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New Mexico MainStreet Welcomes Alamogordo to the MainStreet Program

Alamogordo - Today, New Mexico Economic Development Secretary Jon Barela announced Alamogordo has been designated as an "Emerging" MainStreet Community. Alamogordo is welcomed into the New Mexico MainStreet network of 28 MainStreet communities, nine Arts & Cultural Districts and 16 Frontier Community Initiatives working to revitalize historic commercial cores of their downtown.

"With engaged and active elected officials, business leaders and community partners Alamogordo has the energy to become a very successful MainStreet community," said Economic Development Secretary Jon Barela. "Alamogordo is the restaurant and retail hub for Otero County and has many diverse historic structures to preserve and build upon that will attract commerce to the city center and improve quality of life."

As an Emerging MainStreet community, the Alamogordo MainStreet Initiative will receive technical assistance, training and resources from the New Mexico MainStreet program for the economic revitalization of downtown Alamogordo.

"The New Mexico MainStreet program is a proven job creator and we are pleased that we have the resources available to assist the Alamogordo MainStreet Initiative," said Rich Williams, director of the New Mexico MainStreet Program. "We look forward to working with this great community."

The MainStreet program has established a pathway to becoming a certified MainStreet community as a means to build capacity in local communities and ensure long-term success. The Emerging Community designation is the initial stage where the community establishes a strong organizational foundation. The community may take up to 24 months in the Emerging Community phase, depending upon local capacity. High-performing organizations may be able to matriculate to Start-Up phase in a shorter time frame.

In 2015, the New Mexico MainStreet program celebrates its 30th year of service to communities around the state. As a program in the New Mexico Economic Development Department, the state's MainStreet program fosters economic development by supporting local MainStreet revitalization organizations and their work in downtowns and adjacent neighborhoods. The program provides resources, education, training and services that preserve and enhance the built environment, local historic culture and heritage and stimulate the economic vitality of each participating community.

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