



**New Mexico MainStreet (NMMS)** is an asset-based community economic development program that develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative and business environment. NMMS's initiatives and assistance results in economically-thriving downtowns, greater business and employment opportunities, and a higher quality of life for New Mexicans.

Founded in 1984, NMMS provides professional technical assistance, services, training, and resources to local affiliates who are committed to downtown revitalization and redevelopment.

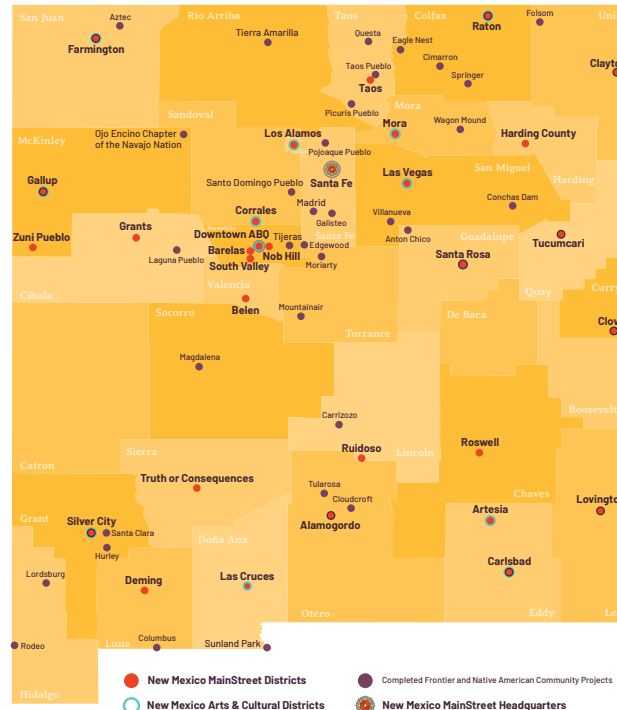
NMMS is a program of the NM Economic Development Department and is an accredited Main Street America™ Coordinating Program.

To transform downtowns and accomplish economic development goals, NMMS implements the following economic transformation strategies:

- **Build Capacity for Local Economic Revitalization and Redevelopment**
- **Enhance the Entrepreneurial and Creative Economy**
- **Create Thriving Places**

More than 75% of NMMS districts and projects are in rural communities! Learn more about affiliated communities at [nmmainstreet.org](http://nmmainstreet.org).

## NMMS Network Map



NEW MEXICO  
**MAINSTREET**™

Engage  
People.

Rebuild  
Places.

Revitalize  
Economies.

## Contact Us

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Our NMMS Team



Contact Information for NMMS Staff & Revitalization Specialists can be found at [nmmainstreet.org/our-work/nmms-team](http://nmmainstreet.org/our-work/nmms-team)

Contact Information for NMMS Network Affiliates can be found at [nmmainstreet.org/program-directory](http://nmmainstreet.org/program-directory)

[nmmainstreet.org](http://nmmainstreet.org)

NEW MEXICO  
arts & cultural  
DISTRICTS

NEW MEXICO HISTORIC  
THEATERS INITIATIVE

Frontier & Native American  
Communities Initiative

URBAN NEIGHBORHOOD  
COMMERCIAL CORRIDOR INITIATIVE

OFFICE  
NEW MEXICO  
MAINSTREET

A Program of the NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT

[nmmainstreet.org](http://nmmainstreet.org)

## Our Services



NMMS Revitalization Specialists provide technical assistance to affiliated communities through service requests. Specialists are experts in their field and are available for consultations & training. *Examples of services available include:*

### DESIGN

- Architecture & Façade Renovation
- Building Rehab & Additions
- Historic Preservation
- Landscape Architecture
- Urban Design & Planning

### ECONOMIC VITALITY

- Business Coaching & Support
- Creative & Cultural Planning
- Financing
- Property Development
- Regulatory

### ORGANIZATION

- Business Recruitment & Retention
- Planning & Fundraising
- Resource Development
- Training
- Volunteer Management

### PROMOTION

- Communications
- Graphic Design & Image Development
- Retail Activities
- Special Events
- Organization Identity, Logos, Social Media

## Our Programs & Initiatives

### New Mexico MainStreet

NMMS uses a community asset-based economic development approach in partnership with local accredited and affiliated districts to rebuild downtown economies.

### Art & Cultural Districts

State-authorized and affiliated districts capitalize on the creative economy.

### Frontier & Native American Communities Initiative

Rural communities with less than 15,000 in population develop a catalytic economic development project within a traditional or historic commercial district in 12-18 months.

### Urban Neighborhood Commercial Corridor Initiative

Urban neighborhood commercial corridors located in cities with more than 50,000 in population develop a catalytic economic development project in 12-18 months.

### Capital Outlay Public Infrastructure Investment & Great Blocks on MainStreet Projects

NMMS's Capital Outlay Legislative appropriations leverage private sector reinvestment and demonstrate visible improvements in downtown to create vital spaces for economic growth. Great Blocks Projects upgrade a core two to three block commercial area in an affiliated district through the implementation of urban and landscape design, architecture, and creative economy projects.

### New Mexico Historic Theaters Initiative

An ongoing statewide effort to support publicly-owned theaters, serving as anchor institutions in NMMS Districts, with rehabilitation, and digital projection and sound conversion.

### Choose MainStreet

NMMS encourages New Mexicans and tourists to shop, eat, and play in MainStreet districts for the ❤️ of local. Choose MainStreet marketing campaigns promote shopping at small businesses throughout the year and annually during the holiday season.

## Our Impact

### 9-Year Performance Measures



Total Private Sector Reinvestment  
**\$212,165,308**

FY2014-  
FY2022



**1,449**  
New Businesses  
& Expansions



**5,184**  
New Jobs  
Created



**300.5k**  
Volunteer Hours



**2,242**  
Private Business  
Renovations

### Benefits of MainStreet

- Increased Economic Vitality
- Cultural, Historic & Architectural Preservation
- Improved Public Safety, Infrastructure & Accessibility
- Support for Entrepreneurs, Small Businesses, Artists, Makers & Growers
- Local Job Creation
- Higher Quality of Life
- Business Growth Support
- Special Family-Friendly Events & Activities
- MainStreet Contributes to the Local Tax-Base: Gross Receipts Taxes and Lodgers' Tax Receipts
- Improved Property Occupancy & Marketability
- Creative Economy Growth
- Expanded Customer Base
- Positive Public Image
- Downtown Clean-Up & Volunteer Events
- Outdoor Recreation Opportunities
- Community Pride & Cohesiveness