

NEW MEXICO *True* ECONOMIC DEVELOPMENT

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Contact: Benjamin Cloutier
(505) 819-1404
Benjamin.Cloutier@state.nm.us

New Mexico MainStreet Announces New Frontier Communities

Santa Fe, N.M. - Today, New Mexico MainStreet announced that the communities of Cimarron, Conchas Dam, Rodeo, and Taos Pueblo have been selected to participate in MainStreet's Frontier Communities Initiative. The Frontier Communities Initiative is project-based and designed to serve New Mexico's rural communities, less than 7,500 in population, through catalytic economic development projects that have substantial impact on job creation, business development, leveraging of private sector reinvestment, and/or enhancement of the community's economic environment.

"The Frontier Communities Initiative is an innovative way to create positive economic impact in rural New Mexico communities," said Economic Development Secretary Matt Geisel. "I congratulate Cimarron, Conchas Dam, Rodeo, and Taos Pueblo for being selected to participate in the program and for the successful implementation of their economic development projects."

This year's Frontier Communities:

Cimarron, NM - Placemaking Project: New Mexico MainStreet will provide landscape design and planning assistance for Cimarron's Santa Fe Trail Scenic Byway project along US HWY 64. The byway has historical displays along five blocks that serve as a major tourist attraction and pedestrian access point between the Village's New and Old Town sections. The current project seeks to improve portions of the Santa Fe Trail Scenic Byway project's usability and safety through enhanced landscape design and implementation of traffic calming measures, pedestrian access and safety improvements, and development of a wayfinding system.

Conchas Dam, NM - Building Rehabilitation/Adaptive Reuse Project: New Mexico MainStreet will provide design and planning assistance to develop a concept design and rehabilitation plan for the Historic Conchas Lodge that has been vacant since it closed in 2005. The restoration and adaptive reuse of the historic lodge will support tourism, enhance the community's recreational offerings, and provide much needed jobs for the rural community.

Rodeo, NM - Design/Building Rehabilitation Project: New Mexico MainStreet will provide architectural and design assistance to support the preservation and restoration of the deteriorating historic adobe building that currently houses the Chiricahua Gallery. The preservation and prevention of further deterioration to the building is essential to the community as the Gallery is a critical economic driver in southwestern New Mexico, supporting 42 artisan businesses and averages 1,800 visitors a year. Business owners and local stakeholders will use the designs and training assistance to begin reviving the historic storefronts and spur additional property investment.

Taos Pueblo, NM - Placemaking Project: New Mexico MainStreet will assist with the creation of a business hub at the Taos Pueblo Red Willow Center that includes an open-air market and demonstration area for both tribal and non-tribal member arts and craft vendors. The space is located outside of the Pueblo's core ceremonial centers and will be open year-round to provide an alternative space for commerce for local curio shop owners and vendors who are required to shut down during an annual ten-week closure for observance of traditional activities.

Under the leadership of Governor Martinez, New Mexico MainStreet has completed more than 24 Frontier Community Projects in 20 rural communities through the Frontier Communities Initiative. Current participants are selected through a competitive application process for economic development projects within a town center, village plaza, courthouse square or commercial historic corridor. Selected communities receive professional technical assistance from New Mexico MainStreet to develop, implement, and complete their proposed projects within 12-18 months.

For more information about the Frontier Communities Program, please contact Daniel Gutierrez, Co-Director, New Mexico MainStreet, (505) 827-0151, or email daniel.gutierrez2@state.nm.us, or visit the website at www.nmmainstreet.org.

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 28 affiliated MainStreet Districts, eight state-authorized 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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