

ERDC –Aug 2
MainStreet Presentation
Rich Williams, Director

Thank Madame Chair, and Committee members

Pleased to announce that the EDD just went through its biennial assessment and received notice it has been re-accredited and licensed to operate the MainStreet Program in NM for another two years

The exhaustive assessment results in a report which we received end of last week of which you have today; the Exec. summary portion. I want to thank those of you who were able to be part of the assessment process.

- Four days in NM
- Focus groups with NM MS Leaders and Partners
- Phone calls
- Preliminary survey of MS network

I'd like to Hi-light a couple areas of that report by our accrediting National program that cited among many good things, NMMS as “a high performance program”.... and a “highly skilled team of professionals,”.... “building leadership capacity and empowering rural communities to strengthen their economic vitality.”

Madam Chair and Committee members, the recommendations I will cover all relate to what the National Trust saw as the potential of the program because of its history and performance

- Investing more resources into NMMS to increase economic impact of the existing core communities and to reach out to more communities eligible and able to meet the criteria of a local affiliate – MS as public private partnership
- Establish a secondary program under MS with separate financial resources that provides specialized assistance to our “frontier towns and villages, specifically communities under 5,000 in population

- Target additional state and federal resources into those communities NMMS has built community consensus and priority economic development catalysts through MS planning, for bricks and mortar (CDBG, EDA, HUD, Capital Outlay)
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- We know the need for more planning and economic development support is present in rural NM as well as a number of our underserved commercial District neighborhoods.

- The state program receives phone calls from city managers, city councilors, mayors, and downtown business and property owners throughout the year looking for MS or ACD assistance. Bernalillo, Cuba, Alamogordo, Harding Co. Lordsburg, Capitan, Gallup, Mountainair, Madrid, Santa Rosa, Ruidoso.....Many want to enroll as a newly Emerging MainStreet community, others have a planning and development problem. Some are facing a DOT project and need streetscape conceptual design assistance others want to formally join the ACD program

Madam Chair, committee members....

If you review our recent annual report of statistics on performance impact I think you can see why so many communities want to join up. MainStreet spells economic development success -- in spite of the recession. I'm just going to cite a few of those stats, you should have the full report distributed by staff in front of you;

- 140 new businesses
- 167 building renovations
- 598 jobs
- Over \$9,300,000 in private sector reinvestment

That translates into 12.7 dollars from the private sector for every one dollar the state invested \$730,000 last year (down from \$850,000 3 yrs ago). That's a pretty good leverage point.

For me the question, is how do we take the next step to reach and support more communities, create those jobs, keep businesses healthy in our town centers, create a pro-business environment that supports economic vitality and quality of life and opportunity for rural New Mexico?

Its additional sources to support delivery of product, program and strategies for our communities to those programs like MS - that demonstrate performance

More collaboration between agencies and institutions to collectively target those community projects that result in high impact rather than piece meal, uncoordinated public sector investment.

I thank you for your time this morning and

Madam Chair and Committee members

MainStreet has a number of partners developed over the past decade. One of our collaboration with UNM is through the School of Architecture and Planning's DPAC program. Our work together has assisted MainStreet and Arts and Cultural District communities set their vision and address planning and design barriers. 18 of our current MS communities, 6 former Satellite communities and 1 Arts and Cultural District have been through DPAC.

I'd like to introduce to you one of my colleagues, Geraldine Forbes, Dean of UNM School of Architecture and Planning to provide the rest of this presentation to you today.