



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## Apply Now: New Community Economic Development Projects

*Apply by June 16, 2021*

Applications are being accepted for new community economic development projects:

- 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**.

Selected communities will receive professional services and technical assistance to implement and complete the proposed project within 12-18 months. Direct funding for selected projects is **not included** for the project.

Learn  
more

## Clovis MainStreet's Food Truck Fridays

Join [Clovis MainStreet](#) on Fridays for delicious eats and treats downtown at 8th and Main located in the new MainStreet Courtyard and parking lot. Regional food trucks will be available for lunch and dinner.

Follow their Facebook page for details on which trucks will be joining them each week!



Learn

more

## Silver City MainStreet Volunteers Help with Banners

In January, thanks to a grant from Janey and Suzi, new downtown banners were installed promoting downtown Silver City. NMMS revitalization specialists worked with [Silver City MainStreet](#), the State Historic Preservation Department, the Town of Silver City and stakeholders to develop a downtown signage plan that included the design elements of the banners.

Spring winds have tested the new banners and some had to be installed again. Volunteers Elliott and Susan Price stepped up to help maintain the banners downtown.

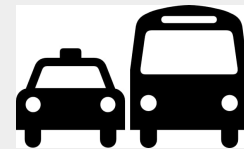
"We are grateful for their help," states Patrick Hoskins, Board President of Silver City MainStreet. "The banners are just one of the projects we implemented to engage residents in the downtown shopping district. We rely on volunteers to implement many of our projects and are so thankful for great volunteers and community minded people like Elliott and Susan."



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## T or C Multimodal Transportation Safety Plan - Public Meeting

[MainStreet Truth or Consequences](#) invites residents to join the New Mexico Department of Transportation for a virtual public meeting on April 14, 2021 to help launch a multimodal transportation safety plan for T or C.



Learn  
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## "What's Next GALLUP?"

[Gallup MainStreet Arts & Cultural District](#) is seeking ideas for how the new Coal Ave. streetscape, walkway and alleyway will be used.

"What's Next Gallup?" will help create the vision of [Coal Avenue Commons](#). Download the background images and write, draw, paint, or make a collage of what you want to see happen. You'll be able to see what everyone else creates and vote for what you like. The first 20 participants will be entered to win a \$25 gift certificate to local businesses.



**What's Next GALLUP?**

Help create the vision of how Coal Avenue Commons gets used once it is finished!

**GO TO** ▶ [pollunit.com/polls/coalavecommons](http://pollunit.com/polls/coalavecommons)

1. DOWNLOAD the background images of the streetscape, adjacent walkway, and alley.
2. WRITE, DRAW, PAINT OR MAKE A COLLAGE of the images what you would like to see happen in the space (Newspaper? Street Musicians? Murals? Food Trucks?)
3. SCAN what you made and upload it to the site.
4. SEE what everyone else created.
5. VOTE for what you like.
6. WIN! The first 20 participants will get entered into a raffle for a \$25 gift certificate redeemable at a CAO business!

HISTORIC DOWNTOWN  
**GALLUP MAINSTREET**  
ARTS & CULTURAL DISTRICT

Learn more

### Las Cruces Artist in Residence, Diane Alire

This week, the [Downtown Las Cruces Partnership](#) introduced their next *Artist in Residence*, Diane Alire, an Alabama native who has made New Mexico her home since 2001.



Drawn to New Mexico because of the light, Diane has established her [Gallery 925](#) on N. Mesquite Street where she works, teaches, and “fills up” on art.

Learn more

### Annual Lovington Cleanup

Lovington's annual *Cleanup* is underway. [Lovington MainStreet](#) and Keep Lovington Beautiful challenges every resident & community group to show Lovington some LOVE by picking up free kits and cleaning up lots.



A \$500 CASH giveaway goes to the person or group that cleans the most lots in April!

Learn more

### Carlsbad MainStreet's Downtown Scavenger Hunt

[Carlsbad MainStreet's](#) *Downtown Scavenger Hunt* is

happening through April 18, 2021! Entry cards can be found at participating stores; once items are found, the participating business will stamp the card.

A live prize drawing will be held on April 19, 2021!. Thank you to Montgomery Insurance Agency for sponsoring this event.

Carlsbad MainStreet Downtown Scavenger Hunt  
April 2-18, 2021

Sponsored by  
**Montgomery**  
INSURANCE AGENCY  
Real People • Real Answers • Real Savings

Cards must be turned in at the MainStreet office or in the MainStreet mail slot located on the side door of the MainStreet office.

Real People Agency  
Brooks Flooring  
The Artist Gallery  
Miller's Sewing Co.  
Spark Design  
Berra's Western Wear  
The Party Place  
Treasure Moments  
Vintage Source  
Queen River Antique Mall

**Rules**  
Participants receive 9 out of 10 stamps for an entry into the drawing.  
May receive 1 extra entry with a receipt of purchase from one of the participating stores. Must spend at least \$10.

**Prizes**  
(2) 450 Berra's Western Wear  
400.00 to Yellowbrick  
400.00 to The Trinity  
400.00 to Lucky Bull  
400.00 to Borrachos Tacos

\*An additional entry will be received if a picture is taken at the Eddy County Gazebo, Cawern Theatre, Carlsbad Library, or the water fountain located at Greene St and Canyon St. Must add #Carlsbadmainstreet to receive the entry into the drawing.

Learn  
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## Ruidoso Midtown's Sidewalk Project

[Ruidoso Midtown Association](#)'s Sidewalk Project is making progress! At the end of March 2021, more than 600' of sidewalk had been repaired so far.

Thank you to A Mountain Construction, NMDOT, and the Village of Ruidoso for their hard work on this project.

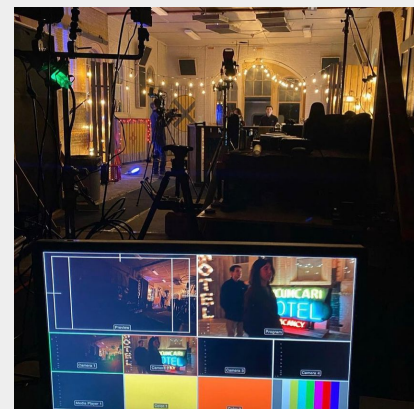


Learn  
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## Tucumcari MainStreet Highlighted in Upcoming *Bands of Enchantment* TV Series

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.

The Elkhorn Entertainment crew transformed the baggage room at the depot for the recordings. Tucumcari MainStreet was thrilled to host them!

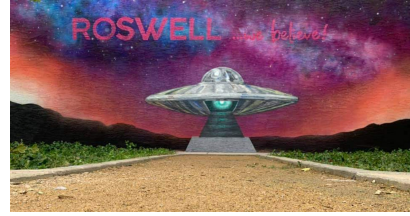


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## Job Opportunity: MainStreet Roswell Executive Director

[MainStreet Roswell](#) seeks a dynamic, experienced Executive Director to lead its downtown revitalization efforts in close conjunction with its Board of Directors.

The Executive Director will be responsible for the continued development, coordination, administration, documentation, and implementation of the MainStreet program.



Learn  
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## Shuttered Venue Operators Grant - Now Open

The [Shuttered Venue Operators Grant](#) (SVOG) program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, and amended by the American Rescue Plan Act.



The program includes more than \$16 billion in grants to shuttered venues, to be administered by SBA's Office of Disaster Assistance.

Learn  
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### Opportunities:

- [2021 AARP Community Challenge](#)  
April 14, 2021
- [New Mexico Clean & Beautiful Grant Program](#)  
April 15, 2021
- [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

### Webinars:

- [Main Street Now 2021](#)  
April 12-14, 2021
- [Small Business Day](#)  
April 13, 2021
- [The Future of True](#) (NM Tourism)  
April 13, 2021
- [Pre-Application Zoom Meeting for Frontier & Native American Communities and Urban Neighborhood Commercial Corridor Initiatives](#)  
April 16, 2021
- [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



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

[LiftFund](#)

May 31, 2021

More events

- [Digital Projects for the Public](#)

June 9, 2021

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

June 16, 2021

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**

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

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