



Michelle Lujan Grisham • Governor  
Mark Roper • Acting Economic Development Secretary  
Daniel J. Gutierrez • NM MainStreet Director

FOR IMMEDIATE RELEASE:  
May 6, 2024

**Contact:** Jessica Mraz  
(505) 365-3998  
info@nmmainstreet.org

## Historic Old Town Albuquerque Joins New Mexico MainStreet Network

**Albuquerque, N.M.** – Today, New Mexico MainStreet (NMMS) welcomed Historic Old Town Albuquerque to NMMS's network as part of the Urban Neighborhood Commercial Corridor (UNCC) Initiative. UNCC is one of NMMS's Project-Based Initiatives that provides professional technical assistance to community projects during a 12-18-month timeframe. Projects must produce direct economic development outcomes in the form of business retention/creation, job creation, and/or property investment.

"The NM Economic Development Department welcomes Historic Old Town Albuquerque to New Mexico MainStreet's network of organizations focused on community revitalization and local economic development," said Acting Economic Development Secretary **Mark Roper**.

"New Mexico MainStreet is proud to support Historic Old Town Albuquerque on their district image development and branding project. Our team is excited to work with the Historic Old Town Association on promotion, economic vitality, and preservation elements to enhance their community," said NMMS Director **Daniel Gutierrez**.

Historic Old Town Association President **J.J. Mancini** said, "We want Old Town Albuquerque to become the historic & cultural heart of the city again. With the increase in vibrancy Old Town has seen in the past few years, Old Town is truly a place that needs to be rediscovered by locals and experienced by tourists alike. To say the Historic Old Town Association is ecstatic to be accepted into New Mexico MainStreet's Project-Based Initiative would be an understatement. This is a validation of our organized and hard-working community! Our Association, just one year new, is a first of its kind in Albuquerque's 318-year existence, where residents, merchants, & property owners are all represented equally. The partnership with NM Main Street will give Old Town the tools (while we bring the hard work and organization) to build together a culturally significant, historically preserved, and vibrant Old Town Albuquerque that New Mexico will be proud of for the next 318 years. A huge thank you to our City Councilor Joaquin Baca, and to the MainStreet team led by Daniel Gutierrez, who all saw the passion of Old Town's community and came alongside us to create a perfect partnership that can only happen when organized community and local leadership come together."



Old Town Albuquerque's district image development & branding project aims to rejuvenate the area's commercial and cultural appeal through a strategic rebranding initiative. The new branding will guide the visual aesthetics, marketing strategies, and overall narrative of the district enhancing its profile as a premier destination for locals and tourists.

The UNCC Initiative began in 2021 to support community economic development projects in cities with more than 50,000 in population. UNCC communities engage their local public sector partner and stakeholder group to assist with the project and provide resources to complete the project in the allotted timeframe. One previous UNCC project, Albuquerque's Revitalize San Pedro Partnership, was recently designated by Main Street America as an Affiliated MainStreet District.

New projects are accepted into NMMS's [Project-Based Initiatives](#) on a rolling basis.

###

**The New Mexico Economic Development Department's** (EDD) mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by training our workforce, providing infrastructure that supports business growth, and helping every community create a thriving economy. Learn more at [edd.newmexico.gov](http://edd.newmexico.gov).

**New Mexico MainStreet** (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 32 MainStreet Districts and 12 Arts & Cultural Districts. Additionally, NMMS has supported 45 Frontier & Native American Community projects, 5 Urban Neighborhood Commercial Corridor projects, and 11 Historic Theaters. NMMS is a program of the [New Mexico Economic Development Department](#). Learn more at [nmmainstreet.org](http://nmmainstreet.org).