



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

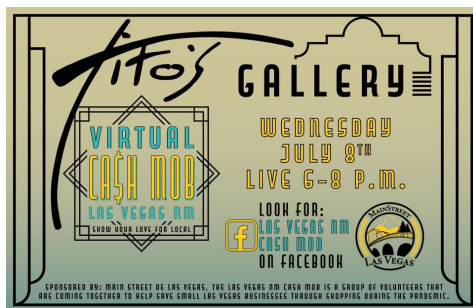
New NMMS Logo Communicates Mission

Our new logo, designed by [Leighton Moon](#), communicates the following elements about the program:

- it embodies the overall mission of NMMS and the Main Street Approach™.
- it references New Mexico's unique architecture and cultural heritage.
- it represents the services that NMMS provides to communities.
- and it symbolizes the successes from community projects and activities.

The central diamond represents the NMMS core program in the NM Economic Development Department. Surrounding the core program are four components representing the supporting teams and the Main Street Approach™ (Organization, Economic Vitality, Promotion, and Design.) The surrounding rays represent the assistance, support, training, and coaching that are provided by the MainStreet team throughout the state. The separated elements represent the MainStreet Districts, volunteers, stakeholders, entrepreneurs, property owners, and partners who give back to their community through their revitalization activities, projects, and successes!

You can learn more and download the logo on [our website](#).



Las Vegas Cash Mob at Tito's Art Gallery

July 8, 2020

Volunteers are helping save Las Vegas small businesses during the pandemic with Cash Mob events. Sponsored by [Main Street de Las Vegas](#), Cash Mob is a virtual Facebook event that promotes a different business every week. The online auction boosts sales for the



Los Alamos ScienceFest

July 7-12, 2020

Returning for its 13th year, the [Los Alamos ScienceFest](#) features virtual activities celebrating Science, Technology, Engineering, Art and Math (STEAM) topics.

Learn about the future of agriculture & food production, cybersecurity, energy, and new camera & drone technology. Free registration is required:


local business.

Las Vegas was inspired by the success of [Raton Cash Mob](#), supported by [Raton MainStreet](#). [KOB-TV](#) covered their innovative idea last April.

[Learn more](#)


- July 7-9: [Intro to Gaming Robotics](#)
- July 8: [A live lecture with Lab Historian Alan Carr on the Trinity Test](#)
- July 10: [The Future of Manned Space Exploration](#)
- July 11: [Miss Camille Schrier Virtual "Blood Bubbles" demo and classroom chat](#)

[Learn more](#)



CHALK THE BLOCK

Saturday July 11th
Take 1 piece of chalk to use and keep
Write & draw on sidewalks only, please
Admire the community's words and art
from Girard to Washington all along
historic Route 66




Albuquerque Nob Hill Chalk the Block

July 11, 2020

[Nob Hill MainStreet](#) is inviting the community to draw and write on the sidewalks this Saturday. Grab a cool drink & treat from a local business and be inspired by the street art on Central Ave. from Girard to Washington.

Chalk will be available at light posts on every other street corner. Please respect physical distance between artists and wear your masks!

[Learn more](#)



Albuquerque Downtown Growers' Market Opening Day

July 11, 2020

[The Downtown Growers' Market](#) will return to Robinson Park this Saturday. They're asking customers to comply to their safety requirements so the market can continue safely for the rest of the season.

Capacity is set at 25% and customers will enter the park through a fence on 8th Street. There will be multiple hand sanitizing stands and a face covering is REQUIRED. [Read the full safety plan.](#)

They are also offering [Farm to Car](#) online ordering and pickup service.

[Learn more](#)





Tucumcari MainStreet is Fired Up

Even though [Tucumcari MainStreet](#) canceled their annual Fired Up Festival, they are still ignited with the important work of downtown revitalization!

They are currently in negotiations to acquire the Tucumcari Railroad Museum and anticipate the deal will be completed by September. The Quay County Sun reported more information about the acquisition [here](#).

Additionally, the Tucumcari Federal Savings & Loan Association and the Federal Home Loan Bank of Dallas have awarded a [\\$24,000 Partnership Grant](#) to Tucumcari MainStreet! The grant will fund the completion of the Breezeway project and offset their operating expenses. *Congratulations to Executive Director Connie Loveland and the entire Tucumcari MS team!*



Placemaking in the Time of COVID-19

Amy Bell, our Landscape Architecture and Urban Design Revitalization Specialist, made a presentation on creative placemaking for [ULI NM](#) last week.

If you missed this fantastic opportunity, here are some NMMS highlights that she included in her presentation:

- NMMS districts have communicated with their communities to support local businesses, and pivoted to online events/services.
- [Buy NM Local](#) is an effective tool to support local businesses.
- Leighton Moon designed [social media graphics](#) to help NMMS districts promote shopping and eating locally.
- [MainStreet Truth or Consequences](#) produced [short videos](#) to support small businesses in their district.
- [Raton MainStreet](#) and [Raton Cash Mob](#) helped local businesses with online auctions and helped Tucumcari and Las Vegas produce their own events.
- [Nob Hill MainStreet](#) encouraged people to make temporary art with a vehicle theme, display it in Nob Hill, and use [#nobhillcarshow](#) on social media.
- Silver City's [Operation Love Local](#) closed down Bullard Street for two weekends to help [Silver City MainStreet](#) businesses serve customers and adhere to social distancing.

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](#).