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EDD holds workshop to help communities *In Hard Economic Times Diversify Your Revenue*

SANTA FE—The Economic Development Departments' MainStreet Program will be hosting the 2009 New Mexico MainStreet Institute on diversifying revenue sources for business associations, economic and community development organizations, chambers of commerce and downtown revitalization organizations, on March 20 and 21 in Santa Fe and Ruidoso.

Status quo fund-raising for MainStreet organizations won't cut it in today's economy, and it is increasingly important for local revitalization and community development corporations to be extremely strategic about attracting a variety of funding sources and getting the most out of every source.

In this intermediate-level session, participants will learn about various funding sources and methods that they can use to expand MainStreet's funding base and provide regular, predictable income that can sustain their MainStreet organizations and ensure a viable future. Content includes:

- The importance of a diversified, sustainable funding base;
- Fundraising roles & responsibilities;
- The eight traditional sources of community development and downtown funding;
- How to expand existing revenue;
- Ideal revenue mixes for MainStreet and downtown organizations at different life stages; and
- The importance of business improvement districts (BIDs), planned giving programs, and endowments.

The Institute trainers are Stephanie Redman, New Mexico MainStreet Program Associate with nearly 20 years in helping local Community Development and MainStreet organizations identify and achieve their dreams, and Donna Ann Harris, principal of Heritage Consulting Inc., a Philadelphia-based firm specializing in downtown revitalization, historic preservation, and organizational development.

Your choice of date and location:

Friday, March 20, 2009 – Santa Fe
New Mexico State Records Center and Archives
1209 Camino Carlos Rey – Room 2022

Saturday, March 21, 2009 – Ruidoso
Hotel Ruidoso Meeting Room
110 Chase Street

Registration is \$25 per person for participants from all other communities or organizations. Registration required by March 13. Limited seating, first come first served.

Contact Meghan Bayer at the Economic Development Department 505-827-5650 for registration information.

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