



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## NMMS Celebrates National Hispanic, Latinx and Chicana/o American Heritage Month

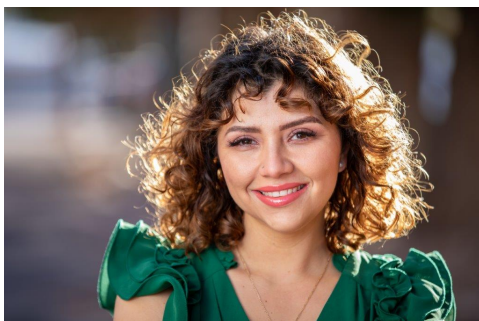


New Mexico MainStreet is proud to celebrate National Hispanic, Latinx and Chicana/o American Heritage Month Sept. 15-Oct. 15, 2021! We honor the significant contributions Hispanic, Latinx and Chicana/o communities have made to New Mexico's arts & culture, businesses, economic vitality and more.

MainStreeters were asked how their heritage informs their work with NMMS, how they celebrate their heritage, and what their future hopes/goals are for NM's communities of color. Read the first four **profiles** below...

[Send us](#) your profile, special events, or other updates for our website and next newsletter!

**Mara Salcido**  
[Lovington MainStreet](#)



I spent my summers, and every holiday for that matter, in Mexico with my grandparents. My buela was a Historian for the state of Chihuahua. I'd help her clean the local one-room museum and

**Daniel Gutierrez**  
New Mexico MainStreet



I hope to expand the NMMS model and approach to touch more communities of color. I want everyone to have an opportunity to engage in the community

she'd tell me stories on our ancestors, her life, and our history.

As I got older, we traveled together, still sharing our passion of history. She taught me to **value and learn from the past**. She would always point out the materials that buildings were made from and how they pertained to a particular era. She cultivated my love for revitalization, even before I knew what MainStreet was.

[Read Mara's full profile...](#)

economic development process.

Access and equal participation is very important to having everyone's voice heard. I did not have that opportunity growing up; that drives me to make sure others have that avenue so they can have the capacity to engage in the **betterment of their own community**.

[Read Daniel's full profile...](#)

### Mariah Romero

[Mora MainStreet and Arts and Cultural Compound](#)



My Hispanic heritage is an important part of my work with New Mexico MainStreet and Mora MainStreet and Arts and Cultural Compound. I believe that a fundamental part of working with a population is understanding their culture and history, and I am so fortunate to work in the community where I was raised.

Mora has a largely Hispanic population, which informs everything from the art that is created here, to the events that are held, to how we communicate with business owners in our district and with the community at large. From our Arts and Cultural Plan to our Economic Transformation Strategies, **a respect and understanding of Hispanic culture is baked into everything we do.**

### Eduardo Martinez

New Mexico MainStreet



I grew up in a Mexican-American family, and in a community where people and relationships mattered most – not commerce, money, or possessions. When I visit a MainStreet community, I see the historic buildings through that lens, that **relationships matter most**.

Whether it's the Victorian Italianate architecture of Las Vegas, the sandstone block structures of Zuni Pueblo, or the Spanish Colonial structures of Taos, I tend to focus on the people who created and inhabited these historic structures, the stories of the lives they led, their cultural activities and the sense of community that they created in these spaces. These are the things I'm compelled to preserve, and I move through my work trying to do all I can to keep, honor, respect and maintain the diversity of people and cultures found in New Mexico.

[Read Eduardo's full profile...](#)

[Read Mariah's full profile...](#)

### [Raton Thanks NMMS for the Great Blocks Project!](#)

The Raton Commission issued a **Proclamation and video** to express their appreciation of New Mexico MainStreet's commitment to the downtown revitalization efforts in Raton, including the Great Blocks project and other initiatives as well.

Learn more about this catalytic project and watch Raton's heartwarming tribute on [our website](#).



Raton Main Street New Mexico Thank You

### [Carlsbad MainStreet's Grant Funds Downtown Upgrades](#)

Congratulations to Carlsbad MainStreet for their beautiful new benches, trash receptacles, and upgrades to light posts downtown!

Thank you XTO Energy for supporting Carlsbad.



### [Raton MainStreet Awarded T-Mobile Hometown Grant](#)

T-Mobile awarded 25 Hometown Grants to jumpstart vital community development projects and [Raton MainStreet](#) is one of the recipients!

Raton MainStreet will use their award to purchase and install monument and wayfinding signage. Signage will make Raton more inviting to visitors, increase walkability, and provide driving directions to increase connectivity between various parts of the town.



### [Farmington's Southwest Apple Fest & Downtown Art Walk](#)

Sept. 30-Oct. 1, 2021

[Northwest New Mexico Arts Council](#) is honoring Farmington's agricultural roots with its first Southwest Apple Fest on Oct. 1 in historic downtown!

Events include apple displays in businesses, apple items on the menus in downtown restaurants, displays of apple artwork, and apple-themed activities.

The Downtown Makers Market will be on Thursday, Sept. 30 and Oct. 1 in conjunction with the [Downtown Art Walk](#) on Friday, Oct. 1.



## [The Native American Recovery Fund Zone Grant Now Accepting Proposals](#)

The Native American Recovery Fund will award capacity building planning grants to help groups deepen projects they intend to do in their communities over the coming three-year period.

NATIVE AMERICAN RECOVERY FUND ZONE GRANT  
For Tribal Communities in New Mexico



In this first year of grantmaking, approximately **12, \$25,000 grants** will be awarded to 501(c)(3) nonprofits, tribes, or Native-led organizations with a fiscal sponsor.

[Apply](#) by October 14, 2021!

## [Independent We Stand Celebrates America's Main Streets "Road to Recovery" with Annual Online Contest](#)

Independent We Stand announced the sixth annual America's Main Streets contest, "[Road to Recovery](#)." The three-month long web-driven contest helps consumers, small business owners and Main Street organizations reward a deserving Main Street with **\$25,000 in cash** and sponsor-related prizes.



Whether your local Main Street is making a comeback from the COVID-19 pandemic or never lost its staying power, Independent We Stand invites the public to help draw attention to the vital role America's Main Streets play in the long-term success of communities by nominating and voting for their favorite Main Street.

## [Belen's Rio Abajo Festival](#)

**Sept. 25, 2021**

The annual Rio Abajo Festival returns to Becker Ave. in Belen on Sept. 25 from 10 am-10 pm.

Attendance is FREE!

- Car Show
- Food Trucks
- Music
- Art
- Beer and Wine
- And more!



## [Southwest Print Fiesta - Silver City](#)

**October 8-11, 2021**

The [Southwest Print Fiesta](#) returns in 2021 as a hybrid event, with programming online and in-person!

All workshops will be held on Zoom and are open to all. In-person events include the Printers' Market, the popular Steamroller Printing event, Street Printing, the Knowledge Print Project, exhibitions, and more.



All in-person events will take place in downtown Silver City.

## [New Mexico Arts FY23 Guidelines and Grant Application Now Available](#)



NM Arts announced their annual grant cycle is now live on their [website](#). Tax-exempt nonprofit organizations, units of government, schools, colleges, universities, and Indian tribal government entities in New Mexico are eligible to apply.

Apply by Oct. 15, 2021!

New Mexico Arts

## FY23 Grant Guidelines & Application

Now Available!

Visit [www.nmarts.org](http://www.nmarts.org) for details

### Opportunities

### Events

- [America Walks Community Change Grants](#)

Sept. 30, 2021

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

Sept. 30, 2021

- [Grants Promote Diversity in the Performing Arts](#)

Sept. 30, 2021

- [Nusenda Foundation's Community Rewards® program](#)

Oct. 1, 2021

- [BizSprint Las Cruces](#)

Oct. 4, 2021

- [Great American Haunted Main Street: Storytelling Contest](#)

Oct. 10, 2021

- [Grants Promote Education, Music, and Community Organizing \(Sparkplug Foundation\)](#)

Oct. 11, 2021

- [Shubert Foundation](#) (theatres and dance)

Oct. 14 & Dec. 1, 2021

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

Oct. 15, 2021

- [Build Back Better Regional Challenge](#) (EDA)

- [AG Day](#)

Sept. 25, 2021

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

Sept. 28, 2021

- [The Future of Main Street Retail](#)

Sept. 28, 2021

- [NMDOT STAR "On Ramp to Growth" Disadvantaged Business Enterprise Program \(DBE\) and Small Business Conference](#)

Sept. 29, 2021

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

Sept. 29-Oct. 1, 2021

- [Stress and Resilience In A COVID World](#)

Sep. 30-Oct. 28, 2021

- [Marketing Main Street - A 4-Part Webinar Series](#)

Through Oct. 6, 2021

- [How to Take on Harmful Jaywalking Laws](#)

Oct. 15, 2021

- [Northwestern \(Virtual\) Business Finance Fair](#)

Oct. 20, 2021

- [NMMS Fall Institute](#) - Farmington

Oct. 20- 22, 2021

Oct. 19, 2021

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

Oct. 31, 2021

- [People, Parks, and Power: A National Initiative for Green Space, Health Equity, and Racial Justice](#)

Nov. 4, 2021

- [VIA Art Fund Incubator Grant Program](#)

Dec. 1, 2021

- [Connecting Minority Communities Pilot Program](#)

Dec. 1, 2021

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

Jan. 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

- [NM Tourism's Rural Pathway Program](#)

May 1, 2022

- [NMMS Winter Conference](#) - Santa Fe  
Feb. 2-4, 2022

- [2022 Main Street Now Conference](#) -  
Richmond, VA  
May 16-18, 2022

[More events](#)

📧 *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)



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