



NEW MEXICO MAINSTREET SERVICES AVAILABLE TO ANY NEW MEXICO COMMUNITY

Economic Development Department
New Mexico MainStreet Program
Joseph Montoya Building
1100 St. Francis Drive
Santa Fe NM 87505-4147

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www.goNM.biz
www.NMMainStreet.org
www.nmCEDToolBox.org
www.OffTheRoadNM.com

ABOUT NEW MEXICO MAINSTREET

Created in 1985 by the New Mexico Legislature, the New Mexico MainStreet Program fosters economic development in the state by supporting local MainStreet organizations and their revitalization work in downtowns and adjacent neighborhoods. The Program provides resources, education, training, and services that preserve and enhance the built environment, retain local history and culture, and stimulate the economic vitality of each participating community.

Based in the New Mexico Economic Development Department, New Mexico MainStreet (NMMS) works primarily with selected local non-profit organizations and municipalities to establish and enhance local downtown revitalization efforts. Using the highly successful Main Street Four-Point Approach™ developed by the National Trust for Historic Preservation, New Mexico MainStreet assistance and services are structured around Main Street's Four Points of Organization, Design, Promotion, and Economic Positioning and are delivered by experienced downtown revitalization professionals. The NMMS team provides participating local MainStreet organizations with a variety of consulting, training, advisory, planning, networking, and evaluation services designed to build, strengthen, and guide local Main Street organizations so that they can address the full range of challenges and opportunities in their downtown districts



A Program of the New Mexico
Economic Development Department



**NEW MEXICO ECONOMIC
DEVELOPMENT DEPARTMENT**

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While the majority of New Mexico MainStreet's assistance and resources are directed to competitively-selected local MainStreet non-profit organizations, NMMS offers limited technical assistance to non-MainStreet communities. The following technical assistance is available to non-MainStreet cities, towns, and villages throughout the state:

- ❑ **Printed Information:** brochures and materials that describe New Mexico MainStreet and the Main Street Four-Point Approach™ are available to individuals and organizations upon request.
- ❑ **Conferences and Seminars:** NMMS regularly offers conferences and trainings on a variety of downtown revitalization topics. Many training sessions are open to any individual or organization, though a modest registration fee may be required.
- ❑ **Satellite Projects:** Annually, as resources are available, the Economic Development Department provides technical assistance for up to one year to selected "Satellite" communities to address a single downtown revitalization project. Satellite Project designation is ideal for communities that want to address a downtown project but may not have the interest or resources necessary to become a designated New Mexico MainStreet local organization. Municipalities may apply for Satellite technical assistance for an identified downtown revitalization project; no funding is provided. Satellite technical assistance is awarded by competitive application and is provided by New Mexico MainStreet and the Community Economic Development Team.

HOW TO ACCESS NEW MEXICO MAINSTREET'S TECHNICAL ASSISTANCE:

Communities and individuals not currently involved as an affiliated New Mexico MainStreet local organization may contact New Mexico MainStreet to request informational materials, to learn about available MainStreet

training, and to inquire about the Satellite and MainStreet Start-Up application processes. Individuals may also visit the New Mexico MainStreet website or the New Mexico Community Economic Development Toolbox website to learn more about the Main Street Four Point Approach™ and downtown revitalization resources within the state of New Mexico.

Additional questions or information requests should be made to the Director of New Mexico MainStreet.

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Santa Fe, NM 87505505-827-0168 or 505-827-0363

General Information: www.goNM.biz (see MainStreet section)

Economic Development Tool Box: www.nmmainstreet.org/toolbox/

Tourism and Travel to MainStreet Communities: www.offtheroad.com

