

Subject: NM MainStreet Makes Major Announcements



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NM MainStreet Makes Major Announcements

MainStreet Programs in Truth or Consequences, Lovington, Roswell, Las Cruces and Tucumcari highlighted

SANTA FE, N.M.- The New Mexico MainStreet program today made five major announcements at their winter quarterly meeting, including: adopting a new MainStreet slogan, honoring a new State Certified MainStreet project, naming the 2010 façade squad communities, announcing a new “Extreme MainStreet Makeover” initiative and welcoming two new certified managers

“MainStreet’s bold initiatives and unique community projects bring friends and neighbors together, helping foster a sense of identity and unity,” stated Economic Development Cabinet Secretary Fred Mondragón. “Today’s exciting announcements set the tone for the 25th anniversary festivities MainStreet will be celebrating throughout 2010.”

Here are details on the five initiatives and announcements:

MainStreet adopts new slogan, “Viva MainStreet!”

Truth or Consequences resident Linda DeMarino’s winning slogan “Viva MainStreet!” was selected from numerous entries submitted to The Friends of New Mexico MainStreet. Ms. DeMarino’s prize is a \$500 scholarship or a \$500 cash award for a façade improvement in the T or C MainStreet district.

Lovington graduates to a fully certified MainStreet community

After two years of hard work, the Lovington MainStreet project graduated from a Start-up MainStreet community to a fully certified, veteran New Mexico MainStreet community. Lovington MainStreet has had several major accomplishments, including completing the Design and Planning Assistance Center (DPAC) through UNM, completing a downtown master plan and Metropolitan Redevelopment Area Plan, and economic analysis provided by the Bureau of Business and Economic Research. Lovington

MainStreet has proactively developed their MainStreet committees and implemented a downtown revitalization program and has been very successful in fundraising and garnering municipal support.

Roswell and Lovington named 2010 façade squad communities

Roswell MainStreet and Lovington MainStreet were chosen as the 2010 façade squad communities. The façade squad was launched in 2009 as a volunteer-driven, “bootstrap” self-help effort to attract and inspire private property owners to renovate the façades of their buildings. Last years pilot projects were in Santa Rosa and Clovis.

T or C named pilot project for the “Extreme MainStreet Makeover”

Truth or Consequences MainStreet was chosen as the pilot project for Extreme MainStreet Makeover, a new initiative of New Mexico MainStreet. New Mexico MainStreet will package services, such as interior design, merchandising consultation, and façade rehabilitation, for one or more downtown businesses to transform their storefronts, interiors, windows and merchandising from ho-hum to an attention-getting new look.

Mark Lake and Cindi Fargo become Certified MainStreet Managers

The certified manager program involves a year-long course of study in intermediate and advanced trainings in non-profit administration, project management, and leadership skills. New Mexico MainStreet is pleased to recognize these managers who have completed the program: Mark Lake, Executive Director of Tucumcari MainStreet and Cindi Fargo, Executive Director of Downtown Las Cruces Partnership.

For more information on the New Mexico MainStreet program, please go to www.edd.state.nm.us/.

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