

ZUNI PUEBLO

MainStreet

HALONA: IDIWAN'A





Our Mission

The mission of Zuni Pueblo MainStreet is to improve and enhance the appearance, economic vitality, and social activity of downtown Zuni Pueblo while preserving and enhancing its historic resources through a community-driven effort that utilizes the MainStreet Four-Point Approach® of Organization, Design, Promotion, and Economic Vitality.

- Zuni . . . present(s) complex cultural, political and infrastructural challenges to the conventional Four-Point Main Street approach downtown revitalization.
- Zuni Pueblo's tribal governance system is multi-layered and faceted network of secular and religious leaders, and the decision-making process is generally opaque to outsiders.
- *A partnership between New Mexico and Zuni Pueblo "could evolve into a unique and innovative MainStreet program or also a community development program."*



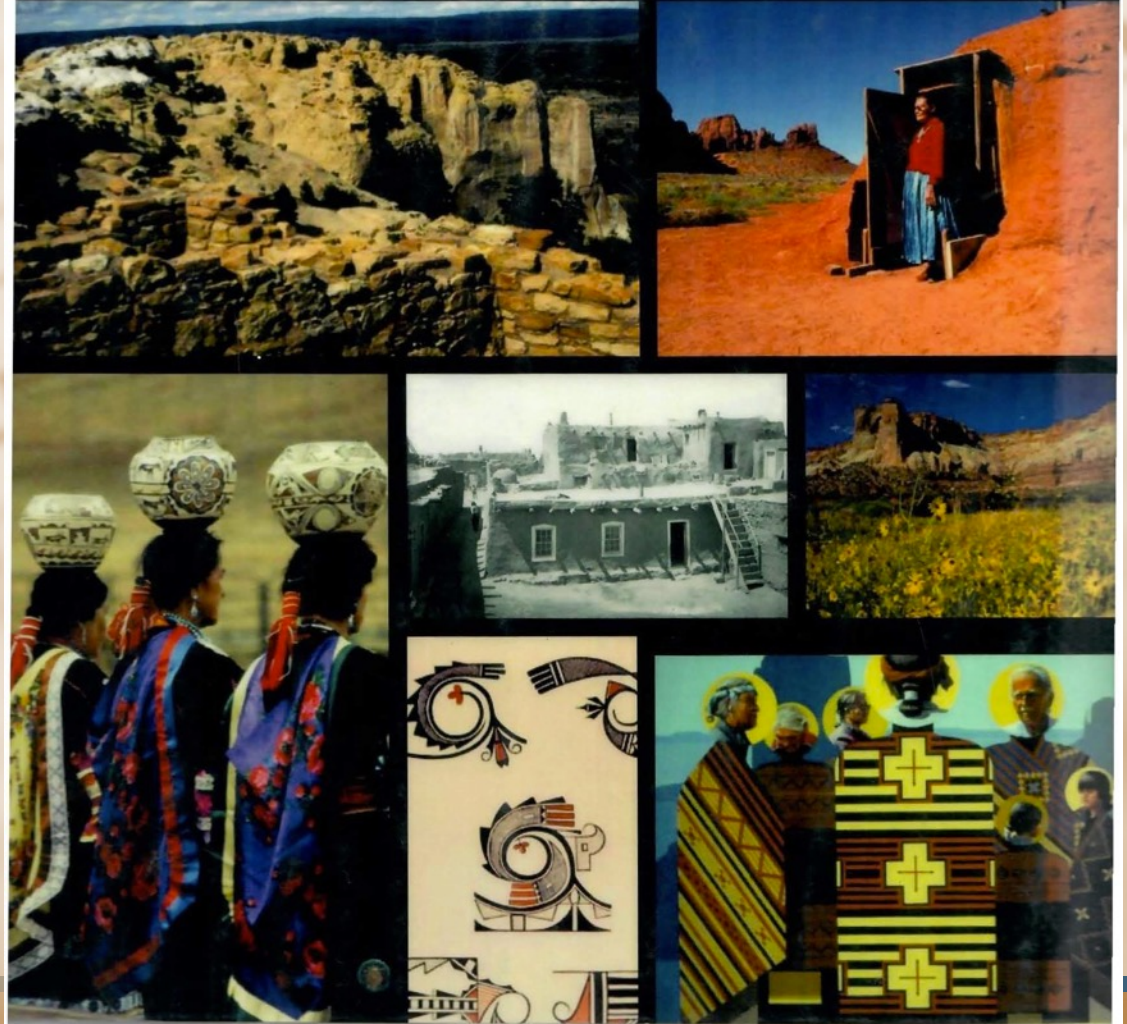
Native American Community Economic Development Pilot Project

Planning & Design Concepts for Zuni Pueblo & Shiprock Chapter, Navajo Nation

Prepared for New Mexico Economic Development Department - July, 2007

Elmo Baca, Quixote Productions, Chimayo, NM

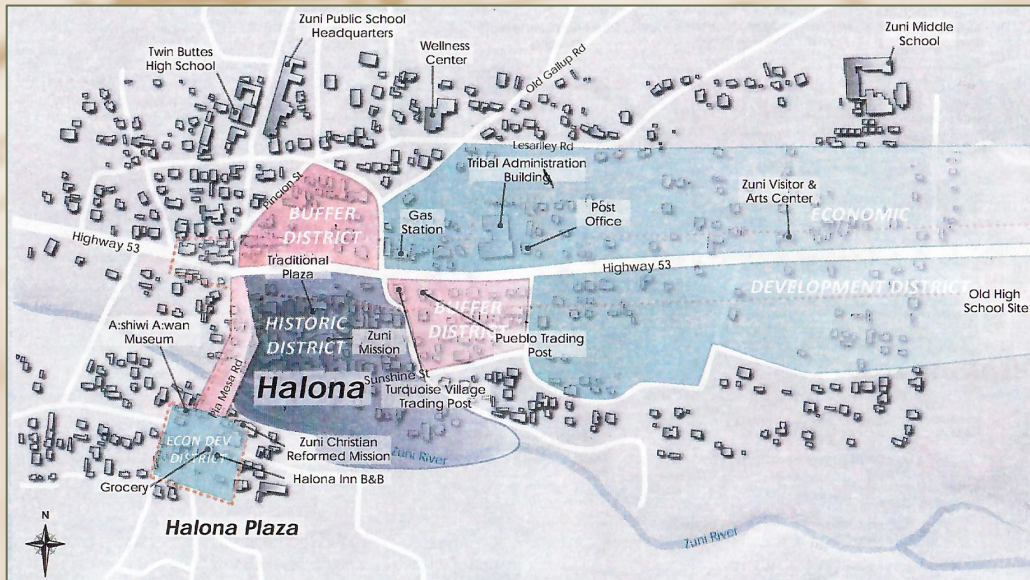
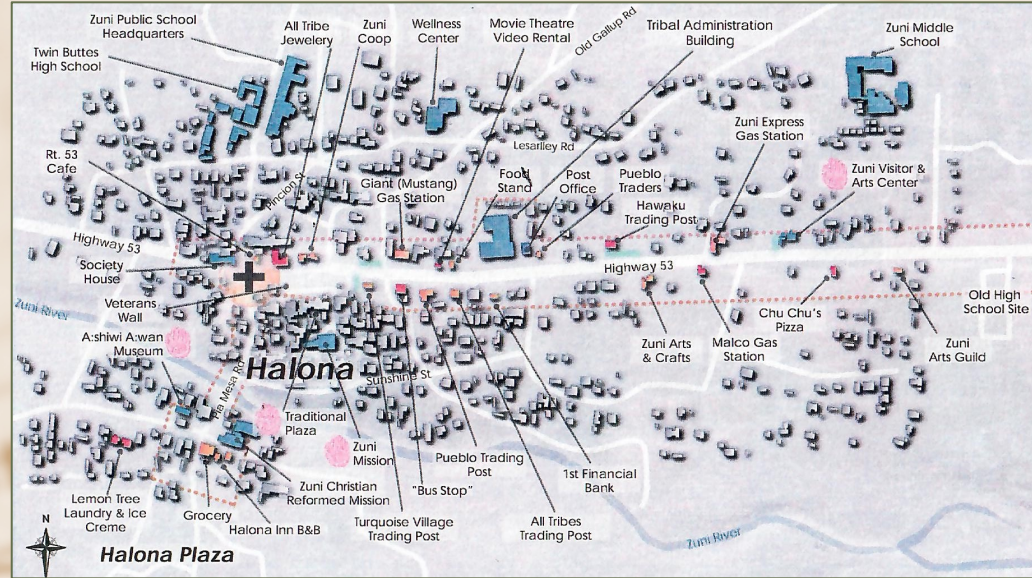
Dekker/Perich/Sabatini, Albuquerque, NM



Non-Conventional MainStreet

Mixture of Homes & Businesses

No Downtown or Uptown



Buffer Zones Required for Sensitive Areas

Benefits of the MainStreet Approach

- “Doing No Harm To The People” – Indigenous Design & Planning Institute
 - maintaining a balance of respecting tribal core values with western culture influences
- Main Street America Accreditation allows NMMS to provide:
 - Technical assistance
 - Support
 - Training
 - Coaching
- Planning Documents
 - No financial cost to Zuni
 - Adapted to Zuni



Utilizing Community Assets

- Engage Community
 - incorporate the beauty, identity, and cultural assets
- Economic self-determination goal by engaging:
 - The artist community
 - Local small business owners
 - Entrepreneurs
 - Tribal leadership – secular
 - Cultural leadership



Partnerships

