



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Main Street America Announced 2021 Designated Communities

[Main Street America](#) announced that 883 Main Street programs across the country have earned accredited status, and 337 programs have been designated as affiliates this year.

Combined, these communities generated \$4.14 billion in local reinvestment, helped open 4,356 net new businesses, generated 14,988 net new jobs, catalyzed the rehabilitation of 8,488 historic buildings, and clocked 983,702 volunteer hours in 2020.

New Mexico has **28** accredited programs and **3** affiliated programs -- CONGRATULATIONS for receiving this elite designation!



[Learn more](#)

Downtown Las Cruces Artist in Residence: Trisha McCaul

The [Las Cruces Arts & Cultural District](#) presented their new Artist in Residence in a three-part video series. Tisha McCaul is an herbalist, botanical perfumer, and co-owner of Mandrake Fine Art & Botanica where she creates aromatic art.



Trisha's future plans include growing the Mandrake's inventory to include bulk herbs and spices, new perfumes, and in-person classes.

[Learn more](#)

Brenda Ferri Receives Award

Congratulations to [Raton Mainstreet](#)'s Executive Director Brenda Ferri for receiving the New Mexico School Board Association's "Excellence in Student Achievement" Award for her work supporting students and the arts!



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MainStreet Roswell's New Executive Director: Marie Manning

[MainStreet Roswell](#) announced Marie Manning as its new Executive Director! Marie is a long-time volunteer with the organization.

"I am ecstatic to take on this next chapter as the new Executive Director of MainStreet Roswell," Marie said. "I've been able to witness all the successes that the organization has accomplished under the leadership of Kathy Lay and the Board. I'm excited to keep that momentum going and work alongside local businesses, volunteers, donors, and partners, as well as the City of Roswell, Chaves County, and all community stakeholders. This opportunity is a blessing to grow as a community member and become a new voice, guided gracefully by a mentor I have volunteered next to for years, Kathy Lay."



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New Deb Haaland Mural in MainStreet T or C

[MainStreet Truth or Consequences](#) is proud to showcase the new Chris Kreig mural of Deb Haaland, U.S. Secretary of the Interior! The mural is painted on the Austin Art Center and can be seen in the alley behind the drug store.



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Rail Yards Market ABQ Veggie Box Subscription

The [Rail Yards Market ABQ](#) offers weekly veggie box subscriptions with seasonal produce sourced from local farmers!

Shop ahead of time online or in-person from 100+ vendors every Sunday 10:00 am-2:00 pm at the Rail Yards. Free parking is available and be sure to wear a mask!



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Carlsbad's Mural Project

The Pearl of the Pecos Arts and Cultural District and [Creative Carlsbad Arts Council](#) are raising funds to commission a "Greetings from Carlsbad" mural.

This mural will be the first of many downtown! A GoFundMe was setup to help bring this project to life. Individuals who donate \$250 or more will have their name listed on a commemorative plaque displayed by the mural.



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"Bands of Enchantment" Airdates Announced

[Tucumcari MainStreet](#) welcomed the "Bands of Enchantment" production crew to the Tucumcari Railroad

Museum earlier this year. The Quay County Sun has the details on the air dates for the first eight episodes of the new music series:



- KENW-TV in Tucumcari and SE NM: Mondays at 10:30 pm starting June 14 and Saturdays at 9:30 pm starting June 19.
- KACV-TV in Texas and Oklahoma panhandles and eastern NM: Saturdays at 10:30 pm starting July 10.
- KNME-TV in Albuquerque, Santa Fe and Las Vegas: Saturdays at 4:30 pm and 10 pm starting Aug. 14.
- KRWG-TV in southern NM: Saturdays at 10 pm starting July 10.
- Episodes will also air on RFD-TV's Cowboy Channel and Amazon Prime.

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Silver City MainStreet Helps Local Businesses Make Improvements

Thanks to funding from the Town of Silver City, New Mexico Oil and Gas Association's Brighter Future Fund, and the New Mexico Resiliency Alliance, more than twenty downtown Silver City businesses recently made building improvements. These updates provided signage, new windows, paint, and outdoor seating.



[Silver City MainStreet](#) is helping local businesses stay open and recover from the pandemic!

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Los Alamos Creative District's "Tuesdays at the Pond"

The [Los Alamos Creative District](#) is kicking off the in-person "Tuesdays at the Pond" summer entertainment series on Tuesday, June 1!

The series will run through August 3 from 6:00-8:00 pm. Get your FREE tickets in advance since space is limited.



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Gallup's Coal Avenue Commons Construction Progress

[Gallup MainStreet Arts & Cultural District](#) is becoming more awesome because of the progress on the *Coal Avenue Commons* construction!

The walkway is under construction and closed to pedestrians, but businesses on Coal Ave. are still open -- visit downtown to see the progress, the Art on the Fence installation, and support local shops and restaurants.



Artwork: *Seeds of Strength* By Orin Nez. [Learn more.](#)

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Opportunities:

- [Small Business Recovery Loan Fund](#)
May 31, 2021
- [State Farm Neighborhood Assist](#)
June 2, 2021
- [Digital Projects for the Public](#)
June 9, 2021
- [2021 Main Street Trends Survey](#)
June 11, 2021
- [LEDA Recovery Grants](#)
June 15, 2021
- [Frontier & Native American Communities & Urban Neighborhood Commercial Corridors](#)
June 16, 2021
- [Farmers Market Promotion Program](#)
June 21, 2021
- [JPMorgan Chase: AdvancingCities - Advance Economic Progress for Black and Latina Women \(ABQ\)](#)
June 28, 2021
- [Outdoor Equity Fund](#)
June 30, 2021
- [Call for Proposals to Community-Based](#)

Webinars & Events:

- [Dispatches from New Mexico: Nurturing the Next Generation of Land and Water Stewards](#)
June 9, 2021
- [Southeastern Business Finance Fair](#)
June 9, 2021
- [People-Focused Planning: Ensuring your POCD is Inclusive & supports your Downtown Renaissance](#)
June 15, 2021
- [USDA Rural Placemaking Innovation Challenge Notice of Funds Webinar](#)
June 24, 2021
- [Natural Resources and Infrastructure Committee Webinar Series](#)
Through June 24, 2021

More events

[Archives](#)

July 2, 2021

- [Rural Placemaking Innovation](#)

[Challenge](#)

July 26, 2021

- [Union Pacific Foundation Local Grants](#)

July 31, 2021

- [The Carl C. Anderson, Sr. and Marie Jo Anderson Charitable Foundation - Rural NM](#)

Ongoing

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

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](#)