



**New Mexico MainStreet 25th Anniversary
Poster Competition
Submission Deadline – March 11, 2010**

The Economic Development Department's New Mexico MainStreet Program announces a competition for the selection of the 25th Anniversary New Mexico MainStreet Commemorative Poster.

Competition Information

Project Intent: New Mexico MainStreet intends to select an original artwork, which depicts, and/or interprets New Mexico's MainStreet communities. A list of New Mexico MainStreet communities is available at <http://www.edd.state.nm.us/mainStreet/intro/index.html>

The artwork should incorporate a positive expression of some aspect of downtown revitalization representative of the affiliated communities of the New Mexico MainStreet Program and the MainStreet Four Point Approach.TM A brief description of the Four Points is below. Additional information about MainStreet can be found at www.goNM.biz or <http://www.preservationnation.org/main-street/>

Main Street Four Point ApproachTM

The New Mexico MainStreet Program and its participating local Projects use the Main Street Four Point ApproachTM as the basis of their downtown revitalization work. This proven economic development strategy is a comprehensive method for successful community revitalization.

Organization - Establishing and maintaining a non-profit corporation that works in partnership with the public and private sector to plan and implement a comprehensive downtown revitalization strategy.

Economic Positioning - Strengthening and improving downtown's existing economic assets and fulfilling its broadest market potential.

Design - Enhancing and improving the physical appearance of downtown by addressing all design elements to create an appealing environment.

Promotion - Creating and marketing a positive image of the downtown district and attracting people to socialize, shop at local businesses and restaurants, and enjoy local history and culture.

The selected artwork will be suitable for reproduction as the commemorative poster for New Mexico MainStreet's 25th Anniversary.

Artist compensation: The selected artist will receive \$1,000 inclusive of applicable gross receipts tax for the original artwork and rights of reproduction by the Economic Development Department of the State of New Mexico and the Friends of New Mexico MainStreet, Inc. Artist compensation will be provided by the Friends of New Mexico MainStreet, Inc. No part of artist compensation will be provided by the State of New Mexico. Selected artist will receive 50 copies of the Commemorative Poster.

Eligibility: Open to artists residing in New Mexico. For the purposes of this competition, representation in a New Mexico gallery does not constitute residency.

Competition Requirements

- All artistic media accepted.
- Artwork must reflect the idea of New Mexico MainStreets in some respect. Artwork should reflect a positive expression of some aspect of downtown revitalization representative of the affiliated communities of the New Mexico MainStreet Program and the MainStreet Four Point Approach.TM
- The artwork must be an image suitable for reproduction as a Commemorative Poster.
- The artwork must be signed by the artist.
- Artwork must be reproducible as, at minimum, a 16" by 26" poster
- Artist must submit a hi-resolution jpeg of artwork for judging.
- Finalists must submit original artwork for judging no later than March 25, 2010.
- The Economic Development Department will not be responsible for lost or damaged artwork.

Selection Process: All entries will be reviewed for eligibility. Artwork will be judged by a panel selected by New Mexico MainStreet staff. All artwork not selected must be picked up within thirty days or will become the property of the Economic Development Department.

Calendar:

November 16, 2009	Project announced
March 11, 2010	Submission deadline
March 18, 2010	Selection of Finalists
March 25, 2010	Deadline for finalists to submit original artwork to EDD for judging
April 1, 2010	Announcement of winner
May 1, 2010	Deadline for unsuccessful submissions to pick up original artwork from EDD
June 2010	Poster image unveiled
August 14, 2010	New Mexico MainStreet 25 th Anniversary Symposium and Awards Dinner
September 1, 2010	Original artwork returned to winning artist

Submission Instructions: All entrants must submit the following materials:

1. Completed entry form (attached)
2. Hi-resolution jpeg of artwork (saved on a cd labeled with artist's name and title of artwork)
3. One page, double spaced, typed biography

Submission Deadline: Submissions are due by 2:00 pm on Thursday, March 11, 2010 at the Economic Development Department office in Santa Fe. No late submissions will be accepted.

Economic Development Department

New Mexico MainStreet

Attn: Meghan Bayer

Joseph Montoya Building

1100 St. Francis Drive

Santa Fe, NM 87505

We recommend you drop off your submission in person or send it with a courier service that tracks delivery. Please note: because of internal processing, using the USPS is not a reliable means for delivering your submission.

For application questions contact: Meghan Bayer at Meghan.Bayer@state.nm.us



New Mexico MainStreet 25th Anniversary Poster Competition

Entry Form

Artist Name: _____

Full Mailing Address: _____

Phone: _____ Email: _____

Title of artwork: _____

Media (check one and specify type and dimensions)

Painting _____

Etching _____

Lithograph _____

Photograph _____ Type of film _____ Size of film _____

Other _____

Description of artwork:

Artist website: (not required) _____

I agree to allow the use of my artwork for the New Mexico MainStreet 25th Anniversary Poster if it is chosen. My compensation will be \$1,000 inclusive of applicable gross receipts taxes. I understand that the design of poster using my artwork will be determined by the Economic Development Department. In order to insure the quality of the posters, I understand that I shall have the right to view the color proof. I will make myself available for this review.

Artwork created through this competition remains the property of the artist who owns copyright of the artwork. The winning artist provides a permanent license to the Economic Development Department and Friends of New Mexico MainStreet, Inc. to use the artwork in promotional materials including posters, t-shirts, etc.

Artist's signature: _____ Date: _____

Economic Development Department
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