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**Economic Development Secretary Jon Barela Announces Cloudcroft Newest Community Accepted into the Frontier Communities Initiative**

*Frontier Community Program Allows the Most Rural of Communities to Participate in MainStreet Development*

**Cloudcroft** - Today, New Mexico Economic Development Secretary Jon Barela announced the Village of Cloudcroft was selected to participate in the New Mexico Frontier Communities Initiative. Established by the state Legislature and signed into law by Governor Susana Martinez in 2013, this community economic development partnership program is designed specifically to serve New Mexico's rural communities that are currently not able meet the national benchmarks involved in New Mexico MainStreet program designation. Cloudcroft joins 15 other New Mexico communities as part of this economic development program.

"MainStreet has been a successful revitalization tool in our communities across the state and we're pleased Cloudcroft will be able to utilize the technical support provided by the MainStreet staff," said Secretary Barela, who has been a strong advocate of MainStreet and whose department oversees the New Mexico MainStreet program. "Cloudcroft has shown the leadership needed to make the Frontier program a success in their traditional areas of commerce."

The Village of Cloudcroft is a historic mountain resort nestled atop the Sacramento Mountains. The project seeks to create a new image and branding for Cloudcroft that takes advantage of the community's frontier atmosphere and old western downtown motif that features covered boardwalks and wood siding. The ultimate goal is to stimulate economic growth and increase tourism by creatively informing residents and visitors alike what Cloudcroft has to offer.

"Thanks to the resources provided by the state legislature and Governor Martinez we are able to provide the professional technical assistance to foster and support rural economic development projects in communities like Cloudcroft," said Daniel Gutierrez, assistant director of the New Mexico MainStreet Program. "These projects have long lasting impacts and help build the capacity and self-reliance of local stakeholders."

The Frontier Communities Program provides support for small, rural communities with populations less than 7,500 to develop catalytic economic projects within a traditional or historic commercial district, such as a court house square, town center, or plaza. Projects are selected that have a demonstrably positive impact in job creation, business development, or enhancing the economic environment for the community. The program is coordinated through the New Mexico MainStreet Program, and it also provides professional technical assistance to selected communities. For more information about the Frontier Communities Program, please visit

[http://www.gonm.biz/Frontier\\_Communities.aspx](http://www.gonm.biz/Frontier_Communities.aspx)

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