

SUSANA MARTINEZ  
GOVERNOR

JON BARELA  
CABINET SECRETARY



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## **Governor Susana Martinez Announces Deming MainStreet has Graduated from MainStreet Start-Up Status to a State-Certified MainStreet Community**

**Santa Fe, NM** - Today, Governor Susana Martinez announced that Deming MainStreet has graduated from a "Start-Up" MainStreet program to a State-Certified MainStreet Community. As a State-Certified MainStreet, Deming MainStreet looks forward to advancing several key economic development priorities identified in the master plan, including downtown gateway features, physical enhancements to the Silver Avenue corridor, pedestrian enhancements, entrepreneurship development, a commercial kitchen and art galleries.

"MainStreet has been an incredible program to help revitalize our historic downtowns, improve quality of life and create jobs for New Mexicans. I congratulate Deming for reaching this important milestone in the New Mexico MainStreet program," said Governor Martinez. "I am a staunch supporter of MainStreet and am excited for the economic benefits on the horizon for Deming through their hard work as a State-Certified MainStreet Community."

Through the state budget for Fiscal Year 2016, Gov. Martinez secured more than \$1.2 million for MainStreet, along with more than \$500,000 in capital outlay funding during the recent special session. The capital outlay bill that the Governor fought to secure, then signed into law, also expands New Mexico's closing fund to \$50 million, up from nearly zero when she took office. \$1 million of this is set aside for the valuable MainStreet Historic Theaters Initiative.

New Mexico MainStreet (NMMS) communities build their community through three different levels or phases: Emerging Community, MainStreet Start-Up, and State-Certified MainStreet Program. NMMS provides different types of services and benefits to local MainStreet organizations according to their specific phase of participation within the state MainStreet network. All services are provided with the goal of incrementally building a local MainStreet organization that will continue to operate and sustain an organizationally healthy local MainStreet program.

"It is exciting Deming MainStreet will join the 21 state-certified communities across the state that have reached exemplary organizational achievements that support long-term economic development," said Economic Development Secretary Jon Barela "MainStreet is an integral part of Governor Martinez and the Economic Development Department's efforts to create a 'Rural Renaissance' in New Mexico while preserving our historic treasures."

The Deming MainStreet program demonstrated long-term organizational capacity that will ensure future investments in their community. Previously as a "Start-Up Community" Deming MainStreet completed several important projects that contributed to the ongoing downtown revitalization:

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- Established a strong public-private partnership with the City of Deming and Luna County government to ensure coordination of economic development activities, including the adoption of a downtown Master Plan and integration of public financing tools (Metropolitan Redevelopment Area, Tax Increment Financing).
- Implementation of several downtown placemaking projects and park improvements at the Deming Arts Park and the Leyendecker Park space.
- Façade improvement and award-winning historic preservation initiatives at several downtown buildings.
- Establishment of a downtown Farmer's Market and dedicated business recruitment activities to help position the downtown as a center for shopping and cultural activities.
- Installation of Mimbres-pottery public art, wayfinding and interpretive walking tours that reflect the artistic features of the Mogollon culture.
- Implementation of several promotional events aimed at reviving the downtown center as the "place to be."

"New Mexico MainStreet is delighted to welcome Deming as a State-Certified MainStreet community and support their work as they continue to revitalize their MainStreet District." said Rich Williams, Director of the state coordinating program.

For more information about New Mexico MainStreet and Participating Communities, visit <http://gonm.biz/community-development/mainstreet-program/>.

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