



NEW MEXICO MAINSTREET™

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 [Barelas Community Coalition](#) 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 [Barelas Grower's Hub-COVID Response](#) (replicable) model.



And in Gallup, in the northwest corner of the state on the border with the Navajo Nation, the revitalization project [Coal Avenue Commons](#) 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 [Local Artist Support Fund](#) offering 60 mini-grants and the [Free Family Art Kit](#) program distributing over 1,000 kits to local youth, and continues its [Gallup New Deal Art](#) project. [Gallup MainStreet Arts & Cultural District](#) is finding creative ways to engage artists to support local businesses through concerts, construction mitigation strategies, and bringing community together for its [Disarm Racism](#) 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.

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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](#)

Present Meet the Farmers

Video Series



In honor of their 50th anniversary season this year, the [Los Alamos Farmers Market](#) 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

NEW MEXICO True

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 short-term 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 CiQlovía

October 12-18, 2020

ABQ CiQlovía 2020
Socially Distanced, Together

Sunday, October 18, 2020
Park your car and have an adventure in your city with socially distanced exploring and a city-wide scavenger hunt!

8:00 AM–8:00 PM
Online activities & scavenger hunt

10:00 AM–1:00 PM
Recharge stations open

Per CDC guidelines, please respect your community and wear a mask or face covering in all shared public spaces! #MaskUpNM

Scan for more info!

Made possible by the following partners and (in part) by the Centers for Disease Control and Prevention

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

This year, CiQlovía is envisioned to be an interactive virtual and physical festive event that celebrates the many ways people use our streets, sidewalks, trails and parks to be physically active and strengthen their communities during the COVID-19 pandemic.

[Learn more](#)

a condition report and pick colors.

[Learn more](#)

The Brighter Future Fund Grant

Apply by October 30, 2020



The Albuquerque Community Foundation and the New Mexico Oil & Gas Association is launching a statewide grant program to invest philanthropic dollars into New Mexico's rural communities and nonprofits to ignite economic (re)development, in light of COVID-19.

[Learn more](#)

Gallup MainStreet Arts & Cultural District's *Dig into Downtown* Video Series



The *Dig into Downtown STORIES* video series features the voices of Gallup's local businesses. Videos are produced by Gallup MainStreet Arts & Cultural District, with help from Imagine That! Design.

Mary Walker, owner of Weaving in Beauty, shares a story about a coveted piece and how her store got started.

[Watch Video](#)

22nd Annual NM Data Users Conference

November 16-20, 2020

New Mexico Community Prosperity Virtual Summit

Tuesday, October 20, 2020



The Data Users Conference offers sessions relating to various uses of socioeconomic and demographic data. Conference participants include students and representatives of businesses, government agencies, and service organizations.

[Register](#)



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, and other strategic partners to:

- Assist socially disadvantaged or veteran farmers and ranchers in owning and operating successful farms and ranches;
- 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)

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