



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## Get vaccinated, get \$100!

Getting vaccinated is key to protecting vulnerable people, including those who are immunocompromised and children 11 years and younger who are not eligible for the vaccine yet.

In August, all New Mexicans 12+ are eligible for a \$100 incentive for getting a dose of the COVID-19 vaccine. To be eligible, New Mexicans must receive a vaccine between August 2-31, and **opt in** with an email, phone number, or home address.



## Artesia Arts & Cultural District Completes Second Mural

[Artesia Arts & Cultural District](#)'s *Downtown Mural Program* recently completed their second mural, titled "Under A Sky Of Azure."

It was named after the first line of '*O Fair New Mexico*' by Elizabeth Garrett, and was designed/executed by Artesia Public Schools art teachers Brandi Cox & Juli Newton and four talented art students (ages 13-14).



Their third mural will be completed in September, and the fourth in October. For more information, contact [acdmurals@gmail.com](mailto:acdmurals@gmail.com).

## Clovis MainStreet's Downtown Art

[Clovis MainStreet](#) has new art downtown! Two new murals were completed by skilled local art instructors & students on new businesses:

- On the back of [The Firehouse Workspace](#) - the first of four pieces to be done on this wall.
- On the corner of [Bandolero Brewery](#) - incorporates design from their business logo.

Additionally, 15 new kinetic wind sculptures (by [LaPaso](#)) are adorning downtown streets over seven blocks! This project was funded by local legislators with Capital Outlay and was requested by Clovis MainStreet for downtown art improvements.





### [Nob Hill Chalk the Block](#) August 7, 2021

Add friendly words and pictures along historic Route 66 during Summerfest in Nob Hill (from Girard to Carlisle) on Saturday, August 7!

[Nob Hill Main Street](#) will provide the chalk, you provide the art. Chalk stations will be placed throughout the district. Make sure to take photos and post on Facebook, Instagram, Twitter using the hash tags #abqnobhill #summerfest #rt66summerfest and #chalktheblock.



### CHALK THE BLOCK

Celebrate Nob Hill SummerFest

Add friendly words and pictures to sidewalks only, please

Admire the community's writing and art from Girard to Carlisle all along historic Route 66



### [Farmington Downtown Makers Market](#) Thursdays from 4:30-dusk

Farmington's *Downtown Makers Market* is every Thursday evening from 4:30 to dusk at Orchard Park, through October 28. [Northwest New Mexico Arts Council](#)'s monthly [newsletter](#) provides more info about their events and merchants.

Support local artisans and growers at the Downtown Makers Market!

Silver City MainStreet Receives *Clean and Beautiful* Funding for

## Beautification Projects

[Silver City MainStreet](#) received funding from the New Mexico Department of Tourism's (NMTD) *Clean and Beautiful Grant Program* for three separate beautification projects!

*The projects include:*

- New landscaping at the Murray Ryan Visitor Center including a bee, butterfly & bird garden
- A streetscape improvement on Bullard Street
- A mural facing Main Street Plaza



The Town of Silver City was one of 53 communities in the state to receive funding to develop and enhance beautification and recycling initiatives.

The Clean and Beautiful Grant Program funds projects and initiatives that contribute to the following established goals, as identified through Keep America Beautiful and the Litter Control and Beautification Act: end littering, reduce waste, beautify communities, empower youth, and increase program capacity. More information about this program is available on the [NMTD website](#).

## [Transforming Downtown Las Cruces Through the Arts \(KRWG\)](#)

KRWG presents *PUENTES a la comunidad*, bridges to the community, with host Emily Guerra and Gregory Z. Smith, Doña Ana Arts Council Executive Director and Arts & Cultural District Coordinating Council Chair.



Learn about the Las Cruces Arts & Cultural District and downtown Las Cruces Partnership in this interview. Also covered is the concert that [Doña Ana Arts Council](#) is hosting with the *Camerata del Sol Chamber Players* on **Saturday, August 14** at the [New Mexico Music Festival](#).

## [Los Alamos Fair & Rodeo Parade](#) August 14, 2021

The Los Alamos Fair & Rodeo Parade is on Saturday, Aug. 14 at 10:00 am along Central Ave.! The parade, led by [Los Alamos MainStreet](#), brings locals and visitors downtown to celebrate the western roots of the community.

There will also be the Rodeo Fair at Ashley Pond Park and an Arts & Crafts Fair at Fuller Lodge Lawn, along with grand opening festivities of the LASCU new Co-Op Park. [View the full schedule](#).



## AmazonSmile

*Is your organization generating donations from [AmazonSmile](#)?*

NMMS encourages you to shop local first, but sometimes you can't find what you need in MainStreet stores or local retailers. On those occasions when you need to make a purchase on Amazon, we encourage you to support your local MainStreet/Arts & Cultural District program by using

AmazonSmile.

Each time someone uses AmazonSmile to shop, 0.5% of their eligible purchase is donated to the charity of their choice. There's no difference in the items available nor in the prices when shopping through AmazonSmile -- just the additional perk of a small donation going to the selected charity, at no additional cost to the individual shopping.



Learn how to [sign your organization up for AmazonSmile](#) and how your supporters can sign up to donate to your organization when they make purchases on their computer and through the app. After your organization is signed up, encourage your supporters to donate to your organization via AmazonSmile through your e-newsletter, social media, and website.

*Support your favorite local organization on AmazonSmile, such as:*

- Alamogordo Main Street
- Downtownabq Mainstreet Initiative
- Artesia Mainstreet Inc
- Barelmas Community Coalition Inc
- Rail Yards Market
- Belen Mainstreet Partnership
- Carlsbad Mainstreet Project Inc
- Creative Carlsbad
- Corrales Mainstreet Inc
- Deming Luna County Mainstreet Program Incorporated
- Northwest New Mexico Arts Council
- Gallup Mainstreet Arts & Cultural District
- Harding County MainStreet EDC
- Downtown Las Cruces Partnership
- Dona Ana Arts Council Inc
- Mainstreet Las Vegas Inc
- Lovington Mainstreet Corporation
- Mora Creative Council
- Nob Hill Mainstreet
- Raton Main Street Inc
- Ruidoso Midtown Association
- Guadalupe Community Development Corporation
- Silver City Mainstreet Project
- Historic Bridge Mainstreet South Valley
- Downtown Taos MainStreet
- MainStreet Truth Or Consequences
- Tucumcari Main Street Corporation
- Zuni Pueblo Mainstreet

### [MainStreet Roswell Awarded AARP Community Challenge Grant](#)

Congrats to [MainStreet Roswell](#) for winning a [AARP Livable Communities Community Challenge](#) grant!

Roswell's quick-action project will teach children about recycling as they make new downtown benches with bottle caps.



## Opportunities

- [Small Business + Entrepreneurial Recovery Grants](#) (ABQ)  
Opens August 4, 2021

## Events

- [EDA American Rescue Plan Webinar: Research and Networks](#)  
August 6, 2021

- [RFP - Development of Outdoor Recreation Projects](#)

August 6, 2021

- [American Rescue Plan Grants to Organizations](#)

August 12, 2021

- [2022 Main Street Now Conference Call for Proposals](#)

August 13, 2021

- [The Wallace Foundation](#) - *for arts organizations of color*

August 13, 2021

- [Our Town Grants from the National Endowment for the Arts](#)

August 17, 2021

- [Good Green Giving Grant Program](#), *Program Aids Communities Impacted by the War on Drugs*

August 18, 2021

- [Native Youth And Culture Fund Grant](#)

August 19, 2021

- [Outdoor Economics Conference Pitchfest](#)

August 20, 2021

- [Outdoor Recreation Trails+ Grant](#)

August 31, 2021

- [2022 Great American Main Street Award](#)

September 15, 2021

- [Laura Bush 21st Century Librarian Program](#)

September 24, 2021

- [T-Mobile Hometown Grant Program](#)

Sept. 30, 2021

- [Small Town America Civic Volunteer Award](#) (*population less than 25K*)

- [EDA American Rescue Plan Webinar: Economic Adjustment Assistance](#)

August 9, 2021

- [EDA American Rescue Plan Webinar: Indigenous Communities](#)

August 10, 2021

- [Infrastructure Capital Improvement Plan \(ICIP\) Virtual Training Series](#)

August 11, 2021

- [EDA American Rescue Plan Webinar: Good Jobs](#)

August 12, 2021

- [From Concept to Reality: Preservation Project Planning Basics](#)

August 17, 2021

- [2021 New Mexico Organic Farming Conference](#)

Through August 23, 2021

- [Vacant, Abandoned, and Deteriorated Properties Training Academy](#)

Sept. 28, 2021

- [New Mexico Outdoor Economics Conference](#) - Farmington

Sept. 30-Oct. 1, 2021

- [NMMS Fall Institute](#) - Farmington

October 20-October 22, 2021

- [NMMS Winter Conference](#) - Santa Fe

February 2-February 4, 2022

- [2022 Main Street Now Conference](#) -

Richmond, VA

May 16-18, 2022

[More events](#)



October 15, 2021

- [Build Back Better Regional Challenge](#)

(EDA)

October 19, 2021

- [Statewide Planning, Research and Networks Grants](#) (EDA)

October 31, 2021

- [Good Jobs Challenge](#) (EDA)

January 26, 2022

- [Economic Adjustment Assistance Grants](#) (EDA)

March 15, 2022

- [Indigenous Communities Program](#)

(EDA)

March 15, 2022

- [Travel, Tourism and Outdoor Recreation Program](#) (EDA)

March 15, 2022

- [Sony CREATE ACTION Grants](#)

Monthly through March 2022

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

*Ongoing*

- [Community Heart & Soul Seed Grant Program](#)

*Ongoing*

📧 *Submit your stories & events to our newsletter by emailing [info@nmmainstreet.org](mailto:info@nmmainstreet.org).*

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)

[info@nmmainstreet.org](mailto:info@nmmainstreet.org)

(505) 827-0143



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