

SUSANA MARTINEZ  
GOVERNOR

JON BARELA  
CABINET SECRETARY



FOR IMMEDIATE RELEASE  
February 18, 2015

Contact: Angela Heisel  
(505) 629-5148  
[Angela.Heisel@state.nm.us](mailto:Angela.Heisel@state.nm.us)

**New Mexico Economic Development Department Secretary Jon Barela Announces  
Launch of MainStreet Tourism Initiative Website  
*Off the Road in New Mexico***

*Website will allow residents and visitors alike to search for historic and cultural attractions  
and businesses in MainStreet and Arts & Cultural Districts*

Santa Fe - Today, New Mexico Economic Development Secretary Jon Barela announced the re-launch of the website [Off the Road in New Mexico](#) with a new focus on connecting tourists with cultural and heritage resources located in the 28 MainStreet and nine Arts & Cultural District communities throughout the state.

"The *Off the Road in New Mexico* website is a great complement to the existing economic development efforts of New Mexico MainStreet and its local communities, creating another venue to promote and market their assets," Secretary Barela said. "By drawing new visitors to their districts, local businesses such as hotels, restaurants and boutiques should see a positive impact on their businesses, and positive economic stimulation of the districts as a whole."

*Off the Road in New Mexico* was created to provide a one-stop shop for residents, visitors and potential tourists who have specific cultural interests, such as WPA & New Deal projects, and want to plan a trip to New Mexico around visiting these sites in multiple communities.

"Rediscovering our rich heritage and cultural assets here in New Mexico helps us maintain the quality of life and the connections to our community history," said Rich Williams, Director of New Mexico MainStreet. "*Off The Road in New Mexico* is a tool in that re-discovery process."

The updated site focuses on the more permanent historic and cultural assets located in, or adjacent to the districts, with the intent that tourists and visitors will visit local shops and restaurants while visiting each of the districts.

Website users are able to search the site and plan their trips in a variety of ways -- by region, city, category, architectural style, and MainStreet or Arts & Cultural District. With 13 categories including WPA & New Deal, Railroad, Historic Theaters, Plazas & Courthouse Squares, National & State Scenic Byways, and Historic Hotels & Motels amongst others, there are enough extraordinary landmarks to satisfy even the most voracious of cultural tourist appetites.

Additionally the site highlights the many architectural styles that are found in MainStreet and Arts & Cultural Districts across the state, from Pueblo Revival, Spanish Colonial and Territorial, to Queen Anne Victorians, Art Deco and Mid-Century Modern.

Each destination listing contains general information about the destination, hours of operation (if applicable), a link to the local MainStreet or Arts & Cultural District website for more information on the district, and a link to the destination's website, if one exists.

The website is intended to be a jumping off point for planning a visit to the individual districts or communities, so tourists planning to visit are encouraged to explore websites and information from other tourism and visitor partners as well.

###

---

Since 1985, New Mexico MainStreet has been a powerful force for revitalization of communities across the state. Combining historic preservation with asset-based economic development, New Mexico MainStreet works with local affiliates and partners to re-build resilient Main Streets as the foundation for healthy communities.

OTRNM is a product of the [New Mexico MainStreet Program](#) which is part of the [New Mexico Economic Development Department](#) and the [National Main Street Center](#). The NM MainStreet Program is the certifying agency for MainStreet Districts, Arts & Cultural Districts, the Frontier Community Initiative, and the Historic Theater Initiative.