



**TUCUMCARI
MAINSTREET**



New Business Welcome Packet

November 2023



Tucumcari MainStreet
100 West Railroad Avenue
Tucumcari, New Mexico 88401

tucumcarimainstreet.org

(575) 461-3701 · tucmainstreetdirector@gmail.com

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WELCOME TO TUCUMCARI MAINSTREET!



Thank you for considering Tucumcari MainStreet District for the location of your business!

Information for opening the doors to your new, relocated, or expanded business is summarized in this packet. We understand the challenges associated with a business opening and want to make sure you have all the information and resources you need to navigate the process successfully.

Enclosed in this packet you will find information from how to choose a location to setting up the ribbon cutting, as well as the following information:

- Community Demographics
- Zoning & Construction Requirements
- Important Contacts
- Information on City Departments & Utilities
- Business Resources

As you settle into the district, please do not hesitate to call, or email if you have questions or need additional support:

(575) 461-3701

tucmainstreetdirector@gmail.com

We are also active on social media with Facebook pages and Instagram accounts:

 facebook.com/tucumcarimainstreet

 instagram.com/tucumcari_mainstreet

Finally, as you explore your new business community, make sure to meet your new neighbors who may have great advice to add on our wonderful community.

Again, welcome to Tucumcari MainStreet. We look forward to seeing you around the district!

Sincerely,

Connie Loveland

Connie Loveland

Tucumcari MainStreet Executive Director

Community Profile

Tucumcari is a city in Quay County, New Mexico and serves as the county seat. We are located along the famous Historic Route 66 highway, which draws domestic and international travelers to our small rural town. Tucumcari is also connected by U.S. Highway 54, State Highway 104, and State Highway 209.

Our diverse population is made up of young families and older residents who share a strong sense of community. Homeownership is high, and residents have access to local shops and excellent outdoor recreation opportunities, such as Ute and Conchas Lakes, Five Mile Park Disc Golf Course and two area golf courses.

Mesalands Community College offers many exciting career paths including Cowboy Arts, Phlebotomy, Nursing, Farrier Science and has a renowned paleontology program that houses the Mesalands Dinosaur Museum. The college also boasts a state-of-the-art bronze foundry and is home to the North American Wind Research and Training Center.

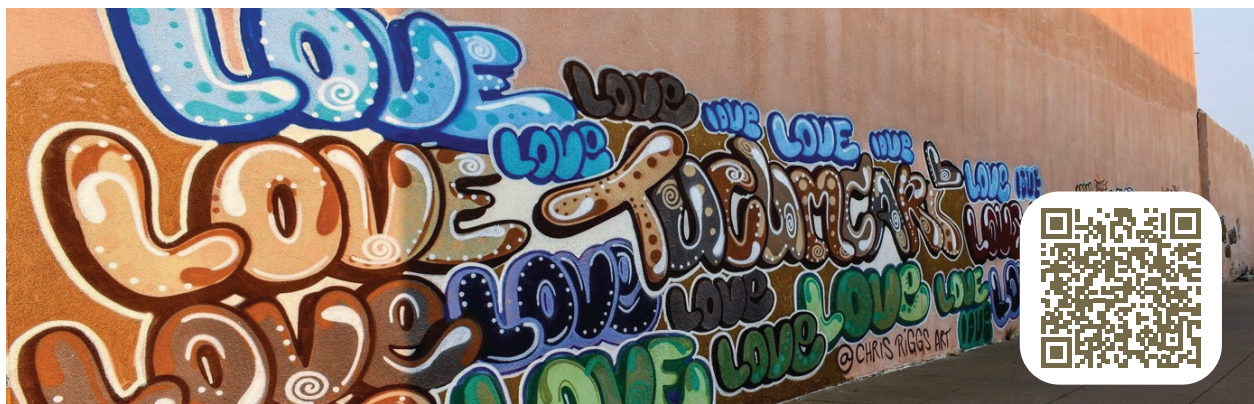
Population (2022)	5,149
Households (2017-2021)	1,992
Median Household Income (2017-2021)	\$30,679
Owner-occupied housing rate (2017-2021)	60%
Size in Square Miles (2020)	7.6 sq mi.
Bachelor's Degree or higher (2017-2021)	13%
High School Diploma or higher (2017-2021)	77%
Median Age	40.8
Unemployment Rate (2020—Quay County)	2.5%

TOP INDUSTRIES BY ANNUAL AVERAGE EMPLOYMENT (QUAY COUNTY)*:

Retail Trade
Health Care & Social Assistance
Construction

Finance & Insurance
Other Services
(except Public Administration)

*EASTERN PLAINS COUNCIL OF GOVERNMENTS, COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY 2022
Scan QR code below or visit: bit.ly/3sVxMht



Site Selection



If interested in establishing a new business in Tucumcari, there are a few questions that will need to be answered.

What are the zoning requirements required to support your business?

Are the locations you are considering zoned for the business you want to establish?

Is the space/property under consideration move in ready or will it require the construction of a new building or renovation of an existing building?

Is the space under consideration up to code for the use proposed or will it require upgrade(s) to be a permitted use?

Does the use require public water and/or sewer to operate? Are there any upgrades necessary to those systems to support your new business?

Are there improvements needed to the signage at the location under consideration? Have you reviewed the city's sign ordinance to determine if such improvements will be acceptable to the city?

Are there any other needs for the business operation which must be met by the site (i.e. lighting, parking, handicap accessibility, etc.) which may need administrative and/or Planning Commission approval in order to proceed?

If your business is located on Main Street (Hwy 54) or 1st Street (Hwy 209/104), have you contacted Tucumcari Community Development to inquire about NM Department of Transportation requirements?

Zoning & Development Requirements

When assessing a location for your business, the City of Tucumcari's **Community Development Department** can help businesses understand zoning rules and permit requirements.

They also can connect you with other city departments that are essential for your project. It is advisable to get in touch with

Community Development Staff before finalizing a lease or purchasing a property. They can verify if your business is permitted at your chosen location.

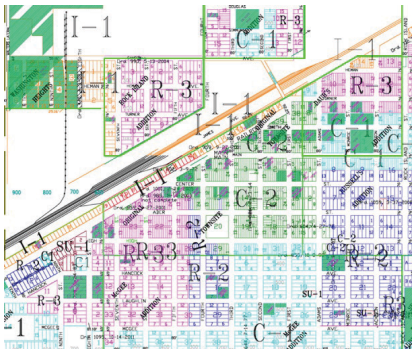
Additionally, they will guide you on any extra permits or reviewing agencies that require your attention.

Community Development: Planning & Zoning

Director: Vicki Strand

vstrand@cityoftucumcari.com · (575) 461-2143

512 South 8th Street · Hours of Operation: Mon-Fri, 8:00am-5:00pm

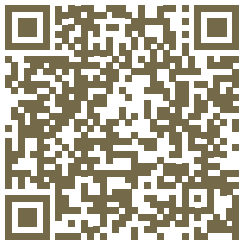


Zoning Explained

Tucumcari's MainStreet District is zoned **C-2 Central Business**.

Stores, offices, hotels, restaurants, and other retail and service businesses are allowed here.

Some uses like boarding and lodging houses require a **Conditional Use Permit**. The City's Zoning & Planning Commission approves these permits.



Tucumcari's Complete Zoning Map

—scan QR code or visit:

bit.ly/3N7ayf5

Note: The City's official Zoning Map can also be found at the City Clerk's Office.



Tucumcari's Unified Development Code for all rules, regulations, and ordinances — scan QR code or visit:

bit.ly/3N4C1Ot

All businesses must follow Lot & Design Standards as well as Parking Requirements. These are in the **Unified Development Code**.

Variance Requests & Zoning Amendments

Variance Request: For any variance from the Lot & Design Standards and or Parking Requirements, apply to the Community Development Department. For example, a change in the use of a property may increase the parking demand and require a Variance if sufficient parking does not exist. The Planning & Zoning Commission makes the final decision in a public hearing over Variance requests.

Zone Map Amendment: The Planning & Zoning Commission reviews and recommends all Zoning Change Requests. The City Commission then decides in a public meeting whether to approve or deny Zone Map Amendments through the adoption of an ordinance.

Useful Resources



Tucumcari's Code of Ordinances:

bit.ly/3RIGH5X



Tucumcari's Rezone Application:

bit.ly/49OudtY



Tucumcari's Variance Application:

bit.ly/47yLHZN



More info on recent & past Planning & Zoning

Commission meetings: bit.ly/3uAfnat

Notes

Building & Sign Permits

NM Construction Industries Division Requirements

Construction Permits will likely be required for the establishment of the new business if any of the following activities are involved:

1. Making alterations, repairs, or additions to existing buildings
2. Rehabilitating historic properties
3. Engaging in new construction
4. Carrying out mitigation or retrofit work.
5. Working on electrical, mechanical, and plumbing systems
6. Conducting a re-roofing project

Also, if there is a **Change in Use** (e.g., changing an office building into a restaurant), a **CO** or **Certificate of Occupancy** may be required.

For any new construction in the district on a vacant lot, the Community Development Department requires a **Site Plan Review** application. Some components of the application include a scaled plan showing existing parking, streets, and utilities within 50 feet of the property, along with scaled elevation drawings, and a preliminary grading plan.

Information on required permits for building construction or renovation, as well as mechanical, electrical, and plumbing system modifications can be found at:

New Mexico Construction Industries Division (NM CID) · (505) 222-9800

Useful Resource



State of NM CID Multi-Purpose State Building Application:
bit.ly/47QVTga

- Requires Property Owner, Contractor, and Design Professional Information (NM License required for both)
- Construction documents prepared & stamped by licensed Design Professional and Engineers
- Plan review submittal includes site plan, foundation plan, floor plan, framing plans, elevations, sections, mechanical system, plumbing system, electrical system, structural calculations, specifications, & any revisions
- Building permit issued upon plan review approval
- Ongoing system inspections will occur during construction
- Building official will issue Certificate of Occupancy



It is recommended that business owners work with professionals (e.g., professional architect or engineer) who are knowledgeable in all the State and Local codes for their specific type of business and meet early in the design process. Contractors working on construction projects are required to be licensed by the NM Regulations & Licensing Department. You can verify a contractor's license here or by scanning the QR code to the left: bit.ly/3GkK85S



NM Construction Industries Divisions has “how to videos” on their website that cover *10 Tips for Hiring a Contractor* and *Risks of Hiring an Unlicensed Contractor*. Videos and other resources can be found here or by scanning the QR code to the left: bit.ly/3SZFbqw

Tucumcari’s Sign Permit

In Tucumcari, there are standards for signs. Make sure to review the sign ordinance and get a sign permit before installing signs. Staff can approve.

Useful Resource



Tucumcari’s Sign Permit Application:
bit.ly/3MZo3dB

Getting Ready To Open: Business License & Registration

Once you have selected and acquired a property or leased a space, there are still several actions required before opening your business

City Clerk

Office: (575) 461-2143 · Direct: (575) 461-5997
215 East Center Street · Hours of Operation: Mon-Fri, 8:00am-5:00pm

All businesses in Tucumcari are required to possess a Business Registration and a Business License. The City Clerk can assist with these applications and payment of fees.

Useful Resource



Tucumcari’s Business License/Registration & Renewal form:
bit.ly/49Q6bPv



The **New Mexico Registration & Licensing Department** also regulates businesses in 35 industries, professions, and trades across the state. Some of these industries and professions include accounting, acupuncture, barbers, tattoo artists, counselors, dentists, massage therapists, nursing home, pharmacy, real estate, etc. To confirm you are in compliance with any requisite licensing, review online services at the NM Regulations & Licensing Department here or by scanning the QR code to the left: bit.ly/40Yvzye

Other Business Resources

Incorporation

If you wish to incorporate your business, you should contact the New Mexico Secretary of State. To learn more about this process visit: bit.ly/47URXe6

Internal Revenue Service

An Employer Identification Number (EIN) is used by the IRS to identify businesses for tax purposes. It is primarily used for paying state taxes and hiring employees. Visit bit.ly/3uyb7IC to begin an application and learn more.

Economic Development & Business Technical Assistance

Several groups in Tucumcari help businesses to find locations, provide demographic data, and share information about existing businesses and support resources:

Tucumcari MainStreet

100 West Railroad Avenue, Tucumcari, NM 88101
tucumcarimainstreet@gmail.com
(575) 461-3701
tucumcarimainstreet.org

Eastern Plains Council of Governments

418 Main St, Clovis, NM 88101
admin@epcog.org
(575) 762-7714
epcog.org

Greater Tucumcari EDC

1500 W. Tucumcari Blvd., Tucumcari, NM 88401
(575) 461-4079
tucumcariedc.com

Northeast Economic Development Organization, Inc. (NEEDO)

assistant@needo-nm.org
needonm.org

Tucumcari Quay County Chamber of Commerce

404 W Route 66 Blvd, Tucumcari, NM 88401
chamber@tucumcarinm.com
(575) 461-1694
tucumcarinm.com

Outside of Tucumcari, there are public agencies and nonprofit organizations that can assist your emerging business:

NM Economic Development Department Community, Business & Rural Development Team — Region 4: Northeast

Tim Hagaman
tim.hagaman@edd.nm.gov
(505) 862-2322
edd.newmexico.gov/community-development

Finance NM Small Business Resource

financenewmexico.org

U.S. Small Business Administration

(800) 877-8339
sba.gov

Grand Opening & MainStreet Support



Congratulations, you have made it to your Grand Opening!

Tucumcari MainStreet can help you launch your business with a ribbon cutting. The ribbon cutting will help you celebrate this important moment in your business's history. It also a great way to announce the arrival of your business to the community. Here are some of the opportunities the ribbon cutting ceremony provides to your business:

An opportunity to assemble & recognize all the people who were part of getting your business open.

An event that you can advertise in the local press, as well as through Mainstreet's social media outlets.

Photo opportunities that can lead to post event media coverage of your business's opening.

A celebratory event to invite the public & potential customers to your business location and to orient them to your physical location, products and/or services.

Make contacts with key members of the community and other community leaders.



Tucumcari MainStreet’s support of your business does not end with the ribbon cutting/grand opening. The following is an overview of services and/or opportunities for your business to partner with MainStreet to ensure your business succeeds in Tucumcari.

Tucumcari MainStreet’s mission is to preserve, revitalize, and promote the historic, cultural, social, and economic significance of Tucumcari’s Downtown Commercial Historic District to create a healthy, vibrant environment for all.

We are an accredited organization with New Mexico MainStreet and Main Street America and follow the tenants of the national and state programs.

Our program is designed to restore the downtown area as a viable marketplace and center of community activity. We utilize the four-point Main Street approach to continue our path of preservation and economic development which includes economic vitality, design, promotion, and organization.

Our organization adopts a yearly work plan based on the following two economic transformation strategies (ETS).

- **Foster Entrepreneurial and Creative Economy within the Tucumcari MainStreet District**
- **Create a thriving “destination downtown” Tucumcari MainStreet District**

You can find more information about our mission and work as well as sign up for our email announcements at tucumcarimainstreet.org



Social Media Promotion

Tucumcari MainStreet manages and supports several regularly updated social media accounts including a Facebook page: facebook.com/tucumcariainstreet, as well as an Instagram account: instagram.com/tucumcari_mainstreet

Through these social media accounts, Tucumcari MainStreet draws positive attention to the Tucumcari business community and helps promote the community's support for local business. Tucumcari businesses may contact MainStreet to be featured on either its Facebook page or the Instagram account. MainStreet can also assist in creating posts about local business events such as grand openings/ribbon cuttings and promotional activities. We have hundreds of followers and offer a great way to connect with the Tucumcari business community online.



Small Business Support

In 2021, Tucumcari MainStreet established the **Forge Business Accelerator** program, a tiered business accelerator program aimed at supporting early-stage businesses and individuals aspiring to start a business. The program helps participants take advantage of the MainStreet Microloan program.

Participants also get connected to local resource partners, receive valuable technical assistance, refine their business concepts, identify target markets, and kickstart their entrepreneurial journey.

Businesses interested in learning more about Tucumcari Forge can contact **Tucumcari MainStreet** at (575) 461-3701 or by emailing us at tucmainstreetdirector@gmail.com.



City of Tucumcari



The five-member City Commission is the legislative body of Tucumcari which serves as the legislative and policy-making board. The City Manager is the chief administrative officer and is responsible for the proper and efficient administration of the municipal government.

The Tucumcari City Commission meets on the 2nd and 4th Thursday of each month at 6pm in the Tucumcari City Commission Chambers:

City Hall

215 East Center Street, Tucumcari, NM 88101
(575) 461-3451
Open 9am-4pm

All meetings are open to the public. The Commission also regularly holds town hall meetings. Tucumcari MainStreet encourages the public to attend and participate.

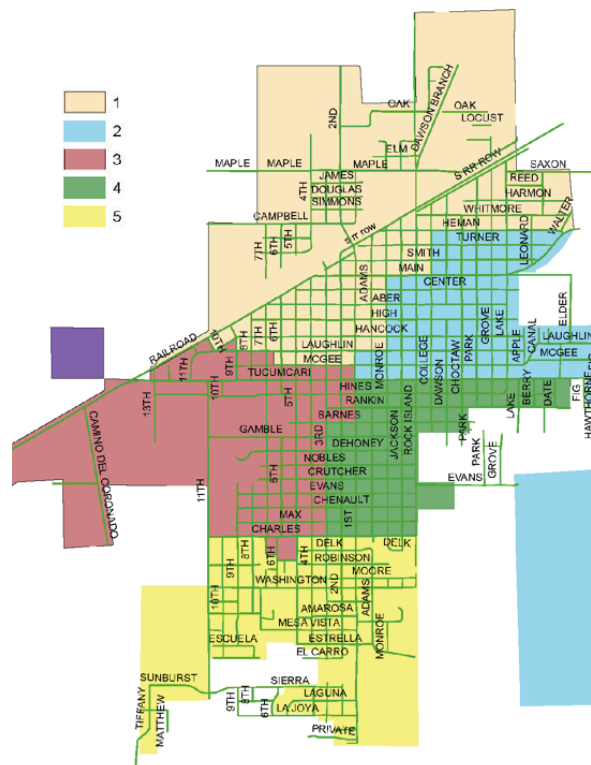
Tucumcari MainStreet is located in Commission District 1.

A schedule of City Commission meetings and works sessions is posted here:

tucumcari.civicweb.net/Portal

For more information on the City Commission, please visit bit.ly/3SWHj7i

Tucumcari Commission Districts



Public Works

The City's Wastewater and Water Divisions Department should also be consulted to confirm a property is adequately served by public water and sewer:

City of Tucumcari Wastewater

1700 North Rock Island Street
(575) 461-4542

City of Tucumcari Water

302 West Center Street
(575) 461-3923

Utilities & Internet

Electricity

Xcel Energy
(800) 481-4700
nm.my.xcelenergy.com/s/business

Fiber Internet

Plateau Business Solutions
(877) 752-8328
plateautel.com/business/businesssolutions

Natural Gas

New Mexico Gas Company
(888) 664-2726
nmgco.com/en/start_stop_or_transfer_service

Other important City of Tucumcari & Quay County Departments:

Tucumcari Police Department

206 East Center Street
Administration: (575) 461-2160
Monday-Friday, 8am-5pm
Dispatch: (575) 461-2280 (24/7)
Emergencies: Dial 911

Parks & Recreation Department

900 East Laughlin Street
(575) 461-1647
Seasonal Hours

Tucumcari Fire & Rescue Administration

123 North Adams Street
(575) 461-4400

Quay County Assessor

900 East Laughlin Street
(575) 461-1647
Seasonal Hours

Streets & Sanitation

1000 East Laughlin Street
(575) 461-4551
Monday-Friday, 8am-5pm

Startup Checklist

Pick your Business Location

Contact Community Development to verify zoning and permit requirements for your business at the desired location.

Apply for any necessary variances or zoning amendments if the location does not conform to standards.

Obtain required construction and building permits from NM Construction Industries Division if renovating or building.

Get a sign permit from the city if installing signage.

Apply for a Business Registration and Business License from the City Clerk before opening.

Verify you have any state licenses required for your industry through NM Regulations and Licensing Dept.

Consider incorporating through the NM Secretary of State.

Obtain an Employer Identification Number (EIN) from the IRS.

Connect with Tucumcari MainStreet and the community.



Questions? Please contact:

Connie Loveland

Tucumcari MainStreet Executive Director

tucmainstreetdirector@gmail.com

(575) 461-3701



Document Created By:

Rhea Serna · *NM MainStreet Revitalization Specialist in Property Redevelopment*

Connie Loveland · *Tucumcari MainStreet Executive Director*

Editorial Design by **Julia Wilde** · *NM MainStreet Revitalization Specialist in Graphic Design & Marketing*



Information presented in this document is subject to change.
All links and resources have been reviewed and are current as of November 2023