

New Mexico MainStreet Newsletter

Engage People • Rebuild Places • Revitalize Economies

Thank you to everyone who attended our Winter Conference this month -- it was the most well-attended NMMS meeting to date! We have presentations from the conference available on our [website](#) and photos on [Facebook](#).



HB349 passed the legislative session and that bill allocates \$1.5 million for our Capital Outlay appropriation. A special thanks goes out to Representatives Javier Martínez and Jim R. Trujillo for sponsoring that bill! I'm looking forward to continuing our work on improving NM MainStreet districts with these public infrastructure projects.

Daniel J. Gutierrez
New Mexico MainStreet Director

MainStreet Truth or Consequences' 10th Anniversary

MainStreet Truth or Consequences will be celebrating their 10th Anniversary in March! Incorporated in December of 2009, MainStreet T or C works to preserve and enhance historic downtown.

They will be hosting a party to celebrate the organization's successes and people. The party will be held Friday, March 6th from 7:00-10:00 pm at the Spaceport Visitor Center (301 S. Foch). "Flagship Romance" will be headlining with musician David Webster. Join them to enjoy food, a raffle, live music, and more! [Buy tickets here.](#)



cheers
to 10 amazing years!
let's get together to celebrate
MainStreet Truth or Consequences'
10th Anniversary!!!
Music by Flagship Romance and David Webster
Food, Raffles, Dancing, & More!
Friday, March 6th • 7:00 pm •
spaceport visitor center
Purchase tickets at
<https://squareup.com/store/mainstreet-truth-or-consequences>
Sponsored by **MORNING STAR Outfitters**
SPORTING GOODS • OUTDOOR APPAREL
421 N. BROADWAY • TRUTH OR CONSEQUENCES, NM
575-864-8715
where the adventure begins...

Los Alamos MainStreet Thanks CB Fox Department Store

Los Alamos MainStreet will dearly miss family-owned CB Fox. After 40 years of business, they will close for good on April 30, 2020. CB Fox was the anchor business in the heart of downtown Los Alamos.

Los Alamos MainStreet thanks the Fox family for their wonderful contributions to the community, including a deep level of engagement with community organizations and events.



Read more about CB Fox's history in the [Los Alamos Daily Post](#).

Alamogordo MainStreet Façade Squad



If you drive down White Sands Blvd. near the intersection with 10th Street, you'll see a white building with a bubble gum pink and blue stripe at the top. If it makes you think of the brightly colored Art Deco style of Miami, you're on the right track! Brothers Patrick and Michael French are originally from Miami, but have made Alamogordo their home. They are bringing the flavor of their hometown to Alamogordo with their restaurant, Off The Wall. Featuring pasta, salads and sandwiches, their food is anything but ordinary.

"I call it urban Italian. We serve your typical pastas, but with a twist," said Patrick French.

Dishes like blackened and jerk chicken pasta, or Key West pasta with crab meat, shrimp, lobster tail and key lime buffalo sauce are definitely bringing a new Cuban-inspired flavor to Alamogordo. You may remember their building as the old El Camino, a small pink building on the corner that was looking a little worse for wear.



Since the building is part of the Historic Downtown District, Patrick and Michael reached out to Alamogordo MainStreet (AMS) for help. AMS is a non-profit dedicated to preserving and revitalizing the historic downtown area. One way they help businesses improve their look is with the Façade Squad program. This program uses grant money to help businesses pay for materials like paint and AMS recruits volunteers to help with labor. The business pays for half of the supplies, and the rest is covered by AMS. The overall effect is an improved downtown district and economy.

Off the Wall took advantage of this program in February 2020, and the results are stunning! More than 25 volunteers came out to help paint the building, and AMS got the whole job done in two days. The Façade Squad can only use grant money on the exterior of businesses, but Patrick and Michael have also painted the interior of their restaurant to continue the Miami look inside. They have been open for a few months and are planning a grand opening celebration soon.

"We're planning it like a block party, with a bounce house for the kids, a DJ, face painting, build your own sandwich contest and even a week-long treasure hunt leading up to it," said Patrick. "We want you to feel like family here. We take pride in our food and want to give out quality without hurting customer's pockets, and we want to recognize your face when you come in."

Between the family vibe in the restaurant, and the community that came together to give the building a face-lift, Off the Wall is a place where you can find the true spirit of

Silver City MainStreet Plaza



Silver City MainStreet's plaza infrastructure project has been in the making for more than 10 years. After 3 planning & construction phases, the plaza is complete!

Located on Bullard St. between 7th & 8th Streets, and next to Big Ditch Park, this economic development project is a central downtown event space with wayfinding signage, a public & ADA accessible restroom, and parking.

The plaza will help retain downtown shoppers, decrease street closures for events, and increase the use of the Big Ditch Park and trail system. The plaza helps make downtown Silver City more inviting to residents and tourists, and encourages economic development.

Silver City MainStreet is grateful for the support and funding from the Town of Silver City, Freeport McMoRan, State Capital Outlay from Representatives Rudy Martinez, Rebecca Dow, and Senator Gabe Ramos, and NM MainStreet Capital Outlay. In FY 2019 and FY 2020, NM MainStreet provided Capital Outlay funds totaling \$243,600 which was matched by local foundation and city funding.

MRWM Landscape Architects implemented the project.

"Everyone worked very hard to put together the funding for this project so it could be completed and not carry over for another year," said Silver City MainStreet board president Patrick Hoskins. "A few things still need to be completed, like the benches, but the project is basically complete. We already have two organizations that want to hold events in the Plaza."



The plaza design includes:

- Nods to Silver City's architecture with cement elements that reflect the brick, timber, and stone used throughout downtown.
- Streetlights and overhead string lights that provide safety and a party atmosphere for events as well as an attractive entrance on 7th St.
- Swales on the Big Ditch side which are rocked and landscaped to prevent erosion.
- Sidewalks on both the upper and lower levels to make the plaza accessible to wheelchairs and for dance parties.

Silver City MainStreet will hold a ribbon cutting celebration on Monday, April 20, 2020 at 11:00 am.

The Silver City MainStreet Project is one of the oldest and most successful MainStreet programs in the state. They have accomplished many projects since 1985 including downtown street lighting, the downtown gateway arch, improvements to Big Ditch Park, numerous beautification projects, restoration of the historic Silco Theater, and most recently, the Kelly Street Project.

Your next Shop Small mission: Dine Small

Main Street America is providing a new opportunity to amplify the Shop Small message to support small restaurants and communities everywhere. American Express has developed a new suite of Shop Small marketing materials designed specifically for small restaurants.

Let the small restaurant owners in your community know that there's a new way to promote their businesses by sharing this link to new marketing materials:
americanexpress.com/us/dinesmallnmsc.



In Case You Missed It

[Governor: Economic Development Initiatives will Boost Jobs and Growth](#)

[Farmington to Host 3rd Annual New Mexico Outdoor Economics Conference](#)

Upcoming Events

[MainStreet Now Conference, Dallas](#)
May 18-20, 2020

NMMS Bootcamp for New Executive Directors and Board Members, Santa Fe
June 9-11, 2020

NMMS Summer Institute, Farmington
August 19-21, 2020

[New Mexico Outdoor Economics Conference](#), Farmington
October 1-2, 2020

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

[On Tap Series, Los Alamos](#)
March 2 and 16, 2020

[Neighbors Night Out in Nob Hill](#)
March 5, 2020

[ABQ Artwalk](#)
March 6, 2020

[MainStreet Truth or Consequences' 10th Anniversary Party](#)
March 6, 2020

[Women Entrepreneurs Google Workshop, Lovington](#)
March 7, 2020

[Riverblitz 2020! Carlsbad](#)
March 7, 2020

Hatch It! Entrepreneur Bootcamp, Gallup
March 14, 2020

IndigiPop X, ABQ
March 25-29, 2020

Main Event Car Show & Cruise, Artesia
March 27-28, 2020

Opportunities

- Johanna Favrot Fund for Historic Preservation - Apply by March 1, 2020
- Cynthia Woods Mitchell Fund for Historic Interiors - Apply by March 1, 2020
- FY 2020 Tribal Heritage Grant Program - Apply by March 11, 2020
- Creative Counties Placemaking Challenge - Apply by March 13, 2020
- 2020 Pocantico Fellowship - Apply by Friday, March 27
- The Future of Shopping Small Grant Program - Apply by March 31, 2020
- National Fund for Sacred Places - Apply by April 22, 2020
- New Mexico True Cooperative Marketing (Co-Op) - Apply by April 24, 2020
- New Mexico True Clean & Beautiful Grant Program - Apply by March 27, 2020
- 2020 AARP Community Challenge - Apply by April 1, 2020
- USDA Rural Business Development Grants in NM
- NEA Challenge America, FY2021 - Apply by April 9, 2020
- Hart Family Fund for Small Towns - Apply by May 1, 2020
- Community Economic Development Projects Department of Health and Human Services Administration for Children and Families - Apply by May 26, 2020
- National Trust Preservation Funds - Application deadlines are February 1, June 1 and October 1
- Southwest Intervention Fund - Application deadlines are February 1, June 1 and October 1
- Where Women Made History (ongoing)
- Guest Blog for Main Street America (ongoing)
- Distinctive Destinations™ (ongoing)

MainStreet in the News

Silco Hires New Manager, Silver City, February 25, 2020

When food trucks take root, ABQ - February 24, 2020

DAAC announces new executive director, Las Cruces - February 21, 2020

10th Anniversary for MainStreet Truth or Consequences Inc. - February 20, 2020

Crafting of state budget could go down to the wire - February 17, 2020

End Of An Era: CB FOX Closing Doors After 40 Years, Los Alamos - February 13, 2020

State tax credit touted as 'innovative' heads to Senate, Roswell - February 11, 2020

Truth or Consequences Brewing Co. opens Las Cruces taproom - February 10, 2020

Council receives construction project updates from NMDOT, Artesia - January 31, 2020

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

www.nmmainstreet.org



EDD
ECONOMIC DEVELOPMENT DEPARTMENT

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