

# New Mexico MainStreet's Approach to Economic Development

*Presented by:*

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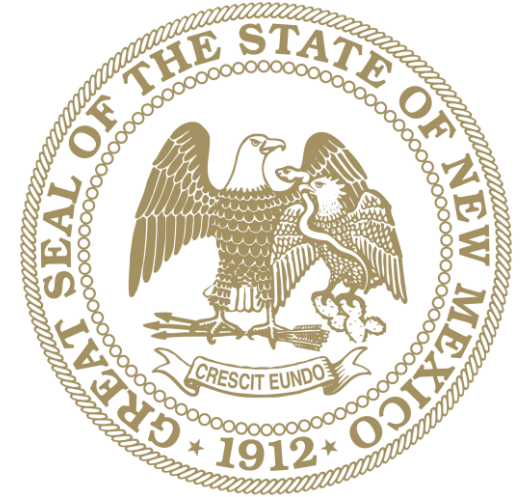
*A Program of the New Mexico Economic Development Department*



# Mission

## The New Mexico Economic Development

**Department's** mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.



**New Mexico MainStreet's** mission is to develop local capacity to engage people, rebuild places and grow the entrepreneurial, creative and business environment resulting in economically thriving downtowns, greater business and employment opportunities and a higher quality of life.



# New Mexico MainStreet (NMMS) Program

NMMS is an asset-based community economic development **Main Street America™ Coordinating Program**. NMMS has been licensed and accredited by the National Main Street Center, Inc. since 1985 – *celebrating our 40-year anniversary in 2025!*

The Main Street Approach™ offers community-based revitalization initiatives with a **practical, adaptable framework for downtown transformation**.

Approach implemented through the **Four Points: Economic Vitality, Design, Promotion, and Organization**.



**NEW MEXICO  
MAINSTREET™**  
ENGAGE PEOPLE • REBUILD PLACES  
REVITALIZE ECONOMIES

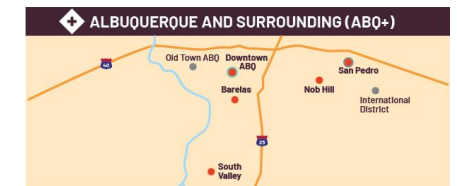
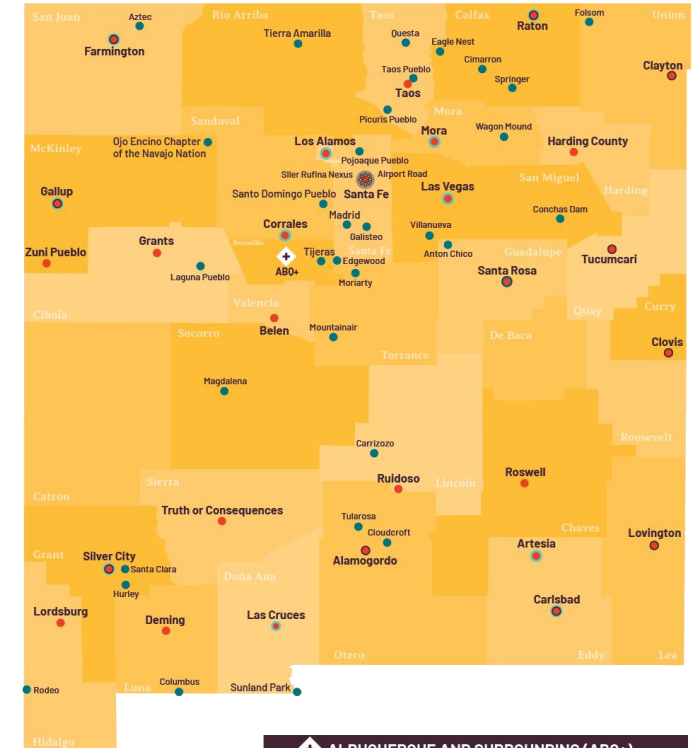


# NMMS Network

NMMS acts as an umbrella organization, administering and providing professional technical assistance, services, and resources to all its local affiliates.

## 95 NM Communities Served Since 1985!

- **32** Designated MainStreet Districts/Programs
- **13** Affiliated Arts & Cultural Districts
- **19** Project-Based Initiative Communities
  - **12** *active* Frontier & Rural Communities
  - **3** *active* Native American Communities
  - **4** *active* Urban Neighborhood Commercial Corridors
- **\$38 million NMMS Capital Outlay** awarded to local MS and ACD Public Infrastructure Projects



- New Mexico MainStreet Districts
- Urban Neighborhood Commercial Corridors Projects
- New Mexico Arts & Cultural Districts
- Frontier, Rural, and Native American Community Projects
- Historic Theaters
- New Mexico MainStreet Headquarters

# Meet the NMMS Team

Staff



**Daniel Gutierrez**  
*Director*



**Lucas Pedraza**  
*Project Coordinator*



**Danielle Maestas**  
*Contracts/Grants*



**Cherise Martinez**  
*Community Econ. Dev.*



**Jessica Mraz**  
*Communications*

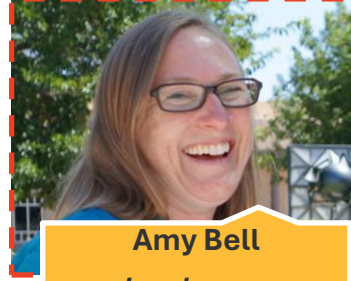
Revitalization Specialists



**Amy Barnhart**  
*Organization & Capacity Building*



**Robyne Beaubien**  
*Promotion & Image Development*



**Amy Bell**  
*Landscape Architecture & Urban Design*



**Sean O'Shea**  
*Business Development*



**Michelle Negrette**  
*Creative Economy*



**Will Powell**  
*Preservation & Design*



**Jessica Roybal**  
*Property Redevelopment*



**Julia & Cam Wilde**  
*Graphic Design*

# MainStreet Programs & Public-Private Partnerships

## Local Government Partner

- Philosophical & Financial Commitments/MOUs
- Coordination/Planning
- Fiscal Agency for Capital Outlay \$\$

## State Government Partner

- Technical Assistance/Training (NMMS)
- Resources: Capital Outlay \$\$
- Coordination, Reporting
- Compliance

## Local Revitalization Partner

- Implement Projects
- Resource Development
- Planning, Statistical Reporting
- Coordination with City, State
- Compliance



# Main Street Approach™

The Main Street Approach™ offers community-based revitalization initiatives with a **practical, adaptable framework for downtown transformation.**

The Approach™ is centered around **Transformation Strategies** which articulate a focused, deliberate path to revitalizing or strengthening a district's economy.

Strategies are implemented through the **Four Points: Economic Vitality, Design, Promotion, and Organization.**



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# How Main Street Works



# Project-Based Initiatives (PBI)

- Communities can enter the NMMS program by participating in PBIs and receive professional technical assistance for one economic development over a 12-to-18-month *timeframe*.
- Projects must demonstrate job creation, **business development**, leverage private sector investment, or **enhancement of a community's economic environment**.
- Eligible Projects:
  - Placemaking
  - Façade Improvement
  - Historic Preservation/Preservation Enhancement
  - Real Estate and Property Development
  - Redevelopment and Revitalization Plans
  - New Business/Entrepreneur Development Support
  - Creative Economy
  - Promotion



# Pathway to becoming a Main Street program in NM

Project-Based Initiative Round 1 (12-18 months)

Project-Based Initiative Round 2 (12-18 months)

NMMS Accelerator Process (12-18 months)

Main Street America Affiliate program

Main Street America Accredited program

# NMMS PROJECT- BASED INITIATIVE DESIGNATION

## Before Designation

- Contact New Mexico MainStreet Director and/or Project Coordinator.
- Create a stakeholder group.
- Identify a project the stakeholder group can implement utilizing NMMS technical assistance.
- Gain the support of your municipality.
- Complete and submit the NMMS Project-Based Initiative Application.



## Project-Based Initiative Round 1 (12-18 months)

- Refine your project scope.
- Implement your project, utilizing NMMS technical assistance.
- Report your project impacts.
- You are done! OR. . .

## Project-Based Initiative Round 2 (12-18 months)

- Revisit your stakeholder group.
- Submit an application for an Accelerator Action Plan and optional second project.
- Develop your Accelerator Action Plan.
- Implement your project (optional).
- Report your project impacts.

# NMMS ACCELERATOR DESIGNATION

## Before Designation

- Complete the Project-Based Initiative.
- Execute a Memorandum of Understanding (MOU) and a resolution of support with the local municipal partner and NMMS.
- Secure a service contract with the local municipal partner **(\$20,000)**.\*

## Completing the NMMS Accelerator Benchmarks

- Work with your assigned Revitalization Specialist.
- Complete Accelerator trainings.
- Complete Accelerator Benchmarks.

## Demonstrating Progress on Accelerator Benchmarks & Graduating from the Accelerator

- Report on your progress (quarterly).
- Participate in the NMMS Annual Program Review.
- Graduate to Main Street America Affiliate status!

# *FY2026 Budget and staffing requirements for New Mexico MainStreet/Main Street America organizations.*



	<i>Rural Community</i>	<i>Small Community</i>	<i>Mid-Size Community or Commercial Neighborhood</i>	<i>Large Community or Urban Program</i>
<b>Population</b>	< 5,000	5,001 - 15,000	15,001 - 50,000	> 50,000
<b>Min. Operating Budget for Main Street America Affiliate program</b>	\$25,000	\$45,000	\$60,000	\$100,000+
<b>Min. Operating Budget for Main Street America Accredited Program</b>	\$40,000		\$60,000	\$100,000+
<b>Required Contribution to local MainStreet program by Local Gov't Partner</b>	\$26,000	\$46,000	\$52,000	\$79,000
<b>Executive Director Staffing Requirement, MainStreet America Affiliate (hrs/wk)</b>	20		30	
<b>Executive Director Staffing Requirement, Main Street America Accredited program (hrs/wk)</b>	20		40	
<b>NMMS Accelerator and ACD Start-Up process Designate</b>	\$20,000 from local government; no staffing requirement			

# NMMS Capital Outlay Program

## Provides funding for public infrastructure upgrades within MainStreet and NM Arts & Cultural Districts:

- Investments are scaled to a district's potential and catalytic commercial areas for economic redevelopment.
- Based on an adopted **Master Plan**, **Cultural Economic Development Plan**, or **Metropolitan Redevelopment Area Plan**.

## NMMS works with local communities to identify catalytic economic development projects.

- Uses a holistic approach that builds on existing assets.
- Must be an economic driver and demonstrate impact to local economy.
- Improve the appearance and functionality of the district.
- Create connectors.
- Engage local property and business owners.

## FY21 – FY25: \$38 million awarded to 79 local MS/ACD projects.

- 53 of those projects are in rural communities under 50k in population.



# Why Invest in Public Infrastructure?

- Commercial centers with severe safety and infrastructure issues **deter private reinvestment**.
- Property/Business owners are reluctant to make needed improvements to buildings or spaces.
- **Lack of confidence** to open or relocate businesses.
- Decreases pedestrian traffic.
- **Rural communities** too often must choose between essential community services (health, well-being, education, and safety) and economic redevelopment.



# Recently *Completed* Capital Outlay Projects

**Gallup Coal Avenue Commons: Phase II**  
Total Project Cost: **\$4,259,068**



**Farmington Totah Theater Rehabilitation**  
Total Project Cost: **\$1,100,000**



**Lovington MainStreet —Love Lovington: Going Green Wayfinding Project Phase III**  
Total Project Cost: **\$175,000**



**Cavern Theater: Digital Projection & Sound**  
Total Project Cost: **\$5.2 million**



# Recently Started Capital Outlay Projects

Alamogordo's Great Blocks on Main Street: 800 & 900 Blocks of New York Ave.  
Total Project Cost: **\$2.5 million**



South Valley MainStreet Dolores Huerta Gateway Park

Total Project Cost: **\$1,025,000**



Lovington Historic Downtown Pedestrian Improvements  
Total Project Cost: **\$450,000**



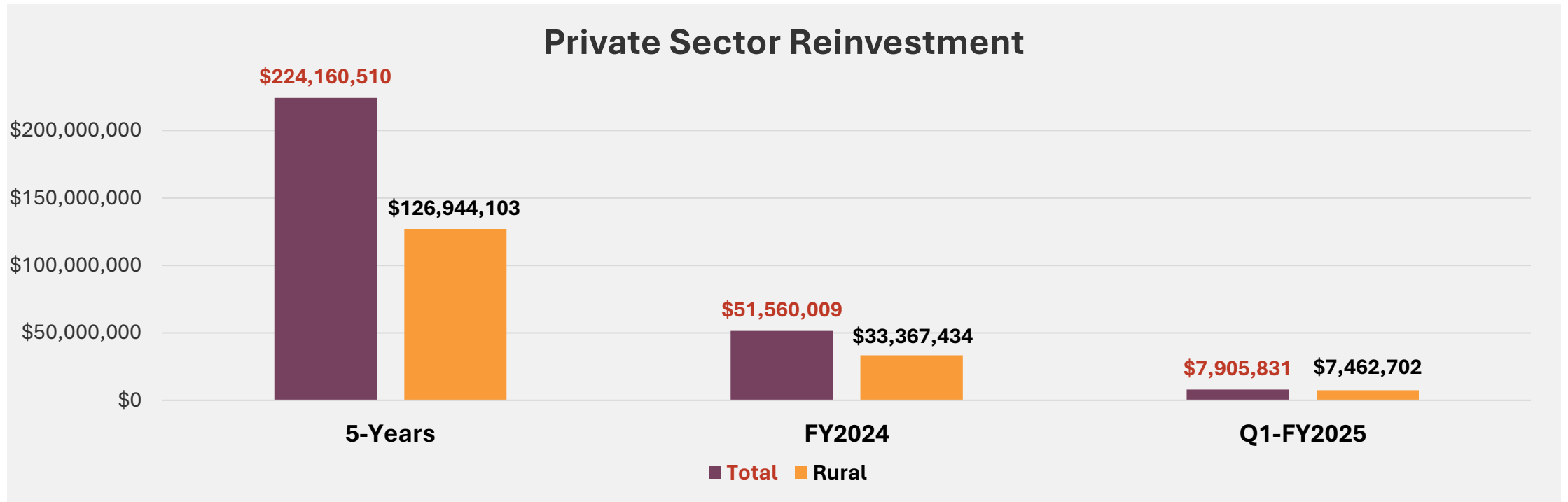
Las Vegas Great Blocks on MainStreet Project — Railroad and Lincoln Avenues Phases I, II, and III



# NMMS Impact

## Demonstrated high-performance impact:

- For every \$1 invested in the state MainStreet program, the private sector has invested \$44.50 locally in MainStreet communities.



# Case Study #1: Lovington MainStreet

## Historic Lea Theater

- Received **\$250K** Capital Outlay for the Marque + **\$400K** from NMMS in FY24.
- **\$50K** T-Mobile Hometown Grant to restore offices + **\$420K** from JF Maddox Foundation to rehabilitate theater.

## Public Infrastructure Investments

- Way finding project received **\$130K** from NMMS + **\$50K** from Lea County + **\$40K** JF Maddox Foundation.
- Planned pedestrian improvement project received **\$350K** from NMMS + **\$100K** from Legislature, and **\$23M** US HWY 82 Road + Waterline Improvements.

## Local Innovators Institute

- **7-week course** teaches business planning, food handling & safety, how to order supplies & price menus, business management, marketing/branding.
- **3-week hands-on experience** to use mobile food truck to test concept/menu.

## IMPACT Directly benefits MainStreet

- Food truck in front of the Lea activates Fran Atchley park with music & events.
- 9 graduates, 2 opened a food truck, and 3 opened a catering concept.
- USDA Rural Business Development Grant: **\$190.9K** (2019, 2020, 2021)
- NMRA Resiliency Grant 2023 **\$4K**, and LCEC Sharing Success Grant 2023 **\$4K**.
- Recognized by USDA for creative usage of RBDG for entrepreneur training.



# Case Study #2: Tucumcari MainStreet

## Tucumcari Great Blocks on MainStreet - \$1.2M NMMS Capital Outlay

- Project area is in the heart of downtown and includes two blocks on Second Street between Main & Aber and two blocks on Main Street between 1st & 3<sup>rd</sup>.
- Home to historically significant buildings including the Israel Building, Princess Theater, Masonic Temple, and Odeon Theatre.
- Improvements included storm sewer/drainage; water & electric utilities; broadband; lighting; new sidewalks, landscaping, benches, trash receptacles.
- **New businesses** opened and pedestrian traffic increased due to this project.
- **\$1 million in private reinvestment** in GBOM area since completion.

## Tucumcari FORGE Business Accelerator

- Tiered accelerator program for aspiring business owners.
  - Tier one includes a traditional accelerator curriculum with business model design, customer discovery, testing, market scoping and identification, and marketing and branding.
  - Tier two provides support for writing a business plan.
  - Tier three is an application for Tucumcari MainStreet's microloan program.
- Completed **4 cohorts** = 16 participants, 5 new biz, 5 buildings purchased, 4 microloans

## NMMS Works with Local Government

- Property inventories, on-site inspections resulted in repairs, purchases.
- Revised City Ordinances to support revitalization: **Nuisance, Vacant Building, Dangerous Building, Commercial to Mixed-Use Zoning.**



# Questions?



Thank You!



[nmmainstreet.org](http://nmmainstreet.org)



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REVITALIZE ECONOMIES

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