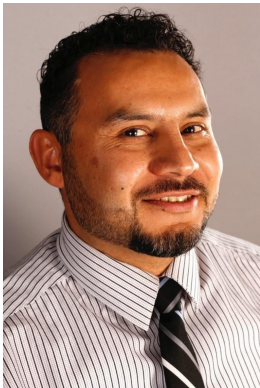


New Mexico MainStreet Newsletter

Engage People • Rebuild Places • Revitalize Economies

Message from the Director



Thank you to our communities, partners, and friends for a wonderful 2019! Below is a rundown of the network's accomplishments and I'm grateful for your hard work and dedication to the New Mexico MainStreet program.

Looking ahead to next year:

Our [Winter Conference](#) is February 12-14, 2020 in Santa Fe. Julie sent hotel block information and if you have any questions, please [contact her](#).

Amy Barnhart is facilitating two workshop series in Albuquerque: [Fundraising Fundamentals](#) and [Grant Writing](#). Register for those as soon as possible because they will sell out.

I'm looking forward to a new year of working with you to engage people, rebuild places, and revitalize economies in our great state!

Daniel J. Gutierrez
New Mexico MainStreet Director

2019 Highlights

We celebrated our **35th anniversary** this year. In the last 35 years, MainStreet communities have supported: \$680 million in private sector reinvestment, more than 4,500 private building renovations, nearly 4,000 new businesses & expansions, and more than 14,000 new jobs.

Director Rich Williams retired after 16 years at New Mexico MainStreet (NMMS) and [Daniel Gutierrez](#) is the new Director. Daniel has been with NMMS since 2014.

NMMS accredited and welcomed two new communities to the network: [Downtown Taos MainStreet](#) and [Santa Rosa MainStreet](#). Both communities successfully completed the MainStreet Accelerator process and will be recognized on the national level by Main Street America in May 2020.

NMMS accepted economic development projects from five rural communities as part of the [Frontier & Native American Communities Initiative](#): Picuris Pueblo, Pueblo of Laguna, Pueblo of Pojoaque, the Village of Folsom, and the City of Lordsburg. These communities will receive professional services and technical assistance from NMMS to implement and complete the proposed project within 12-18 months.

In February 2019, the New Mexico Arts Commissions recognized [Las Cruces](#) as a designated Arts & Cultural district (ACD). Their ACD task force was originally formed in 2014 and Las Cruces is now the first "municipally-designated" ACD in New Mexico. [Learn more](#).

New Mexico Gas generously matched NMMS's technical assistance with \$40,000 in seed funding for [Façade Squad & Placemaking Projects](#) in six communities: Artesia, Las Cruces, Raton, Barelvas, Clovis, and Las Vegas.

NMMS and New Mexico Resiliency Alliance (NMRA) awarded [Cimarron Alive](#) a \$12,500 Resilient Communities Fund grant to support the completion of the Scenic Byway Trail project along U.S. 64.



The project seeks to improve the byway's usability and safety by enhancing the landscape, beautifying the park, and adding a pedestrian crossing, shade structures, street/sign lighting, and a vault restroom.

NMMS and EDD awarded \$4 million for revitalization projects through the [MainStreet Capital Outlay Public Infrastructure Program](#) in 11 MainStreet communities: Alamogordo, Barelás, Belén, Farmington, Gallup, Las Vegas, Lovington, Raton, Roswell, Silver City, and Tucumcari. The MainStreet Capital Outlay Program provides funding for public infrastructure upgrades within a targeted public investment area. Projects must be an economic driver and demonstrate impact on the local economy, improve the appearance and functionality of the district, create connectors, and engage local property and business owners.

NMMS and ACD District Projects (*just to name a few!*):

- Union Pacific's Community Ties Giving Program awarded [Alamogordo MainStreet](#) and [Deming Luna County MainStreet](#) \$20,000 each. Alamogordo MainStreet will use the funds to create an informational and attractive public space within the existing Union Pacific-owned median property. Deming Luna County MainStreet will use the funds for the Leyendecker lighting project at the Leyendecker Plaza in Downtown Deming.
- The Three Sisters Kitchen opened their Local Foods Shop & Cafe in the [Downtown ABQ MainStreet](#) district and it has proven to be an exceptional representation of local New Mexico foods.
- The [Barelás Community Coalition](#) and NMMS's Amy Bell helped revitalize the Red Ball Café to improve the appeal of the area.
- [La Esquinita](#) opened in the historic Barelás neighborhood. La Esquinita is a marketplace and community hub.
- [Deming Luna County MainStreet](#) finished their mural honoring the art, spirit, beliefs and culture of the Mimbres Native Americans on the corner of Spruce and Gold. Local artist and Deming MainStreet Board member Jesse Kriegel lead the project which was supported by a grant from the NMRA.
- The Farmington Civic Center, Film Four Corners, and [Downtown Farmington: A MainStreet Project](#) hosted the inaugural Four Corners Film Festival with amazing success.
- [Downtown Farmington: A MainStreet Project](#)'s Art in the Alley murals project was funded by a \$25,000 grant from the philanthropic foundation of the Merrion family. The project includes nine murals.
- [Downtown Farmington: A MainStreet Project](#)'s Historic 'photo mural' project was funded by a \$5,000 grant from the Resilient Communities Fund.
- The Castañeda reopened in the [MainStreet de Las Vegas](#) district. The historic Fred Harvey Hotel closed in 1948 and was rehabilitated in 2018-2019.
- [Lovington MainStreet](#) was awarded a \$75k Rural Business Development Grant from the USDA for their Local Innovators Institute, a restaurant accelerator that will help would-be restaurateurs.
- [Lovington MainStreet](#) opened StoryBook Park with the help from a \$10,000 grant from the NMRA which was matched by the City of Lovington. They also received support from Lea County who provided an Electric grant and funding for the mural, CNM Electric, and the City who will maintain the park. The park is a space for community members to socialize, as well as an outdoor space for the Public Library's youth activities.
- [MainStreet Roswell](#)'s new UFO-themed mural was funded by a grant from the NMRA, in addition to matching funds from the International UFO Museum and Research Center.
- [Silver City MainStreet](#) finished their Kelly Street public art project thanks to artist Jean-Robert Béffort, volunteers, and the Town of Silver City. The project was funded by AARP and Wells Fargo. The project features a painted Mimbreno pot in the intersection, a painted sidewalk and crosswalk, and a double-selfie wall.
- [South Valley MainStreet](#) built a Horno at the Dolores Huerta Gateway Park. This project is part of a collective community-based vision that started in 2016 to protect, promote, and reclaim the community's history, traditions, and culture. The project was funded by AARP and the Albuquerque Community Foundation.
- [MainStreet Truth or Consequences](#) certified Local Ambassadors to help the local economy by improving customer service and staff awareness of local assets.
- [Tucumcari Mainstreet](#)'s installed a new mural with funds from the NMRA 2018 Resilient Communities Fund and design & architectural assistance from NMMS's Amy Bell. The new 17' tall by 48' long map mural has become a focal attraction point in the Tucumcari MainStreet District.

Las Vegas Memory Wall Installed at Grand Avenue & Lincoln Street



[MainStreet de Las Vegas \(MSLV\)](#) is excited to announce their Memory Wall has been installed in a temporary pocket park at Grand Avenue and Lincoln Street in the Historic Railroad District. The Memory Wall is a 60 ft. mosaic that serves as a testimony to the vitality and creativity of the city of Las Vegas. This project was funded by New Mexico Gas Company through New Mexico MainStreet's Placemaking Design Initiative.

Partners for this project include New Mexico Highlands University, the City of Las Vegas, New Mexico MainStreet, United World

College's Global Leadership Forum, West Las Vegas High School and Robertson High School.

New Mexico MainStreet's Placemaking Initiative was established in 2011 and transforms underutilized or vacant public areas into vibrant and functional spaces where people want to gather, celebrate and increase the economic vitality of their districts.

This project is part of MSLV's Great Blocks Project and is at the entryway to the soon to be transformed Historic Railroad District.

The Las Vegas Memory Wall was designed by artists David Lobdell, Frank Beurskens and Highlands University artist Adolfo Castillo. It contains twenty separate 3'x5' panels created by community artists and organizations over the past year.

Special thanks to Jackalope and Artesano's Tiles in Santa Fe, Barela's Lumber and BTU in Las Vegas, Dr. Sam Minner & Highlands University, Amor de las Tierra Garden Club, New Mexico MainStreet, New Mexico Gas Company, Andres Aragon, Frank Beurskens, and Adolfo Castillo.

Los Alamos MainStreet Holiday Lights Parade



The annual [Los Alamos MainStreet](#) Holiday Lights Parade, with a "Whoville on the Hill" theme, took place on Dec. 7.

The parade had more than 30 entries from local businesses and organizations.

Judges gave top honors to the New Beginnings Fellowship float. Runners-up were the Los Alamos Medical Center, followed by Allure Hair and Nail Studio.



The 10 Small Business Saturday Blue Bucks Raffle winners were also announced during the parade by Liddie Martinez, President of the Los Alamos Region & Director of Community Engagement at Enterprise Bank & Trust. Prizes ranged from gift bags filled with local gift cards, to cash prizes starting at \$250, to a grand prize winner of \$1,000.

Los Alamos MainStreet would like to extend a sincere thanks to the 2019 WinterFest sponsors, Los Alamos County, Enterprise Bank & Trust, and

Nob Hill featured on New Mexico in Focus



Gene Grant and [New Mexico in Focus](#) interviewed representatives from New Mexico United, Color Wheel Toys, Retail Therapy, and Ooh Aah Jewelry (all located in Nob Hill.) The coverage was a great reminder to shop local during the holidays and to attend [Nob Hill MainStreet's](#) Shop and Stroll event.

[Watch the segment here.](#)

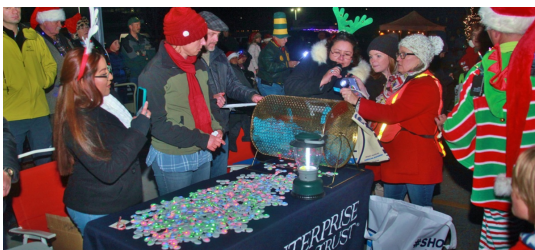
Gallup is a Levitt AMP [Your City] Grant Award Winner



[Gallup MainStreet Arts & Cultural District](#) is one of 20 communities nationally to win a \$25,000 matching grant to present a free Levitt AMP Music Series in 2020!

Congratulations to Executive Director Kara Smith and her team. Learn more about [their proposal here.](#)

Los Alamos MainStreet is a Small Business Saturday Neighborhood Champion



In November, Main Street America asked members for their most innovative ideas for celebrating Small Business Saturday® as an American Express® Neighborhood Champion. From an interactive game show to an ugly sweater crawl, the 16 winners of the [Small Business Saturday Neighborhood Champion Innovation Contest](#) had some truly creative ideas for

encouraging their communities to Shop Small. Los Alamos MainStreet is one of 16 national winners and was awarded a \$500 gift card in recognition of their Small Business Saturday efforts.

[Los Alamos MainStreet](#) organized the Blue Bucks cash-raffle drawing, sponsored by Enterprise Bank & Trust and supported by the Los Alamos Chamber of Commerce. For every \$25 spent at participating businesses from Nov. 29 – Dec. 6, consumers received a "Blue Bucks" raffle ticket for a chance to win a grand prize of \$1,000 and several smaller cash prizes ranging from \$250-\$500.

Grants MainStreet Annual Holiday Light Parade



[Grants MainStreet](#) had 16 floats in their 23rd Annual Holiday Light Parade. Continental Divide Electric Co-op gave Santa and Mrs. Claus a ride in the bucket truck. Santa gave 450 bouncy balls and toys to children; Board President JoAnne Martinez took pictures of the children with Santa.

Executive Director Collice Jones, Promotion Chair Barbara Wesley, and volunteers Rachel Ramirez, Sage Ramirez and Isabel Matanguihan handed out more than 400 cups of hot chocolate with cookies.

This was Collice's first MainStreet event--she helped make the event a success and has ideas on how to improve it next year.

Grants MainStreet 2nd Annual Children's Christmas Window Painting



[Grants MainStreet](#) engaged 96 children from 5 different elementary schools to add holiday spirit to local business windows. Fourth-grade students used math to measure and tape the area to be painted. The project took four days to complete and a total of 81 business windows were painted.

Many businesses want to participate again--100 windows are already committed for next year's event. This event also raised \$940 for the Rotary Club Backpack fundraiser!

Groundbreaking for Downtown Farmington Revitalization Project



Community members gathered on December 20, 2019 at Orchard Park for the [Downtown Farmington Revitalization Complete Streets Project](#) Groundbreaking Ceremony. The project is set to begin January 6, 2020 and be substantially completed on or before November 1, 2020.

Photo from left to right: Doug Dykeman (MRA – Metropolitan Redevelopment Agency), Tom Taylor (former mayor of Farmington), Sherry Roach (City of Farmington Project Coordinator for Main Street Revitalization), Warren Unsicker (Director of Economic Development & Outdoor Recreation Industry Initiative - ORII), Farmington Mayor Nate Duckett, Farmington City Councilor Janis Jakino, Farmington City Councilor Jeanine Bingham-Kelly, City Manager Rob Mayes, Farmington Downtown Coordinator Michael Bulloch, James King (AUI), & Assistant City Manager Julie Baird.

In Case You Missed It

[Data Shows Higher Wages, More Jobs for EDD Investments](#)

During Gov. Michelle Lujan Grisham's first year in office, the New Mexico Economic Development Department has helped create over 1,700 jobs, boosted private investment in the state by \$740 million, and awarded job-training grants for 2,100 new workers at 71 companies, Cabinet Secretary Alicia J. Keyes announced today.

[Lawmakers Support Tax Credit for Fire Suppression](#)

An interim committee of the New Mexico Legislature has voted to support an initiative of the Economic Development Department that would make it easier to redevelop old and abandoned buildings in rural downtowns.

Upcoming Events

[Central NM Business Finance Fair](#)

January 16, 2020

Location: The Electric Playhouse, 5201 Ouray Rd NW, Albuquerque

Small businesses and aspiring entrepreneurs will be able to meet directly with local lenders and business resources to discuss their business projects or ask questions. The event is free to attend.

[Fundraising Fundamentals for MainStreet Organizations](#)

- Session 1: Thursday, January 16, 2020
- Session 2: Thursday, March 26, 2020

Location: The Franz, 1716 Central Avenue SW, Albuquerque

[New Mexico MainStreet Grantwriting Workshop Series](#)

- Session 1: Friday, January 17, 2020
- Session 2: Friday, March 27, 2020
- Session 3: Friday, May 1, 2020

Location: DreamSpring, 2000 Zearing Avenue NW, Albuquerque

NMMS Winter Conference: Building Capacity

Wednesday, February 12–Friday, February 14, 2020

Location: La Fonda, 100 E. San Francisco St, Santa Fe

[MainStreet Now Conference, Dallas](#)

Monday, May 18–Wednesday, May 20, 2020

→ See the [NMMS Calendar](#) for more events!

Opportunities

[AmeriCorps State and National Grants FY 2020 – 1/8/20 Deadline](#)

AmeriCorps grants are awarded to eligible organizations proposing to engage AmeriCorps members in evidence-based or evidence-informed interventions/practices to strengthen communities. See link above for a list of the program's FY 2020 priorities. Eligible Applicants: State, local, and tribal governments, as well as nonprofits and institutions of higher education.

[Media Projects – 1/8/20 Deadline](#)

The National Endowment for the Humanities (NEH) Division of Public Programs is accepting

applications for the Media Projects program. Development Grants support the collaboration of media producers and scholars to develop humanities content and to prepare documentary film, television, radio, and podcast projects that engage public audiences with humanities ideas in creative and appealing ways. Production Grants support the production and distribution of documentary film, television, radio, and podcast projects that engage public audiences with humanities ideas in creative and appealing ways. All projects must be grounded in humanities scholarship.

[Increase Creative Capacity to Shape Healthier Neighborhoods – 1/31/20 Deadline](#)

Kresge's Arts & Culture Program is currently accepting letter-of-intent applications that align with the Program's focus area, Increase Creative Capacity to Shape Healthier Neighborhoods. We work to advance creative approaches that empower residents to drive change and restore wellness in their neighborhoods.

[Grants from National Trust Preservation Funds – February 1, June 1, and October 1, 2020 Deadline](#)

Grants are intended to encourage preservation at the local level by providing seed money for preservation projects. These grants help stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, introduce the public to preservation concepts and techniques, and encourage financial participation by the private sector.

[The Future of Shopping Small Grant Program – 3/31/20 Deadline](#)

American Express® is teaming up with Main Street America to give 10 small business owners \$10,000 each to help their businesses innovate in this evolving retail landscape.

[Community Economic Development Projects – 5/26/20 Deadline](#)

The Administration for Children and Families (ACF), Office of Community Services (OCS) will award approximately \$13.6 million in Community Economic Development (CED) discretionary grant funds to Community Development Corporations (CDC) for well-planned, financially viable, and innovative projects to enhance job creation and business development for individuals with low-income.

[Share Your Story: Guest Blog for Main Street America \(Ongoing\)](#)

Do you have a story to tell about the transformation of your Main Street district or have tools and strategies to share with Main Street leaders on how to lead a more effective revitalization effort? We want to hear from you! Main Street America has a daily blog that we use as a platform to share stories from around the network, provide unique perspectives on industry trends, and offer resources to help commercial district practitioners build stronger communities.

MainStreet in the News

- [Street closures planned in advance of Complete Streets construction in January, Farmington](#)

- [NM Lawmakers Support Fire Suppression Tax Credit](#)
- [Brewer to seek liquor license, Clovis](#)
- [MainStreet welcomes new businesses to downtown, Carlsbad](#)
- [Five things to do this weekend before Christmas in Las Cruces](#)
- [NM Gas Co. doing pretty well in economic development](#)
- [Home for the Holidays: Alamogordo lights tree, holds light parade](#)
- [Business Finance Fair In Albuquerque Jan. 16](#)
- [Farmington contracts with Albuquerque-based firm for Complete Streets project](#)
- [Opportunity Zones are new tool in NM EDD's tool chest](#)
- [Deming MainStreet draws scores of people to Christmas holiday event](#)
- [MainStreet lights the way in Taos](#)
- [T-shirt sales to benefit South Valley families, businesses](#)
- [New Mexico Economic Development Department Outdoor Recreation Division Launches Website](#)
- [Mini-murals coming to downtown Las Cruces utility boxes](#)
- [2019 Christmas Light Parade, Deming, NM](#)
- [Local Shoppers Win Big During Los Alamos And White Rock Small Business Saturday](#)
- [2019 Los Alamos MainStreet Holiday Lights Parade Winners](#)
- [Elephant Butte and TorC get ready to treat visitors to a special brand of Christmas magic](#)
- [Scene Of 2019 Tree Lighting At Ashley Pond Park, Los Alamos](#)
- [6 Reasons to Visit Silver City Arts & Cultural District](#)
- [Dazzling display: Nob Hill hosts Twinkle Light Parade](#)
- ['It gets the community together.' Christmas parade lights up downtown Farmington](#)
- [Deming MainStreet Program prepares for Christmas holiday extravaganza on Saturday, Dec. 7](#)
- [Los Alamos MainStreet Holiday Lights Parade 6 P.M. Saturday; Schedule Of WinterFest Activities For Dec. 6-8](#)
- [Nob Hill businesses host 22 teen artisans at Shop and Stroll](#)

- [Merry-making, Tucumcari](#)
 - [Lighted parade sees more individual participation, Silver City](#)
 - [Gallup MainStreet Closes Large Funding Gap For Important Downtown Revitalization Project](#)
 - [Small Business Saturday celebrates local business owners, Farmington](#)
 - [Small Santa Fe businesses think big on tax holiday](#)
 - [Winter in Alamogordo 2019: your guide to the season](#)
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New Mexico MainStreet develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative and business environment resulting in economically thriving downtowns, greater business and employment opportunities and a higher quality of life.

New Mexico MainStreet is a program of the [New Mexico Economic Development Department](#).

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