



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## South Valley MainStreet's *El Camino Real* Resiliency Project

A message from [South Valley MainStreet](#):

Greetings South Valley community members and allies,

We hope this email finds you in good spirits and health! We want to take this opportunity to update you on our façade rehabilitation project.

We've been working in partnership with local commercial property owners (families), local foundations, and local government to rehabilitate properties in our district. The goal is focused on building the assets of local families and locally-owned businesses and provide technical assistance from an architect and financial support.

New Mexico MainStreet Revitalization Specialist Will Powell consulted on the façade project and completed renderings for this location (cinder block wall upgrade) as well as the one next to it.

It's been an honor to work with elders from our community to assist them with the re-visioning of their property and business. Thank you to the Albuquerque Community Foundation and the New Mexico Resiliency Alliance for financial support! Thank you to New Mexico MainStreet for technical assistance, New Mexico Legislative Representatives and Bernalillo County Commissioner District 2! Supporting local families, commercial property owners, and businesses. Shop local!

If you would like to learn more about the façade rehabilitation and small business technical assistance, other projects, or invest in the asset-building of local families, contact:

[southvalleymainstreet@gmail.com](mailto:southvalleymainstreet@gmail.com).

Together we are re-visioning our community...

Thank you,

Bianca Encinias

[South Valley MainStreet](#) Board Members: Helga Garza, Josue Olivares, Larry Hinojos, Reina Rodriguez, Erik Rivera, and Marissa Joe

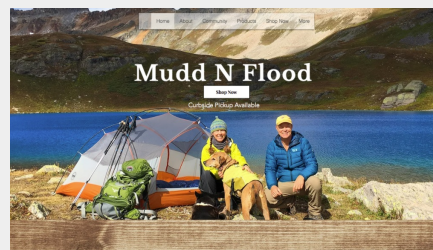


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## Taos MainStreet is Bridging the Technology Gap with *Business Alive*

Taos MainStreet published this story in their [newsletter](#):

Ten Taos businesses have now entered the ecommerce world after participating in the first cohort of the [Business Alive program](#), which helped underserved businesses develop and maintain websites to bolster sales.



The launch for the second cohort will begin in the coming weeks as there is still a significant need to help Taos businesses succeed through technology. No two businesses are exactly alike. Each business is met with separately by Taos High Tech (website design and development, and digital marketing services) to uncover their specific needs and then develop a solution.

Business Alive partners play a major role in the success of this program: Taos High Tech — co-founders Nishant and Neha Pant did much of the heavy lifting — and UNM-Taos and Taos Hive. Funding is provided by the LOR Foundation, Taos Community Foundation, and LANL.

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## Gallup MainStreet Presents: *How to Improve Digital Marketing Skills with Photography for Creative Entrepreneurs*

[Gallup MainStreet](#) and WESST Farmington Women's Business Center are helping small businesses improve their digital marketing and e-commerce skills with virtual workshops!

The next workshop is a 3-day event on *How to Improve Digital Marketing Skills with Photography for Creative Entrepreneurs* on April 27-29, 2021. These lunchtime learning workshops will teach how to take better e-commerce photos to enhance every buyer touchpoint.



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## Silver City's Free *Make-and-Take* at the Maker's Market

[Silver City MainStreet/Arts & Cultural District](#) is partnering with the Future Forge and various community groups and artists to offer an arts and cultural experience to residents of Grant County. *Make-and-Take* activities will be from 10:00 am to 2:00

pm every Saturday at the [Maker's Market at Main Street Plaza](#), May-October!

The Silver City Art Association has scheduled most of the Saturday *Make-and-Take* events with artists from their organization. On May 1, 2021 Rhonda Munzinger will teach how to make origami boxes.

All activities will be held in accordance with COVID-safe practices. Please wear a mask and practice social distancing!

## Make and Take FREE Activity

SILVER CITY ART ASSOCIATION

Saturday, May 1

10 am to 2 pm

at the Maker's Market

Main Street Plaza, Downtown

**Origami Treasure Box**  
with Rhonda Munzinger

Sponsored by:  
[www.silvercitymainstreet.com](http://www.silvercitymainstreet.com)



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## Personalized Bricks for Deming MainStreet's Leyendecker Plaza

Become part of the history of Deming with your purchase of a customized laser-imprinted brick, that circles [Deming Luna County MainStreet's](#) Leyendecker Plaza Fountain Renovation Project.

This Project will continue to grow until they have completely circled the fountain. This fundraising effort supports their continued infrastructure improvements in the business district.



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## Clovis MainStreet's Food Truck Fridays

[Clovis MainStreet's](#) weekly *Food Truck Fridays* events are a success! With a variety of trucks every week, community members are enjoying new cuisines at the new MainStreet Courtyard at 8th and Main. Grab lunch or dinner from 11:00 am-8:00 pm (or until the food runs out!)

Clovis MainStreet also showed off pictures of the 15 new art installations from [Kinetic Sculpture by LaPaso](#) on their Facebook page!



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The Las Cruces Arts and Cultural District's *Generations Community Writing*

## Project

[Las Cruces' Generations Community Writing Project](#) inaugural reading event was this week. This innovative project is bringing together community writers to explore the concept of HOPE.

Eight writers in Doña Ana County, at least 10 years in age apart, were selected and paired. The writers are now introduced and have shared their literary styles to collaborate on a piece. Winning writers will also have their work published on the [Downtown Las Cruces Partnership's](#) webpage and have the opportunity to read their work on community radio.



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## Los Alamos Creative District's *Culture On Tap*

Join the [Los Alamos Creative District](#) for [Culture On Tap](#) on April 26, 2021 to learn about public art. The Art In Public Places Board will explain the work they do to acquire, install, and maintain the County's public art collection.



Learn about the Board, how they choose the art to recommend for Council to purchase, and decide where to put it. The presentation will include official county photos of the art collections and Q & A.

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## Lovington MainStreet's *Local Innovators Institute*

The [Lovington MainStreet](#) "Big Blue" food truck is open again in downtown! The food truck operates as the hands-on component of the [Local Innovators Institute](#), a 7-week educational course that covers business plan development, menu pricing, New Mexico Health Department requirements, and branding. Participants completed their coursework in March and now they each get 2 weeks in "Big Blue" to sell their product.



This is the last week for RG's Tacos -- grab their tacos while you still can in front of the Lea Theatre!

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## Tucumcari MainStreet's *Tech Tuesdays: Maximizing Your Online Presence*

[Tucumcari MainStreet](#) and the NMSU Extension Service are offering a year-long business workshop series with one-on-one technical support and creative ideas for expanding the reach of Tucumcari's small businesses.

The *Maximizing Your Online Presence* workshop on April 27, 2021 will teach how to 'capture' all the free online listings and incorporate them into an overall marketing campaign. They will cover topics such as search engine optimization, keeping your online presence dynamic, balancing the content on your web page, and deciding what apps and media work best for you.



TUCUMCARI MAINSTREET QUAY COUNTY COOPERATIVE EXTENSION SERVICE

### MAXIMIZING YOUR ONLINE PRESENCE

**Tech Tuesday Business Workshop & Lab**  
Presented by Charlotte Koppin, Quill Digital Marketing (Albuquerque)  
April 27, 2021 | 4PM

Chances are, your business is already online somewhere, even if you don't have a website or social media account. Learn how to 'capture' those free online listings and incorporate them into an overall effective marketing campaign. We will cover topics such as attaching your website to keywords (put yourself first in search results), how to keep your online presence dynamic, how to balance the content on your web page and how to decide what apps and media work best for you. In addition to the presentation by Charlotte, you will hear from other local business owners!

**Registration \$10**  
(Please contact us if you need assistance covering registration)  
Contact the Quay County Cooperative Extension Service at 575-461-0562 or Tucumcari MainStreet at 575-461-3701 to sign up!

If you are an individual with a disability who is in need of an auxiliary aid or service to participate, please contact Susan Mikelson in advance at 575-461-0562 or smikelson@nmsu.edu.  
New Mexico State University is an equal opportunity/affirmative action employer and educator. NMSU and the U.S. Department of Agriculture cooperating.



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### Opportunities:

- [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
- [NMOGA Brighter Future Fund \(Southern NM\)](#)  
April 30, 2021
- [RDC Micro-Grant \(Northern NM\)](#)  
May 1, 2021

### Webinars:

- [Sustainable Solutions for Craft Beverage Producers: Energy Treasure Hunt for Microbreweries](#)  
April 27, 2021
- [Rural Efficient Business Interview Series: Jack's Plastic Welding](#)  
April 29, 2021
- [What is a Walkability Study, and Why Should You Do One?](#)  
April 29, 2021
- [From Surviving to Thriving: How To Build Career Resilience in the Grants Profession](#)  
April 29, 2021
- [Natural Resources and Infrastructure Committee Webinar Series](#)  
April 29-June 24, 2021

• [American Rescue Plan: Humanities](#)

[Organizations](#)

May 14, 2021

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

May 31, 2021

- [Small Business Recovery Loan Fund](#)

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

- [SBA COVID-19 funding options](#)

- [The Small Business Website: 10 Mistakes You Must Not Make](#)

April 30, 2021

- [Equity in Policy and Practice: Addressing Past Inequities in Planning for the Future](#)

April 30, 2021

- [Disrupting Wealth Disparities through Entrepreneurship](#)

May 6, 2021

- [Vacant Property Strategies: Turning the Lights Back On](#)

May 11, 2021

- [How Programs Power Entrepreneurial Ecosystems](#)

May 12, 2021

- [Collaborating for Digital Inclusion Success](#)

May 19, 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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(505) 827-0143



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

