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“Off the Road” Website Re-launch Explores New Mexico *Vacation, shopping, dining and tourism tips for New Mexico’s MainStreet communities*

The Economic Development Department of New Mexico has re-launched their successful “Off the Road” web site aimed at drawing local and national tourism to its 21 MainStreet communities. The site, www.offtheroadnm.com, draws people “Off the Road” they are traveling to explore the rewarding culture, history, shopping and dining offered in our unique communities. Essential for both New Mexico residents and for out of state visitors, “Off the Road” is the perfect place to start when planning a shopping expedition, a road trip through history, or a recreational day trip.

Economic Development Department Cabinet Secretary Fred Mondragon welcomes the site as, “an opportunity to showcase the many artistic, cultural and recreational treasures our 21 MainStreet communities have to offer.” He added, “The interest generated in exploring the tourism, shopping, dining, and cultural activities featured on the “Off the Road” site will provide the potential for positive economic impact on our MainStreet communities.”

“Off the Road” divides the state into six separate regions, with each region page focusing on National Parks, State Monuments, historical, cultural, and recreational offerings within “day trip” distance from the regions MainStreet communities. Each region is then divided into pages on the 21 individual communities, with one page offering a review of the events, cultural offerings, and a short history of the community. A second page on each community features the highlights of each MainStreet districts shopping and dining offerings.

The original site, when launched in November of 2005, garnered national attention from the Associated Press, USA Today and CNN. This coverage resulted in more than one million hits in a single week during January, 2006.

Rich Williams, Director of the New Mexico MainStreet Program, says, “New Mexico’s MainStreet communities are the historic centers of the state’s culture and heritage.” He added, “When you visit our towns and villages you have direct exposure to the architecture, artists, artisans, crafts people cultural entrepreneurs and cultural institutions representing thousands of years of our people’s history.”

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The site also helps pay tribute to the 75th anniversary of the WPA in New Mexico. Each community's contributions to the WPA are documented, with a special focus on where to see the buildings and artwork created during those difficult times. Additionally, there is a section devoted to the overall history of the WPA in the state, along with a review and schedule of the "New Deal Treasures" traveling 75th anniversary exhibit touring New Mexico.

The re-launch is a successful partnership of the New Mexico MainStreet office and the Economic Development Department. The entire existing "Off the Road" site was overhauled, with the team visiting and photographing each community to provide a fresh and updated new presentation on the web.

A complete list of regions and MainStreet Communities-

Northwest- Farmington and Grants

Central- Albuquerque (the Downtown Action Team), Los Alamos, Bernalillo and Corrales

Northeast- Raton, Clayton and Las Vegas

Eastern Plains- Tucumcari, Santa Rosa, Clovis and Portales

Southeast- Artesia, Roswell, Hobbs, Lovington and Carlsbad

Southwest- Deming, Silver City and Las Cruces

For more information, or to schedule media requests, please contact Michael Moxey (505-827-2020, or Michael.Moxey@state.nm.us).