



# **MAINSTREET DISTRICTS: BUILDING LOCAL ECONOMIES**

*July 2010 – June 2013*

## **Private Sector Reinvestment**

*Local MainStreet organizations create a positive economic development environment within our districts stimulating local private sector reinvestment.*

*377 - Net New Businesses*

*423 - Private Building Rehabilitations*

*\$43,361,026 - Private Sector Reinvestment Dollars*

*79,003 - Volunteer Hours*

*\$1,392,032.80 - Value of Volunteer Hours (NM 2012, \$17.62/hr)*

Albuquerque – Baretas • Albuquerque – Downtown • Albuquerque – Nob Hill  
Artesia • Belen • Bernalillo County – South Valley • Carlsbad • Clovis • Clayton  
Corrales • Deming • Farmington • Gallup • Grants • Harding County • Las Cruces  
Las Vegas • Los Alamos • Lovington • Portales • Raton • Roswell • Silver City • Taos  
Truth or Consequences • Tucumcari • Zuni Pueblo

## **Legislative Objectives FY 2015**

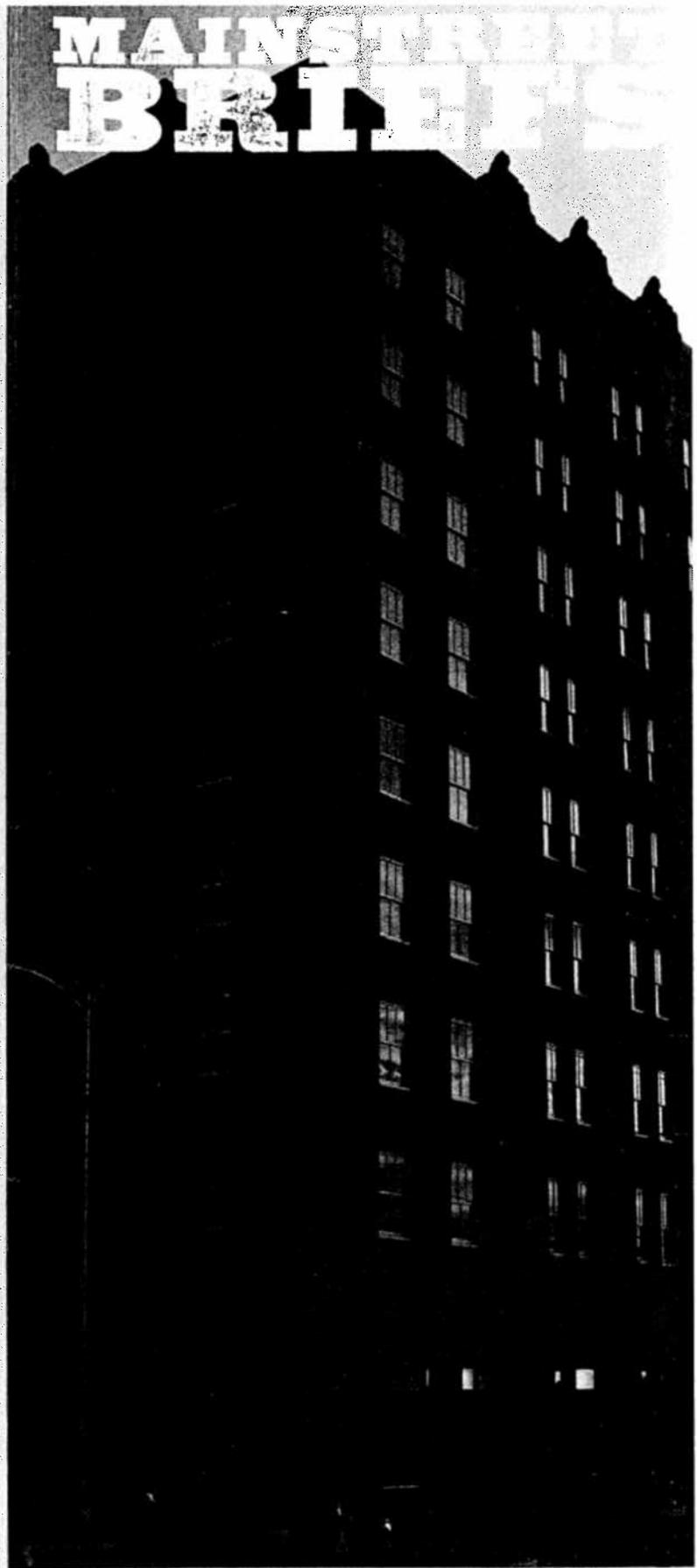
- Sustain \$1,250,000 in budget for the MainStreet and Arts and Cultural District Programs and Frontier Communities Initiative
- Appropriate \$3,500,000 to MainStreet Capital Outlay Fund
- Appropriate \$1,000,000 to capitalize Arts and Cultural District Fund



# MAINSTREET BRIEFS



**New Mexico MainStreet**  
**New Mexico Economic Development Department**  
**Joseph M. Montoya Building**  
**1100 St. Francis Drive**  
**Santa Fe, New Mexico 87505**  
**[www.gonm.biz](http://www.gonm.biz)**  
**[www.nmmainstreet.org](http://www.nmmainstreet.org)**



**Cover Image: Hotel Clovis Lofts**  
**Historic photo of Silco Theatre courtesy of Silver City Museum**

***Case Studies of  
New Mexico MainStreet  
Capital Outlay Leveraging  
Local Reinvestment***

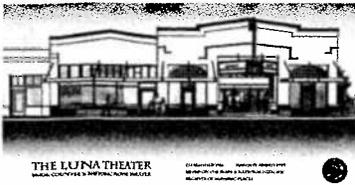


**New Mexico  
Resiliency  
Alliance**

# CLAYTON MAINSTREET DISTRICT

## Historic Luna Theatre

District MRA/Master Plan adopted 2008, ICIP Priority Project  
MS Capital Outlay (Phases 1, 2 & 3) - \$530,000



The historic Luna Theatre was ready to go dark. Costs of converting from film to digital projection have forced theater closures of movie houses across rural NM. The Town of Clayton took a unique approach to address the situation. By amending their Local Economic Development Act to include "cultural facilities" as "qualifying entities" in which public economic development funds may be invested, the Town secured LEDA capital outlay in addition to MainStreet capital outlay for the Luna Theatre. Over the last several years, the Town and the community have rehabilitated this cultural asset as a vital anchor to their historic MainStreet District.

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*"This is about positive impacts to our local economy.*

*Having the Luna Theatre open means business on our Main Street: restaurants, hotels, tourism and retail."*

*– Mayor Jack Chosvig*

*"Our kids and our families will continue to have a place to be for generations to come, at the movies. It supports cultural and community activities for our residents and visitors from 60 miles around."*

*– Clayton MainStreet Board President Shirley Carter*

**Other Impacts:** With investment in the Luna Theatre secured, a major streetscape project assisted by NMMS and the Historic Preservation Division was finished in 2011. Street amenities developed for Walnut Street are now being incorporated by NMDOT into a major revitalization of Clayton's MainStreet District. New investors purchased, restored and re-opened the historic Eklund Hotel and Restaurant. Several other empty buildings are in the conceptual design phase.

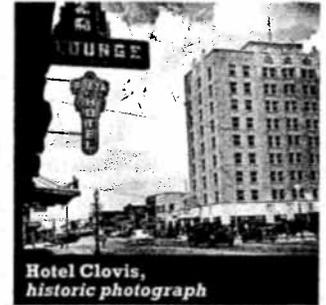


Luna Theatre, Clayton

# CLOVIS MAINSTREET DISTRICT

## Historic Clovis Hotel

District MRA/Master Plan (ICIP) Priority Project 2005  
MS Capital Outlay (Phases 1 & 2) - \$385,000



Hotel Clovis, historic photograph

Originally billed as the "Skyscraper of the Plains," Hotel Clovis opened in 1931 and offered travelers fashionable accommodations and a variety of amenities. Listed in the State and National Registers of Historic Places in 1984, the landmark hotel sat vacant for 30 years as developers shied away from environmental remediation issues. The City of Clovis acquired the hotel in 2007 and the following year received MainStreet capital outlay funds for remediation. Utilizing their Metropolitan Redevelopment Area (MRA) designation, the City entered into a public-private development agreement with Tierra Realty. The redeveloped Hotel Clovis Lofts includes 59 workforce housing units and 8,000 square feet of leasable commercial space, is LEED Platinum certified and in compliance with historic preservation standards.

*"Without funding from NMMS to assist with remediation, Clovis MainStreet and the City of Clovis would have not been able to attract a developer of this caliber to rehabilitate Hotel Clovis."*

*– Clovis MainStreet Board President Lisa Dunagan*

*"We were able to use MainStreet capital outlay funds as a match for a Brownfield Grant that*



Hotel Clovis, architectural detail

*enabled us to clean up Hotel Clovis and make it more attractive to a developer. Without these funds, the project may not have happened. Instead, we have a beautiful, people-filled property and over 12 million dollars invested in our community."*

*– Former Mayor of Clovis, Gayla Brumfield*

**Other Impacts:** The redevelopment of the Hotel Clovis has served as an anchor for the revitalization of Clovis' MainStreet District, in which numerous façade improvements have been performed, gateway and pedestrian safety improvements have been completed, and a second housing development across the street from Hotel Clovis has broken ground.

# LAS CRUCES MAINSTREET DISTRICT

## La Placita

Master Plan adopted 2005, TIDD 2009  
MS Capital Outlay (Phases 1 & 2) - \$335,844



La Placita, after renovations

Connectivity between the traditional commercial core and adjacent residential neighborhoods is critical to revitalizing a MainStreet District. The width and high traffic of surrounding state highways often makes it a formidable task for residents to walk from their homes to downtown. Utilizing a rundown alley between buildings in downtown Las Cruces, the redevelopment of La Placita using MainStreet capital outlay has created a safe pedestrian passage, reconnecting the historic Alameda Depot Neighborhood to the downtown core. Through the installation of tiled art murals, shade structures, landscaping and lighting, La Placita has restored vibrancy and has become a setting for small events and activities, adding to the vitality of street life.

*"Thanks to the completion of La Placita, we now have a beautiful venue for downtown events that we can be proud of."*

**- Downtown Las Cruces Partnership  
Executive Director Carrie LaTour**

*"Its amazing how a community art project such as Las Placitas can bring together both present and future generations. The value of this type of community art space is immeasurable."*

**- Las Cruces City Councilor Miguel Silva**

**Other Impacts:** La Placita is one of several projects that contributed to the re-opening of Las Cruces' Main Street, a multi-year undertaking completed in 2012. With the innovative use of their Tax Increment Development District (TIDD), the city funded more than \$3,000,000 in infrastructure development, creating a fun, vibrant and safe Main Street for visitors, shoppers, and community events. Additional investments have been made to upgrade theatres and museums, and to build a new



La Placita, before renovations

Federal Courthouse and Municipal Complex. Two new restaurants have appeared on Main Street, and a new charter school fills a long-vacant commercial building. Many other commercial properties have undergone façade renovations in recent years.

# SILVER CITY MAINSTREET DISTRICT

## Historic Silco Theatre

Master Plan/MRA Plan adopted 2012, ICIP Priority Project  
MS Capital Outlay (Phases 1 & 2) \$312,500

Built in 1923, the historic Silco Theatre was a popular cinema until the 1950's when it was converted to retail use. Managed by the Silver City MainStreet Project, the theatre currently serves as a multi-purpose community auditorium. In 2013, the



Silco Theatre,  
historic photograph

Town of Silver City purchased the Silco with assistance from MainStreet capital outlay. The Town and SCMS have acquired an additional \$200,000 for the project through grants and private fundraising, and MainStreet capital outlay will provide a match towards Phase II of the facility's re-

habilitation. Silver City's Theatre District includes three historic theatres within two blocks. A plan has been created for the redevelopment of all three theatres to contribute to a more vibrant nightlife, supporting the restaurant and hotel industries and the Arts and Cultural District.

*"Support from MainStreet Capital Outlay has made it possible for significant improvements to increase the vitality of our downtown as a result of the funding."*

**- Silver City MainStreet Board  
President Lucy Whitmarsh**

*"Silco Theater redevelopment is another great MainStreet Project that will ensure the vitality of historic downtown Silver City for years to come."*

**- Mayor James Marshall**



Silco Theatre, today

**Other Impacts:** The boom/bust cycles of the extractive industries often have direct impact on the Silver City MainStreet District's vitality. The collaboration of MainStreet with their Arts and Cultural District assists in diversifying the district's economy, supporting a vibrant community of artisans and cultural entrepreneurs. The district attracts both regional and national visitors to its music and arts festivals, generating additional revenue for the Town.

# CARLSBAD MAINSTREET DISTRICT

Canal Street/ US 285 Improvements and Wayfinding  
District MRA/ Master Plan adopted 2008, ICIP Priority Project  
NMDOT Capital Outlay for landscaping - \$130,000  
MS Capital Outlay for wayfinding - \$78,000



Carlsbad MainStreet  
District Street Sign

Although \$16 million was committed to reconstruction along Highway 285/Canal Street, which bisects the historic Carlsbad MainStreet District, the project had a minimal budget for aesthetic improvements or pedestrian amenities. Working with their legislators and the City, Carlsbad MainStreet successfully secured additional capital outlay for trees, plantings, lighting, bike racks and trash receptacles. MainStreet capital outlay matched this effort with funding for wayfinding and signage throughout the district.

*"The improvements made possible by the capital outlay not only enhance the appearance of downtown, but the economic vitality as well, making downtown Carlsbad a desirable place to open a business and for customers to visit."* – Carlsbad Mayor Dale Janway

*"Thanks to our legislators, we were able to get additional funding for landscaping and other amenities in the MainStreet district, which is now safer for pedestrians and looks much more vibrant and inviting."*

– former Carlsbad MainStreet Board  
President Melissa Suggs



Downtown Kiosk,  
Carlsbad MainStreet District

**Other Impacts:** Pedestrian safety has been significantly improved in the downtown district. Sidewalk plantings and site furnishings create a buffer from traffic, and landscaped medians aid in traffic calming. These improvements complement the development of a restaurant corridor along Canal Street, which has seen private investment in the opening of three restaurants in recent years. New signage differentiates the MainStreet district from the surrounding area, and a downtown kiosk directs visitors to city-wide points of interest.



Grand Re-Opening of the Luna  
Theatre, June 26, 2013.