

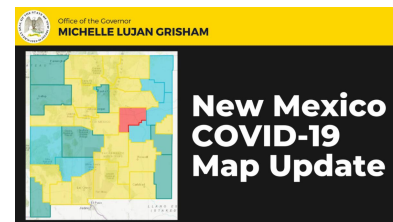


NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Department of Health county map update March 10: More counties reach Green, Turquoise

The New Mexico Department of Health on Wednesday announced the updated [statewide COVID-19 map](#) for the two-week period beginning March 10, with seven New Mexico counties at the Turquoise Level and seven at the Green Level, at which there are fewer restrictions on commercial and day-to-day activities amid decreased virus risk.



[Learn more](#)

NMMS Virtual Winter Conference 2021 *Creating a Climate of Confidence: COVID and Beyond*

Join us for the second and final day of our Virtual Winter Conference this **Friday, March 12, 2021**.

Learn about:

- Trends and tactics for creating vibrant streets
- Multi-abled/-generational public space - physical distancing, public uses, and social equity
- Maintaining confidence in our Main Streets: stories from business owners
- Designing your economic vitality mix: recruitment, attraction, outreach, growth, and creation
- Closing remarks from Rebecca Dow, 38th District Representative



[Register here](#)

EDD Weekly Resource Wrap-Up

The Economic Development Department (EDD) distributes a [valuable weekly wrap-up email](#) with events, webinars, and

To subscribe to these emails, [join their list](#) and select **General Subscribers**.

[Learn more](#)

Las Cruces *Artist in Residence*: Marcus Xavier Chormicle

[Downtown Las Cruces Partnership](#) and [Las Cruces Arts & Cultural District](#) presented three videos on their third *Artist in Residence*, Marcus Xavier Chormicle.

Chormicle is a home-grown artist with a thoughtful perspective and a love for family. He also discusses his downtown gallery space, The Cristian Anthony Vallejo (CAV) Gallery.



[Learn more](#)

Deming MainStreet *Cash Mob*: The Yarn Emporium

Join Deming Luna County MainStreet on **Thursday, March 18 at 6:00 pm** to shop local with the Yarn Emporium.

Cash Mob is a Facebook Live event where participants bid on items to support local businesses. The concept was started by Raton Cash Mob and Raton MainStreet at the beginning of the pandemic to keep local small businesses open.



[Learn more](#)

2021 AARP *Community Challenge*

The AARP *Community Challenge* provides small grants to fund quick-action projects that can help communities become more livable for people of all ages. Applications are accepted for projects to improve public spaces, housing, transportation, civic engagement, coronavirus recovery, diversity and inclusion, and more. Apply by April 14, 2021!



[Learn more](#)

Silver City MainStreet's New Resources

Silver City MainStreet, in cooperation with NM MainStreet Revitalization Specialists, completed two new resources to help property owners and anyone renting commercial space in downtown.



Rhea Serna, Property Redevelopment Revitalization Specialist with NM MainStreet states: “The Market Analysis of Commercial Lease Rates report helps real estate professionals, landlords, developers, and small businesses understand what’s going on with commercial lease rates, terms, and space considerations throughout the Silver City MainStreet district. One of the first steps in the redevelopment of the district’s commercial buildings is an understanding how much revenue can be generated from the redevelopment of a commercial building. And to minimize the risk in redeveloping these properties, we developed the City of Silver City Property Owner Toolkit. The Toolkit is a resource document that helps owners navigate the requirements of 'Activating a Building' including understanding building permit requirements, architectural drawings, and how to recruit a business tenant.”

“We are at a unique time to reset and re-establish the hearts of our communities with refreshed buildings leading to a vibrant economy,” states Jessica Roybal who assisted Ms. Serna with the project.

Leighton Moon, a graphic design company that works with NM MainStreet, designed the online version of the Silver City Property Owner Toolkit.

“Having access to such professional help from the state MainStreet program truly helps us move our community forward. We are grateful for their assistance. These new resources will help our community recover from the pandemic,” states Patrick Hoskins, Board President of Silver City MainStreet.

[Learn more](#)

Taos MainStreet's *Business Alive Program*

Taos MainStreet's *Business Alive Program* is helping local businesses utilize e-commerce during the pandemic.

The LOR Foundation created [a handbook for rural merchants hoping to create e-commerce sites](#), which was informed by the experiences of five Taos businesses to help rural merchants launch online stores.



Taos MainStreet thanks their partners: Taos High Tech, UNM Taos, Taos Community Foundation, Los Alamos National Laboratory (LANL) Foundation and the LOR Foundation.

[Learn more](#)

Gallup's Coal Ave. Commons Update

Gallup MainStreet Arts & Cultural District provided the following update on their *Coal Avenue Commons* construction, which will be completed in May 2021:



"Work is being done on electrical this week and then further work with utilities moves into next week when Murphy's Builders will be doing work in the pedestrian walkway. As March progresses, work on the roadway will commence and you'll start to see some exciting changes (keep an eye out for the new planters). Key updates to be aware of:

- March 8-19: Work on West section of pedestrian walkway. Pedestrian access will still exist.
- April: Work on the intersection of 2nd Street and Coal Avenue, vehicle access will be restricted."

[Learn more](#)

Ruidoso Midtown's Sidewalk Upgrade Project

The Village of Ruidoso and the New Mexico Department of Transportation (NMDOT) District Two began a *Sidewalk Upgrade Project* in Midtown at the beginning of March; the project will be completed in three months.



Crews are repairing corridors of deteriorating and damaged concrete to improve pedestrian safety in the district. Ruidoso Midtown Association is providing weekly updates on their [Facebook page!](#)

[Learn more](#)

Opportunities:

- [Preservation Technology and Training Grants](#)

March 15, 2021

- [Technology & Manufacturing \(TEAM\) Fund](#) - Sandoval, Santa Fe, Los Alamos, San Miguel, Mora, Rio Arriba, and Taos Counties

March 15, 2021

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

March 17, 2021

Webinars:

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

Creating a Climate of Confidence: COVID & Beyond

March 12, 2021

- [Keys to Global Market Success](#)

March 16, 2021

- [How to do business with the State of New Mexico](#)

March 17, 2021

- [Partners for Places Grants](#) - sustainable climate action and green stormwater infrastructure applications accepted

March 19, 2021

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

March 31, 2021

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

March 31, 2021

- [2021 Amphion Grant Program](#) - for Music Service Organizations, Presenters, and Festivals

April 1, 2021

- [2021 AARP Community Challenge](#)

April 14, 2021

- [New Mexico Clean & Beautiful Grant Program](#)

April 15, 2021

- [NEA Challenge America](#)

April 22, 2021

- [The Rural Efficient Business Program](#)

[Interview Series](#)

March 25, 2021

- [New Mexico's Statewide Comprehensive Outdoor Recreation Plan Virtual Town Hall](#)

March 25, 2021

- [Virtual Fundraising Fundamentals for MainStreet and Arts & Cultural Districts](#)

March 30-April 8, 2021

- [Resources for Your New Mexico Outdoor Recreation Business & Community](#)

March 31, 2021

- [Main Street Now 2021](#)

April 12-14, 2021

[View more events](#)

New Mexico MainStreet (NMMS) 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

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