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Contact: Angela Heisel

(505) 827-0309

Angela.Heisel@state.nm.us

**The New Mexico Economic Development Department's MainStreet Program
Now Accepting Applications for Arts and Cultural Districts**
Applications due September

SANTA FE - The New Mexico Economic Development Department announced that its MainStreet program is now accepting applications for communities interested in becoming an Arts and Cultural District (ACD). The MainStreet Program will select two communities for state authorization this fall. The ability to add additional Arts and Cultural Districts came from a special appropriation signed into law by Governor Martinez during the 2013 Legislative Session.

"This is an incredible program supported through our department in collaboration with the Cultural Affairs and Tourism Departments," said Economic Development Cabinet Secretary Jon Barela. "For many of our towns and villages their local economies depend on our unique New Mexico cultural assets."

State-Authorized Arts and Cultural Districts receive resources and services from an inter-agency initiative, including areas of capacity and sustainability, cultural planning and development, marketing and physical planning. Those areas of development include a Resource Team of professionals in arts, culture, historic preservation and revitalization. The development of an ACD Cultural Plan and an ACD Master Plan with a Metropolitan Redevelopment Area are also adopted by the municipality.

"The intent of the ACD program is to expand and enhance the local cultural economy and creative industries within a given district area," said MainStreet Director Rich Williams. "Sustaining and supporting artists, cultural entrepreneurs and cultural institutions to attract cultural and heritage tourists is critical to expand that segment of the economy."

Current State-Authorized ACDs include the Central Arts District in Albuquerque, the Las Vegas Arts and Cultural District, the Los Alamos Creative District, the Raton Arts and Cultural District, and the Taos Arts and Cultural District

A Pre-application workshop for interested communities will be held July 17 at the Economic Development Department in Santa Fe (South Capital Complex, Joseph M. Montoya Building, St. Francis and Cordova Streets) in the Padilla Conference Room at 11 a.m. More information on the ACD program and application process is located on the Economic Development Department web site under the tab

"Arts and Cultural Districts" at www.gonm.biz. Or call the state ACD Coordinator, Rich Williams, at 505-827-0168. Applications are due September 13, 2013 to the Economic Development Department.

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