



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Support Local MainStreet Businesses

New Mexico MainStreet's *Choose MainStreet* initiative continues! Find a new post/graphic every week this year on our [Facebook](#), [Twitter](#), and [Instagram](#) profiles.

Support local businesses in your MainStreet district to show that you care about your community.

Please share these graphics to help us spread the word about the ♥ of local.



Raton's 44th Annual InBank Art Sale and Exhibit

Closes on September 22, 2020



The Raton Arts & Humanities Council's annual fundraiser is going virtual this year! Purchase one of a kind art to support Raton's Arts & Cultural district and local artisans.

Photo credit: "Carmel Coast, California" by Sam Hughes.

New Mexico Tourism Department Events

NEW MEXICO *True*

[Regional Tourism Town Halls](#)
September 21-25, 2020

Voice your concerns about the pandemic's impact on the regional tourism economy.

Register

[Future of Tourism Summit](#)
Tuesday, October 6, 2020

Hear from leaders how we can work together to position New Mexico for a strong recovery through tourism.

[Shop here](#)

[Register](#)

[Small Business Resiliency Virtual Workshop](#)

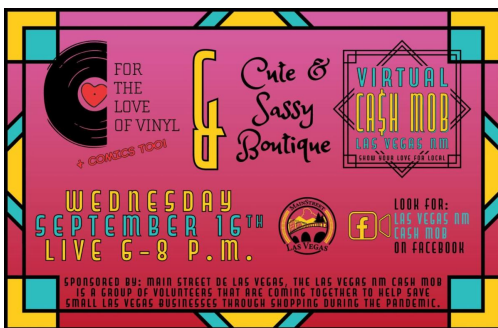
Tuesday, October 27, 2020

This workshop is designed to assist New Mexico's small tourism businesses.

[Register](#)

Las Vegas Cash Mob at Cute & Sassy Boutique and For the Love of Vinyl

Wednesday, September 16, 2020



[Las Vegas NM Cash Mob](#), modeled after the successful Cash Mob in Raton, is a group of volunteers that are saving small businesses during the pandemic with virtual auctions on Facebook.

→ Read "[Community Spotlight: Cash Mobs in Main Street Las Vegas](#)" from Main Street America!

[Learn more](#)

Silver City MainStreet's "Promoting Your Business During Covid and in a Challenging Holiday Season" Workshop Series

Promoting Your Business in a Challenging Holiday Season
3 WORKSHOP ONLINE SERIES

SEPTEMBER 24 FACEBOOK & YOUR BUSINESS Optimize your business page, set up a store, Facebook Market, and sell gift cards on Facebook	OCTOBER 15 WEBSITES 101 Overview of how to set up a business website and store with Squarespace with New Mexico MainStreet
OCTOBER 29 ONLINE MEETING PLATFORM PRIMER Overview on using GoToMeetings, Zoom, Microsoft Teams/Skype, Google Hangouts/Meet, and Facebook Rooms.	ALL WORKSHOPS ARE ONLINE 5:30pm - 7:00pm Want to Attend? Contact Charmaine at charmaine@silvercitymainstreet.com

[Silver City MainStreet](#) is offering 3 online workshops on how we are doing business differently during COVID-19 and how to maximize business interactions during the holiday shopping season.

Facebook and Your Business
Thursday, September 24, 2020 at 5:30 pm

Websites 101
Thursday, October 15, 2020 at 5:30 pm

Online Meeting Platform Primer
Thursday, October 29, 2020 at 5:30 pm

To register, email [Charmeine](#) or
call (575) 534-1700

Los Alamos MainStreet's David Jolly Selected For International Economic Development Council's 2020 Citizen Leadership Award



"Los Alamos Commerce and Development Corporation, along with Los Alamos MainStreet and the Chamber of Commerce, is delighted to announce that Metzger's General Manager David Jolly has been selected as the recipient of the 2020 Citizen Leadership Award from the the International Economic Development Council (IEDC)."

David is Los Alamos MainStreet's MainStreet Futures president. IEDC awards this highly coveted honor annually. David was nominated by Los Alamos MainStreet's Executive Director Lauren McDaniel and Los Alamos Chamber of Commerce Director Ryn Herrmann.

[Learn more](#)

Updates EDD's Collateral Assistance Program: Info for Lenders and Borrowers Wednesday, September 23, 2020 at 1:30 pm



EDD is hosting a webinar to inform lenders and borrowers of recent updates to the CAP.

EDD can pledge cash to cover a collateral shortfall of a commercial loan to enable financing that otherwise might not be available to a small business. The program is focused on assisting underserved markets including owners of color, veterans, women, and businesses located in rural areas. The program also places focus on assisting businesses within the governor's 9 target industries.

More than 20 lending organizations participate in the program across the state. Lenders must be enrolled in the program to participate.

[Register](#)

Mora Creative Council Awarded Outdoor Equity Fund Grant

Celebrating 40 Years of Excellence on Main Street Friday, October 30, 2020



OUTDOOR EQUITY FUND

The New Mexico Outdoor Recreation Division announced the inaugural award recipients of the Outdoor Equity Fund.

Congratulations to the Mora Creative Council for their hard-earned award!

The [Mora Creative Council](#)'s program will introduce the youth of Mora to natural resources and explore the higher education and career opportunities that exist within the county in related fields, all while safely exploring and interacting with the environment.

[Learn more](#)

*Celebrating 40 Years of
Excellence on Main Street*



Join us in a celebration of Main Street, including the announcement of the 2020 Great American Main Street Awards and the inaugural Mary Means Leadership Award, at a special plenary during PastForward, the National Trust for Historic Preservation's virtual conference.

The plenary is free of charge and open to everyone, but registration is required.

[Register](#)

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](#).