



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

MainStreet is Resilient, MainStreet is for Everyone

NM's MainStreet (NMMS) and Arts & Cultural districts have demonstrated incredible resilience and flexibility during the COVID-19 health crisis. Executive Directors, Board members, and volunteers have worked hard to bring their communities together, support small businesses, and pivot to online events & fundraising. Districts have shown outstanding creativity and commitment to economic recovery and community support efforts.

NMMS is committed to the safety, equality, and prosperity of all districts and community members because ... MainStreet is for everyone!

Choose MainStreet and support the small businesses that you want to survive!

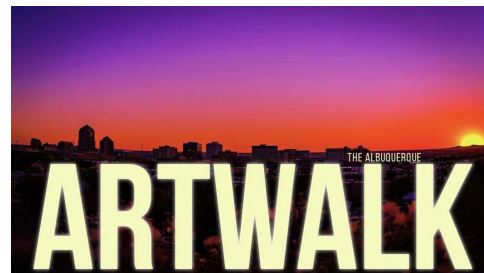


Beyond Bricks and Mortar: Creative Placemaking in the Time of COVID 19

July 2, 2020

Join the [Urban Land Institute](#) for a creative placemaking webinar on July 2, 2020. Creative placemaking is a critical community process that builds relevant social and cultural space while reinforcing identity and belonging.

This webinar will review inspiring examples (from **NM MainStreet districts!**) of the creative placemaking response to COVID-19, local and abroad, and how it could make our communities stronger in the long term.



The ABQ Artwalk

July 3, 2020

The [Albuquerque Artwalk](#) works to support local, downtown businesses and local artists by bringing the two together for a monthly exploration of Downtown Albuquerque. Show your support for small biz, artists and the downtown community by coming out and enjoying mostly curbside offerings this month.

Current public health requirements are in place. Please wear a mask and respect social distancing.

[Learn more](#)

[Learn more](#)



Virtual UFO Festival

July 4, 2020

Join [MainStreet Roswell](#) at the Virtual UFO Festival!

On July 3 & 4, they will have a tent on the Chaves County Courthouse lawn (400 N. Main St.) selling merchandise and rewarding shoppers who complete their passport with downtown merchants.

They will also have virtual human and pet costume contests with prizes.

[Learn more](#)



Los Alamos ScienceFest 2020 Goes Virtual

July 7-12, 2020

The [Los Alamos ScienceFest](#) is coming to you virtually! They're offering great lectures, discussions, live demonstrations and engaging Science, Technology, Engineering, Art and Math (STEAM) activities.

Some free events require registration. Download their event app through Whova to stay updated.

[Learn more](#)

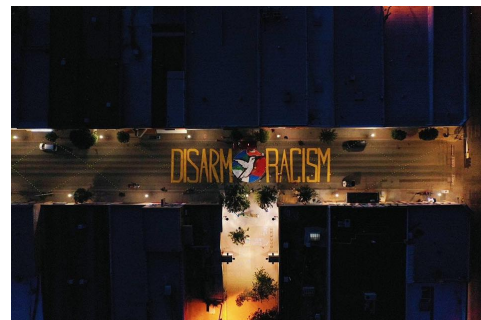


Tucumcari MainStreet's Second Street Great Blocks Project

[Tucumcari MainStreet's](#) capital outlay project is coming along nicely!

This project will replace old sidewalks, add pedestrian level lighting and landscaping as well as update the infrastructure along two blocks of downtown.

The Great Blocks On MainStreet project was funded through two New



Gallup Mainstreet Arts and Cultural District's Downtown Mural to Celebrate Diversity and Commemorate Juneteenth

The [Gallup Mainstreet Arts and Cultural District](#) worked with community members on Friday, June 19th for a community-building initiative in celebration of diversity and to commemorate the history of Juneteenth.

The temporary art exhibit, "Disarm

Mexico MainStreet Capital Outlay grants totaling \$750,000.

[Learn more](#)

Racism,” was a block-long mural painted on Coal Avenue that reinforces the national sentiment that Black Lives Matter.

The mural was designed by acclaimed Navajo painter Jerry Brown.

[Learn more](#)

[Tell us about your event or news!](#)

New Mexico MainStreet develops local capacity to engage people, rebuild places & grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities and a higher quality of life.

New Mexico MainStreet (NMMS)

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