



## Frontier Communities Initiative

### APPLICATION

This application is intended to assist New Mexico MainStreet in understanding your project goals and local capacity to meet those goals, as well as identifying the best resources NMMS can provide to your task group to successfully implement your project.

*Our NMMS staff is available to assist you through the process of filling out and filing this application. Please do contact us if you need help in addressing any of the questions.*

- *Applicants with demonstrated attendance at one of the Pre-Application workshops will receive 10 bonus points to the possible score of 100.*
- *Frontier Community Applications are due July 7<sup>th</sup>, 2015 to the Economic Development Department no later than 3 pm. The Department will not take responsibility for applications delivered after 3 pm. We strongly urge you to use a certified carrier or hand deliver.*
- *Announcement of designated Frontier Communities will be in late summer.*
- *Projects will begin in early fall of 2015.*

**Daniel Gutierrez, Assistant Director, New Mexico MainStreet**  
[daniel.gutierrez2@nm.state.us](mailto:daniel.gutierrez2@nm.state.us)  
505-827-0151

## SECTION 1. ORGANIZATIONAL INFORMATION

**1. Name of Community:** Town of Mountainair

**2. Contact Person (Local coordinator of project):**

**Name:** Glenn M. Fulfer

**Address:** PO Box 517

**Email:** glenn\_fulfer@nps.gov

**Phone:** 505-847-2585 Ext. 25

**3. Municipal/County/COG/Tribal/ Land Grant Contact Person (Public sector partner representative):**

**Name:** Barbara Chung, Town Councilwoman

**Address:** 303 N. Limit Ave

**Email:** [barbara@mountainairbakery.com](mailto:barbara@mountainairbakery.com)

**Phone:** 505-506-1415

**4. Are you a 501c3 organization, or do you have a c3 partner who can receive and process financial resources for projects funds and/or grants?**

The Local Rotary Club is a 501c3 organization, and has agreed to receive and process financial resources for our projects and grants.

**5. List local partners who have committed to assist with the project. Describe resources they have committed (expertise, human/financial resources, in-kind supports, etc).**

Rotary Club, expertise, fundraising

Manzano Mountain Art Council, expertise, human resources

Chamber of Commerce, human resources, fundraising

The Bakery at Mountainair, fundraising

**6. What local funds or funding sources are available to support the project? If no funds are available, what fundraising activities will be considered?**

Fundraising dinners and games, rummage sales, bake sales, Go-Fund-Me type activities

**7. Organizational Development is an important component of capacity building and should be incorporated into every Frontier Communities Initiative economic development project. (Example strategies include: State incorporation of a community economic development or cultural economic development organization (Articles and Bylaws); Assistance filing for federal nonprofit status (501c3) with the IRS; Implementation of work or action plan; and Volunteer/board engagement and development.)**

**With this in mind, what are the most critical organizational challenges that you may want assistance with in order complete the project?**

This project, and its larger parent project, has support from the town itself, several not-for-profit organizations, local businesses, and from a large number of townspeople, but we will require assistance and information over time on how to begin to structure ourselves in order to qualify for full Mainstreet status in the future.

**SECTION 2. TYPE of PROJECT** (choose one service – check only one box)

- Image Development & Branding or Event Development** (Answer questions 8 –15 below then fill out A.1. – A.8. below)

**Example strategies:**

- Image Development Workshop
- Logo Development
- Marketing Plan
- Destination Event

- Building Renovation/Restoration/Adaptive Reuse** (Answer questions in SECTION 3, 8 –15 then fill out B.1.-B.7. below)

**Example strategies:**

- Restoration of an Historic Building
- Live/work space
- Commercial kitchen or incubator
- Interior redesign

- Façade Improvement Program** (Answer questions in SECTION 3, 8 –15 below then fill out B.1.-B.7. below)

(Project will require local coordinator to secure permission to paint/improve at least two contiguous building facades.)

**Example strategies (only one per application):**

- Facade Squad
- Awning and business sign improvements
- Window treatments and window displays
- Pedestrian amenities
- Historic Building Survey

- Placemaking and Revitalization Plans** (Answer questions in SECTION 3, 8 –15 then fill out B.1. – B.7. below)

**Example strategies (only one per application):**

- Downtown Revitalization Plan
- Metropolitan redevelopment Plan
- Plaza or courthouse square restoration
- Integration of public art on street
- Tactical urbanism project
- Bicycle and pedestrian amenities

- New Business/Entrepreneur Development** – (Answer questions in SECTION 3, 8 –15 then fill out C.1. – C.6. below)

**Example strategies** (only one per application):

- “Pop up” businesses
- Business retention
- Business recruitment
- Local entrepreneur support program

### **SECTION 3. COMMUNITY INFORMATION**

**8. Provide a brief narrative (2 paragraphs maximum), about where the project is to take place.**

The project site is a municipally-owned lot directly adjacent to the Salinas Pueblo Missions National Monument Visitor Center and across from the historic Shaffer Hotel. This area is connected by a short side street to the main commercial strip. The site runs along an alley that borders several unused courtyard buildings that could be re-purposed as boutiques or artist studios.

**9. Geographic parameters and demographics. Provide a brief description (2 paragraphs maximum), of strengths and characteristics of the town center and the region.**

The Salinas Missions draw thousands of visitors to this area every year with a 500-year plus history that is remarkable to the entire United States. The town itself, which hosts the Visitor Center for the missions, is a classic western town with a strong ranching base hosting a long rodeo season along with state-level sheepdog trials, and a small but active artist community.

The town commercial center hosts many types of businesses: an old-fashioned pharmacy with a classic soda shop, a bakery, a hardware store, several art galleries and antique-type shops. We have a car repair shop, tire repair shop, auto parts store, used auto business; and, of course, the Salinas National Monument Visitor Center. The town commercial center also boasts several historic buildings, including the Dr. Saul Community Building, the Shaffer Hotel and others.

**10. Attach 4-8 pictures that provide a visual image of the project or project area. If there are any previous design or conceptual work please include (attach in the back of the application).**

Please see attached PDF “Proposed Site and Adjacent Features”.

**11. Provide a map of the core commercial district area where the project will be implemented.**

Please see attached page “Proposed Site and Adjacent Features, June 20, 2015”

**12. What do you wish to accomplish for your community by applying for your project? (2 paragraphs maximum)**

The town of Mountainair is planning to create a contiguous walkable greenspace that will both 1) improve quality of life for area residents, and 2) provide an attractive area to encourage travelers to stop (and shop), and 3) provide opportunities for growing new businesses and jobs. This project is the first step in that larger plan, and is focused on the creation of a town square/park that will connect the historic Shaffer Hotel area to the existing commercial district, via the Salinas Missions Visitor Center. Ultimately, we would like to continue the walkable greenspace up to the historic WPA-era Dr. Saul Community Building.

We envision a sustainable garden designed for our climate, with shade trees, a water feature, a stage for outdoor events, and possibly an outdoor movie site (using the side of an existing building). We anticipate also adding a local information center with a map showing the town's points of importance to the visitor - i.e.: food, lodging, pharmacy, gas station, clinic, library, post office, grocery, laundromat, etc.

**13. How will the project produce direct economic development outcomes in the form of business retention/creation, job creation, and/or property reinvestment? (2 paragraphs maximum)**

The site selected is across from the historic Shaffer Hotel and directly adjacent to the the Salinas Missions National Monuments Visitor Center, which draws thousands of tourists to the area every year. We believe that investing in a beautiful greenspace connecting the Salinas Missions Visitor Center and the Shaffer Hotel area will encourage incoming travelers to the Salinas Missions to explore the town beyond the Visitor Center, and discover what we have to offer. We hope that the development of this small park will help to revitalize the businesses that back up to it as well as enhance the viability of the struggling beautiful and historic Shaffer Hotel. The Shaffer is currently surrounded by empty lots and buildings which are no longer in commercial use. The proposed greenspace would provide a connection from the Shaffer to the Salinas Missions National Monuments visitor's center and to the businesses on the main street [Rt. 60]. This project will encourage current business owners, and prospective business owners to "green" their own properties making them more welcoming to visitors.

**14. Please list (print name) the group of local individuals who will assist in completing the project (at least 5 people and their email and/or phone number are required).**

1. Glenn Fulfer (glenn\_fulfer@nps.gov)
2. Mary Schultz (maryschultz.marysbeads@gmail.com)
3. Barbara Chung (barbara@mountainairbakery.com)
4. Juanita Chavez (jchavez@mybanknm.com)
5. Vincent Zamora (vincentzamora@icloud.com)

**15. Please list the cultural and historic assets within the core commercial district where your project is located.**

Salinas Missions National Park Service Visitor Center (and Gift Shop)

## **B. For Buildings, Façade Improvements, Placemaking, and Revitalization Plans**

*(Fill out this section only if your project is in this area of development)*

Developing public infrastructure and investing in capital improvement has a direct impact in stimulating private sector reinvestment. The community's choice of a catalytic project has significance not only for the potential redevelopment of the selected project but can have a positive spill-over effect, stimulating interest and action for additional projects. Revitalization is an on-going, incremental community effort.

**B 1. Is the project on the municipal Comprehensive Plan or Master Plan? If so please include a copy of the language that references the project.**

Click here to enter text.

**B 2. Is the project on the Infrastructure and Capital Improvement Plan of the municipality?**

Click here to enter text.

**B 3. Is the project part of an Economic Development Plan of the municipality, county or Council of Governments (COG)?**

Click here to enter text.

**B 4. List any other plans or studies in which this project has been previously identified.**

Click here to enter text.

**B 5. Is the project on the State Register of Cultural Properties with the New Mexico Historic Preservation Division? If not, do you think it may be eligible?**

Click here to enter text.

**B 6. Is the project within or adjacent to a designated state or federal highway? If so what engagement have you had with NM Department of Transportation about this project?**

Click here to enter text.

**B 7. What sources of funding have been explored or dedicated to implement the project?**

Click here to enter text.

## Person completing application

Print Name and Title: Barbara Chung, Town Councillor, Town of Mountainair

Signature

Date

Thank you for taking the time to complete the application. Please print the completed form and submit one original and four copies by **July 7, 2015 to the Economic Development Department no later than 3:00pm.**

Economic Development Department  
Joseph M. Montoya Building  
1100 South St. Francis Drive  
PO Box 20003  
Santa Fe, NM 87504-5003

The Department will not take responsibility for lost or late applications.

The deadline of 3:00 pm will be strictly enforced; **any applications delivered after 3:00 pm cannot be accepted.** We strongly urge you to use a certified carrier (tracking number) or hand deliver.

Our NMMS staff is available to assist you through the process of filling out and filing this application. Please do contact us if you need help in addressing any of the questions.

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4/28/2015