



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Continue to Support Restaurants, Breweries, and Businesses in Your Local MainStreet District

Register for the COVID-19 Vaccine

Do the following two things to help our state, and your community:

- **Get tested for COVID-19:**

Testing is safe, free and easy in New Mexico. Learn more at togethernm.org.

- **Register for the COVID-19 vaccine:**

Visit cvvaccine.nmhealth.org to schedule your initial COVID-19 vaccine and booster. When a vaccine is available, you'll receive a notification to schedule an appointment.



[Learn more](#)

Downtown Farmington Installs Gateway Signs at Entrances of Historic District



In December, Downtown Farmington cut the ribbon on their Complete Streets project and in the first week of January 2021, they installed the Gateway signs at the entrances of their historic district!

A NMMS Capital Outlay grant and the Metropolitan Redevelopment Agency funded the design and construction for this project, which was a vision for the city for nearly two decades.

Ram Studios Signs, AUI, Inc., Southwest Masonry, DHM Design, Summit Electric, Lillywhite's Stone, High Desert Industrial and others brought this vision to reality.

Photo credit: [High Desert Electric](#)

[Learn more](#)

Downtown Gallup Business Resource Center Offering Free Workshops

[Gallup MainStreet Arts & Cultural District's Downtown Business Resource Center](#) supports local entrepreneurs, innovators, and business owners.

Free workshops:

- Jan. 20 - Instagram 101: How to Market Yourself
- Jan. 25 - Smartphone Video Basics
- Jan. 27 - How to Use Canva to Customize Your Posts
- Feb. 2 & 4 - What's Your Story?
- Feb. 3 - Free Apps to Make Marketing Easier
- Feb. 8 - Smartphone Photography Basics
- Feb. 10 - Avoiding Social Media Burnout: Planning Content
- Feb. 17 - How to Use Hashtags, Locations, and Tags
- Feb. 22 - Downtown Gallup Property Owner Workshop
- Feb. 24 - Using Organic and Paid Strategy to Reach Your Audience
- March 3 - Creating and Building Your Niche (And Growing Your Followers)
- March 10 - Understanding Your Analytics



Downtown Gallup Business Resource Center

1:1 business consultations
desk space for entrepreneurs
workshops + trainings
high speed internet
video conferencing
advisor network
photography + video equipment
property/location acquisition

The Business Resource Center offers support and resources for business owners, entrepreneurs, and property owners in Downtown Gallup.

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- Interested in starting a business in downtown Gallup?
- Need help marketing or growing your existing business?
- Need a place to make your online retail store come to life?

Info: 505-879-0366 | gallupmainstreet.org/business-hub

GALLUP MAINSTREET

[Learn more](#)

Silver City MainStreet Installs New Banners Promoting Downtown

NMMS Revitalization Specialists worked with [Silver City MainStreet](#), the State Historic Preservation Department, the Town of Silver City and stakeholders to develop a signage plan which included the design elements in the new banners.

The Town of Silver City and volunteers replaced the holiday light decorations with the new banners last week.

Signage is one of the most useful placemaking projects a community can implement! This project is one of the incremental steps that MainStreet has taken over the past 35 years to create a sense of place and connection.



[Learn more](#)

New Mexico MainStreet Advisor Network

The NMMS Advisor Network connects small business owners, aspiring business owners, and entrepreneurs in **MainStreet communities** with business expertise and advisors from across the state.



REAL PEOPLE

One-On-One Business Advice

ASK US STUFF.

NMMS Revitalization Specialist Sean O'Shea ([Hatchform](#)) piloted the program in Lovington, Silver City, Tucumcari, Gallup and Clovis for six months last year.

Businesses in NMMS districts should coordinate with their local MainStreet Executive Director to complete the [request for assistance form](#).

[Learn more](#)

Downtown ABQ Growers' Market Winter Edition

Albuquerque's Downtown Growers' Market is offering online ordering for curbside pick-up on Saturdays from January 9-April 2, 2021.

Get your order in by Thursdays at midnight.

The Downtown Growers' Market is a project of the DowntownABQ MainStreet Initiative.



[Learn more](#)

MainStreet Roswell Announces New Mascots, Arthas & Ysera



Arthas & Ysera, 13 week-old brother and sister Labradoodles, are the first-ever [MainStreet Roswell](#) mascots! Watch them grow throughout the year on MainStreet Roswell's Facebook page.

MainStreet Roswell's mascot contest raised \$1651 for the organization. Arthas & Ysera are owned by the Van Winkle Family.

[Learn more](#)

Opportunities:

- [James Beard Foundation Food and Beverage Investment Fund for Black](#)

Webinars:

- [SBA's Paycheck Protection Program: Round Two Updates](#)

[and Indigenous Americans](#)

Apply by Jan. 22, 2021

- [“At Your Side” Small Business Grant Program](#)

Apply by Jan. 28, 2021

- [National Trust Preservation Funds](#)

Apply by Feb. 1, 2021

- [ABQ Community Foundation 2021 Competitive Grant Program](#)

Apply by Feb. 11, 2021

- [Nominations for the Mary Means Leadership Award Are Open](#)

Nominate an Outstanding Leader by Feb. 15, 2021

- [NMSBA Accepting Leveraged Project Proposals for 2021](#)

Apply by Feb. 16, 2021

Jan. 15, 2021

- [PPP Loans and the Employee Retention Tax Credit](#)

Jan. 15, 20 and 29, 2021

- [Endangered Sites of Diversity with the National Trust for Historic Preservation](#)

Jan. 19, Jan. 26, and Feb. 2, 2021

- [NMMS Virtual Grantwriting Series](#) (for NMMS ED's, Board members, and volunteers)

Register by Jan. 20, 2021

- [A Global Perspective on Entrepreneurial Ecosystem Building](#)

Jan. 21, 2021

- [Overview of International Trade Resources](#)

Jan. 27, 2021

- [Virtual Mentoring for Entrepreneurs - Office Hours with Kara Q. Smith](#)

Jan. 29, 2021

- [Federal Resources for Creative Community Development](#)

Feb. 9, 2021

- **NMMS Virtual Winter Conference on COVID Recovery**

Registration coming soon!

March 5 & 12, 2021

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](#).