

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Barelas & Gallup Featured in the National Endowment for the Arts (NEA) Design + Creative Placemaking Newsletter

Field Insights by Cristina Rogers

New Mexico is a stunning place, made even more so in the way its people come together for each other. Our creative placemaking work often



draws on cultural traditions of doing community - especially in responding to the pandemic. In historic Barelas, near downtown Albuquerque, that has included a deep dive into supporting the state's farmers and increasing access to food. The <u>Barelas Community</u> <u>Coalition</u> has repurposed its commercial complex in an innovative partnership with local CSAs and NM MainStreet. Its *La Esquinita Farm Stand + Market* is already serving families and rolling out initiatives contained in the <u>Barelas Grower's Hub-COVID Response</u> (replicable) model.

And in Gallup, in the northwest corner of the state on the border with the Navajo Nation, the revitalization project <u>Coal Avenue Commons</u> has broken ground. The significant community buy-in built through its Our Town grant-funded design process has carried forward into how organizations work to address immediate community needs. GallupARTS launched the <u>Local Artist Support Fund</u> offering 60 mini-grants and the <u>Free</u> Family Art Kit program distributing over 1,000 kits to local youth, and continues its <u>Gallup</u> New Deal Art project. <u>Gallup MainStreet Arts & Cultural District</u> is finding creative ways to engage artists to support local businesses through concerts, construction mitigation strategies, and bringing community together for its <u>Disarm Racism</u> street mural. Earlier this summer, the 1,000 Paper Cranes for Gallup project took flight in the windows of ART123 Gallery in the heart of downtown, a collective expression of hope and resilience offered by dozens of community members.

###

Cristina M. Rogers is the executive director of the Barelas Community Coalition, and a creative placemaking consultant based in Albuquerque. Cristina's work reflects her Basque-Latina heritage, love for New Mexico, and passion for authentic community engagement and cultural preservation.

View the NEA Newsletter

Los Alamos Farmers' Market

Small Business Resiliency

Presents *Meet the Farmers* Video Series



In honor of their 50th anniversary season this year, the <u>Los Alamos</u> <u>Farmers Market</u> is featured in a series of *Meet the Farmers* videos, produced by Pac8.

View the first video in the series of short films to see where your local food comes from, and the people behind Northern New Mexican farms!

Watch video

Virtual Workshop Tuesday, October 27, 2020



This workshop will assist New Mexico's small tourism businesses in forecasting the most beneficial outcome for their business and related assets in response to the long-term economic effects of COVID-19 in New Mexico.

Throughout this full-day virtual workshop, business owners will:

- Learn of the projected shortterm and long-term economic scenarios for New Mexico's tourism economy
- Engage in open discussions with expert panelists for how to best manage existing capital, improve operations, and make decisions
- Schedule 1:1 confidential consultations with SBDC's Finance Development Team to develop the best strategy for your business, your employees, and your assets

Register

ABQ CiQlovia

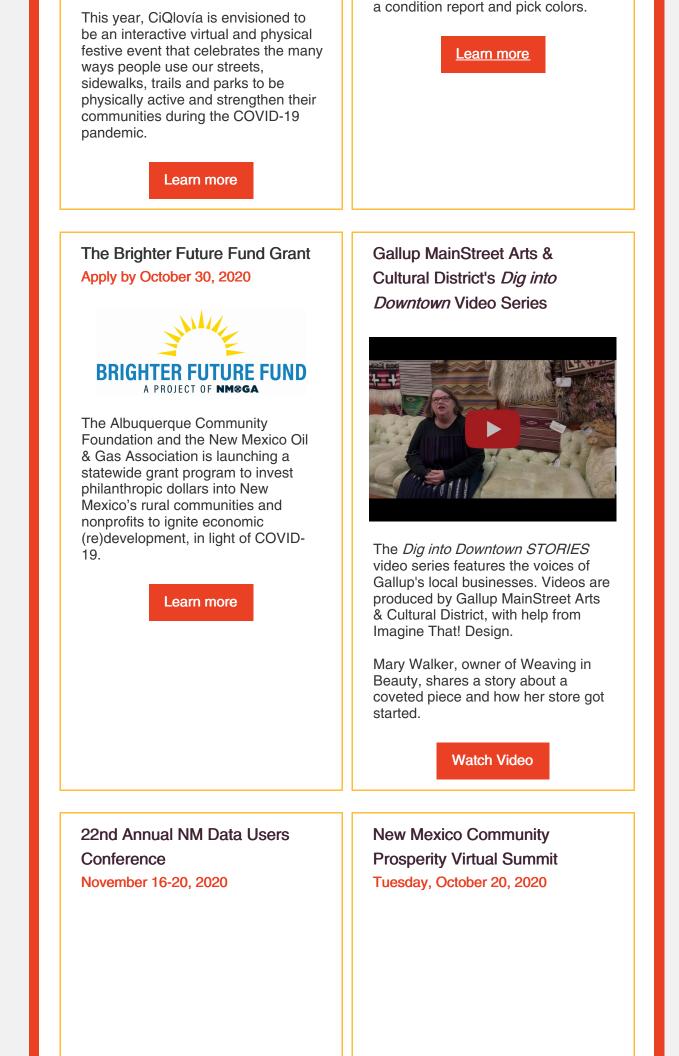
October 12-18, 2020

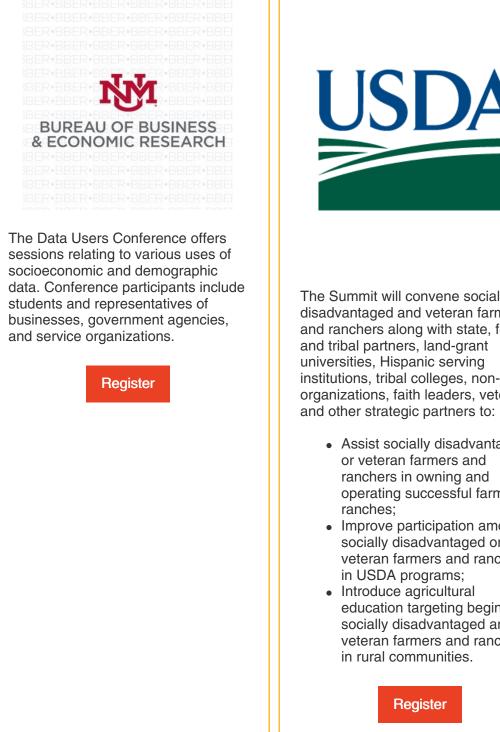


Las Vegas *Paint the Town* Project



Main Street de Las Vegas helped the City of Las Vegas Vecinos Juntos de Las Vegas with their *Paint the Town* project by contracting NMMS architect William Powell to compose





The Summit will convene socially disadvantaged and veteran farmers and ranchers along with state, federal and tribal partners, land-grant universities, Hispanic serving institutions, tribal colleges, non-profit organizations, faith leaders, veterans,

- Assist socially disadvantaged or veteran farmers and ranchers in owning and operating successful farms and
- Improve participation among socially disadvantaged or veteran farmers and ranchers in USDA programs;
- Introduce agricultural education targeting beginning socially disadvantaged and veteran farmers and ranchers in rural communities.

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)

(505) 827-0143 info@nmmainstreet.org www.nmmainstreet.org





NMMS is a program of the <u>New Mexico Economic Development Department</u>.