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## **New Mexico MainStreet Accepting Emerging Community Applications for 2015**

*DEADLINE: December 15, 2015*

**Santa Fe, NM** - New Mexico MainStreet (NMMS) has opened the application process for new "Emerging Communities" to enter the MainStreet Program.

"Becoming a MainStreet Emerging Community is a great way for communities to enter the MainStreet program and pursue economic redevelopment and revitalization efforts in their core commercial districts," said New Mexico Economic Development Secretary Jon Barela. "New Mexico MainStreet has a proven track record in downtown revitalization and offers significant resources to participating programs in helping communities grow their local economies."

The application process is a self-assessment process that should be undertaken by a group of stakeholders. The application process is competitive with enough funding to bring in one new community this year. Technical assistance in developing the application is available through New Mexico MainStreet.

Applications are available online on the New Mexico MainStreet [website](#) under "Emerging Community Application 2015." **Applications are due to the Economic Development Department Office in Santa Fe, no later than 2 p.m. December 15, 2015.**

The MainStreet Program is a community-based, public-private partnership program. It brings together downtown stakeholders and the local governing body to develop a set of strategies to implement within the district to increase economic activity, business and entrepreneurial activity, restore and rehabilitate commercial property and to mitigate leakage from the commercial center.

The New Mexico MainStreet Program is licensed and accredited by the National Main Street Center to provide support to local downtown affiliates through technical assistance, services, and resources including grants for eligible economic development projects within the district. NMMS uses the "Main Street Four-Point Approach"® that the National Main Street Center developed more than 35 years ago. The Four Points are used as comprehensive strategies which work together to implement projects and impact positive economic development change.

Through the Four-Point Approach, the community explores its unique assets, identifies its key economic opportunities and establishes work plans to accomplish the needed work. Interested communities will receive support from NMMS in developing a 501c3 nonprofit to formally take on the role of driving downtown projects in concert with the local governing body.

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There are currently 27 active MainStreet Districts in the state of New Mexico with over 2,000 affiliated programs around the country. More information about MainStreet can be found on the New Mexico Economic Development Department website: <http://gonm.biz/community-development/mainstreet-program/>.

For more information about MainStreet and/or the application, please contact the State MainStreet Director, Rich Williams, at 505-827-0168, [rich.williams@state.nm.us](mailto:rich.williams@state.nm.us).

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