

New Mexico MainStreet's Approach to Economic Development

Presented by:

Daniel Gutierrez, New Mexico MainStreet Director

Lucas Pedraza, New Mexico MainStreet Project Coordinator

Amy M. Barnhart, New Mexico MainStreet Revitalization Specialist

A Program of the New Mexico Economic Development Department



**NEW MEXICO
MAINSTREET™**

New Mexico MainStreet (NMMS) Program

NMMS is an asset-based community economic development **Main Street America™ Coordinating Program**. NMMS has been licensed and accredited by the National Main Street Center, Inc. since 1985 – *celebrating our 40-year anniversary in 2025!*



NEW MEXICO MAINSTREET

The Main Street Approach™ offers community-based revitalization initiatives with a **practical, adaptable framework for downtown transformation**.



Approach implemented through the **Four Points: Economic Vitality, Design, Promotion, and Organization**.

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ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES



NMMS Network

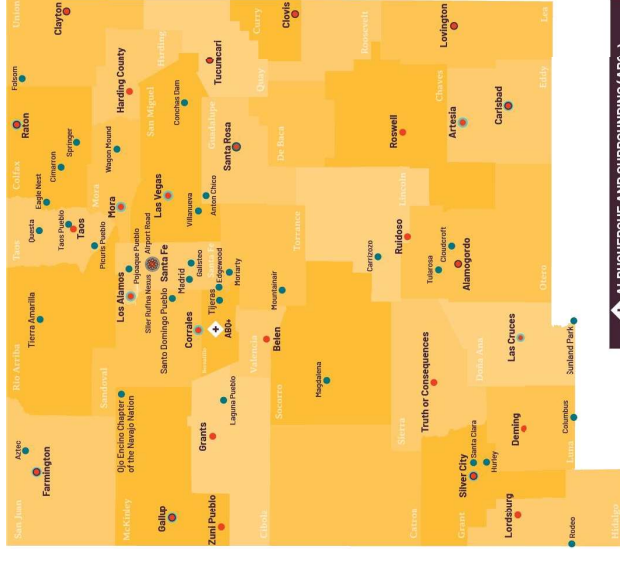
NMMS acts as an umbrella organization, administering and providing professional technical assistance, services, and resources to all its local affiliates.

- **95 NM Communities Served Since 1985!**
- **32** Designated MainStreet Districts/Programs
- **13** Affiliated Arts & Cultural Districts
- **19** Project-Based Initiative Communities
 - **12** active Frontier & Rural Communities
 - **3** active Native American Communities
 - **4** active Urban Neighborhood Commercial Corridors
- **\$38 million NMMS Capital Outlay** awarded to local MS and ACD Public Infrastructure Projects



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ENGAGE PEOPLE · REBUILD PLACES · REVITALIZE ECONOMIES



- New Mexico MainStreet Districts
- Urban Neighborhood Commercial Corridors Projects
- New Mexico Arts & Cultural Districts
- Frontier, Rural, and Native American Community Projects
- Historic Theaters
- New Mexico MainStreet Headquarters

MainStreet Programs & Public-Private Partnerships

Local Government Partner

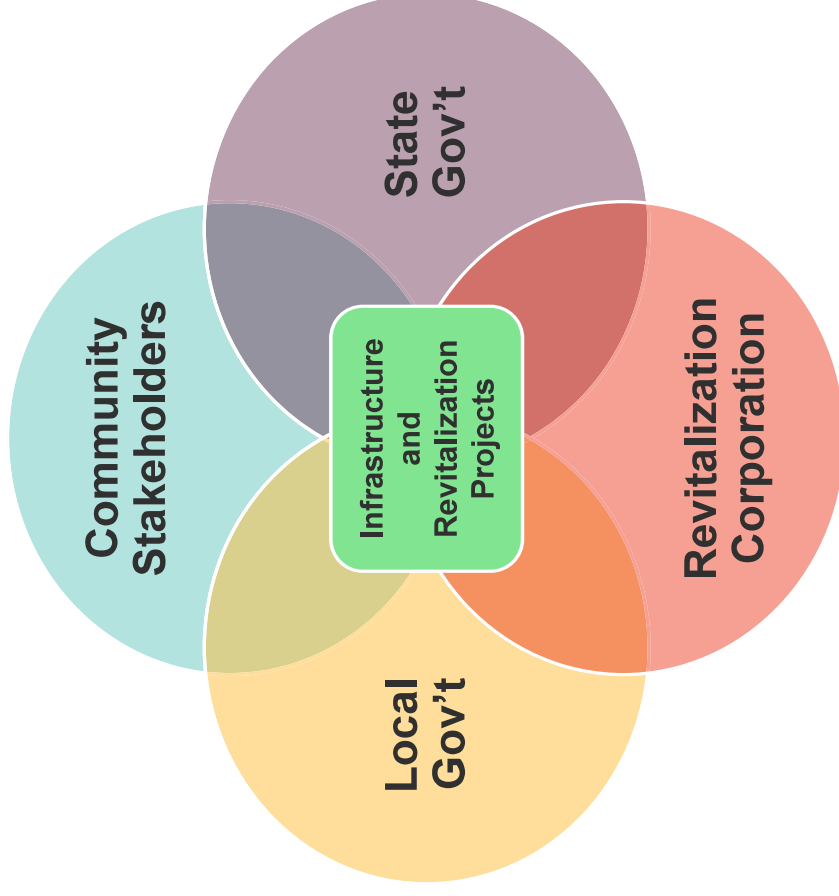
- Philosophical Commitments/MOUs
- Coordination/Planning
- Fiscal Agency for Capital Outlay \$\$

State Government Partner

- Technical Assistance/Training (NMMS)
- Resources: Capital Outlay \$\$
- Coordination, Reporting
- Compliance

Local Revitalization Partner

- Implement Projects
- Resource Development
- Planning, Statistical Reporting
- Coordination with City, State
- Compliance

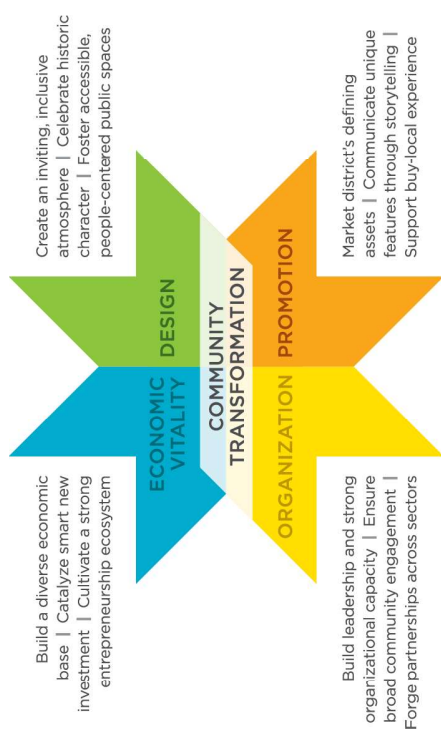


Main Street Approach™

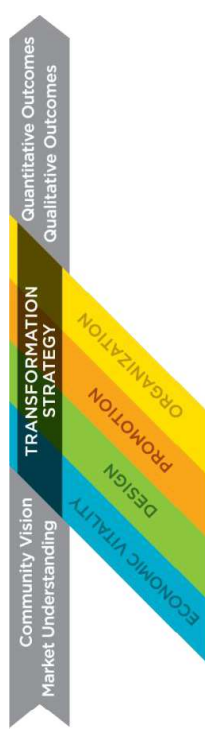
The Main Street Approach™ offers community-based revitalization initiatives with a **practical, adaptable framework for downtown transformation.**

The Approach™ is centered around **Transformation Strategies** which articulate a focused, deliberate path to revitalizing or strengthening a district's economy.

Strategies are implemented through the **Four Points: Economic Vitality, Design, Promotion, and Organization.**



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How Main Street Works

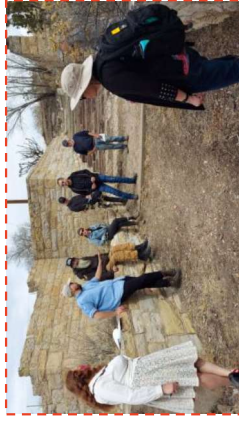


Project-Based Initiatives (PBI)



- Communities can enter the NMMS program by participating in PBIs and receive professional technical assistance for one economic development over a 12-to-18-month *timeframe*.
- Projects must demonstrate job creation, **business development**, leverage private sector investment, or **enhancement of a community's economic environment**.

- Eligible Projects:
 - Placemaking
 - Façade Improvement
 - Historic Preservation/Preservation Enhancement
 - Real Estate and Property Development
 - Redevelopment and Revitalization Plans
 - New Business/Entrepreneur Development Support
 - Creative Economy
 - Promotion



NMMS' Three PBIs

Frontier and Rural Communities	Native American Communities	Urban Neighborhood Commercial Corridors (UNCC)
<ul style="list-style-type: none"> ▪ Created in 2013 by the Legislature. ▪ Provides project-based community economic development support for rural communities under 50,000 in population. ▪ The 12 to 18-month affiliation focuses on one economic development project within a traditional or historic village or town center. 	<ul style="list-style-type: none"> ▪ Created in 2019. ▪ Provides project-based community economic development support to NM's indigenous communities. ▪ The 12 to 24-month affiliation focuses on one economic development project within a pueblo, reservation, or village or town center. 	<ul style="list-style-type: none"> ▪ Created in 2021. ▪ Provides project-based support to urban neighborhood commercial corridors located in cities with more than 50,000 in population. ▪ The 12 to 18-month affiliation focuses on one economic development project within a commercial corridor.

Pathway to becoming a Main Street program in NM

Project-Based Initiative Round 1 (12-18 months)

Project-Based Initiative Round 2 (12-18 months)

NMMS Accelerator Process (12-18 months)

Main Street America Affiliate program

Main Street America Accredited program

NMMS PROJECT- BASED INITIATIVE DESIGNATION

Before Designation

- Contact New Mexico MainStreet Director and/or Project Coordinator.
- Create a stakeholder group.
- Identify a project the stakeholder group can implement utilizing NMMS technical assistance.
- Gain the support of your municipality.
- Complete and submit the NMMS Project-Based Initiative Application.



Project-Based Initiative Round 1 (12-18 months)

- Refine your project scope.
- Implement your project, utilizing NMMS technical assistance.
- Report your project impacts.
- You are done! OR...

Project-Based Initiative Round 2 (12-18 months)

- Revisit your stakeholder group.
- Submit an application for an Accelerator Action Plan and optional second project.
- Develop your Accelerator Action Plan.
- Implement your project (optional).
- Report your project impacts.

NMMS ACCELERATOR DESIGNATION

Before Designation

- Complete the Project-Based Initiative.
- Execute a Memorandum of Understanding (MOU) and a resolution of support with the local municipal partner and NMMS.
- Secure a service contract with the local municipal partner (\$20,000).*

Completing the NMMS Accelerator Benchmarks

- Work with your assigned Revitalization Specialist.
- Complete Accelerator trainings.
- Complete Accelerator Benchmarks.

Demonstrating Progress on Accelerator Benchmarks & Graduating from the Accelerator

- Report on your progress (quarterly).
- Participate in the NMMS Annual Program Review.
- Graduate to Main Street America Affiliate status!



Thank You!



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nmmainstreet.org



Questions?

Daniel Gutierrez, NMMS Director
daniel.gutierrez2@edd.nm.gov
(505) 629-5270

Lucas Pedraza, NMMS Project Coordinator
lucas.pedraza@edd.nm.gov
(505) 412-3963

Amy M. Barnhart, NMMS Revitalization Specialist
ambconsultingnm@gmail.com
(773) 368-7557