



Michelle Lujan Grisham • Governor
Rob Black • NM Economic Development Department Secretary Designate
Daniel J. Gutierrez • NM MainStreet Director

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NM MainStreet Celebrates Milestones of MainStreet Staff, Volunteers

Santa Fe, N.M. – Today, the New Mexico Economic Development Department (EDD) and New Mexico MainStreet (NMMS) celebrated milestones and achievements of MainStreet staff and volunteers including training completion, professional certification, and long-term dedication. Thirty-nine leaders from NMMS’s state network were honored during NMMS’s Conference in Santa Fe with certificates and awards, including certificates for completing grantwriting, fundraising, and MainStreet Bootcamp training; *MainStreet Professional Certification*; and 5- and 10-year service awards.

“In New Mexico, especially rural New Mexico, our Main Streets are the heart and soul of our communities,” said EDD Secretary Designee **Rob Black**. “I am so proud of the dedication and commitment, evidenced today by our amazing MainStreet team and volunteers who are focused on revitalizing and enhancing the quality of life and economic vitality of our towns and villages all over the state.”

“Congratulations to the MainStreet leaders who were honored today for their effort and resilience. These leaders work diligently to improve their communities, support homegrown businesses, and grow the local economy,” NM MainStreet Director **Daniel J. Gutierrez** said.

NMMS requires the Executive Director of each local MainStreet program to achieve *MainStreet Professional Certification*. To earn certification, participants must attend NMMS’s annual Conference in Santa Fe and Summer Institute, as well as complete fundraising, grantwriting and MainStreet Bootcamp training. The Bootcamp provides a deep dive into the “[Main Street Approach](#)™,” a time-tested framework for community revitalization developed by Main Street America.

A full list of awards and more photos from the ceremony is available online at nmmainstreet.org.



Certified MainStreet Professionals.

From left: Sharla Lefkowitz-Oberg (Silver City), Shea Yturralde (Carlsbad), John Munoz for Susan Cabello (Las Cruces), and Daniel Gutierrez.



10-Year Awardees.

From left: Lisa Pellegrino-Spear (Clovis), Daniel Gutierrez, Rhona Espinoza (Belen), and Brenda Ferri (Raton).

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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 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.