

1 A MEMORIAL

2 DECLARING FEBRUARY 18, 2015 "NEW MEXICO MAIN STREET DAY" IN
3 THE SENATE.

4
5 WHEREAS, in the late 1970s, the national trust for
6 historic preservation created an economic development
7 strategy focusing on commercial district revitalization and
8 encouraging economic development within the context of
9 historical preservation; and

10 WHEREAS, in 1984, former Lieutenant Governor Mike
11 Runnels applied to the national trust for historic
12 preservation to establish, license and accredit New Mexico
13 as a state coordinating program in the national main street
14 network; and

15 WHEREAS, in 1985, the legislature created and funded
16 the New Mexico mainstreet program in the economic
17 development department to assist local communities with
18 implementing this historical preservation strategy; and

19 WHEREAS, the New Mexico mainstreet program fosters
20 economic development in the state by supporting local main
21 street revitalization organizations and their work in
22 downtowns and adjacent neighborhoods; and

23 WHEREAS, the New Mexico mainstreet program provides
24 resources, education, training and services that preserve
25 and enhance the built environment, local historic culture

1 and heritage and that stimulate the economic vitality of
2 each participating community; and

3 WHEREAS, New Mexico mainstreet is a consensus-building
4 program that fosters community pride and encourages the
5 growth of small businesses, consequently enhancing local
6 employment and income opportunities, tax revenues, property
7 values and general quality of life; and

8 WHEREAS, New Mexico mainstreet provides free training
9 sessions on town design, promotion and publicity,
10 organization and economic positioning as well as sponsoring
11 architecture and community planning projects in member
12 communities; and

13 WHEREAS, there are twenty-seven local main street
14 projects throughout the state that are affiliates of
15 New Mexico mainstreet; and

16 WHEREAS, from January to December 2012, main street
17 districts created one hundred thirty-four net new businesses
18 and six hundred twenty-two net new jobs and generated almost
19 seventeen million dollars (\$17,000,000) in private-sector
20 investment; and

21 WHEREAS, New Mexico main street communities have proven
22 themselves as dynamic revitalization engines in the state;

23 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE
24 STATE OF NEW MEXICO that thirty years of New Mexico main
25 street economic revitalization projects in traditional town

1 centers, courthouse squares and village plazas be
2 celebrated; and

3 BE IT FURTHER RESOLVED that main street communities of
4 New Mexico be recognized for their excellent community
5 economic development work through the main street
6 development strategy focusing on organization, economic
7 positioning, design and promotion; and

8 BE IT FURTHER RESOLVED that the senate declare
9 February 18, 2015 "New Mexico Main Street Day" in the senate
10 and that the economic development department commemorate
11 this day; and

12 BE IT FURTHER RESOLVED that copies of this memorial be
13 transmitted to the governor and the secretary of economic
14 development. _____

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