

PROGRAM: New Mexico MainStreet Program **Community**

AGENCY: New Mexico Economic Development Department

DESCRIPTION: MainStreet provides community economic development technical assistance, services and resources to its affiliated non profit organizations for downtown revitalization and redevelopment. It does so through the Four Point Approach™ of the National Trust Main Street Center, providing strategic planning and implementation in Design, Organization, Economic Positioning and Promotions.

ELIGIBILITY: MainStreet requires a public / private partnership between the municipality and a downtown revitalization organization. When openings are announced for state program affiliation, the applicant community needs to file a letter of interest, go through an evaluation and assessment process and ranked based on the community's readiness to be accepted into the state program.

STRUCTURE: The Program has two salaried employees, a director and administrative manager, as well as a contract staff of between 9 and 13 professionals bringing expertise, skills and knowledge into the affiliated communities to implement projects, programs and activities in the MainStreet District

QUALIFICATIONS/CRITERIA: New Mexico MainStreet Program works with communities of all population sizes. Communities must raise funds for the general operations of the organization and paid staff.

Visit the Mainstreet page at

<http://ww1.edd.state.nm.us/index.php?/community/category/Join%20New%20Mexico%20MainStreet/> , the homepage at www.edd.state.nm.us , or call (505) 827-016.