



Capturing the Vitality of your MainStreet District through Images



Why Quality Images:

- MainStreet is “Open for Business”
- Community Engagement
- Desirable place to live, visit, & do business
- Fun Events
- Economic Vitality
- Downtown
- Authentic Sense of Place



How to use Images:

- **Websites**
- **Social Media**
- **Flyers/Print Materials**
- **Press Releases**
- **Advertising**



Types of Stories

- **Quality Businesses**
- **Annual Events**
- **Successful Fundraisers**
- **Community Engagement**
- **Major Accomplishments**
- **Unique Cultural Assets**



Who to Engage

- **Prospective Businesses**
- **Community Partners**
- **Local Media**
- **Local & Regional Stakeholders**
- **Social Media Followers**
- **Volunteers**
- **Residents & Visitors**
- **Potential Funders**



What can images Convey?



A Destination



N e w M e x i c o M a i n S t r e e t



Sense of Place



New Mexico Mainstreet



Historic Anchors



N e w M e x i c o M a i n S t r e e t



Thriving Business



N e w M e x i c o M a i n S t r e e t



Do Business



N e w M e x i c o M a i n S t r e e t



Quality Products



N e w M e x i c o M a i n S t r e e t



Creative Businesses





Celebrate History



N e w M e x i c o M a i n S t r e e t



Quality of Life



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Seasonal Events



New Mexico Main Street



Action





Project Detail





In Progress



N e w M e x i c o M a i n S t r e e t



Improvements





Community



BOBDIVEN.com PHOTO



People





Vitality



N e w M e x i c o M a i n S t r e e t



Architecture





Artistic Expressions





Traditions





Placemaking



N e w M e x i c o M a i n S t r e e t



The Arts





Gathering Spaces



N e w M e x i c o M a i n S t r e e t



Getting to Work





Transforming Place



New Mexico Main Street



Authentic





Close-up



N e w M e x i c o M a i n S t r e e t



Local





Networking





A Living Downtown



N e w M e x i c o M a i n S t r e e t



Thriving Downtown



New Mexico Main Street



On the Street



N e w M e x i c o M a i n S t r e e t

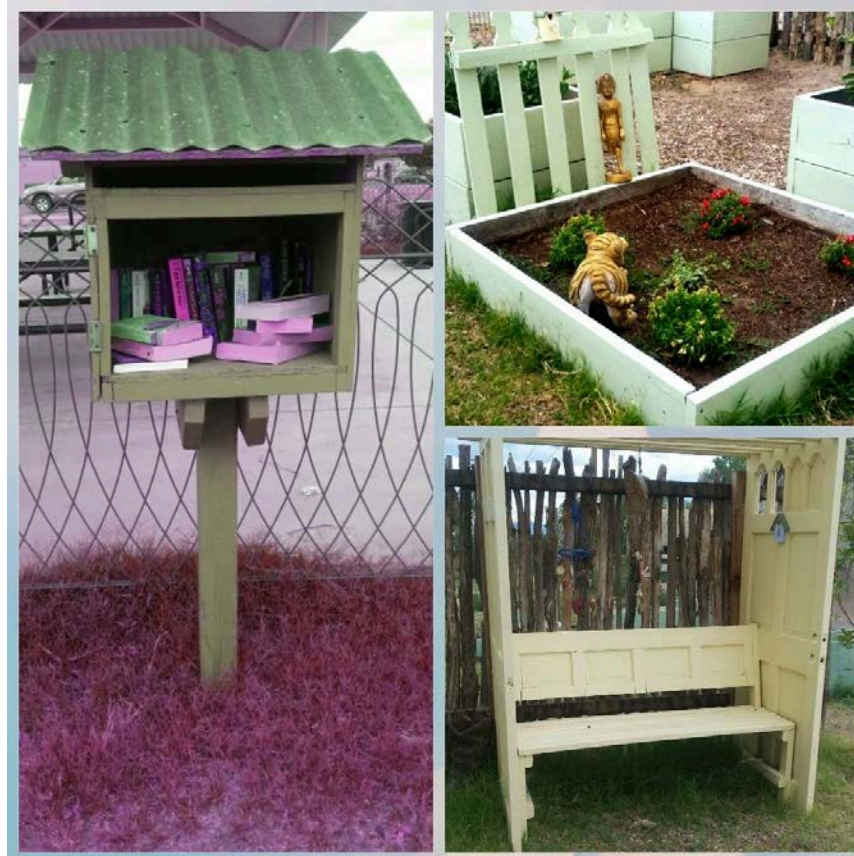


Sharing Traditions





Intentional Place





Unique Details





Preservation





Enlivened Spaces



N e w M e x i c o M a i n S t r e e t



Place



N e w M e x i c o M a i n S t r e e t



Story





Energy



N e w M e x i c o M a i n S t r e e t



Cultural Events





Captured Moments





Shared Snapshots





Welcome





Image Makers

- Board Members
- Local Photographers
- Local Students HS or Media Arts Programs
- Volunteers
- There is always that one person



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