



GALLUP B.I.D., INC. REPORT

DECEMBER 2024

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.

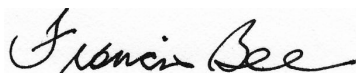
Gallup BID continues to fund unarmed downtown private security patrols from June through August. This investment is Gallup BID's largest annual expenditure.

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 will continue to do a good job for Gallup and our region.

A handwritten signature in cursive script that reads "Francis Bee". The signature is written in black ink on a white background.

Francis Bee

Executive Director Gallup Business Improvement District

GALLUP BID FAÇADE GRANT PROGRAM



All Tribes Native American Arts & Jewelry

GALLUP BID SIGN GRANT PROGRAM



Jason Arsenault, CPA



All Tribes Native American Arts & Jewelry

GALLUP GATEWAY MONUMENT SIGNS REPLACED



DOWNTOWN INFORMATIONAL KIOSKS RESTORED



SIDEWALK CONCRETE TRASH RECEPTACLES RESTORED



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 2024.

DOWNTOWN ARTS CRAWL EVENTS

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



Thousands of visitors per event

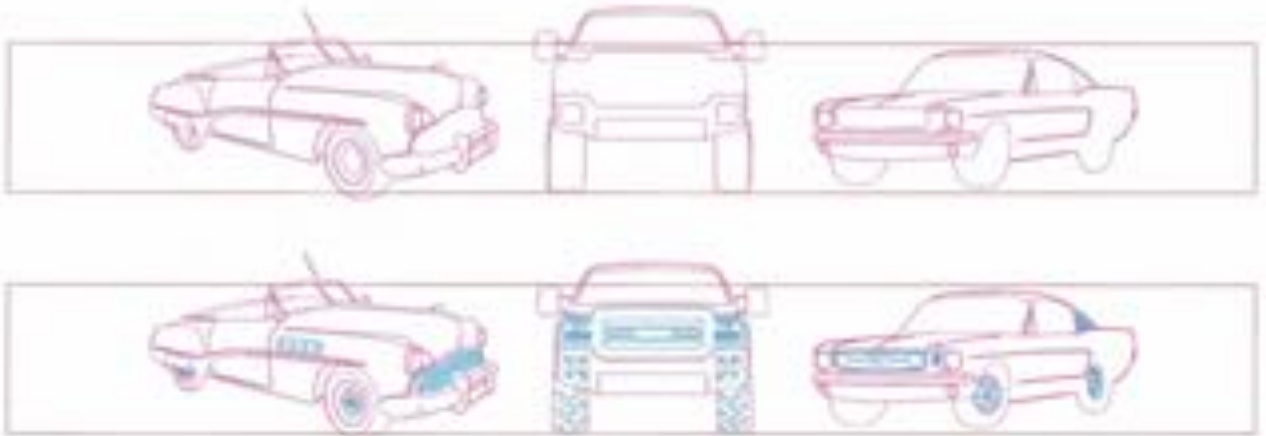
Dozens of artists, artisans & Performers per event



ANNUAL GALLUP SIGNATURE EVENT
Gallup Rt. 66 Freedom Ride Flight Cruise 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. This project should be completed during early 2025.

DOWNTOWN EVENTS

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

during 2024, BID supported events by:

Gallup Main Street managed “Levitt AMP Music Series”, organized by with grant from Levitt Foundation to GMSACD

Lions Club Parade

Play Sharity Children’s Museum

TECHNICAL ASSISTANCE

Gallup BID is providing guidance to owners of properties in Historic Downtown BID District who wish to restore their properties

Keishi Foundation working to grow its gallery-museum on West Coal Avenue to a large museum

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 participates in Rt 66 Centennial planning

Gallup BID Provides Private Sector match to government and foundation grant funds, as needed.

