

**Downtown Camunez Building Presentation  
DAAC & DLCP**



# Downtown Revitalization Project

Presented by  
Dona Ana Art Council  
Downtown Las Cruces Partnership

# View of Proposed Incubator Site

## SITE PHOTO



# Detailed Site Overview

From Water Street, Looking East



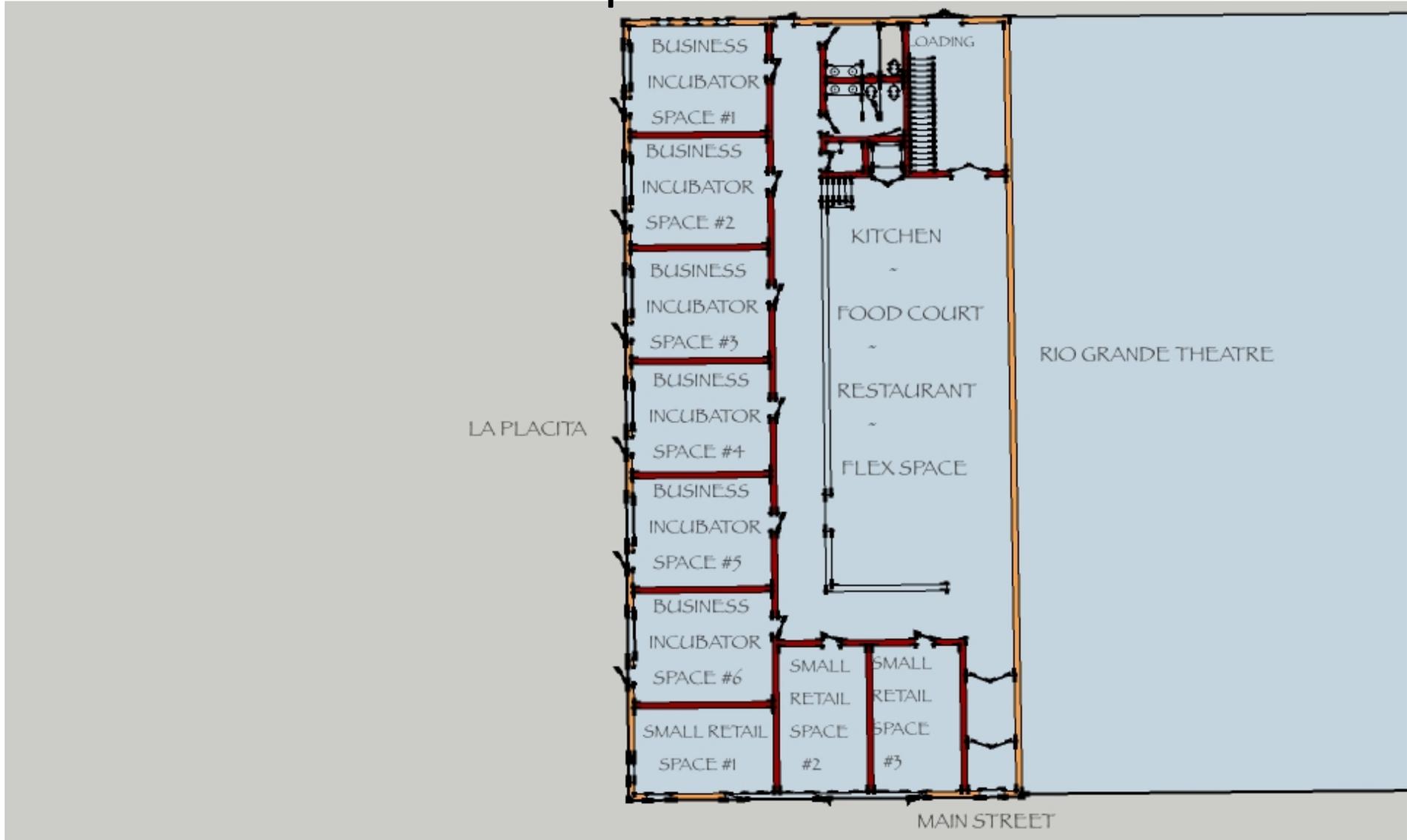
# Sweet Spot Views



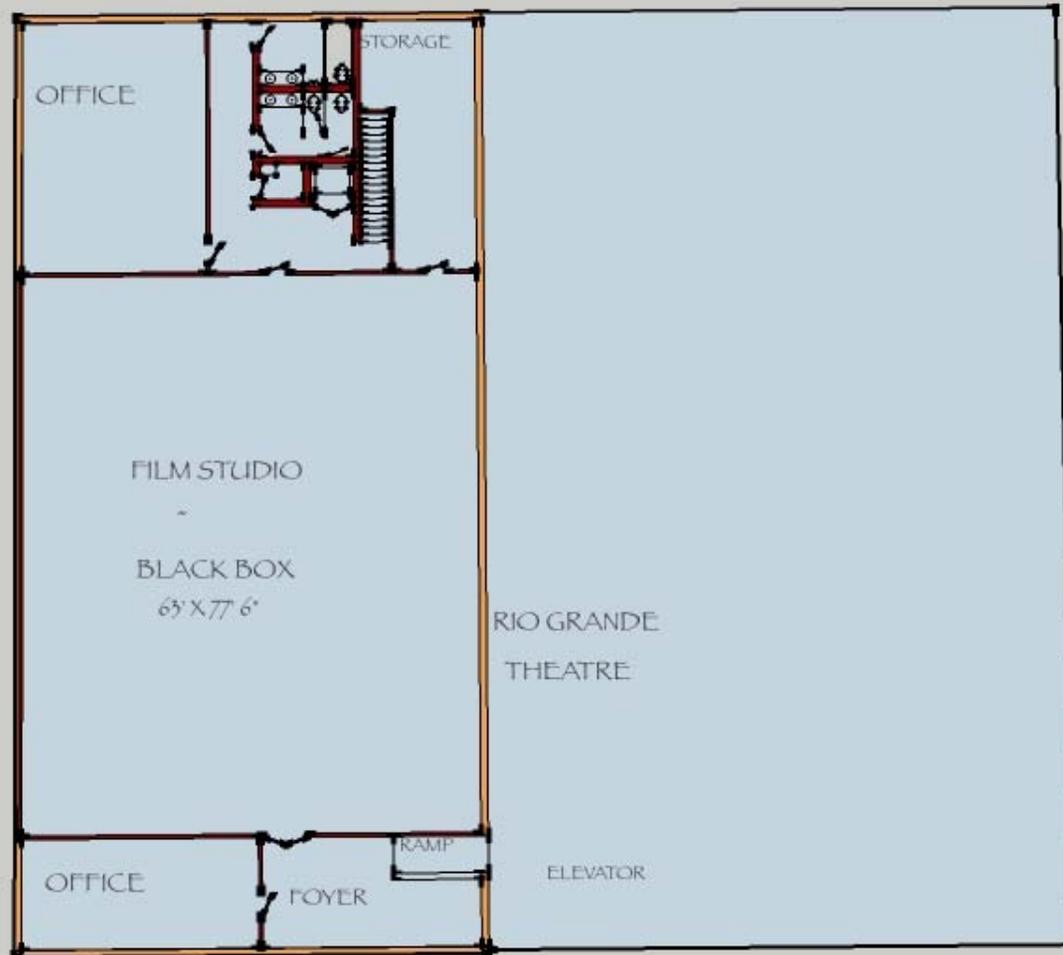
# Conceptual Site Elevation



# Conceptual 1<sup>st</sup> Floor



# Conceptual 2<sup>nd</sup> Floor



# La Placita Project



# La Placita Construction Status

Complete in  
November

La Iguana opens same  
time



# Location, Location, Location... a Sweet Spot

- Location between key economic anchors
  - Re-purposing building generates income
  - No risk to City, self-sustaining downtown economic driver
- Increase downtown business traffic
- Extend existing models and partnerships – CYC and RGT
- Revenue stream from partner goods and services sold

# Partnership Objectives

- Self-sustaining economic development
- Acquire Camunez Building at no risk to City
- Reconstruct and repurpose Camunez Building
- Build on the two major downtown anchors — the Farmers Market (micro entrepreneurs) and the Rio Grande Theatre (film and performing arts)
- Develop and nurture incubator for Farmers Market vendors and other related downtown businesses
- Develop performing arts and film/media technology incubator and apprenticeship initiative

# Partners Roles

## Primary Partners

- City of Las Cruces transfers building to managing partners removing City's encumbrance
- DAAC and DLCP managing partners responsible for administration and operations
- Contractual agreement between managing partners, semi-annual reporting to City

# The Partners



# Advisory Board

- DAAC, DLCP oversight – two representatives each
- City representative
- Sustaining partners – one representative
- Supported partners – one representative by business type

# Partner Roles

## Sustaining Partners

- Hispano Chamber – oversee, incubate and technical assistance to Farmers Market and related business
- NMSU Ag Extension – value-added services to ag-related businesses
- Alma d'Arte and DACC – creative media training and theater apprenticeships

# Partner Roles

## Supported Partners

- Farmers Market and related-business
  - Marketing, financial, sales assistance
  - Other related services assistance
- Creative media training, theater apprenticeships
  - Provide print and media services to incubated business and entertainment industry
- Revenue stream supporting building operation – RGT, Camunez business space rents

# Funding Sources

- Seek \$3 million from US Department of Commerce Economic Development Assistance (EDA) for building renovation
- Seek \$2 million in Federal & State appropriations and funding sources
- Partners contribute funds from other sources for administration and operations

# Proposed Milestones 2010-2020

- 2010-2011: Acquire building from State via City of Las Cruces
- 2010-2011: Secure funding for renovation and necessary equipment and appurtenances
- 2010: Public outreach to discuss proposed project
- 2011-2012: Renovation
- 2012-2013: Preliminary operations
- 2013 – : Full operation

# Building acquired, No funding...

## What happens?

- Valuable sweet spot property for sale
- Commercial rental space
- Seek New Mexico Finance Authority or USDA business loans for building reconstruction