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City of Las Cruces[®]
 PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 3

Ordinance/Resolution# 15-228

For Meeting of _____
 (Ordinance First Reading Date)

For Meeting of June 15, 2015
 (Adoption Date)

Please check box that applies to this item:

QUASI JUDICIAL LEGISLATIVE ADMINISTRATIVE

TITLE: A RESOLUTION AUTHORIZING A BIENNIAL MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF LAS CRUCES, THE NEW MEXICO MAINSTREET PROGRAM, AND THE DOWNTOWN LAS CRUCES PARTNERSHIP.

PURPOSE(S) OF ACTION:

Approve Memorandum of Understanding.

COUNCIL DISTRICT: 1		
<u>Drafter/Staff Contact:</u> Andy Hume	<u>Department/Section:</u> Community Development / Planning & Neighborhood Services	<u>Phone:</u> 528-3048
<u>City Manager Signature:</u>		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The City of Las Cruces (City) and the Downtown Las Cruces Partnership (DLCP) have been members of the New Mexico MainStreet Program for more than ten years. This association has yielded significant benefits in both technical and financial support. Following the MainStreet approach to revitalization, DLCP has generated a high level of public participation to plan and implement downtown revitalization.

DLCP takes the lead on organizing events such as Avenue Art and Salsa Fest. They also provide a forum for discussing important downtown issues through the monthly downtown breakfasts and other venues. Recently, DLCP expanded their relationship with the City by agreeing to take on the lead role of developing an Arts and Cultural District.

Membership in New Mexico MainStreet (NMMS) provides several benefits. DLCP and the City have access to the technical expertise of the NMMS staff and a statewide network of communities that are working hard to grow their respective downtowns. Upon request, NMMS offers specific direction on improving the implementation of the national MainStreet 4-step approach. The expanded relationship noted above will offer more opportunities to work with NMMS' expert staff.

Financial support for DLCP is through a separate Memorandum of Understanding (MOU). The MOU will be subject to Council review and action.

SUPPORT INFORMATION:

1. Resolution.
2. Exhibit "A", Biennial Memorandum of Understanding.
3. Attachment "A", Letter from New Mexico Economic Development Department dated May 15, 2015.

SOURCE OF FUNDING:

Is this action already budgeted? N/A	Yes	<input type="checkbox"/>	See fund summary below
	No	<input type="checkbox"/>	If No, then check one below:
	Budget Adjustment Attached	<input type="checkbox"/>	Expense reallocated from: _____
	<input type="checkbox"/>	<input type="checkbox"/>	Proposed funding is from a new revenue source (i.e. grant; see details below)
		<input type="checkbox"/>	Proposed funding is from fund balance in the _____ Fund.
Does this action create any revenue? N/A	Yes	<input type="checkbox"/>	Funds will be deposited into this fund: _____ in the amount of \$ _____ for FY _____.
	No	<input type="checkbox"/>	There is no new revenue generated by this action.

BUDGET NARRATIVE

N/A

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
N/A	N/A	N/A	N/A	N/A	N/A

OPTIONS / ALTERNATIVES:

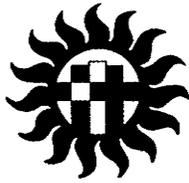
1. Vote "Yes"; this will approve the Resolution authorizing a Biennial Memorandum of Understanding between the City, NMMS, and DLCP.
2. Vote "No"; this will not approve the Resolution authorizing a Biennial Memorandum of Understanding between the City, NMMS, and DLCP, and the City will no longer qualify to receive services from the NMMS Program.
3. Vote to "Amend"; this action could modify the terms of the Resolution.

4. Vote to "Table"; this action could prevent staff from implementing the Memorandum of Understanding.

REFERENCE INFORMATION:

The resolution(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

1. N/A



City of Las Cruces®

PEOPLE HELPING PEOPLE

COUNCIL ACTION AND EXECUTIVE SUMMARY PACKET ROUTING SLIP

For Meeting of _____
 (Ordinance First Reading Date)

For Meeting of June 15, 2015
 (Adoption Date)

TITLE:

A RESOLUTION AUTHORIZING A BIENNIAL MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF LAS CRUCES, THE NEW MEXICO MAINSTREET PROGRAM, AND THE DOWNTOWN LAS CRUCES PARTNERSHIP.

Purchasing Manager's Request to Contract (PMRC) {Required?} Yes No

DEPARTMENT	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact		528-3048	5/26/15
Department Director		528-3067	5-22-15
Other			
Assistant City Manager /CAO Management & Budget Manager		541-2078 541-2116	6/29/15 5/29/15
Assistant City Manager/COO		528 3136	6/4/15
City Attorney		EXT 2128	5 June 2015
City Clerk-Interim		x2115	6/8/15

RESOLUTION NO. 15-228**A RESOLUTION AUTHORIZING A BIENNIAL MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF LAS CRUCES, THE NEW MEXICO MAINSTREET PROGRAM, AND THE DOWNTOWN LAS CRUCES PARTNERSHIP.**

The City Council is informed that:

WHEREAS, the City has benefited from the New Mexico MainStreet Program through its partnership with the Downtown Las Cruces Partnership for more than ten years; 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 offers research, training, and technical assistance focused on the revitalization of the traditional commercial and cultural center; and

WHEREAS, this Memorandum of Understanding (MOU) offers supplemental services of special value to the City; and

WHEREAS, the City will enter into a companion two-year MOU with the Downtown Las Cruces Partnership for planning and revitalization services.

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

(I)

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

(II)

THAT the City Manager is authorized to execute the Memorandum of Understanding on behalf of the City.

(III)

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

DONE AND APPROVED this _____ day of _____, 20__.

APPROVED:

Mayor

ATTEST:

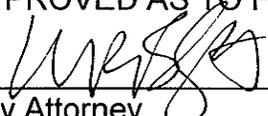
City Clerk

(SEAL)

Moved by: _____

Seconded by: _____

APPROVED AS TO FORM:



City Attorney

VOTE:

Mayor Miyagishima:	_____
Councillor Silva:	_____
Councillor Smith:	_____
Councillor Pedroza:	_____
Councillor Small:	_____
Councillor Sorg:	_____
Councillor Levatino:	_____



**Biennial Memorandum of Understanding (MOU)
July 1, 2015 – June 30, 2017**

Between

**New Mexico MainStreet Program,
The City of Las Cruces and MainStreet Las Cruces D/B/A Downtown Las Cruces
Partnership**

The state of New Mexico's Economic Development Department seeks to increase the number of jobs and businesses, sustain and expand existing businesses, mitigate commercial leakage, support local entrepreneurs in start-ups, and improve property values within traditional and historic commercial districts. To that end, it has dedicated resources, professional assistance and services to partnering municipalities and a local non-profit organization representing stakeholders within the designated commercial district through the New Mexico MainStreet, New Mexico Arts & Cultural District and Frontier Community programs. The partners agree to dedicate collaborative resources, adopt municipal revitalization tools, and establish economic development funding to restore economic vitality within the district.

MainStreet is an economic redevelopment and revitalization program of the National Main Street Center. The Department is annually licensed and accredited to offer the *Main Street Four-Point Approach*® in downtown revitalization by the National Main Street Center (NMSC). New Mexico MainStreet Program (NMMS), of the New Mexico Economic Development Department, is an economic development partnership program with local, eligible communities. The Department, by New Mexico State Statute (3-60B-1 to 3-60B-4 NMSA 1978, as amended 2013), is authorized to select affiliate communities based on the standards and principles as set forth by NMSC and when legislative appropriation allows. Local partners (the local affiliate program and the local governing body), join their resources (human, social and financial) to directly support the economic development of the district.

NMMS, as an affiliated "State Coordinating" program of the National Main Street Center, Inc., fosters community economic development by supporting local MainStreet commercial districts and neighborhood business district revitalization organizations that wish to utilize the *Main Street Four-Point Approach*® as the framework for their revitalization efforts. NMMS provides local affiliate organizations and municipalities with resources, training, and technical services that enhance local culture and heritage, and stimulate the economic vitality of each participating community's downtown, village plaza, town center, courthouse square, historic commercial corridor or traditional neighborhood central business district.

The local government partner (municipal, county or tribal government) financially supports the work of community economic development partnership within the dedicated MainStreet district through a services contract with the local, state-designated MainStreet affiliate. The local government partner dedicates economic development funding to priority economic development projects identified in a municipally

adopted District Cultural Economic Development Plan, Downtown Master Plan or Metropolitan Redevelopment Plan, and agrees to administer state and federal funds with the MainStreet organization partner.

The local organization is required to set 2-3 annual economic strategies for economic development of the District in an annual work plan. All work in the "MainStreet Four Point Approach" (Organization Design, Promotion, and Economic Positioning), should directly support those 2-3 annual economic strategies. Work Teams or committees are established in each of the Four Points to collaborate on meeting each strategy.

The local MainStreet affiliate board agrees to raise matching funds for operations as per the specifications listed in the addendum to this Memorandum of Understanding. The local MainStreet affiliate is an economic development organization comprised of downtown stakeholders, whose programs, projects, and activities enhance the local downtown economy and contribute to the health and well-being of its citizens.

A major focus of an annual performance assessment of each local program will be based on the positive outcomes related to each economic development strategy within the district and the engagement of each of the Four Points in meeting each strategy.

Annual economic development strategies should be concrete, specifically defined, and doable with the existing resources of the local affiliate. Those local resources include volunteers established as committees or work teams, funding, and adopted revitalization and redevelopment tools necessary for successful completion for each of the annual strategies. Request for NMMS services, resources and support are for achieving these annual economic development strategies.

Annual strategies are derived from:

For **Emerging and Start Up** Communities the NMMS Readiness Assessment and or Resource Team Report

For **Partners and State Certified MainStreet or State Authorized Arts & Cultural Districts**, having completed their Start Up phase, the adopted downtown district Master Plan/MRA Plan and or Cultural Economic Development Plan.

The Department will provide professional assistance and support through the inter-disciplinary Four-Point Approach tied to annual organization implementation plan and through a service request form from the organization to the NMMS office, for local projects and activities through NMMS staff, Program Associates, consultants and other partner entities. The Department's MainStreet Program will work with the municipality and the local affiliate to identify and apply for funding for planning and infrastructure/capital investments within the district identified as priority projects in an adopted district Master Plan, Cultural Plan, Metropolitan Redevelopment Area Plan. Higher priority is given to those MainStreet projects on the Infrastructure Capital Improvement Plans (ICIP).

This Memorandum of Understanding (MOU) commits partners to the criteria defined in the attached addenda to this MOU (*Eligibility Criteria, Performance Standards, Operating Guidelines, Resources and Services*).

New Mexico MainStreet is responsible for coordinating and orchestrating resources, services and professional technical assistance to its affiliates through the following programs and initiatives:

- A. The MainStreet Revitalization Program Tiers (As local affiliates build organization and financial capacity they are able to take on more complex revitalization projects and additional resources become available for tier economic development projects)

1. MainStreet Emerging Community
 2. MainStreet Start-Up Affiliate
 - 3a. MainStreet Partner Affiliate
 - 3b. State-Certified MainStreet Affiliate
 4. Nationally Accredited MainStreet Affiliate
- B. The New Mexico Arts & Cultural District Program
 - i. Start-Up Arts & Cultural District/Compound
 - ii. State-Certified Arts & Cultural District/Compound
 - C. The Frontier Communities Initiative
 - D. The Historic Theaters Initiative
 - E. The Historic Plazas Initiative
 - F. The New Mexico Cultural Corridors Initiative

This Memorandum of Understanding covers a period of two years beginning July 1, 2015. Once fully executed by all parties on the signature page below, it replaces any previous Letters of Agreement or Memorandum of Understanding related to the New Mexico MainStreet program of the Economic Development Department.

I. PARTICIPATION AND COMMITMENT UNDER THIS MEMORANDUM OF UNDERSTANDING

The City of Las Cruces and Las Cruces MainStreet agree to abide by the eligibility and participation requirements as set forth in the attached Addendum. The City's official representative and the board of the local MainStreet affiliate have read and understand the State certification requirements of New Mexico MainStreet Program and the National Main Street Center's "Ten Standards of Accreditation" as set forth in Eligibility and Certification Criteria described in attached Addendum.

II. REQUIREMENTS OF THE LAS CRUCES MAINSTREET D/B/A LAS CRUCES DOWNTOWN PARTNERSHIP AFFILIATE

- A. Provide community economic development revitalization services to the property and business owners and residents of the district through the Main Street Four-Point Approach®.
- B. Maintain a fiscally stable and sustainable non-profit organization to implement the work of the Main Street Four-Point Approach® within the established district boundaries. Minimum requirements for affiliate operating budgets are described in Table 1, Section III.A of the attached addendum.
- C. Work with the municipal government partner to ensure that appropriate financial revitalization tools, created through state statute for economic development (inclusive of any statutory changes), are adopted by the municipality for the MainStreet District and meet any statutory changes. These tools include the Local Economic Development Act (LEDA), a Metropolitan Redevelopment Area (MRA) and related finance mechanisms, a Tax Increment Finance District (TIF), a Tax Increment Development District (TIDD) and/or a Business Improvement District (BID).
- D. Maintain the fiscal and legal integrity of the non-profit organization, completing its annual reporting to the IRS, NM Secretary of State and Office of the New Mexico Attorney General.
- E. In partnership with local government, meet requirements for minimum operating budgets and staffing requirements appropriate to the size of the community, neighborhood or district in which it operates (as specified in Appendix 1)

- F. Build local partnerships to leverage resources and buy-in for the revitalization of the District.
- G. Provide evidence of annual progress towards implementation of the Main Street Four-Points Approach®.
- H. Strive toward annually meeting all ten of the National Main Street Center Accreditation Standards. Provide evidence of annual compliance with all programmatic requirements of the New Mexico MainStreet program including legal compliance documents, annual work plans, operating budgets, assessment surveys and adoption of required policies.
- I. Ensure all required reports and surveys of the local affiliated organization by the National Main Street Center, Inc., the State Legislature, the Economic Development Department, and municipal and governmental partners, are filed in a timely fashion.
- J. Hire a paid Executive Director to oversee day-to-day operations of the organization, provide outreach and support to the MainStreet District's constituents, attend required trainings and support the board and its committees in meeting the goals, projects, and activities the board has established for itself.
- K. Ensure the Executive Director has an office equipped to conduct the work of the program.
- L. Maintain an adequate budget to support board training for board members in non-profit management and leadership.
- M. Maintain adequate funding for the Executive Director's expenses in building skills knowledge and expertise to assist the organization, through the trainings and programs offered by New Mexico MainStreet and the National Main Street Center, Inc.
- N. Maintain a collaborative partnership with the local government partner (municipal, county or tribal government) and other governmental entities to complete revitalization work in the District.

III. REQUIREMENTS OF THE LOCAL GOVERNMENT PARTNER – CITY OF LAS CRUCES

The Main Street Four-Point Approach® for comprehensive revitalization of historic and traditional commercial neighborhoods requires a cooperative partnership of the public and private sectors to succeed.

- A. With the execution of this MOU, the 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 affiliate. The resolution(s) should be valid for the full term of this MOU. If the resolution is for only the first year of this MOU, then a new resolution by the governing body will need to be approved and delivered to the NMMS office prior to services from NMMS continuing into the second year of the two-year MOU cycle. Failure to adopt such resolution of financial support will result in the suspension of the services provided by NMMS and designation of the local affiliate as "inactive."
- B. Minimum funding contributions by the local government partner are described in Table 1, Section III.A of the attached addendum.
- C. New Mexico MainStreet encourages the municipality to enter into an annual contract or similar procurement mechanism (in accordance with local policies and standards) for such financial support with the local MainStreet affiliate. Contracts should specify the commitment of resources in accordance with the *Eligibility Criteria, Performance Standards, Operating Guidelines, Resources and Services* (see attached Addendum) and shall include deliverables and/or services relevant to the revitalization of the downtown MainStreet district under the specifications of a downtown Master Plan, Metropolitan Redevelopment Plan, Cultural Economic Development Plan for the MainStreet District.

- D. Through designated/appointed liaisons (local government Manager, Administrator, or Planning Director) coordinate planning and implementation of revitalization projects.
- E. Where applicable, adopt appropriate ordinances, tools (MRA, LEDA, etc.), plans (downtown master plan, cultural economic development plan, and/or metropolitan redevelopment plan) and include projects on local infrastructure capital improvement plans (ICIP) to support the district revitalization. Coordinate, where appropriate, with NMMS leadership and technical assistance contractors.
- F. Ensure timely and required coordination and management of capital outlay or other state funds dedicated to revitalization projects.
- G. Assist local MainStreet affiliate, where applicable, with collection and dissemination of relevant information, plans and statistics that support the district economic revitalization or reporting to the NM Legislature through the New Mexico MainStreet program.

IV. REQUIREMENTS OF THE NEW MEXICO MAINSTREET PROGRAM

The New Mexico MainStreet Program, in consideration of financial resources established annually through the New Mexico State Legislature, shall provide the following services to affiliate communities (inclusive of the local government partner and local MainStreet affiliate):

- A. Where applicable, provide technical assistance support, educational offerings and access to financial and other resources as described in Section IV of the Addendum.
- B. Conduct annual performance reviews of the local affiliate and recommend remedial activities required of the local MainStreet/Arts & Cultural District affiliate to maintain standing as State-Certified programs.
- C. Seek, manage and coordinate public resources (capital outlay or other state/federal funds) for the implementation of local revitalization projects.

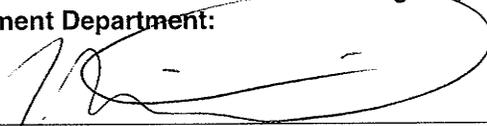
V. AGREEMENT

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 as stated herein and in the addendum (*Eligibility Criteria, Performance Standards, Operating Guidelines and Resources*) accompanying this MOU. The parties further agree to abide by the terms of this Memorandum of Understanding, implementing it to the best of their ability, 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 Main Street Center, Inc.

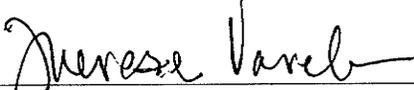
The local MainStreet affiliate, local government partner and New Mexico MainStreet program hereby mutually agree to support the revitalization of the designated MainStreet/Arts & Cultural District under the specifications listed herein and in the in the addendum (*Eligibility Criteria, Performance Standards, Operating Guidelines and Resources*) accompanying this MOU.

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 05-12-15
Date



Division Director, Economic Development Division 5/18/15
Date

On behalf of the Local MainStreet Affiliate:



President of the Las Cruces MainStreet D/B/A Las Cruces Downtown Partnership 5/28/15
Date

138 S Water Street Las Cruces NM 88001

Office Address City State Zip

On behalf of the Local Government Partners:

Mayor or City Manager of Las Cruces _____
Date

Other City Representative _____
Date

Please enclose a resolution of the City Council, County Commission or Tribal Council identifying financial support for the MainStreet affiliate during the two-year time period of this agreement. Also attach any other working agreements or Memoranda of Understanding between the City of Las Cruces and Las Cruces MainStreet D/B/A Las Cruces Downtown Partnership



Addendum

Eligibility Criteria, Performance Standards, Operating Guidelines and Technical Assistance, Resources and Services for New Mexico MainStreet Affiliate Communities for the Period Covering July 1, 2015 through June 30, 2017

I. Background

***Mission:** The New Mexico MainStreet Program fosters economic development in the state by supporting local MainStreet revitalization organizations and their local government partner and their work in downtowns and the adjacent neighborhoods. The Program provides resources, education, training and services that preserve and enhance the built environment, local historic culture and heritage and stimulate the economic vitality of each participating community (adopted March 10, 2006).*

New Mexico MainStreet (NMMS) is a designated "State Coordinating Program" of the National Main Street Center, Inc. (NMSC), a subsidiary of the National Trust for Historic Preservation. The New Mexico Economic Development Department (EDD) is licensed and accredited annually by NMSC to administer and manage the Main Street Center's registered trademark revitalization program in New Mexico, providing services, resources and technical assistance to help implement the *Main Street Four-Point Approach*® to local affiliates. NMMS fosters community economic development by supporting local MainStreet districts and neighborhood business district revitalization programs, projects and activities. NMMS provides community economic development support to local MainStreet non-profit organizations and their local governing body partners, to enhance economic vitality through local assets, businesses, culture and heritage. NMMS support is provided to village plazas, courthouse squares, and to traditional and historic town centers, neighborhood commercial districts, historic commercial corridors and downtowns of the participating community.

Local affiliates not maintaining the *MainStreet Four-Point Approach*® as their core principles and strategy for commercial district revitalization are not eligible to be a MainStreet affiliate. Local organizations are affiliated to the National Main Street Center, Inc. through NMMS as an official MainStreet project. A biennial Memorandum of Understanding (MOU) is required of each local MainStreet affiliate, by the New Mexico Economic Development Department. Main Street is an economic development partnership program between the local MainStreet organization, the municipality and/or county or tribal government and the NMMS program of the Economic Development Department. The services below will not be provided until all parties execute the MOU.

New Mexico MainStreet is delegated by state statute (NMSA 1978, 3-60B-1 to 3-60B-4), and through the Economic Development Department, to assist communities in building capacity in community economic development that creates jobs, supports commercial property owners, mitigates leakage, grows businesses, encourages entrepreneurs, benefits the local economy, and raises the quality of life for its residents. The NMMS Program was launched in 1984 and accepted its first affiliates. NMMS is responsible for coordinating and orchestrating resources, services, and professional technical assistance to its affiliates via several programs and initiatives. More specific details of those services and resources, documents and support materials may be found on the NMMS web site: www.nmmainstreet.org.

II. Eligibility Criteria

MainStreet is established as a public-private partnership dedicated to revitalization of traditional and/or historic commercial centers in New Mexico. This public-private partnership is comprised, at minimum, of the New Mexico MainStreet program (Economic Development Department), a local government partner (city, county or tribal government), and a non-profit revitalization organization or similarly-structured group of volunteers to lead and coordinate economic revitalization projects. Designation as a MainStreet community is through application to the NM MainStreet program and successful completion of a Readiness Assessment by the State. Communities accepted to the MainStreet program of supports may be designated under several classifications:

1. *Emerging Community*: As an Emerging Community this entrance phase for the local stakeholder group prepares the foundational work leading to a strong MainStreet organization, board and committees. There are no minimum population requirements to become an Emerging program leading to MainStreet designation. As legislative appropriation makes possible, aspiring communities submit a complete application during a prescribed application period (RFP published by NMMS). The application must include a resolution of support by a local government partner indicating philosophical and financial support. Finalists in the application process will receive a Readiness Assessment conducted by NMMS staff and consultants prior as part of the selection process for designation as an Emerging Community. During the Emerging Community phase, the stakeholder group will be primarily focused on organizational structure and leadership development based around the Four-Point Approach with coaching visits by professional staff and consultants to engage the stakeholder group into the work of each of the Four Points.
2. *MainStreet Start-Up Affiliate*: Communities/programs that have successfully completed operational and performance benchmarks of an Emerging Community (Section III) will receive an Interdisciplinary Resource Team visit to identify early initial projects in each of the Four Points. The organization then matriculates to the MainStreet Start-Up phase with specialized programming and resources from NMMS to launch the initial planning and economic development work of the new organization. There is a greater emphasis on initial, small but incremental economic development and design revitalization projects. Designation as a Start-Up program is based an annual performance assessment and recommendations by NMMS staff or consultants.

There are two pathways a MainStreet Start-Up program may graduate to, based on local organization capacity; MainStreet Partner Affiliate or State-Certified MainStreet Program.
3. *MainStreet Partner Affiliate*: Organization affiliates unable to meet the minimum staffing and budget requirements (Section III, Table 1) may be designated as a MainStreet Partner Affiliate. MainStreet Partner affiliates may access only one in-field technical assistance consultation in each of the Four Points annually. All trainings remain open to a MainStreet Partner organization. MainStreet Partner Programs are not eligible for MainStreet Capital Outlay resources and may not qualify for other state, federal and foundation grant programs available from NMMS partners. An organization which has met operational funding and staffing requirements may petition the NMMS office to be instated as a State-Certified MainStreet Program.
4. *State-Certified MainStreet Affiliate*: Affiliates that have completed operational and performance benchmarks for a Start-Up program (Section III) and are fully funded and staffed will be designated as a State-Certified program. A State-Certified MainStreet affiliate may access the full array of services available from NMMS or its partners, including up to two NMMS-provided technical assistance services in each of the Main Street Four Points each year. Designation as a State-Certified MainStreet program is based an annual performance assessment and recommendations by NMMS staff or consultants. Performance benchmarks are listed in Section III below. State-Certified MainStreet affiliates are awarded bonus points in competitive funding requests (Capital Outlay or NMMS-facilitated partner grants).
5. *Nationally Accredited MainStreet Affiliate*: Accreditation by the National Main Street Center recognizes achievement for high performing MainStreet programs. Participation in the National Accreditation review is optional, but only available to affiliates that have met all requirements for State-Certification (Section III). New Mexico MainStreet agrees to pay the National Main Street Center annual network membership fees on behalf of the local affiliate (required for National Accreditation). Nationally Accredited MainStreet

affiliates are awarded additional bonus points in competitive funding requests (Capital Outlay or NMMS-facilitated partner grants).

III. Performance Requirements and Operating Standards

A. Resolution of Support and Funding by the Local Government Partner (City Council, County or Tribal Commission)

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. The local MainStreet organization functions as a local economic development organization complementing the city and the county's efforts to sustain economic opportunities within the downtown district. The New Mexico MainStreet Program requires each affiliated community to have in place a biennial MOU with the Economic Development Department's MainStreet Program, the local governing body and the local MainStreet affiliate along with a resolution adopted by the local government partner for the term of this MOU stating its support and funding commitment to the local MainStreet affiliate. If the resolution is for only the first year of this MOU, then a new resolution by the governing body will need to be approved and delivered to the NMMS office prior to services from NMMS continuing into the second year of the two-year MOU cycle. **Failure to adopt such resolution of financial support will result in the suspension of the services provided by NMMS.** The annual funding commitment required of the local government partner is described in Table 1 below. The MainStreet affiliate is required to engage in fundraising and resource development activities needed to meet the minimum operational budget requirements for a State-Certified program.

Table 1: Budget and staffing requirements for MainStreet affiliates only (does not apply to Frontier Communities or Arts & Cultural districts).

	<i>Rural Community</i>	<i>Small Community</i>	<i>Mid-Size Community or Commercial Neighborhood</i>	<i>Large Community or Urban Program</i>
Population	< 5,000	5,001 - 15,000	15,001 - 50,000	> 50,000
Min. Operating Budget for State Certification	\$25,000	\$45,000	\$60,000	\$100,000+
Min. Operating Budget for Nat'l Accreditation	\$40,000	\$60,000		\$100,000+
Expected Contribution Local Gov't Partner	\$20,000	\$35,000	\$40,000	\$60,000
State-Certification Staffing Requirement (hrs/wk)	20	30		
Nat'l Accreditation Staffing Requirement (hrs/wk)	20	40		
Emerging Community Start-Up Affiliate	\$15,000 from local government; no staffing requirement			
MainStreet Partner	Budget/salary requirements same as for State-Certified programs			
	Communities unable to meet budget/staffing requirements			

*Note: operating at minimum budget/staffing benchmarks is usually not adequate to advance Four Point projects.

B. Participation Requirements for Local MainStreet Affiliates

The New Mexico MainStreet Program has established several tiers of participation for local MainStreet affiliates (see Section II, Eligibility Criteria). Maintaining a State-Certified or Nationally-Accredited Program can lead to

access to additional specialized technical support, incentive programs, and resources, and serves as a pre-requisite to apply for MainStreet Capital Outlay Funds and operations/project funding through NMMS Partners (MFA, NMFA, FundIt, and other federal, state and foundation grantors). Maintaining a State-Certified program also ensures access to scholarships and grants from the New Mexico Resiliency Alliance and its funding partners.

New Mexico MainStreet maintains a digital dashboard (www.nmmainstreet.org/dashboard/login.php) to track annual compliance filings and monitor progress toward state certification and national accreditation. Local MainStreet affiliates are responsible for uploading compliance and other required filings on an annual basis.

A local MainStreet affiliate of the New Mexico MainStreet Program (NMMS) of the Economic Development Department must meet or exceed the following requirements to maintain its State-Certified Standing:

1. *MOU*: The organization has a fully executed Memorandum of Understanding with the Economic Development Department.
2. *Contract/MOU/LOA with Local Government Partner*: It is highly recommended the local MainStreet affiliate have a separate annual contract for services with the municipality and/or county to do community economic development work within the designated district, outlining expectations of the municipality and clearly defined deliverables for its financial support of the local MainStreet affiliate. The organization will provide NMMS with a copy of the executed agreement annually.
3. *Registrations*: Local MainStreet affiliate non-profit organizations must maintain compliance with all annual registration and reporting requirements of the New Mexico Secretary of State's Corporations Bureau, the New Mexico Attorney General's Office (Charitable Organizations Division) and the United States Internal Revenue Service.
4. *Operational Budget*: The organization maintains the minimum required operating budget relevant to organizational stage and community size as per Table 1 (Section III.A of this addendum).
5. *Work Plan(s)*: The organization has a written annual action plan (or "work plan") adopted by the Board of Directors that reflects projects and activities implemented by MainStreet's committees or task squads in each of the areas of the *Main Street Four-Point Approach*®.
6. *Policies*: The organization has adopted, and abides by, the following organizational policies: a) Conflict of Interest policy, b) Records and Retention and Destruction policy, Whistleblower Protections policy, and d) Fiscal Controls/Financial Management policy.
7. *Disclosures*: All members of the Board of Directors or Steering Committee must sign an annual Conflict of Interest Disclosure statement in accordance with the adopted Conflict of Interest policy.
8. *Paid Professional Staff*: The MainStreet organization is expected to hire an Executive Director and provide him/her with a written job description, an annual staff work plan, and an annual job performance and salary review. The Executive Director must work a minimum of hours relevant to organizational stage and community size as per Table 1 (Section III.A of this addendum).
9. *Required Trainings*: The Executive Director who has attended *all three* locally produced NMMS Network Meetings (Winter/Summer Leadership Meetings, annual Building Creative Communities Conference) in the past calendar year. The organization's Executive Director has completed all required trainings (basic, intermediate and advanced) provided by NMMS or NMMS-affiliated training partners. An Executive Director must attend a National Main Street Conference at least once every four years of their tenure. The organization, through reimbursement or other schedule of payment, assumes the costs of participation in all required trainings attended by the Executive Director.
10. *Board President Participation*: The organization Board President (or Chairperson) attends, at minimum, one NMMS Network Leadership meeting per year - preferably the annual meeting, the Winter Network Leadership Meeting. An organizational representative shall attend the National Main Street Conference at least once every four years.
11. *Compliance Reporting*: The organization files, in a timely manner, all compliance and other related documents to the NMMS digital dashboard (www.nmmainstreet.org/dashboard/login.php) in advance of the annual site visit and performance review. These include updated registration for NM Secretary of State and NM Attorney General, IRS Form 990 reports, and Conflict of Interest disclosures.

12. *Quarterly Economic 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:
 - The First Quarter Report covering July 1st through September 30th **is due October 10th**;
 - The Second Quarter Report covering October 1st through December 31st **is due December 10th**;
 - The Third Quarter Report covering January 1st through March 31 **is due April 10th**; and
 - The Fourth Quarter covering April 1st through June 30th and **is due June 10th**.
13. *Annual Performance Reviews:* Staff and Board members of the organization participate in an annual performance review that includes submission of physical and/or electronic surveys (budget and salary survey, annual self-assessment survey) and attendance at on-site review visits performed by NMMS staff and/or Program Associates.
14. *Leader Contact Information:* The local MainStreet organization will furnish and update contact information for the local program office, Executive Director, president, board members and committee chairs. The local MainStreet affiliate will provide updated contact information to NMMS when any changes occur. NMMS publishes a directory of affiliate organizations quarterly with updated contact information on the NMMS web site.

C. Additional Operating Guidelines and Standards

1. *MainStreet Partner Program Designation:* Local MainStreet affiliates that have advanced beyond Emerging or Start-Up designations but are unable to meet staffing and operational budget requirements of State-Certified programs for more than a year may be assigned the MainStreet Partner Program designation until such time as the organization can meet all required benchmarks established for State-Certified programs. Local organizations designated "inactive" for more than one year may be required by the National Main Street Center, Inc. to cease using the trademarked "Main Street" name in their operations.
2. *National Accreditation:* Consideration for accreditation by the National Main Street Center applies only to those local MainStreet affiliates meeting all State-Certification requirements. National Accreditation is based on the Ten Standards of Performance established by the National Main Street Center indicating the local MainStreet affiliate:
 - Has broad-based community and public-private sector support for the commercial district revitalization process:
 - Has vision and mission statements relevant to community conditions and affiliate organizational stage
 - Has, and follows, a comprehensive Main Street work plan each year
 - Maintains a historic preservation ethic
 - Has an active board of directors and committees
 - Maintains an adequate operating budget
 - Had a paid professional Executive Director
 - Conducts a program of ongoing training for staff and volunteers
 - Monitors and reports key statistics
 - Is a current member of the National Main Street Center network
3. *Trainings and Capacity Building Institutes:* The MainStreet Executive Director or appropriate staff should attend NMMS intermediate Institute trainings to build their skills and knowledge. Committee Chairs are encouraged to attend their corresponding Main Street Four-Point Approach® Institute. Additionally, the board president, members of the board of directors, and other organization leaders should attend NMMS training and networking events. Minimum training requirements for Executive Directors include:
 - New Director Orientation/MainStreet Four-Point Approach®
 - Nonprofit Management
 - Project and Event Management

- Time Management
- Volunteer Recruitment and Development
- Fundraising Institute (3 days)
- Grant Writing Institute (4 days)
- Network Leadership Meetings (2x/year)
- Building Creative Communities Conference (1x/year)
- National Main Street Center Conference (once during tenure)

The local affiliate Board President must fully attend one of the following each year: NMMS network leadership meeting (winter or summer), Building Creative Communities conference or the National Main Street Center conference.

4. *Annual Report*: The local MainStreet organization will develop articles and images for the NMMS, monthly e-newsletter, Annual Report and the NMMS web site.
5. *NMMS Awards*: The local MainStreet organization will work with NMMS to nominate and select award recipients to celebrate local MainStreet Projects' successes across New Mexico.
6. *Updated Copies of Amended By-Laws and Articles of Incorporation*: Upon revision to the local MainStreet affiliate's operational by-laws and/or amendment of its Articles of Incorporation, the local organization will provide NMMS with updated copies of these documents preferably in electronic format.
7. *Executive Director Hiring*: A NMMS staff member is available to assist the local affiliates hiring committee to review and make suggestions for job description, evaluation criteria, resume review, and final interview. They will not vote on selection of candidates.
8. *State-Certified Executive Director*: Executive Directors who complete additional training requirements qualify as a State-Certified Executive Director. Local affiliates with a State-Certified Executive Director receive additional paid registrations for the National Main Street Center, Inc. annual conference and bonus points towards competitive grants offered by NMMS or its partners (see *Table 2*). In addition to basic training requirements listed in item #3 above, Certified Executive Directors must meet complete **annual** maintenance requirements, including:
 - A. Attendance at one intermediate training/seminar:
 - ✓ Building Creative Communities Conference
 - ✓ New Mexico Heritage Preservation Alliance Conference
 - ✓ New Mexico Infrastructure Conference
 - ✓ New Mexico Governor's Conference on Tourism
 - ✓ A MainStreet Institute (other than those required)
 - ✓ A comparable conference or training (prior approval required)
 - ✓ Attend a National Main Street Center conference at least once every four years of their tenure
 - B. Attendance at one advanced training:
 - ✓ Building Creative Communities conference (can serve as an intermediate or advanced but not both in the same year)
 - ✓ National Main Street Center conference (Spring)
 - ✓ National Trust for Historic Preservation conference (Fall)
 - ✓ American Institute of Architects national conference
 - ✓ American Planning Association national conference
 - ✓ Urban Land Institute national conference
 - ✓ Economic Developer's Course (one time)
 - ✓ A comparable conference or training (prior approval required)

D. Failure to Meet Participation Responsibilities

If the NMMS Director determines that the local affiliate cannot meet its participation responsibilities or does not follow the Main Street Four-Point Approach®, NMMS may re-designate the affiliate as a MainStreet Partner Program or suspend services to the local affiliate. NMMS will work in good faith with the local affiliate to help it regain its status as a State-Certified MainStreet Program. Inactive status for more than one year will result in termination of the MOU among all parties through a letter of notification by the Economic Development Department. Upon cancellation of this MOU, NMMS will no longer provide services to the affiliate or the municipality. The disqualified municipality will no longer be eligible for MainStreet Capital Outlay or other NMMS-coordinated funding and the affiliate may be prohibited from using the Main Street name, which is a trademark of the National Main Street Center, Inc.

IV. Resources Provided by New Mexico MainStreet

New Mexico MainStreet provides a variety of resources to designated affiliate communities including access to professional technical assistance, revitalization supports, networking and education as described in the following pages:

A. 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 affiliate may request on-site, email, and/or telephone consultation(s) from NMMS. Access to Technical Assistance is initiated through submission of a Service Request Form to the NMMS Director. Upon receiving the service request, the NMMS Director will assign the appropriate Program Associate(s) to coordinate design and delivery of services, on-site visits and/or other communications. Service request forms, along with descriptions of available services are available online at: nmmainstreet.org/resources.php.

Technical Assistance Services include, but are not limited to:

1. *Organization*: Organizational development consultants provide facilitation in strategic planning, visioning and mission statements, work plan development, fundraising, leadership and volunteer development, succession planning, non-profit management, committee training, staff training, and continuous quality improvement of the program.
2. *Marketing and Promotion*: Promotions, Marketing and Graphic Design specialists offer assistance with image development and branding, marketing strategies, logo design, promotional and collateral materials development, events planning, visual merchandising, media relationships, online/social media, publicity and advertising.
3. *Economic Positioning*: Economists and business development specialists provide technical assistance and training in market analysis, business strengthening and recruitment, real estate development, economic development incentives, revitalization financing tools, and monitoring program progress and impacts.
4. *Building Design*: Architects and Planners provide conceptual design services for façade improvements, floor plans, parking, landscape, signage and interior improvements. Each local program is eligible to receive architectural services for two design projects per year.
5. *Design Intensives*: Specialized, local volunteer-driven, on-site design intensives are offered by the NMMS Design Team to an affiliate organization on a one time basis and through application in the following areas; MainStreet Interiors, MainStreet Façade Squad, MainStreet Placemaking. See the NMMS web site for further information on these initiatives.
6. *Planning and Historic Preservation*: Planners and design professionals provide assistance in “placemaking,” historic preservation, community-based planning processes, streetscape design, vehicular and pedestrian circulation enhancements, parks, way-finding design, district master planning, metropolitan redevelopment plans, urban planning, and zoning.

7. *Arts & Cultural Resources Development:* Cultural Resource consultants, in partnership with staff and consultants from New Mexico Arts, offer technical assistance and services related to protection, development and promotion of arts and cultural resources to enhance local creative economy initiatives.

B. Trainings, Institutes, Workshops, and Conferences

1. *Leadership Orientation:* NMMS provides leadership orientation for MainStreet Executive Directors, Presidents and board members on coordinating, managing, guiding and building capacity, resiliency and sustainability of the MainStreet non-profit organization.
2. *Organization Orientation:* NMMS provides basic orientation on the Main Street Four-Point Approach® for local affiliate staff, new board and committee members, and other interested members of the community.
3. *Board Development:* At the request of the local organization, NMMS provides board facilitation services 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 and Task Force Development:* At the request of the chair, NMMS provides an orientation session for committees and task squads, including roles and responsibilities and work plan development.
5. *Network Meetings:* Two times per year, NMMS provides Leadership Network Meetings with educational sessions and networking events. The Executive Director is required to attend the Network meetings on behalf of the board. The board is expected to budget adequately for travel, food and lodging for the Executive Director's expenses.
6. *Workshops and Institutes:* Annually, NMMS identifies opportunities for intermediate and advanced-level trainings in specific areas of the Main Street Four-Point Approach® to strengthen and build skills for organizational and municipal leaders and partnering organizations. Workshops and Capacity-Building Institutes will be provided at low or no cost for Presidents, board members, committee chairs, committee members, executive directors and other organization leaders. Intermediate level workshops include a four part series on Grant Writing and a three part series on Non-Profit Fundraising for local MainStreet leaders.
7. *Online trainings:* From time to time, NMMS will provide webinars, videos or other online training opportunities to build capacity of staff, community leaders and affiliate volunteers in support of the district revitalization.
8. *Building Creative Communities Conference:* In November of each year, this statewide interagency conference is convened for the purpose of sharing knowledge, best practices and developing cross-sector partnerships that integrate Arts, Historic Preservation, Tourism and Economic Development activities in New Mexico. The conference is implemented by the New Mexico MainStreet program (Economic Development Department) in partnership with NM Arts and the Historic Preservation Division of the Cultural Affairs Department. The Building Creative Communities conference, like the National Main Streets Conference, is considered an advanced training for MainStreet professionals and board members.
9. *National Main Streets Conference:* Annually, NMMS provides the cost of one (1) base registration fee (\$375.00) to help each local New Mexico MainStreet Executive Director to attend the National Main Streets Conference sponsored by the National Main Street Center, Inc. Local affiliates meeting all annual performance standards for National Accreditation by the National Main Street Center are provided one (1) additional registration to the National Main Streets Conference, preferably for attendance by a member of the Board of Directors from the local affiliate. Affiliates with a State-Certified MainStreet Director also receive one (1) additional paid registration. Maximum of two (2) paid registrations per affiliate each year.

C. Other Resources

New Mexico MainStreet provides a variety of resources to assist local communities and affiliates with the revitalization of their traditional or historic commercial district. These include:

1. *Information and Networking:* Through regular email, list serves, mailings, websites 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 organization's MainStreet efforts.

2. *Orientation and Training Materials:* NMMS provides local programs with a variety of downloadable materials to help train boards of directors and committees in the comprehensive Main Street Four-Point Approach® to revitalization (see www.nmmainstreet.org).
3. *Marketing:* NMMS through the Economic Development Department provides marketing of the State Program and its services through its website www.goNM.biz. NMMS also markets local initiatives through its websites (www.nmmainstreet.org, www.offtheroadnm.org), Facebook page, e-newsletters and other social media.
4. *Resource Team Service:* Start-Up MainStreet and Arts & Cultural districts receive a Resource Team visit by a group of specialists that look closely at the districts' needs and opportunities and to recommend a series of activities and that will provide a "blueprint" to guide revitalization projects and activities for roughly a period of three to five years. Secondly, the team also recommends organizational improvements that will help the local MainStreet team accomplish its work.
5. *Certification Program for Executive Directors:* Executive Directors seeking to develop a professional career path within MainStreet may apply for the State-Certification program. Upon successful completion of the basic, intermediate and advance trainings, Directors receive status as a State-Certified Executive Director. Local affiliates that maintain a State-Certified Executive Director shall receive bonus points in scoring of competitive grants for Capital Outlay funds and partner grants and shall also receive a second paid registration to the National Main Street Conference (see Section IV.A.9 of this addendum).
6. *Accreditation as a National Main Street Program by the National Main Street Center, Inc:* Accreditation by the National Main Street Center recognizes achievement for high performing MainStreet programs and is an important benchmark in the success of the organization. This prestigious designation can be showcased in public relations, volunteer/partner development and fundraising efforts to yield greater success. Participation in the National Accreditation review is optional, and local MainStreet programs notify NMMS each year of their intent to seek National Accreditation. An annual accreditation review requires a slightly more comprehensive assessment of the program's accomplishments under the Main Street Four-Point Approach® for the previous calendar year; the NMMS director prepares recommendations for the National Main Street Center in the first quarter of each year, based on the performance of the previous calendar year. National Accreditation is also contingent upon meeting all State Certification requirements identified in the preceding section.

National Accreditation is based on achievement under the Ten Standards of Performance indicating that the organization:

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

The National Main Street Center has established minimum benchmarks for staffing and operating budgets as listed in Table 1 of the addendum.

7. *National Main Street Network Membership:* The state program pays each local organization's annual network fee (\$350.00 annually for each local MainStreet affiliate) to the National 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 NMSC website, and member rates on publications.

8. *MainStreet Capital Outlay Program:* NMMS Start-up and State Certified Communities are eligible to apply for funds for economic development capital outlay and physical infrastructure projects from the MainStreet Capital Outlay fund, as funds are available through the State Legislature. The Economic Development Department works with the State Legislature and Governor to appropriate Capital Outlay for other MainStreet Programs including the Arts & Cultural Districts, Frontier Communities Initiative, and the Historic Theaters Initiative. Capital Outlay grant awards are awarded via RFP and competitive proposals. Applicant communities may be eligible for bonus points in capital outlay grant requests according to the information listed in *Table 2* below.
9. *MainStreet Partnership Grants and Resources:* New Mexico MainStreet works closely with two other statewide partnering organizations that share a common vision, the New Mexico Coalition of MainStreet Communities (NMCMS) and the New Mexico Resiliency Alliance (NMRA), forming the *New Mexico MainStreet Partnership*. The *New Mexico MainStreet Partnership* remains strongly committed to the Main Street Four-Point Approach® as its guiding framework. Together, the Partnership works in a strong, inclusive, proactive, and collaborative manner to achieve the goals of preserving, empowering, investing in, and revitalizing New Mexico's MainStreet Districts, Arts & Cultural districts and Frontier Community projects.

The New Mexico MainStreet Partnership Vision: MainStreet in New Mexico is a highly visible, respected, credible grassroots community economic development program that is recognized for its ability to support local initiatives to restore economic vitality and growth to the state's town centers while preserving local cultural and historic resources. The program is recognized for its ability to foster a sense of community pride, improve quality of life, encourage the growth of small businesses and local employment, and preserve the communities' heritage. Working together, the Partnership will continue to successfully advocate for and secure funding from public and private sources, thereby ensuring sustainability of our state and local MainStreet programs. The MainStreet Partnership is the driving force of a premier movement that brings renewed life to New Mexico's communities.

Depending on funding and eligibility, local affiliates may access educational offerings, grants and other financial resources provided by the New Mexico Resiliency Alliance or the New Mexico Coalition of MainStreet Communities. By application, the NMRA may provide small grants to NMMS affiliates to support capacity development and projects. Eligibility requirements are established by the NMRA and its funding partners. For more information on the partner organizations and services, go to www.nmmainstreet.org.

Table 2: Summary of resources provided annually to MainStreet, ACD and Frontier Community affiliates

	Emerging MainStreet Community	MainStreet Partner Affiliate	MS/ACD Start-Up Affiliate	State Certified Affiliate	Nationally Accredited Affiliate	State Certified Director	Frontier Community	Arts & Cultural District or Compound
Resource Team Service			Provided as part of transition to Start-Up					Provided during initial year of designation
Four Points Technical Assistance Services	Bi-monthly coaching sessions in 1st year	1/year, plus Organizational supports	2 per point (Design, EP, Promotions, Organization), up to 8/year				Only 1 project/year	2 per point (Design, EP, Promotions, Organization), up to 8/year
Access to Capital Outlay resources	No	No	Yes, by application+5 bonus pts if project on local gov't ICIP plan;	Yes, by application; +5 bonus pts if state certified, +5 bonus pts if nationally accredited, +5 bonus pts if project on local gov't ICIP plan		+5 bonus pts. for affiliates with State-Certified director	Yes, by application. +5 bonus pts if project on local gov't ICIP plan;	Yes, by application. +5 bonus pts if project on local gov't ICIP plan;
Registration, National Main Street Center Conference	1 free registration/year paid by NMMS				+1 additional	+1 additional		
Registration, Network Leadership Meetings (2x/year)	Free registration for staff and board members; Arts & Cultural District leadership invited to separate ACD semi-annual network meetings. Nominal fee for ancillary costs (meals, etc).							
Registration, NM Building Creative Communities Conference	Limited number of registrations via scholarship by NMMS partners (NM Resiliency Alliance or other partner), depending on availability of funding. Requires application to NMMS.							
Registration, NMMS Prof. Development and Capacity Building Trainings	Free to all NMMS affiliates							
Registration, NMMS Online trainings and resources	Free to all NMMS affiliates and partners at no cost							
Registration, Specialized Institutes and Intensives	Provided at minimal cost, depending on institute							
Training for Director Certification	Free for MainStreet affiliate staff						N/A	
Affiliate Performance Reviews	Annually							
Partner grants (via NM Resiliency Alliance)	N/A	Yes, depending on availability of funds. Eligibility criteria and applications guidelines established by NMRA in partnership with NMMS.						
Membership, Nat'l Main Street Center Network	Paid by New Mexico MainStreet						N/A	
List serves, marketing services and newsletters	Free to all MainStreet affiliates							

SUSANA MARTINEZ
GOVERNOR

JON BARELA
CABINET SECRETARY



May 15, 2015

Craig Buchanan, President
Downtown Las Cruces Partnership
US Bank
277 East Amador
Las Cruces, NM 88001

Dear Mr. Buchanan:

Enclosed is the biennial Memorandum of Understanding with the Economic Development Department's MainStreet Program for the Downtown Las Cruces Partnership MainStreet program. Please read it thoroughly with the board before executing and working with the City to have them sign and adopt a resolution of financial support.

Both the fully executed document and the City resolution of support are required to renew affiliation with the state's MainStreet program. The Department will need to receive those documents prior to July 1, 2015.

We look forward to two more years of successful economic development together.

Do make a copy for you and a copy for the City for your files and future reference. The fully executed MOU should be returned to:

New Mexico MainStreet
Economic Development Department
PO Box 20003
Santa Fe, NM 87504-5003

If you have questions do give me a call and we would be happy to assist.

Sincerely,

Rich Williams, Director of New Mexico MainStreet
Coordinator of State Arts & Cultural Districts
505-827-0168