



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Pre-Application Zoom Meeting: New Community Economic Development Projects *April 16, 2021 at 11:00 am*

Join Daniel Gutierrez and Lucas Pedraza on **Friday, April 16, 2021** to learn more about the application for new community economic development projects!

The Zoom meeting link is in the [application](#); the meeting will be recorded and posted on [NMMS's YouTube channel](#).



- The [Frontier & Native American Communities](#) Initiative is a community-driven, economic development program that provides support to rural and Native American communities with **less than 15,000 in population**.
- The [Urban Neighborhood Commercial Corridor](#) Initiative is a new pilot program that provides project-based community economic development support to urban neighborhood commercial corridors in cities with **more than 50,000 in population**.

Learn
more

Nob Hill MainStreet's Grants Help Local Businesses

Each month, [Nob Hill MainStreet](#) awards a \$650 grant to help local businesses. Winners are randomly selected and TWO businesses will be selected for May 2021!

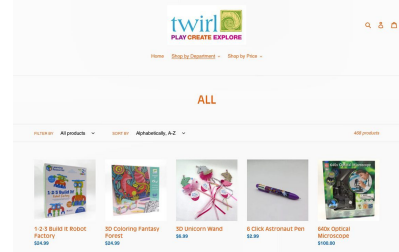
Businesses are encouraged to apply every month. Nob Hill MainStreet is dedicated to helping local businesses thrive.



Learn

Taos MainStreet's *Business Alive Program*: Twirl

[Taos MainStreet's Business Alive Program](#) helps local businesses develop and/or increase their e-commerce capacity. They recently featured one of the participating businesses on their Facebook page:



[Twirl](#)

Drawing kids and adults to downtown Taos, Twirl is a staple of the Taos MainStreet district. Although the squeals of excitement from the Twirl playground have died down due to COVID restrictions, Twirl has adapted quickly to the pandemic, adding virtual classes on YouTube as well as e-commerce capacities to their website as part of our Business Alive program. Our partners Taos High Tech, Taos HIVE, and UNM Taos helped Twirl create an [e-commerce website](#) with Shopify, allowing them to keep the retail portion of the business going through COVID shutdowns. Visit their [main website](#) for all of their other offerings.

Learn
more

Newly Signed Senate Bill to Allow Clovis to Incentivize Retail

On Thursday, April 8, 2021, Governor Michelle Lujan Grisham signed Senate Bill 49, an amendment to the Local Economic Development Act (LEDA) that will allow municipalities to utilize LEDA funds to incentivize retail.

Clovis Mayor Michael Morris spearheaded this effort during New Mexico's recent legislative session, and the bill was carried in the legislature by Senator Pat Woods (R), Senator Ron Griggs (R), Senator Liz Stephanics (D), Representative Kelly Fajardo (R) and Representative Randy Crowder (R).



This LEDA change requires a city vote which could go on the November ballot - [learn more from Eastern New Mexico News](#).

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New Mexico Emergency Rental Assistance Program

The application for \$170 million in aid for [rental and utility assistance](#) is now OPEN.

What Does it Cover?

- Rent
- Utility bills, this includes electric and gas
- Water and sewer
- Trash removal, fuel oil, wood and pellets
- Other expenses related to housing such as hotel/motel costs

RENTAL & UTILITY ASSISTANCE

\$170 million in aid will be available for New Mexico households experiencing financial hardship due to the COVID-19 pandemic

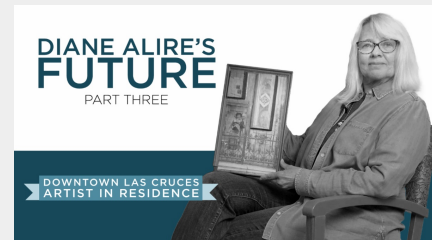
www.RentHelpNM.org

Learn
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Las Cruces Artist in Residence, Diane Alire

The [Downtown Las Cruces Partnership](#) released the third video in their *Artist in Residence* series on Diane Alire.

Diane looks forward to opening up [Gallery 925](#) to her fellow Las Cruces printmakers for an invitational show in May 2021. As New Mexico reopens, Diane also plans to offer art workshops to the community.



Learn
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Tucumcari MainStreet & Bands of Enchantment TV Series

The City of Tucumcari and [Tucumcari MainStreet](#) welcomed *Bands of Enchantment* to the Tucumcari Railroad Museum to film four episodes of their new music TV series last month. The series will debut later this Spring on New Mexico PBS & Amazon Prime.



[In this promo video](#), the Odeon Theatre takes center stage! You can also see a small look at some of the Great Blocks on MainStreet infrastructure project in front of the Odeon including new landscaping, lighting and sidewalks.

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ABQ Downtown Growers' Market Opens on Saturday

The [Downtown Growers' Market](#) in Robinson Park opens on **Saturday, April 17, 2021** at 8:00 am-Noon! The season runs

through November 6, 2021.

Staff are working with the City of ABQ to offer a safe market. State public health orders are still in place, and market customers can expect a similar market experience to last year but with more vendors. Learn about the safety plan on downtowngrowers.org.



Learn
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Opportunities:

- [Regional Engagement Challenge](#) (LANL)
April 19, 2021
- [NEA Challenge America](#)
April 22, 2021
- [Resilient Park Access Grant and Coaching](#)
April 23, 2021
- [FUNDIT Call for Proposals](#)
April 26, 2021
- [J.M.K. Innovation Prize](#)
April 30, 2021
- [Outdoor Recreation Business Accelerator Grant](#)
April 30, 2021
- [RDC Micro-Grant](#) (Northern NM)
May 1, 2021
- [American Rescue Plan: Humanities Organizations](#)
May 14, 2021
- PPP Loan Program: [DreamSpring](#) and [LiftFund](#)
May 31, 2021
- [Small Business Recovery Loan Fund](#)

Webinars:

- [Pre-Application Zoom Meeting for Frontier & Native American Communities and Urban Neighborhood Commercial Corridor Initiatives](#)
April 16, 2021
- [5 Minute Marketing Using Online Video](#)
April 16, 2021
- [RDC Micro-Grant and other Business Funding](#) (Northern NM)
April 20, 2021
- [Main Street's Comeback and How It Can Come Back Again](#)
April 21, 2021
- [E-Commerce and Alternative Selling Methods](#)
April 21, 2021
- [Basic Steps to Starting a Business in NM](#)
April 21, 2021
- [Art as Activism: The Creative Call to Action](#)
April 22, 2021
- [Sustainable Solutions for Craft Beverage Producers: Energy Treasure Hunt for Microbreweries](#)

May 31, 2021

- [Digital Projects for the Public](#)

June 9, 2021

- [Frontier & Native American Communities & Urban Neighborhood Commercial Corridors](#)

June 16, 2021

- [Union Pacific Foundation Local Grants](#)

July 31, 2021

April 27, 2021

- [Rural Efficient Business Interview](#)

[Series: Jack's Plastic Welding](#)

April 29, 2021

- [Natural Resources and Infrastructure Committee Webinar Series](#)

April 29-June 24, 2021

- [The Small Business Website: 10](#)

[Mistakes You Must Not Make](#)

April 30, 2021

[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](#)