

NM Rural MainStreets Rebuilding Downtowns

Twenty-two of the twenty-eight currently designated New Mexico MainStreet programs are located in NM rural communities based on the federal MSA description of rural as 50,000 or less in population.

While the rural downtown districts vary in size and geography, the level of private reinvestment in commercial building stock is often proportionate to the level of investment in public infrastructure improvements, the local assets and resources available to drive community economic re-development, and the dedication and commitment of local MainStreet volunteers who continue to drive revitalization forward. “These performance numbers do not capture the real stories of our rural community leaders who remain active in improving the economic quality of life for their residents,” said Rich Williams, Director of New Mexico MainStreet.

NMMS performance measures show that designated rural MainStreet Districts have reported they have leveraged a combined **\$51,021,866** in **private sector reinvestment** over the last five years (**FY2103 through FY2017**).

This includes the **rehabilitation of 759 commercial buildings** that provided opportunities for local entrepreneurs to open and expand **558** net new businesses. Business development and expansion resulted in the creation of **1894 net new jobs** that is a major impact in employment for rural communities throughout the state.

None of this would be possible without the help of local **MainStreet volunteers**, who leveraged professional services provided by **New Mexico MainStreet Revitalization Specialists** in design, capacity building, economic vitality, and branding and image development. Those local volunteers have logged more than **140,526 volunteer hours** tackling redevelopment and revitalization projects and activities that generated these impressive performance numbers.

Successful asset-based economic development is dependent on long-term public/private sector partnership including collaborative leadership from both sectors, long-range planning with specific strategic economic transformation goals, and marshaling critical resources that build on a market vision for the district for positive economic impact.

The National Main Street Center, Inc. a subsidiary of the National Trust for Historic Preservation, has annually re-licensed and accredited the Economic Development Department for the past 33 years, to run New Mexico MainStreet. For more information about MainStreet and its local designated communities visit www.goNM.biz or www.nmmainstreet.org or call 505-827-0168

