

## EventsCalendar

### Los Lonely Boys

Thursday, May 27, 2010 7:00 PM

Join us for a kick-off celebration with a FREE outdoor concert in Downtown Hobbs featuring the *Los Lonely Boys*. Music will begin at 7:00 p.m. Bring your lawn chairs.

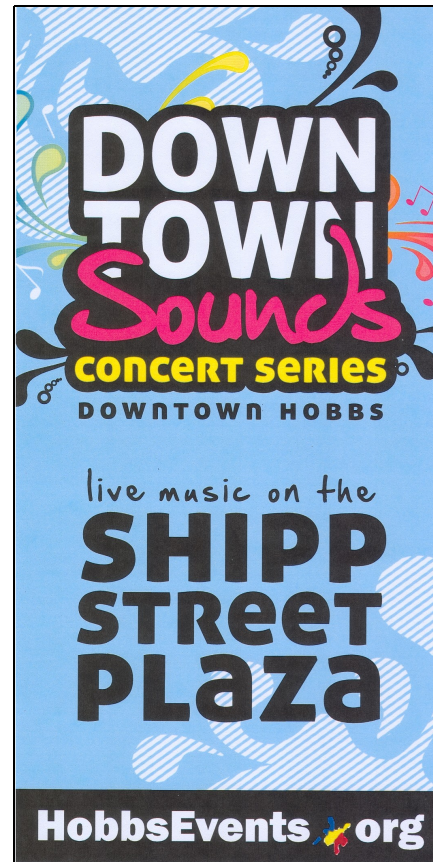
Other Concert Dates:

June 11 & 24

July 9 & 22

Farmer's Market begins in June. Keep up with the latest news.....

Visit us online  
[mainstreethobbs.org](http://mainstreethobbs.org)



## MainStreet HOBBS Inc

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Hobbs, New Mexico 88241  
575-391-7651  
[www.mainstreethobbs.org](http://www.mainstreethobbs.org)

# 2010

## Board of Directors

**Nancy Ortega**  
Nancy's

**Jason Wyatt**  
Western Commerce Bank

**Naomi Lujan**  
Special Occasions

**Lajuana Martinez**  
AdVenture Marketing

**Gail Arinzeh**  
Tax Centers of America

**Mick Cavanaugh**  
Northside Baptist

**Jerry Bell**  
Lea County State Bank

**Charity Benton**  
Leaco

**Brandon Hunt**  
Small Business Development  
Center at NMJC

**Melody Roye**  
Impressions

**Grant Taylor**  
EDC



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## From the Director's Chair...

I just arrived back from Oklahoma City and enjoyed 4 days of intense training on the fundamentals of MainStreet. It is amazing to me the amount of determination that it takes to stick with a project and a plan! The MainStreet Four Point Approach is designed to touch four major areas needed to make a successful historic district. There are 22 MainStreet communities in the state of New Mexico. Of those 22, Hobbs stands out as a symbol to many of those communities as a successful historic district! Our community is one of very few that have a completed streetscape, a pocket park, a plaza, and an art park. To have completed such monumental tasks in such a short time is a huge statement not only to our community, but to the state! It is refreshing to hear such applause from other communities and for others to see and acknowledge the work that is taking place in the historic district.

Hobbs stands out as the example to many of these communities and I can't tell you how many times I am asked about the "HOBBS" signs, and the streetscape and the many other projects this organization does. It is so refreshing to see our community changing and receiving such complements from the rest of the state! How incredibly proud this community needs to feel with the changes that have taken place in the historic district. This is a great district! This is a growing district! This is a successful district! What a wonderful feeling and sense of accomplishment that comes with such praise!

I am so proud to be a part of the changes and growth taking place in downtown Hobbs! What an exciting time to be involved and watch as the district changes. This year will add even more changes and growth to our community through the addition of the "Downtown Sounds" concert series, the completion of the Master Plan, the rebuilding of the organization and the continuation of the Farmer's Market, Hobbs August Nites, and of course the Christmas Parade! The MainStreet Hobbs board has welcomed some great new members that are helping to reshape this organization and move it forward.

With this, I would like to say "Welcome" to the new board members and "Thank You!" for your knowledge and leadership that has began to change the organization and help shape it for the future of the Historic district!

MainStreet Hobbs stands as an inspiration to many communities through the state, and I am proud to hear them applaud the accomplishments and achievements this organization and community have made! I am proud and YOU should be proud to be a part of MainStreet Hobbs and what this organization has accomplished and what it WILL accomplish in the many years to come! So, the next time someone is down and wishing they could see some changes taking place, then simply tell them to visit MainStreet Hobbs and the historic district because this is the symbol of change!

Keep moving forward and always remember your past!

-Tisha Kizziar

MainStreet Hobbs  
Thanks you....

Thank you for all of your support through memberships and donations! MainStreet could not continue the great work this organization does without all of your support!

Thank you to all of our members, sponsors and partners!

Partners:  
City of Hobbs  
Hobbs Hispano Chamber  
Lea County  
J.F. Maddox Foundation  
Hobbs Chamber of Commerce  
Zia Park  
NMMS  
National Trust  
Rice Operating

Members:  
Just Friends  
Back Porch Antique Impressions  
Workhorse  
Sweet & Spicy  
Martin Boot  
Gennee Schubert  
Susan & Don Maddox  
Tax Centers of America  
NY Salon



SAVING THE BRICK & MORTARS  
OUR NATION IS BUILT ON

**What it means.** The 3/50 Project is a campaign to support local merchants. The concept has spread to communities nationwide, and its premise is simple: First, choose three local independent brick-and-mortar businesses—clothing shops, food stores and restaurants, and for the home, independent appliance retailers, hardware stores, and garden centers—that you find essential and want to keep from going under during the recession. During tight times like these, independent retailers suffer since budget-minded consumers are more inclined to shop at chain stores and big-box behemoths.

Then spend \$50 or more among those places each month. If enough people in a town make the pledge, the theory goes, the pooled-together funds will prop up mom-and-pop enterprises and help sustain local business districts.

**Why the buzz?** What started out as a passing thought by retail consultant and blogger Cinda Baxter late last winter quickly spread throughout the blogosphere and onto MainStreet. Buy-local campaigns are now in 100 U.S. communities, according to The Wall Street Journal, and the 3/50 Project Web site says 8,500 businesses are participating in the program.

“Most consumers don’t realize that so much more revenue stays in the community when they buy locally,” says Baxter. For every \$100 spent at independents, she says, \$68 comes back through taxes, payroll, and other expenditures. At national chains, the return falls to \$43. Not that Baxter wishes an end to every Home Depot, Costco, and PetSmart. “It’s not an all-or-nothing message,” she says, adding that there are some products that you might only find at chains. “It’s about balance.”



## The Main Street Four-Point Approach®

**Organization** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

**Promotion** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing

a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

**Design** means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping,

commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

**Economic Restructuring** strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the

## This Month's SBA News Tip

### Google and SBA Launch “Tools for Online Success” Partnership to Boost Small Businesses

WASHINGTON, DC – Today the U.S. Small Business Administration (SBA) and Google announced a new partnership and unveiled “Tools for Online Success,” an array of online resources and training designed to help small business owners harness technology to grow their businesses. The “Tools for Online Success” site (<http://www.google.com/help/sba>) features tutorials, video testimonials, and tips from savvy small business people who have leveraged the web to become more efficient, more cost-effective, and more successful.

Members:  
Il Cicerone  
Ad Venture Marketing  
Rita Neal  
Rebecca Long Agency  
Forrest Tire Co.  
Leaco  
Apache Sales  
Bravo  
Newman & Company  
EDC  
Zia Consulting  
The Color Printer  
Leavell Insurance  
Lin-Mar  
Eunice Well Service  
Ernie Naegle  
Casey's  
Sun Loan  
Nancy's  
Special Occasions  
Western Commerce Bank  
Lea Regional  
Desert Gardens  
Rice Operating



Please continue to support your downtown and become a member! Membership is still open! Thank you to all of you that have renewed and those who have become new members!