



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Main Street Now Conference

Early Bird Rate Ends March 22 at 11:59 pm CDT

With three days of immersive online content and networking, the Main Street Now conference provides the opportunity to reflect on how the events of the past year have changed our work and how we can rebuild stronger, more equitable Main Streets for the future.

NMMS provides scholarships to designated MainStreet and Arts & Culture districts, but NMMS will *only pay the early bird registration rate*. [Register NOW](#) and reference the emails that Julie Blanke sent you for instructions. [Contact us](#) if you have questions!

Also ending March 22: the discount for small businesses to attend Small Business Day for FREE. With no limit to the number of small businesses you invite, make sure your small businesses use discount code SB2180 to have access to all of the [Small Business Day](#) content for no charge.

**REGISTER
NOW**



NMMS Virtual Winter Conference 2021

Creating a Climate of Confidence: COVID and Beyond

Thank you for joining us at our Virtual Winter Conference on March 5 & 12, 2021!

We hosted two days of presentations on building confidence in yourself, your organization, your district's physical spaces, and your district's business community.

You can watch recordings of the sessions on [our website](#). If you attended, please complete our [survey](#) to give us feedback!



Stories of Resilience: How New Mexico Communities are Facing COVID-19

Share your story of resilience during COVID-19 with [Stories of Resilience: How New Mexico Communities are Facing COVID-19](#), a collaboration between the APA New Mexico Chapter, the [New Mexico Resiliency Alliance](#), and faculty at UNM.

You can participate by:

- Completing their survey
- Scheduling an individual or collective storytelling session
- Share media/art about your experience



Stories of Resilience:
How New Mexican Communities
are Facing COVID-19

We are collecting stories from New Mexicans and we want to hear from you. **Your story matters.**
Visit us at www.resiliencnm.org

HOW TO GET INVOLVED

- COMPLETE OUR SURVEY ONLINE**
SHARE YOUR STORY OF RESILIENCE IN WRITING
- SIGN-UP FOR AN INTERVIEW**
COMPLETE A ONE-ON-ONE INTERVIEW WITH ONE OF OUR TEAM MEMBERS VIA ZOOM OR OVER THE PHONE
- REGISTER FOR A STORYTELLING SESSION**
SHARE YOUR STORY OF RESILIENCE IN A SMALL & SUPPORTIVE GROUP ENVIRONMENT
- SEND US YOUR ART**
SUBMIT A DRAWING, POEM, PHOTO OR ANOTHER REPRESENTATION OF YOUR RESILIENCE

NM APA NEW MEXICO RESILIENCY ALLIANCE

[Learn more](#)

New Mexico *Clean and Beautiful* Grant Program

The [Clean and Beautiful Program](#) empowers local communities with funding to protect NM's public lands. All New Mexico municipalities, counties, and Tribal Governments in good standing with New Mexico Taxation and Revenue Department are eligible for funding.



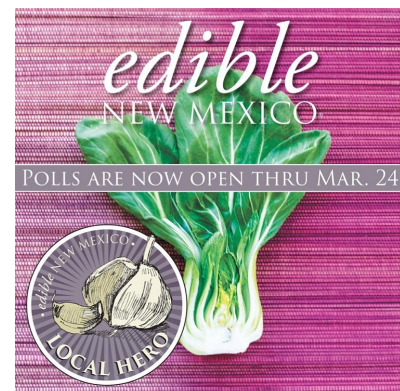
Apply by **April 15, 2021!**

[Learn more](#)

Edible New Mexico *Local Hero* Awards

A *Local Hero* is an exceptional individual, business, or organization making a positive impact on New Mexico's food systems. Honorees nurture communities through food, service, and socially and environmentally sustainable business practices.

[Downtown Albuquerque Arts & Cultural District](#) encourages you to vote for their [Downtown Growers' Market](#) in the *Sustainability: Public Health & Safety* category. Cast your vote by March 24, 2021!



Vote now

Gallup's *Art on the Fence* Program on Coal Ave.

[Gallup MainStreet Arts & Cultural District](#) has launched a new project to beautify the downtown corridor where construction for the [Coal Avenue Commons](#) is taking place. Situated between 2nd and 3rd Streets on Coal Avenue, four local artists have been selected to install temporary artworks on the construction fencing. The works will be installed in mid-March and will remain on view through mid-May, or until the construction project wraps-up this spring.

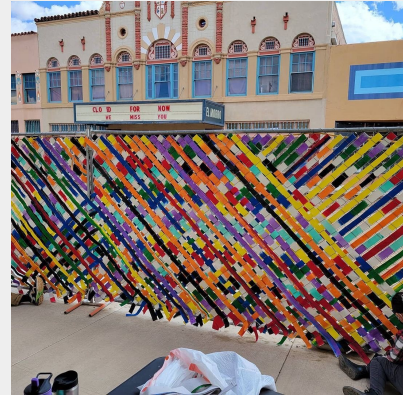


Photo: [@jerrybrownart](#)

Learn more

Las Cruces *Generations Community Writing Project*

[Downtown Las Cruces Partnership's Generations Community Writing Project](#) is bringing together literary artists in the community to provide a platform for them to create, share, and experience the vast literary talent in Las Cruces.

This week, their panelists are deliberating on the applications received. We look forward to more updates about this innovative program!

Meet the Generations Community Writing Project Panelists!

Greg Smith
As the current chair of the Arts and Cultural District Coordinating Council and executive director of the Doña Ana Arts Council, Greg is fully immersed in the many arts of our community.

Tamera Ahner
Tamera brings her zest for life to the pages of Sonoma Ranch Life & Picacho Living, along with her years of experience as a healthcare administrator & community connector.

Kelly Medina-López
Kelly Medina-López is a proud Aggie, with a Ph.D. in Rhetoric and Professional communication from NMSU. Her research focuses on Latinx and Indigenous border rhetorics and writing.

Generations Community Writing Project PRESENTED BY DLCP

Learn more

Carlsbad MainStreet & Milton's Brewing

Ashly Key, [Carlsbad MainStreet](#) Executive Director, interviewed Lucas Middleton, owner of [Milton's Brewing](#), in a new video to promote downtown businesses.

Watch the [video](#) to see his answers to:

- Why did you open your business?
- What do you love about being in the MainStreet district?
- What does the community love about Milton's?



Watch now

Opportunities:

- [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
- [J.M.K. Innovation Prize](#)
April 30, 2021

Webinars:

- [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
- [Small Business Day](#)
April 13, 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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NMMS is a program of the [New Mexico Economic Development Department](#)