

STRATEGIC PLAN

FY 2016/2017



Welcome
to
Roswell



Welcome
to
Roswell



MAINSTREET ROSWELL

Vision Statement

To build upon Roswell's historical past by creating a sustainable, cooperative, dynamic downtown district.



Executive Summary

Roswell, New Mexico has assets of which most communities would be envious: a very rich history; a cohesive core of historic buildings; access to one of the largest runways in the nation; two major highways cross through downtown; a strong art and music culture; and of course, the UFO Incident which brings hundreds of thousands of tourists to the area annually.

The downtown commercial district is the historic and current heart of Roswell. It defines the local identity and reflects the community's history and 'sense of place'. The district caters to shoppers from Roswell as well as tourists here visiting the UFO Museum. The MainStreet Roswell Board is looking forward to enhancing the district by promoting economic development with high quality retail and special events; beautifying the district; helping existing business to expand while also recruiting new ones.

Roswell is going through a significant economic transformation that has left the downtown area without a clear economic development direction.

MainStreet Roswell wants to promote downtown Roswell as an attractive, vibrant, historic, pedestrian-oriented shopping, dining and entertainment district for residents and visitors.

MainStreet Roswell encourages the restoration and adaptive re-use of buildings' storefronts to increase curb appeal as well as income. We will build partnerships with stakeholders, broad-based community support, and a growing volunteer base to accomplish our goals.

Downtown Roswell is the heart and hub of the community, which we would like to showcase.

MainStreet Roswell is anxious and excited to begin a new chapter in our program. With a new director, expanded

board and new partnerships, we look forward to developing a long-term strategy for economic development, revitalization and sustainability in the MainStreet Roswell corridor. We will follow up with our progress at monthly board meetings and build on our successes. We hope to win the support of our community, potential investors and reinvest our gains to continually support the MainStreet program. We firmly believe that communities are stronger when they work together, share knowledge, leverage their resources, and think regionally to support the program.

*MainStreet should be
the focus of civic pride.*

Following the Main Street America Four-Point Approach™, our goals focus on these interconnected, interdependent strategies:

Organization

Expand the existing Board with productive members with expertise in areas such as economic development, design, marketing, and historic preservation. Increase and target potential stakeholders in the community to collaborate in improving the MainStreet Corridor. These stakeholders would include property and/or business owners, community volunteers, the City of Roswell, New Mexico MainStreet, and Chaves County. We will hold a workshop with these stakeholders to assess the needs of the district and to identify the specific strengths, weaknesses, opportunities, and threats (SWOT). We will develop goals and opportunities for projects and strategies in the corridor. We plan to improve our organization so we can eventually become a Main Street America Premier community.

Promotion

MainStreet Roswell's goal is to make the downtown business district thrive. One way to achieve this is by offering year-round events and activities that will entice people to visit the district. Main Street America encourages members to build community through events. These events "play a significant role in creative branding and identity of a shopping district, main street, or business community — critical for small retail business" (1 Main Street America "Building Community Through Street Fairs: Identifying Community Assets") We will continue to leverage MainStreet Roswell's website, social media and other marketing collateral to reach residents and visitors. MainStreet Roswell will actively promote downtown Roswell as an inviting and accommodating district for creating a creative economy. MainStreet Roswell's goal is to communicate with residents, investors, businesses, and property owners that our district is special. By increasing the number of stakeholders, our exposure in the community will increase. Reaching out to the businesses to coordinate efforts for cooperative sales events or occasional extended hours of operation will increase visitors and shoppers to the corridor.



Design

Producing a historic assessment and survey of existing buildings and their condition will allow us to analyze build-out and redevelopment potential. Working with New Mexico MainStreet, the City of Roswell and the Economic Development Corporation (EDC), we can make recommendations for streetscape and façade improvements to revitalize the corridor. This would entail sidewalk and streetscape statutes, parking provisions, design standards, signage standards, infill potential, and vacancy analysis. We will request support from New Mexico MainStreet to help the businesses in the corridor to create more efficient ways to display their storefronts, products and marketing ideas. Utilizing the robust art and music culture in the community, we hope to stage casual, frequent performances and events in public spaces to quickly change public perception of downtown Roswell. MainStreet Roswell will pursue all funding possibilities to improve the downtown area – making it more attractive while showcasing our local art and artists. This will be a collaborative effort through MainStreet Roswell, The Roswell Museum & Art Center, The Anderson Museum, Roswell Artist in Residence, Roswell Art Council, local artists and Arts Beyond the Classroom. The City is currently working on a new Master Plan that includes way-finding for the area. We will coordinate our efforts to see this to completion.

Economic Restructuring

Our goal is to manage and expand the downtown business mix to improve economic development. MainStreet Roswell plans to complete this by recruiting new businesses and retaining and engaging existing retail, restaurant, entertainment and service business. We will help the businesses expand and actively recruit complimentary new businesses. MainStreet Roswell is committed to strengthen relationships with property owners and tenants by regularly visiting them to keep up to date with their concerns, learn about and support expansion plans and to alert them to any of MainStreet Roswell's events or promotions. Communication is key to a successful endeavor. We will work with the EDC and the City to stimulate building redevelopment and revitalization to improve the downtown area.



Goals, Objectives and Priorities (FY 2017)

Organization

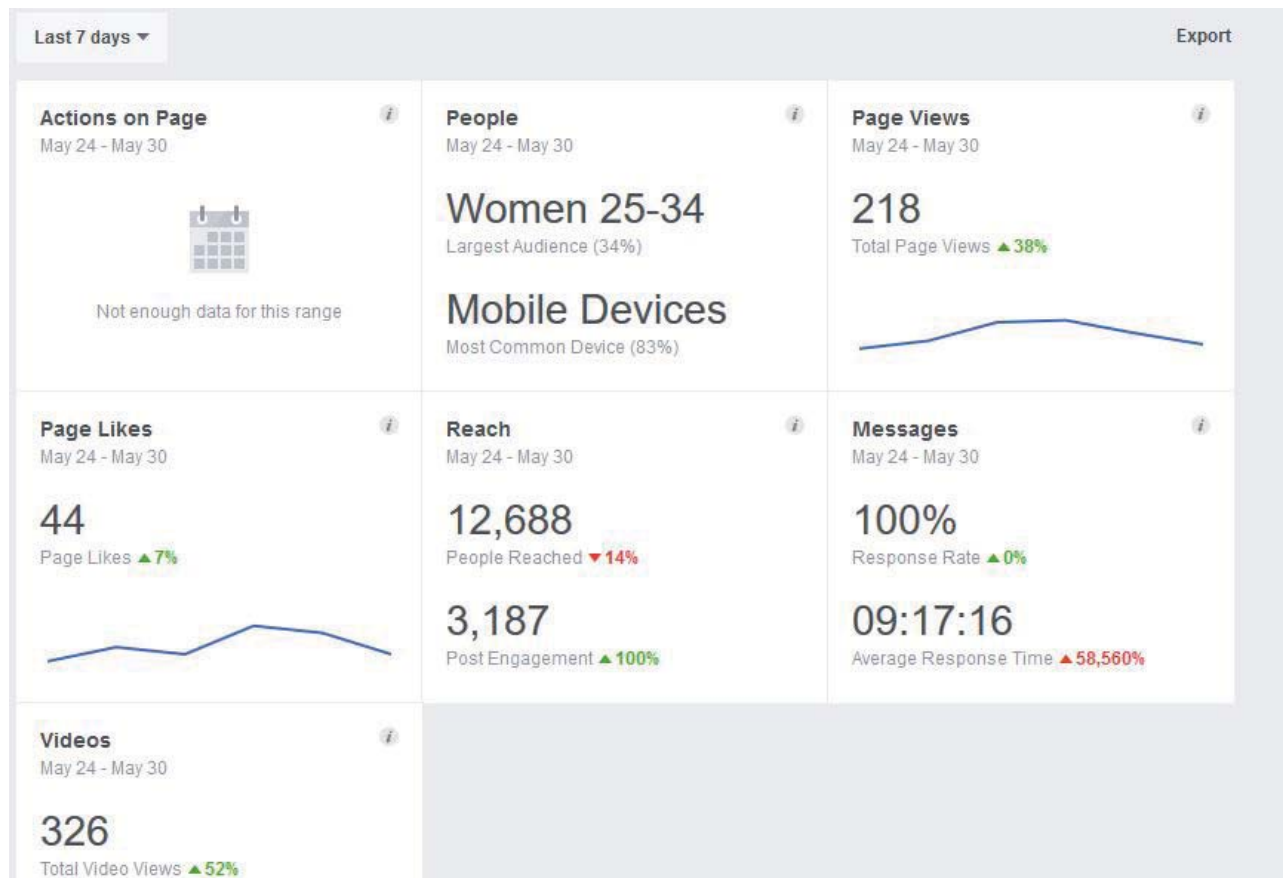
Objective	Start	Complete
Expand existing board	March 2016	August 2016
Develop an action plan for the fiscal year. SWOT	June 2016	Annually
Develop and maintain a strong membership program	June 2016	Ongoing Action Item
Assign committees	June 2016	August 2016
Increase involvement and input from local businesses	June 2016	Ongoing Action Item
Complete requirements to become a Main Street America Premier member	June 2016	July 2020
Develop a plan to ensure strong communication between the Chamber, City and EDC and other interested parties. Provide quarterly or monthly updates	June 2016	July 2018
Strengthen communication with stakeholders, partners and the community to build awareness of the MainStreet program and its value for revitalization and economic development within the corridor	June 2016	Ongoing Action Item
Plan an annual meeting and ensure it is of high quality and well attended	June 2016	December 2016
Review Scope of Services Follow through with status	June 2016	March 2017



Goals, Objectives and Priorities (FY 2017)

Promotion

Objective	Start	Complete
Create a Promotion Committee work plan to produce quality events and identify new partnerships	March 2016	September 2016
Actively market downtown businesses and historic sites to residents and visitors	June 2016	Ongoing Action Item
Select a volunteer coordinator	June 2016	September 2016
Work with businesses to create a cohesive marketing strategy to increase economic vitality	June 2016	Ongoing Action Item
Use social media, local, regional and state media to leverage public relations opportunities	June 2016	Ongoing Action Item
Develop a quarterly newsletter	June 2016	Ongoing Action Item
Develop and coordinate plans for tourism marketing and development	June 2016	Ongoing Action Item



Goals, Objectives and Priorities (FY 2017)

Design

Objective	Start	Complete
Obtain funding to replace the worn out banners to highlight locations in Roswell	June 2016	September 2017
Seek funding and develop a beautification plan to improve the downtown area	June 2016	July 2019
Employ place making principles with context-appropriate buildings and urban spaces.	September 2016	July 2018
Research available grants to improve existing facades as well as downtown infrastructure	September 2016	Ongoing Action Plan
Work with the community and garden clubs to plant flora in the existing pots.	June 2016	Annually
Work with the city to provide water to the pots	June 2016	July 2018
Create a reporting system for stakeholders to report necessary maintenance or repairs to public infrastructure	June 2016	Ongoing Action Item
Work with the City, EDC and New Mexico MainStreet on architectural improvements to create more curb-appeal and place-making	September 2016	July 2019
Collaborate with Sue Wink, the RAC and the City to complete the Reischman Park project	March 2016	July 2018



Goals, Objectives and Priorities (FY 2017)

Economic Restructuring

Objective	Start	Complete
Map and inventory vacant and under-utilized parcels, second floor potential and potential mixed-use locations	September 2016	July 2018
Develop a survey of existing building and their condition. Create an analysis of build-out potential.	September 2016	July 2018
Create a Business Enhancement Committee Work Plan	October 2016	July 2017
Implement a plan to increase business recruitment and retention services	June 2016	Ongoing Action Plan
Develop high density strategies for sustainability	June 2016	July 2017
Continue to foster an entrepreneurial approach to how MainStreet operates	June 2016	Ongoing Action Plan
Continue to strengthen and increase cooperation between the City, Chamber, EDC and other key partners	June 2016	Ongoing Action Plan





MAINSTREET ROSWELL

MainStreet Roswell
104 N. Richardson
PO Box 1328
Roswell, NM 88201

Tel: 575-914-8018
E-mail: info@mainstreetroswell.org
www.mainstreetroswell.org