



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## Local MainStreet Programs Helped Restaurants Access \$15,000 James Beard Foundation Food and Beverage Industry Relief Grants

When the [James Beard Foundation Food and Beverage Industry Relief Fund](#) was announced at the end of March, NMMS's local programs were quick to communicate the opportunity to restaurants in their district. Good thing too, because the application was closed within hours due to the overwhelming response.

Amy Barnhart, NMMS Preservation & Non-Profit Resource Development Revitalization Specialist, sent the opportunity to the network on March 30 urging Executive Directors to share it with restaurant owners ASAP. Executive Directors reported that many restaurants in their districts applied. Five of NM's thirteen successful grant recipients are located in MainStreet districts and most of them first became aware of the opportunity from their local MainStreet program. NMMS Revitalization Specialists regularly disseminate grant opportunities to the network to support local programs and small businesses.

Raton MainStreet shared the grant opportunity on social media and with restaurants, resulting in three grant recipients (the most of any NM community): Bruno's Pizza & Wings, The Ice House Restaurant, and Pappa's Sweet Shoppe Restaurant.

- "The James Beard Foundation literally saved my business. Thank you to Jessica Barfield (City of Raton Economic Development Director) and Brenda Ferri (Raton MainStreet Executive Director) for sharing the information so quickly," Ice House Restaurant owner Jessy Atwater said. "We used the money to pay bills and keep our restaurant afloat."
- "We express deepest gratitude to the Foundation for the award, and to Brenda Ferri and Raton Mainstreet for making us aware of the opportunity to apply," Bruno's Pizza & Wings owner Mandy Hess said. "The much-needed funding has, and will help us with employee wages as front of house hours are drastically reduced with the closures of dine-in services."
- "Thanks to New Mexico MainStreet's alert about the James Beard Foundation grant program, I immediately notified all restaurants in my district, and also asked the Los Alamos Chamber Director to reach out to Chamber members as well to help ensure as many of our local restaurants knew about this great opportunity as possible," Los Alamos MainStreet Executive Director Lauren McDaniel said.
- According to Lauren McDaniel, Marcel Remillieux (co-owner of Fleur de Lys with his wife Stephanie) applied for the grant almost immediately after receiving the information, and was notified of their successful application in June. "We found out about this grant opportunity thanks to Los Alamos MainStreet," Remillieux said. "We could hardly believe it! It took us three days to process the news."

- Corrales MainStreet shared the opportunity with district restaurants, resulting in the Corrales Bistro Brewery's successful application for the grant. Fritz Allen, owner of the Corrales Bistro Brewery, expressed thanks to Corrales MainStreet Executive Director Sandy Rassmussen for sharing the information with his business and stated that the grant was "essential in the preservation of our business."

*Grant recipients in New Mexico's MainStreet districts:*

1. Corrales Bistro, [Corrales MainStreet](#)
2. Fleur de Lys, [Los Alamos MainStreet](#)
3. Kin and Bar Castaneda, [MainStreet de Las Vegas](#)
4. Amador Patio Bar and Grill, [Downtown Las Cruces Partnership](#)
5. Bruno's Pizza & Wings, [Raton MainStreet](#)

The James Beard Foundation provided 312 grants totaling \$4.68 million in funding to restaurants across the country. The James Beard Foundation Food and Beverage Industry Relief Fund was established to provide "critical financial assistance to small, independent restaurants to keep them from going out of business due to the COVID-19 (Coronavirus) national disaster."

According to the James Beard Foundation [website](#), Food and Beverage Relief Fund applications previously received but unfunded will be held and then processed after additional funds are raised. At that time, if money remains, they will reopen the process for new applications.

Also shared on the foundation website was information on an additional funding opportunity which will be available later this summer. The [Open for Good](#) Industry Support Fund will initially support the supplemental costs of PPE, redesigning spaces for social distancing, and/or other business improvements needed to reopen restaurants across the country. The fund will ultimately transition to supporting financial needs of chef-owners to strengthen and expand their businesses.

[Learn more](#)



### Levitt AMP Virtual Music Series

**July 23, 2020**

The joy of free, live music is coming straight to you this summer with the Levitt AMP Virtual Music Series!

On Thursday night, watch a live performance from blues-rock guitarist Levi Platero, co-presented by [Gallup](#)



### Webinar: Recovery Strategies for Small Business Districts

**July 28, 2020**

This series is intended for small units of general local government (UGLGs) that are looking to access resources and connect with organizations providing support for how to respond to the COVID-19 pandemic.

The series will be of special interest to city managers or mayors, finance directors or treasurers, community planning/development directors, and economic development directors, as well as any active consultants the small UGLG is working with related to housing, health/childcare, and economic development.

[MainStreet Arts & Cultural District.](#)

[Learn more](#)

[Learn more](#)



**Clovis MainStreet Welcomes Range Movement to Downtown July 25, 2020**

Join [Clovis MainStreet](#) and Range Movement for the grand opening of the new group fitness studio this Saturday, July 25 from 10:00 am-noon. Tour their downtown space, meet the team, and enjoy some treats!

[Learn more](#)



**MainStreet Roswell Farmers' Market Saturdays at 7:00-11:00 am**

[MainStreet Roswell](#) Farmer's' Market is looking for more growers!

Join MainStreet Roswell at the Chaves Co. Courthouse every Saturday from 7:00-11:00 am through October 10 for homemade crafts and homegrown fruit and vegetables.

[Learn more](#)



**Small Town America Civic Volunteer Award Program Apply by August 15, 2020**



## Taos Community Marketing Grant

Taos News, [Taos MainStreet](#) and LOR Foundation have created a 3 to 1 matching advertising grant program to assist locally owned businesses facing economic challenges related to the Covid-19 pandemic. As invested community builders, they are committed to supporting local businesses' efforts to reopen and reconnect with consumers.

[Learn more](#)

The Small Town America Civic Volunteer Award Program recognizes and rewards the efforts of civic volunteers in small towns across America.

CivicPlus will provide the top 100 national nominees with custom websites and 12 months of complimentary annual services to each of the local governments represented by these honorees. In addition, CivicPlus will distribute cash awards to the national Small Town America Civic Volunteer Award winner.

[Learn more](#)



## Los Alamos Farmers Market Celebrating 50<sup>th</sup> Anniversary

[The Los Alamos Farmers Market](#) is celebrating its 50<sup>th</sup> anniversary in 2020. It kicked off the summer market season in May at a new location and also features an additional Saturday market throughout the summer this year. New Thursday markets are at Ashley Pond Park near Central Avenue from 7:00 am-12:30 pm from May-October, and Saturday markets are held from 8 am-noon at the Judicial Parking Lot and run June-September.

Los Alamos County Council declared Thursday, July 2 as "Los Alamos Farmers' Market Day" in honor of the milestone anniversary season.

As one of the oldest farmers markets in New Mexico, the Los Alamos Farmers Market was started in 1970 and is a great place to buy local foods and other goods and to support regional growers and producers. The Market is a Los Alamos MainStreet program, with support from Los Alamos County and the New Mexico



## Los Alamos ScienceFest 2020 a success!

[Los Alamos ScienceFest 2020](#): Eyes On The Future ran virtually this year from July 7-12. Topics ranged from the future of cybersecurity, agriculture and food production, manned space travel, and more, including several special guests: the CEO of plant-based food company, Impossible Foods, as well as STEM advocate, Miss America 2020. In honor of the 75<sup>th</sup> anniversary of the end of WWII, the Los Alamos National Laboratory senior historian also reflected on the 75<sup>th</sup> Anniversary of the Trinity Test, including the stories of selecting and preparing the site, the experiments leading up to the test, its lasting legacy, and even why it was named "Trinity."

This recorded talk, and more, can be found on the [Los Alamos ScienceFest website](#) or on the [ScienceFest YouTube channel](#).

One of the few in-person events this year was a new drive-in experience for the Los Alamos community, with a screening of "The Jetsons Meet The Flintstones" in honor of this year's

Farmers' Marketing Association.

[Learn more](#)

ScienceFest theme, "Eyes On The Future," which also supported a local pizzeria (all drive-in attendees received a free pizza). In addition, ScienceFest organized a BreakOUT Box (escape room in a box) activity, both virtual and socially distanced in-person) in conjunction with Los Alamos STEAM Lab.

In honor of the centennial anniversary of women's right to vote, [Los Alamos MainStreet](#), Los Alamos Chamber of Commerce, the Los Alamos Historical Society, LANL and Del Norte Credit Union also debuted posters featuring women in Los Alamos who have been pioneers in advancing their respective fields, from the Manhattan Project days, to today. Local businesses and organizations around Los Alamos County have been displaying these posters since ScienceFest week, July 7-12 and they will remain up through July. There is also a scavenger hunt component to encourage locals and others to frequent these businesses.



[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](#).