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New Mexico
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On New Mexico Leadership

New Mexico MainStreet



In 2014, Daniel J. Gutierrez joined the New Mexico MainStreet (NMMS) program as Assistant Director and then became the organization's Director in 2019. NMMS is part of the NM Economic Development Department (NMEDD) and is a Main Street America™ Coordinating program (one of more than 40 programs nationally.) Prior to joining NMMS, Daniel co-founded and worked with Barelas Community Coalition in downtown ABQ from 2007-2014 where he organized community revitalization projects such as the Barelas Community Garden. He currently serves as Governing Board Chair of the Siembra Leadership High School, committee member of Main Street America's Leadership Council, and ex-officio Board member of the New Mexico Resiliency Alliance. He holds a B.A. in Anthropology/Native American Studies from the University of California Davis and an M.A./Ph.D. Candidacy in Cultural Anthropology from the University of Illinois at Urbana-Champaign.

With nearly twenty years of experience with community organizing, Daniel has extensive community economic development experience implementing community-based planning and economic development strategies while protecting historic and low-income communities from the negative impacts of revitalization and gentrification. He is passionate about cultural identity, social justice, community revitalization, and engaging in meaningful work. He is more interested in doing actual work rather than just talking about it!

What is the mission of the New Mexico MainStreet Program?

New Mexico MainStreet's mission is to develop local capacity to engage people, rebuild places, and grow the entrepreneurial, creative, and business environment resulting in economically thriving downtowns, greater business and employment opportunities, and a higher quality of life.

Where are your offices located?

NMMS is housed in the NM Economic Development Department and their offices are in the Joseph M. Montoya Building at 1100 South St. Francis Drive, Suite 1242 in Santa Fe.

How many FTE's do you have?

Daniel manages three full-time NMMS/NMEDD staff members and will gain an added FTE in the next fiscal year. In addition, Daniel oversees 10 Revitalization Specialists (contractors) who provide direct technical assistance to affiliated communities throughout the state. Revitalization Specialists are experts in their respective fields and provide training, support, in-field services, and more to NMMS's network of communities. The NMMS team continues to grow and adjust available services to meet community needs. "The New Mexico MainStreet team wants to help communities thrive, grow capacity, and build relationships with their municipal and tribal partners so the whole state can elevate economically," said Daniel.

What are some of NMMS's major accomplishments?

During his tenure, NMMS's programs and initiatives have

grown significantly. In addition to supporting affiliated MainStreet districts, NMMS also aids affiliated Arts & Cultural districts, Historic Theaters, Frontier & Rural Community projects, Native American Community projects, Urban Neighborhood Commercial Corridor projects, and Capital Outlay public infrastructure projects across the state.



Under his leadership, the Frontier & Rural Communities Initiative was expanded to welcome more community projects across the state by developing the Native American Communities Initiative in 2019 to provide specific project-based community economic development support to New Mexico's indigenous communities where the preservation of tribal culture and political sovereignty create different economic development challenges and opportunities. He also developed the Urban Neighborhood Commercial Corridor Initiative (with NMMS Project Coordinator Lucas Pedraza) in 2021, which supports economic development projects in NM's largest cities. Combined, NMMS programs and initiatives support a wide spectrum of community revitalization projects to improve local & creative economies, spur private reinvest-



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ment, preserve historic places, and build capacity to revitalize

affiliated districts.

Daniel and Lucas continue to re-shape NMMS's tools and services to remove barriers of entry and allow more communities to join the network. They are currently working on molding the project-based initiatives and MainStreet Accelerator process as an entry point for communities to work towards Main Street America designation. The benefits of this prestigious designation include joining a national network of grassroots organizers, programming & education on the proven Main Street Approach™, government advocacy, and access to more resources and opportunities.

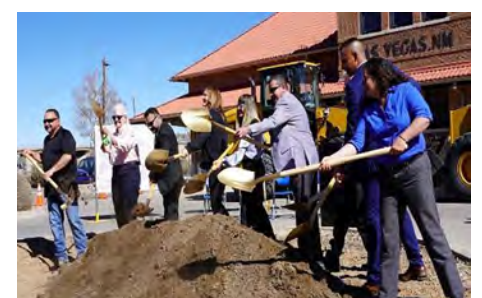


provided LEDA and Capital Outlay funding to rehabilitate theaters, install digital projection/sound systems, and prevent them from going dark. So far, 11 historic theaters have received support from NMMS, and communities have benefitted from reclaiming these valuable assets. "There's an economic benefit to bringing these buildings back to life because many of these cinemas serve

as anchor institutions," said Daniel. "Cinemas draw people downtown. They help keep local businesses around them open."

In the 2024 Legislative Session, NMMS/NMEDD was awarded \$10 million in Capital Outlay funding. This is the third consecutive year that NMMS has received such a generous amount from the Legislature for public infrastructure projects in affiliated MainStreet districts. The NMMS Capital Outlay program funds projects that directly support economic growth, property renovation, public safety upgrades, business development, and job creation. Within three years of completing public infrastructure projects, pedestrian traffic, business expansions/openings, and downtown event attendance all increase exponentially.

"We are thankful for the Legislature's continued support for this vital program that transforms communities for the better. These public infrastructure projects are years in the making – they require innovative planning and coordination among many key players," says Daniel. For more information, please visit <https://www.nmmainstreet.org/>



Mainstreet rebuilds places

If your agency, department or division is interested in being featured in our Spotlight, please contact Carol Hetzler at rtroundhouse@gmail.com