



## Emerging Community Application 2014

### INSTRUCTIONS

The 2014 Emerging Community Application is written *to be utilized by your community as a self-assessment*. The strongest past applications in previous cycles of admitting new communities to the New Mexico MainStreet Program (NMMS), have been completed by a group of stakeholders from the proposed district (a list of potential stakeholders is identified in Question 1 below).

A companion document, the **2014 Emerging Community Narrative**, is meant to provide background information to the applicant group of stakeholders. *We recommend reading and discussing both the Narrative and Application together as a stakeholder group before filling out the Application*. If you have issues or concerns related to either document do call us before filling out the Application so that we may assist (505) 827-0168.

**Be clear and concise with your answers.** The Review Committee will have multiple Applications to read and discuss. Your ability to answer each question directly and succinctly will help the review committee to better understand your answers. Responses should be approximately 200 words.

This is set up as a fillable form (type your responses in the boxes provided). If you choose not to utilize the form please submit your answers arranged in the order of questions found in the Application. Do ensure the numbering and lettering of each answer follows the sequence and order in the Application.

**You will need to provide 1 (one) original and 4 (four) copies of the Application with 1 (one) original municipal Resolution of Support.**

If you are chosen as a semi-finalist you will be required to provide an *oral presentation* open to the public, based on your Application to the Review Committee during the “Readiness” visit to your community. The Review Committee will have additional questions based on your answers. The Readiness visit will be scheduled after the application deadline and before selecting finalists.

**The Applications are due to the Economic Development Office in Santa Fe no later than 2:00pm MDT, September 29, 2014. Applications arriving after 2pm, September 29, 2014 will not be accepted.** It is solely the responsibility of the applicant to ensure the applications are delivered by the correct time on the correct day. *We highly recommend sending by certified mail or direct delivery carrier or hand-deliver in person.*

**SEND TO**  
**Economic Development Department**  
**ATTN: MAINSTREET APPLICATION**  
**Joseph M. Montoya Building (first floor)**  
**1100 South St. Francis Drive**  
**Santa Fe, N.M. 87505-4147**



## **2. PROFILE OF PROPOSED DISTRICT**

New Mexico MainStreet is dedicated to creating sustainable, resilient and liveable communities. The district in which NMMS partners with the local organization to revitalize should have the following qualities and potential:

- The area may be defined as one of the following; a courthouse square, town center, village plaza, traditional commercial neighborhood district, downtown, a historic commercial corridor or historic town center.
  - The district size is one that can be managed and enhanced with available funding and resources, and is the area of focus for new projects and future funding requests.
  - Has a “there-there” related to a destination or center, and a distinct district edge.
  - The commercial activities provide a cohesive core to the area.
  - The majority of the assets (historic buildings, art centers/galleries, performance venues, municipal complex, schools, library, creative class entrepreneurs, significant cultural features, retail, service, restaurants/lodging, light manufacturing, etc.) are contained within the district boundaries.
  - The district is a compact and walkable area, generally a 1/4 mile radius, which creates a 5 minute “ped-shed,” walking distance.
- A.** Describe the physical boundaries for your proposed district (name the streets or edges) and describe why you have selected those boundaries?

**B.** List the strengths of your proposed district. What are the assets you can build upon?

**C.** List the weaknesses of your district. What needs to be addressed to enhance the economic vitality of the district?

- D.** Please *provide an aerial map* (attach to back of application or scanned separately and submitted electronically), delineating your proposed district boundary. Include separate overlays of existing state historic districts and buildings, conservation zones, enterprise zones, Arts and Cultural District, Business Improvement District, Metropolitan Redevelopment Area District or Tax Increment Development District.
- E.** Please *provide up to ten (10) photographs* that are representative of your proposed District. These might include pedestrian walkways and streets, buildings and storefronts, historic structures and cultural properties, other assets or images demonstrating problematic areas requiring revitalization.

### **3. MAIN STREET FOUR-POINT APPROACH® QUESTIONS**

#### **A. *Economic Positioning***

- a. What are the needs of your district's businesses? How did you learn about their needs? How will your local MainStreet program address those needs?

- b. What are the major challenges to economic revitalization of the downtown?

- c. What organizations will be your local MainStreet program's business development partners and how will you work with them?

**B. *Urban Design***

- a. Is there a recent plan for your downtown area (master plan, comprehensive plan, economic development plan, etc)? If so, when was it adopted and what tools, strategies, or projects have been implemented or constructed from the plan?

- b. How would you rate your downtown main street related to its pedestrian-friendliness on a range of 1 (hostile) to 5 (great!).

***C. Architectural Design***

- a. What negative physical aspects of your proposed district's buildings and properties would you like to address?

- b. What positive physical aspects of your proposed district would you like to build/improve upon?

**D. *Preservation Ethic***

- a. How would you describe the general community appreciation for historic, commercial buildings and houses in your community?

b. Can you name three properties on the state historic register within your proposed district? Please list them.

c. Are you aware of any organizations actively working to promote historic preservation in your community? Please name them.

- d. Do you know if your community has implemented any policies or programs to encourage the protection of historic buildings in your community? Please describe those incentives or assistance.

**E. *Promotions***

- a. What percentage of your proposed district is financially supported by tourists? By residents? What would be your goal in increasing traffic by either or both market segments?

b. If your goal is to attract more tourists, what unique characteristics does your proposed MainStreet district have that would be attractive to potential tourists?

c. List the events and activities that are in place that will help to promote your proposed MainStreet district. Who are the organization sponsors for each one?

## **F. *Organization***

The MainStreet Program is based on a public-private partnership in economic development. The municipality and the local organization must support the organization's operations financially for it to be successful. The November 2012 survey of 19 local New Mexico MainStreet programs reporting, revealed an annual operations budget of \$79,800 (not including projects activities and events), and the average salary of a full-time Executive Director of \$35,600. In the Emerging phase you are required to have at minimum annual support of \$15,000. NMMS recommends no staff until you graduate to the next phase - a "Start-Up MainStreet Community." In the "Start-Up" and State-Certified stages the annual budget survey indicated an average annual contribution of \$37,260 and an annual county contribution of \$20,660 for organizational operations. Our MainStreet organizations are required to match those funds for operation on a dollar for dollar basis.

### **a. Finance**

If your application is approved, a philosophical and annual financial commitment is required of the local municipal partner. Do you have a preliminary (or confirmed) commitment of operational funding from your local municipal partner (city or county government) in support of your application for MainStreet designation? Please describe the intended commitment of your local municipal partner.

b. Volunteers

MainStreet organizations are comprised of volunteers with functional duties beyond governance of a tax-exempt non-profit organization. Have you assembled a diverse group of stakeholders representing your downtown commercial district that will volunteer as members of a Steering Committee/Board of Directors for your MainStreet organization and volunteers for the tasks groups to implement the new organization's work and activities? Elaborate on your progress thus far.

**4. REVITALIZATION COMMITMENT**

Describe any efforts your community will take to address your proposed district's revitalization *if your application is not chosen*.

## 5. Signature Page:

We the undersigned do agree that all the material within this application is accurate, to the best of our ability and knowledge.

We understand that the MainStreet Program is a public-private economic development partnership requiring volunteer and financial commitment by the municipality and the local non-profit board of directors.

We understand no operational funds are provided by the state. Operational funding is the sole responsibility of the local organization and municipality.

We agree, if selected as an Emerging Community, to abide by the “Ten Standards,” “Eight Principles,” and the “Main Street Four-Point Approach®” of the National Main Street Center, our national licensing and accrediting organization.

We understand that the local organization must remain in “Good Standing” with New Mexico MainStreet and the Economic Development Department including the filing of all annual reports to the IRS, the Secretary of State’s office, the state Attorney General’s office, the Administration and the State Legislature.

We understand, if selected, to move to the next phase, a “Start-Up MainStreet Community,” We will need to meet all of the benchmarks for Emerging Communities within 12-18 months of being so designated (See Appendix A).

We further understand that failure to meet these agreements could result in the termination of designation and the loss of MainStreet status.

\_\_\_\_\_  
For the Steering Committee, Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
For the Municipality (Mayor/Manager)

\_\_\_\_\_  
Date

### SEND TO

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## APPENDIX A

### Emerging Main Street Organizations Benchmarks

At the end of the community's first 12-18 months of participation at the "Emerging Community" level, the steering committee should have achieved the following accomplishments. Each emerging organization will be evaluated through a program evaluation to determine a) if it has met these benchmarks and b) if the organization is qualified to proceed to the next phase; "Start-Up MainStreet Organization."

#### Organizational Benchmarks:

- Active public- and private-sector participation in downtown revitalization
- Formal incorporation of the local Main Street organization
- Creation of a broad-based, diverse board of directors representative of a variety of community stakeholder groups
- Adoption of operational bylaws and a conflict of interest policy for the board of directors
- Development of an organization logo
- Creation of four Main Street Committees (Organization, Design, Promotion, and Economic Positioning) with 3 to 4 volunteers each, minimum
- Completion of Main Street Basic Training for each committee and all board members
- Completion of fund-raising events for downtown projects
- Creation of a written annual plan and more detailed project implementation plans
- Organization Committee projects, to be determined for each community (e.g. volunteer list, annual report, 4 public relations activities, annual meeting, etc.)
- Start of application for 501c3 charitable tax exempt status with the I.R.S.
- Sufficient cash on-hand or signed pledges to support funding of a paid staff person at the end of the Emerging Main Street Organization year (to enable hiring a minimum part-time paid staff person if the organization is to move to NMMS Start-Up Main Street status).

#### Design, Promotion, and Economic Positioning Committees' Benchmarks

- Formation of committee with 3 to 4 volunteers each, minimum
- Completion of the relevant point of Main Street Basic Training by all committee members
- Identification, planning, and implementation of at least 3 to 6 projects by each committee