

THE GREATER TULAROSA FOUNDATION'S **PROJECT & GRANT INFORMATION SHEET**

(UPDATED SEPTEMBER 30, 2015)

PROJECT OVERVIEWS: The Greater Tularosa Foundation has four primary development/revitalization projects.

1. **PLAZA:** The foundation's focal project is the creation of a historic-style plaza in downtown Tularosa. If enough private funds are raised to support this project, the constructed plaza would be about a quarter-block in size and would be located along St. Francis Drive (US Highways 54/70). It would be located to the south of St. Francis de Paula Church and to the north of Granado Street businesses such as the Fine and Dandy Gift Shop. The plaza would replace an existing beige tin building that resides on the property. The current plaza design would not cover any land owned by St. Francis de Paula Catholic Church. The foundation proposes to create a historic-style plaza that would have shade trees, seating, sculptures, parking, and would be an attractive addition to downtown Tularosa.
2. **GRANADO STREET:** The foundation wishes to assist the Village of Tularosa with efforts to revitalize the public streetscape and sidewalks on Tularosa's historic commercial Granado Street. The foundation has assisted the village with writing grant applications for Granado improvements and has helped coordinate efforts and stakeholder meetings related to Granado Street. The bulk of the foundation's current Granado Street efforts are focused on three blocks of Granado Street from St. Francis Drive (US Highways 54/70) to 1st St. This area is often referred to as Tularosa's historic downtown.
3. **TULAROSA VISITOR CENTER:** The foundation is assisting the Village of Tularosa with efforts to create a Tularosa Visitor Center that would be located at the NE intersection of Granado Street and St. Francis Drive (US Highways 54/70). If enough private and public funds are raised to support the project, the visitor center would have educational exhibits that promote Tularosa's businesses, agriculture, vineyards, horse farms, culture, history, activities, and other assets. The centrally-located center would have public restrooms, a native plant garden, and a shaded outdoor seating area. The building would also serve the residents as a place to hold non-profit organization meetings. GTF has assisted the Village of Tularosa with writing grant applications for the visitor center project.
4. **OUTDOOR MARKET:** The foundation is exploring the *possibility* of facilitating the creation of an outdoor market and performance space to replace the burnt down grocery store at the SE corner of 3rd Street and Granado Street. The foundation has reached out to local organizations and vendors to see if there would be enough interest to justify the creation of an outdoor market space. Ideally, if ever created, the outdoor market would accommodate artists, antique dealers, farmers, food vendors, flea market vendors, and organizations who wish to set up educational booths. There would be a small charge to use the vendor spaces to pay for the market's operating costs including insurance and maintenance. The Greater Tularosa Foundation believes that such a market would assist in the economic development of Tularosa by supporting local commerce, by stimulating additional economic activity, by supporting local residents' commercial needs, and by attracting highway travelers to stop and shop in Tularosa.

DONATIONS ARE STILL NEEDED: The creation of the four aforementioned projects is contingent on donations, grants, & community support. Although GTF has secured property donation commitment letters and some funding donation commitments for the visitor center & plaza projects, we still need to raise a *substantial amount of money* to make these projects a reality. GTF is a non-profit (501 C3) organization and your donations are tax-deductible.

MISSION STATEMENT: *The Greater Tularosa Foundation (GTF) was formed to facilitate the creation of a public plaza and visitor center for the Village of Tularosa as well for the purpose of assisting in the renovation of Tularosa's historic main street—Granado Street. The foundation is involved in assisting the village and others to preserve the history of Tularosa and of the Tularosa Basin. GTF is further involved in other educational activities which are in the public interest of the Village of Tularosa and its residents.*



FOR MORE INFORMATION OR TO ASSIST OUR EFFORTS, VISIT

OUR WEBSITE: www.thegreatertularosafoundation.org

OUR FACEBOOK: facebook.com/TheGreaterTularosaFoundation

EMAIL US: admin@greatertularosafoundation.com

WRITE US: PO Box 393, Tularosa, NM, 88352

DONATE: www.thegreatertularosafoundation.org/donate

GRANTS AND TECHNICAL ASSISTANCE: The Greater Tularosa Foundation (GTF) and the Village of Tularosa have worked together to apply for grants and technical assistance to improve historic downtown Tularosa.

- 1. FRONTIER COMMUNITIES INITIATIVE PROGRAM (2014 - 2015):** In September 2014, the Greater Tularosa Foundation and the Village of Tularosa jointly applied to the Frontier Communities Initiative Program for one year of technical assistance to refine GTF's preliminary sidewalk/streetscape improvement vision for Granado Street and for technical assistance to create preliminary architectural plans for a Tularosa Visitor Center. By early autumn 2014, the Village of Tularosa and the Greater Tularosa Foundation received notice that they were accepted into this competitive Frontier program, which is connected to NM Main Street but was established to serve smaller communities. Over the course of a year, Frontier Communities Initiative professionals met every few months with Granado Street stakeholders, Village of Tularosa officials, and with the Greater Tularosa Foundation board members to get their input to help create a downtown revitalization plan and a visitor center design.
- 2. NMDOT TRANSPORTATION ALTERNATIVES PROGRAM:** In January 2015, the Greater Tularosa Foundation and the Frontier Communities Initiative Program assisted the Village of Tularosa with their application to the NM Department of Transportation's Transportation Alternatives Program (T.A.P.) for funds to repair Granado Street's sidewalks and streetscape. Our application was successful; the Village of Tularosa is set to receive a total of \$492,467 from the NMDOT with an additional \$83,922 (14.5%) locally provided match between 2016 and 2017. These funds will be split between the related engineering/environmental studies and the construction costs of the Granado sidewalk/streetscape project. The engineering study funds are set to be distributed and used in federal fiscal year 2016 and the construction funds are set to be distributed and used in federal fiscal year 2017. Below is an excerpt from Tularosa's T.A.P. application project description:

"Tularosa's historic commercial downtown is located along Granado Street. The T.A.P. project would repair and widen the commercial and residential street's sidewalks, install necessary curbs and gutters, furnish lighting, and bring the sidewalks up to code to meet ADA ramp requirements. The Granado sidewalk improvements would support non-motorized transportation by creating a safe pedestrian environment and by installing bike 'sharrow' signage. The three block project area begins at the intersection of US highway 54/70 and Granado Street and ends at the intersection of Granado Street and 1st Street, which is a block away from the elementary school. There are several pedestrian safety issues with the existing conditions of this segment of Granado including sidewalks that are dilapidated, uneven, too narrow, difficult to maintain, and/or non-existent altogether. Safety and security are also an issue on these blocks due to poor lighting coupled with the deteriorated sidewalks, which harm the economic vitality of the street. The proposed sidewalk changes would be highly visible due to Granado Street's intersection with the highway and would send the message to travelers that the village wants to bring visitors into its historic commercial district. The proposed T.A.P. improvements would furthermore provide an important pedestrian and bicycle connection between Tularosa's government buildings, village hall, elementary school, many historic commercial properties, and library, which are all either on Granado Street or a block away. Tularosa's Granado project would encourage new business growth and provide residents with additional commercial options and a safe pedestrian area."

- 3. FRONTIER COMMUNITIES INITIATIVE PROGRAM (2015 - 2016):** In July 2015, the Village of Tularosa and the Greater Tularosa Foundation jointly applied to the Frontier Communities Initiative Program for a second year of technical assistance. On September 1, 2015, the NM Department of Economic Development issued a statement that Tularosa was selected to be part of this competitive program for a second year. Whereas the first year of technical assistance from the Frontier program focused on the urban design of Granado Street and the architectural design of the Tularosa Visitor Center, the second year of Frontier technical assistance will focus on the development of a marketing, branding, and event design strategy to help foster economic activity throughout Tularosa.

ADDITIONAL GRANT & FUNDING APPLICATIONS: The Greater Tularosa Foundation (GTF) and the Village of Tularosa are jointly applying to a variety of agencies and programs for funding for the downtown Tularosa projects. Please message us if you know of additional funding resources we should look into or if you have fundraising suggestions. Private and corporate donations can also be made through the GTF webpage or by mailing a donation. Thank you for your support!

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