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New Mexico MainStreet Announces New Web Platforms to Encourage Cultural Tourism in the State

SANTA FE, N.M. - Today, New Mexico MainStreet announced several initiatives to promote the creative economy and cultural tourism in New Mexico. New Mexico MainStreet, a program administered by the New Mexico Economic Development Department, announced a new [Arts & Cultural Districts Trail](#) and a [New Mexico Arts & Cultural Districts website](#), developed in partnership with the New Mexico Tourism Department and its New Mexico True campaign. The trail highlights New Mexico's eight State-Certified Arts & Cultural Districts, encouraging visitors to travel to the districts to experience and enjoy New Mexico's traditions through cultural institutions and the arts.

The [New Mexico Arts & Cultural Districts website](#) highlights each of New Mexico's Cultural Districts and features unique offerings for each community including general information, cultural activities and institutions, arts businesses, nonprofits, and other locations of interest in the district. The Arts & Cultural Districts Trail and new website are platforms to leverage, market, and grow New Mexico's creative economy.

"We were glad to be able to partner with the New Mexico Tourism Department to feature New Mexico's Arts & Cultural Districts on our new website," said Economic Development Secretary Matt Geisel. "This is a significant opportunity for the districts to reach a larger audience of cultural travelers."

The web platforms support the New Mexico Arts & Cultural Districts program, a joint effort of three state agencies and private entities including New Mexico MainStreet, Department of Cultural Affairs, New Mexico Arts and Historic Preservation, Tourism Department, and the McCune Charitable Foundation.

"We are delighted that the Tourism Department offered us this unique partnership opportunity," said New Mexico MainStreet Director Rich Williams. "Promoting Arts & Cultural Districts to a wider audience through the trail and the new website are important tools in supporting the growth of arts industries, cultural enterprises, and the creative economy."

Established by the Legislature in 2007, as a comprehensive economic development strategy designed to capitalize on the expanding creative economy. State-authorized Arts & Cultural Districts receive incentives such as assistance with developing cultural plans and enhanced historic tax credits for the rehabilitation of historic structures within the district. Each partner offers specialized assistance to the districts. New Mexico boasts eight state-designated Arts & Cultural Districts. The first two pilot districts were authorized in 2008, and the most recent three were added in 2014.

A program of the New Mexico Economic Development Department, New Mexico MainStreet works throughout the state to help affiliated local organizations create an economically viable business environment while preserving cultural and historic resources. New Mexico MainStreet currently serves 27 affiliated MainStreet Districts, eight state-authorized Arts & Cultural Districts, 14 Frontier Community projects, and eight Historic Theater Initiatives. For more information about New Mexico MainStreet, visit www.goNM.biz or nmmainstreet.org.

For more information about the New Mexico Arts & Cultural District Program, please contact Rich Williams, 505-827-0168 or email Rich.Williams@state.nm.us.

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