



**NEW MEXICO**  
**MAINSTREET™**

**RETURN ON EXPERIENCE (RoX) DISTRICT EVALUATION**

|                         | <b>CULTURE</b> | <b>PERCEPTION</b> | <b>SAFETY</b> | <b>COMMUNITY</b> | <b>SIGHT</b> | <b>SOUND</b> | <b>SMELL</b> | <b>TOUCH</b> | <b>TASTE</b> |
|-------------------------|----------------|-------------------|---------------|------------------|--------------|--------------|--------------|--------------|--------------|
| <b>District Overall</b> |                |                   |               |                  |              |              |              |              |              |
| <b>Retail</b>           |                |                   |               |                  |              |              |              |              |              |
| <b>Services</b>         |                |                   |               |                  |              |              |              |              |              |
| <b>Restaurants</b>      |                |                   |               |                  |              |              |              |              |              |
| <b>Events</b>           |                |                   |               |                  |              |              |              |              |              |
| <b>Activities</b>       |                |                   |               |                  |              |              |              |              |              |
| <b>People</b>           |                |                   |               |                  |              |              |              |              |              |