



New Mexico Main Street

- A program of the New Mexico Economic Development Department, New Mexico MainStreet works throughout the state to help affiliated local organizations create an economically viable business environment while preserving cultural and historic resources.
- The program's core objective is downtown revitalization and redevelopment, and the mission is to develop local capacity to engage people, rebuild places and revitalize economies resulting in economically thriving downtowns, greater business and employment opportunities and a higher quality of life.
- *A healthy community begins with a healthy downtown*

Main Street de Las Vegas

- There are over 2400 main street towns throughout the United States and 28 in New Mexico. Main Street de Las Vegas is one of these programs. It is a nonprofit organization focusing on economic development with a historic preservation ethic...from the Railroad Depot through Douglas Ave. to Plaza Park.
- The mission of MainStreet Las Vegas is to unify the historic commercial corridor and engender pride in the community while promoting economic development and preserving historical, cultural, architectural and natural resources through partnerships and community collaboration.



New Mexico MainStreet Works! 5 Years Performance Measures 2014-18

- Private Sector Reinvestment:
\$124,466,432
- Private Building Renovations: 1,172
- Net New Business and Business
Expansion: 692
- Net New Jobs Created: 2,714
- Volunteer Hours: 186,070



A scenic view of a city street, likely Las Vegas, New Mexico. The foreground is dominated by large, mature trees with dense green foliage, casting shadows on a well-maintained green lawn. In the background, there are several multi-story historic buildings with classic architectural features like arched windows and brick facades. A few cars and a truck are parked along the street, and a clear blue sky is visible above the trees.

Main Street de Las Vegas Programs

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- **Capital Outlay/Great Blocks in the Historic Railroad District**
 - **Wayfinding in Las Vegas**
 - **Las Vegas, NM Cash Mob**
 - **The Las Vegas Gazebo/Bridge Project**

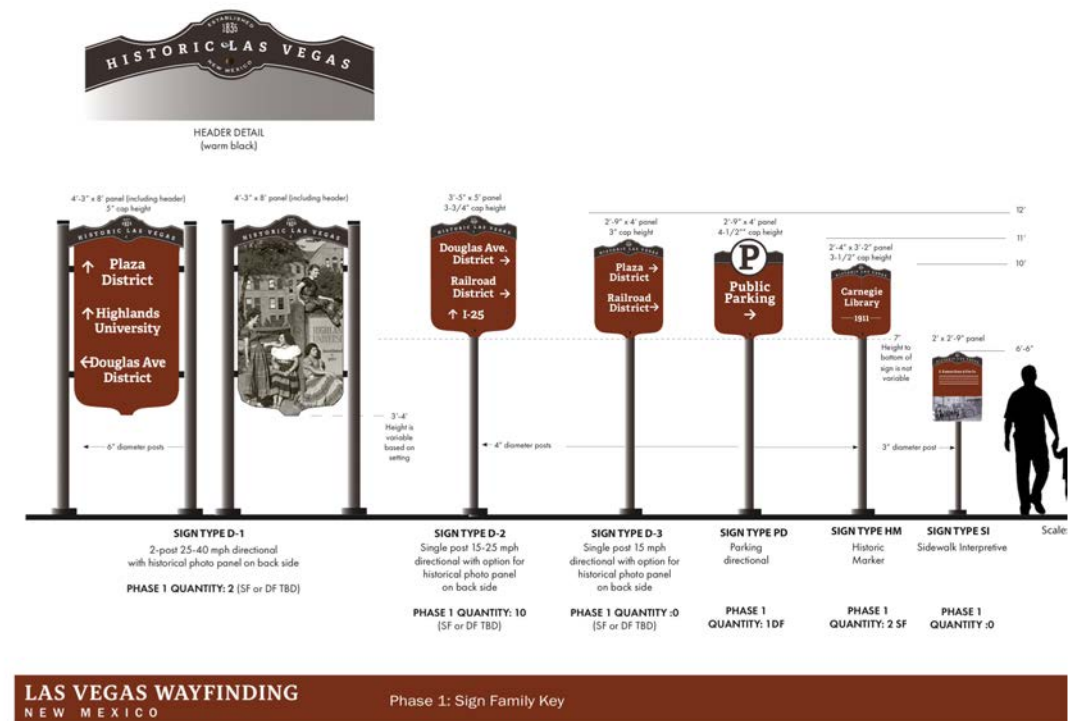
Great Blocks on Main Street

- Focusing on a viable core two-to-three block commercial area, Great Blocks on MainStreet is an innovative and intensive design redevelopment project within the MainStreet district resulting in “shovel-ready” construction documents. This program is funded by the State of New Mexico through its Capital Outlay Grants. It is funding restricted to these main street projects.
- **Amount awarded to date:**
\$550,000



Wayfinding

- **Wayfinding** (or **way-finding**) is the way in which people orient themselves in physical space and navigate from place to place.
- Funded through the Las Vegas Lodger's Tax Board, this project has been awarded \$92,000 to date (\$40,000 for planning and design and \$52,000 for fabrication and installation)





Las Vegas NM Cash Mob

- Las Vegas NM Cash Mob, modeled after the successful Cash Mob in Raton, is a group of volunteers that have come together each week to help save small Las Vegas Businesses during the pandemic. Sponsored by Main Street de Las Vegas, the Cash Mob holds virtual sales on Facebook on Wednesdays of each week at a different business to promote that local business and help boost their sales. Since June 17th, Main Street de Las Vegas has held 12 Cash Mobs and raised over \$42,000 for these small businesses.
- Pictured are Cash Mob hosts Reina Fernandez & Sara Jo Mathews





The Gazebo/Bridge Project