



Frontier
Communities
Initiative

FRONTIER COMMUNITIES APPLICATION

Our New Mexico MainStreet staff is available to assist you through the process of filling out and filing this application. Please do contact us if you need help in addressing any of the questions. Rich Williams, Director: (505) 827-0168.

- *Frontier Community Applications are due September 8th, 2014 to the Economic Development Department no later than 3pm. The Department will not take responsibility for applications delivered after three pm. We strongly urge you to use a certified carrier or hand deliver.*
- *Selection of designated Frontier Communities will be in late summer.*
- *Project will begin in early fall of 2014.*

1. Name of Community

2. Contact Person (Local coordinator of project)

Name and Title: _____

Address: _____

Email: _____

Phone: _____

3. Municipal/County Contact Person (Public sector partner representative)

Name and Title: _____

Address: _____

Email: _____

Phone: _____

4. Type of Project (**choose one service – check only one box**)

- Branding and Image Development**
(Answer questions 5 –13 then fill out Section A. below)
- Destination Event Development**
(Answer questions 5 –13 then fill out Section A. below)
- Building Renovation/Adaptive Reuse** [*Must be a government owned structure*]
(Answer questions 5 –13 then fill out Section B. below)
- Façade Squad** [*Project will require local coordinator to secure permission to paint/improve at least two contiguous building façades*]
(Answer questions 5 –13 then fill out Section B. below)
- Streetscape/Revitalization Plan**
(Answer questions 5 –13 then fill out Section B. below)
- New Business/Entrepreneur Development – Pop up Store**
(Answer questions 5 –13 then fill out Section C. below)

5. Provide a brief narrative about where the project is to take place.

6. Geographic parameters and demographics. Provide a brief description of strengths and characteristics of the town center and then the region.

7. Attach 4-8 pictures that provide a visual image of the project or project area (attach in the back of the application).

8. Please provide a map of the core commercial district area where the project will be implemented.

9. What do you wish to accomplish in choosing your project? *(75 words or less)*

10. How will the project produce direct economic development outcomes in the form of business retention/creation, job creation, and/or property reinvestment. *(75 words or less)*

11. Please list the group of local individuals who will assist in completing the project *(at least 5 people)*.

1. _____
2. _____
3. _____
4. _____
5. _____

12. Please list the local partners (organizations, agencies) who you have spoken with to assist with work on the project. Will the project result in public/private partnerships for implementation/development?

13. Please list the cultural and historic assets within the core commercial district.

SECTION A. For Event Development, Marketing, Image and Branding

(Fill out this section only if your project is in this area of development. Use separate sheet if necessary)

The identity you create needs to be for and about your community. You will need to focus in on one asset, whether building upon an existing identity or one that takes a new spin. What is essential is that it has authenticity and meaning to the people in your group and in your community.

The best approach focuses on the character and cultures of the community. Part of the process will be rooted in your community's ability to assess, reassess and take advantage of its assets to build resiliency into your programs and projects.

A 1. Have you developed a vision and/or mission statement for your community? If so, please provide the text.

A 2. List three values your community holds in common.

A 3. Provide a list of three assets of your community's district that help define the unique character of your community.

A 4. Have you identified a key asset to focus on, or do you need assistance in this stage of the process? If Yes, which asset?

A 5. What infrastructure do you have to support your effort? Please list.

A 6. Please list the outcomes you hope to achieve with this project.

A 7. Have you identified measures to know you have succeeded? Please list what those measures would be.

A 8. What sources of funding have been dedicated to implement the project? Please list.

SECTION B. For Buildings, Façade Squads and Streetscapes/ Revitalization Plans

(Fill out this section only if your project is in this area of development. Use separate sheet if necessary)

Developing public infrastructure and investing in capital improvement has a direct impact in stimulating private sector reinvestment. The community's choice of a catalytic project has significance not only for the potential redevelopment of the selected project but can have a positive spill-over effect, stimulating interest and action for the next project. Revitalization is an on-going, incremental community effort.

B 1. Is the project on the municipal Comprehensive Plan or Master Plan? If so please include a copy of the language that references the project.

Yes No

B 2. Is the project on the Infrastructure and Capital Improvement Plan of the municipality?

Yes No

B 3. Please list any plans or studies in which this project has been previously identified.

B 4. Is the project part of an Economic Development Plan of the municipality, county or Council of Governments (COG)? If Yes, please list plan.

Yes No

B 5. Is the project on the State Register of Cultural Properties with the New Mexico Historic Preservation Division? If not, do you think it may be eligible?

Yes No

B 6. Is the project within or adjacent to a designated state or federal highway? If so what engagement have you had with NM Department of Transportation.

B 7. What sources of funding have been dedicated to implement the project?

SECTION C. For Business and Entrepreneur Development

(Fill out this section only if your project is in this area of development. Use separate sheet if necessary)

Creating opportunity and space for local entrepreneurs to develop their businesses supports the individual business investor while re-developing the commercial core. Assisting property owners to fill vacant commercial businesses encourages the development of new markets and private sector reinvestment. This strategy seeks to match willing property owners with local entrepreneurs to jump-start a new business and sustain that business over time. The “Pop-Up” concept provides a seasonal incubator for new business. If successful, the pop-up business will make a long-term investment in maintaining the business year round.

C 1. Has there been in the last five years a market analysis of the community for potential business development by your municipality, county or Council of Governments (COG)? Please provide us with the study or the person to contact to review the study.

C 2. Is there an informal or formal business network or association in the community?

C 3. How will you identify potential business investors or entrepreneurs?

C 4. Have you identified property owners with vacant commercial space willing to participate in this project?

C 5. Please provide the location of the commercial property, a few pictures of the interior and exterior of the property and the name and contact information of the property owner.

C 6. What sources of funding have been dedicated to implement the project?

Person completing application

Print Name and Title:

Signature

Date

Please print the completed form and submit one original and four copies by **September 8th, 2014** to the Economic Development Department no later than 3:00pm.

Economic Development Department
Joseph M. Montoya Building
1100 South St. Francis Drive
PO Box 20003
Santa Fe, NM 87504-5003

The Department will not take responsibility for lost or late applications.

The deadline of three pm will be strictly enforced; any applications delivered after three pm cannot be accepted. We strongly urge you to use a certified carrier (tracking number) or hand deliver.