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Acknowledgements



STATE OF NEW MEXICO EXECUTIVE OFFICE SANTA FE, NEW MEXICO

Proclamation

WHEREAS, NEW MEXICO CREATED ITS MAINSTREET PROGRAM IN 1985; AND

WHEREAS, NEW MEXICO MAINSTREET IS AN ECONOMIC DEVELOPMENT PROGRAM THAT CREATES JOBS AND REVITALIZES HISTORIC AREAS OF COMMERCE; AND

WHEREAS, NEW MEXICO MAINSTREET BRINGS BUSINESSES BACK TO CITY CENTERS AND RESTORES HISTORIC STRUCTURES IN OUR COMMUNITIES; AND

WHEREAS, NEW MEXICO MAINSTREET COMMUNITIES HAVE CONSTRUCTED MORE THAN 100 NEW COMMERCIAL BUILDINGS, AND RESTORED MORE THAN 3,000 OTHERS; AND

WHEREAS, OVER THE LAST 30 YEARS, NEW MEXICO MAINSTREET HAS FOSTERED MORE THAN \$286 MILLION IN PRIVATE SECTOR REINVESTMENT, SUPPORTED 3,300 NEW BUSINESSES, AND CREATED MORE THAN 12,000 NEW JOBS; AND

WHEREAS, NEW MEXICO MUST CONTINUE TO BUILD ON THE SUCCESS OF THIS PROGRAM THAT ENHANCES OUR CITIES, IMPROVES OUR QUALITY OF LIFE, AND CREATES JOBS FOR NEW MEXICANS;

NOW, THEREFORE, I, SUSANA MARTINEZ, GOVERNOR OF THE STATE OF NEW MEXICO, DO HEREBY PROCLAIM AUGUST 13TH, 2015, AS THE

“30TH ANNIVERSARY OF THE NEW MEXICO MAINSTREET PROGRAM”

THROUGHOUT THE STATE OF NEW MEXICO.

SIGNED AT THE EXECUTIVE OFFICE
THIS 13TH DAY OF AUGUST 2015.

ATTEST:

DIANNA J. DURAN
SECRETARY OF STATE

WITNESS MY HAND AND THE GREAT
SEAL OF THE STATE OF NEW MEXICO.

SUSANA MARTINEZ
GOVERNOR



CABINET SECRETARY JON BARELA

Over the last 30 years, the work of the New Mexico MainStreet Program has brought new life into old buildings, preserved historic treasures, improved the quality of life for residents and established our down-towns as a destination for tourists...all while creating good jobs.

As the Cabinet Secretary for Economic Development, I am and will remain a devoted ally of local MainStreet efforts. By taking the limited public-sector investment the state is able to provide, volunteers leverage remarkable private-sector reinvestment to make the New Mexico MainStreet program the resounding success it has become. It is the kind of performance that builds confidence among business and property owners to make the needed reinvestments to create a vibrant economy.

Here are some of the collective numbers from 27 New Mexico MainStreet communities from July 1, 2014 through June 30, 2015:

- \$9,895,301 in private sector reinvestment
- 230 building rehabilitations
- 132 net new businesses
- 649 net new jobs
- Volunteers have logged in more than 36,509 in-kind hours in our MainStreet districts.

These are amazing numbers, especially considering many of our districts are located in rural towns and villages.

As I travel the state, I make an effort to visit our beautiful MainStreet districts and talk to local staff and volunteers. From these visits we've generated many great ideas to improve our MainStreet program, ideas that include the Historic Theaters Initiative and the first-ever Native American MainStreet in the nation, located at Zuni Pueblo.

This year New Mexico MainStreet celebrated 30 years of success, now we look ahead to build on our revitalization efforts and make sure the planning tools are in place. Together, we have targeted economic redevelopment projects that lead to enhanced economic opportunity in New Mexico's MainStreet districts and communities. I plan to continue in partnership with the MainStreet Program to help complete short-term, tangible, bricks-and-mortar projects that will carry us into the next 30 years.

Jon Barela

Cabinet Secretary

Economic Development Department



RICH WILLIAMS

Our New Mexico MainStreet 30TH Anniversary is a time to step back, reflect on our accomplishments during these 30 years, pat ourselves on the back for the economic transformations, and celebrate the volunteers and staff who helped create a positive economic development environment on “Main Street” that attracts new entrepreneurs, retains local businesses, supports neighborhood residents, encourages property reinvestment, resulting in a place of dynamic vitality. MainStreet redevelopment takes passion, commitment, dedication and leadership that embodies a community vision. And that takes a lot of planning, debate, discussion that leads to implementation.

Thirty-one years ago New Mexico Lt. Governor Mike Runnels saw a fairly new national program that could assist our historic downtowns and village centers. He championed the cause with the New Mexico legislature and helped pass the MainStreet Act in 1984. Our first six communities were selected in 1985. Lt. Governor Runnels was all about economic innovation and in many ways his vision and drive were far ahead of the mainstream. And he had faith in the power of volunteers in MainStreet to economically enhance their commercial districts.



Today, Governor Susana Martinez continues that tradition as she leads efforts to expand New Mexico MainStreet and add new communities every year. Additionally, new initiatives like the Frontier Communities and Historic Theaters were added under her watch. Furthermore, new monies from the state have been invested into New Mexico MainStreet. And under Economic Development Cabinet Secretary Jon Barela, New Mexico led the way to create the first-ever Native American MainStreet in the nation, located at Zuni Pueblo.

As you can see, New Mexico continues to be on the forefront of the MainStreet evolution.

Do take a look at the data. The numbers reflect the work in and for New Mexico communities. They tell a great story of the significant economic growth in our districts. But more importantly, look behind the numbers, for there you will find generations of MainStreet contributors, who made and are making an incredible difference, one restored building, one bench, one tree, one new business, one new job at a time.

We could not do this work without these dedicated individuals. New Mexico MainStreet not only reflects on our investments of the past year, but also looks back as we celebrate 30 years!

Rich Williams

Director

New Mexico MainStreet

Economic Development Department

DANIEL J. GUTIERREZ

As the Assistant Director of New Mexico MainStreet (NMMS), I am honored to serve all of our wonderful communities. In my role, I oversee two programs created by Governor Martinez and Cabinet Secretary Barela – the Frontier Communities Initiative and Historic Theaters Initiative – two programs that are already seeing much fruit in their short existences. Looking at the past 30 years, I am humbled by the success and growth of the NMMS Program and local affiliates. I first learned of the NMMS Network in 2013 while researching the program and attending a Winter Quarterly Networking Meeting in preparation for application as an emerging community for the Barelás Community in Albuquerque. I was struck from the beginning by the energy and commitment of all those involved and the New Mexico MainStreet bottom-up approach to economic development.

In my former academic research and community organizing and planning work, I perceived that “economic development” succeeded by “community empowerment,” and that is exactly what the New Mexico MainStreet program does. I am inspired by the program’s emphasis on volunteerism, building a public/private partnership, and organizing community leaders and stakeholders to take the lead in creating a vision for their community by using the MainStreet toolbox to implement a local economic development strategy that’s unique to their district. This is important to me as I believe people are what ultimately shape and define the character of a community.

I tip my hat to the many volunteers and supporters that have come and gone during the last 30 years and have made New Mexico MainStreet the success it is today. I’m very proud and fortunate to be part of such a great network of people and local affiliate programs. I look forward to working with our amazing communities in the coming years and know the passion we have for our state and local communities will ensure the continued growth and success of New Mexico MainStreet.

**Daniel J. Gutierrez***Assistant Director**New Mexico MainStreet**Economic Development Department*

MISSION STATEMENT

The New Mexico MainStreet Program fosters economic development in the state by supporting local MainStreet revitalization organizations and their work in downtowns and the adjacent neighborhoods. The Program provides resources, education, training and services that preserve local historic culture and heritage, enhance the built environment, and stimulate the economic vitality of each participating community.

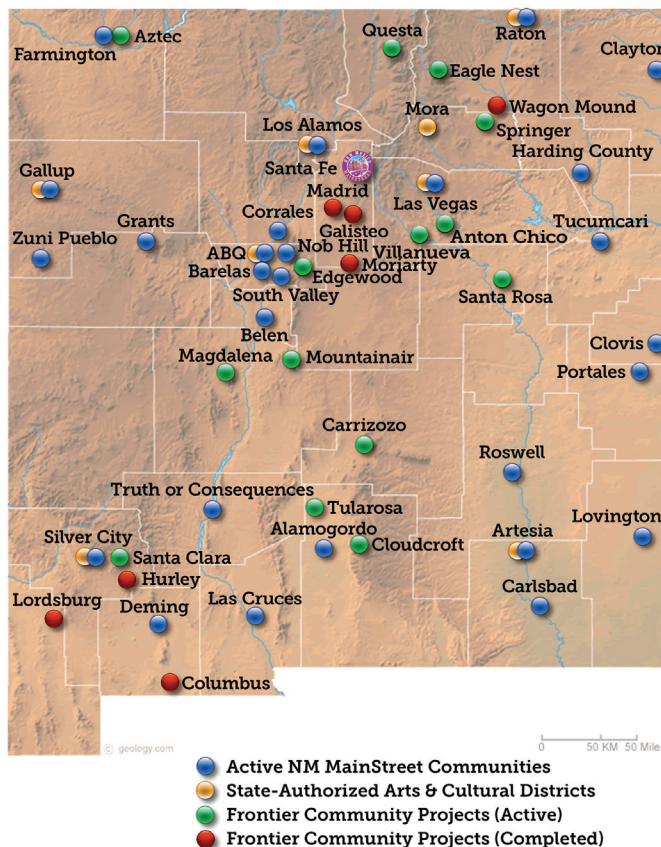
NMMS BACKGROUND

In the late 1970s the National Trust for Historic Preservation developed the Main Street Four-Point Approach® to commercial district revitalization, a comprehensive strategy that encourages economic development within the context of historic preservation. In 1985, the New Mexico State Legislature funded the New Mexico MainStreet Program to assist local communities in implementing this strategy.

The New Mexico MainStreet Program was formed to “provide for the revitalization of central business districts in New Mexico communities based on the preservation and rehabilitation of existing structures of unique historical and architectural character and the development of progressive marketing and management techniques as an economic development strategy for local governments.” -3-60B-1 to 3-60B-4 NMSA 1978

2015 NMMS Map of Communities

(As of November 2015)



Since 1985, New Mexico MainStreet has been fostering economic development in local communities statewide. Based in the New Mexico Economic Development Department, the NMMS Program works with selected local MainStreet organizations and municipalities to establish and enhance downtown revitalization programs. Thousands of jobs have been created and millions of dollars in private funds have been invested in New Mexico's Main Streets since the program began. In FY2015, New Mexico MainStreet communities leveraged 230 building rehabilitations, \$9,895,301 in private sector reinvestment, 132 net new businesses, and 649 net new jobs. Plus volunteers donated more than 36,509 hours in our MainStreet districts.

New Mexico MainStreet currently serves 27 affiliated MainStreet Districts, eight state-authorized Arts & Cultural Districts, 14 Frontier Communities, and six Historic Theater Initiatives.

THE MAIN STREET FOUR-POINT APPROACH®

The New Mexico MainStreet program promotes a community-driven process that brings stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. Communities must work together to identify key strategies, known as Transformation Strategies, that provide a clear sense of priorities and direction for revitalization efforts. These strategies align with the four key areas Main Streets have been using as a guiding framework for more than 35 years: Organization, Promotion, Design, and Economic Vitality. New Mexico MainStreet and participating local affiliates use The Main Street Four-Point Approach® as the basis for developing transformative economic development.

Organization

Establishes and maintains a nonprofit corporation that works in partnership with the public and private sector to plan and implement a comprehensive downtown revitalization strategy.

Promotion

Promotion positions the Main Street district as the center of the community and the hub of economic activity.

Design

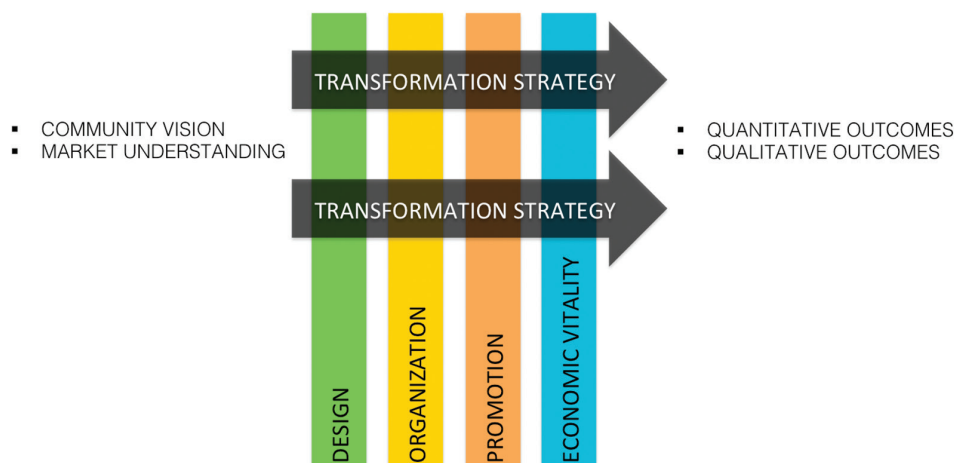
Supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique historic assets that set the commercial district apart.

Economic Vitality

Leveraging historic assets, harnessing economic assets, and creating a supportive business environment for small businesses, entrepreneurs, and innovators.

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THE MAIN STREET APPROACH



NEW MEXICO MAINSTREET PROGRAM SERVICES

As centerpieces of community identity, Main Streets and their surrounding downtown districts support transformative economic development strategies that draw new residents, businesses, and tourism to our communities. MainStreet communities include desired outcomes in planning and establish clear economic performance measures in their important community development work.

New Mexico MainStreet Technical Assistance

Organization

- Establishing and maintaining a successful non-profit organization
- Grant writing and fundraising assistance
- Volunteer development
- Professional development
- Resource development to implement Transformation Strategies
- Establishing Economic Performance Measures

Promotion

- Positioning Main Street as a hub of economic activity
- Branding and logo development
- Event planning and implementation
- Marketing for tourists
- Merchandising assistance

Design

- Conceptual architectural design and adaptive reuse strategies
- Streetscape, placemaking, façade improvements and public art integration
- Interior design, window displays and lighting
- Historic preservation research and services
- Downtown Master Plan development

Economic Vitality

- Market analysis, business plans and small business support
- Business retention, strengthening and expansion strategies
- Business recruitment strategies
- Development project financial feasibility analysis
- Financial revitalization tool development
- Urban Design (Placemaking)
- Reporting Economic Performance Measures
- Live/work mixed-use space development

NEW MEXICO MAINSTREET REINVESTMENT STATISTICS

Since 1985, New Mexico MainStreet has been revitalizing and building strong local economies that preserve and enhance New Mexico's downtowns. Over the course of 30 years, local MainStreet communities have completed more than 3,400 building renovations, secured more than \$290 million in private sector reinvestments, constructed more than 100 new buildings and created more than 3,400 net new businesses and more than 12,000 net new jobs. New Mexico MainStreet investments in infrastructure, technical assistance through professional consultants, and leveraging volunteer and public and private support ensure that New Mexico communities can maximize opportunities for their economic development work across the state.

| | Fiscal Year 2015 (July 2014 - June 2015) | Cumulative Total Since 1985 |
|---|---|--|
| Net Number of New Businesses | 132 | 3,440 |
| Number of Business Expansions | 16 | 595 |
| Number of Building Rehabilitations | 230 | 3,415 |
| Dollars of Private Reinvestment | \$9,895,301 | \$292,218,586 |
| Number of Public Projects | 42 | 1,002 |
| Dollars of Public Investment | \$8,780,340 | \$409,075,491 |
| Number of Joint Public/Private Projects | 3 | 380 |
| Dollars Invested in Public/Private Projects | \$63,000 | \$66,533,868 |
| Number of New Buildings Constructed | 7 | 109 |
| Dollars Invested in New Building Construction | \$12,445,952 | \$368,008,297 |
| Net Number of New Jobs | 649 | 12,373 |
| Volunteer Hours* | 36,509 | * |

* NMMS began keeping volunteer hours statistics in July 2006.

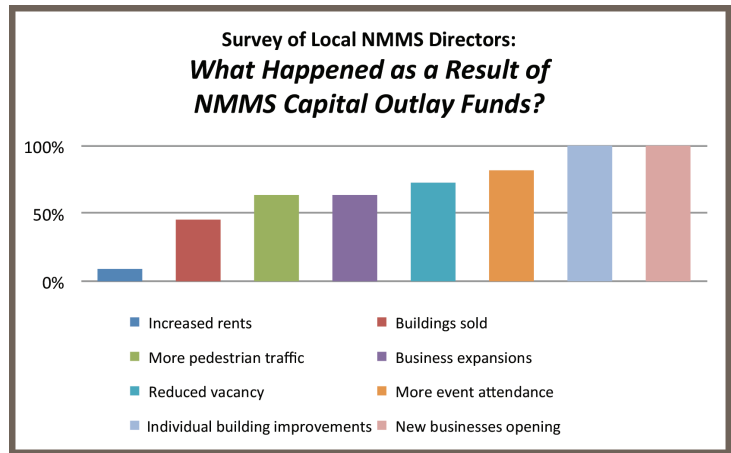


LARGE INVESTMENTS: PUBLIC INFRASTRUCTURE FOR ASSET-BASED ECONOMIC DEVELOPMENT

After 30 years, New Mexico MainStreet understands the importance of investing in public infrastructure in our MainStreet Communities. Public infrastructure encourages private sector investment, both commercial properties and business start-ups and expansions, and it is important in rural New Mexico to address streets, sidewalks, and related infrastructure often dating back to the WPA. Activating vacant and underused commercial property supports revitalization of commercial districts and local economies.

Since 2000, MainStreet programs have applied for and used the New Mexico MainStreet (NMMS) Capital Outlay Fund for economic development projects in their downtowns. Eligible projects within the district include restoration of historic properties, streetscapes with safety and pedestrian improvements, wayfinding systems, and Master Planning initiatives. Capital Outlay investments have leveraged other funding sources and stimulated private sector investment in the districts.

In a survey conducted by PlaceEconomics in 2013, New Mexico MainStreet programs that received NMMS Capital Outlay Funds indicated improvements on Main Street as a result of the Capital Outlay-funded project. Respondents reported both building improvements and new businesses opening as a result of the projects. More than half also reported increased pedestrian traffic, business expansions, greater attendance at downtown events, and reduced vacancy. For communities that received NMMS Capital Outlay Funds, three years after the project was completed, 54% of the communities had an increased number of building improvements. The rate of net new businesses was 23.3% greater than in the two years prior to the Capital Outlay project.



Economic impact of public infrastructure improvements

- Within MainStreet Districts within two blocks of finished Capital Improvement funded through the MainStreet Capital Outlay Fund*
 - 60% more business expansions (retention/leakage)
 - 95% more new business openings
 - 70% reduction in building vacancies

Past economic catalyst examples (Comparative Ratios)

- Clovis Hotel
 - \$300,000 MainStreet Capital Outlay leveraged a \$12.8 million renovation with a Cumulative Private Sector Investment of \$21,424,680 in the District.



- Artesia Streetscape
 - \$450,000 MainStreet Capital Outlay leveraged \$5,636,500 in Cumulative Private Sector Investment in the District.
- Silver City, Silco Theater
 - \$300,000 in MainStreet Capital Outlay attracted more than \$600,000 for renovation of the theater and a Cumulative Private Sector Investment of \$6,423,837 in the District.

(*Economic Impact Analysis by PlaceEconomics 2014)

Long-term Investments: Snapshot Artesia

Artesia has been a leading community in investing in streetscapes, place-making, public art, and downtown revitalization and demonstrates how MainStreet communities can experience long-term economic benefits from completed projects.

In looking at the streetscape projects completed in Artesia in November 2001, total project cost of \$2,663,276. During an 11.5-year period after the streetscape investment (2004 through mid-2015), Artesia's MainStreet district achieved:

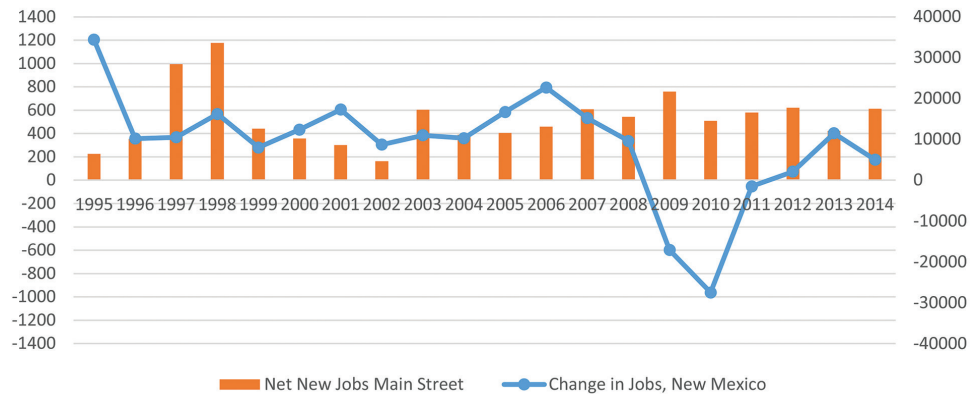


- 37 net new businesses
- 12 expansions of existing businesses
- 268 net new jobs
- 124 private building rehabilitation projects totaling \$6.9 million
- 10 new buildings totaling \$22.6 million

NEW MEXICO MAINSTREET SUPPORTS JOBS

New Mexico MainStreet measures substantial reinvestment statistics for the program including new businesses and business expansions for public economic development. We also measure net new jobs. As New Mexico businesses weathered the recent recession, New Mexico MainStreet busi-

Year to Year Change in Jobs
New Mexico vs Main Street Programs



nesses were hiring and retaining jobs. Even when the overall New Mexico economy was losing jobs, MainStreet businesses were adding net new jobs each year. At the national level businesses were closing during the same period, in New Mexico MainStreet districts for every 100 businesses that opened, only 37 closed. These gains in net new businesses, even in times of economic downturn, reflect the long-term benefits and stability of the districts. In FY2015, New Mexico MainStreet showed net new jobs of 649, over 30 years New Mexico MainStreet has added 12,273 net new jobs. Business expansions were 16 in FY2015, and 595 since 1985.*

(*Economic Impact Analysis by PlaceEconomics 2014)

LEVERAGING OUR ASSETS

New Mexico MainStreet invests resources, staff time, and expert consultants. Support from New Mexico MainStreet can help organizations access other funding opportunities through program partners, if revitalization efforts meet the criteria of those funders. New Mexico MainStreet supports applicants and matches technical assistance to the grants to ensure project success.

PNM

PNM's commitment to local New Mexico MainStreet programs is an outstanding example of public-private partnership, offering PNM Corporate grants specifically to local MainStreet programs in their service area. In 2014, PNM provided \$105,000 to seven MainStreet organizations (\$15,000 each). Supported

projects include a bike share program; building rehabilitations, renovations, and upgrades; mural projects; and a community garden project.

In 2014, The PNM Foundation offered “Power-Up” Grants to MainStreet organizations totaling \$30,000.

New Mexico Finance Authority

The New Mexico Finance Authority (NMFA) provides low cost or low interest financing for infrastructure and capital projects for New Mexico government agencies. New Mexico MainStreet works in partnership with the NMFA to fund economic development revitalization plans for eligible MainStreet, Arts & Cultural Districts, and Frontier communities through their “Local Government Planning Fund” grant program. In FY2015, NMFA offered \$200,000 in grants to four New Mexico communities.

New Mexico Resiliency Alliance

The New Mexico Resiliency Alliance (NMRA) supports the revitalization of historic commercial centers and underserved neighborhood districts by organizing resources and supporting policy for community development projects throughout the state. NMRA offers seed grants to New Mexico MainStreet communities through their Resilient Communities Fund. In FY2015, NMRA provided \$50,000 in funds for projects throughout New Mexico.

Small Investments, Big Impact

New Mexico MainStreet supports community development projects of varying budget size. Even small investments can leverage other funding sources from private and local partners, business donations, in-kind donations and volunteer support.



For example, the New Mexico Resiliency Alliance supported amenities in the southern Village of Columbus through a small grant from their Resilient Communities Fund for new picnic shelters at Columbus Village Plaza, in partnership with NMMS who provided design and planning assistance for the project.

This smaller project leveraged other assets beyond the original NMRA grant:

- \$5K NMRA grant
- \$1,500 additional funding from the City mostly to pay for wall and restroom upgrades
- \$250 in financial donations for the landscaping
- \$4,992 of in-kind support from public works staff
- 80 volunteer hours
- \$7,500 fair market value technical assistance/support from NMMS

NEW MEXICO ARTS & CULTURAL DISTRICTS

The Arts & Cultural Districts program was established by the Legislature in 2007 as a comprehensive economic development strategy designed to capitalize on the expanding “creative economy.” The Arts & Cultural Districts Program promotes the exceptional art and history of New Mexico while assisting communities in developing their cultural and artistic resources to create dynamic and economically vibrant districts.

The Arts & Cultural Districts Program is a joint effort of three state agencies and private entities including New



NEW MEXICO
arts & cultural
DISTRICTS

Mexico MainStreet, Department of Cultural Affairs divisions: New Mexico Arts and Historic Preservation, Tourism Department, and the McCune Charitable Foundation. The New

Mexico Arts Commission is the state authorizer for new Arts & Cultural Districts while New Mexico MainStreet administers the program.

State-authorized Arts & Cultural Districts receive incentives such as assistance with developing cultural plans and enhanced historic tax credits for the rehabilitation of historic structures within the district. Each partner offers specialized assistance to the districts. New Mexico boasts eight state-designated Arts & Cultural Districts. The first two pilot districts were authorized in 2008, and the most recent three were added in 2014.

Current Arts & Cultural Districts:

Albuquerque (Downtown)

Artesia

Gallup

Las Vegas

Los Alamos

Mora (Compound)

Raton

Silver City

Municipally-designated*

*Las Cruces/Nob Hill

The Creative Economy in New Mexico

Arts & Cultural Districts revitalize local economies as they leverage, preserve and celebrate cultural assets of a community through cultural institutions and the arts. The creative economy includes local artists, artisans, craftspeople, cultural entrepreneurs, and creative businesses. Cultural heritage visitors are drawn to authentic locales with experiential offerings in the arts, cultural activities and experiences in the natural environment.

*With tourism in New Mexico serving as such an important revenue source, the role of Arts & Cultural Districts in drawing cultural visitors is significant, and Creative Industries are an important part of the New Mexico economy. The New Mexico Department of Cultural Affairs commissioned a report, Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico, that quantifies the economic impact of arts and cultural industries in New Mexico. The study, conducted by UNM's Bureau of Business and Economic Research (BBER), reveals a \$5.6 billion impact on the state's economy. Narrowly defined, these industries employ 43,031 individuals in New Mexico, equal to 1 of every 18 jobs in the state (5.5%). More broadly defined, including individuals employed in cultural tourism, art and cultural education, and other industries tied to heritage and culture, 76,780 are employed, equal to nearly one in ten jobs (9.8%) in the state.**

***From Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico, Bureau of Business and Economic Research 2014 for the New Mexico Department of Cultural Affairs**

FRONTIER COMMUNITIES INITIATIVE

In 2013, the state legislature responded to enhanced needs for assistance from New Mexico's most rural communities by enacting the MainStreet Frontier Communities Initiative program. The purpose of the Frontier Communities Initiative is to provide community economic development support to rural communities under 7,500 in population to develop a catalytic economic development project within a traditional or historic commercial district (i.e. courthouse square, town center or village plaza).



The Frontier Communities Initiative program provides professional technical assistance to communities selected to participate through a competitive application process. Services and resources are provided by New Mexico MainStreet and tied to the Main Street Four-Point Approach®, an interdisciplinary set of strategies that assist the revitalization of historic and traditional commercial districts. As most small towns and villages are challenged by issues of funding, organizational capacity and expertise, Frontier programs are project-oriented rather than multi-year revitalization efforts.

One of the main tenants of the program is to plant the seeds to expand local capacity to develop “community-builders” – people that will continue to work together, after a completed project, to strengthen existing community development and support revitalization work, bolster community pride and identity, preserve cultural heritage, transmit values and history, build economic and social capital, and stimulate economic development.

Frontier Communities Projects for FY2015 include:

- Anton Chico: *Business Incubator*
- Aztec: *Façade Improvements*
- Carrizozo: *Façade Improvements*
- Cloudcroft: *Image and Brand Development*
- Edgewood: *Image and Brand Development.*
- Galisteo: *Revitalization Plan*
- Magdalena: *Revitalization Plan*
- Questa: *Revitalization Plan*
- Tularosa: *Visitors' Center (Placemaking)*

Seven additional programs were added for FY2016.



NEW MEXICO HISTORIC THEATERS INITIATIVE

The New Mexico Historic Theaters Initiative is part of an ongoing statewide effort led by the Economic Development Department and New Mexico MainStreet to rehabilitate historic theaters and install new digital projection and sound equipment to prevent them from going dark.



Nationwide, many small town theaters have closed their doors because of the high cost of digital projection equipment. Besides loss of a business anchor in downtown districts, the loss of an entertainment venue has negative impacts on quality of life, retail leakage and community morale.

Preserving historic theaters has immediate and long-term economic and cultural benefits. According to Ken Stein, President of the League of Historic American Theaters, a single historic theater in a small city (Population less than 50K) has the potential to sustain 27 full-time equivalent jobs; create \$950,000 in total expenditures; generate \$84,000 in revenue for state and local governments; and add \$568,000 to household incomes (LHAT.org).

Since January 2013, the Economic Development Department has provided grants to six publically owned classic theaters throughout New Mexico. These include the Luna Theater in Clayton, the Silco Theater in Silver City, the Lea Theatre in Lovington, the Shuler Theater in Raton, the El Morro Theater in Gallup and the Lyceum Theater in Clovis. Each historic theater has been identified as a catalytic economic driver for their respective community.

The New Mexico MainStreet program provides technical assistance to affiliated community programs to assess their theaters, develop architectural plans and cost estimates for rehabilitation projects, advice on operations and business plans, programming and industry contacts, and hosts an annual New Mexico MainStreet Historic Theaters Institute.

New Mexico MainStreet hosted the first ever “New Mexico MainStreet Historic Theaters Institute” at the Shuler Theater in Raton in June 2015, to help communities and theater operators breathe new life into aging stages and auditoriums. The Institute featured workshops on new trends in cinema; digital conversion; fostering local community theater programs; and innovative operating strategies, including fundraising and programming for the cinema and theater business. There were more than 50 owners, operators, programmers, and advocates for New Mexico’s Historic Theaters in attendance representing nine different communities throughout the state.



NEW MEXICO MAINSTREET DESIGN INITIATIVES

New Mexico MainStreet (NMMS) offers several programs under the heading of Design Initiatives: Interiors, Placemaking, and Façade Squads. NMMS affiliate communities may apply through a competitive application process to receive design technical assistance with financial support from the New Mexico Resiliency Alliance in partnership with McCune Charitable Foundation. Local programs must demonstrate ability to raise sufficient matching funds, materials and volunteers for the Design Initiative Project.

In November 2014, the following communities were selected to participate in the program.

Façade Squad:

- DowntownABQ MainStreet Initiative support went to the Central Features Gallery, to enhance the building's storefront.
- Carlsbad MainStreet focused their project on the Beauty College of Eddy County and work included façade and pedestrian enhancements using local materials.

Placemaking:

- Columbus Frontier Community enhanced their Central Village Plaza open space.
- Deming MainStreet made improvements to a downtown pocket park.

Rehabilitation and Façade Improvements:

- Wagon Mound received a grant focusing on rehabilitation and façade improvements for the Veteran's Affairs gallery, Wigwam Building and the Ford Building on Railroad Avenue.



Great Blocks on MainStreet:

Great Blocks is an outgrowth of more targeted New Mexico MainStreet design interventions, façade squads, and placemaking initiatives. Projects are designed to dramatically upgrade a site or sites through the creative implementation of urban design, architecture, landscape architecture and public art. Projects must demonstrate positive economic impact on the site within the district, need to be on any adopted plans, show public and private sector support, and demonstrate partnerships. Preservation-based elements and identified funding sources also strengthen proposals. A team of designers, retained by NMMS, conduct community-based planning and design processes to develop plans and construction drawings provided to the community as a "shovel-ready" project.

Raton MainStreet and the City of Raton were the first recipients of the "Great Blocks on MainStreet Design Initiative" award in December 2014. The first-annual competition was open to MainStreet and Arts & Cultural Districts. Raton MainStreet and the City of Raton received the services of a professional team of landscape architects, architects, and design professionals to revitalize a section of Historic First Street within their MainStreet and Arts & Cultural District boundary. The 2015 New Mexico Infrastructure and Finance Conference awarded Raton with a "Best Practices Award" for their work through Great Blocks.

NEW MEXICO DEPARTMENT OF TRANSPORTATION: NEW MEXICO 2040 PLAN

Many of our MainStreet communities have streetscapes located along important transportation corridors. The New Mexico Department of Transportation through its *New Mexico 2040 Plan: NMDOT's Long Range, Multi-Modal Transportation Plan* identifies actions that support the work of (Tourism, Economic Development, Historic Preservation, etc.) to achieve the goals of New Mexico MainStreet, state-authorized Arts & Cultural Districts, and other programs. They note that many of our communities may benefit from planning that accounts for user safety and revitalization of local downtowns and adjacent neighborhoods. They state that highway design in these districts should consider placemaking principles and enhanced pedestrian amenities such as landscaping, wider sidewalks, curb extensions, mid-block crossings, and street lighting.

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BUILDING CREATIVE COMMUNITIES CONFERENCE

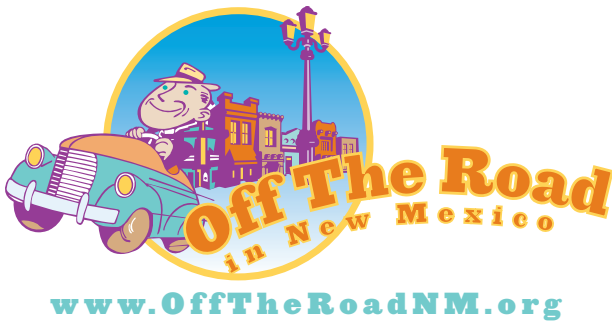
New Mexico MainStreet, with Department of Cultural Affairs' partners; New Mexico Arts and New Mexico Historic Preservation Division, gathered community builders from throughout

New Mexico for the inaugural Building Creative Communities Conference in November 2014. The conference provided training, educational material and networking events, bringing together practitioners representing diverse fields in arts, culture and community development to help promote commercial district revitalization, arts, cultural and heritage tourism and preservation. The conference represented a great inter-agency and interdisciplinary effort to explore and encourage the creative economy. Nationally-recognized keynote speakers were joined by more than 35 area specialists from New Mexico and beyond for a variety of sessions and activities over three days. Nearly 200 individuals from diverse arts, cultural, historic preservation, and economic and community development backgrounds attended the conference.

OFF THE ROAD IN NEW MEXICO

New Mexico MainStreet has created a dynamic interactive website to allow residents and visitors to search for historic and cultural attractions and businesses in New Mexico's MainStreet and Arts & Cultural Districts. The site offers easy navigation of many cultural amenities and complements economic development efforts of New Mexico MainStreet and its local communities, creating another venue to promote and market local assets





and draw new visitors into the districts, impacting local businesses such as hotels, restaurants and boutiques with positive economic benefits on the districts as a whole.

SEVEN NEW MEXICO MAINSTREET COMMUNITIES RECEIVE NATIONAL ACCREDITATION

Seven New Mexico MainStreet communities have been designated as National Main Street Center Accredited Communities for meeting the commercial district revitalization performance standards set by the National Main Street Center, Inc. Artesia MainStreet, Carlsbad MainStreet, Clovis MainStreet, Grants MainStreet, Los Alamos MainStreet, Lovington MainStreet, and Nob Hill MainStreet received accreditation and were recognized during the National Main Street Center Conference in Atlanta in 2015.

Each year, the National Main Street Center and its partners announce the list of accredited Main Street® programs in recognition of their exemplary commitment to historic preservation and community revitalization through the Main Street Four-Point Approach®.

NEW MEXICO MAINSTREET 30TH ANNIVERSARY COMMEMORATIVE AWARDS

New Mexico MainStreet gathered in Artesia with local affiliates and public and private partners to celebrate 30 years of MainStreet's economic

development and revitalization efforts in New Mexico in August 2015. The 30TH Anniversary Commemorative Awards ceremony, held at the beautiful Ocotillo Performing Arts Center, recognized the outstanding achievements and exceptional leadership among the state's local MainStreet organizations and partners. The recipients represent a broad range of individuals and organizations who have demonstrated successful approaches in MainStreet through partnership, board service, fundraising, marketing strategies, economic vitality strategies, architectural design, historic preservation, and placemaking initiatives.



The 30TH Anniversary New Mexico MainStreet Commemorative Awards recipients: Peyton Yates, Jr., Friends of New Mexico MainStreet – *Special Recognition Award*; Nob Hill MainStreet – *Outstanding Organization*; Truth or Consequences MainStreet – *Outstanding Promotion*; Lovington MainStreet – *Outstanding Economic Positioning*; Clovis MainStreet – *Outstanding Architectural Design*; Artesia MainStreet – *Outstanding Placemaking*; Grants MainStreet – *Spirit of MainStreet*; Los Alamos MainStreet – *Spirit of Preservation*; Manuel “Manny” Vasquez, President of Grants MainStreet Project, *Dallan Sanders Golden Whip Award*; Dusty Huckabee, Roswell MainStreet, *Mike Runnels MainStreet Innovation Award*; and Tom Church, Cabinet Secretary, and Anne McLaughlin, of the New Mexico Department of Transportation each received the *Spirit of Partnership Award*.

NEW MEXICO MAINSTREETS

Alamogordo



Alamogordo MainStreet was designated an “Emerging” MainStreet Community in FY2015. Recognized for having engaged and active elected officials, business leaders and community partners, they have demonstrated energy to become a successful MainStreet community through innovative community planning and collaboration. As a restaurant and retail hub for Otero County with many diverse historic structures to preserve and build on they can catalyze these to attract commerce to the city center and improve quality of life. Their work this year includes restoration of 18 bronze carved fixtures as well as an oil fresco in their Founders Park. They worked with a Big Give Team from Holloman AFB to repair and refurbish signage in their historic district. They held the First Annual Alamo Aeon Adventure, Cosplay Festival consuming four city blocks, featuring wine, beer, food, costume contest, vendors, entertainment, car show, movies and dancing with more than 3,000 in attendance.

Albuquerque, Downtown

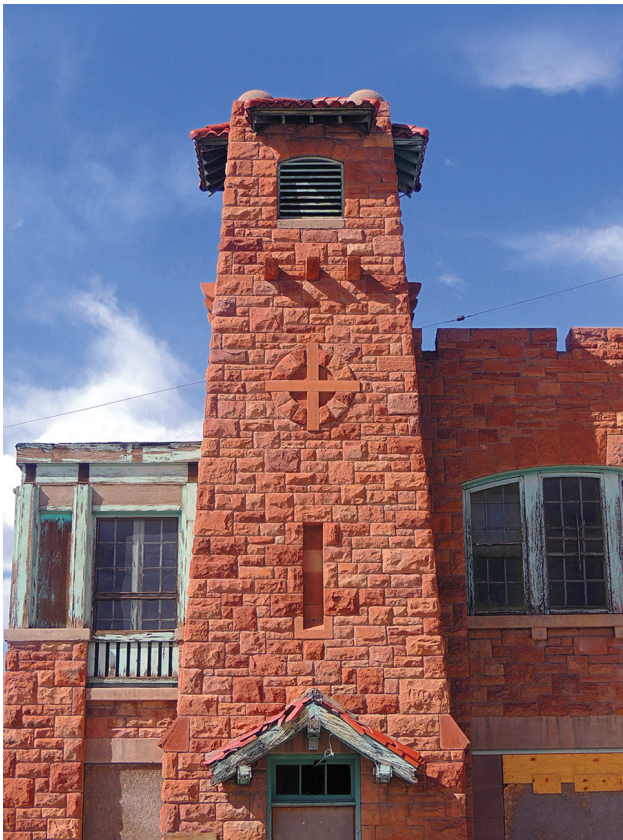
In April 2015, DowntownABQ MainStreet

Initiative was awarded a “Heart of the Community” grant from Southwest Airlines, in partnership with the Project for Public Spaces, for placemaking initiatives on Civic Plaza. First, 200 volunteers helped plant more than 2,000 plants in the Plaza’s empty planters. Colorful tables, chairs and umbrellas were added. They have established new programs, called Civic Plaza Presents, that include Movies on the Plaza, ABQ Food Fridays, children’s events and programming, fun runs and marathons, and food truck events were expanded. Future placemaking activities will include a pop-up restaurant, sculptural skate ramps, swings, winter festivals, and pop-up incubator spaces. The perception of Civic Plaza has transformed from a place to avoid to a social destination in downtown.



Albuquerque, Barelas

Barelas MainStreet has been developing a program of events for their Main Street corridor and are adding to the area’s character with a series of public art and placemaking projects. Their Fiestas de Barelas, held in October 2014, was well attended and enjoyed by the community. The event featured live performances, a kid’s zone with free face painting and an inflatable bounce house, along with food trucks and arts and craft



vendors. The Fiesta enlivened the Barelas District on a lovely fall evening, and established programming that encouraged the community to gather.

Albuquerque, Nob Hill

Nob Hill MainStreet was recognized as an Outstanding Organization at the NMMS 30th Anniversary Awards for their informative and engaging Nob Hill MainStreet Dinner Fundraiser that brought together more than 130 participants for



a dinner and awards event that provided updates on their programming. They demonstrated successful sponsorships and received more than \$8,500 in food, printing and cash donations and their event raised more than \$6,000. They have also contributed to placemaking through a PNM grant that supported the commission and installation of a large mural on the Artisan Art Supply building by artist Larry Bob Phillips, and gabion walls at the Media Arts Collaborative Charter School's new outdoor space. Both improvements in the Nob Hill corridor enliven the vision of this burgeoning arts and cultural community. Nob Hill MainStreet received accreditation from the National Main Street Center.

Artesia

Artesia MainStreet was recognized at the NMMS 30th Anniversary Awards for Outstanding Placemaking. A leader in creating livable public spaces and placemaking activities in their downtown area, their MainStreet streetscape project has served as a statewide model. The Heritage Walkway transformed a space where a building once stood into a beautiful public space. More recently, making improvements to streets in the district through roundabouts, public art, and Baish Veteran's Park and Veteran's War Memorial. In 2015, they added to their collection of monumental bronze sculptures with the installation of the



artwork entitled *The Foundation* by Mark Ashley, on the round-about at the intersection of Second & Quay, near the Artesia Public Library. Artesia MainStreet received accreditation from the National Main Street Center.

Belen



Belen MainStreet Partnership has had an exciting year of improving community spaces and extensive planning work. They hosted a clean-up day and completed the El Corazon de Belen Community Garden Park with a reception and dedication and celebrated a PNM “Power-Up” Grant that provided the final monies for completing the garden project. Their Downtown Master Plan, supported through NMMS Capital Outlay Funds, was also completed. This will enable the City of Belen to apply for funding sources available to municipalities with a Downtown Master Plan.

Carlsbad

Carlsbad MainStreet has been transforming public spaces with the grand opening gala of Halagueno Arts Park and façade squad work at the Beauty College of Eddy County. After months of construction, partially funded by an \$80,000 New Mexico MainStreet Capital Outlay grant, the Arts Park opened in summer



2015. The grant served as a catalyst for the project and was leveraged to attain another \$155,000 from the City of Carlsbad for construction and improvements to the Park.

Carlsbad MainStreet was awarded a façade improvement grant from New Mexico Resiliency Alliance to use on improvements to the exterior of The Beauty College of Eddy County. Volunteers helped with stucco repair and painting the exterior of the building. The grant helped with the purchase of new signage for the exterior of the building.

Carlsbad MainStreet received accreditation from the National Main Street Center.

Clayton



Clayton MainStreet received a \$3,000 Challenge Grant from the New Mexico Resiliency Alliance that was leveraged to generate \$5,500 in movie sponsorships for the 100TH anniversary celebration of the historic Luna Theater in 2016. Additionally, Clayton MainStreet worked with the Town of Clayton to coordinate almost \$50,000 in improvements to the Luna, including painting and improvements to the restrooms, lobby, walls, stage and ceiling.

Clovis



Clovis MainStreet was honored for Outstanding Architectural Design during the NMMS 30TH Anniversary Awards for their significant contributions to architectural design through the renovation and development of the Harmon, Barnett & Morris Law Firm Building. The building, constructed in the 1940s, has over the years served as a grocer warehouse, provided housing for moving and transport companies, later being purchased by Harmon, Barnett and Morris Law Firm. The building represents a unique private investment project in the Clovis Railroad and Commercial Historic District. Through careful research, the historic rehabilitation project preserved many historic architectural features, and ensured a project that anchors the Historic District. The project garnered an award from the State's Historic Preservation Division. They retained New Mexico

MainStreet Certified community status, and gained accreditation from the National Main Street Center.

Corrales



Corrales MainStreet, Inc. honors the traditions, history and agricultural roots of the area and contributes to the success of the downtown by providing sponsored family social and cultural activities in their district. Corrales community members celebrate their unique heritage through holidays and festivals on Main Street, including their July 4th Parade, Corrales Harvest Fest, and welcoming the December holiday season with their Starlight Parade. Another activity supported by MainStreet is the annual Corrales Garden Tour. The Sixth Annual tour was held in June 2015, and was a dedicated fundraiser for landscaping projects. MainStreet Corrales also works to promote historical awareness through the preservation of architecture by encouraging businesses to occupy and care for their historic buildings.

Deming

Deming MainStreet became a State-Certified MainStreet Community in FY2015. The organization has established a strong public-private partnership with the City of Deming and Luna



County government to ensure coordination of economic development activities, including the adoption of a downtown Master Plan and integration of public financing tools. They have implemented several downtown placemaking projects and park improvements at the Deming Arts Park and the Leyendecker Park space; some façade

improvements and award-winning historic preservation initiatives at several downtown buildings; established a downtown Farmers' Market and dedicated business recruitment activities; implemented several promotional events; and installation of Mimbres-pottery public art, wayfinding and interpretive walking tours. Their new arts pocket park officially reopened in May 2015.

Farmington

Farmington Downtown Association is looking at ways to make their downtown more pedestrian friendly and engaging to community members through planning processes and innovative arts activities. They are seeking to address the downtown as less about driving through and more about stopping and shopping. They have hired a company, to support commerce overall – and bring people back to a business-friendly, people-friendly environment. Their proposal presented to the city council includes more parking,



reducing traffic to two lanes and taking out all the stop lights and replacing them with roundabouts. They have also been presenting arts and cultural events including their regular TGIF lunch and music in Orchard Park, Art Walk, and annual Northern New Mexico Street Rodders' Rod Run.

Gallup



Gallup MainStreet Arts & Cultural District features promotional events and activities including the annual Freedom Ride Flight Cruise Festival. Mass ascensions of hot air balloons were held each day at sunrise, a substantial high quality car show was featured, and performances took place in the large Courthouse Plaza. One striking event features 60 motorcycle riders, belonging to multiple Veterans Clubs, who ride to raise awareness and funds for Veterans Helping Veterans. They finish the ride through the "tunnel of fire" in Gallup. As an Arts & Cultural District many arts events activate their district including nightly Native American Dances, opera events, and outdoor arts events with guest artists, and regular Arts Crawl.

Grants

Grants MainStreet Project received the Spirit of MainStreet Award at the NMMS 30TH Anniversary Awards. They organized a successful Fire and Ice Rally that reached more than 10,000 in 2014. They have completed improvements and

beautification efforts, including the Rio San Jose Riverwalk Amphitheater, that helped establish year-round programs including the Riverwalk Music Fest weekly concert series. They maintain the Legacy Trail Project design effort that garnered \$436,000 in TAP funds for Phase I. They have completed improvements to the façades of three buildings in the downtown area. Their Economic Development projects include partnering to implement the second season of the MainStreet Farmers' Market. They conduct workshops and have been successful in business recruitment efforts to their downtown district. They have increased membership, secured county funding for projects and added a volunteer recruitment program. They were recognized as "Organization of the Year" by Grants/Cibola County Chamber of Commerce, and have achieved accreditation by the National Main Street Center.



Harding County

Harding County MainStreet has been busy with their work across the Four Points to secure





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nonprofit status for their organization; begin work on brand development and online and social media presence; participation in a BBER Community Assessment; and a business inventory in their district to increase public and private investments in their downtown revitalization efforts. They are also transforming the appearance of buildings in their district having painted two more buildings in Roy, and have completed phased work on the Mesa Theater, the renovation a multi-year catalytic project in the county. Harding County MainStreet graduated to a Start-Up MainStreet Community in August 2015.

Las Cruces

Downtown Las Cruces Partnership has been busy with placemaking initiatives, bringing newer retailers to their district, and the beginning of the downtown Plaza – groundbreaking in July 2015. Their annual events SalsaFest and Avenue Art both saw increased attendance. They are bringing more residents to their downtown, with the completion of the Lofts at Alameda providing 38

units of high-end living in April 2015. New businesses include Patina Home, providing a retail home goods option downtown. The newer retailers of Mas Art, Run Culture, and Main Street Bistro & Ale House continue to see increased sales.

Las Vegas

MainStreet de Las Vegas celebrated the completion of Phase 2 of the E. Romero Hose & Fire Building. Built in 1882, burned and rebuilt in 1909, the E. Romero Hose & Fire Building is the home of the first volunteer fire department in New Mexico. A multi-year, multi-phase project the MainStreet de Las Vegas' Façade Squad gave the building's exterior a face-lift in 2009. The City of Las Vegas received the deed to building and replaced the roof, saving



the building from collapse, in 2010-2011. In 2012, MainStreet de Las Vegas received a “Community Preservation Award” from State Historic Preservation Division. In 2014, MainStreet de Las Vegas in partnership with City of Las Vegas received \$75,000 in Capital Outlay Funding for Phase 2 renovation of the first floor. The project included removal of rotted ceiling, adding heat, updating electric, plumbing and a public restroom, with the goal for the first floor to house the city’s 1937 Seagrave Fire Truck and memorabilia as a fire truck museum.

Los Alamos



Los Alamos MainStreet received the Spirit of Preservation Award at the NMMS 30TH Anniversary. In addition, they produced four major annual events, managed 28 farmers’ markets and supported the Los Alamos Creative District with its cultural events. These events bring in more than 50,000 people, seeing significant increases in attendance and program support in 2015. Since 2007, LAMS has received \$500,000 in Capital Outlay Funds to physically enhance the district. The organization leveraged its most recent capital outlay grant of \$70,000 into an additional \$130,000 from the County for streetscape improvements. LAMS worked closely with the County on the design elements of the streetscape, and on keeping stakeholders up to date on

the project progress. They worked with the Historical Society to ensure that design elements of the new streetscape were historically accurate. Los Alamos MainStreet received accreditation from the National Main Street Center.

Lovington



Lovington MainStreet was honored for Outstanding Economic Positioning at the NMMS 30TH Anniversary Awards. They have partnered with downtown businesses, the City of Lovington and CNM Electric to add a special Holiday glow to the district, decorating storefronts, streetscapes and plazas downtown, with LED rope lights on roof-top edges of the buildings surrounding the Lea County Courthouse. Business owners collaborated with Lovington MainStreet to offer special promotions, sales, and Open House events supporting Shop Local for the Holidays.

Phase I of the Lovington Central Plaza Project commenced with a groundbreaking ceremony held in July 2015. The project will improve the pedestrian and retail business environment of the downtown area and maintain historic buildings on the square. Design features include adding vegetation, new lighting, widening the sidewalks, and adding benches, bicycle racks, and trash receptacles.

In September 2014, the Lea Theatre in Lovington was selected as a participant in the New Mexico Historic Theaters Initiative. Funds were used to help purchase state-of-the-art digital projection and audio equipment. The Lea Theatre held its opening weekend in October 2015. Lovington MainStreet received accreditation from the National Main Street Center.

Portales



Portales MainStreet has incorporated many new events this year in their downtown and with renewed vigor in gathering places. Visitors and residents alike have had the opportunity to be active through events like the spin off from their Chamber's Heritage Days in June, Portales MainStreet has rejuvenated the Fun Run, and added a Poker Run to bring residents back downtown. The Fun Run has been in Portales for 16 years, and this past year was the first time it incorporated the Poker Run where contestants went all the way to Elida and back. The Stargazer Zone had its grand opening as well. The venue allows for perfect outdoor events and has seen increased use this year. Portales MainStreet was also the partner for Relay for Life.

Raton



Raton MainStreet has had a tremendous year in bringing in support for local rehabilitations and upgrades to historic buildings and improved streetscapes. Raton MainStreet and the City of Raton were awarded \$100K in LEDA funding for the Historic Shuler Theater on its 100TH Anniversary for digital and audio upgrades to the theater. The Shuler hosted the first Historic Theaters Initiative Institute in June 2015. Raton MainStreet was the recipient of the very first "Great Blocks on MainStreet" grant to improve a section of Historic First Street within their district. They have "shovel-ready" construction documents for their project, and are actively seeking funding to move the project forward.

Roswell



MainStreet Roswell works with many partners to attract people downtown and enhance their local economy by presenting engaging events. MainStreet Roswell partnered with the City of Roswell Parks and Recreation Department to present FREE Summer Movies in outdoor venues. They also worked to beautify the district, partnering with the Parks and Recreation Department and various garden clubs to hold a

Community planting day to improve downtown Roswell in time for the high tourism season. The Roswell Farmers' Market, held on the historic Chaves County Courthouse Lawn, features locally produced goods, crafts and more. The Saturday morning market engages community members and supports local providers of fresh New Mexican food. Their delicious Chile Cheese Festival allows visitors to get fresh roasted New Mexico chile, experience arts and crafts, booths and kids' activities, and features tours of the Lepirino Cheese Plant. MainStreet Roswell, through NMMS Capital Outlay Funds, completed renovations to the Reischman Park including upgrades to seating, lighting, ADA compliance, irrigation work, and façade and ironwork repairs, among other improvements.

Silver City

Silver City MainStreet celebrates 30 years of economic revitalization in downtown Silver City. A signature project has been the renovation of the Silco Theater, an important public/private



partnership. In January of 2014, the Silco Theater was closed for renovations. The theater, built in 1923, had more recently been redesigned and was being used as retail space. Silver City MainStreet coordinated the effort to return the theater to a condition similar to the appearance of the building after a renovation in 1940. The effort is supported by the New Mexico MainStreet Historic Theaters Initiative, with funding for the marquee and façade renovation provided in part by the Department of Cultural Affairs, Historic Preservation Division. They also received a significant loan from the New Mexico Finance Authority. Other funding includes New Mexico MainStreet Capital Outlay, New Mexico Economic Development Department LEDA, Town of Silver City, Freeport McMoRan Foundation, PNM Foundation, and many private donations.

Historic Bridge, South Valley



Historic Bridge, South Valley MainStreet held their Chile Fiesta, drawing people to Gateway Park in their district. There were arts and crafts vendors, activities for kids, live music, a beer garden, and a chile and salsa tasting contest. They worked on façade improvements on Bridge Boulevard in summer 2015. The community received a grant from PNM, volunteers removed old signage and painted the exterior façades, working with the community and business and building owners to transform the area. Historic Bridge South Valley MainStreet graduated to a Start-Up MainStreet Community in August 2015.

Truth or Consequences

MainStreet Truth or Consequences received the Outstanding Promotion award at the NMMS 30TH Anniversary Awards. Truth or Consequences MainStreet

has established a Comprehensive Events Plan to engage community members in their district. Their promotions activities have

included a Second Sunday Arts Hop, partnering with T or C Fiesta, T or C MainStreet Party; Old Fashioned Christmas community celebration; Small Business Saturday, Scoot the Loot and Sock Hop; and Trick or Treat MainStreet. They also have a strong following on social media and are using it as an innovative tool for community engagement.



Tucumcari

Tucumcari MainStreet has completed renovation of the Tucumcari Railroad Depot, with future phases of development in planning. They received a \$1.4 Million Capital Outlay grant from the State of New Mexico for this project, along with a subsequent Capital Outlay grant for continuing renovation. The entire building exterior was replaced and renovated, along with the rehabilitation of the West Depot interior. Of primary importance was the maintenance of the historical aspects of the building, originally constructed in 1928. The building today houses the MainStreet Office, a privately-funded Tucumcari Railroad



Museum that is being developed, and a general purpose Center Depot Building to be fully rehabilitated in the next year, with plans to use the space for community meetings, group activities and small gatherings.

Zuni Pueblo

Zuni Pueblo MainStreet supported several key events and artist professional development

activities, including their Third Annual Zuni Pueblo MainStreet Festival in May 2015, with a full slate of activities at 16 venues that included numerous traditional dance groups often featuring youth of all ages, a PowWow performance, a Zuni fashion show, a special youth activity area and many local and out-of-town visitors.

Two key partnerships benefited their large community of artists. The First Peoples Fund provided a two-day professional development workshop that reached more than 25 artists. They are building upon their strong relationship with UNM's iD+Pi (Indigenous Design & Planning Institute) of the School of Architecture. Through the partnership, they received an ArtPlace America grant to design and develop more effective spaces and programs along the Main Street and to enhance the marketing and professionalism of Zuni artists. Zuni MainStreet graduated to a Start-Up MainStreet Community in August 2015.



UNM BUREAU OF BUSINESS AND ECONOMIC RESEARCH (BBER)

Since 2006, New Mexico MainStreet has partnered with UNM's Bureau of Business and Economic Research (BBER) to provide extensive market analysis for MainStreet communities. BBER's community reports analyze the market or trade area, economic strengths and weaknesses, business development trends, and specific role of the MainStreet District in the economy of the town and surrounding region. New Mexico MainStreet has funded more than 30 Community Economic Assessments and Arts & Cultural Districts Reports.

UNM DESIGN AND PLANNING ASSISTANCE CENTER (DPAC)

Since 2004, New Mexico MainStreet and the Design Planning Assistance Center (DPAC) at UNM's School of Architecture and Planning have partnered to provide help with critical design and planning issues in Main Street Communities. Graduate students in landscape architecture, community and regional planning and architecture have assisted MainStreet communities with projects such as MRA plans, farmers' markets, design guidelines, wayfinding systems, public spaces, and adaptive reuse of historic buildings. More than 25 programs have been supported through DPAC.

DOWNTOWN MASTER PLANS FUNDED BY NMMS

A downtown Master Plan defines a community's vision for downtown and identifies priority catalytic projects to revitalize the downtown area, determined through a dynamic community participation process. When adopted by the town council, the Master Plan becomes a living document that guides downtown revitalization for several years.

Recognizing the importance of having a solid Master Plan in place to guide downtown revitalization and prioritize capital outlay projects, New Mexico MainStreet has assisted communities in preparing Master Plans through its technical services, planning grants with the NMFA, and the MainStreet Capital Outlay fund. More than 25 Master Plans have been supported through NMMS and other sources.



NEW MEXICO MAINSTREET CAPITAL OUTLAY FUND PROJECTS

The New Mexico Legislature appropriates monies to the MainStreet Capital Outlay Fund. These funds ensure investments in our MainStreet Communities to implement visible capital improvement projects in the districts. Projects such as building rehabilitations, rebuilding streets and sidewalks, and the addition of parks in downtown areas, demonstrate physical improvements that enhance the economic vitality of the downtowns.

The following projects received funding from the New Mexico MainStreet Capital Outlay Fund.

FY2000

| | |
|-------------------|---------------------------|
| Albuquerque | Streetscape |
| Artesia | Streetscape |
| Aztec | Courtyard |
| Carlsbad | Streetscape |
| Farmington. | Streetscape |
| Roswell..... | Convention Center Marquee |
| Silver City | Pedestrian Lighting |

FY2005

| | | |
|------------------|----------------|---------------------------------|
| Carlsbad | \$25,000 | Parking Lot |
| Corrales..... | \$25,000 | Community Center Rehabilitation |
| Grants..... | \$18,000 | Streetscape |
| Silver City..... | \$25,000 | Broadway Gateways |

FY2006

| | | |
|-----------------|-----------------|-----------------------------|
| Artesia | \$190,000 | Streetscape |
| Clovis | \$200,000 | Streetscape |
| Hobbs | \$407,500 | Streetscape |
| Las Cruces..... | \$140,000 | Plaza |
| Lovington..... | \$95,000 | Downtown Sidewalk Extension |
| Portales..... | \$110,000 | Courthouse Square |

FY2007

| | | |
|-------------------|-----------------|---------------------------|
| Artesia | \$250,000 | Streetscape |
| Bernalillo | \$200,000 | Streetscape |
| Carlsbad | \$46,000 | Wayfinding System |
| Gallup | \$200,000 | Courthouse Square |
| Hobbs | \$80,000 | Master Plan |
| Hobbs | \$200,000 | Public Space |
| Las Cruces..... | \$65,000 | Branigan Cultural Center |
| Las Vegas..... | \$300,000 | Streetscape |
| Los Alamos..... | \$200,000 | Streetscape |
| Raton | \$90,000 | Master Plan |
| Roswell..... | \$169,000 | Public Art |
| Silver City | \$200,000 | Plaza and Farmers' Market |

FY2008

| | | |
|---------------|-----------------|-------------|
| Artesia..... | \$110,000 | Streetscape |
| Carlsbad..... | \$86,000 | Master Plan |

| | | |
|------------------|-----------|---------------------|
| Clayton..... | \$300,000 | Streetscape |
| Clovis..... | \$85,000 | Hotel Clovis |
| Farmington..... | \$70,000 | Master Plan |
| Grants..... | \$70,000 | Master Plan |
| Las Cruces..... | \$298,270 | La Placita |
| Las Vegas..... | \$100,000 | Master Plan |
| Los Alamos..... | \$80,730 | Plaza Redevelopment |
| Portales..... | \$50,000 | Master Plan |
| Raton..... | \$80,000 | Shuler Theater |
| Silver City..... | \$100,000 | Master Plan |
| Tucumcari..... | \$70,000 | Master Plan |

FY2009

| | | |
|------------------|-----------|-----------------------|
| Artesia..... | \$130,000 | Municipal Campus Plan |
| Clayton..... | \$180,000 | Luna Theater |
| Clovis..... | \$300,000 | Hotel Clovis |
| Corrales..... | \$50,000 | Master Plan |
| Grants..... | \$100,000 | Fire and Ice Pavilion |
| Las Cruces..... | \$50,000 | La Placita |
| Los Alamos..... | \$80,000 | Streetscape |
| Santa Rosa..... | \$50,000 | Master Plan |
| Silver City..... | \$60,000 | Museum Annex |

FY2010

| | | |
|---------------|-----------|--------------------|
| Clayton..... | \$200,000 | Luna Theater |
| Clovis..... | \$131,000 | Streetscape |
| Corrales..... | \$120,000 | Pedestrian Pathway |



| | | |
|---------------------------|-----------------|-----------------------------------|
| Downtown Albuquerque..... | \$35,000 | Cultural Plan |
| Los Alamos..... | \$35,000 | Cultural Plan |
| Lovington..... | \$84,000 | Central Plaza |
| Portales..... | \$85,000 | Depot Project |
| Raton | \$200,000 | Multi-Modal Transportation Center |
| Roswell..... | \$75,000 | Master Plan |
| Taos | \$35,000 | Cultural Plan |

FY2013

| | | |
|----------------------------|-----------------|--------------------------------|
| Carlsbad | \$80,000 | Halagueno Center Phase 2 |
| Clayton | \$150,000 | Luna Theater, Phase 3 |
| Deming..... | \$15,000 | Central Wayfinding Development |
| Las Cruces..... | \$100,000 | Building Rehabilitation |
| Las Vegas..... | \$90,000 | Farmers' Market Breezeway |
| Los Alamos..... | \$70,000 | Streetscape |
| Truth or Consequences..... | \$70,000 | Master Plan/MRA/TIF |
| Nob Hill..... | \$48,000 | BID Planning & Marketing |
| Raton | \$45,000 | Master Plan/MRA/TIF |
| Silver City | \$175,000 | Silco Theater |
| Tucumcari | \$157,000 | Railroad Depot Plaza |

FY2014

| | | |
|-------------------|-----------------|--------------------------------|
| Belen | \$50,000 | Master Plan/MRA |
| Clovis..... | \$137,500 | Lyceum Theater Phase 1 |
| Las Vegas..... | \$75,000 | E. Romero Hose & Fire Building |
| Roswell..... | \$100,000 | Reischman Park |
| Silver City | \$137,500 | Silco Theater Phase 2 |



Peter Hurd Mural, Artesia Public Library,
The Future Belongs to Those Who Prepare for It

ACKNOWLEDGEMENTS



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Main Street America™ has been helping revitalize older and historic commercial districts for more than 35 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

“Main Street” is a trademarked name of the National Trust for Historic Preservation. This report is for illustrative purposes only and is intended to provide a general review of the programs and policies described.



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