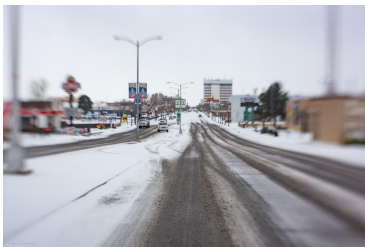




NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Snowy New Mexico MainStreet Districts ❄️



[MainStreet Roswell](#)



[Ruidoso Midtown Association](#)



[Tucumcari MainStreet](#)

Clovis MainStreet's *Public Painting Project*



Clovis MainStreet partnered with Curry County at the NM Association of Counties Conference to have conference attendees paint music notes and dandelions on 12' windmill blades.

The project was funded by a New Mexico Gas Company grant. A special thank you to Bill's Auto and local artist Gina Davis for helping with this

project!

The design consists of dandelions around the music notes of Buddy Holly's song "*That'll be the Day.*" This is the first of many new art projects coming to downtown Clovis this year!

[Learn more](#)

Downtown Gallup Business Resource Center

The Downtown Gallup Business Resource Center's [upcoming workshops](#) are designed for business owners, aspiring business owners, and creative entrepreneurs - led by local professionals and experts. They are free but registration is required.

They also have great equipment to help businesses create marketing materials such as social media videos, website graphics, and product photography.

Downtown Gallup Business Resource Center



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



[Learn more](#)

Artesia's Downtown Mural Program



The Artesia Arts & Cultural District (ACD) is working on new community projects and is excited to announce their *Downtown Mural Program*!

The Artesia ACD is accepting design proposals to cover the west side of 114-120 West Main St. Submissions are due by March 20, 2021. A committee will select the

final design, and the winning artist/team will be awarded \$2,000 for the project. [Check out the RFP here.](#)

[Learn more](#)

Rally Your Community to 'Order In, Help Out'

Now more than ever, local restaurants need our support. Main Street America partnered with American Express on the 'Order In, Help Out' campaign to rally communities around local restaurants.

- American Express created a suite of [complimentary marketing materials](#) that you can use to share the 'Order In, Help Out' movement with your community and local restaurant owners.
- Show off your innovative marketing campaigns by applying to the [American Express Shop Small 'Order In, Help Out' Innovation Challenge](#) by March 17, 2021.



[Learn more](#)

Historic Las Vegas, New Mexico, Stands Strong Through the Pandemic



Las Vegas was featured in the National Trust for Historic Preservation's Winter 2021 Preservation Magazine:

"It's been coming for a long time, and I think some of it is that we've been discovered as a tourist destination,' says Michael Peranteau, executive director of MainStreet de Las Vegas, a local economic development organization and part of the National Trust program Main Street

America. Far from breaking that spirit, the considerable challenges of COVID-19 have only highlighted the city's resilience."

[Read more](#)

Rural Efficient Business Interview with Reunity Resources on Feb. 26, 2021

Join the Economic Development Department for an interview with rural businesses to discuss the importance of energy efficiency and renewable energy.

Reunity Resources is a regenerative farm located on the outskirts of Santa Fe. Founded in 2011, the farm operates as a 501(c)3 nonprofit focused on closed-loop systems that turn waste into value. They provide environmental education to increase access and participation in these practices, and work towards equitable food access within the community.



[Register here](#)

Carlsbad MainStreet Receives *Chevron Catalyst* Grant



The Carlsbad Community Foundation awarded Carlsbad MainStreet a *Chevron Catalyst* Grant to purchase audio equipment for their events, such as CavernFest and the Farmer's Market that feature homegrown businesses and local musicians.

Foundation President Vicki Moutray and Chevron Community Relations Representative Beverly Allen presented the grant to Ashly Key and Susan Crockett of Carlsbad MainStreet this week. The Foundation awarded more that \$60,000 in grants to 19 local organizations!

[Learn more](#)

Opportunities:

- [Main Street Resiliency Grant](#)

Webinars:

- [Coping with COVID Burnout](#)

[Program](#)

Apply by Feb. 24, 2021

• Grants from the National Trust for Historic Preservation:

• [Cynthia Woods Mitchell Fund for Historic Interiors](#)

• [Johanna Favrot Fund for Historic Preservation](#)

March 1, 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

• [American Express Shop Small 'Order In, Help Out' Innovation Challenge](#)

Apply by March 17, 2021

• [Partners for Places Grants](#) - *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

• [PNM COVID Relief Program for Small Businesses and Nonprofits](#)

March 31, 2021

• [2021 AARP Community Challenge](#)

Apply by April 14, 2021

• [NEA Challenge America](#)

Apply by April 22, 2021

Feb. 23-March 30

• [Reining in Monopoly Power: Small Businesses and the Push to Strengthen Antitrust Laws](#)

Feb. 22, 2021

• [America Walks: The Biden Administration and Transportation Policy](#)

Feb. 22, 2021

• [Business Strategy Matrices](#)

Feb. 22, 2021

• [New Business Workshop](#)

• [New Employer Workshop](#)

• [IRS New Business Work Shop](#)

(Tax & Rev.)

Feb 23, 2021

• [Introduction to Government Contracting](#)

Feb. 24, 2021

• [What is the Small Business Assistance Program?](#)

Feb. 24, 2021

• [SBA Celebrates Black History Month – Recognizing the Resilience, Grit and Tenacity of America's African American Small Business Heroes](#)

Feb. 25, 2021

• [Herding Cats - Secrets to Focusing Groups](#)

Feb. 25, 2021

• [Rural Efficient Business Interview Series: Reunity Resources](#)

Feb. 26, 2021

• [Using Outdoor Recreation Roundtable's Rural Development Toolkit in New Mexico](#)

March 5, 2021

• [New Mexico MainStreet 2021](#)

[Virtual Winter Conference](#)

Creating a Climate of Confidence:

COVID & Beyond

March 5 & 12, 2021

- [Keys to Global Market Success](#)

March 16, 2021

- [Main Street Now 2021](#)

April 12-14, 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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(505) 827-0143



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