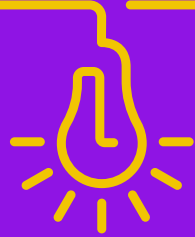


MISSION STATEMENT

Foster community economic development and support Deming's downtown and local business district through revitalization & historic preservation.



FUN FACT

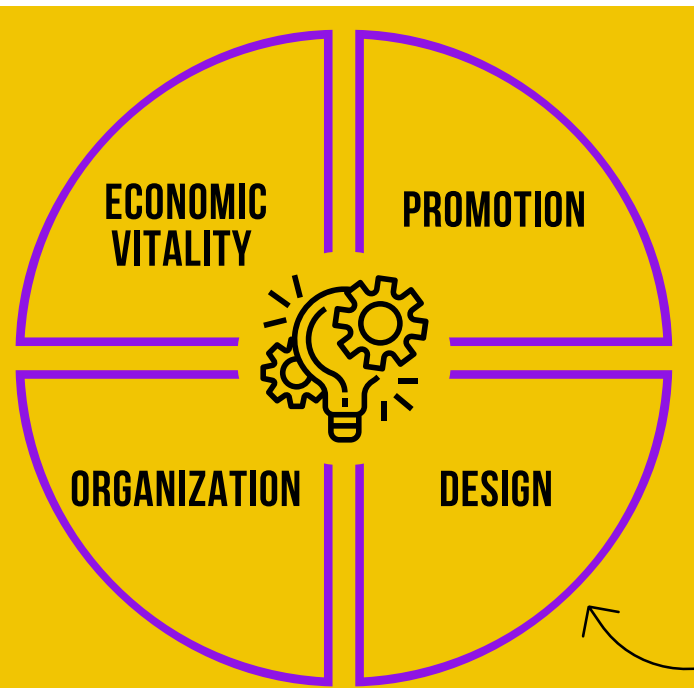
New Mexico Main Street encompasses 30 MainStreet communities! While Main Street America is a network of over 1,200 communities!



Artist: Jesse Kriegel

Downtown Mimbres Mural - photo credit Cosetta Lewis Imagery

REBUILDING PLACES



Mimbres Mural - located in Pie Alley in Downtown Deming



Artist: Jesse Kriegel

FOUR POINT APPROACH

The Deming Luna County MainStreet Program follows the Main Street America Four-Point approach on all projects/events. This approach is focused around community-based initiatives, that are adaptable to unique communities!

DEMING - LUNA COUNTY MAINSTREET PROGRAM



800 E Pine St.
(575) 546 - 2674
ed@demingms.org
www.demingms.org

ANNUAL COMMUNITY EVENTS

MAINSTREET MARKETS

Hosted the second Saturday in June, July, August, and September at the Historic Luna County Courthouse Park. **FREE** vendor spaces available. Come explore Deming's finest crafts, baked goods, and produce!

SALSA FESTIVAL

Savor the flavor of the Southwest! A celebration of culture, heritage, and music, along with local beer, wine and food! Held the last weekend in July.

NATIONAL NIGHT OUT

An annual community building event that promotes police & community partnerships and neighborhood friendships!

TRUNK OR TREAT DOWN MAINSTREET

Join us for this Spooktacular Event! Lots of candy, games, haunted alleyways, costume contest, and much more! Located on Gold Ave. in downtown Deming on Halloween night.

LIGHT PARADE | TREE LIGHTING & LIGHT UP DOWNTOWN

Join us this Holiday Season for the Christmas Light Parade, Lighting of the Christmas Tree, Light up Downtown MainStreet, Christmas Market, and a visit from Santa!



ECONOMIC TRANSFORMATION STRATEGIES

- 1 Enhance the small business entrepreneurial environment

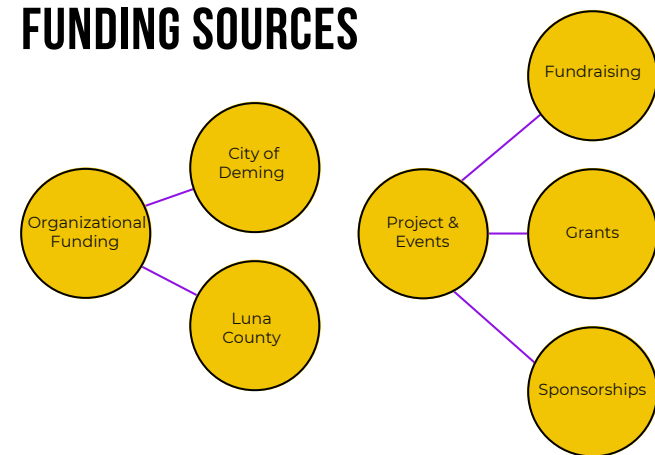
Summary: Provide business development support, improve physical properties, and market business and property opportunities

- 2 Implement Placemaking projects and strategies to transform the physical appearance of the DMS district

Summary: Beautify and restore physical assets within the DMS District to strengthen the perception of downtown Deming



FUNDING SOURCES



SOME PREVIOUSLY COMPLETED PROJECTS

- Trees on Silver Ave.
- Facade Project (Pine St.)
- Facade Project (Gold Ave.)
- Facade Project (3 store fronts Gold Ave.)
- Facade Project Spruce St.
- Historic Downtown Walking Tour
- ARTSPARK renovation
- Leyendecker Plaza renovation
- Mimbres Mural Radio Shack building
- Lighting @ Leyendecker Plaza
- Additional Artwork @ Leyendecker Plaza
- Pie Alley renovations
- Pie Alley Mimbres Mural X2
- Gold/Silver Alleyway enhancements
- Mimbres Mural Courthouse Park Pavilion
- Facade Project (4 store fronts Gold Ave.)
- Zia Sun-Art Scape Intersection Project

****All projects were completed in conjunction with various public/private partnerships.**

WHERE WE DO OUR WORK

The Deming Luna County MainStreet operates primarily within historic downtown Deming. While the boundary isn't a perfect square... it includes:

North Cedar St. from Platinum St. to the west and Copper St. to the east and down to the Luna County Courthouse Park!

ENGAGING PEOPLE