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Raton MainStreet is Semifinalist for 2025 Great American Main Street Award

Raton is one of eight national organizations selected for outstanding downtown revitalization work

Raton, N.M. – Today, the New Mexico Economic Development Department (EDD) announced that Raton MainStreet has been selected as a 2025 Great American Main Street Award (GAMSA) semifinalist by Main Street America. The GAMSA recognizes communities for their excellence in comprehensive preservation-based commercial district revitalization. Three of the eight semifinalists will receive the coveted honor at the Main Street Now Conference in Philadelphia on April 7, 2025.

“Congratulations to Raton MainStreet and to all the dedicated community members who are working to improve the quality of life for their residents everyday. The recognition is well deserved and we are honored to partner with such dedicated local leadership,” EDD Secretary Designate **Rob Black** said.

“As a Raton native, I know how special downtown Raton is and I’m proud that Main Street America is recognizing Raton MainStreet’s outstanding efforts to revitalize their district,” EDD Division Director **Mark Roper** said.

A jury of community economic development professionals reviewed a nationwide pool of GAMSA applicants. After thoughtful deliberation, they unanimously selected eight semifinalists that demonstrate exemplary use of the Main Street Approach™ to lead community-based transformation strategies in their downtowns.

“Raton MainStreet has been an affiliated district continuously since 2005 and a perennial Main Street America Accredited program since 2014. We’re very grateful for the for the extraordinary partnership between Raton MainStreet, the City of Raton, and NMMS State Coordinating program that has led to the positive transformation of Raton’s MainStreet District. I’m so proud to congratulate them as a GAMSA semifinalist,” NM MainStreet Director **Daniel Gutierrez** said.

“I am honored to congratulate the eight Main Street organizations as 2025 Great American Main Street Award semifinalists and to celebrate their incredible accomplishments,” Main Street America President and CEO **Erin Barnes** said. “This year’s semifinalists demonstrate exceptional achievements in reenergizing their downtowns through inclusive, collaborative organizing and innovative economic development, arts and culture, and historic preservation initiatives.”

Competing for the Great American Main Street Award is a significant achievement in the Main Street Movement, and receiving the award is an esteemed honor. Since its establishment in 1995, only 112 of more than 2000 Main Street programs have been acknowledged as GAMSAs-winning communities.

“We are so honored to be named as a semifinalist. Some days the work we do feels like a struggle, but this makes it all worth it. We love Raton and we will continue to work hard to improve the quality of life for our community residents and visitors,” Raton MainStreet Executive Director **Brenda Ferri** said.

Collectively, the 2025 GAMSAs semifinalists have generated more than \$695 million in local reinvestment, helped open 975 net new businesses, facilitated the creation of 7,190 net new jobs, catalyzed the rehabilitation of 1,568 historic buildings, and leveraged 333,050 volunteer hours.

Learn more about Raton MainStreet and the other semifinalists on [Main Street America’s website](#).

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Raton MainStreet Arts & Cultural District is composed of committed community members dedicated to improving the quality of life in Raton by revitalizing their downtown area. They aim to foster business prosperity and offer new economic opportunities. They seek to have a community where all generations can have a sense of pride in Raton and all cultures feel respect for their heritage. Learn more at ratonmainstreet.org.



Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts. For more than 40 years, Main Street America has provided a practical, adaptable, and impactful framework for community-driven, comprehensive revitalization through the Main Street Approach™. Their network of more than 1,600 neighborhoods and communities, rural and urban, share both a commitment to place and to building stronger communities through preservation-based economic development. Learn more at mainstreet.org.



New Mexico MainStreet (NMMS) develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life. NMMS was founded in 1984 and currently serves 32 MainStreet Districts and 13 Arts & Cultural Districts. NMMS is a program of the New Mexico Economic Development Department. Learn more at nmmainstreet.org.



The **New Mexico Economic Development Department’s** (EDD) mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD’s programs contribute directly to this mission by training our workforce, providing infrastructure that supports business growth, and helping every community create a thriving economy. Learn more at edd.newmexico.gov.