstate travelers to Exit #345, creating a primary gateway to all three historic commercial districts. The New Mexico Department of Transportation’s Grand Avenue streetscape budget includes updated signs on I-25 and Grand Avenue, and the City of Las Vegas will provide the land and installation for in-town directional signs. New Mexico Highlands University will coordinate its signage to link to Exit #345 and the city’s commercial districts. Additionally, MainStreet Las Vegas would like NMDOT to rework other signs on I-25, and it needs funds to fabricate in-town directional signs, with the goal of project completion by fall of 2010.

Total project budget for gateway and directional signs is \$71,200. City of Las Vegas Lodger’s Tax will be used to fund billboards on I-25, and the NMDOT streetscape budget will cover the state’s portion of the sign project. MainStreet will use the Centennial Legacy Project Award to fund in-town signs (other than Grand Avenue) and the Interstate 25 signs that will identify Exit #345 as the gateway entrance to town.

With the installation of a new way-finding sign system, MainStreet Las Vegas will be



Proposed in-town directional sign

Award for Overall Excellence in Organization Nob Hill Main Street, Inc.

Whether a Main Street organization is ten months or ten years old, good organizational development and management practices are essential. Well-tended operations, sufficient funds and volunteers, and strong communication efforts all support and enable achievements in Main Street’s other points and are the foundation for each and every revitalization accomplishment.

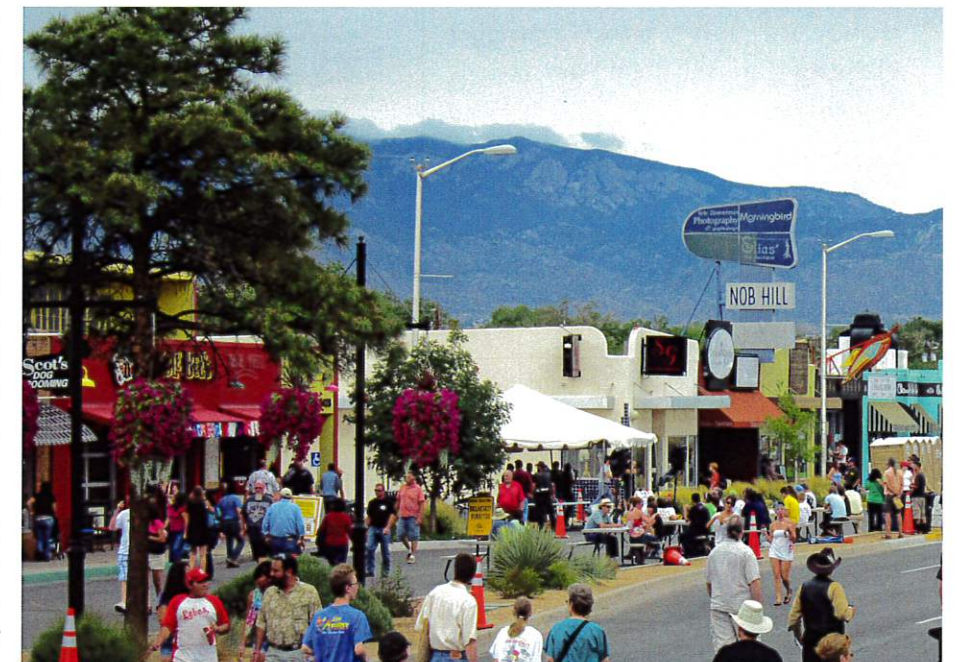
However, the Organization work done by a new Main Street organization holds special importance. Early leaders set fundamental vision, direction, policy, ethics, partnerships, and resources for the life of the organization. When a developing nonprofit places a priority on building the organization, gathering resources, building awareness, and setting good direction and policy, it leaves a legacy that carries the organization forward for years and even decades.

Nob Hill Main Street has taken that lesson to heart. During its first year of existence, Nob Hill Main Street has developed an exemplary series of Organization projects that has laid a solid organizational foundation for an ongoing, sustainable revitalization organization that will serve the Nob Hill neighborhood commercial district for years to come.

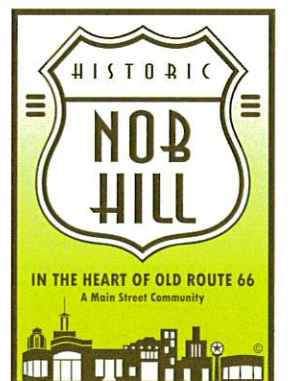
WHAT DID THEY DO?

Motivated by a desire to create a revitalization organization that is successful today and sustainable in the long-term – and to meet the benchmarks for Emerging MainStreet organizations set by New Mexico MainStreet – board members and the Organization Committee diligently created and built Nob Hill Main Street as a visible, productive, and credible organization. Through the work of the board and committees, Nob Hill Main Street has built an impressive community presence, recruited dozens of volunteers, raised significant funds as a brand-new organization, and implemented model organizational policies. In particular, Nob Hill Main Street has accomplished the following comprehensive set of Organization projects.

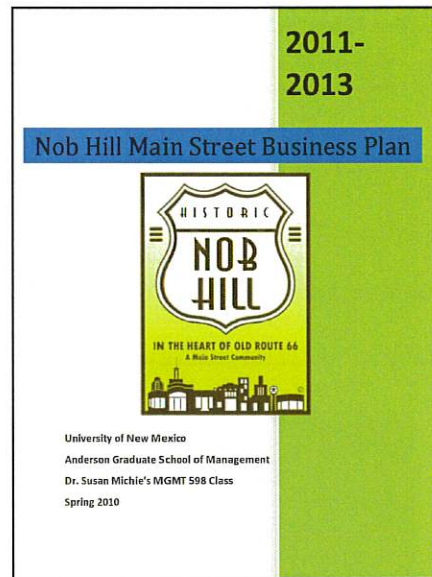
Established the Organization. Within its first few months, Nob Hill Main Street, Inc. (NHMS) incorporated, developed operational bylaws, adopted a conflict of interest policy, and created financial management procedures.



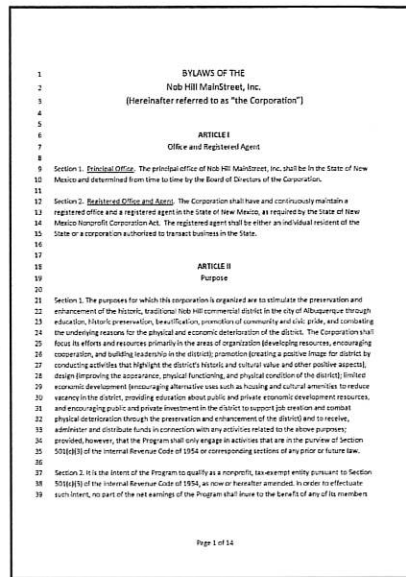
Crowds enjoy Route 66 Days & Nights



Developed the Board of Directors. NHMS created a broad-based, diverse board of directors that represents a variety of stakeholder groups including business and property owners; non-profit, education, and religious professionals; real estate investors and developers; architecture and design professionals; and neighborhood and business association members. Additionally, 12 board members participated in board member orientation provided by New Mexico MainStreet.



NHMS's initial 3-year business plan



Created Four Main Street Committees. Each committee has three to seven members, and all committees have completed Main Street Basic Training. In addition, board members and other volunteers have attended several other training programs, including the 2010 National Main Streets Conference, multiple New Mexico MainStreet Quarterly Trainings, the grant-writing seminar, and 2009 Organization Institute on Diversify Your Revenue.

Obtained I.R.S. Nonprofit Charitable Tax Status. Within a four-month period, volunteers worked with New Mexico MainStreet to apply for and receive approval as a charitable, 501(c)(3) nonprofit organization.

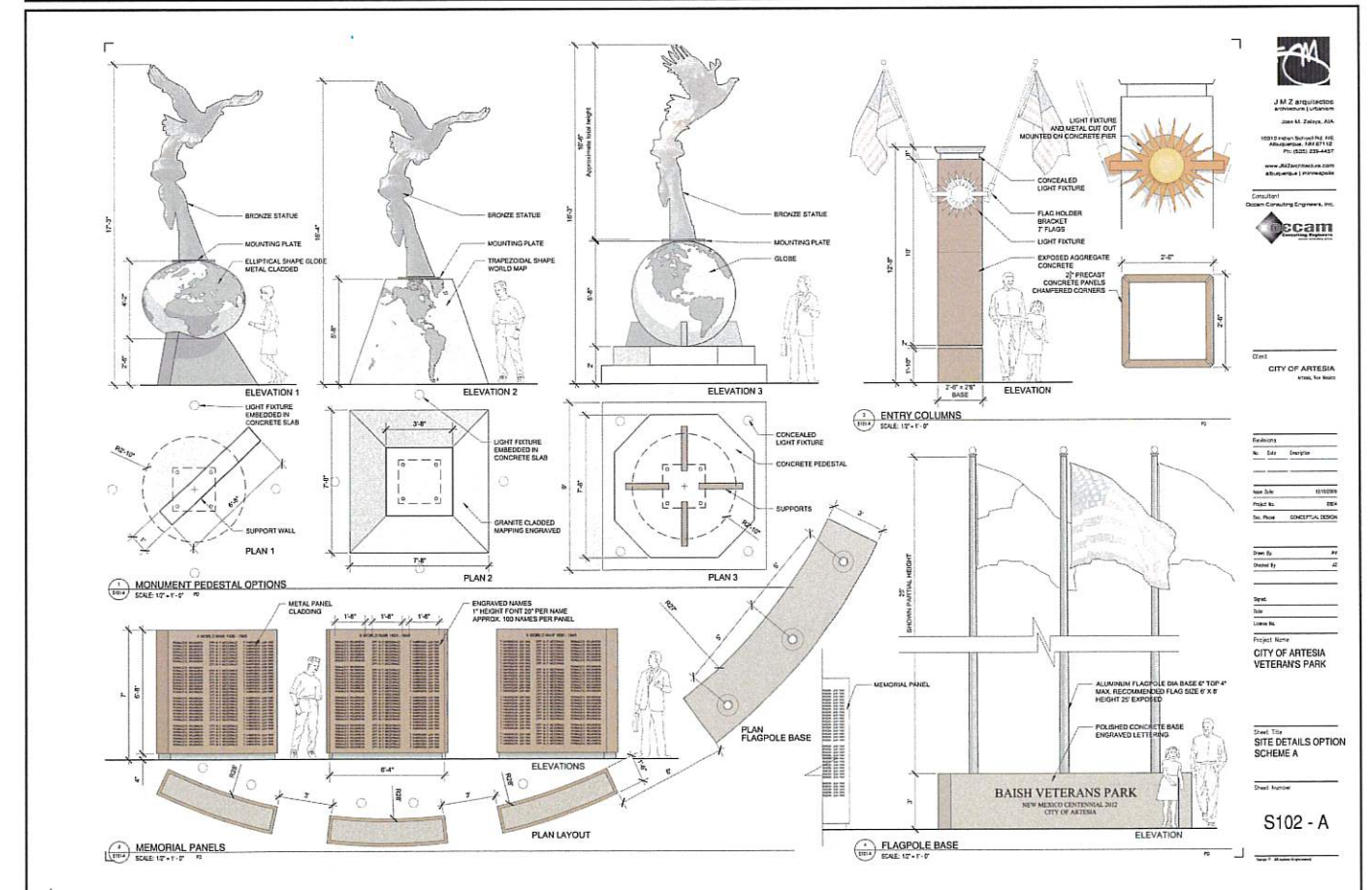
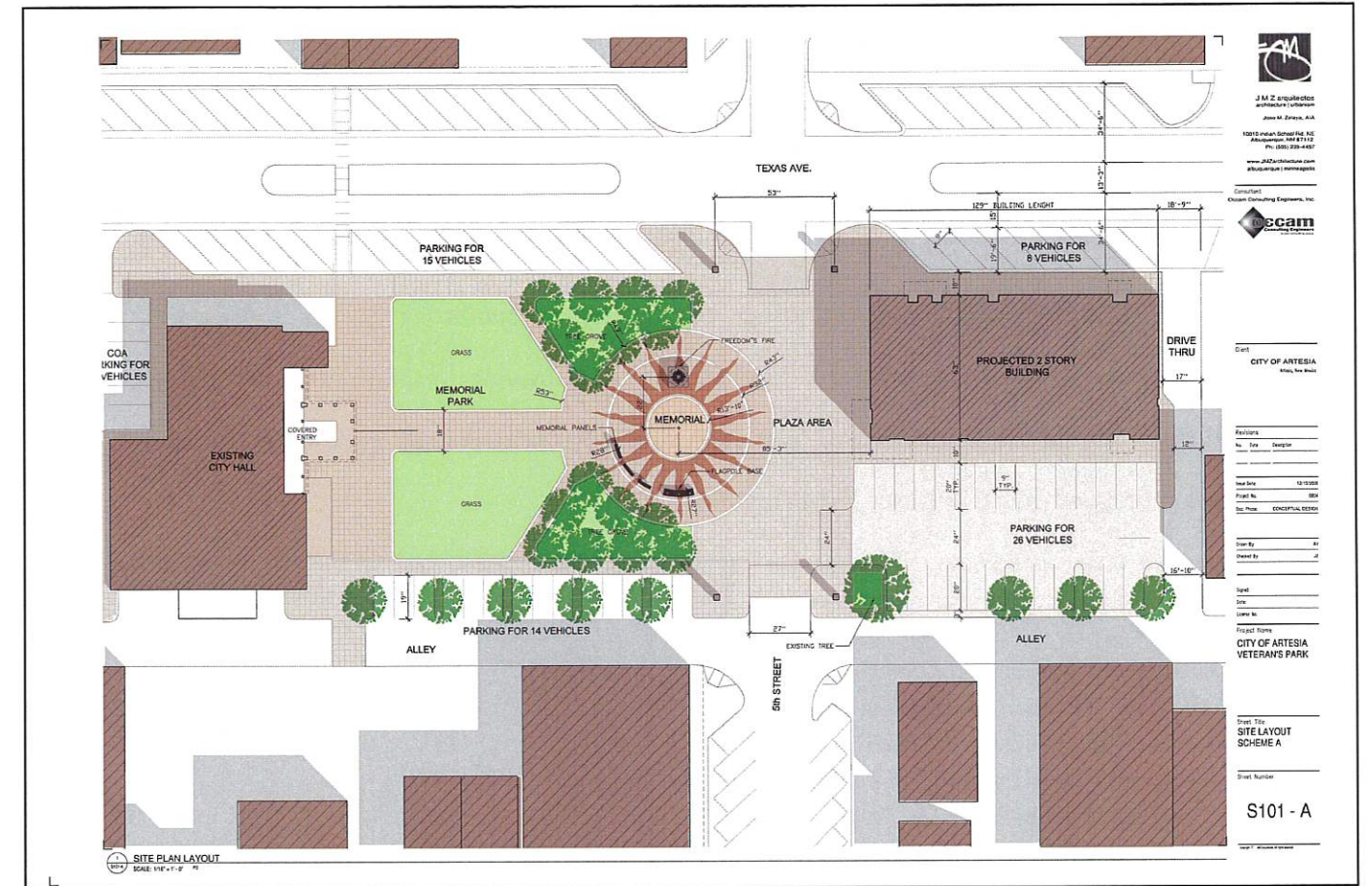
Conducted a variety of public relations activities. To educate the public about NHMS and establish a presence for the organization, NHMS developed an organizational logo, established a Facebook account, profiled NHMS in other organizations' media, worked to develop a website to highlight revitalization efforts and activities, and hosted a media conference for a "shop local" campaign launched by local and state officials.

Created a Strategic Plan. Nob Hill Main Street worked with the University of New Mexico's Masters of Business Administration (MBA) program to create a three-year written business plan with companion detailed project implementation plans for all four committees. Crafted by MBA students, the plan was developed with input from businesses, committees, and the board. It also included a personnel plan and a preliminary vision statement to guide the organization's work.

Fund-Raising. Within its first ten months of existence, Nob Hill Main Street had raised a total of \$23,000 for projects and activities, including \$7,000 for the Nob Hill Nights promotional event, a \$10,000 grant from the McCune Charitable Foundation, and in-kind contributions of \$6,000 for administrative support, website development, and meeting space. The organization launched its *Route 66 Days & Nights* event on Central Avenue in collaboration with the City of Albuquerque's *Summerfest* in July 2010. Summer Fest is a signature fund-raising effort for NHMS which was projected to raise \$17,000. Additionally, the Organization Committee created a fund-raising plan and materials for individual and corporate financial contributions; this campaign will launch in the second half of 2010. NHMS has enough funds on-hand to hire a part-time executive director within the year.

HOW'D THEY DO THAT?

Nob Hill Main Street leadership has been very systematic in its approach to creating and growing its organization. Since a previous Main Street organization had flourished and later faded in Nob Hill, it was especially important to



Park site plans

Artesia MainStreet, Inc.

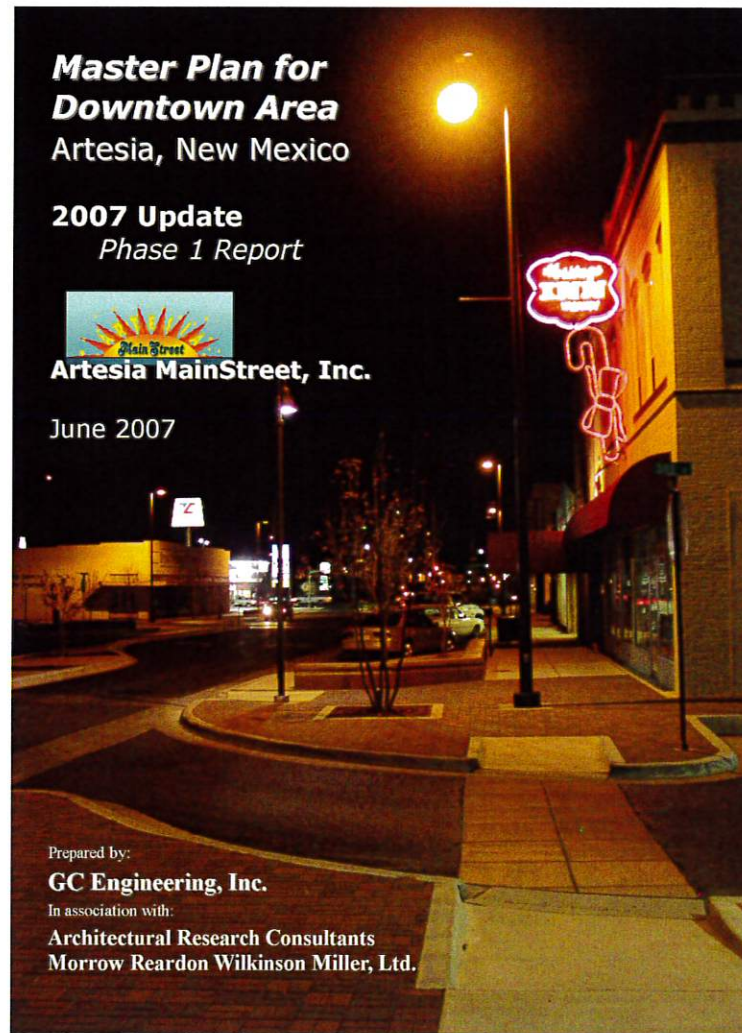
Construction of Veterans' Memorial Park

In recent years, Artesia MainStreet has worked closely with the City of Artesia to retain city government functions in downtown by planning for a new City Hall "campus" with an annex building that would provide additional city offices near the current City Hall. As part of that process, the project architect recommended renovation of Baise Memorial Park adjacent to the annex site. The park currently hosts community functions, primarily on memorial holidays. Artesia MainStreet envisioned a greater use for the space as a connector between the annex and current City Hall and as a more fitting tribute for the community's many military veterans. Additionally, Veterans' Memorial Park will beautify downtown and provide more green space, as well as another gathering place to host community events.

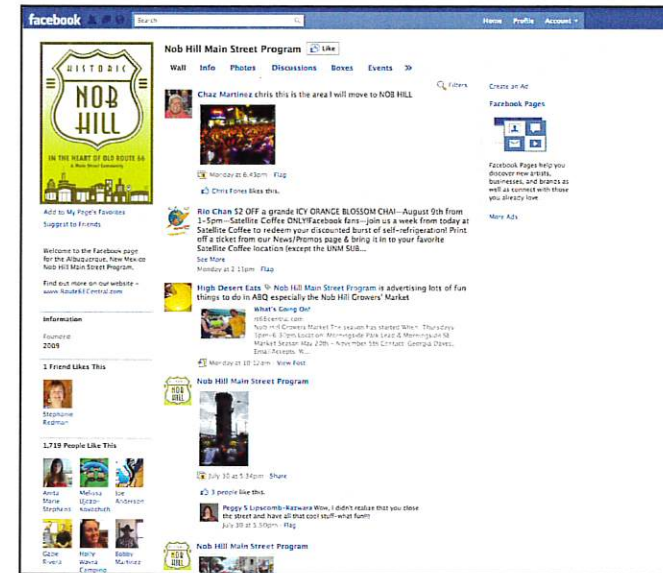
In 2009, Artesia MainStreet began to refine the park concept. Developed closely with community veterans and city staff, park renovation plans include the installation of memorial walls for Eddy County veterans, new flag poles, an already-purchased bronze statue, a reflection area, new trees and shrubbery, and updated irrigation and electrical service. The Design Committee, city staff, and veterans have all worked with the project architect to create a design that is compatible with the style of the annex and that meets the design aesthetics espoused by Artesia MainStreet.

With park plans finalized, the Veterans' Memorial Park project has been endorsed by key stakeholders. The Design Committee, Executive Committee, and Board of Directors have all approved the project, and MainStreet already has the match for the Legacy Award. Veterans' Memorial Park is also listed in Artesia's updated downtown master plan. The Artesia City Council endorsed MainStreet's development of a refined park design, and the project is listed in the City's Infrastructure Capital Improvement Plan (ICIP).

Artesia MainStreet has made completion of Veterans' Memorial park a priority, and the park will serve as a wonderful way to honor veterans, celebrate community history, and memorialize New Mexico's statehood.



Veterans' Park was defined in the downtown master plan



Nob Hill Main Street's Facebook page

new Main Street leaders that NHMS be very inclusive and very aggressive in its efforts to educate, inform, and engage the community in another Main Street effort. Leaders set specific goals and timelines for the incorporation and development of Nob Hill Main Street. Even before NHMS incorporated, founders worked hard to communicate the Main Street concept and progress throughout meetings with many stakeholder groups and supporters.

The board and the Executive Committee in particular have carefully and strategically addressed all aspects of Nob Hill Main Street's development, ranging from communication to fund-raising to relationship building to inclusion. Main Street leaders have been strategic in their recruitment of board members, committee chairs, and committee members. NHMS has recruited individuals for their skills, their connections, and for the role they play within the community.

A diversity of voices is represented in the organization, and NHMS has ties to all parts of the Nob Hill community. NHMS counts a variety of people among its participants, including business and property owners in the district, residents, service providers, and other nonprofit organizations.

Like many organizations, funding has been a particular challenge for this fledgling organization. The City of Albuquerque had appropriated funds to the district, but those funds were later recalled by the State of New Mexico. However, board members and local businesses have proven their dedication by funding all initial activities through their cash and in-kind contributions.

While funds enable the implementation of a variety of projects, Nob Hill Main Street volunteers have proven that any organization can achieve impressive results even without a lot of money. In its first ten months, NHMS volunteers contributed an impressive 1,812 volunteer hours – the equivalent of \$30,514 in volunteer time. That time, care, and dedication to the Nob Hill MainStreet district have built a solid organizational foundation and have prepared NHMS to achieve great things as it moves forward.

WHAT'S THE IMPACT?

Board members and the Organization Committee have worked diligently to build the Nob Hill Main Street organization, and their efforts will create a lasting legacy for the revitalization of the historic Nob Hill commercial district. While their efforts will pay long-term dividends, the short-term gains are also impressive. The impact of Nob Hill Main Street's Organization activities is well-described by the following section from its award nomination:

Over the past year, we have learned much about the national Main Street program and have a better understanding of how and why it works. The work we have accomplished together and the time we have invested in these efforts has increased our commitment to our own Main Street program and to its success. That said, we are more aware of the challenges involved in communicating and working together to incorporate our diverse points of view. As a result of these efforts, we have developed a strong core of individuals who may not always agree, but are very dedicated to making our Main Street program a success. Finally, through our efforts to inform local community members, business owners, and city officials of our activities, we have developed relationships and established a reputation that will aid us in attaining our future goals.

Award for Overall Excellence in Promotion
Corrales MainStreet, Inc.

When a community lives in the shadow of a larger metropolitan area, it often can be difficult to capture public favor and media attention. Hundreds of competing events occur, advertising costs are steep, and area residents and visitors have no shortage of ways to spend their time and attention. Such is the environment in which Corrales MainStreet lives. With a distinctive rural character that is very different from the rest of the Albuquerque metro, Corrales MainStreet promotes its village center, enticing events, and charming shops and restaurants in a very competitive environment. Rather than live with being a small fish in a big pond, Corrales MainStreet's response to these circumstances has been to work aggressively to promote the village center and to make itself known within the region.

Over the course of Corrales MainStreet's existence, the organization has sponsored a variety of special events and festivals, business promotions, and image development and marketing activities – all in accordance with Main Street's Promotion "prescription." Their incremental efforts have been nothing short of amazing. Corrales MainStreet has created an active year-round schedule of promotional events that celebrate the seasons of central New Mexico and highlight the unique character and history of this village of 7,900 people.

Over the last ten years, Corrales MainStreet has developed and fine-tuned its promotional activities into an active sequence of events and regional marketing efforts. Its hard-working Promotion Committee has built a calendar of events that is now highly strategic and takes full advantage of the seasons and the presence of visitors in the Albuquerque metro. The organization has started, refined, and even discarded events as needed, always mindful of market circumstances and focused on the goals of celebrating the rural character of Corrales, serving the community, attracting visitors, and using promotions to spotlight the Corrales MainStreet.

<p>Village Mercantile Feed & Pet Supply The westside's oldest and largest supplier of natural petfood, wildbird seed, feed, household items and much more. Friendly, knowledgeable staff. Open seven days a week. 3875 Corrales Road (505) 897-9328 www.thevillagemercantile.com</p>	<p>Oasis Coffee and Tea Bar & Gardenologie Oasis Coffee and Tea Bar is a unique restaurant with Gardenologie Garden Gallery (formerly Penelope's Garden). Relax in our indoor garden of fountains, sculpture, and garden décor. Enjoy Corrales roasted coffees, exotic teas, breakfast, lunch, desserts, ice cream and light dinners</p>	<p>featuring local foods. The perfect place to refresh - a tranquil setting and local hospitality. In the new Village Plaza Center just north of the Corrales Fire Station. Open seven days. 4940 Corrales Road, #400 (505) 762-4720</p>	<p>Frontier Mart Boutique grocery store with fine wines, fresh roses and New Mexico specialty treats including Compostatus chocolates and un petit mousau pastries for your valentine. 3877 Corrales Road (505) 898-0311</p>

Corrales MainStreet invites you to

Shop Corrales

Come for the day, a weekend, or an extended stay in the historic, rural Village of Corrales on the west bank of the Rio Grande between Albuquerque and Rio Rancho. Corrales is home to working studios, galleries, specialty shops, wineries, a variety of restaurants, bed and breakfasts, cultural attractions and so much more.

Shop Corrales for everything you need and all those things you love while enjoying a relaxed shopping environment and helpful, knowledgeable staff. Among our many businesses you'll find:

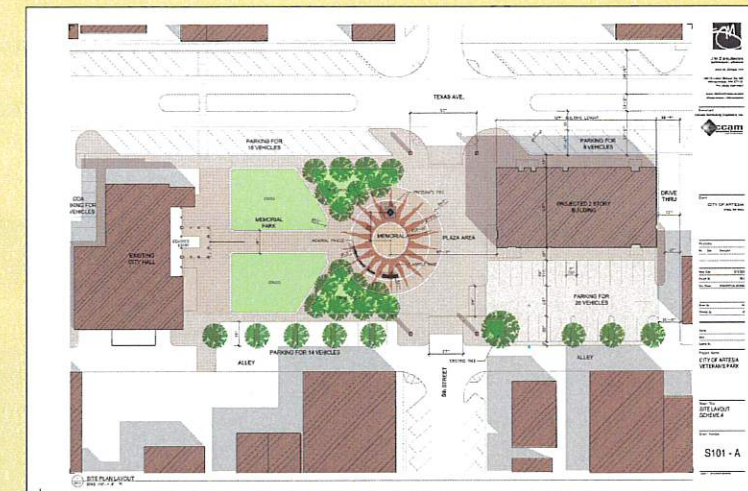
<p>Chocolate Turtle Bed and Breakfast Feel far away in this Southwest retreat-warm hospitality, great breakfasts, fabulous views, entertaining wildlife. Awarded "Best of the Southwest" by BedandBreakfast.com. 1098 West Meadowlark Lane 505-898-1800 www.chocolateturtlebb.com</p>	<p>Prized Possessions Antique Shop/Gallery Specializing in Jewelry, Antique, Vintage & Antique Buttons set in Silver by Silversmith, Janet Pugh. Unique gifts for your Valentine. Mon-Sat 10-5, Sun 12-5 4534 Corrales Road (505) 899-4869</p>	<p>CertaPro Painters Enjoy a positive painting experience from the premier residential painting company in the Albuquerque region. Interior or exterior -- we will meet your every need. 4484 Corrales Road (505) 792-1098 www.certapro-abq.com</p>	<p>The Ann Taylor Company Corrales real estate expert and community leader for 30 years specializing in listing and selling Corrales properties. With Ann the customer's interests always come first. 505-890-2063 ann.taylor@owcp.com www.nmland.com</p>

Sample MainStreet coop ad

Friends of New Mexico MainStreet Centennial Legacy Project Awards

Second Place Award Recipients

The following projects received Second Place recognition in the Friends of New Mexico MainStreet Centennial Legacy Project Awards. Each will receive \$10,000 in matching funds, and these projects also will be completed by June 1, 2012 in honor of the New Mexico Statehood Centennial.



Design schematic "A" produced by Community by Design under contract with City of LV for Downtown Action Plan

The Town of Silver City has already approved installation of the signs, and MainStreet will partner with the Silver City Museum to select historic photos and complete other aspects of the project.

The Big Ditch Park and San Vicente Creek has been a definitive element in the history and physical fabric of downtown Silver City for more than 100 years. Enhancing this area with interpretive history signs will provide a long-lasting and valuable contribution to community history and the New Mexico Statehood Centennial.

The 1885 Warren House is the last remnant of Silver City's original Main Street



Aerial view of Big Ditch Park and San Vicente Creek



WHAT DID THEY DO?

JOLLY HOLIDAYS IN
Corrales

Holiday Art Fest - November 27, 28 & 29 • 10am - 5pm
Art & crafts by local artisans. At the big, white tent on Corrales Road.

Jolly Holidays - December 5 & 6
Distinctive holiday shopping in our festively decorated Village, caroling.

Fine Crafts Show - December 4 & 6, Friday & Sunday, 10am - 4pm • December 5, Saturday, 10am - 8pm.
Find special handmade in New Mexico gifts. At the Old San Ysidro Church.

Starlight Parade - December 5 starts at 5:30pm at the Rec. Center
Lighted floats and vehicles travel Corrales Road.

Open House at Casa San Ysidro - December 5, 5-8pm
Historic New Mexico home decorated for the holidays.

Free Admission and Parking for all events.

Visit www.corrales-mainstreet.org or call 505-350-3955 for more information.

Over the years, Corrales MainStreet has developed and refined an aggressive, goal-oriented promotional calendar. MainStreet's Promotion Committee hosts a variety of events throughout the year that celebrate and showcase the community and attract visitors from outside the village. Many events serve as fund-raisers, too. Highlights of Corrales MainStreet's recent promotional activities include the following.

Fourth of July and Starlight Parades. Locals and visitors – and area politicians – turn out in droves for these fun and festive parades in July and December. Both events have been highlighted in area media, and businesses host individual “add-on” events to attract customers.

Cooperative Advertising. By coordinating group ads, Corrales MainStreet enables local restaurants, retailers, lodgers, and even service businesses to

pool their resources and achieve greater advertising visibility and impact in the crowded Albuquerque market. MainStreet has advertised village center and its events in billboards, radio spots, and even coop ads in *Albuquerque Magazine* and *New Mexico Magazine*.

Jolly Holidays in Corrales. Now a week-long celebration, *Jolly Holidays* attracts shoppers for the Christmas holiday season. With the addition of other organizations' activities, *Jolly Holidays* makes Corrales a popular holiday destination.

Scarecrow Showcase. Held in conjunction with the local Harvest Festival, this display of scarecrow characters by local businesses encourages local families and International Balloon Fiesta participants to visit and stroll in the village center each October.

Corrales MainStreet News. Distributed quarterly to 6,000 households in the immediate area, this 16-page newsletter highlights community features, spotlights MainStreet's work, and provides local businesses with a direct advertising mechanism to reach their immediate market (without paying for expensive Albuquerque media!).

Sunday in Corrales. Six times a year, the village comes alive with a wealth of coordinated activities, including Art in the Park, musical performances, extended Sunday business hours, and the Corrales Growers' Market. MainStreet's coordination and marketing efforts give locals and visitors many great reasons to spend their Sunday roaming the village.

HOW'D THEY DO THAT?

Corrales MainStreet has developed and refined its promotional efforts over the years. Its Promotion Committee has maintained steady and creative leadership and hasn't let itself be burdened by resource or size limitations. The committee has carefully identified its goals and designed and grown events to achieve those goals. For example, it has three distinct target markets around which it builds its events: enticing local residents to “shop local,” encouraging residents in roughly a sixty-mile radius to visit Corrales for distinctive independent shopping and dining, and marketing Corrales as a

destination to attract out-of-region visitors to come to Corrales and to use it as a base for visiting other New Mexico sights. In many cases, MainStreet's events fit with the theme of "Keep Corrales Corrales," which enables events to be enjoyed and accepted by locals while also attracting visitors who appreciate the community history, heritage, and rural flavor conveyed in events.

Partnerships are another successful aspect of Corrales MainStreet's promotional efforts. The Promotion Committee works very closely with local businesses to keep them informed and engage them in events. Businesses provide in-kind support for events and pool their resources for cooperative advertising. MainStreet has partnered with a variety of community groups and organizations, including civic organizations and arts groups, to stage and enhance its events.

And, Corrales MainStreet has worked diligently to develop and maintain a strong partnership with Village of Corrales elected officials and staff who all recognize the importance of and participate in MainStreet's events.

Finally, Corrales MainStreet has funded its promotions efforts in a variety of ways. Well-known for its creative fund-raising events, MainStreet allocates a portion of its general fund to promotional activities. Businesses fund cooperative advertising and purchase ads in Corrales MainStreet News. The Village of Corrales has repeatedly provided Lodger's Tax funds for MainStreet's regional advertising, and Corrales MainStreet also has received grants for promotions, including state Economic Development Department and Department of Tourism marketing funds.

WHAT'S THE IMPACT?

While Corrales MainStreet's promotional success has been a decade in the making, the positive results of their efforts are perhaps best described by their award nomination form:

The analogy of a scale has been used to describe the efforts of Corrales MainStreet (CMS) promotions. There is no definitive measure of exactly when it happened, but like grains of sand, at some point the cumulative individual promotional efforts of CMS have tipped the scales. For at least the first nine years of its promotional efforts, CMS has been the one with its hand out, asking businesses to participate and trying to convince them of the value of being part of MainStreet. Within the last year there has been a real turnaround, and now businesses are coming to CMS and asking how they can be a part of the effort. Some of CMS's past cynics and detractors are now taking part in many of the promotional efforts. To both Village officials and local business owners, the financial bottom line is clearly the overriding concern and how they measure success. In these times of economic challenge, we believe that the effects must be meeting the goal of bringing visitors to the Village to enjoy all that the Village has to offer. Otherwise, it is unlikely that Corrales MainStreet would be enjoying the support we currently receive.

Sunday in Corrales ad



Scarecrow Showcase

**Silver City MainStreet Project
Installation of Big Ditch Park
Interpretive History Signs**

The Big Ditch Park and San Vicente Creek area is viewed by Silver City MainStreet, the Town of Silver City, and many residents as a dynamic and under-valued asset of the community. This feature forms the eastern edge of the Silver City Historic District and historic downtown. Named after the Panama Canal, what is now the Big Ditch was Silver City's original Main Street before the floods of 1890-1910 caused the street to collapse 55 feet below grade and undermined the buildings of the time. The 1885 Warren House is the only remaining building of the era. In the 1930s, the Civilian Conservation Corps constructed retaining walls and planted trees to stabilize the waterway, marking the beginning of a long-term commitment to the park area.

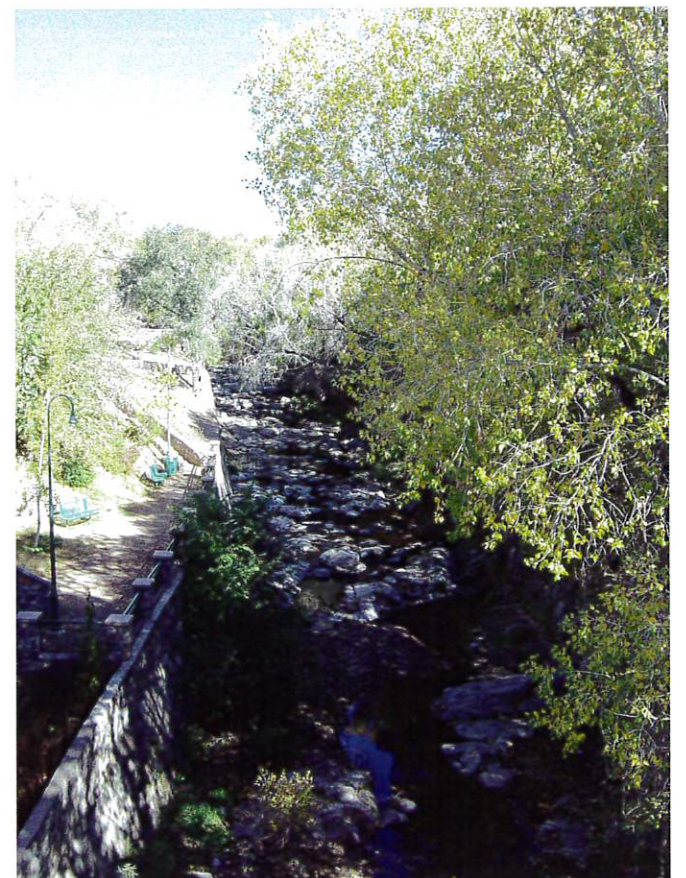


Model interpretive sign

In the late 1970s, landscaping and other enhancements to the ditch created a usable downtown park. From 1997 to the present, Silver City MainStreet and the Town of Silver City partnered to renovate and expand Big Ditch Park with \$2.1 million of state and private funds. Enhancements included construction of the Market Street pedestrian bridge, which linked the Visitor Center to the historic downtown. In 1999, the Silver City Visitor Center was constructed on donated land, and the parking lot was paved in 2004. In 2007, the Main Street Plaza was completed, providing parking and home for the Farmers' Market adjacent to the park.

To make better use of Big Ditch Park, Silver City MainStreet will utilize its Centennial Legacy Project Award to develop and install durable signs that convey and interpret the colorful history of the ditch. These interpretive signs will draw residents' and visitors' attention to the park and San Vicente Creek, educating them about the area's history, ecology, and importance to the community. MainStreet plans to create and install five 24" by 36" interpretive signs on the west side of the Silver City Visitor Center (adjacent to the ditch) and to create and install a commemorative bronze plaque that describes the renovations and expansions from 1997 to present. This project was identified as a Design Committee priority in the annual work plan and continues MainStreet's on-going efforts to enhance the park.

Total project cost for the interpretive signs is \$25,100. A funding plan has been developed, and MainStreet staff and volunteers will provide in-kind materials and services. All photos courtesy Silver City MainStreet.



San Vicente Creek meanders through Big Ditch Park

Clovis MainStreet The Locomotive 9005 Project

The historic Atchison, Topeka and Santa Fe Railway located a railway on the site of what is now Clovis; a depot was constructed in 1907, and creation of the township of Clovis soon followed. The railroad is inextricably linked to Clovis's founding, and rail traffic remains a major factor in the community today. While passenger service is gone, the original depot has been restored and is home to the Clovis Depot Model Train Museum. With a strong railroad heritage in Clovis, one of Clovis MainStreet's long-term goals has been the revitalization of the Railroad District in downtown.

To capitalize on the community's railroad history and enhance the Railroad District, Clovis MainStreet will receive a Centennial Legacy Project Award of \$20,000. These matching Legacy funds will be used to move historic Locomotive 9005 to a track in the Railroad District; to restore the engine; to add landscaping, lighting and interpretive history signs to the site; and to construct a security mechanism for the locomotive. Moving the locomotive, which currently is located in a park outside of downtown, to the depot at the intersection of Highway 60/84 and Connelly Street will provide an eye-catching feature at a key gateway area for downtown.

Clovis MainStreet recently obtained funding of \$9,200 to move the locomotive to the historic depot. The City of Clovis has donated \$6,000 from its own Centennial celebration to fund locomotive relocation. MainStreet has matched those funds with \$3,200 in private donations. The City of Clovis, the BNSF Railway, local businesses, and the Clovis Model Train Museum (owner of the depot and led by a long-time MainStreet board member) already have partnered to prepare the site with the necessary power connections and the track to host the engine. Clovis MainStreet also plans to lead an effort to apply for a Save America's Treasures grant that would be used to add concrete walkways, additional landscaping, and a pavilion structure to cover the locomotive.

Placing this important piece of community history in the railroad district in front of the depot and Model Train Museum will not only "announce" Clovis heritage to visitors, but will also serve to attract visitors to the museum and to further educate museum-goers about Clovis's historic assets. Adding to its previous accomplishments in streetscape, preservation, and the pending rehabilitation of the historic Hotel Clovis, Clovis MainStreet's "Locomotive 9005" project will provide another great enhancement to downtown Clovis – one that will celebrate and interpret community history and attract residents and visitors for many years to come.



Locomotive 9005 is currently located outside downtown Clovis



Historic Clovis railroad depot, home of the Clovis Model Train Museum



Eagerly anticipating a new and more appropriate home

PARCEL #3 Railroad Depot Museum	
Existing museum property will extend to street with placement of Showcase Engine Car. Tree-lined "Boulevard" with special pedestrian paving creates avenue for pedestrians and, if desirable, vehicles in order to tie the museum to the other properties.	
Property specifics:	SF of land: 41,800 SF of built footprint: 4,800
Proposed use(s) of property:	Building: Museum (existing to remain) Land: parking, landscaping, "Boulevard", Steam Engine display
Phase priority:	1 Near <input checked="" type="checkbox"/> X Mid Far
Phasing specifics:	After Harvey House, and entry
Current ownership:	Private
Transitional ownership (if appropriate):	LLC – private museum owner and railroad club
Fully developed ownership:	Same or sell to new private owner
Proposed changes to property:	Site improvements: Landscaping, surfacing, move steam engine onto site
Cost information:	Site improvements: Hard costs - \$300,000 Soft costs - \$54,000
Source of revenues:	Site improvements will not be revenue generating
Investment required:	Private: equity investment, nonprofit donations
Suggested resources:	MainStreet C.I.P., legislature, SafeTea, City bonds



Redevelopment of the Railroad District is a long-standing goal of Clovis MainStreet

Award for Overall Excellence in Economic Positioning The Portales MainStreet Program

Like many other small communities across New Mexico and the United States whose populations hover around 10,000 to 12,000, Portales historically experienced erosion in its downtown economy. Despite being the county seat of Roosevelt County, home to Eastern New Mexico University, and in a strong agricultural region, downtown Portales struggled over the last half of the 20th century to find its economic niche. But when community leaders created the Portales MainStreet Program in 2002, they began to work aggressively to redirect the downtown economy.

With a strong emphasis on the Economic Positioning point in Portales MainStreet, program leaders have facilitated a variety of downtown economic improvements. Downtown economic development is a cornerstone goal of the organization, and it has aggressively pursued Economic Positioning projects that range from small-scale one-on-one support for individual business owners to dramatic and impressive community-initiated development projects that have attracted public and private investment and new economic uses to the downtown area.

Never afraid to take risks or to consider a new approach, the Portales MainStreet Program has changed the economic face of downtown Portales, so much so that the occupancy rate on the downtown square is regularly close to 100 percent.



Portales News-Tribune notes Yam Theater progress

THESE ARE NOT EMPTY BUILDINGS...
BUT BUILDINGS FILLED WITH OPPORTUNITY

PORTALES MAINSTREET
356-5786

WHAT DID THEY DO?

Since its beginning, Portales MainStreet set aggressive economic development goals and has pursued those goals in a variety of ways. In addition to hosting seminars and workshops for small businesses, Portales MainStreet has conducted a variety of larger-scale Economic Positioning activities that have transformed the downtown economy. Some of the organization's most effective efforts include the following.


Financial Assistance. For several years, Portales MainStreet has offered a downtown Façade Improvement Grant. Downtown businesses can apply for up to \$2,500 to reimburse up to 50 percent of the cost of rehabilitation. The grant has funded eight façade projects and spurred façade investments in at least six other properties.

Property Acquisition and Rehabilitation. By working with the City of Portales, Portales MainStreet has purchased eight properties, which it has rehabilitated and, in some

Excerpt of available property inventory

PORTALES
MAIN STREET

P.O. Box 302
Portales, New Mexico
(575)356-5766



Address:	Block:	Lot:	Portales Original
	216 W. 2nd		
Contact:	Buena Vista Realty		
Address	521 W. 2nd Portales, NM 88130		
Telephone	(575)359-5576		
Principal Building Description:	Condition	Fair	
Building Class	20 26	Foundation	
Age and Date	27 years	Height in Stories	
Type & Use	Beauty Shop/ Karate	Basement	
Interior		Heating	Fan Units
Exterior	Brick	Air Conditioning	Washed
Roofing	Wood-built up	Electrical Wiring	
Floors	Wood		
Structural Frame			
Land Value Computations:	Building & Ground Area:		
Frontage Acres	20	Total Area	20x70
Depth	100		1400
Unit Val	150	Building Replacement Cost:	
Amount	3050		
Summary of Appraised Value:	Comments:		
Building	\$3,030		
Land	\$17,832		
Total Value	\$20,862		

cases, sold to private owners who have installed businesses. Two notable projects include the historic Yam Theater and the Portales Inn. The Yam Theater is being transformed by MainStreet into a multifunctional facility that can be used by the entire community for performances, meetings, classes, and conferences. And after several years of ownership, Portales MainStreet recently entered into a contract for the sale of the Portales Inn, which will be renovated and reopened as a lodging facility with retail and food service on the first floor.

Use of LEDA. Portales MainStreet has worked closely with the City of Portales to direct the use of funds generated by the Local Economic Development Act (LEDA) into downtown revitalization, specifically for the acquisition and rehabilitation of vacant downtown properties.

Business & Student Surveys. In recent years, Portales MainStreet has surveyed downtown businesses about their needs and conducted a consumer preference survey of Eastern New Mexico University students.

Available Property Inventory. Portales MainStreet developed and maintains an inventory of available downtown properties, enabling potential entrepreneurs to access information about available buildings in one concise, convenient location.

Downtown Master Plan & Zoning Code Revisions. With state funding, Portales MainStreet and the City of Portales worked to complete a downtown master plan and to develop companion form-based codes to guide infill development in the downtown district.

Support of the Farmers' Market. Recognizing the economic activity generated by the market, Portales MainStreet worked with the City of Portales to locate the Portales Farmer's Market on a centrally-located downtown city property and to enhance the site with a pavilion, landscaping, and signs.

HOW'D THEY DO THAT?

Creative financing, an entrepreneurial spirit, and close partnerships with other agencies have all helped Portales MainStreet achieve its downtown Economic Positioning goals.

Obviously, Portales MainStreet's downtown economic enhancements have been the result of dedicated and determined staff and volunteers. The organization also has been innovative in funding its Economic Positioning efforts, with financial support coming from a variety of sectors. MainStreet's property acquisitions



More than 300 people participated in the La Placita design charrette

Several years in the making, *La Placita* is a project that has strong community support. Residents regularly speak of their hopes for downtown to be a community gathering place – a key function that will be served by *La Placita*. To engage community residents in the *La Placita* design process, DLCP funded a three-day design charrette, which included technical assistance from New Mexico MainStreet. More than 300 people participated in the charrette, which helped to define uses for the space and to shape the visual concepts for later construction.


In addition to being widely supported by the community, this project is a priority of DLCP and the City of Las Cruces. *La Placita* is included in the Design Committee's action plan and listed in the city's Infrastructure Capital Improvement Plan (ICIP). It is the first of many *callecitas* concepts that were identified in the downtown master plan.



Initial rendering of La Placita

The Friends of New Mexico MainStreet Centennial Legacy Project Award is well-matched in Las Cruces. The community already has \$298,270 of MainStreet Capital Outlay funds in-hand for Phase One of *La Placita*, as well as another \$50,000 for Phase 2 which includes the design and construction of artistic components. The DLCP Design Committee is hands-on with the project, and volunteers and staff are providing in-kind project planning, design assistance, and project management. The organization continues to promote *La Placita* via its many communication tools in order to maintain community support and provide updates on the status of the project. At the time of project nomination, DLCP was working to attract additional funding for solar- and wind-generated power systems. And, plans for Phase 3 of *La Placita* propose acquisition of an adjacent state-owned building to be transformed by DLCP into a mercado – a full-time public market with flowers, food, and produce vendors spilling out onto *La Placita* (similar to Seattle's Pike Place Public Market or Philadelphia's Reading Terminal Market), with a certified commercial kitchen to support local value-added agricultural entrepreneurs.

Truly a catalytic project, even the very concept of *La Placita* has already facilitated positive changes in the downtown district. DLCP has been able to recruit at least one business to the downtown because of the promise of *La Placita*, and the completed project promises to be a major force in the continued rebirth of downtown Las Cruces.



Portales, New Mexico, 88130, USA!

Our retail demand is strong and growing. Come and join us today!

Call Greg Fisher at 1-800-635-8036 or direct at 575-807-8700, or log on to www.goportales.com

Market Description:

- Thriving local market of 20,000 people located within a 10 minute drive time
- "Microplex" of 67,000 people (25 min. drive)
- 4,200 college student customers/employees
- Cannon Air Force Base (10 minutes north) will add 6,000 people by 2012
- Revitalizing downtown, good schools, and low crime environment
- "Top 20 US Small Town Quality of Life" ranking ([bizjournals.com](http://www.bizjournals.com), 2006)
- Downtown revitalization includes renovated historic downtown square and theater
- 250,000 square feet of new downtown retail shops and services in 2008-09

Retail Trade:

- Large retail sales center (primarily furniture and automotive) but with only 25 businesses per 1,000 population, demand is great!
- Wholesale Trade Sales, 2002: \$53.7 Million
- Retail Trade Sales, 2002: \$147.1 Million

Workforce, Employment, Buildings, Land:

- Young, affordable workforce available now
- Private Non-farm Employment: 9,700
- Employment Growth, 2000-2006: 45%
- Unemployment Rate, 2009: 3.4%
- Wage rates, 85-95% US Average
- Median household Income, \$28,9182%
- Cost of Living Index 83%

Key Retail Opportunities:

- All-ages and university-oriented food, clothing, entertainment, books, sporting goods, shoes, specialty shoes, other.



Downtown Las Cruces Partnership Construction of La Placita

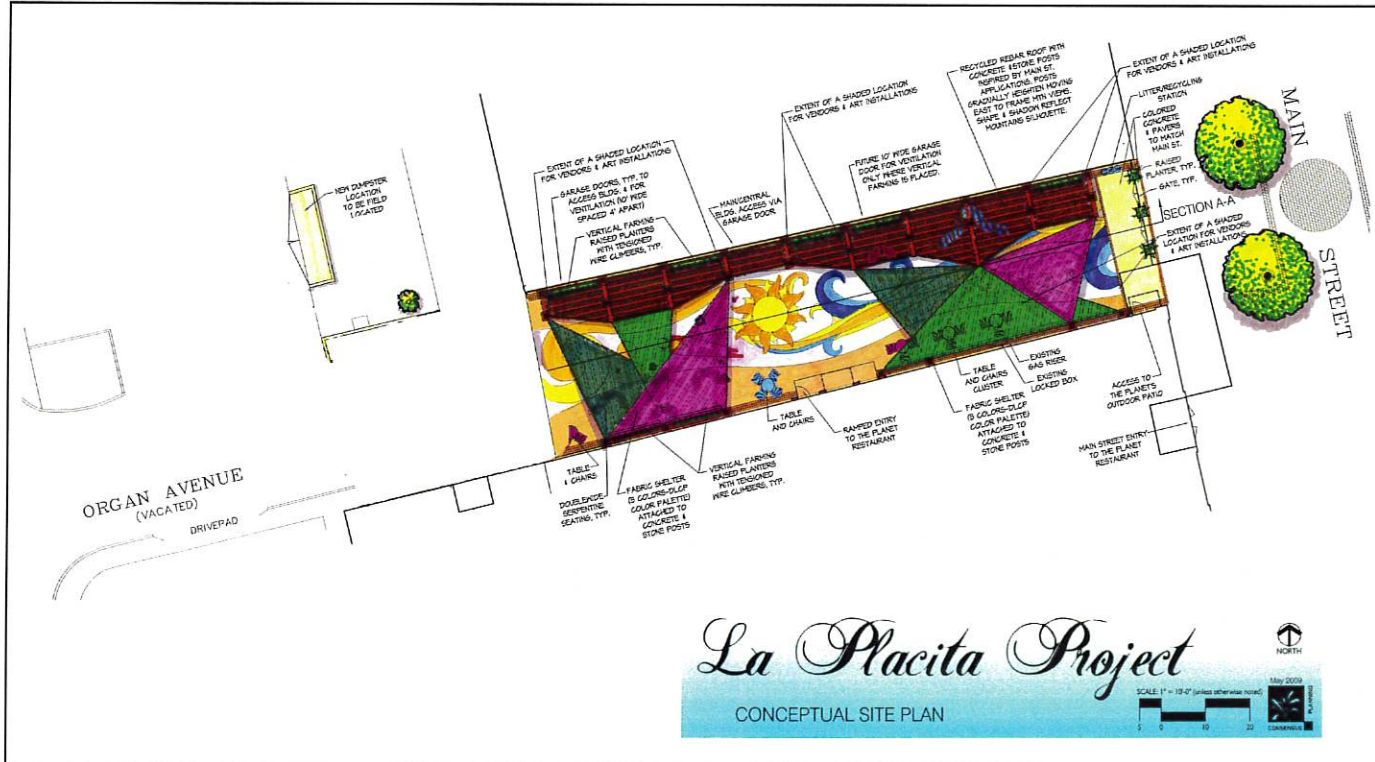
For many years, the Downtown Las Cruces Partnership (DLCP) dreamed of the creation of La Placita, a project that would transform an existing empty downtown outdoor space into a pavilion-style public space that could be used to host special events and activities, provide a gateway to the downtown Farmers and Crafts Market, and create pedestrian connectivity between downtown and the adjacent Mesquite and Alameda historic neighborhoods. The Friends' Centennial Legacy Project Award will help to turn the dream of *La Placita* into reality.

When complete, *La Placita* will serve a variety of uses. It will offer an outdoor venue for more downtown special events and will also provide much-needed space to accommodate existing community events, including expansion of the well-known downtown Farmers and Crafts Market. The *La Placita* project incorporates landscaping, benches and tables, trash and recycling receptacles, attractive lighting, and a shade structure. *La Placita* will also provide space for various vendors and entertainment as DLCP expands its series of downtown promotional events. Pending additional fund-raising, the project will also include a memorial water feature and monumental gateway structure.



La Placita before renovation

Site plan for the project



were enabled by private donations and LEDA funds. The façade grant is funded by MainStreet's annual fund-raising events. The renovation of the Yam Theater was funded through private donations from citizens and PNM; Eastern New Mexico University pitched in, and the City of Portales contributed general funds, Lodger's Tax, and Planning and Zoning Professional Services. State funding came from the Department of Finance and Administration and MainStreet Capital Outlay, and the Yam also included federal EDI Special Projects funds. And, the downtown master plan and zoning revisions were partially funded by a Livability Grant from the governor's office, as well as municipal funds.

No downtown is an island, and no downtown organization meets its goals solely through its own efforts. Partnerships have also played a key role in downtown Portales' economic success. Portales MainStreet has worked quite closely with the City of Portales on property acquisition and rehabilitation, as well as the renovation of the Yam Theater, with the City providing political support, funding, and the in-kind expertise and labor of its staff. Portales MainStreet works closely with individuals that are interested in acquiring one of MainStreet's properties, ensuring that the business concept is a good fit with the physical structure. Additionally, MainStreet has worked closely with Roosevelt County Community Development Corporation and the Roosevelt County Chamber of Commerce on business recruitment, particularly the development of a new Italian restaurant in downtown.

WHAT'S THE IMPACT?

Portales MainStreet's aggressive Economic Positioning strategies have had a significant and profitable impact on the downtown area. MainStreet's business recruitment and retention efforts have made a quantifiable difference in downtown. Businesses from other areas of the community have chosen to relocate to the downtown district. More than twenty new businesses have opened their doors in downtown Portales since MainStreet's inception, with a total of more than 100 businesses thriving in downtown. Many existing businesses have renovated and/or expanded their facilities as well. At the time of the award nomination, occupancy on the downtown square was nearly 100 percent, with only the Tower Twin Movie Theater vacant. Additionally, MainStreet's façade grant has supported the renovation of eight businesses' façades, and at least six other businesses have renovated their facilities without MainStreet's support. Thanks to Portales MainStreet's work, downtown Portales is thriving.

- I. Approximately 3,500 students physically attend ENMU
A. Question 1 – Do you visit any businesses downtown?

	Actual Number	Percentage
Yes	46	61%
No	29	39%

- B. Question 2 – If yes, where do you visit?

	Actual Number	Percentage
Twin Towers (movie theatre)	29	39%
Do Drop In	22	29%
Big League	15	20%

- i. Top three choices
a. Twin Towers, Do Drop In, and Big League
b. 3 Following choices
i. Fitness & More, Bread Basket, and Woody's Jewelry
1. Results show the students have a high demand for destination retail.

- C. Question 3 – If no, why?

	Actual Number	Percentage (out of 29 who said no)
No Interest	17	59%
No Time	3	10%
No Money	2	7%
No Car	4	14%

- i. Of the 29 students who said they did not visit any businesses downtown, 17 or 59% said they did not visit any because they had no interest.
a. 3 out of the 29 students surveyed had no response

2009

The Silver Star Award Silver City MainStreet Project

In 1983, times were tough in Silver City, New Mexico. The regional economy was challenged, a strike was on at the Grant County copper mines, and 40 percent of downtown Silver City was boarded up. In response to these dire circumstances, a downtown committee was formed, and the group soon learned of the then new Main Street Four-Point Approach® developed by the National Trust Main Street Center. Soon after, the Corporation for Downtown Development (dba Silver City MainStreet Project) was incorporated in May 1985 as a nonprofit tax-exempt corporation whose mission is “To encourage a vibrant historic downtown which is recognized as the heart of our diverse community.”

Throughout the last City MainStreet has and triumphs in its work Silver City. During that boomed and again has grown to about and its demographics members and staff of have come and gone, the downtown and the

Throughout each of Silver City MainStreet remained focused on the downtown area proven Main Street Four- the oldest continuously- organization in the State



Yankie Street arts district

twenty-five years, Silver seen many challenges to revitalize downtown time, the economy has busted. The community 10,300 in population, have shifted. Board Silver City MainStreet each working to improve organization.

those transitions, the Project (SCMS) has the goal of improving and working under the Point Approach. SCMS is operating Main Street of New Mexico, and its

cumulative results in downtown revitalization are impressive. The organization is well known within revitalization circles, and downtown Silver City is a destination for regional visitors. Always true to the Main Street mantra of “economic revitalization within the context of historic preservation,” Silver City MainStreet has received many accolades for its incremental improvement of downtown. In addition to the special Silver Star award, SCMS was the first-ever recipient of the U.S. Economic Development Administration’s Award for Preservation-Led Economic Development Strategies in 2009.

WHAT DID THEY DO?

In its twenty-five year history, the Silver City MainStreet Project has undertaken countless projects, large and small. The organization has remained focused on a comprehensive, incremental approach that covers the Four Points of Organization, Design, Promotion, and Economic Positioning. While entire volumes could be devoted to MainStreet’s various projects, the organization’s most significant accomplishments follow.

Friends of New Mexico MainStreet Centennial Legacy Project Awards

Generously sponsored by the nonprofit Friends of New Mexico MainStreet, the Centennial Legacy Project Awards were designed to fund a significant, lasting, and tangible enhancement to local MainStreet districts to be completed and dedicated as part of the New Mexico’s statehood Centennial in 2012.

All local New Mexico MainStreet organizations in good standing were eligible for the awards. Nominees had to define a specific project, indicate readiness to complete the project, identify local implementation partners, and assemble a cash match for the award.

Following a competitive nomination and review system, three Centennial Legacy Project Awards and two second place awards were presented by Friends of New Mexico MainStreet President Peyton Yates during the New Mexico MainStreet 25th Anniversary Celebration on August 14, 2010.

Descriptions of each of the Friends of New Mexico MainStreet Centennial Legacy Project Awards projects follow. Through the generous support of the Friends of New Mexico MainStreet and other award sponsors, the following projects were awarded \$20,000 in matching funds. Each project will be completed by and dedicated by June 1, 2012 in honor of the New Mexico Statehood Centennial.



assisted with a variety of downtown improvement projects, including Big Ditch Park planning, Main Street Plaza, and the pending Downtown Gateway Arch. SCMS staff regularly attends state quarterly meetings and trainings and the National Main Street Conference, with board members also participating occasionally.

Collaboration also extends into the private sector. Downtown business and property owners are engaged in MainStreet's work, and SCMS has cultivated a variety of partnerships with private-sector organizations. These partners include the Mimbres Region Arts Council, the Silver City-Grant County Chamber of Commerce, the Silver City Museum, and the Silver City Gallery Association, among others. MainStreet has consistently sought



The reinvigorated historic Silco Theater

operational and project support from a variety of private-sector sources, including local banks, utilities, and corporate businesses, as well as foundations, individuals and smaller businesses that are located in and out of the downtown area.

WHAT'S THE IMPACT?

Over 25 years, Silver City MainStreet has developed a well-balanced downtown revitalization program that is both comprehensive and incremental. Small successes have led to larger achievements as the organization has built its knowledge and capacity to take on increasingly more complex projects. Consistent attention to the Main Street Four-Point Approach and a strategy of inclusion has yielded significant results. Historic Downtown Silver City now has a first floor occupancy rate that ranges from 83-90%.

Since the organization began tracking its economic impact statistics, downtown Silver City has witnessed impressive revitalization accomplishments, including:

- Net gain of 49 downtown businesses
- Expansion of 19 downtown businesses
- Net gain of 150 new downtown jobs
- 151 building rehabilitation projects
- \$4,637,334 in private downtown investment
- \$ 2,165,075 in public investment in 17 projects
- 6,365 downtown volunteer hours (2007-2009)

Beyond the numbers, downtown Silver City has become a unified destination with a diverse mix of retail and service businesses that serves both residents and visitors. The pedestrian-friendly streetscape encourages community interaction and mixed transportation in downtown. Downtown's small-scale owner-operator nature makes it unique among its competitors. Niche marketing has drawn customers to specific individual businesses, and those niche customers benefit other businesses as well. Restaurants and nightspots add to the mix and provide employment for performing musicians and younger people. Historic Downtown Silver City has become the place where a diverse group of people gather, celebrate, relax, have a good time, and mix. A variety of residents and visitors regularly looks forward to relaxing and having a good time in historic downtown Silver City!

Promotion and Marketing. Over time, Silver City MainStreet has created many events that attract a variety of audiences to the downtown area. Early on SCMS focused on children's events like *Spookwalk* and clean-up events like *Trek for Trash*. Many early events have since become institutionalized community traditions. In 1991, MainStreet created the *Silver City Farmers Market* for the summer season and the *Lighted Christmas Parade*, held the Saturday after Thanksgiving. In 1998, MainStreet started the *Celebration of Spring Festival* as well as *Taste of Downtown Silver City*, which grew out of the Farmers Market into a free-standing event. Additionally, other organizations choose to hold their events in the downtown, which offers a compact and scenic location for community celebrations.



Painting of the annual "You-Paint-It Art Mural" at Celebration of Spring.

In addition to special events and festivals based on downtown assets and community traditions, MainStreet has aggressively marketed the downtown district in recent years. MainStreet Gift Certificates (redeemable at more than 100 downtown businesses) have generated more than \$125,000 in downtown spending in 11 years. Residents and visitors both can learn about downtown's history and features through the Historic Downtown Guide & Map, published every other year by SCMS. Using Lodger's Tax funds from the Town of Silver City, MainStreet partnered to place regional ads in New Mexico, Tucson, Arizona and El Paso, Texas in hopes of encouraging regional visitation. In addition to marketing downtown events and history to visitors, MainStreet has marketed the downtown arts scene, the community's authentic Western flavor, and area retirement assets. Visitors have responded strongly and enjoy downtown Silver City right along with locals, resulting in large crowds for events and busy streets nearly 'round the clock, day-to-day in downtown Silver City.

Design. Early on, Silver City MainStreet focused its Design efforts on landscaping, tree planting, recycling, and litter control. Today, MainStreet continues to pay attention to the visual by maintaining downtown and its entryway medians through a contract with the Town of Silver City. More than 30 downtown businesses have received design assistance, and MainStreet worked closely with the Town of Silver City and the Silver City Museum to create four historic districts, as well as design guidelines for historic properties within those districts. Additionally, MainStreet instituted the first preservation easement in New Mexico on the A. S. Goodell Warehouse façade on Yankee Street.



Conceptual drawing of Downtown Gateway Arch

In addition to private improvements, MainStreet has facilitated significant public investment in downtown. Over 25 years, SCMS has leveraged \$500,000 of funding from the Town of Silver City into \$5.1 million of physical improvements in the historic downtown district. New sidewalks were completed in 1996, a visitor center was built on donated land in 1999, and two phases of renovation of the downtown Big Ditch Park were completed in 1997 and 2002. MainStreet also worked to install an electric sign at the visitor center in 2002 and to fund pavement of the parking lot in 2004. On Broadway and Bullard Streets, acorn-style streetlights were installed in 2002 and 2006. More recently, MainStreet purchased property for the Main Street Plaza, which has housed the Silver City Farmers Market since 2008, and work is underway on the Downtown Gateway



MainStreet raised funds for acorn-style streetlights throughout downtown



Downtown festivals always draw big crowds.

Arch, which will create a strong focal point to announce a primary entrance to downtown at Broadway near Hudson.

Organization. Silver City MainStreet has successfully sustained itself over 25 years of organizational ups and downs. The dedication of its board of directors, committee and event volunteers, and a series of managers has made this organization viable and essential to the community. SCMS has maintained a full-time manager position since 1998. The organization has established an economic development contract with the Town of Silver City to provide essential funding, and SCMS has successfully diversified its income beyond Town funding to include event sponsorship revenue, memberships, and grants. The organization also has actively pursued project-oriented fund-raising, including an adopt-a-streetlight program, production of a downtown guide and map, and modest merchandise sales. The *MainStreet Broadside* newsletter is distributed five times per year through a block captain system and electronically by website and e-mail. In recent years, SCMS expanded its staff through the federal AmeriCorps VISTA program, which has enabled SCMS to have as many as three full-time staff at a time. While long-term financing remains a challenge, Silver City MainStreet is a sustainable organization that is well-respected in the community and beyond.

Economic Positioning. Silver City MainStreet has worked diligently in Economic Positioning over the last 25 years to lift downtown occupancy from 60 percent to its current ranges of 80 to 90 percent – even during today’s



The Market Street pedestrian bridge links the Visitor Center with downtown



The annual Lighted Christmas Parade, popular since 1991

suppressed economy. Downtown boasts a mix of more than 200 businesses, with strong niches in art galleries and studios, restaurants, furniture and antiques, finance/insurance/real estate, and an emerging medical/health services cluster. Downtown’s sense of place and walkability attracts new investment, and MainStreet offers support services and information to new and existing businesses. More recently, Silver City MainStreet partnered with community arts organizations for successful designation as a pilot Arts and Cultural District in 2008, indicating a major emphasis on arts-related economic development in downtown and the community. Concurrent development and management of the historic 1923 Silco Theater by SCMS supports the arts development strategy, and since July of 2006 more than 20,000 people have attended 200 various events at the Silco. Recognizing the need for on-going downtown economic development, SCMS will continue to seek funds to acquire and rehabilitate the theater and to continue to support the development and enhancement of other small businesses.

HOW'D THEY DO THAT?

Silver City MainStreet has pursued an inclusive strategy for downtown revitalization. The organization has sought consistently to involve a variety of downtown stakeholders and to conduct a variety of events that appeal to community residents and beyond. Most of MainStreet’s major events are free to participants, including many performances at the Silco Theater. Membership is open to anyone, whether or not they live or work in the historic downtown. Consequently, membership rolls include 150 businesses and individuals. SCMS also has a long history of deliberate partnerships with government entities, organizations, downtown businesses, and businesses outside downtown on revitalization projects.



Taste of Downtown Silver City. Photo Credit: Laurie Bentley

The Town of Silver City has been an ongoing partner on downtown improvement projects such as sidewalks, streetlights, the Visitor Center, Big Ditch Park, Main Street Plaza, and the pending Downtown Gateway Arch. The Town provides funding through Lodger’s Tax and economic development and groundskeeping contracts. SCMS enjoys a strong working relationship with the Town manager and staff, the mayor, and the council and provides updates to the Town quarterly.



Historic downtown lighting at Broadway & Bullard

Additionally, SCMS has worked to develop and maintain good relationships with Senator Howie Morales, Representative Dianne Hamilton, and Representative Rudy Martinez, as well as Lieutenant Governor Diane Denish and Governor Bill Richardson. MainStreet is also working to develop a closer relationship with Western New Mexico University.

Silver City MainStreet has made regular use of the training and services of the New Mexico MainStreet Program (NMMS). For several years, NMMS staff facilitated SCMS’s annual board retreat. Program associates have