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New Mexico MainStreet Awards Certification to 11 Executive Directors

Santa Fe, N.M. – New Mexico MainStreet (NMMS) announced 11 NMMS Executive Directors have been awarded official certification, the largest of any cohort in NMMS’s 36-year history. NMMS and the New Mexico Economic Development Department present this certification to Executive Directors who have completed the following courses: The Fundamentals of the Main Street Four-Point Approach™, Nonprofit Leadership, Time Management, Volunteer Development, Project and Event Management, Fundraising, and Grantwriting. Courses are taught by a team of NMMS Revitalization Specialists who are experts in their professional field.

“My warmest congratulations to the newly certified New Mexico MainStreet Executive Directors,” Economic Development Secretary Alicia J. Keyes said. “Now more than ever, we need professionals to revitalize New Mexico’s historic downtowns, the economic centers of our communities.”

In the 1st Quarter of FY2021, NMMS’s 31 districts reported \$30.9 million in private sector reinvestment and 93 private building renovations.

“As a former New Mexico MainStreet certified executive director, I know firsthand the coursework to achieve certification is both rigorous and rewarding,” NMMS Director Daniel Gutierrez said. “My sincerest congratulations to these Executive Directors for this monumental achievement. I know they’ll take the knowledge from this experience to help their districts recover from the current economic crisis.”

The following executive directors have been awarded certification:

1. Chantel Lovato from [Santa Rosa MainStreet](#)
2. Charles Whitson from [Taos MainStreet](#)
3. Christie Ann Harvey from [Deming Luna County MainStreet](#)
4. Connie Loveland from [Tucumcari MainStreet](#)
5. Cristina Rogers from [Barelas MainStreet](#)
6. Jennifer Garcia Kozlowski from the [Downtown Las Cruces Partnership](#)
7. Kara Smith from the [Gallup MainStreet Arts & Cultural District](#)
8. Lauren McDaniel from [Los Alamos MainStreet](#)
9. Mariah Romero from the [Mora Arts & Cultural Compound](#)
10. Mario Hooee from [Zuni Pueblo MainStreet](#)
11. Michael Peranteau from [MainStreet de Las Vegas](#)

The benefits of achieving New Mexico MainStreet Executive Director certification include: recognition of the Director’s professional development; building transferrable skills that will aid the Director in their career; and, when available, educational scholarship opportunities from NMMS. Previously, courses were offered in-person; since the pandemic started, courses were migrated to an online format which accounts for the influx in attendance and participation.

“Achieving the Certified Executive Director designation is among the hallmarks of local staff readiness to lead the district’s revitalization efforts. It marks the completion of a multi-year training process that provides Executive Directors with the knowledge and skills to implement the Main Street Four Point Approach™ in the realization of Economic Transformation goals and strategies,” said NMMS Revitalization Specialist Eduardo Martinez. “We commend the newest Certified Directors for their diligent engagement and interactive participation in this training program. Congratulations to all!”

The Main Street Approach™ is a time-tested framework for community-driven, comprehensive revitalization that was developed by [Main Street America](#) and includes the four points of economic vitality, design, promotion, and organization.

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About New Mexico MainStreet: New Mexico MainStreet develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities and a higher quality of life. Learn more about New Mexico MainStreet's programs and initiatives at www.nmmainstreet.org. New Mexico MainStreet is a program of the New Mexico Economic Development Department, gonm.biz.