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MainStreet Selects Initial Entrepreneur Development Initiative Communities *Portales and Tucumcari to receive entrepreneurial assistance*

SANTA FE- The New Mexico Economic Development Department announces the selection of two New Mexico MainStreet programs – Portales and Tucumcari – to serve as models in creating an Entrepreneur Development Initiative on MainStreet. The initiative includes two years of technical assistance to help each community nurture entrepreneurial growth.

Economic Development Department Secretary Fred Mondragón stated, “This new initiative capitalizes on MainStreet’s small business support record by developing local communities’ abilities to more aggressively drive the investment of entrepreneurial talent and energy into new and existing downtown business ventures.”

New Mexico MainStreet is providing a two year assistance package that will help the communities expand their role in supporting and enhancing entrepreneurs and developing tools that will create networking and partnership opportunities.

“We know that the MainStreet programs in both Portales and Tucumcari have what it takes for success in this initiative,” said Rich Williams, New Mexico MainStreet Director. “Portales MainStreet is recognized for the strong small business community leadership of its MainStreet program. Similarly, Tucumcari MainStreet has united with other small business support organizations to ensure a team approach to achieve community-wide entrepreneur support.”

Portales and Tucumcari were selected from a highly competitive process among 19 “State Certified” MainStreet communities. Communities responded to a request for proposals from New Mexico MainStreet. The proposals included a self-evaluation by each applicant community of local assets and resources. Applicants had to establish a network of cross-collaborations with other regional community economic development organizations and dedicate to two years of investment in developing local entrepreneurship.

MainStreet is celebrating its 25th Anniversary in 2010, culminating in an August event. For more information on MainStreet and their anniversary activities, please visit www.gonm.biz.

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