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## **New Mexico MainStreet Accepts Ten New Community Economic Development Projects**

### *Six Frontier & Native American Communities and Four Urban Neighborhood Commercial Corridor Projects Selected in Competitive Application Process*

**Santa Fe, N.M.** – New Mexico MainStreet (NMMS) accepted ten new community economic development projects for the Frontier & Native American Communities (FNAC) and new Urban Neighborhood Commercial Corridor (UNCC) Initiatives. Both Initiatives provide NMMS resources and professional technical assistance to communities, who will implement and complete their project within 12-18 months. Selected projects demonstrate job creation or business development, private sector investment, or enhancement of a community's economic environment.

“New Mexico MainStreet’s Community Economic Development Initiatives make a positive impact on local economies, support rural communities, and engage local partners to complete innovative projects,” Economic Development Secretary Alicia J. Keyes said.

The FNAC Initiative is a community-driven, asset-based economic development program that provides support to rural and Native American communities with *fewer than 15,000* in population; the UNCC Initiative is a pilot program providing project-based community economic development support to urban neighborhood commercial corridors with *more than 50,000* in population.

“I congratulate the seventh round of recipients for the Frontier & Native American Communities Initiative, and the inaugural round of recipients for the Urban Neighborhood Commercial Corridor Initiative,” New Mexico MainStreet Director Daniel Gutierrez said. “New Mexico MainStreet is proud to partner on projects that build capacity for local economic revitalization & redevelopment, enhance the entrepreneurial and creative economy, and create thriving places.”

*Accepted projects and assistance requested - Frontier & Native American Communities Initiative:*

- 1. Santo Domingo Trading Post, Santo Domingo Pueblo**  
Business plan & operating budget development, marketing assistance, and trading post business management support
- 2. Ojo Encino Pop-Up Market Plaza and Amphitheater, Ojo Encino Chapter of the Navajo Nation**  
Conceptual renderings and feasibility studies for pop-up business plaza, and entertainment amphitheater
- 3. Piedra Lumbre Visitors Center (PLVC) Redevelopment Project, Tierra Amarilla**  
Economic development plan & business structure development, and funding research for regional economic

development hub

4. **Santo Nino Church Strategic Restoration and Maintenance Plan, Tijeras**  
Strategic restoration & maintenance plan for historic information & visitor center revitalization project
5. **Madrid Art & History Walk Boardwalk, Madrid**  
Landscape design elements and safe pedestrian walkway for boardwalk placemaking project
6. **Water Tower Mural and Signage, Sunland Park**  
Branding & promotion services for City Limits signs and mural for the water tower

*Accepted projects and assistance requested - Urban Neighborhood Commercial Corridor Initiative:*

1. **South Side Civic Infrastructure Initiative: The Principles and Spirit of Community Driven Development for Social Justice, Santa Fe's Airport Road Corridor**  
Visioning workshop implementation and organizational development support
2. **Design and Promotional Assistance, Santa Fe's Siler Rufina Nexus**  
Design for branding & marketing assets, assistance with zoning, streetscapes & creative placemaking opportunities
3. **International District Markets, Albuquerque**  
Site selection, community input, design services for market layout, and program operation design of ID Markets
4. **San Pedro Corridor Revitalization Plan, Albuquerque's San Pedro Main Street Corridor/Mile Hi District**  
Strategic plan development, capacity building, training, and outreach to revitalize San Pedro corridor

Selected communities are expected to fully participate in the program as a partner, and engage their local governing body, county government, regional Council of Governments, Land Grant, or Tribal/Pueblo government. Additionally, a stakeholder group of volunteers is required for project implementation.

The number of communities accepted each year is contingent upon the New Mexico State Legislature's annual appropriation to NMMS. FNAC was created by the Legislature in 2013, and 33 Frontier & Native American Community projects have been completed in more than 29 rural communities.

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#### **About New Mexico MainStreet (NMMS):**

NMMS 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. NMMS was founded in 1984 and currently serves 31 affiliated MainStreet Districts, 12 state-authorized Arts & Cultural Districts, 6 Frontier & Native American Community projects, 4 Urban Neighborhood Commercial Corridor projects, and 9 Historic Theaters.

Learn more at [nmmainstreet.org](http://nmmainstreet.org). NMMS is a program of the New Mexico Economic Development Department, [edd.newmexico.gov](http://edd.newmexico.gov).

