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
Sense of Place
Historic Anchors
Thriving Business
Do Business

New Mexico MainStreet
Quality Products
Creative Businesses

WILDCAT MAMA
Celebrate History
Quality of Life

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Seasonal Events
Action
Project Detail
In Progress
Improvements
Community
People
Vitality
Architecture
Artistic Expressions
Traditions
The Arts
Gathering Spaces
Getting to Work
Transforming Place
Authentic

Historic Wagon Mound Railroad Ave.

Facade Squad Thanks NM MainStreet mil gracias
Close-up
Local

All From our 
4-H Garden

Squash
Mini Pumpkins $1.00
Farm Fresh
Eggs $2.00

Zucchini
Cantaloupe $1.50

Bell Peppers $1.00 each
Jalapenos $2.00 each
Green Chiles $1.00 each
Networking
A Living Downtown
Thriving Downtown
On the Street
Sharing Traditions
Intentional Place
Unique Details
Preservation
Enlivened Spaces
Place

New Mexico Main Street
Story
Energy
Cultural Events
Captured Moments
Shared Snapshots
Welcome

Welcome Lea County Fair & Rodeo!

New Mexico Main Street
Image Makers

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