



NEW MEXICO MAINSTREET PARTNERSHIP

VISION STATEMENT

In the future, MainStreet in New Mexico will be a highly visible, respected, credible community economic development program that is recognized for its ability to restore economic vitality and growth to the state's town centers while preserving local cultural and historic resources. Our program will be recognized for its ability to foster a sense of community pride and to improve quality of life, in addition to encouraging the growth of small businesses, improving local employment and income opportunities, and preserving communities' heritage.

Our New Mexico MainStreet Partnership, comprised of Friends of New Mexico MainStreet (Friends), the New Mexico Coalition of MainStreet Communities (Coalition), and the state's New Mexico MainStreet Program (Program), remains strongly committed to the Main Street Four-Point Approach™ as its guiding framework. Together, our Partnership works in a strong, inclusive, proactive, and collaborative manner to achieve the goals of preserving, empowering, investing in, and revitalizing New Mexico's MainStreet districts.

Our MainStreet resources will be plentiful. Working together, the Partnership will successfully advocate for and secure increased funding from public and private sources, thereby ensuring sustainability for our state and local MainStreet programs.

New Mexico MainStreet will have a large, dedicated group of energized and passionate volunteers, as well as well-paid, trained staff at both the local and state levels. Local programs will have significant participation by diverse cultural populations and sustainable organization support from local government and business and property owners.

Our Partnership of the Friends, the Coalition, and the Program will have clearly defined respective roles and responsibilities and established strategic plans that result in cooperative activities, as well as coordinated but independently-implemented projects. Good communication and outreach by all three groups will help to expand MainStreet's visibility, stability, and network throughout the state. New Mexico MainStreet will be the premier organization that brings renewed life to New Mexico's communities.