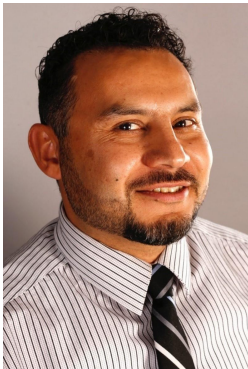


# New Mexico MainStreet Newsletter

Engage People • Rebuild Places • Revitalize Economies

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## Message from the Director



I'm looking forward to seeing you all at the [Winter Conference](#) on February 12-14, 2020 in Santa Fe. We're excited to have internationally acclaimed urbanist, futurist, and downtown innovator [Roger Brooks](#) as our keynote speaker.

Here is an update on two important **Legislative priorities** for NMMS and our local MainStreet communities:

### **FY21 NMMS Public Infrastructure Capital Outlay Request**

- EDD Requested a \$10 million allocation for planning, design, engineering, and construction of projects in MainStreet Communities.
- Currently, there is \$2.5 million in the Capital Outlay budget for NMMS.
- This is an improvement compared to prior years when the average allocation was \$500,000, but still short of the \$4 million we received for FY20.
- There are many Great Blocks and other priority infrastructure projects in the pipeline that need funding. Contact your Legislators and let them know how important capital outlay funding is for revitalization efforts in your community!

### **HB145, MainStreet Fire Suppression Equipment Tax Credit & Fund** (*sponsored by Representative Javier Martínez*)

- House Bill 145 does three things: 1) Creates the Main Street Fire Suppression Equipment Tax Credit; 2) Creates the Main Street Fire Suppression Equipment Tax Credit Fund; and 3) Allocates a one-time, non-reverting \$1 million distribution to the Main Street Fire Suppression Equipment Tax Credit Fund.
- The bill will allow rural businesses located in designated New Mexico MainStreet and state authorized Arts & Cultural Districts to apply for and receive a tax credit of 50% of their total costs for the purchase and installation of qualified fire suppression equipment. The tax credit is capped at \$50 thousand per business and can be applied toward a company's modified combined tax liability (withholding taxes, compensating tax, GRT, etc. – except the local portion) for the taxable period when the installation of the equipment was completed. Any unused credit can be carried forward up to five consecutive years.
- Since the focus is helping rural communities with the most need, there are additional requirements that the MainStreet/ACD district be located in a Class B County and Metropolitan Redevelopment Area.
- The bill was presented at the House Commerce and Economic Development Committee on January 27 and received a due pass.
- New Mexico IDEA, New Mexico Federation of Labor (on behalf of Firefighters), and the American Institute of Architects spoke in support of the bill.

See you in Santa Fe at the Winter Conference!

*Daniel J. Gutierrez*  
New Mexico MainStreet Director

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## Welcome Lucas Pedraza

Lucas Pedraza is NMMS's new Project Coordinator. Lucas has several



years of experience in socio-economic research, community economic development, metropolitan redevelopment, and housing policy. He has a B.A. in Economics from the State University of New York at New Paltz and a Masters in Community Regional Planning with a concentration in community development from the University of New Mexico.

Lucas most recently served as the Economic Development Manager for the City of Albuquerque, where he helped establish the Small Business Office. Many of you will remember him as the Program Manager and

Director of Barelas MainStreet and [Barelas Community Coalition](#). He's excited to rejoin the New Mexico MainStreet network and help local MainStreet communities achieve their revitalization goals!

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## Graphic Design and Marketing Contractor



New Mexico MainStreet has an immediate part-time contract position opening for a graphic designer who can provide professional infield services to local MainStreet programs and businesses. The contract would last through the end of the current fiscal year (June 15, 2020).

To apply, [email Daniel Gutierrez](#) a letter of interest, resume, and samples of work by **February 12, 2020**. Learn more about [Contractor Qualifications/Services here](#).

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## Roswell's "MainStreet Has a Heart" Theme



The theme for [MainStreet Roswell](#)'s First Friday Downtown Market in February is "MainStreet Has a Heart." The Downtown Market is held the first Friday of every month, and downtown merchants choose a different theme each month. This is the fourth year that February's theme supports local charities.

Businesses collect donations, and/or offer percentages of sales for their selected charity.

Businesses collect donations for the first two weeks of February, starting on First Friday. MainStreet Roswell holds a "Presentation Day" event where businesses meet at Reischman park for a group photo, and present their charity organization the donations.

The 2020 MainStreet "Has a Heart!" First Friday event will be on February 7, 2020 and the "Presentation Day" will be held mid-February. These events attract local shoppers to downtown and promote merchant's support of the Roswell community.

## MainStreet Roswell's UFO Mural Selfie Contest

Enter the UFO Mural Selfie Contest, sponsored by [MainStreet Roswell](#), before July 5, 2020! You could win a gift package that includes a wide variety of official UFO Festival merchandise and gift items from downtown merchants (a value of more than \$500!)

To enter: take a selfie in front of the UFO Mural (located on 2nd and Main) and post the photo on Twitter, Instagram and/or Facebook using all 4 hashtags, #ShowMeTheMuralRoswell,

# UFO MURAL SELFIE CONTEST

mainstreetroswell  
Roswell, New Mexico

ROSWELL I believe

#ShowMeTheMuralRoswell  
#MainStreetRoswell  
#UFOMuseum  
#SeeRoswell

WINNER WILL BE DRAWN  
JULY 5, 2020

MAIN STREET  
ROSWELL

#MainStreetRoswell, #UFOMuseum, #SeeRoswell.  
Every post counts as an entry to the contest.

## Raton MainStreet on Debut Episode of Main Street America



[Fast TV Network](#) profiled Raton, NM on their debut episode of Main Street America. Brenda Ferri, [Raton MainStreet's](#) Executive Director, talked about Raton's downtown revitalization, vibrant creative economy, and strong performing arts scene. Must-sees in Raton include: the historic Shuler Theater, downtown architecture, Sugarite Canyon State Park, the NRA Whittington Center, and the Santa Fe Trail.

The episode also covers the local band "The Fireballs," the Icehouse Restaurant, Solano's Western Wear's "Cowboy Hat Graveyard," and more. In the episode, City Manager Scott Berry promotes Raton's outdoor recreation, downtown revitalization, and Raton's arts and culture.

## Alamogordo MainStreet Façade Squad

Alamogordo MainStreet & White Sands Beautification Committee

COMMUNITY CARE!  
VOLUNTEERS NEEDED!

FEB 1<sup>st</sup> + 2<sup>nd</sup>  
10:00AM - 4:00PM

1022 N. WHITE SANDS BLVD.

The [Alamogordo MainStreet Façade Squad](#) is a boots-on-the-ground beautification initiative in Alamogordo's Historic Downtown.

Their first set of volunteer work days in 2020 are February 1-2. The building will be painted and beautified by volunteers.

This wonderful Façade Squad project is sponsored by Alamogordo MainStreet in partnership with PNM, White Sands Beautification, Off The Wall, and New Mexico MainStreet.

## Grantwriting Training in ABQ



NMMS Revitalization Specialist Amy Barnhart kicked off her Grantwriting Training series on January 22, 2020. Participants from Taos, Zuni Pueblo, Gallup, Corrales, Las Cruces, Santa Rosa, Tatum, and Grants traveled to Albuquerque for the training.

This course is required for NMMS Executive Directors to become certified by NMMS.

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## Third Annual Urban Challenge Fun Run in Downtown Silver City



February 15, 2020, is Territorial Charter Day and [Silver City MainStreet](#) will participate in the celebration with the Urban Challenge Fun Run in downtown Silver City. The run is a 5K -- both families and serious runners are encouraged to register with the goal of having fun in downtown Silver City.

The Urban Challenge fun run will wind through the historic district, start under the downtown archway and end at the Market Street walking bridge. The first 100 registered runners will receive a t-shirt. The entry fee is 3

cans of food to be donated to the Grant County Community and WNMU Food Pantries. [Register here.](#)

## Silver City MainStreet Love Local Event



On Saturday, February 15, 2020, [Silver City MainStreet](#) is asking residents to Love Local by shopping and dining in downtown Silver City with your Valentine.

Downtown Silver City offers more than twenty places to dine & drink, more than twenty retail shops with affordable gifts, and more than twenty galleries offering everything from funky contemporary art to fine art.

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## ABQ Civic Plaza Research Feedback

The Brookings Institution and Project for Public Spaces are conducting a research study to assess the impact of Civic Plaza on the surrounding community.

Join a small group discussion on February 6, 2020 from 6:00-8:00 pm to give your feedback.

Email Cailean Kok with the subject "Canalside Discussion" at [ckok@pps.org](mailto:ckok@pps.org) if you'd like to RSVP.



#### How Has Civic Plaza Impacted the Surrounding Community?



**Research Study:** The Brookings Institution and Project for Public Spaces are conducting a research study to assess the impact of Civic Plaza on the surrounding community. [We'd like to hear from you about:](#)

- Why you choose to visit (or not visit) Civic Plaza;
- Whether Civic Plaza meets your needs and the needs of your community;
- How Civic Plaza is impacting the surrounding area.

**Join Us:** Join us in a small group discussion and get dinner and a \$10 stipend!

**When:** Thursday, February 6th from 6:00pm - 8:00pm

**Where:** 115 Gold Avenue SW, Albuquerque, NM 87102

**Who We Are:** The Brookings Institution's Bass Center for Transformative Placemaking inspires public, private, and civic sector leaders to make place investments that generate widespread social and economic benefits. *Project for Public Spaces* is the central hub of the global placemaking movement and is dedicated to helping people create and sustain public spaces that build strong communities.

If you would like to attend, please send an email with "Canalside Discussion" in the subject line to:

**Cailean Kok**, Project Associate, Project for Public Spaces: [ckok@pps.org](mailto:ckok@pps.org)

## New Mexico Presenters at the Main Street Now Conference



Join us May 18-20, 2020 in Dallas, Texas, for [Main Street Now](#), the largest national conference of local leaders working to advance economic opportunity in downtowns and commercial districts.

Make sure to attend the following sessions presented by your NM colleagues at the conference!

### Maximize Your Organic Reach on Facebook with Video

- Robyne Beaubien, New Mexico MainStreet
- Matt Ingram, [Ruidoso Midtown Association](#)
- Mara Salcido, [Lovington MainStreet](#)

### Out of This World Event Organization, and More!

- Robyne Beaubien, New Mexico MainStreet
- Kathy Lay, [MainStreet Roswell](#)

### The Las Vegas Memory Wall: Placemaking and Tactical Urbanism

- Michael Peranteau, [MainStreet de Las Vegas](#)
- Adolfo Castillo Rodriguez, New Mexico Highlands University

### Using Placemaking as a Construction Mitigation Tool

- Michael Bulloch, City of Farmington/[Downtown Farmington: A MainStreet Project](#)
- Sherry Roach, City of Farmington
- Shaña Reeves, City of Farmington

## In Case You Missed It

### Webinar - The MainStreet Approach to Economic Development: How It Helps Local Business Corridors and Businesses

Watch the recording of this webinar on [New Mexico Economic Development Department's YouTube Channel](#).

### [Twenty-Four Reasons Historic Preservation is Good for Your Community](#)

Over the last five years, PlaceEconomics has done analyses of the impacts of historic preservation in nearly a dozen cities of all sizes throughout the United States. From that research they've assembled the twenty-four reasons why historic preservation is good for your city.

### [Main Street America Community Spotlight: Roswell, NM, Believes...in the Power of Placemaking!](#)

From its annual UFO Festival to the International UFO Museum & Research Center, Roswell, New Mexico, certainly knows how to attract visitors to celebrate unidentified flying objects.

### [The City of Albuquerque's Tipping Points for Creatives Initiative Announces Two New Opportunities for Artists](#)

UNM Tamarind Institute and Ignite the FUSE for Makers seek creative entrepreneurs.

## Upcoming Events

### [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](#)

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

### **NMMS Summer Institute**

Wednesday, August 19--Friday, August 21, 2020

Location: Farmington, NM

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

## Opportunities

[Grants from National Trust Preservation Funds - February 1, June 1, and October 1 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.

#### **[Southwest Intervention Fund - February 1, June 1 and October 1 deadline](#)**

Strategic opportunities to save sites or jump-start preservation projects, legal resources, protection of archaeological sites, communications expertise.

#### **[Johanna Favrot Fund - 3/1/20 deadline](#)**

Grants from the Johanna Favrot Fund for Historic Preservation generally range from \$2,500 to \$15,000.

#### **[Cynthia Woods Mitchell Fund for Historic Interiors - 3/1/20 deadline](#)**

Grants from the Cynthia Woods Mitchell Fund for Historic Interiors generally range from \$2,500 to \$15,000.

#### **[Rural Business Development Grants in New Mexico - 3/1/20 Deadline](#)**

This program is designed to provide technical assistance and training for small rural businesses. Small means that the business has fewer than 50 new workers and less than \$1 million in gross revenue.

#### **[FY 2020 Tribal Heritage Grant Program - 3/11/20 Deadline](#)**

Grants will fund a broad range of planning, development, and research projects for cultural resources including: survey, inventory, oral histories, interpretation, education, architectural services, historic structure reports, preservation plans, and bricks and mortar repair.

#### **[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.

#### **[NEA Challenge America, FY2021 - 4/9/20 Deadline](#)**

Offers support to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations – those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability.

#### **[National Fund for Sacred Places - 4/22/20 deadline](#)**

Funding to assist in the preservation, restoration, and interpretation of historic interiors.

#### **[Hart Family Fund for Small Towns - 5/1/20 deadline](#)**

Grants from the Hart Family Fund for Small Towns are intended to encourage preservation at the local level by providing seed money for preservation projects in small towns.

### [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

- [Colorful art wraps installed Downtown, Las Cruces](#)
- [Taos MainStreet welcomes new director](#)
- [Brew anew: Carlsbad brewery gets second life in downtown revitalization](#)
- [Complaints from business owners surface as Complete Streets work progresses, Farmington](#)
- [Mini-murals bring art to downtown traffic control boxes, Las Cruces](#)
- [City Arts and Cultural District wins international award, Las Cruces](#)
- [Grant to help improve Becker Avenue, Belen](#)
- [Local arts organizations set plans for new year, Taos](#)
- [MainStreet Roswell to present at national conference](#)
- [Las Cruces Arts and Cultural District wins international creative tourism award](#)
- [A grand return — Iconic Route 66 landmark is back in business](#)
- [Growing an arts district in downtown Farmington](#)
- [Could Farmington be the next Hollywood?](#)

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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](#).

**New Mexico MainStreet**

(505) 827-0143

[info@nmmainstreet.org](mailto:info@nmmainstreet.org)

[www.nmmainstreet.org](http://www.nmmainstreet.org)

