

MainStreet Resiliency Awards – Friday, October 23, 2020

- **Why We Love MainStreet in 3 Words:** <https://youtu.be/xMKIWu5syN4>

- **MainStreet Economic Transformation Strategy #1**

Build Capacity for Local Economic Revitalization and Re-Development Efforts

New Mexico MainStreet and the New Mexico Resiliency Alliance present this award to the following for showing outstanding resiliency and determination in their economic development work despite the COVID-19 pandemic. This certificate honors their achievements to Build Capacity for Local Economic Revitalization and Re-Development Efforts.

Sandy Rasmussen, Corrales MainStreet and Arts & Cultural District:

significantly grew the Board and enhanced its diversity; they also implemented the COVID-19 response project, Starry Daze Business Booster Bingo Program, to help businesses.

Kara Smith, Gallup MainStreet Arts & Cultural District:

worked on fundraising to help businesses & entrepreneurs, and funded a concert series.

Mary Libby Campbell, Harding County MainStreet:

applied for and received grants from Plateau and Harding County Economic & Community Development, which will allow Headquarters Restaurant to open soon and serve smoked meats with their brand-new smoker.

Kathy Lay, MainStreet Roswell:

encouraged board participation to develop creative ideas during COVID-19, including the virtual Chile Cheese Festival and Downtown Scavenger Hunt with 38 participating businesses.

Chantel Lovato Santa Rosa MainStreet:

Increased community awareness of Santa Rosa Mainstreet

Linda DeMarino, MainStreet Truth or Consequences:

developed a Customer Service training program and trained 96 front-line staff.

Connie Loveland, Tukumcari MainStreet:

facilitated the growth of the program, including implementing several new events and creative economy endeavors such as Very Merry Tukumcari, Art in the Park, Tukumcari Talking Tour and Hands on Tukumcari in addition to acquiring the Tukumcari Railroad Museum.

Mario Hooee, Zuni Pueblo MainStreet:

successfully applied for \$32,000 in grants to launch programs in response to COVID-19 and support local businesses and artisans through initiatives such as micro-grants to six local businesses and worked with the ARTZ Co-op to launch a maker's space.

- **MainStreet Economic Transformation Strategy #2**

Enhance the Entrepreneurial and Creative Economy

New Mexico MainStreet and the New Mexico Resiliency Alliance present this award to the following for showing outstanding resiliency and determination in their economic development work despite the COVID-19 pandemic. This certificate honors their achievements to Enhance the Entrepreneurial and Creative Economy.

Cam Wilde, Alamogordo MainStreet:

implemented the GoFund Local! Business Relief and Recovery Fund project.

Cristina Rogers, Barelás MainStreet:

supported NM's food supply system and facilitated greater access to locally grown food by creating an innovative food hub model with NM Harvest and NMMS via La Esquinita and the Railyards Market.

Julie Chester, Pearl of the Pecos Arts & Culture District (Kat Davis is new Director):

Implemented the Create Art, Cultivate Joy Facebook series.

Warren Unsicker, Downtown Farmington: A MainStreet Project:

kept stakeholders informed, engaged, and educated with best practices throughout the Complete Streets Project, enabling them to thrive throughout the preparation & construction phases. The Business Resiliency Program, PR, marketing, and communication efforts have aided every phase of the project.

Jennifer L. Garcia Kozlowski, Downtown Las Cruces Partnership:

strengthened relationships with district merchants, makers, and restaurateurs throughout the pandemic, and maintained a net positive number of businesses in the district during the public health crisis.

Susan Greenwald, Las Cruces Arts & Cultural District:

established projects for the next fiscal year which will have a positive impact on the creative economy.

Michael Peranteau, MainStreet de Las Vegas:

Created and facilitated Cash Mob virtual events and raising \$44,000 for 14 local businesses over 12 weeks.

Jeremy Smith, Los Alamos Creative District:

facilitated the Tuesdays NOT at the Pond virtual concert series.

Mara Salcido, Lovington MainStreet Corporation:

facilitated and managed The Local Innovators Institute

Brenda Ferri, Raton MainStreet and Arts & Cultural District:

saved many small businesses through grants and Virtual Cash Mob events.

Bianca Encinias, South Valley MainStreet:

supported local businesses and facilitated website creation projects for MainStreet businesses.

Charles Whitson, Downtown Taos MainStreet:

launched the Business Alive Program.

- **MainStreet Economic Transformation Strategy #3
Create Thriving Places in New Mexico**

New Mexico MainStreet and the New Mexico Resiliency Alliance present this award to the following for showing outstanding resiliency and determination in their economic development work despite the COVID-19 pandemic. This certificate honors their achievements to Create Thriving Places in New Mexico.

Lola Bird, Downtown Arts & Cultural District, A NM MainStreet:

implemented the Downtown Growers' Market safety and CABQ funding initiatives.

Valerie Osbourn, Nob Hill MainStreet:

spearheaded the application and receipt of a \$14,000 Nob Hill Restaurant Meter Grant from the City of ABQ to cover parking meters for restaurant to-go spots.

Sandra Borges, Artesia Arts & Cultural District:

managed the Red Dirt Black Gold Festival.

Elisabeth Jackson, Artesia MainStreet:

implemented the Landscaping Beautification project which planted over 400 trees along a major highway that enters the Downtown district

Rhona Espinoza, Belen MainStreet Partnership:
spearheaded the Great Blocks on MainStreet project

Ashly Key, Carlsbad MainStreet:
managed Cavernfest.

Lisa Pellegrino-Spear, Clovis MainStreet:
Completed the Railroad Park, and recruited three breweries.

Christie Ann Harvey, Deming Luna County MainStreet:
continued progress on the Zia Sun Artscape Intersection Project & Leyendecker Park, and launched the Pie Alley Placemaking & Beautification Project.

Flo Trujillo, Farmington Arts & Cultural District:
implemented the Art in the Alley program which has created an amazing sense of place in the downtown core.

Lauren McDaniel, Los Alamos MainStreet:
Facilitated the first-ever virtual ScienceFest and “Shop, Snap, Save” promotion.

Mariah Romero, Mora MainStreet and Arts & Cultural Compound:
managed the 2020 Fall Festival and onboarded as a new Executive Director.

Matt Ingram, Ruidoso Midtown Association:
hosted major beer and wine festivals, managed physical improvement projects, and developed a digital kiosk & application project.

Charmeine Wait, Silver City MainStreet Project and Arts & Cultural District:
implemented the outstanding work on Main Street Plaza.