




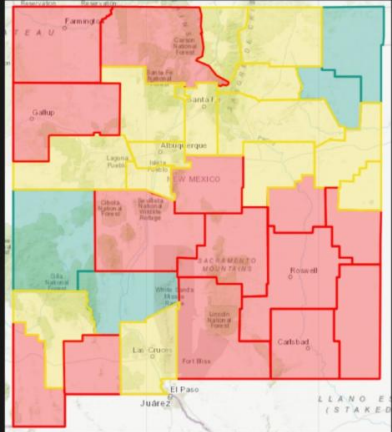
NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

NM Department of Health Updates County Map:
More Than Half of the State in Yellow and Green



Office of the Governor
MICHELLE LUJAN GRISHAM



Feb. 10th New Mexico COVID-19 Map Update

On Feb. 10, the Department of Health announced 15 counties had reached the Yellow Level under the [state's color-coding risk system](#), with four additional counties at the Green Level. All but four of the state's counties saw a positivity rate below 10 percent in the most recent two-week period, signaling that *with continued vigilance most every county in the state could soon reach less-restrictive levels*.

□ Counties that met one of the health metric thresholds and may operate at the Yellow Level beginning Feb. 10 are: **Bernalillo, Cibola, Colfax, Curry, Dona Ana, Grant, Guadalupe, Los Alamos, Mora, Quay, Sandoval, San Miguel, Santa Fe, Taos and Valencia.**

□ Counties that met both of the health metric thresholds and may operate at the Green Level beginning Feb. 10 are: **Catron, Harding, Sierra and Union.**

Effective Thursday, Feb. 11, the state will no longer require self-quarantine for visitors or New Mexicans arriving into the state from “high-risk” states, or states with a 5 percent positivity rate or greater over a 7-day rolling average, or a positive test rate greater than 80 per 1 million residents. Visitors from anywhere outside of the state will instead be *strongly advised* to self-quarantine for a period of 14 days and to [seek out a COVID-19 test](#) upon their arrival in or return to New Mexico.

[Learn more](#)

Las Cruces *Generations Community Writing Project* - Apply by Feb. 15, 2021

The [Las Cruces Arts and Cultural District](#) is accepting applications to their inaugural *Generations Community Writing Project*, which will bring together literary artists in the community.

Writers will be paired up to collaborate on the theme of *hope* as a starting point for their compositions. Writers will publish their work on the [Downtown Las Cruces Partnership](#) website and will read their work on community radio!



[Learn more](#)

Gallup MainStreet Arts & Cultural District's *Dig Into Downtown STORIES*

Gallup's *Dig Into Downtown STORIES* is a video series featuring voices of downtown local businesses. The videos are produced by [Gallup MainStreet Arts & Cultural District](#), with help from Imagine That! Design.

- **Tiffany's House of Essential Oils:** Tiffany Saucedo talks about seeing a need for more holistic product options in Gallup and wanting to connect with the community as inspiration to open her storefront downtown.
- **Silver Dust Trading Company:** Donovan and Cynthia Ferrari talk about running their vibrant family-owned business on Route 66 in Historic Downtown Gallup.
- **Kestrel Leather:** Coye Balok shares the story behind his bespoke leather goods and Kestrel Leather's current pop-up shop at Crashing Thunder Gallery in Downtown Gallup.
- [Watch all 15 STORIES](#)



[Learn more](#)

ActivateNM's Office Hours for Startups and Small Businesses

[ActivateNM](#)'s monthly office hours with world-class business mentors are free and a great way to connect with NM's growing startup community. Mentors can help you with your small business challenges!



[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



New To Owning
a Business? ...

ASK US STUFF.

We're **real** people with one-on-one
business advice.

New Mexico MainStreet **ADVISOR NETWORK**

and advisors from across the state.

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](#)

Tucumcari MainStreet's 2021 *Tech Tuesdays Business Workshop Series*

Tucumcari MainStreet and NMSU Extension Service are offering a year-long business workshop series with one-on-one technical support and creative ideas for expanding the reach of Tucumcari's small businesses.

- Feb. 23: Setting up sales in Facebook & Instagram
- March 23: Developing a marketing plan
- April 20: Maximizing your online presence
- May 25: Implementation Lab: one-on-one assistance
- June 22: Creating creative & effective content
- July 20: Creating and using video & photo
- August 24: Software & online applications for retail sales
- Sept. 21: Sales management & tracking
- Oct. 26: Marketing and relationship-building tools
- Nov. 23: Implementation Lab: one-on-one assistance



TUCUMCARI MAINSTREET QUAY COUNTY EXTENSION SERVICE

TECH TUESDAY'S

Business Workshop Series
Individual Classes \$10 or Entire Series \$50

January 26th	Facebook Basics for Business - FREE
February 23rd	Setting up Sales through FaceBook & Instagram
March 23rd	Developing a marketing plan
April 20th	Maximizing your online presence
May 25th	Implementation Lab: one-on-one assistance
June 22nd	Creating creative and effective content
July 20th	Creating & Using Video and Photo
August 24th	Software and online applications for retail sales
September 21st	Sales Management and Tracking
October 26th	Marketing and Relationship building tools
November 23rd	Implementation Lab: one-on-one assistance

Contact the Quay County Extension Service at 575-461-0562 or Tucumcari MainStreet at 575-461-3701 to sign up!

If you are an individual with a disability who is in need of an auxiliary aid or service to participate, please contact Susan Mikelson in advance at 575-461-0562 or susanmik@nmsu.edu.
New Mexico State University is an equal opportunity/affirmative action employer and educator. NMU and the U.S. Department of Agriculture cooperating.



[Learn more](#)

Tucumcari MainStreet's Valentine's Day Shopping Guide



[Tucumcari MainStreet](#) and Tucumcari/Quay County Chamber of Commerce put together a fun [shopping guide](#) to help you shop locally this Valentine's Day!

Save your receipt and send a picture by [email](#) or [Facebook](#) for a chance to win a gift basket valued at \$300.

Get out there and show your love by shopping local!

[Learn more](#)

Facebook *Career Connections* Program

Small business owners in central New Mexico can apply to the *Facebook Career Connections Program* to host a FREE Social Media/Digital Marketing intern.

Participating businesses will receive:

- A summer intern trained and vetted by Facebook (Summer 2021)
- Exclusive training, resources and support
- Improved social media and digital presence
- A \$500 Facebook ad credit

The deadline to apply is **3/12/2021**.

Pair up with a
Facebook-Trained
Intern in 2021!

Apply Today!

Career Connections



[Learn more](#)

Taos MainStreet Unveils New Logo



The new [Taos MainStreet](#) logo was thoughtfully developed and designed from extensive input from Taos MainStreet Board and staff with the help of New Mexico MainStreet and Leighton Moon Consulting.

The logo design is deeply inspired by the unique geography of the Taos MainStreet district and reflects the intricate wood and tin workings of the district's artists and craftsmen.

[Learn more](#)

PNM *COVID Relief Program* for Small Businesses and Nonprofits

PNM is helping small businesses and nonprofits with the power they need to operate, and are providing financial help:

- \$500 assistance for PNM customers in arrears (recently increased from \$200)
- A total of \$500,000 can be awarded to small business customers
- Deadline to apply is **March 31, 2021**

Program Requirements - a small business/nonprofit must be:

- Registered with the New Mexico Secretary of State.
- On Small Power Service (PNM 2A or 2B rate).
- Be a nonprofit 501(c)3 or a small business in one of the following industries: **restaurant, retail, hospitality, services (e.g. salon, massage business, small automotive garage), or leisure/entertainment** with 50 or fewer employees.
- An active non-residential PNM Electric customer for the past 6 months.
- Experiencing financial hardships due to COVID-19, with a past due account.
- PNM customer must pay at least 25% of the past due balance and enter a payment arrangement for the remaining past due balance.

Small Business
customers



online today
by clicking here



[Learn more](#)

Ruidoso Midtown Association Showcases Local Businesses on the *Village Volume Radio Podcast*



Join [Ruidoso Midtown Association](#) and Ruidoso Parks and Recreation each Friday morning at 8:00 am on the [KRUI Village Volume](#), an unstructured conversation-format radio show exploring village topics and voices.

Last week's guest was Will Ponder, owner of Sacred Grounds Coffee and Tea House, who brought insight to how Ruidoso's own craft distillery helped the Village handle the pandemic.

[Learn more](#)

Opportunities:

- [Nominations for the Mary Means Leadership Award Are Open](#)
Nominate an Outstanding Leader by Feb. 15, 2021
- [Libraries as Launchpads](#)
Starts Feb. 15, 2021
- [NMSBA Accepting Leveraged Project Proposals for 2021](#)
Apply by Feb. 16, 2021
- [BizSprint Las Cruces](#)
Apply by Feb. 19, 2021
- [Main Street Resiliency Grant Program](#)
Apply by Feb. 19, 2021
- [Preservation Technology and Training Grants](#)
Apply by March 15, 2021
- [Technology & Manufacturing \(TEAM\) Fund](#) - Sandoval, Santa Fe, Los Alamos, San Miguel, Mora, Rio Arriba, and Taos Counties
Apply by March 15, 2021
- [Partners for Places Grants](#) -

Webinars:

- [A Celebration of Our Culture: Black History Today](#)
Feb. 12-26, 2021
- [Coping with COVID Burnout](#)
Feb. 16 - Mar. 30
- [E-Commerce and Alternative Selling Methods](#)
Feb. 17, 2021
- [SBA Economic Aid Presentation](#)
Feb. 18, 2021
- [Cornerstones of Entrepreneurship: PPP Loans](#)
Feb. 18, 2021
- [America Walks: The Biden Administration and Transportation Policy](#)
Feb. 22, 2021
- [Introduction to Government Contracting](#)
Feb. 24, 2021
- [Rural Efficient Business Interview Series: Reunity Resources](#)
Feb. 26, 2021

sustainable climate action and green
stormwater infrastructure applications
accepted

Apply by March 19, 2021

• PPP Loan Program: [DreamSpring](#)
and [LiftFund](#)

Program Closes on March 31, 2021

• [New Mexico MainStreet 2021](#)
[Virtual Winter Conference](#)

*Creating a Climate of Confidence:
COVID & Beyond*
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)

www.nmmainstreet.org

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(505) 827-0143



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