



Town of Taos
PRESS RELEASE
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Taos MainStreet Accelerator Orientation Sessions

New Mexico MainStreet (NMMS) recently announced Taos had been selected into the NMMS Accelerator Program, a 12-18 month capacity-building revitalization program. The MainStreet program promotes a community-driven process that brings stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process.

The State will host four orientation sessions that are open to the public to educate those who are interested in being part of the Taos MainStreet initiative. The orientation sessions are built on a proven national model of a four point approach which are the basis for developing transformative economic development. The orientation sessions are as follows:

- July 18, 2:00pm – 5:00pm, **Promotion Point**, led by Robyne Beaubien, NMMS Revitalization Specialist on Branding and Image Development. To be held at The Paseo Project HUB, 107 Civic Plaza Drive. The Promotion Point positions the MainStreet district as the center of the community and the hub of economic activity.
- July 19, 2:00pm – 5:00pm, **Design Point**, led by Amy Bell and Will Powell, Design Specialists, located at the Kit Carson Board Room, 118 Cruz Alta Road. The Design Point supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique historic assets that set the commercial district apart.
- July 25, 2:00pm – 5:00pm, **Economic Vitality Point**, led by Keith Kjelstrom along with other Revitalization Specialists at the US Bank Conference Room, 120 West Plaza. The Economic Vitality Point focuses on leveraging historic assets, harnessing economic assets, and creating a supportive business environment.
- July 26, 2:00pm – 5:00pm, **Organization Point**, led by Eduardo Martinez at the El Taoseno Room, Coronado Hall, 120 Civic Plaza Drive. The Organization Point teaches how to establish and maintain a nonprofit corporation that works in partnership with the public and private sector to plan and implement a comprehensive downtown revitalization strategy.

These sessions are critical educational pieces which help launch the accelerator process and the public is invited to attend any or all of the orientation sessions.