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## **MainStreet Opening Applications for Communities to Affiliate with Downtown Revitalization Program**

SANTA FE – The New Mexico MainStreet Program is opening applications for new communities to affiliate with the state’s downtown revitalization program, the Economic Development Department announced Monday.

MainStreet is a public/private sector community economic development program licensed and accredited by the National Trust Main Street Center. In New Mexico, there are currently 22 local affiliates mostly in rural communities. The program delivers the trademarked “MainStreet Four Pont Approach” (Design, Organization, Promotions, Economic Positioning), into affiliated communities’ broader economic development goals.

“The MainStreet program has been an excellent tool for our communities to partner resources with the state to bring jobs and businesses back into our historic plazas, villages and downtowns while preserving many characteristics that make New Mexico towns so unique,” said Secretary of Economic Development Jon Barela, who addressed the 1,400 attendees at the annual National Main Streets Conference in Des Moines, Iowa earlier this year.

Two New Mexico communities will be selected through a competitive application process to begin the “Emerging” phase. This initial phase is designed to build the local MainStreet’s organizational structure, leadership and resources, and ability to implement small-scale revitalization activities. Overall, more than 1,200 communities in 39 states are currently participating.

Last year, the 22 New Mexico MainStreet communities succeeded in supporting the creation of 140 new businesses, 167 building rehabilitations, 598 new jobs and leveraged \$9,365,070 in private sector reinvestment. Those interested in applying are encouraged to attend a MainStreet Program training at an “Institute” or “Quarterly,” to become more familiar with the program’s successes and requirements. Meetings are posted on the Economic Development Department web site calendar.

Applicants are required to attend a mandatory workshop to go over the requirements for application at the department on January 12, 2012.

Interested communities can visit the Economic Development Department’s web site at: <http://www.edd.state.nm.us/mainStreet/insideTrack/images/nmmsApplicationServicesParticipationReq.pdf> to explore the program’s benefits and expectations. To request to be on the monthly MainStreet e-newsletter distribution list, or contact New Mexico MainStreet Director, Rich Williams via e-mail, at [rich.williams@state.nm.us](mailto:rich.williams@state.nm.us).

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