



Gallup B.I.D., Inc. Report  
November 2023

Gallup Business Improvement District was established by Downtown Gallup property owners and Gallup City Council in to provide Gallup's Downtown Business District with a sustainable and predictable source of funding for its effort to promote, maintain and beautify the Gallup downtown commercial district. Gallup Business Improvement District has used the funds raised through the BID and matched by City of Gallup to implement a variety of activities such as beautification, marketing and branding, events, capital improvements, downtown clean up and downtown security patrols.

The goals of the Gallup BID improvements are to promote economic vitality and enhance commercial development.

Gallup Business Improvement District is a cooperative development project among property owners within the downtown business district. Property owners agree to pay a fee that pays for local improvements. Improvements are designed to increase the appeal and safety of the neighborhood to increase business vitality.

The benefit of a BID program is that each business works together with all others in the district through a minimal contribution that creates a fund to produce large public benefits. Business owners each invest much less into the fund than they would have to pay on their own to get a district-wide improvement.

Property improvements can be supported through BID grants. This makes Gallup BID a versatile development tool. BID programs help local businesses to prosper and even to expand. They also provide an incentive for other businesses to open a location within the district. Business Improvement Districts are designed to increase local business productivity and vitality while creating a safe environment for consumers. The success rate for businesses opening within Gallup's Downtown Commercial District is higher than the national or statewide average.

Gallup BID continues to fund unarmed downtown private security patrols from June through August. This investment is Gallup BID's largest annual expenditure.

Gallup BID continues to fund, support and manage important monthly community-building Downtown Arts Crawl events, which draw over 2000 people per event.

Gallup BID also sponsors the Annual Gallup Route 66 Freedom Ride Flight and Cruise three-day festival. This event brings over 6,000 people into Gallup and produced \$595,000 of economic activity within the City of Gallup.

Gallup BID has enjoyed the ability to respond to capital proposals, event sponsorship requests, maintenance projects, marketing concepts, and other initiatives in a timely manner.

The Gallup Business Improvement District Board of Directors believes that all of this work is necessary to make Historic Downtown Gallup a more vibrant commercial district with strong consumer appeal. Gallup BID is the lead coordinator and fiscal agent for REDP. We will continue to do a good job for Gallup and our region.

Francis Bee

Executive Director

Gallup Business Improvement District

GALLUP BID FAÇADE GRANT PROGRAM



Millennium Media-Wells Fargo building repainted



Don Diego Restaurant parking lot repaved

GALLUP BID SIGN GRANT PROGRAM







**REX MUSEUM SIGN IS BEING RESTORED**

**GALLUP BID SIGN GRANT WILL PROVIDE PART OF THE FUNDING**



## DOWNTOWN SECURITY PATROLS

Gallup BID hired private security firm to provide well-trained unarmed bicycle patrols for July & August 2023

Guards are in constant contact with City of Gallup Police, Community Service Patrols and other emergency service personnel.

Hundreds of interventions per month during July & August 2023.





# DOWNTOWN ARTS CRAWL EVENTS

Gallup BID sponsors and manages Downtown Arts Crawl Events from April through October

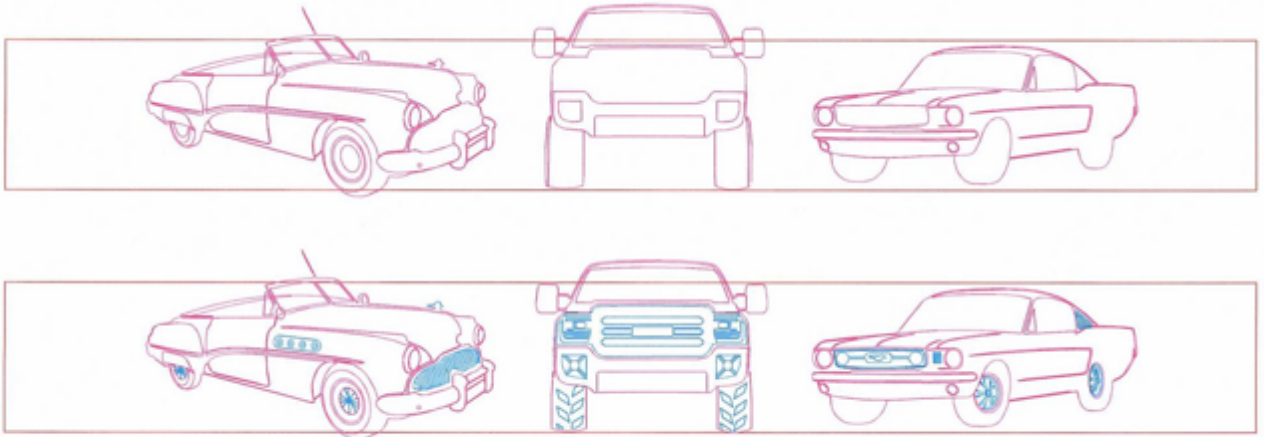


*Thousands of visitors per event.*

*Dozens of artists, artisans and performers per event*



## LIGHTED STREETLINER PROJECT



**GALLUP BID IS WORKING WITH A LOCAL DESIGNER/FABRICATOR TO  
CREATE A LIGHTED STREETLINER DISPLAY THAT WILL PROVIDE A  
WELCOMING LIGHT ILLUMINATING THE WEST SIDE OF DOWNTOWN  
GALLUP**

## **DOWNTOWN EVENTS**

**GALLUP BID OFFERS MARKETING GRANTS FOR EVENTS THAT BRING PEOPLE TO THE DOWNTOWN BID DISTRICT**

**DURING 2023, BID SUPPORTED EVENTS BY:**

**LEVITT AMP MUSIC SERIES, ORGANIZED BY GALLUP MAINSTREET**

**LIONS CLUB PARADE**

**PLAY SHARITY CHILDREN'S MUSEUM**

## **TECHNICAL ASSISTANCE**

**GALLUP BID PROVIDES BUSINESS COUNSELING TO GROWING BUSINESSES. IN 2023 THAT INCLUDED:**

**JUNIPER BAKERY EXPANDING FROM ARTS CRAWL VENDOR TO A RETAIL LOCATION**

**KEISHI FOUNDATION WORKING TO GROW ITS GALLERY-MUSEUM ON WEST COAL AVENUE TO A LARGE MUSEUM**

## **REGIONAL COOPERATION**

**BID SERVED AS COORDINATOR AND FISCAL AGENT. FINANCIAL SUPPORT FOR THIS PROGRAM WAS PROVIDED BY NM ECONOMIC DEVELOPMENT DEPARTMENT.**

**POSITIVE OUTCOMES INCLUDE ACTIVATION OF A COMMUNITY DEVELOPMENT FINANCIAL INSTITUTION (CDFI), WHICH IS MANAGED BY NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS. NDC ALSO ACTS AS UNDERWRITER.**

**THIS CDFI LENDS TO LOCAL BUSINESSES.**



**GALLUP BID ALSO ARRANGED FOR NDC TO PROVIDE TWO DAYS OF SMALL BUSINESS FINANCIAL TRAINING AT NO COST TO LOCAL BUSINESSES.**

**BID ARRANGED A HOUSING DEVELOPMENT WORKSHOP FOR STAFF AND ELECTED OFFICIALS IN GALLUP-MCKINLEY TO ADDRESS THE CURRENT HOUSING EMERGENCY DECLARED BY CITY & COUNTY. NDC EXPERTS PRESENTED AND MODERATED.**

#### **EDUCATE AND ADVOCATE**

**GALLUP BID WORKS TO EDUCATE NM LEGISLATORS ABOUT THE VALUE RECEIVED BY THE STATE OF NEW MEXICO WHEN SUPPORT IS PROVIDED TO GALLUP-MCKINLEY**

#### **PROGRAMS FOR JOB CREATION AND REVENUE**

**FEDERAL - MEP**

**STATE OF NEW MEXICO - BIOSCIENCE AUTHORITY**

**GALLUP BID COORDINATES WITH MANUFACTURING EXTENSION PARTNERSHIP (MEP), A FEDERALLY SPONSORED PROGRAM TO ASSIST ENTREPRENEURS WHO WANT TO GROW/EXPAND THEIR BUSINESS**

**GALLUP BID COORDINATES WITH THE NEW MEXICO BIOSCIENCE PROGRAM TO HELP ENTREPRENEURS ESTABLISH BUSINESSES RELATED TO BIOSCIENCE ENDEAVORS IN NEW MEXICO**

**GALLUP BID WORKING WITH NEW MEXICO BROADBAND OFFICE TO CREATE AN APPROACH TO CONNECTIVITY FOR DOWNTOWN THAT WILL BE RELIABLE, FAST AND AFFORDABLE.**

**GALLUP BID PROVIDES PRIVATE SECTOR MATCH TO GOVERNMENT AND FOUNDATION GRANT FUNDS, AS NEEDED.**



