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New Mexico MainStreet Announces Six Communities Awarded Funding for Façade Squad & Placemaking Projects

New Mexico Gas Provided \$40,000 in Support for Projects

Santa Fe, N.M. – Today, New Mexico MainStreet (NMMS) announced their partnership with New Mexico Gas Company for local MainStreet design initiative projects. New Mexico Gas generously matched NMMS’s technical assistance with \$40,000 in seed funding. Design initiative projects engage local MainStreet organizations and volunteers to restore building façades and improve public spaces in their local downtown districts.

“New Mexico Gas Company’s support for MainStreet projects is helping bring economic activity to rural communities,” said Economic Development Secretary Designate Alicia J. Keyes. “New Mexico MainStreet has a strong track record of creating positive economic outcomes in downtown districts through catalytic projects such as placemaking, façade improvements, and small business support. We are honored & thankful for their investment to ensure impactful economic projects in rural communities.”

The following communities were awarded a combined \$15,000 for façade squad improvements:

- 1. Artesia MainStreet**
- 2. Downtown Las Cruces Partnership**
- 3. Raton MainStreet**

The following communities were awarded a combined \$25,000 for creative placemaking projects:

- 1. Barelvas MainStreet**
- 2. Clovis MainStreet**
- 3. MainStreet de Las Vegas**

“Great public spaces have many real and measurable economic benefits,” said New Mexico MainStreet Co-Director Daniel Gutierrez. “New Mexico Gas has been a very valuable partner in supporting these efforts and making our downtowns great places to live and grow businesses.”

“New Mexico Gas Company and its parent company, Emera, support economic development throughout the state of New Mexico,” said New Mexico Gas Company President Ryan Shell. “Today’s Economic Development Award to New Mexico MainStreet represents our commitment to aiding New Mexico communities in developing entrepreneurial hubs, furthering job creation and training, and attracting new businesses, opportunities and development to enhance local economies and the State as a whole.”

The Façade Squad initiative was established in 2009. It is an efficient and cost effective way for MainStreet organizations to make high impact and visible improvements resulting in higher economic performance of the business and the district.

The Placemaking initiative was established in 2011. It transforms underutilized or vacant public areas, such as streets, sidewalks, parks, plazas, parking areas, or vacant lots into vibrant and functional spaces where people want to gather, celebrate and increase the economic vitality of their district.

Both initiatives provide educational and professional technical assistance from New Mexico MainStreet for communities selected through the competitive application process. A New Mexico MainStreet Design Revitalization Specialist will assist the community with planning and project development. Funding from New Mexico Gas will also be matched by contributions from property owners, donated materials, and volunteer hours.

About New Mexico MainStreet

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 affiliated MainStreet Districts, 11 state-authorized Arts & Cultural Districts, 4 Frontier and Native American Community projects, and 8 Historic Theater Initiatives. For more information about New Mexico MainStreet, visit www.gonm.biz or nmmainstreet.org.

About New Mexico Gas Company

As the largest natural gas distribution utility in the state, New Mexico Gas Company serves 527,000 customers in 27 New Mexico counties. New Mexico Gas is a subsidiary of Emera Inc. Learn more: www.nmgco.com.

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