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City of Las Cruces[®]
 PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 20 Ordinance/Resolution# 10-041 Council District: 1

For Meeting of July 20, 2009
 (Adoption Date)

TITLE: A RESOLUTION AUTHORIZING A BIENNIAL MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE CITY OF LAS CRUCES, THE NEW MEXICO MAINSTREET PROGRAM, AND THE DOWNTOWN LAS CRUCES PARTNERSHIP AND AUTHORIZING PAYMENT OF \$_____ TO FUND THE MOU FOR THE FIRST YEAR.

PURPOSE(S) OF ACTION: To provide additional funding to the Downtown Las Cruces Partnership by entering into a three way agreement between New Mexico MainStreet, the Downtown Las Cruces Partnership, and the City of Las Cruces for services related to downtown revitalization.

Name of Drafter: Christine Logan <i>CL</i>		Department: Community Development		Phone: 541-2286	
Department	Signature	Phone	Department	Signature	Phone
Community Development	<i>CL for DA</i>	541-2286	Budget	<i>Richard Y. A.</i>	541-2281
			Assistant City Manager	<i>[Signature]</i>	541-2271
Legal	<i>[Signature]</i>	541-2128	City Manager	<i>[Signature]</i>	541-2076

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

New Mexico MainStreet is a revitalization program that assists member communities in managing and energizing their traditional commercial centers. Utilizing the National MainStreet's Four Points Approach, communities across New Mexico and the nation have taken a proven, comprehensive approach to revitalization that's yielded effective and sustainable results. A Memorandum of Understanding (MOU) approved in June of 2007, set forth the services available from New Mexico MainStreet and the requirements of participation by the City of Las Cruces and our MainStreet affiliate, the Downtown Las Cruces Partnership (DLCP). That MOU covered a two year period from July 1, 2007 to June 30, 2009. It delineated the training, technical services, and resources that the State would provide. It also defined the responsibilities of DLCP including reporting, participation and management criteria. From the City, the MOU required that there be an annual contract for services between the City and DLCP and required that the City fund the MainStreet program.

Although the existing MOU has expired, the State has issued a two month extension by letter delivered to the City and DLCP on July 16. The State office is not yet prepared to define the services they will provide in the upcoming years because they are in the midst of their biennial national accreditation. They anticipate providing agreements for member communities in September. In that agreement, they would define what specific services

(Continued on Page 2)

they would provide to the Las Cruces. Rich Williams, the Director of New Mexico MainStreet does not anticipate any major changes in the program.

This Resolution authorizes a biennial Memorandum of Understanding between the City of Las Cruces, the New Mexico MainStreet Program, and the Downtown Las Cruces Partnership. The term of the MOU would be July 1, 2009 through June 30, 2011 and it would be substantially the same as the MOU executed in June of 2007. The Resolution must be amended to define the funding level that the City Council wishes to commit for the next two years and the proposed MOU would be adjusted to reflect that funding level.

Since 2004, the City of Las Cruces has allocated \$50,000 each year from legislative funding for downtown revitalization toward funding services from DLCP. Through execution of the 2007 MOU, the City allocated an additional \$45,000 in general fund monies to DLCP in FY08 and FY09. The FY10 City budget includes \$50,000 from legislative funding but there is no specific allocation for DLCP from the general fund since there is no service agreement. There is a balance of approximately \$248,000 in the City's local funds for downtown revitalization. This fund could be used for purchased services from New Mexico MainStreet and DLCP. It is also be used to provide matching funds for grants and to pay for items that are not eligible for legislative funding (such as gross receipt taxes on the La Placita design and construction contracts).

SUPPORT INFORMATION:

Fund Name / Account Number	Amount of Expenditure	Budget Amount
27804010 722190 60807	by amendment	\$15,500.00

1. Resolution
2. Exhibit "A" Example of Memorandum of Understanding
3. Request for funding from Downtown Las Cruces Partnership to Mayor Miyagashima
4. MOU extension from New Mexico MainStreet to City of Las Cruces and Downtown Las Cruces Partnership.
5. Downtown Las Cruces Partnership's anticipated services from New Mexico MainStreet.

OPTIONS / ALTERNATIVES:

1. Amend the Resolution to define a funding level then approve the Resolution with a YES vote. This will authorize the City Manager to sign the Memorandum of Understanding (MOU) that is substantially similar to the MOU approved in 2007 and continue the City's partnership with New Mexico MainStreet and Las Cruces Downtown.
2. Disapprove the Resolution with a NO vote. The current services agreement between the Downtown Las Cruces Partnership and the City will continue through June 2011 but there will be no formal agreement that involves the New Mexico Economic

Development department and the community would no longer obtain services from New Mexico MainStreet until and unless an agreement is authorized.

3. Table the Resolution and provide specific direction to staff.

RESOLUTION NO. 10-041

A RESOLUTION AUTHORIZING A BIENNIAL MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE CITY OF LAS CRUCES, THE NEW MEXICO MAINSTREET PROGRAM, AND THE DOWNTOWN LAS CRUCES PARTNERSHIP AND AUTHORIZING PAYMENT OF \$_____ TO FUND THE MOU FOR THE FIRST YEAR.

The City Council is informed that:

WHEREAS, the City of Las Cruces benefits from the New Mexico MainStreet program through its partnership with the Downtown Las Cruces Partnership, and

WHEREAS, New Mexico MainStreet is an affiliated program of the National Trust Main Street Center through the New Mexico Department of Economic Development and fosters community economic development and business district revitalization, and

WHEREAS, New Mexico MainStreet through the Four Points Approach offers networking, educational, research and technical assistance focused on the revitalization of the traditional commercial center, and

WHEREAS, a Memorandum of Understanding (MOU) allows for New Mexico MainStreet to provide supplemental services of special value to the City of Las Cruces, through their contractors and associates.

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT a Biennial Memorandum of Understanding between the City of Las Cruces, New Mexico MainStreet and the Downtown Las Cruces Partnership, in substantially the same as the example attached as Exhibit 'A', attached hereto and made part of this Resolution, is hereby approved and adopted.

(II)

THAT the City Manager is hereby authorized to sign such a Memorandum of Understanding on the City' behalf.

(III)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

New Mexico



Main Street

Biennial Memorandum of Understanding (MOU)

New Mexico MainStreet (NMMS) is an affiliated program of the National Trust Main Street Center through the New Mexico Economic Development Department (EDD). NMMS fosters community economic development by supporting local MainStreet downtown and neighborhood business district revitalization organizations that wish to utilize the Main Street Four-Point Approach™ as the framework of their revitalization efforts. NMMS provides selected New Mexico non-profit organizations and municipalities with resources, training and technical services that enhance local heritage and stimulate the economic vitality of each participating community.

This Memorandum of Understanding (MOU) sets forth the services available from New Mexico MainStreet and the requirements for participation by the local municipality in partnership with the MainStreet Project affiliate, Las Cruces Downtown Association a New Mexico MainStreet Project. This MOU covers a period of two years.

I. SERVICES FOR ALL NEW MEXICO MAINSTREET COMMUNITIES:

NMMS provides the following information, networking, education and technical assistance services to designated New Mexico MainStreet Communities in good standing:

A. MainStreet Trainings, Institutes, Workshops, and Conferences

1. *Leadership Orientation:* Twice a year, NMMS will provide leadership orientation for Managers and Presidents on coordinating, managing, guiding and building the MainStreet non-profit organization.
2. *Organization Orientation:* Twice a year, NMMS provides basic orientation to the Main Street Four-Point Approach™ for board and committee members, MainStreet leaders and staff and other interested members of the community.
3. *Board Development:* At the request of the local organization, NMMS provides to the board facilitation and/or training in roles and responsibilities, fund raising, membership development, an annual retreat or a strategic planning session, or a visioning session or work plan development.
4. *Committee Development:* At the request of the committee, NMMS provides an orientation session for committees, including roles and responsibilities and work plan development.
5. *Quarterly Meetings:* Three times per year, NMMS will provide Quarterly Meetings with educational sessions and networking events. These gatherings will be held in Santa Fe and throughout the state with local MainStreet communities serving as hosts. The fourth quarterly is the National Trust Main Street Conference in the spring.
6. *National Main Streets Conference:* Annually, NMMS provides the cost of one base registration fee (\$350.00) to help each local MainStreet manager to attend the National Main Streets Conference sponsored by the National Trust Main Street Center (NTMSC). In addition, when funding is available, the Friends of New Mexico MainStreet may provide a scholarship to support education and skill building of the Manager.

7. *Four-Point Downtown Institutes:* Annually, NMMS will provide advanced annual, regional workshops in each of Main Street's Four Points (Organization, Promotion, Economic Positioning and Design); workshops will be provided for Committee Chairs, committee members, Managers and other organization leaders.
8. *Workshops and Conferences:* Annually, NMMS will provide advanced trainings in a particular area of the Four Point Approach™ to strengthen and build skills for organizational and municipal leaders and partnering organizations.

B. Technical Assistance Services

1. *Service Requests:* Access to State Program services is provided through application by filing a Service Request Form with the NMMS Director. Upon receiving the request, the Director will assign the appropriate NMMS Program Associate(s) to contact the local Project manager for clarifying the design of the service and following through with a site visit and/or other communications.
2. *Technical Assistance Services:* Through its staff or contractors, NMMS will provide technical assistance in a variety of subject areas relevant to the Main Street Four-Point Approach and other commercial district revitalization and management topics. Each local Project may request on-site, email, and telephone consultation(s) from NMMS. Consultation includes, but is not limited to, the following topic areas:
 - a) Organization – Organizational development consultants provide facilitation in strategic planning, visioning and mission statements, work plan development, fundraising, leadership and volunteer development, non-profit management, committee training, staff training, and program evaluation.
 - b) Marketing and Promotion – Graphic design and marketing specialists offer assistance with image development and branding, marketing strategies, logo design, promotional and collateral materials development, events planning, visual merchandising, media relationships, and publicity and advertising.
 - c) Economic Positioning – Economists and business development specialists provide technical assistance and training in market analysis, business strengthening and business recruitment; real estate development; economic development incentives and financing; and monitoring program progress and impacts.
 - d) Building Design – Architects provide conceptual design services for façade improvements, floor plans, parking, landscape, signage and interior improvements. Each local program is eligible to receive architecture services for two building projects per year.
 - e) Planning and Historic Preservation – Planners and design professionals provide assistance in historic preservation, community-based planning processes, streetscape design, vehicular and pedestrian circulation enhancements, downtown master planning, metropolitan redevelopment plans, strategic planning, and zoning.
3. *Information and Networking:* Through regular email, mailings, phone calls and meetings, NMMS provides timely notice on grant and partnership opportunities, guidance on innovative revitalization tools and techniques, and help with addressing the multiple challenges that arise during the day-to-day course of each local program's MainStreet efforts.

C. RESOURCES

1. *Orientation and Training Materials:* NMMS provides local programs with a variety of written and audio-visual materials to help train boards of directors and committees in the comprehensive Main Street Four-Point Approach™ to revitalization.
2. *National Main Street Network Membership:* The state program pays each local organization's annual network fees (\$250.00 annually) to the National Trust Main Street Center. Membership benefits include the monthly Main Street News, discounted conference and workshop registration fees, access to members-only informational resources on the NTMSC website, and member rates on publications.
3. *Special Group Services:* The Friends of New Mexico MainStreet provides support for local MainStreet managers' training needs and assistance to local programs' fundraising efforts. NMMS coordinates with the Friends of New Mexico Main Street to provide these support services. MainStreet organizations in "good standing" with NMMS may be eligible for these services.
4. *Marketing:* New Mexico MainStreet Program through the Economic Development Department provides marketing of the State Program and its services through its website www.goNM.biz, and local marketing and promotion of affiliate MainStreet communities through its website www.offtheroad.com. In addition, the Friends of New Mexico MainStreet provides the community economic development web based toolbox: www.NMMMainStreet.org, which also provides updates and contacts to the Friends and to the New Mexico Coalition of MainStreet Communities.
5. *Certification Program for Managers:* For managers seeking to develop a career path within MainStreet, NMMS offers a state certification program. Upon successful completion of the basic Leadership Orientation and Four-Point Downtown Institutes and attendance at three State MainStreet Quarterly Meetings and the National Main Streets Conference, Managers may receive certification as a New Mexico MainStreet Manager. The complete criteria for Certification are delineated in Accreditation and Certification Standards of the New Mexico MainStreet Program.
6. *National Certification Program for Managers of MainStreet Programs:* For qualifying managers who have completed Certification at the State level and wish to continue a career path in Main Street Management, NMMS provides educational scholarships to complete the training.
7. *Annual Accreditation as a New Mexico MainStreet Program:* To be recognized as an accredited New Mexico MainStreet organization, the local MainStreet Project shall have the following;
 - a) NMMS Certification of Manager
 - b) President's completion of Leadership Orientation and both the Fund Raising and Organization Institutes, and attendance at one President's "Round Up" annually (held at the Quarterly Trainings)
 - c) Each committee chair has s completed training in his/her corresponding Four Point Downtown Institute.

The criteria for NMMS Accreditation o local MainStreet Projects is defined in Accreditation and Certification Standards of the New Mexico MainStreet Program.

8. *Annual Accreditation as a National Main Street Program by the National Trust Main Street Center:* NMMS will coordinate with the NTMSC to identify which local MainStreet Projects in New Mexico are eligible for annual accreditation and recognition as a National Main Street Program. State accreditation will be a consideration of NMMS in nominating local organizations forward. Criteria for annual accreditation is based on and determined by the National Trust Main Street Center.

9. *MainStreet Capital Outlay Program*: NMMS Communities in good standing are eligible to apply for physical improvements grant funds from the MainStreet Capital Outlay fund, administered by the Local Government Division. Only official NMMS Communities in good standing with the state program are eligible to access this set aside program.
10. *MainStreet Revolving Loan Fund*: NMMS, in partnership with the Historic Preservation Division, operates a low-cost revolving loan fund for property owners in MainStreet Districts. Criteria for selection can be accessed through HPD or NMMS.
11. *MainStreet Arts and Culture Districts*: For qualifying MainStreet communities NMMS offers the development of Arts and Cultural Districts creating a market niche for downtown economic development.

II. SUPPLEMENTAL SERVICES FOR: Las Cruces Downtown Association a MainStreet Project.

In order to meet the specific needs of Las Cruces Downtown Association as a NMMS Veteran Community, NMMS offers the following services in addition to those outlined above.

- A. Within the 2008 fiscal year specialized services from the Design Planning Assistance Center (DPAC) of the University of New Mexico's School of Architecture and Planning.
- B. Within the 2008 fiscal year specialized services from the Bureau of Business and Economic Research (BBER) of the University of New Mexico.
- C. Within the 2009 fiscal year specialized services as a follow up to BBER in Developing Business on Main and Business Coaching.

III. PARTICIPATION RESPONSIBILITIES OF MAINSTREET COMMUNITIES

Las Cruces Downtown Association agrees to abide by the following participation requirements in order to maintain status as a New Mexico MainStreet Community In "Good Standing. Maintaining a "good Standing" status with NMMS positively impacts access to additional specialized technical support and resources as well as a pre-requisite to apply for MainStreet Capital Outlay Funds and scholarships from the Friends of New Mexico MainStreet:

- A. *Manager*: The MainStreet organization agrees to employ a full-time (see V. below), paid professional Manager at the rate of similar economic development organizations' executive directors within the region and having a similar size population. The MainStreet organization also agrees to reimburse all reasonable costs the Manager incurs for trainings, workshops and conferences required by NMMS. The MainStreet organization is expected to provide the manager with a written job description, an annual staff work plan, and an annual job performance and salary review.
- B. *Quarterly Reports*: The MainStreet organization agrees to submit Quarterly Reports to NMMS as established by the state legislature, tracking performance measures of each affiliated MainStreet organization. Reports will be submitted according to the following schedule:
 1. The *First Quarter* Report covering July 1st through September 30th is due **October 10th**;
 2. The *Second Quarter* Report covering October 1st through December 31st is due **December 10th**;
 3. The *Third Quarter* Report covering January 1st through March 31st is due **April 10th**; and
 4. The *Fourth Quarter* covering April 1st through June 30th and the Annual Report is due **June 10th**.

(Due dates prior to the actual end of each period are necessary to meet NMMS processing and publishing timeframe requirements.)

- C. *Contract/MOU/MOA with Municipality:* If the local MainStreet organization has an annual contract for services, Memorandum of Understanding (MOU), Memorandum of Agreement (MOA), or similar document with its municipality, the organization will provide NMMS with a copy of the executed agreement annually during the duration of this MOU.
- D. *Four-Point Downtown Institutes:* The MainStreet manager should attend each NMMS Institute which they have not completed. Committee Chairs are expected to attend their corresponding Main Street Four Point Approach™ Downtown Institute. Additionally, the board president, members of the board of directors, and other organization leaders should attend NMMS training and networking events.
- E. *Presidents; Meeting:* The board president (or chairperson of the board) will attend at least one Presidents' "Round Up" annually. Board Presidents are expected to complete the Organization portion of the Four-Point Downtown Institutes.
- F. *Annual Report and Annual Newsletter:* The local MainStreet organization will develop articles and images for the NMMS Annual Report and for the NMMS Annual Newsletter. Contributions to other NMMS publications and the website also are encouraged.
- G. *Leader Contact Information:* The local MainStreet organization will furnish and update contact information for the local program office, manager, president, board members and committee chairs. The local Project organization will provide updated contact information to NMMS when any changes occur or, at minimum, annually.
- H. *Client Contact Information:* Upon request, the local MainStreet organization will provide the local program membership database to New Mexico MainStreet for providing timely notice about statewide initiatives. The State Program may request mailing labels of the local program's mail list.
- I. *Annual Awards:* The local MainStreet organization will work with NMMS to nominate and select annual awards recipients to celebrate local MainStreet Projects' successes across New Mexico.
- J. *Annual Proof of State and Federal Corporation in Good Standing:* Annually, each local Project that is incorporated as a non-profit corporation and that holds 501c3 tax status (designated by the Internal Revenue Service) will provide NMMS with a copy of its Form 990 as reported to the Internal Revenue Service. If incorporated in the state of New Mexico, the Project will also provide NMMS with a copy of its annual non-profit corporation report to the New Mexico Public Regulation Commission, along with documentation from the Public Regulation Commission that the Project is an "organization in good standing" as determined by the Commission.
- K. *Updated Copies of By-Laws and Articles of Incorporation:* Upon revision to the local Project's operational by-laws and/or amendment of the Project's Articles of Incorporation, the local Project will provide NMMS with updated copies of these documents, in electronic format where possible.
- L. *Manager Hiring:* A New Mexico MainStreet Program staff member will be involved with the local MainStreet Project's Manager selection committee to review and make suggestions for job description, evaluation criteria, resume review, and final interview. They will not vote on the candidates.

IV. REQUIREMENTS FOR FOLLOWING THE MAIN STREET FOUR-POINT APPROACH™

The local Project organization, in partnership with the municipality, agrees to follow the National Trust Main Street Center's Main Street Four-Point Approach™ to revitalizing and managing its MainStreet district(s), while working in innovation with NMMS to meet the unique cultural and heritage needs of New Mexico's communities. The National Trust Main Street Center describes local Projects' expected

standards of performance in detail (see the NTMSC website, www.mainstreet.org). The standards are summarized by the following list of ten National Main Street Program Accreditation Standards. Based on these standards, the NMMS Director will determine if the local program is following the Main Street Four-Point Approach™.

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan with goals and activities addressing four program areas – organization, promotion, design and economic positioning
4. Possesses an historic preservation ethic
5. Has an active board of directors and committees reflecting the four points
6. Has an adequate operating budget
7. Has a paid professional Manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics to the state program
10. Has current membership in the National Trust Main Street Center

V. RESOLUTION OF THE CITY COUNCIL

The Main Street Four-Point Approach™ to comprehensive revitalization of historic and traditional commercial neighborhoods requires a cooperative partnership of the public and private sectors to succeed. In conjunction with the execution of this MOU, New Mexico MainStreet Program requires each affiliated community to have in place a resolution adopted by the local government stating its support and funding commitment to the local MainStreet Project. The resolution(s) must be valid for the entire two-year period covered by this MOU.

Partnership Communities: MainStreet organizations in communities under 10,000 in population are expected to have a minimum support of \$25,000 annually per year from the municipality. The local MainStreet board is expected to match those funds annually for operations of the local MainStreet Project. The professional Manager shall be paid for not less than 30 hours per week.

Certified Communities: MainStreet organizations in communities over 10,000 in population are expected to have minimum support of \$30,000 per year from the municipality. The local MainStreet board is expected to match those funds for annual operation of the organization. The professional Manager shall be paid for not less than 40 hours per week.

Urban Communities: MainStreet organizations in communities over 50,000 in population are expected to have minimum support of \$45,000 per year from the municipality. The local MainStreet board is expected to match these funds for annual operation of the organization. The professional Manager shall be paid for not less than 40 hours per week and multiple staff are recommended.

VI. FAILURE TO MEET PARTICIPATION RESPONSIBILITIES, SPECIAL CONDITIONS/MILESTONES, AND/OR TO FOLLOW THE MAIN STREET FOUR-POINT APPROACH™

If the NMMS Director determines that the Project either does not meet its participation responsibilities as affiliated organizations, or does not follow the Main Street Four-Point Approach™, NMMS may suspend services to the local Project. NMMS will work in good faith with the local Project to help it regain compliance within ninety (90) days of notification of suspension. If the issues related to either participation responsibilities or adherence to the Main Street Four-Point Approach™ cannot be resolved within the 90-day period, the MOU will be canceled among all parties. Upon cancellation of this MOU, NMMS will no longer provide services to the Project or the municipality, the municipality will no longer be eligible for Main Street Capital Outlay funds or the Main Street Revolving Loan Fund, and the Project may be prohibited from using the Main Street name, which is a trademark of the National Trust Main Street Center.

VII. AGREEMENT

A.) The parties hereunder do mutually agree that they have read and fully understand the obligations and responsibilities in affiliating as a local MainStreet Project with New Mexico MainStreet Program. They furthermore do agree to abide by the terms of this memorandum of understanding, implementing it to the best of their ability, and with the assistance of services provided through the New Mexico MainStreet Program, and in accordance with the Main Street Four-Point Approach™ as defined by the National Trust Main Street Center.

B.) The municipality agrees to support the vision, principles and values of comprehensive commercial district revitalization through the Main Street Four-Point Approach™, assist in financial support as defined in section V. above, developing and administering funding opportunities for operations of the Project and its activities, projects and programs in partnership with the local MainStreet Project and the New Mexico MainStreet Program.

C.) The New Mexico MainStreet Program of the Economic Development Department agrees to provide technical assistance and resources to assist the local affiliated MainStreet Project in setting goals and implementing downtown revitalization.

We do hereby sign:

On behalf of New Mexico MainStreet Program, a program of the New Mexico Economic Development Department:


Director, New Mexico MainStreet Program

Jul 25, 2007
Date


Division Director, Economic Development Division

Jul 25, 2007
Date

On behalf of Las Cruces Downtown Association:

Office Address City State Zip

Steve R. Buntak 6/22/07

Signature of President / Chair on behalf of the Board Date

On behalf of the Municipality:

Dolores Comor 7/19/07

Rep. Dem
Mayor or City Manager Date

City Councilor or Commissioner Date

Please enclose a resolution of the City Council appropriating financial support for the MainStreet organization during the two year time period of this agreement. Also attach any working agreement, memorandum of understanding or agreement between the municipality and the local MainStreet organization.

This Memorandum of Understanding expires:

Date of Expiration

Rvsd 05-20-07

APPROVED AS TO FORM
[Signature]
City Attorney



RECEIVED

JUL 15 2009

CITY OF LAS CRUCES
MAYOR'S OFFICE

July 14, 2009

The Honorable Ken Miyagishima
Mayor of the City of Las Cruces
P.O. Box 20000
Las Cruces, New Mexico 88001

Dear Mayor Miyagishima:

Thank you for calling me and for your concern regarding funding for Las Cruces downtown revitalization.

The Downtown Las Cruces Partnership was recently made aware of a substantial cut in funding for the Las Cruces MainStreet Program for this fiscal year.

In previous years, we received a total of \$96,000 from the City of Las Cruces for the downtown revitalization program.

That funding has come in two component parts:

Of the funding received in recent years, \$50,000 is provided through legislative allocation for planning and development services and is directed to DLCP through the City of Las Cruces. That funding is outlined in a separate, current 3-year MOU between the City and the Downtown Las Cruces Partnership and is in force through 2011.

The portion of funding that the staff determined would not be allocated this year is \$46,000. In years past, \$46,000 has been dedicated to providing support for the Main Street partnership through a contract between the State of New Mexico, the City of Las Cruces and the Downtown Las Cruces Partnership. This direct contribution of funds by the City, as a MainStreet partner, allows us to participate as a New Mexico MainStreet community, receive valuable services and provide services ourselves. Services received by the City for this expenditure are valued in excess of \$200,000 which represents a significant return on the City's investment. The return continues to grow as investors, including downtown property and business owners build upon the technical assistance received. Some examples of services provided over the last two years include the following: 13 façade designs for downtown buildings, 18 real estate consultations with

property owners, and the UNM Bureau of Business and Economic Research Market Analysis for downtown, used daily in our business recruitment visits.

[The State's 2009/10 requirement mandates that urban MainStreet communities with populations of 50,000 or more provide a minimum of \$50,000 toward this partnership – an increase of \$5,000 over the previous year's threshold of \$45,000. This contract agreement is signed biannually. The State requires a paid, full time manager/director be in place in the participating program. The program requires that communities focus on economic development, marketing and promotions, design and organizational development. The New Mexico MainStreet Program is currently updating their contracts and ours is at the top of their list.]

During a meeting last week between representatives of the Downtown Las Cruces Partnership and the City of Las Cruces, City Manager Terrence Moore offered to restore \$20,000 of the funding for the MainStreet Program, leaving a deficit of \$30,000 for that portion of the program. Please let us express our appreciation for Mr. Moore's offer. While we acknowledge and are very grateful for it, the funding level he proposed would be inadequate to support our planned programming for this year and would not appropriately support our MainStreet partnership. Our 3-way MainStreet contract between the State of New Mexico MainStreet Program, the City of Las Cruces and the Downtown Las Cruces Partnership is up for renewal, and we fully expect to continue in good standing as a MainStreet Program while bringing those resources to our community.

Mr. Mayor, we ask that you please address this shortfall and, as our partner in MainStreet, allocate full funding of our programs. This would make a total of \$100,000 this year from the City of Las Cruces toward the accomplishment of MainStreet goals and the renewal of our MainStreet contract. Our downtown revitalization program has great momentum and community participation. Please continue your support of our ongoing and vital growth.

Sincerely,



GREG SMITH
President

BILL RICHARDSON
GOVERNOR

FRED MONDRAGÓN
CABINET SECRETARY

July 16, 2009

Mr. Greg Smith, President
Ms. Cindi Fargo, Executive Director
Downtown Las Cruces Partnership
138 S. Water St.
Las Cruces, NM

Mr. Terrence Moore, City Manager
City of Las Cruces
P.O. Box 20000
Las Cruces, NM

Dear Mr. Smith, Ms. Fargo, and Mr. Moore:

As per our conversations last week, the New Mexico MainStreet Program of the Economic Development Department is formally informing you that your Memorandum of Understanding (MOU) with our Department is being extended for two months, from July 31, 2009 to September 31, 2009. The terms of our MOU and continued collaboration remain the same unless I hear otherwise from either the City or Downtown Las Cruces Partnership. No amendment to the existing MOU other than this extension will be considered without full review by the Economic Development Department and until our biennial State Coordinating Program assessment is complete.

As we previously discussed, the New Mexico MainStreet Program will be undergoing its biennial re-accreditation as a "Main Street State Coordinating Program" in August by the National Trust Main Street Center (NTMSC). At that time NTMSC will make recommendations related to our services, programs, technical assistance and funding.

While we do not anticipate any major changes in our contract with NTMSC, there may be new benchmarks and performance measures that our State Coordinating Program may be responsible for working on downtown revitalization with our local affiliated programs.

Until that time, and now with the return of our contractors, you can anticipate the same high-quality professional services that Downtown Las Cruces Partnership has utilized in the past. Access to those resources will continue to be through filing a "Request for Services" form with the state MainStreet office. This notice of extension of your MOU resolves this area of eligibility criteria for this round of MainStreet Capital Outlay funding. If you meet the other eligibility criteria of the just released RFP we would encourage you to apply.

The City of Las Cruces and Downtown Las Cruces Partnership are to be commended for the work accomplished to date on downtown redevelopment. You now have momentum to move critical infrastructure and capital improvement projects forward to rebuild downtown's economy and leverage major private sector reinvestment. Now is the time to increase your funding and resources to guide and re-build downtown. Neither entity, the City or Downtown Las Cruces Partnership, can go it alone and achieve the success you have been, in your collaborative efforts, working toward.

If we may be of further assistance please let us know.

Rich Williams, Director
New Mexico MainStreet Program
Deputy Division Director

Cc: Fred Mondragon
Daniela Glick
Meghan Bayer
Julie Blanke



July 16, 2009

Honorable Ken Miyagishima
Mayor, City of Las Cruces
P.O. Box 20000
Las Cruces, New Mexico

Dear Mr. Mayor:

Thank you for the opportunity to provide information on this year's anticipated services from New Mexico MainStreet. We have included the seven key areas of economic development, design and capacity building assistance we have requested from the MainStreet Program for this year.

- ***Helping Business Survive and Thrive During Main Street Reconstruction***
- ***Developing Investment Incentives***
- ***Design Assistance to Improve Downtown Building Facades and complete Downtown Design Guidelines***
- ***Community Initiated Development Practices that Create Catalytic Projects Downtown***
- ***Planning for a Business Improvement District***
- ***Partnering for an Arts and Culture District Designation***
- ***Preparing for the Future: Revenue and Leadership Development for DLCP***

In addition to these special areas of work, we will continue to have access to the MainStreet Capital Outlay program for funds for downtown projects, access to the Main Street Revolving Loan Fund, additional technical assistance upon request and availability, participation in state-wide networking, registration for the annual MainStreet National Conference, access to the Friends of New Mexico MainStreet grant fund, and other benefits (too numerous to mention) of participating as a MainStreet network member.

We know that the partnership between the City of Las Cruces, New Mexico MainStreet and the Downtown Las Cruces Partnership is critical to the success of our MainStreet Program. Thank you for your continued support.

Sincerely,


CINDI FARGO
Executive Director