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NMEDD Announces \$500,000 for Public Infrastructure Projects in Six New Mexico MainStreet Communities

Santa Fe, N.M. - Today, the New Mexico Economic Development Department announced \$500,000 for revitalization projects in six New Mexico MainStreet communities: Corrales, Deming, Las Vegas, Silver City, South Valley - Bernalillo County, and Tucumcari. The projects seek to make public infrastructure improvements that grow visitor and retail traffic in MainStreet districts.

"I am impressed by the range of projects that will be receiving New Mexico MainStreet Capital Outlay Funds," said Economic Development Secretary Matt Geisel. "Placemaking projects capitalize on a local community's assets, inspiration, and potential to revitalize downtown districts and create centers of economic activity. I am excited to see the grant funds put to work in our New Mexico Communities."

Funded projects include:

- **Corrales MainStreet** in partnership with the Village of Corrales will use the funds for the Corrales Pathway Project, a pedestrian access route through the historic commercial center of the community to provide connectivity among businesses, restaurants, village parks, educational, arts and cultural resources, and designated parking areas. The Corrales Pathway will extend along Corrales Road from Meadowlark Rd north to Wagner Rd.
- **Deming MainStreet** in partnership with the City of Deming has been awarded funding for the Zia Sun Art-Scape Street Intersection Project to create a public artwork featuring a Zia Sun Design with an Ibex in the center (referencing the area's Mimbres culture) to be located in the middle of the intersection of Gold and Spruce Streets. Through the design, Deming MainStreet hopes to bolster their successful branding theme; create a gateway to the District; provide a new marketing tool for downtown promotion; and draw more visitors and residents to the area.
- **MainStreet de Las Vegas** in partnership with the City of Las Vegas has been awarded funding for the Great Blocks on MainStreet: Rail Road Avenue Project which

includes improvements from Lincoln Ave from Grand Ave to the Train Depot. Great Blocks on Mainstreet upgrades two-to-three blocks in the core commercial district through an intensive design intervention. The project hopes to help define the district to capture more traffic to direct folks to the Visitor Information Center in the Train Depot and encourage longer stays, and improve the overall Railroad District to encourage private investment.

- **Silver City MainStreet** in partnership with the Town of Silver City has been awarded funding for the Silver City Mainstreet Plaza Project that draws attention to the Big Ditch Park, while creating connectivity, creating an events space, location for Farmers' Market, artisan space, public restrooms, wayfinding and signage, and parking options. The plaza located between 7th and 8th Streets is located on the west side of the Big Ditch Park and Bullard St. The project will offer opportunities for families to enjoy healthy activities.
- **South Valley MainStreet** in partnership with the County of Bernalillo has been awarded funding for the Dolores Huerta Gateway Park: La Familia Growers' Market Project to make improvements to an important gathering space for community members and key placemaking site for economic activity and revitalization through events that connect local businesses to the park, promote walkability, and access to the Rio Grande.
- **Tucumcari MainStreet** in partnership with the City of Tucumcari have been awarded funding for the Great Blocks on MainStreet: Construction Project to leverage investment in the project area, and transform downtown into a destination for residents and visitors. Great Blocks on Mainstreet upgrades two-to-three blocks in the core commercial district through an intensive design intervention. The project targets Main Street between 1st, 3rd, and 2nd Street from Main south the Center Street including special pavement treatments and widened and extended sidewalks. The intersection will help link the restored railroad depot to the rest of the MainStreet District to create an area for visitors and residents alike and increase the economic vitality of the district.

"New Mexico MainStreet has identified more than \$30 million in public infrastructure needs in our MainStreet communities. Public Infrastructure investments leverage substantial private sector reinvestment through visible improvements in the downtown through upgrades to pedestrian safety and lighting, creating opportunities for economic development in our downtowns," said New Mexico MainStreet Co-Director Daniel Gutierrez.

Projects were selected through a competitive application process and demonstrated direct economic impact and/or job creation in the district. Qualifying projects need to be on the adopted Metropolitan Redevelopment Plan (MRA) and their municipality's ICIP priority plan (Infrastructure and Capital Improvement Plan). Funded communities provided both in-kind and cash matches to the grant and submitted a follow-up redevelopment plan for their organization to capitalize and leverage private sector redevelopment within the project area.

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 30 designated MainStreet Districts, 12 Arts & Cultural Districts, more than 20 Frontier Community projects, and eight Historic Theater Initiatives. For more information about New Mexico MainStreet, visit www.gonm.biz or www.nmmainstreet.org.

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