



May 4, 2017

City of Raton
Mayor Mantz and City Commission
Scott Berry, City Manager
P O Box 910
Raton, NM 87740

Dear Mayor Mantz, City Commissioners and Mr. Berry:

Raton MainStreet, Inc. and the City of Raton have been in partnership with New Mexico MainStreet since 2005, when we received our MainStreet designation from the State Economic Development Department. We are a 501(c)3 non-profit organization with the mission to foster economic development in our historic commercial districts. We work to create an economically viable business environment while preserving cultural and historic resources.

Raton MainStreet works under the Four-Point Approach, which is a community driven process that brings stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. We work to identify key strategies, known as Transformation Strategies that provide a clear sense of priorities and direction for revitalization efforts. The four-points we work with are:

Organization

Establishes and maintains a non-profit corporation that works in partnership with the public and private sector to plan and implement a comprehensive downtown revitalization strategy.

Promotion

Promotion positions the MainStreet district as the center of the community and the hub of economic activity.

Design

Supports a community's transformation by enhancing the physical elements of downtown, while capitalizing on the unique historic assets that set the commercial district apart.

Economic Vitality

Leveraging historic assets, harnessing economic assets, and creating a supportive business environment.

With the Four-Point approach, we also have access to Program Services as a resource and support network, providing us with technical assistance, resources, and information in revitalization efforts to create healthy, sustainable downtowns. From the basics of the MainStreet Four-Point Approach to advanced downtown development strategies, New Mexico MainStreet offers educational and specialized services to designated communities with free on-

site technical assistance, tailored to each community to help launch revitalization efforts as well as help mature communities tackle more complicated issues. We have access to two services, per point, each fiscal year.

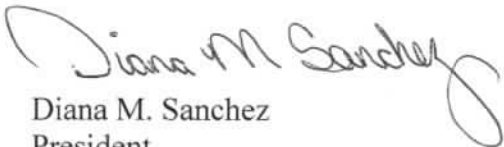
In 2009, we applied for and were designated an Arts & Cultural District, which we have taken on as a fifth committee of Raton MainStreet, rather than a separate Board and staffing of a Director for ACD. The Arts & Cultural Districts program was established by the State Legislature in 2007 as a comprehensive economic development strategy designed to capitalize on the expanding "creative economy". We consistently work to promote the art and history of Raton.

Most recently in 2015, we were the first community to receive a \$100,000 grant from the Historic Theaters Initiative for upgrade of the Shuler Theater to digital sound and showing of movies.

With all of this said, we have secured \$10,000,000+/- in grants, over the last 12 years, in partnership with the City of Raton to complete various projects in the Historic MainStreet District.

I am writing this letter to ask for your consideration of a \$500 per month increase in the City's contribution to Raton MainStreet, which equates to a total of \$40,000 per year, an increase of \$6,000 from the current contribution. The Biennial Agreement states that for a community our size we should receive \$35,000 per year, however, I want to remind you that we have only one Executive Director for both Raton MainStreet and the Arts & Cultural District. In many communities, there is a paid director for each. We cannot thank you enough for the support and trust you have placed in our organization. We will continue to work for the betterment of the MainStreet District and Raton, as a whole.

Respectfully submitted,



Diana M. Sanchez
President