



City of Las Cruces[®]

PEOPLE HELPING PEOPLE

COUNCIL WORK SESSION SUMMARY ROUTING SLIP

Meeting Date March 14, 2016

TITLE: DOWNTOWN PARTNERS COUNCIL UPDATE

- Are there attachments to the Council Work Session Summary? Yes No
- Will there be a Video Presentation for this item? Yes No
- Will there be a PowerPoint Presentation for this item? Yes No
- If "yes", will a copy of the PowerPoint Presentation be included on the Council Work Session Agenda? Yes No

DEPARTMENT / ORGANIZATION	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact		3048	3/2/16
Department Director		X-3067	3-2-16
Other			
Assistant City Manager/CAO (if applicable)			
Assistant City Manager/COO (if applicable)			3/4/16
City Manager			3/7/16



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Council Work Session Summary

Meeting Date: March 14, 2016

TITLE: DOWNTOWN PARTNERS COUNCIL UPDATE

PURPOSE(S) OF DISCUSSION:

- Inform/Update
- Direction/Guidance
- Legislative Development/Policy

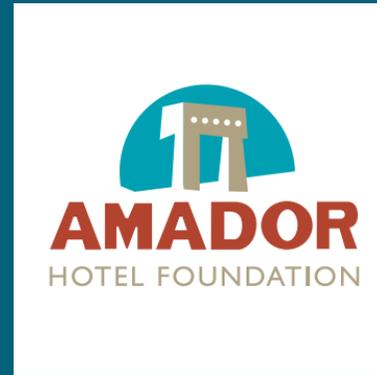
BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The City of Las Cruces has formal relationships with four downtown non-profit organizations: Amador Hotel Foundation, Downtown Las Cruces Partnership, Doña Ana Arts Council, and Farmers and Crafts Market of Las Cruces. A representative from each organization will provide a brief update on their 2015 activities.

SUPPORT INFORMATION:

1. Attachment "A", Amador Hotel Foundation presentation.
2. Attachment "B", Downtown Las Cruces Partnership presentation.
3. Attachment "C", Farmers and Crafts Market of Las Cruces presentation.

Highlights of the Amador Hotel Foundation



or

Why the Amador Ghosts are Dancing



✓ **NM Legislative Capital
Outlays**

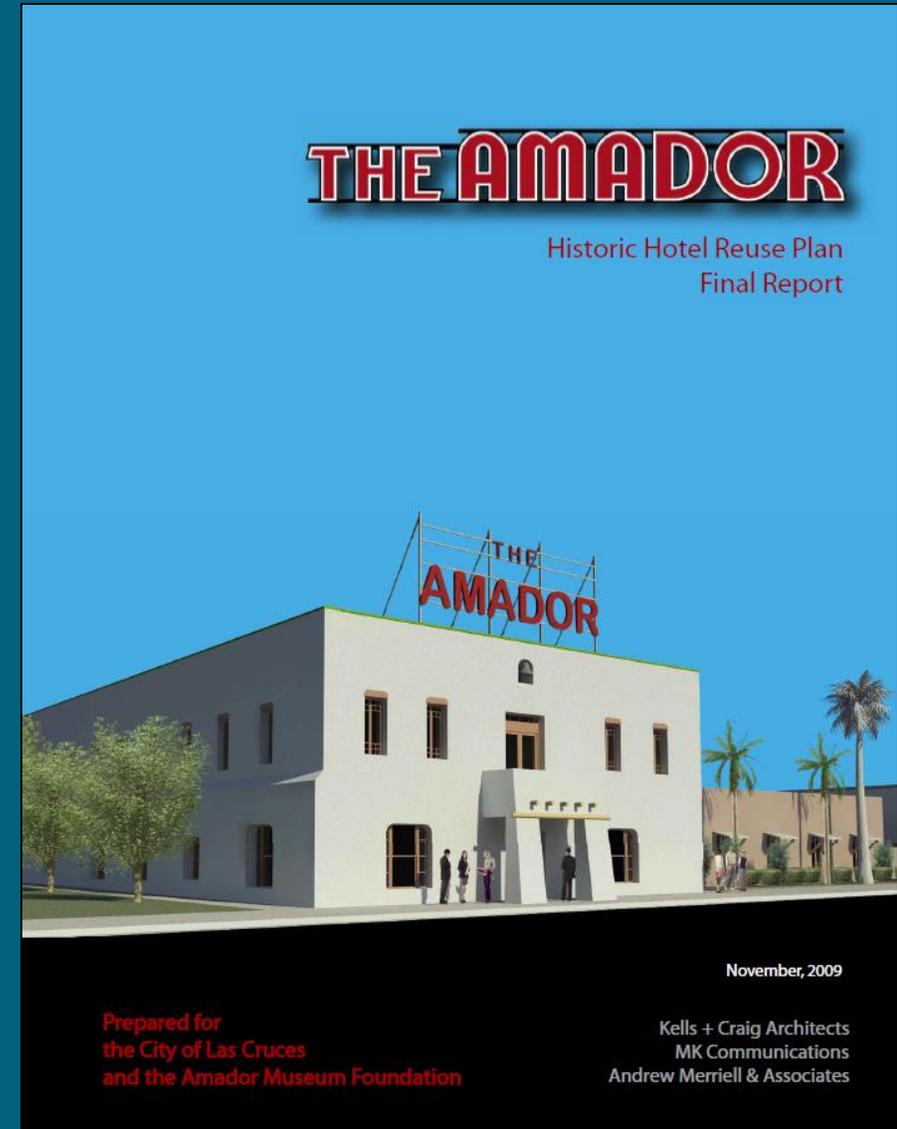
✓ **Foundation Activities**

✓ **Restoration Progress**

2007 New Mexico Legislative Capital Outlay

\$160,000

- CLC hired Kells + Craig Architects to conduct an adaptive re-use study
- Presented final report to City Council March 2009
- City Council voted unanimously for Option 3 to adapt the historic building to serve as a small event center, with a bar and restaurant



2015 New Mexico Legislative Capital Outlay



\$195,000

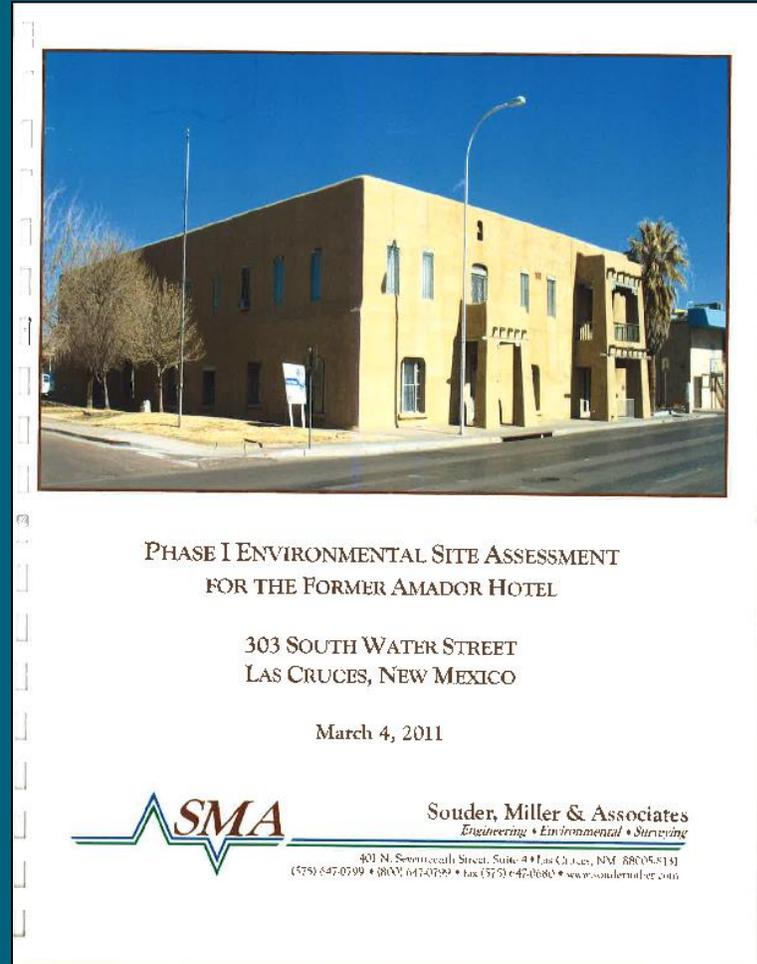
- Columns in the Main Lobby
 - Repair
 - Replacement

2016 New Mexico Legislative Capital Outlay

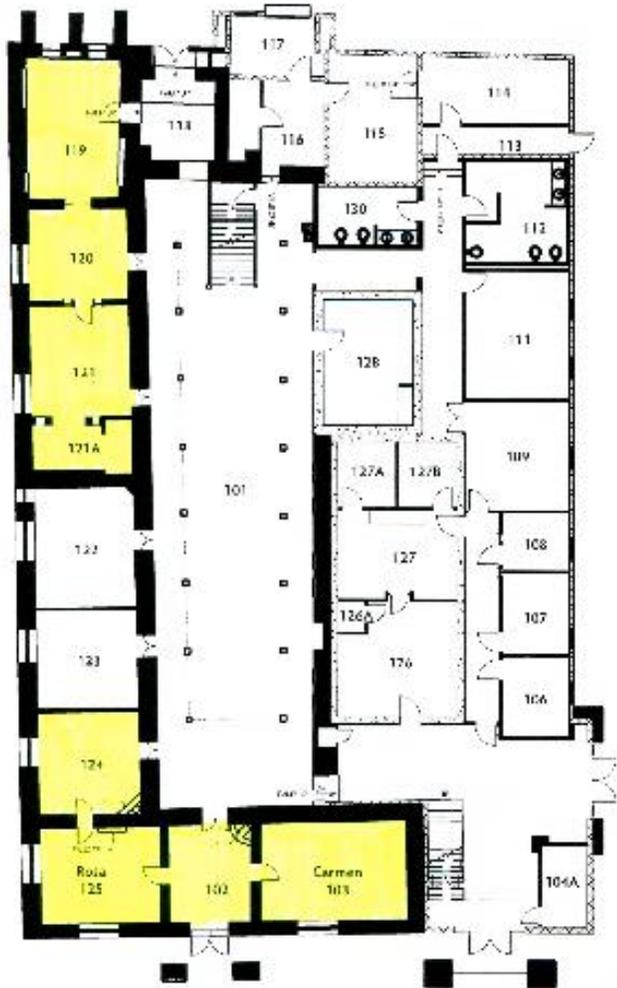
\$100,000

- Asbestos remediation

❖ Awards total
\$455,000



Foundation Fundraising



EXISTING FIRST FLOOR PLAN

- *Sponsored Rooms*
- *New Mexico MainStreet Program RFP*, State of New Mexico, Department of Economic Development
- *National Endowment of the Humanities Grant* in support of programming for *Latino Americans: 500 Years of History*

15-16 April 2016 PLEASE SAVE THE DATES 15-16 April 2016

ALA American Library Association

LATINO AMERICANS 500 YEARS OF HISTORY

50th HUMANITIES

Remembering the Amadors (2:00 pm Fri)
Dr. Terry Reynolds

The Pioneering Families of the Nestor Armijo House (3:30 pm Fri)
Eric Liefeld

Cornerstones Celebrates 30 Years of Partnerships to Preserve SW Heritage (11:30 am Sat)
Jake Barrow

Community Resiliency: New Mexico's Adobe Tradition in a Modern Context (1:00 pm Sat)
Francisco Uviña

Latino Americans: 500 Years of History has been made possible through a grant from the National Endowment for the Humanities and the American Library Association.

MESILLA VALLEY PRESERVATION, INC.

AMADOR HOTEL FOUNDATION

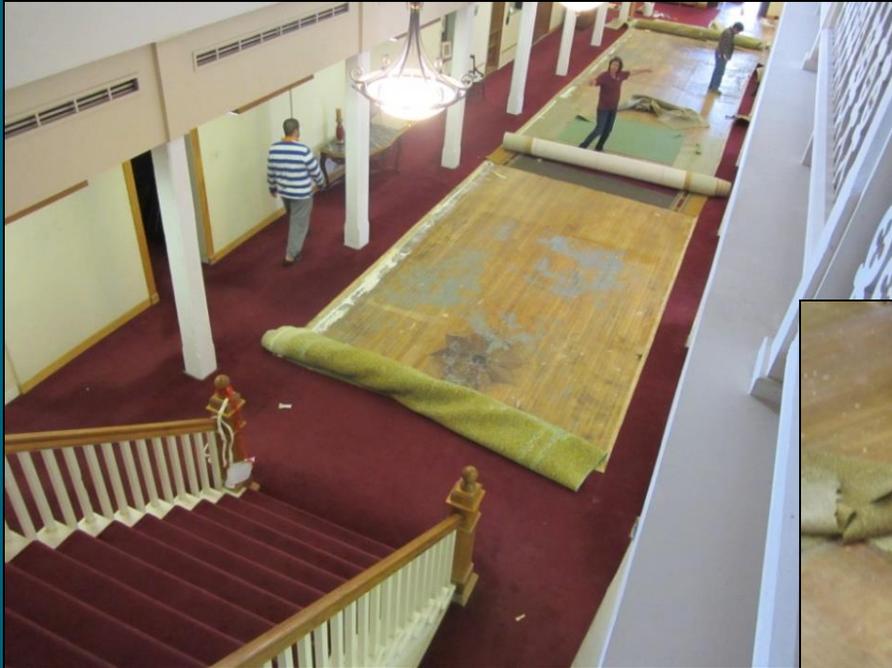
Cornerstones

15-16 April 2016 FREE LECTURES 15-16 April 2016

Restoration Progress

Saturday, February
13, 2016

Removal of lobby
carpeting by AHF
Board members



Discovered a total
of three rosettes on
the lobby floor
when expected to
find only one





Discovered electrical outlets into
which lamps would have been
plugged



Unexpected border design
running around entire inside
perimeter of the lobby columns

The Amador Ghosts are dancing on their favorite floor once again!



Downtown Las Cruces Partnership

An Evolving Organization

Organizational Scope

- Office Management
- Organizational Oversight
- Newsletter/Outreach
- Social Media
- Traditional Media
- Downtown Business Breakfasts
- Cash Mobs
- Heart of Las Cruces App
- Board Development
- Wayfinding
- ACD
- Historic Preservation
- Neighborhood Integration
- Website/Branding
- Business Attraction & Placement
- Developer Relations
- NMMS Trainings
- Special Events
- MicroLoans
- Public Speaking
- City Liaison
- NMMS Service Requests (Economic Incentives)
- Grant Writing & Capital Outlay Requests
- Placemaking

Certifications

- State Certified Organization
- Certified Executive Director in April of 2016
 - Grant Writing
 - Time Management
 - Event Management
 - Non-Profit Management
 - Volunteer Management
 - Fundraising
- National Certification Potential
- New Mexico Economic Development Course 2015

Renewed Focus on Economic Vitality

Economic
Vitality

Design

Promotion

Organization



A New Look



A New Website

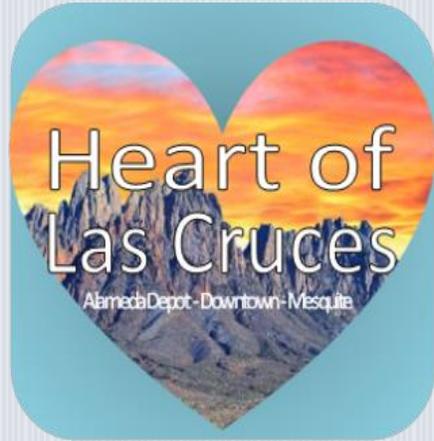


- About Us
- About the Community
- Doing Business Downtown
- Business Directory
- Blog
- FAQs

Expansion of Existing Programs



New Programs



Mas Art Cash Mob
February 24, 2016



Run Culture Cash Mob
September 23, 2015

- Downtown Promotions App
- Cash mobs providing revenue influx for existing downtown retailers

The Next 4 Years



Farmers' & Crafts Market of Las Cruces End of Year - 2015

Compiled by Duane Mosley, Market Manager

We had successful board elections, nominating new members and seeing some returning members to the Board. Our bylaws went through a significant update. One of the biggest changes was the minimum board member numbers. We previously had a minimum of 11 and a maximum of 15. We now have a maximum of nine. Some other changes were made, mostly to dates that were too specific, creating impediments, especially during new board transitions. A copy of our new bylaws can be provided upon request.

Our finances are very stable. In 2015 we brought in \$105,956.78. These numbers include payment from grants that totaled \$14,246.78. We also saw an increase in temporary voucher sales, nearly doubling our sales from the previous year, 1148 in 2015 as compared to 626 in 2014. This shows we have more participation and a stable, growing vendor base. Overall, vendor-based income was up by \$2,787.00

Per our lease, we have a requirement to spend \$2,000 per month in advertising. In 2015 our actual expenditures equated to \$24,274.90, while the value of the advertising actually equated to \$29,264.90. We were able to do this through partnerships with advertisers, amplifying our advertising reach and minimizing our cost by working together. We continue to distribute our tri-fold brochures with vendors anytime they need something for handout whenever they travel. Those brochures also included merchants on the back cover for general Main Street Promotion. Once the current batch is exhausted we will update with new merchants and logos.

We have found great value in radio advertising. We have converted over to BravoMic and have been very happy with them.

Our digital outreach continues to be extremely useful also. Our facebook has doubled in followers over the last year with 8,470 likes. Our instagram also sees reasonable interest. Our twitter feed is the least engaged by the public.

Our community outreach continued throughout 2015. We did a number of food drive initiatives for Casa de Peregrinos and Roadrunner Food Bank. We also worked closely with Cowboys for Cancer for the Market's first Pink Out in October. It was highly successful and we have a number of vendors who went all out to "Pink their Booth".

Our WIC and EBT Programs are also going strong. We were first in the state again for WIC check reception and food distribution to those groups in need. We had \$76,025 in checks come through. Those include WIC and Senior Food Program checks.

Our EBT program is also highly successful. In 2014 we distributed \$10,290 in SNAP tokens. In 2015 we saw the introduction of the Double Up Food Bucks program. This program, backed by the State of New Mexico, allowed for \$400,000 in funds to be used to double the dollars of SNAP recipients in the Market SNAP program. Essentially, if someone pulls out \$40 in money off their SNAP/EBT card, they have the option to double it, and receive another \$40 of tokens specifically for produce. This allows them to buy more fresh food, produce, fresh baked goods, local honey, etc. Before the program began in June of 2015, we had distributed \$4,468 in funds. Since the program began we have distributed another \$14,738.00 in normal tokens and \$14,531.00 Double Up Tokens. Thanks to this program increasing interest and food access, our yearly totals for EBT distribution are \$33,737. That's an amazing increase of \$23,447.00.

Finally, our special events, above and beyond the Market, continued to do really well. Our Evening markets remained popular throughout the season. We did start to see a bit of a drop off towards the end in both customer and vendor interest, though taking an extended break from them in October to build interest for the Halloween-themed Market helped. Our other special events went really well also. The 2nd annual Santa Dash we did in partnership with Run Culture was a nice addition to our Last Minute Market and we will continue to work with them.

Main Street Bistro and Downtown Florist have both proven to be invaluable partners on Main Street, stepping up and happily working with us for a number of special events during Market. We are grateful for all of our Main Street Merchants and look forward to the growth of retail to help maintain vibrancy of downtown throughout the week.