



**/// New Mexico's economic problems are not insoluble. But the solutions require a new approach to economic development, a number of policy reforms, and substantial investment in both human capital and physical infrastructure. ///**

**Jim Peach**, Regents Professor,  
Department of Economics,  
Applied Statistics and  
International Business, NMSU



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.



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**

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#### **Economic Development Department**

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

# **DEVELOPING LOCAL RESOURCES TO GROW THE DOWNTOWN ECONOMY**



**WWW.NMMAINSTREET.ORG**

*“A program with such high economic impact during a time of economic struggle is a critical tool for the state to target and partner its resources with local leaders to effectively rebuild local economies. There are not many economic development programs which can claim as NMMS can, \$43 of private sector reinvestment to every dollar of state investment.”*

**Patrice Frey**  
**National Main Street Center**

## INITIATIVES

*A program of the New Mexico Economic Development Department, New Mexico MainStreet works throughout the state to help affiliated local organizations create a strong economic business climate while preserving cultural and historic resources.*

### **Our work supports:**

**Rural Economic Development**—specialized project-based revitalization to build sustainable and resilient local economies, particularly smaller towns and villages with populations of less than 7,500.

**Resource Development**—matches professional services to Federal, State, Foundation, and other resources for downtown development.

**Public Infrastructure**—with local government partners create visible improvements including pedestrian safety, placemaking, and civic spaces to drive private sector reinvestment in commercial property.

**Creative Economy & Cultural Economy**—grow cultural businesses, support cultural entrepreneurs, and advance creative industries through specialized partnership with state-authorized Arts & Cultural Districts.

**Architectural Improvements**—restore buildings and improve and create vital public spaces that engage property and business owners, local organizations, and volunteers to implement design projects.

**Historic Preservation**—provide services focused on historic restoration of buildings and renovation of cultural facilities.

## FOUR-POINT APPROACH®

New Mexico MainStreet uses a community-driven revitalization process that brings stakeholders from all sectors together, engaging them as proactive participants in implementing the comprehensive goals of *The Main Street Four-Point Approach*®. The four areas – **Economic Vitality, Promotion, Organization, and Design** – support the overarching vision for the district and the district’s economic strategies to transform the downtown.

## OUR STRATEGIES

*New Mexico MainStreet has adopted the following strategies in partnership with local organizations to implement community economic development goals to transform downtown.*

### **Build Capacity for Local Economic Revitalization and Redevelopment**

Develop local leadership and capacity to implement projects and initiatives that accelerate community-appropriate economic growth and revitalization through the Main Street Four-Point Approach®.

### **Enhance the Entrepreneurial and Creative Economy**

Build on the existing commercial base, arts, culture, advanced technology and creative assets in New Mexico MainStreet communities, support entrepreneurial and creative endeavors through assessment, education, planning, and collaboration.

### **Create Thriving Places**

Increase economic viability through revitalization and placemaking to transform our downtowns, squares and villages to help them reach their full potential through great public spaces, buildings, streets and pedestrian areas.



## SERVICES

- Comprehensive asset-based economic development specialists
- Education and training, peer-to-peer learning, and professional development
- Local planning to guide economic revitalization projects.
- Community-based visioning, planning, and adopted District Master/MRA plans
- Image Development, Branding, Marketing and Graphic Design
- Destination-based event development
- Pipeline development through project prioritization and needs assessment
- Create community tool box and adopt redevelopment tools
- Financial tools and incentives to support local projects: Capital Outlay, LEDA, USDA, HUD, EDA, NMDOT, NMFA, etc.
- Improved organizational capacity and performance
- Business innovation resources and economic analysis
- Finance strategies to attract new investments and capital
- Fundraising and Grant Writing
- Public infrastructure improvements and street improvements, pedestrian safety, traffic-calming, curb extensions, parking, wayfinding, and landscape improvements.
- Building rehabilitation, redesign, adaptive reuse, conservation and stabilization, building additions, and infill.
- Improvements to “Curb Appeal,” including signage, awnings, lighting, and general marketing to increase business traffic.

*“You should know that in America today there is no form of economic development of any kind, anywhere that has more effectively leveraged scarce resources than Main Street has.”*

**Donovan Rypkema**  
**PlaceEconomics**