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GOVERNOR

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CABINET SECRETARY

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New Mexico MainStreet to Celebrate 30th Anniversary

Free Public Event on August 13 at Artesia's Ocotillo Theater

Santa Fe, NM - The New Mexico MainStreet will celebrate its 30th Anniversary in Artesia on Aug. 13 at 3 p.m., at the Ocotillo Theater. This free event is open to the public and celebrates New Mexico MainStreet's many success since its inception in 1985.

"The New Mexico MainStreet Program has a proven track record of creating jobs, revitalizing New Mexico's historic areas of commerce, bringing businesses back to city centers and restoring old, historic structures in the heart of our communities," Governor Susana Martinez said. "As we celebrate MainStreet's 30th Anniversary, we must continue to build on the program's success as it enhances our cities, improves quality of life, and creates jobs for New Mexicans."

The Fiscal Year 2016 state budget signed into law by Governor Martinez provides more than \$1.2 million for MainStreet, along with more than \$500,000 in capital outlay funding secured through the recent special legislative session. This year's capital outlay bill also expands New Mexico's closing fund to \$50 million, up from nearly zero when Governor Martinez took office. \$1 million of this is set aside for the MainStreet Historic Theaters Initiative. Since taking office, Governor Martinez added \$553,000 to the MainStreet base budget and added \$2 million for capital outlay.

Governor Martinez also expanded the MainStreet program to include six new Emerging MainStreet Programs, three new Arts & Cultural Districts and 15 Frontier Communities. The Frontier Communities program is designed specifically to serve rural cities and towns with populations less than 7,500 that are not able to participate in the MainStreet program. The Governor's administration also launched the Historic Theater Initiative, which provides funding to restore historic rural theaters and upgrade them for modern use such as showing digital, first-run films.

MainStreet is a set of economic development strategies developed by the National MainStreet Center Inc. Those strategies combine together as a comprehensive program, known as the Main Street Four Point Approach (Organization, Design, Economic Vitality and Promotion). The MainStreet community economic development program is implemented by local stakeholders to increase economic activity support small business and entrepreneur startups and assist commercial property owners within the historic commercial core of a town.

"Our local leaders and volunteers are the backbone of MainStreet economic redevelopment for their towns and villages," Secretary Barela said. "Since 1985 these economic development organizations have renovated 3,273 commercial buildings and supported the creation of 3,336 new businesses. That's why MainStreet is a major player in my Rural Renaissance Initiative."

Economist, downtown revitalization advocate and preservationist Donovan Rypkema, Principal of Place Economics will provide the keynote speech at the celebration and Economic Development Department Secretary Jon Barela will officiate and awards ceremony recognizing outstanding projects from around the district.

Artesia MainStreet will host a reception after the awards presentation. The event is free to attend, however, tickets are required. Attendees must register by Aug. 1 by visiting <https://nmms30thanniversary.eventbrite.com>.

For more information about the MainStreet program visit the MainStreet section on the Economic Development Department web site at <http://gonm.biz/community-development/mainstreet-program/>.

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