



Economic Positioning

This is an application to receive economic positioning assistance from the New Mexico MainStreet Program.

Each box checked represents an individual technical assistance consultation, some of which may require multiple site visits. The local organization can anticipate, on average, two Economic Positioning services per fiscal year (July 1 – June 30th). The organization should have a selection process in place to choose the appropriate training(s), workshops, or on-site consultations that will result in positive E.P. committee activity and economic changes occurring in the MainStreet district. *NOTE: Our professional consultant staff is often already booked 6-8 weeks in advance.*

Check the appropriate category of assistance that you require.

ECONOMIC POSITIONING TRAINING

- Committee Training
- Committee Work Plans
- Introduction to Economic Positioning

- Understanding Market Trends
- Arts & Culture Impact Analysis
- Tourism Impact Analysis

DEVELOPMENT

- Intro to Real Estate
- Real Estate Project Review

MARKET ANALYSIS

- Business Mix & Cluster Analysis
- Economic Structural Analysis (using your BBER)
- Market Visioning & Positioning
- Opportunities for Growth

BUSINESS SUPPORT

- Business Retention, Expansion, Recruitment
- Developing Business on Main Street
- Setting up a Business Incubator
- Small Business Coaching
- Strengthening Business Skills

FINANCING & SUPPORT

- Arts & Cultural District
- Business Improvement District
- Financial Incentive Program
- Loan & Grant Programs
- Performance & Progress Monitoring
- Tax Increment Financing

NAME OF ORGANIZATION

MainStreet Organization Name _____ Date _____

CRITERIA

The New Mexico MainStreet Program offers economic positioning assistance to spur economic revitalization in the heart of the community, by contributing to increased interest, activity and commerce on Main Street. Please indicate how this assistance will aid that effort.

TIME FRAME

Please indicate when you would like the assistance to take place. _____

ADDITIONAL COMMENTS

SIGNATURES

MainStreet Manager

MainStreet Board President

Economic Positioning Committee Chair

PLEASE RETURN THIS FORM TO: (MAKE COPIES AS NEEDED)

Economic Development Department

Joseph M. Montoya Building

Santa Fe, NM 87505-4147

New Mexico MainStreet Program Director

1100 St. Francis Drive

Fax: (505) 827-0407