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NM MainStreet programs win national awards for excellence *Raton and Alamogordo downtown districts recognized by Main Street America*

SANTA FE — Main Street America, an organization dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide, announced prestigious awards for the Raton and Alamogordo MainStreet districts at the Main Street Now Conference in Philadelphia in early April.

Raton MainStreet received the *Great American Main Street Award* (GAMSA), and Alamogordo MainStreet Board President Claudia Loya received the *Mary Means Leadership Award*.

“Revitalizing our downtowns means unlocking the full potential of our towns and cities; when main streets thrive, entire communities rise,” New Mexico Economic Development Department Cabinet Secretary **Rob Black** said. “To have New Mexico represented twice on the national stage is a testament to the hard work our local Main Streets are doing, exemplified by Raton and Alamogordo.”

GAMSA recognizes communities for their excellence in comprehensive preservation-based commercial district revitalization. Raton MainStreet’s exemplary implementation of public improvement projects, dedication to historic preservation, and distribution of grants to small businesses all contributed to their strong GAMSA application. [Learn more about Raton’s award.](#)

“We’re deeply honored to be recognized as a 2025 GAMSA winner,” Raton MainStreet Executive Director **Brenda Ferri** said. “This award is a validation of the dedication of our board members, volunteers, business and property owners, and local and state partners who together have worked tirelessly to revitalize downtown Raton. Through collaboration and the Main Street Approach, we’ve successfully transformed Raton into a thriving community, while honoring our rich history.”

“I’m thrilled to congratulate Raton and Alamogordo MainStreets on their prestigious national awards,” NM MainStreet Director **Daniel J. Gutierrez** said. “Thank you to Main Street America and EDD for their continued support for community economic development in New Mexico.”

The *Mary Means Leadership Award* is Main Street America’s top honor recognizing individuals who demonstrate outstanding leadership in the field of comprehensive preservation-based economic development and commercial district revitalization. Claudia Loya was recognized for her work

revitalizing downtown Alamogordo through public and private investment, infrastructure improvements, and a business owner construction guide. [Learn more about Claudia's award.](#)

“Claudia exemplifies the heart of Alamogordo MainStreet, pouring her soul into its mission with over 20,000 volunteer hours and countless personal sacrifices,” Alamogordo MainStreet Executive Director **Nolan Ojeda** said. “For her, this work is a calling, one she answers selflessly every day to uplift our businesses, our community, and the future of our downtown.”

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Raton MainStreet celebrates 2025 GAMSA award with New Mexico MainStreet network at Main Street Now's opening plenary in Philly.



Claudia Loya and Mary Means celebrate the 2025 Mary Means award with NM MainStreet network at Main Street Now's closing plenary in Philly.

New Mexico MainStreet (NMMS) develops local capacity to engage people, rebuild places, and grow the entrepreneurial, creative, and business environment resulting in economically thriving downtowns, greater business and 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.

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™. Our network of more than 1,200 neighborhoods and communities, rural and urban, share both a commitment to place and to building stronger communities through preservation-based economic development. For more information, visit mainstreet.org.

