



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES

TECHNICAL ASSISTANCE SERVICE LIST (OPTIONAL)

www.nmmainstreet.org | (505) 827-0143 | info@NMMainstreet.org

Below are some of the potential technical assistance services available to you. You are encouraged to reach out to Revitalization Specialists to develop a technical assistance request tailored to your individual community needs. You can use this list as an internal worksheet to help plan projects for your organization.

If you have questions about these services, contact: [Daniel Gutierrez](#), [Lucas Pedraza](#) or NMMS's Revitalization Specialists.

Contents: Design, Economic Vitality, Organization, Promotion

Design

Buildings

- Additions
- Façade and Storefront Design
- Floor Plans
- Lighting – Exterior and Interior
- Signage Improvements & Design
- Site Design
- Space Planning - General Massing Studies
- Technical Consulting
- Window & Store Displays - General Merchandising

Committee Development

- Committee Work Plans
- Introductory Design Training
- On-Site Committee Training

Historic Preservation

- Adaptive Reuse
- Architectural Design Guidelines
- Building Rehabilitation
- Certified Local Government
- Context Sensitive Design –Additions & Alterations
- Historic Building/District Nomination to State & National Registries
- Historic Building/District Survey
- Historic Overlay Zones
- Historic Property Assessment
- Historic Tax Credit

- Training

Landscape Architecture and Urban Design

- Community Engagement Strategies/Participatory Design
- Conceptual Site and Landscape Plans (streetscapes, parks, play areas, trails, plazas, parking lots, market areas, murals, bus stops)
- Design Consultant Coordination/Oversight
- Phased Site/Campus Master Plans
- Preliminary Construction Cost Estimating
- Request for Proposal (RFP) Development
- Temporary “Pop Up” Installations
- Tree Risk Assessment
- Wayfinding System Design

Urban Planning

- Metropolitan Redevelopment Area (MRA) Designation Plans
- MRA Implementation
- Urban Forest Management Planning

Economic Vitality

Business Coaching and Support

- Assist MainStreet Businesses in Drafting Business Plans and Finding Financing Options (note: only where business planning services are not available or are hard to access)
- Present on Topics of Interest to Business Owners
- Work with Individual MainStreet Businesses on Accessing Resources, Drafting Action Plans, and Providing Accountability in Working Towards Completing Those Plans
- Increase Capability in Addressing the Issues of Businesses in the MainStreet District

Committee Development

- Committee Work Plans
- Introductory Economic Vitality Training
- On-Site Committee Training

Community Data Collection & Reporting

- Assist in Connecting MainStreet Organizations to Statewide Resources
- Environment Scan and Ecosystem Mapping by Sector or for the Community/District
- Run Reports and Provide Analysis on Leakage, Population, GRT, Spending, etc. for the District
- Develop and Implement Data Collection Methods

Creative and Cultural Planning

- ACD Coordinating Council Training
- Artist Residency Program Development
- Artist Support, Environment Assessment and Strategic Planning
- Arts and Cultural District Planning
- Creative and Cultural asset inventory or mapping
- Creative Cluster Development
- Creative Economy Assessment
- Creative Entrepreneur Development
- Creative Partnership Development
- Cultural Activation of Public Spaces
- Cultural Placemaking
- Cultural Planning
- Cultural Programming Development
- Cultural Tourism Development
- Experiential Economy Assessment and Development

- Historical and Cultural Asset Assessment
- Participatory Community Engagement
- Visioning

Economic Transformation Strategic Planning

- Facilitate Strategic Planning Sessions Using the Strategy Design Canvas and the Overbrook Software Suite for Decision Tracking, Knowledge Retention, and Implementation Support
- Facilitate Support Sessions to Update, Revise, or Supplement Existing ETS work

Economic Vitality Program Creation & Support

- Curriculum Design for Entrepreneur and/or Industry Specific Programming
- Develop EV Program Suite Based on Community Interests/Needs
- Facilitate Community Working Groups to Design Programs for Economic Vitality
- Feasibility Studies & Program Startup Plans for Entrepreneur Support Centers including Coworking, Startup Accelerators, Business Incubators, Entrepreneurship/Innovation Bootcamps, etc.
- Start Business Outreach/Business Retention & Expansion (BRE) Program
- Startup & Entrepreneur Specific Community and Ecosystem Building Event Design and Implementation
- Work with Existing EV/Economic Development Programs to Refresh, Reengage Clients, Members, and Stakeholder, and Redesign Offerings and Overall Program Direction

Financing & Support

- Introduction to Public Finance Tools (MRA, TIF, Historic & Low Income Housing Tax Credits, New Market Tax Credits, Opportunity Zones, LEDA)
- Market Analysis

Property Development & Redevelopment

- Community Initiated Development / Community-Driven Development
- Community Visioning and Concept Development
- Introduction to Real Estate Development
- Project Development Assessment: (including project feasibility, entitlement designations, financing plan, review current Master / MRA Plans, and building inventory)

- Project Pro Forma Development (including development budget, operating pro-forma. identification of funding sources)
- Property Development Process (RFQs, RFPs, Development Agreements)
- Real Estate Analysis
- Vacant 2nd Floor Analysis

Regulatory

- Vacant Building / Nuisance Enforcement Overview

Organization

Committee Development

- Committee Work Plans
- Introductory Organization Training
- On-Site Committee Training

Consultation

- Board/Committee Chair coaching
- Bylaws and Articles of Incorporation
- Contracts
- E.D. Coaching
- Financial Management
- Fiscal Sponsorships
- Nonprofit Compliance
- Organizational Policies
- Organizational Structures and Staffing Patterns
- Partnerships
- Performance Management
- Personnel Hiring
- Team Building
- Volunteer Recruitment/Retention

Planning

- Fundraising Plans
- Mission Vision Statements
- Performance Management
- Resource Development Plans
- Strategic Planning
- Work plans

Resource Development - Funding

- Budget Development Support
- Facilitation of Annual Fundraising Plan or Annual Plan for Writing Grant Proposals
- Facilitation of Donor Identification Exercises
- Fundraising Materials Development/Review
- Fundraising Questions & Troubleshooting
- Grant Proposal Development and/or Review
- Grant Search Support
- Grantwriting Questions & Troubleshooting
- Solicitation Letter, Thank You Letter & Sponsorship Materials
- Solicitation Plan Development

Resource Development - Volunteers

- Facilitation of Volunteer Development Plan
- Facilitation of Volunteer Identification Exercises
- Volunteer Recruitment Materials

Training

- Basic Quickbooks/Nonprofit Accounting
- Board Development
- Facilitation Skills
- Four Points
- Fundraising
- Grantwriting
- Hosting/Domain Management
- Mediation/Conflict Resolution
- Nonprofit Management and Compliance
- Partnership/Collaboration-Building
- Performance and Quality Management
- Staff/Board Onboarding
- Volunteer Development
- Youth Engagement

Promotion

Committee Development

- Committee Work Plans
- Introductory Promotion Training
- On-Site Committee Training

Communications

- Communication, Public Relation, or Media Plan/Strategy
- Newsletter – Print and Digital
- Organization/District Collateral Material Development
- Social Media Guidelines
- Social Media Plan/Calendar

Graphic Design

- Collateral Design – Letterhead, business cards, posters, etc.
- Logo Design – Organization, district, promotion, event, or business
- Promotion/Event/Activity Collateral Design – Poster, tickets, flyers, etc.
- Signage/Wayfinding Design
- Website Design
- Website Maintenance & Assistance

Image Development

- District Business Assistance – branding, marketing
- Image or Marketing Assessment
- Marketing Plan
- Place/District Brand – Development, guidelines, strategy
- Tourism Assessment/Strategy

Retail Activities

- Retail Activity Assessment & Evaluation
- Retail Activity Development
- Retail Activity Implementation Plan

Special Events

- Event Assessment & Evaluation
- Event Development
- Event Implementation Plan



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TECHNICAL ASSISTANCE SERVICE REQUEST FORM

www.nmmainstreet.org | (505) 827-0143 | Return completed form to: Daniel.Gutierrez2@state.nm.us

New Mexico MainStreet’s (NMMS) technical assistance supports the implementation of Economic Transformation Strategies (ETS) that spur economic growth and revitalization of NM’s MainStreet and Arts & Cultural districts (ACD).

NMMS/ACD programs are allowed two services annually in each of the Main Street Four Points (Economic Vitality, Design, Promotion, and Organization). Programs that demonstrate successful implementation of projects, events, and activities from previous service requests can request additional technical assistance if the appropriate Revitalization Specialist has availability. Please note that Revitalization Specialists may not be able to schedule an immediate on-site visit as they may have other request in their queue. While some services may be delivered wholly or partially on a remote basis, those requiring an on-site visit may take time to schedule, so plan accordingly.

If you have an urgent need, contact Daniel Gutierrez: (505) 827-0151 or Daniel.Gutierrez2@state.nm.us.

SUBMISSION OF THIS FORM INDICATES THAT BOARD LEADERSHIP HAS APPROVED AND SUPPORTS THIS REQUEST.

Organization

Click or tap here to enter text.

Date

Click or tap to enter a date.

Executive Director

Click or tap here to enter text.

Email

Click or tap here to enter text.

Phone

Click or tap here to enter text.

Project Leader (if different)

Click or tap here to enter text.

Email

Click or tap here to enter text.

Phone

Click or tap here to enter text.

PROJECT DESCRIPTION & TECHNICAL ASSISTANCE REQUESTED

Which of the Four Points does this project best support? You can select more than one.

Design

Economic Vitality

Organization

Promotion

What is the title of the project associated with this request?

Click or tap here to enter text.

Describe the project for which you need technical assistance:

Click or tap here to enter text.

If requesting services for a business or building owner, please include:

- **Name of business or building owner:** Click or tap here to enter text.
- **Business or building address:** Click or tap here to enter text.
- **Date of construction (for building design requests):** Click or tap here to enter text.
- **Approximate square footage (for building design requests):** Click or tap here to enter text.

Have you contacted a NMMS Revitalization Specialist regarding this project? If so, who?

Click or tap here to enter text.

Describe the technical assistance or service requested:

You can use the “NMMS Technical Assistance Service List” as a guide or enter the service that was discussed with the NMMS Revitalization Specialist. Either way, please make sure you fully describe the scope of services you are asking for in this request.

Click or tap here to enter text.

When would you like the assistance to take place?

Click or tap here to enter text.

ECONOMIC TRANSFORMATION STRATEGY & OUTCOMES

What Economic Transformation Strategy does this project support?

Click or tap here to enter text.

What are the project’s expected outcomes?

Click or tap here to enter text.

How you will measure the project’s impact?

Click or tap here to enter text.

RELATED PLANNING DOCUMENTS

Identify any planning documents to which this request relates:

- | | |
|--|--|
| <input type="checkbox"/> Annual Work Plan | <input type="checkbox"/> ICIP |
| <input type="checkbox"/> District Master Plan | <input type="checkbox"/> Design Charrette/Plan |
| <input type="checkbox"/> Annual Assessment Report | <input type="checkbox"/> Economic Development Plan |
| <input type="checkbox"/> Readiness Assessment Report | <input type="checkbox"/> Cultural Economic Development Plan |
| <input type="checkbox"/> MRA Plan | <input type="checkbox"/> Other: Click or tap here to enter text. |

Attach or upload a copy of the relevant page(s) from each document checked above.