# New Mexico MainStreet

**Technical Assistance Service List (Optional)**

[www.nmmainstreet.org](http://www.nmmainstreet.org) | (505) 629-5270 | [info@NMMainstreet.org](mailto: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](mailto:Daniel.Gutierrez2@edd.nm.gov), [Lucas Pedraza](mailto:Lucas.Pedraza@edd.nm.gov) 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