

ONE OF THE MAIN TENETS OF THE FRONTIER COMMUNITIES INITIATIVE IS TO PLANT THE SEEDS TO EXPAND LOCAL CAPACITY TO DEVELOP “COMMUNITY-BUILDERS” – PEOPLE THAT WILL CONTINUE TO WORK TOGETHER, AFTER A COMPLETED PROJECT, TO STRENGTHEN EXISTING COMMUNITY DEVELOPMENT AND SUPPORT REVITALIZATION WORK, BOLSTER COMMUNITY PRIDE AND IDENTITY, PRESERVE CULTURAL HERITAGE, TRANSMIT VALUES AND HISTORY, BUILD ECONOMIC AND SOCIAL CAPITAL, AND STIMULATE ECONOMIC DEVELOPMENT.



### ABOUT NEW MEXICO MAINSTREET

Since 1985, the New Mexico MainStreet Program has delivered a record of high performance through building capacity for local economic revitalization and redevelopment, developing the entrepreneurial and creative economy, and creating thriving places that enrich quality of life and promote economic opportunity.



### MAIN STREET AMERICA

For more than 35 years, the National Main Street Center, Inc. has been a national leader focused on the revitalization of traditional and historic commercial districts. New Mexico MainStreet is a licensed and accredited program joining a network of more than 43 state coordinating programs and more than 1,600 neighborhoods and communities.



### ECONOMIC DEVELOPMENT DEPARTMENT

#### New Mexico MainStreet Program

Joseph Montoya Building  
1100 South St. Francis Drive  
Santa Fe NM 87505-5003  
Telephone: 505 827-0151

#### Economic Development Department

[www.goNM.biz](http://www.goNM.biz)

#### New Mexico MainStreet

[www.NMMainStreet.org](http://www.NMMainStreet.org)  
[www.OffTheRoadNM.org](http://www.OffTheRoadNM.org)  
[www.NMArtsAndCulturalDistricts.org](http://www.NMArtsAndCulturalDistricts.org)





# FRONTIER COMMUNITIES INITIATIVE



**In 2013, the New Mexico State Legislature enacted the MainStreet Frontier Communities Initiative program, to respond to the enhanced needs for assistance from New Mexico's most rural communities.** The Frontier Communities Initiative provides community economic development support to rural communities under 7,500 in population to develop a catalytic economic development project within a traditional or historic commercial district.

Through an application process, rural communities propose a project with positive impact in job creation, business development or enhancing the economic environment.

## TECHNICAL ASSISTANCE:

Selected communities receive professional services and technical assistance from New Mexico MainStreet tied to the Main Street Four-Point Approach®, an interdisciplinary set of strategies that assist the revitalization of historic and traditional commercial districts. Frontier programs are project-oriented rather than multi-year revitalization efforts.

NMMS support has leveraged more than \$800,000 in grants, matching funds and donations for Frontier Communities Projects.

## ELIGIBLE PROJECTS INCLUDE:

- Image Development & Branding
- Event Development
- Building Renovation/Restoration
- Adaptive Reuse
- Façade Improvement Program
- Placemaking Projects and Revitalization Plans
- New Business/Entrepreneurial Development



The number of Frontier Communities designated each year is contingent upon the New Mexico State Legislature's annual appropriation for the New Mexico MainStreet Program.

*If you would like to learn more about the program or receive updates about upcoming opportunities, please contact:*

New Mexico MainStreet  
**Assistant Director Daniel Gutierrez**  
505-827-0151  
*Email: Daniel.Gutierrez2@state.nm.us.*

