



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## Protect New Mexico

Register for the COVID-19 Vaccine at [VaccineNM.org](https://VaccineNM.org)

## 2021 Legislative Reports: Laying the Groundwork for a Strong Recovery

NMMS presents the following two reports to communicate the importance of the NMMS program to economic recovery efforts during the COVID-19 pandemic, the program's legislative asks, priority infrastructure projects and success stories from our districts.



Laying the Groundwork  
for a Strong Recovery

### [NMMS Capital Outlay Program](#)

NMEDD is requesting \$10 million in the 2021 Legislative session to plan, design, and construct infrastructure improvements in MainStreet and Arts & Cultural districts statewide.

### [NMMS End of Year Report](#)

Learn more about:

- NMMS's Impact
- Public Infrastructure Community Projects
- COVID-19 Response/Support
- Success Stories
- Communities Served

Please share these resources with your Legislators and community!

[Learn more](#)

## Las Cruces *Generations Community Writing Project*



The Las Cruces Arts and Cultural District (LCACD) is accepting applications to the *Generations Community Writing Project*, which will bring together literary artists in the Las Cruces community. Writers will be paired-up to collaborate on the theme of 'hope' as a starting point for their compositions. Writers will have their work published on the DLCP

webpage and will read their work on

community radio.

LCACD is a vibrant, inspirational, diverse, and asset-rich cultural environment with collective economic and quality of life benefits. Situated in the heart of downtown, the LCACD strives to promote the borderland arts and culture that make Southern New Mexico authentic. Part of [Downtown Las Cruces Partnership](#), the LCACD is directed by a coordinating council, a dedicated group of volunteers who strive to make the original town-site the hub of the local creative economy.

[Learn more](#)

## Gallup's Art on the Fence: 2021 Temporary Installations

Gallup MainStreet Arts & Cultural District is seeking artist proposals for temporary installations on the construction fencing of their downtown renovation project, [Coal Avenue Commons](#).

Artists are asked to create designs for a stretch of chain link fence, utilizing weaving techniques and the materials of their choice. Proposals that engage the community and youth through creative uses of technology and/or COVID-safe practices are encouraged!



**ART ON THE FENCE**  
**CALL FOR PROPOSALS**

Gallup MainStreet Arts & Cultural District is seeking artist proposals for temporary installations on the construction fencing of our downtown renovation project, Coal Avenue Commons.

Artists are asked to create designs for a stretch of chain link fence, utilizing weaving techniques and the materials of their choice. We encourage proposals for engagement of the community and youth in your project through creative uses of technology and/or COVID-safe practices.

- Each artist can utilize 2-4 consecutive chain link fence panels, 6' (h) x 12' (l) each
- Materials must be approved by Gallup MainStreet Arts & Cultural District. Some examples of materials include varieties of yarn, vinyl, and paracord
- An artist stipend of \$750 will be provided, as well as \$250 for materials
- Installation will take place in February and March 2021. Please note that this is an outdoor project adjacent to an active sidewalk, businesses, and construction zone
- Proposals should take into consideration the following:
  - Themes of resilience, revitalization, and community
  - The art and culture of the Gallup region
- Artists will be asked to contribute to project documentation using social media

Proposals due by February 15, 2021  
<http://bit.ly/ArtOnTheFence>

[Learn more](#)

## Silver City MainStreet Receives NMOGA Brighter Future Fund Grant for Downtown Assistance Program

The New Mexico Oil & Gas Association (NMOGA) Brighter Future Fund awarded Silver City MainStreet \$10,000 for their *Downtown Business Assistance Program*!



The *Downtown Business Assistance Program* is one way Silver City MainStreet has helped downtown businesses challenged by the Covid-19 pandemic. The Town of Silver City also funds and co-developed this program.

Now in it's second year, the *Downtown Business Assistance Program* awards forgivable loans to businesses located in the MainStreet district for infrastructure/improvement and job creation projects. In 2020, twenty-two businesses received funds for projects!

For more information email [Charmeine@silvercitymainstreet.com](mailto:Charmeine@silvercitymainstreet.com) or call (575) 534-1700. Deadline for businesses to apply is March 12, 2021.

[Learn more](#)

## Nob Hill MainStreet Awards Grants to Businesses



Each month, Nob Hill MainStreet awards a \$650 grant to help local businesses during these difficult times. Winners are randomly selected and in February they are awarding two grants!

Nob Hill MainStreet regularly promotes local businesses and restaurants on their [Facebook](#) page. They also created *Dinner and a Virtual Movie* events in partnership with The Guild Cinema and local restaurants to increase carry-out orders and support Nob Hill businesses.

[Learn more](#)

## Lovington MainStreet's *Local Innovators Institute*

Lovington MainStreet is accepting applications for the second cohort of their *Local Innovators Institute*. The *Local Innovators Institute* is a 7-week educational course that covers business plan development, menu pricing, NM Health Department requirements, and branding; as well as hands-on experience in their food truck!



The Local Innovators Institute runs once a year. Applications open January 4<sup>th</sup>, and close on February 5<sup>th</sup>. Selected candidates will begin in-classroom training March 1<sup>st</sup>. Upon completion of 13 hours in required instructional time, each candidate will spend 2 weeks running "Big Blue" (their food truck) in Downtown Lovington.

[Learn more](#)

## Las Cruces Announces Second *Artist in Residence*: Mel Stone



The Las Cruces Arts and Cultural District is proud to announce their second *Artist in Residence*, Mel Stone. On their [Facebook](#) page, they have three videos that introduce Mel, one of the district's most prominent artists.

Whether seen at the Mesquite Art Gallery or the Farmers & Crafts Market of Las Cruces, Mel's work is unforgettable. The Las Cruces *Artist in Residence* program spotlights and celebrates the artists who live or work in their district.

[Learn more](#)

## Northwest New Mexico Arts Council's *Virtual Spotlight*

The Northwest New Mexico Arts Council presents *Virtual Spotlight* every Thursday at 3:00 pm through Feb. 25, 2021.

*Virtual Spotlight* promotes downtown Farmington

businesses and awards gift card to viewers on their Facebook page!

LIKE or SHARE the Facebook Virtual Spotlight with AJ Begay and/or NWNMAC page

Thursdays @ 3pm  
January 14 to February 25

Random winner selected for \$20 Gift Card for Downtown Business

Downtown Business interested in being on Virtual Spotlight, message us on Facebook or email dwnmac1@gmail.com

#theHeartOfFarmingtonACD  
#supportsmallbusiness

[Learn more](#)

## VaccineNM Registration Marketing Toolkit

The [VaccineNM Registration marketing toolkit](#) provides consistent vaccine messaging for all platforms. Please use these resources and encourage your community to register for the vaccine!

The Toolkit contains:

- Brand Assets
- Email Signature
- FAQ Sheets
- Flyer & Mailer
- Social Media Assets



Bryce Turner is the graphic designer with the New Mexico Tourism Department who produced the assets, please contact him at Bryce.Turner@state.nm.us if you have any technical issues.

[Learn more](#)

## Silver City MainStreet's *Love Local*/Virtual Events

Monday, February 15, 2021 is Territorial Charter Day and Silver City MainStreet is celebrating with two virtual promotions: the *Urban Challenge Fun Run* and *Love Local*.

Silver City MainStreet is asking residents to *Love Local* by supporting merchants in downtown by taking a picture of any downtown purchase and sending it to Silver City MainStreet via [Facebook](#) or [email](#). Participants will be entered in a drawing for one of three *Taste of Downtown Coupon Books*. The books have 32 coupons from downtown merchants and are valued at more than \$200. Send your picture by February 12, 2021!

They are also asking for food donations for local food pantries in support of the virtual *Urban Challenge Fun Run*. Registration for the run has closed but you can still donate food.

WWW.SILVERCITYMAINSTREET.COM

SHOP DOWNTOWN  
SILVER CITY, NM

Shop Local to Win!

Shop at a local downtown business and take a photo of your purchase. Share the photo in Facebook comment field or email to SCMSinfo@silvercitymainstreet.com and you will be entered to win one of our Taste of Downtown Coupon Books. Drawing will be held Feb. 13th with 3 winners randomly picked.

Each Coupon Book has 32 Coupons worth over \$200

[Learn more](#)

## Opportunities:

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- [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

- [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

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

Program Closes on March 31, 2021

## Webinars:

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- [Diversity 101](#)

Feb. 9, 2021

- [Virtual Start-up Boot Camp](#)

Feb. 10, 2021

- [E-Commerce and Alternative Selling Methods](#)

Feb. 17, 2021

- [Introduction to Government Contracting](#)

Feb. 24, 2021

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

Feb. 9, 2021

- **New Mexico MainStreet 2021 Virtual Winter Conference**

*Creating a Climate of Confidence: COVID & Beyond*

Registration Coming Soon!

March 5 & 12, 2021

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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](http://www.nmmainstreet.org)

[info@nmmainstreet.org](mailto:info@nmmainstreet.org)

(505) 827-0143





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