



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

NEW MEXICO MAIN STREET PROGRAM

FOR IMMEDIATE RELEASE:

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Gov. Michelle Lujan Grisham
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5 New Frontier & Native American Community Projects Funded

SANTA FE, N.M. – New Mexico MainStreet (NMMS) has accepted economic development projects from five rural communities as part of the Frontier & Native American Communities Initiative: Picuris Pueblo, Pueblo of Laguna, Pueblo of Pojoaque, the Village of Folsom, and the City of Lordsburg. These communities receive professional services and technical assistance from NMMS to implement and complete the proposed project within 12-18 months. Projects must demonstrate job creation, business development, private sector investment, or enhancement of the community's economic environment.

"This program helps smaller and rural communities showcase their historic heritage and cultural treasures," said Cabinet Secretary Alicia J. Keyes of the Economic Development Department. "That's more important now as we work to diversify our economy and grow jobs throughout the state."

The initiative is a community-driven, asset-based economic development program created by the Legislature in 2013. It is designed to serve small New Mexican communities. The number of communities designated each year is contingent upon the New Mexico State Legislature's annual appropriation for the NMMS program.

"Projects from this initiative create positive economic impact in rural New Mexico," said NMMS Director Daniel Gutierrez. "Congratulations to Picuris Pueblo, Pueblo of Laguna, Pueblo of Pojoaque, the Village of Folsom, and Lordsburg for being selected to participate in this catalytic program. I'm excited for the implementation of their projects and success for their communities."

Services and resources provided to the communities by NMMS are tied to the Main Street Four Point Approach™ and NMMS's Economic Transformation Strategies to: build capacity for local economic revitalization & redevelopment, enhance the entrepreneurial and creative economy, and create thriving places.

Picuris Pueblo: This project will develop a plan to expand and grow tourism within the tribe as well as incorporate a cooperative, creating an avenue for economic development. Picuris Pueblo is seeking assistance with a feasibility plan, design plan, branding, marketing, and research of funding opportunities.

Pueblo of Laguna: This project will include a survey of historic buildings and a plan for redevelopment and revitalization of commercial, community, and housing development for the Laguna Main Street area.

Pueblo of Pojoaque: This project will develop a revitalization plan to expand the Pueblo's existing cultural economy, entrepreneurship, and placemaking around the Poeh Cultural Center, which could potentially lead to the state authorization of a Pojoaque Pueblo Arts and Culture District.

Village of Folsom: This project will focus on the repair and restoration of the historic Doherty Mercantile building, which houses the Folsom Museum. The Village of Folsom is also seeking assistance with bicycle and pedestrian enhancements; developing a downtown revitalization plan and historic building survey; and façade, awning, and business sign improvements.

City of Lordsburg: NMMS will help build local capacity plan (human and organizational) to implement priority community economic development projects identified in the Metropolitan Redevelopment Area/Master Plan, completed as part of their participation in a previous round of the initiative.

Designated communities are expected to fully participate in the program of services as a partner, and engage their local governing body, county government, regional Council of Governments, and, where applicable, Land Grant or Tribal/Pueblo government. Additionally, a stakeholder group of volunteers is required for project implementation.

New Mexico MainStreet has completed a total of 26 Frontier Community Projects in 23 rural communities. Current participants are selected through a competitive application process for economic development projects within a town center, village plaza, courthouse square, or commercial historic corridor.



About New Mexico MainStreet:

New Mexico MainStreet develops local capacity to engage people, rebuild places, and grow the entrepreneurial, creative, and business environment resulting in economically thriving downtowns, greater business and employment opportunities, and a higher quality of life. Learn more about New Mexico MainStreet's programs and initiatives at www.nmmainstreet.org. New Mexico MainStreet is a program of the New Mexico Economic Development Department, gonm.biz.

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The New Mexico Economic Development Department's mission is to enhance and leverage a competitive environment to create jobs, develop the tax base and provide incentives for business development.

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