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.
A partnership between New Mexico and Zuni Pueblo “could evolve into a unique and innovative MainStreet program or also a community development program.”
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