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Main Street America Designates 32 New Mexico MainStreet Organizations, New Mexico MainStreet Coordinating Program

Santa Fe, N.M. – New Mexico MainStreet (NMMS) announced that Main Street America has designated **32** NM organizations for meeting rigorous performance standards. New Mexico now has **29 Accredited** (top designation tier) and **3 Affiliated** (second designation tier) Main Street America programs. Main Street America and its partners announce the list of designated programs annually to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

“Congratulations to New Mexico’s Main Street America programs for working diligently to improve their communities, support small businesses, and grow the local economy,” said Acting Economic Development Secretary **Mark Roper**.

Additionally, NMMS has been relicensed as a Main Street America Coordinating Program, one of more than 40 national programs committed to creating high-quality places and building strong communities.

“New Mexico MainStreet is proud to support 32 districts with their community economic development and revitalization work. I appreciate the dedication and effort these districts put into improving their communities as well as achieving/maintaining this prestigious Main Street America designation,” said NMMS Director **Daniel Gutierrez**.

“We are incredibly excited to celebrate this year’s 800 Accredited and 388 Affiliate Main Street America programs, and their remarkable efforts to reenergize their local economies and public spaces,” said Main Street America President and CEO **Erin Barnes**. “Main Street leaders are visionaries that see things that no one else can see and create the future world we all want to live in. The size and impact of our network demonstrates that great things happen when visions are realized through strategic, grassroots collaboration.”

Since 2014, NMMS districts reported **1,630** new businesses & business expansions, **6,011** new jobs, **2,520** private building rehabilitations, **\$228,377,726** in private sector reinvestment, and **333,270** volunteer hours.

New Mexico’s 2024 Accredited Main Street America Programs:

1. <u>Alamogordo MainStreet</u>
2. <u>Downtown ABQ MainStreet Arts & Cultural District</u>
3. <u>Artesia MainStreet Arts & Cultural District</u>

4. <u>Barelas MainStreet</u>
5. <u>Belen MainStreet Partnership</u>
6. <u>Carlsbad MainStreet and Pearl of the Pecos Arts & Cultural District</u>
7. <u>Clayton-Union County Economic Development Partnership</u>
8. <u>Clovis MainStreet</u>
9. <u>Corrales MainStreet</u>
10. <u>Deming Luna County MainStreet</u>
11. <u>Historic Downtown Farmington</u>
12. <u>Gallup MainStreet Arts & Cultural District</u>
13. <u>Grants MainStreet Project</u>
14. <u>Downtown Las Cruces Partnership and Arts & Cultural District</u>
15. <u>MainStreet de Las Vegas and Arts & Cultural District</u>
16. <u>Los Alamos MainStreet & Creative District</u>
17. <u>Lovington MainStreet</u>
18. <u>Mora MainStreet and Arts & Cultural Compound</u>
19. <u>Nob Hill MainStreet</u>
20. <u>Raton MainStreet and Arts & Cultural District</u>
21. <u>MainStreet Roswell</u>
22. <u>Ruidoso Midtown Association</u>
23. <u>Santa Rosa MainStreet</u>
24. <u>Silver City MainStreet Project and Arts & Cultural District</u>
25. <u>South Valley MainStreet</u>
26. <u>Taos MainStreet</u>
27. <u>MainStreet Truth or Consequences</u>
28. <u>Tucumcari MainStreet</u>
29. <u>Zuni Pueblo MainStreet</u>

New Mexico's 2024 Affiliate Main Street America Programs:

1. <u>Harding County MainStreet</u>
2. <u>Lordsburg MainStreet</u>
3. <u>Revitalize San Pedro Partnership</u>

The NMMS Coordinating Program works with local organizations and their Board of Directors to evaluate program performance annually. NMMS recommends organizations who meet rigorous performance standards to Main Street America for designation. These standards provide a strong foundational framework to review progress, recognize strengths, understand trends, and identify strategies that move Main Street programs forward. To qualify for designation, organizations must demonstrate a track record of achieving outcomes in alignment with the Main Street Approach™ and exceptional performance in six areas: broad-based community commitment to revitalization; inclusive leadership and organizational capacity; diversified funding and sustainable program operations; strategy-driven programming; preservation-based economic development; and demonstrated impact and results.

On average, for every dollar that a Main Street program spent to support their operations, it generated **\$18.03** of new investment back into their downtown communities and commercial corridor communities.

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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.

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 12 Arts & Cultural Districts. Additionally, NMMS has supported 45 Frontier & Native American Community projects, 5 Urban Neighborhood Commercial Corridor projects, and 11 Historic Theaters. NMMS is a program of the [New Mexico Economic Development Department](http://edd.newmexico.gov). Learn more at nmmainstreet.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™. Our 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. Since 1980, communities participating in the program have generated more than \$107.62 billion in new public and private investment, generated 175,323 net new businesses and 782,059 net new jobs, rehabilitated more than 335,675 buildings, and levered over 35.3 million volunteer hours. Main Street America is a nonprofit subsidiary of the National Trust for Historic Preservation. For more information, visit mainstreet.org.