

MCC Report to County Commission-2020



Grants:

- Applied for Love's Community Grant: General Operations- \$250 Granted
- Applied for LANL Community Grant: MainStreet Phase 1 -\$1,500 Granted
- Applied for AARP Community Grant: Downtown Beautification for \$8,000- Denied
- Applied for Walmart Community Grants: Summer Camps 2 grants totaling \$5,000 Denied
- Applied for Walmart Community Grants: Dolly Parton's Imagination Library 3 grants totaling \$10,137- Denied
- Applied for Brighter Future Fund Grant: \$10,000- Denied
- Applied for Santa Fe Community Foundation Grant: \$5,000 Granted
- Applied for Outdoor Equity Fund Grant: \$3,000 Granted
- Applied for Las Vegas New Mexico Community Foundation Grant: \$3,000 Granted
- Applied for Clif Bar Family Foundation Grant: \$10,000 Denied
- Applied for Sony Community Giving Grant: \$10,000 Under review
- Applied for Frost Foundation Grant: \$10,000 Under review
- Applied for Southwest Capital Bank Community Giving: \$2,300 Granted
- Jack and Mary Gilliam Endowment Fund Grant (Grantor found us through Santa Fe Community Foundation): \$1,000
- TOTAL amount applied for: **\$79,187**
- TOTAL amount Granted: **\$16,050**

Dolly Parton's Imagination Library:

- 41 children registered since July
- First books sent out September 2020
- TOTAL value over 3 months: **\$342**

Trainings:

- Main Street America Advocacy in Action Series- \$275 value
- New Mexico Basic Economic Development Course- \$500 value
- WESST Social Media Series- \$224 value
- WESST Optimizing SEO Training- \$100 value

- WESST How to Sell Anything- \$100 value
- Destination Development Website- \$180 value
- TOTAL value of trainings: **\$1,379**

New Mexico MainStreet Technical Assistance & Network Services (see attached):

- 501(c)3 Incorporation Tasks- \$3,500
- Board Training & Development- \$1,000
- Technical Assistance: Scope of Service Contract- \$1,200
- Technical Assistance: Board Leadership Transition/ED Hiring Process- \$2,300
- Executive Director Onboarding/Mentoring Tasks- \$1,000
- Arts & Cultural District Annual Review/Site Visit- \$1,000
- MainStreet/Arts & Cultural District Semi-Annual Reinvestment Statistical Data Collection, Analysis and Reporting- \$1,600
- Covid-19 response: prepare/distribute MainStreet/ACD related content, resources, roundtables, webinars and technical assistance- \$600
- NMMS Leadership Network Meetings (3) - \$9,000
- NMMS Online Presence & Marketing- \$3,250
- NMMS Monthly E-newsletter- \$150
- NMMS Annual Report, Awards Program & Other Brochures- \$350
- New Mexico MainStreet Executive Director Boot Camp- \$2,500
- New Mexico MainStreet Fundraising Training- \$750
- New Mexico MainStreet Grant Writing Training- \$1,000
- New Mexico MainStreet/Groundworks Studios: Plaza/Veteran's Memorial Planning- \$8,500
- TOTAL NMMS Services: **\$37,700**

Events:

- Easter Scavenger Hunt & Activities
- Blue Jeans Go Green with Cotton Incorporated and Zappos for Good
- Fall Festival 2020: Virtual costume contest & quilt contest- **\$2,395** raised
- Family Activities for gift baskets: \$75 value each = **\$600**
- TOTAL for Events: **\$2,995**

Website/Social Media:

- Secure Certificate
- General Maintenance
- Web Statistics: Over 900 sessions & 1,1500 views in 30 days. Almost 100 local businesses, attractions and neighboring communities are listed (Business listings are free)
- New blogs are posted every two weeks
- Product photography offered to three businesses as a part of adding the on-line market place-
\$400 Value
- Event page lists county meetings, health council, economic development, electric cooperative and Mora Creative Council with Zoom info, as well as any other special community events
- Facebook = 660 members
- Post community announcements on up to 7 different Facebook pages
- Instagram & TikTok posts- 125 followers across platforms
- Consistent newsletter twice each month
- TOTAL for website/social media: **\$400**

Partnerships/Collaborations:

The MCC partners with various organizations to keep up to date on community happenings & create change by attending board meetings & partnering on projects. Partners listed below:

- Mora County Commission
- Mora Extension Office
- Mora County Economic Development Corporation
- Mora County Health Council/DWI
- Mora Empowerment Group
- First Book
- Dolly Parton's Imagination Library
- Las Vegas Arts Council
- New Mexico MainStreet
- Main Street America

Economic Development:

- Developed Economic Transformation Strategies

- Developed SMART Goals & yearly work plan
- Created comprehensive grocery & take-out menu for Mora
- Submitted NMMS service requests for Historic District Survey & Placemaking
- Connected local businessowners to technical assistance and rental opportunities
- Partnered with Las Vegas Arts Council for two events
- VISTA Volunteer \$19,000 + minor benefits
- Help NM Intern \$1,200
- Letter to Businesses (explaining what the MainStreet program is and how we can help)
- Created local online marketplace (Mora Market) on ourmora.org
- Total Economic Development Value: **\$20,200 + minor benefits**

In-Kind & Volunteer:

- 447 Volunteer Hours- \$9,972.57
- In-Kind- \$625.87
- Donations: \$2,756.07
- TOTAL in-kind & volunteer value: **\$13,354.51**

TOTAL Value of Services Performed in Calendar Year 2020: **\$92,420.51**