# New Mexico MainStreet

**Technical Assistance Service List (Optional)**

[www.nmmainstreet.org](http://www.nmmainstreet.org) | (505) 629-5270 | info@NMMainstreet.org

Below are some of the potential technical assistance services available to you. You are encouraged to reach out to Revitalization Specialists to develop a technical assistance request tailored to your individual community needs. You can use this list as an internal worksheet to help plan projects for your organization.

If you have questions about these services, contact: Daniel Gutierrez, Lucas Pedraza or NMMS’s Revitalization Specialists.

## Contents: [Design](#_Design), [Economic Vitality](#_Economic_Vitality), [Organization](#_Organization), [Promotion](#_Promotion)

# Design

## Buildings

[ ]  Additions

[ ]  Façade and Storefront Design

[ ]  Floor Plans

[ ]  Lighting – Exterior and Interior

[ ]  Signage Improvements & Design

[ ]  Site Design

[ ]  Space Planning - General Massing Studies

[ ]  Technical Consulting

[ ]  Window & Store Displays - General Merchandising

## Committee Development

[ ]  Committee Work Plans

[ ]  Introductory Design Training

[ ]  On-Site Committee Training

## Historic Preservation

[ ]  Adaptive Reuse

[ ]  Architectural Design Guidelines

[ ]  Building Rehabilitation

[ ]  Certified Local Government

[ ]  Context Sensitive Design –Additions & Alterations

[ ]  Historic Building/District Nomination to State & National Registries

[ ]  Historic Building/District Survey

[ ]  Historic Overlay Zones

[ ]  Historic Property Assessment

[ ]  Historic Tax Credit

[ ]  Training

## Landscape Architecture and Urban Design

[ ]  Community Engagement Strategies/Participatory Design

[ ]  Conceptual Site and Landscape Plans (streetscapes, parks, play areas, trails, plazas, parking lots, market areas, murals, bus stops)

[ ]  Design Consultant Coordination/Oversight

[ ]  Phased Site/Campus Master Plans

[ ]  Preliminary Construction Cost Estimating

[ ]  Request for Proposal (RFP) Development

[ ]  Temporary “Pop Up” Installations

[ ]  Tree Risk Assessment

[ ]  Wayfinding System Design

## Urban Planning

[ ]  Metropolitan Redevelopment Area (MRA) Designation Reports

[ ]  MRA Implementation

[ ]  Urban Forest Management Planning

[ ]  Construction Mitigation

# Economic Vitality

## Business Coaching and Support

[ ]  Assist MainStreet Businesses in Drafting Business Plans and Finding Financing Options (note: only where business planning services are not available or accessible)

[ ]  Present on Topics of Interest to Business Owners

[ ]  Work with Individual MainStreet Businesses on Accessing Resources, Drafting Action Plans, and Providing Accountability in Working Towards Completing Those Plans

[ ]  Increase Capability in Addressing the Issues of Businesses in the MainStreet District

## Committee Development

[ ]  Committee Work Plans

[ ]  Introductory Economic Vitality Training

[ ]  On-Site Committee Training

## Community Data Collection & Reporting

[ ]  Assist in Connecting MainStreet Organizations to Statewide Resources

[ ]  Environment Scan and Ecosystem Mapping by Sector or for the Community/District

[ ]  Run Reports and Provide Analysis on Leakage, Population, GRT, Spending, etc. for the District

[ ]  Develop and Implement Data Collection Methods

## Creative and Cultural Planning

[ ]  ACD Coordinating Council Training

[ ]  Artist Residency Program Development

[ ]  Artist Support, Environment Assessment and Strategic Planning

[ ]  Arts and Cultural District Planning

[ ]  Creative and Cultural asset inventory or mapping

[ ]  Creative Cluster Development

[ ]  Creative Economy Assessment

[ ]  Creative Entrepreneur Development

[ ]  Creative Partnership Development

[ ]  Cultural Activation of Public Spaces

[ ]  Cultural Placemaking

[ ]  Cultural Planning

[ ]  Cultural Programming Development

[ ]  Cultural Tourism Development

[ ]  Experiential Economy Assessment and Dev.

[ ]  Historical and Cultural Asset Assessment

[ ]  Participatory Community Engagement

[ ]  Visioning

## Economic Transformation Strategic Planning

[ ]  Facilitate Support Sessions to Update, Revise, or Supplement Existing ETS work

## Economic Vitality Program Creation & Support

[ ]  Curriculum Design for Entrepreneur and/or Industry Specific Programming

[ ]  Develop EV Program Suite Based on Community Interests/Needs

[ ]  Facilitate Community Working Groups to Design Programs for Economic Vitality

[ ]  Feasibility Studies & Program Startup Plans for Entrepreneur Support Centers including Coworking, Startup Accelerators, Business Incubators, Entrepreneurship/Innovation Bootcamps, etc.

[ ]  Start Business Outreach/Business Retention & Expansion (BRE) Program

[ ]  Startup & Entrepreneur Specific Community and Ecosystem Building Event Design/Implementation

[ ]  Work with Existing EV/Economic Dev. Programs to Refresh, Reengage Clients, Members, and Stakeholder, and Redesign Offerings and Overall Program Direction

## Financing & Support

[ ]  Intro to Public Finance Tools (MRA, TIF, Historic & Low-Income Housing Tax Credits, New Market Tax Credits, Opportunity Zones, LEDA)

[ ]  Market Analysis

## Property Development & Redevelopment

[ ]  Community Initiated Development / Community-Driven Development

[ ]  Community Visioning and Concept Development

[ ]  Introduction to Real Estate Development

[ ]  Project Development Assessment (feasibility, entitlement designations, financing plan, review current Master/MRA Plans, and building inventory)

[ ]  Project Pro Forma Development (development budget, operating pro-forma, ID funding sources)

[ ]  Property Development Process (RFQs, RFPs, Development Agreements)

[ ]  Real Estate Analysis

[ ]  Vacant 2nd Floor Analysis

## Regulatory

[ ]  Vacant Building / Nuisance Enforcement Overview

# Organization

## Consultation

[ ]  Board/Committee Chair coaching

[ ]  Bylaws and Articles of Incorporation

[ ]  Contracts

[ ]  Executive Director Onboarding or Coaching

[ ]  Executive Director Retention

[ ]  Financial Management

[ ]  Fiscal Sponsorships

[ ]  Nonprofit Compliance

[ ]  Organizational Policies

[ ]  Organizational Structures and Staffing Patterns

[ ]  Partnerships

[ ]  Personnel Hiring

[ ]  Staff Performance Management

[ ]  Team Building

[ ]  Volunteer Recruitment/Retention

## Planning

[ ]  Mission and Vision Statements

[ ]  Economic Transformation Strategy Development

[ ]  Strategic Planning

[ ]  Annual Work Plan Development

[ ]  Staff Performance Management Plan

## Resource Development - Funding

[ ]  Budget Development Support

[ ]  Facilitation of Annual Fundraising Plan

[ ]  Facilitation of Donor Identification Exercises

[ ]  Fundraising Materials Development/Review, including Solicitation Letter, Thank You Letter, Sponsorship Materials, etc.

[ ]  Fundraising Solicitation Strategy Development

[ ]  Fundraising Questions & Troubleshooting

[ ]  Grant Proposal Development and/or Review

[ ]  Grant Search Support

[ ]  Grantwriting Questions & Troubleshooting

## Resource Development - Volunteers

[ ]  Facilitation of Volunteer Development Plan

[ ]  Facilitation of Volunteer Identification Exercises

[ ]  Volunteer Recruitment Materials

## Training

[ ]  Annual Program Review & Accreditation Process

[ ]  Basic Quickbooks/Nonprofit Accounting

[ ]  Board Development

[ ]  Facilitation Skills

[ ]  Fundraising

[ ]  Grantwriting

[ ]  Introductory Organization Point Training

[ ]  Main Street Approach™ Overview

[ ]  Negotiation/Mediation/Conflict Resolution

[ ]  Nonprofit Management and Compliance

[ ]  Partnership/Collaboration-Building

[ ]  Staff/Board Onboarding

[ ]  Staff Performance and Quality Management

[ ]  Volunteer Development

[ ]  Youth Engagement

# Promotion

## Committee/Task Group Development

[ ]  Work/Action Plans

[ ]  Promotion Training

[ ]  On-Site Committee/Board/Task Group Training

## Communications

[ ]  Communication, Public Relation, or Media Plan/Strategy

[ ]  Media Contact List

[ ]  Newsletter - Print and/or digital

[ ]  Organization/District Collateral Material Development

## Social Media

[ ]  Social Media Guidelines

[ ]  Social Media Plan/Calendar and Training

[ ]  District Business Assistance - Social media training and implementation

[ ]  Social Media Visual Audit & Training

## Graphic Design

[ ]  Collateral Design – Letterhead, business cards, posters, etc.

[ ]  Logo Design – Organization, district, promotion, event, or business

[ ]  Promotion/Event/Activity Collateral/Print Design – Poster, tickets, flyers, etc.

[ ]  Swag/Promotional Product Design – Apparel, stickers, buttons, etc.

[ ]  Signage/Wayfinding Design

[ ]  Website Design

[ ]  Website Audit/Consultation

[ ]  Coaching/Training/Workshops

[ ]  Community/Professional Presentations

[ ]  Impact Report Design

## Image Development

[ ]  Place Brand/District Brand – Development & Strategy

[ ]  District Business Assistance – Branding & Marketing

[ ]  Image and/or Marketing Assessment

[ ]  Marketing Plan

[ ]  Tourism Assessment/Strategy

## Retail Activities

[ ]  Retail Activity Development

[ ]  Retail Activity Implementation Plan

[ ]  Retail Activity Assessment & Evaluation

## Special Events

[ ]  Event Development

[ ]  Event Implementation Plan

[ ]  Event Assessment & Evaluation