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[www.NMMainStreet.org](http://www.NMMainStreet.org)  
[www.nmCEDToolBox.org](http://www.nmCEDToolBox.org)  
[www.OffTheRoadNM.com](http://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 works with selected local non-profit organizations and municipalities to establish and enhance local downtown revitalization programs. 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 those four points to help participating communities address the full range of challenges and opportunities in their downtown districts. NMMS services include a variety of consulting, training, advisory, planning, networking, and evaluation services to build and strengthen local Main Street organizations and downtowns within the state.

## ABOUT THE NATIONAL TRUST MAIN STREET CENTER

The National Trust Main Street Center is a program of the National Trust for Historic Preservation. In the 1970s, the National Trust developed its pioneering Main Street Four-Point Approach™, an innovative methodology that combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts. The Center advocates a comprehensive approach that both rural and urban communities can use. It has created a network of more than forty statewide and citywide Main Street programs with nearly 1,300 active local Main Street programs across the nation.

The Center leads the preservation-based revitalization movement by serving as the nation's clearinghouse for information, technical assistance, research, and advocacy. Through its consulting services, conferences, publications, membership resources, trainings, and program accreditation, it has educated and empowered thousands of individuals and organizations to lead the revitalization of their downtowns.

A Program of the New Mexico  
Economic Development



# WHO BENEFITS FROM A LOCAL MAIN STREET REVITALIZATION EFFORT



**NEW MEXICO ECONOMIC  
DEVELOPMENT DEPARTMENT**

The downtown commercial district is the most visible indicator of a community's economic and social health. Often the first place that people think of or want to see in a community, downtown can either be an asset or a liability in efforts to recruit new residents, new businesses, industry, and tourism to your community.

New Mexico MainStreet, a program of the state's Economic Development Department, works with selected communities to provide technical assistance, training, and networking to support revitalization of New Mexico's downtowns and traditional commercial districts. Using the highly successful Main Street Four-Point Approach™, New Mexico's Main Street communities address the challenges of commercial district revitalization, and a wide range of people and institutions in those communities benefit from the local Main Street revitalization effort. A sampling of who benefits from Main Street revitalization includes:

## MERCHANTS

- ❑ Greater opportunity for growth and expansion
- ❑ Expanded customer base
- ❑ Healthier business climate and less financial risk

## PROPERTY OWNERS

- ❑ Stronger property values
- ❑ Stable, more dependable rental environment
- ❑ Increased occupancy rates
- ❑ Improved marketability of property

## FINANCIAL INSTITUTIONS

- ❑ Expanded commercial customer base
- ❑ Improved public image and goodwill
- ❑ Opportunity to fulfill community reinvestment mandate

## PROFESSIONAL & SERVICE BUSINESSES

- ❑ Ready-made customer base of downtown employees
- ❑ Convenient location near government, banks, post office, etc.
- ❑ Nearby amenities for clients and staff

## ECONOMIC DEVELOPMENT ORGANIZATIONS

- ❑ Stronger economic climate
- ❑ Enhanced base of businesses and jobs
- ❑ Dedicated effort to address small business/retail sector
- ❑ Opportunity for collaborative economic development activities

## CHAMBER OF COMMERCE

- ❑ Potential new member businesses
- ❑ Healthier overall business climate
- ❑ Potential partnerships on joint projects

## INDUSTRY

- ❑ Improved quality of life makes recruiting and retaining employees easier

## LOCAL GOVERNMENT

- ❑ Increased sales tax and property tax base
- ❑ Protection of property values and infrastructure investment
- ❑ Reduced cost of services, such as police and fire protection
- ❑ Reduced pressure for sprawl development

## RESIDENTS

- ❑ Local access to goods and services
- ❑ Better quality of life
- ❑ Opportunities for volunteerism and leadership development
- ❑ Renewed pride in the community
- ❑ More local employment opportunities
- ❑ Stronger tax base to support community amenities (schools, parks, etc.)

## COMMUNITY PARTNER ORGANIZATIONS

*(CDCs, BIDs, civic clubs, historical societies, religious institutions, arts groups, etc.)*

- ❑ Improved quality of life in the community
- ❑ New membership potential among new residents
- ❑ Achievement of common goals
- ❑ Preservation of community history and heritage

## SCHOOLS

- ❑ Youth involvement in civic projects
- ❑ Use of Main Street district as "classroom" for school projects
- ❑ Potential employment and business opportunities
- ❑ More places to go and activities for youth

## BUSINESSES OUTSIDE THE MAIN STREET DISTRICT

- ❑ Increased visitor traffic to the community
- ❑ Improved municipal services throughout community
- ❑ Increased business from a healthier overall economy
- ❑ Additional amenities for employees and clients