



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

NMMS Fall Institute A Success



The NMMS Fall Institute in [Downtown Farmington MainStreet](#) last month was a fantastic success. NMMS hosted an exceptional group of speakers who covered topics such as wayfinding, outdoor recreation, diversity, and more. The hands-on installation activities on wayfinding and painting a pavement mural got everyone outside and excited. Thank you to our host, Downtown Farmington, for the hospitality and to each of you for making this event memorable! ♥

The presentations are available on our [website](#) and photos are available on [Facebook](#).

We'll see you all again at our Winter Conference on Feb. 2-4, 2022 in Santa Fe!

[South Valley MainStreet Receives \\$30,000 Grant](#)

[South Valley MainStreet](#) is one of four grantees in Albuquerque Community Foundation's [Great Grant Giveaway!](#)

South Valley MainStreet is dedicated to the preservation and revitalization of the historic commercial district along Bridge and Isleta Boulevards. This funding will help support small businesses with façade & building

\$30,000

I ♥ South Valley
SOUTH VALLEY MAINSTREET

Donate: go.abqcf.org/svm
Learn more: southvalleymainstreet.org



rehabilitation and technical assistance.

[Get Ready for Small Business Saturday on Nov. 27](#)

Rally your community around the small businesses that make downtown thrive. Applications for the American Express Neighborhood Champion are due [Nov. 9!](#)

As a Neighborhood Champion, you'll get access to marketing materials, planning guides, Shop Small® merchandise, and more. All Main Street America members are pre-qualified to serve as Neighborhood Champions on a first-come, first served basis.

When you apply, indicate you're referred by the National Main Street Center.



[Tucumcari MainStreet is a Great American Haunted Main Street](#)

[Tucumcari MainStreet's](#) "A Street Corner of Mayhem, Mystery and Murder" was selected as one of Main Street America's [Great American Haunted Main Street](#) stories!

Tucumcari MainStreet created the district's first haunted walking tour this Halloween season to showcase the city's historic ghost stories.

Photo credit: [Quay County Sun](#)



QC's photo: Ron Wernick
Annie McCauley, dressed in early 20th-century garb, tells a group Saturday evening at the remnants of the Vorenberg Hotel in downtown Tucumcari about a murder that occurred in 1901 at the hotel as part of the "Mayhem, Mystery and Murder on MainStreet" walking tour that delves into real-life happenings long ago in a three-block area of downtown. Two of the four walking tours organized by Tucumcari MainStreet were sold out. Tickets are still available for this Friday's tour.

[Silver City MainStreet Receives Outdoor Recreation Trails+ Grant](#)

Congratulations to [Silver City MainStreet](#) for receiving funding from the Outdoor Recreation Division for their Lion's Park/San Vicente Trail Enhancement Project (LPE)! The outdoor recreation/trails project will transform an underdeveloped section of Big Ditch Park and the San Vicente Trail in the heart of downtown.



The LPE will create permanent enhancements to the park including trail improvements, a family-friendly picnic area, nature interpretative signs, native plantings, retaining wall improvements, and fencing to guide foot traffic. These enhancements will give residents and visitors a beautiful and welcoming space that's easily accessible.

[Carlsbad Leaders Honored at 40 Under 40](#)

Congratulations to [Pearl of the Pecos Arts & Culture District](#) committee members Edward VanScotter, Sarah Jones, Ashly Key (also [Carlsbad MainStreet](#) Executive Director), Sky Klaus Soto and Executive Director Kat Davis for being honored at the Carlsbad Chamber's 40 Under 40 banquet!

This great group of individuals are working to better the arts and cultural offerings in Carlsbad and making a

difference in their community.



[Las Cruces Arts & Cultural District Getting Ready for the Holidays](#)

The [Downtown Las Cruces Partnership](#) and [Arts & Cultural District](#) are getting ready for the holiday season with their *Luminarias: A Downtown Holiday Memory* and *Ventanas Vivas* special programs.

Luminarias: A Downtown Holiday Memory will create a shared experience of holiday memories in downtown. Up to 30 storytellers will create “an illuminated path” of a holiday season memories that relates to the commercial district or historic neighborhood.

Ventanas Vivas is a window mural program that gives artists an opportunity to create pop-up window murals on businesses in the downtown Arts and Cultural District and create the warmth & holiday feel we all need this year.



[Barelas B. Ruppe Drugstore Museum Grand Opening TODAY](#)

Homewise cordially invites you to the grand opening of the [B Ruppe Drugstore Museum](#) on Nov. 5 from 5-9 pm. Learn about the history of the B Ruppe, the legacy of *curandera*, Maclovia Zamora and the art of *curanderismo*.

While you're in [Barelas MainStreet](#), make sure you check out the Red Ball Café, who recently was featured in "[The Burger At This Restaurant In New Mexico Dates Back To 1922 And You Need To Try It.](#)"



Opportunities

- [Shop Small® Neighborhood Champion](#)
Nov. 9, 2021
- [VIA Art Fund Incubator Grant Program](#)
Dec. 1, 2021
- [Connecting Minority Communities Pilot Program](#)
Dec. 1, 2021

Events

- [Global Entrepreneurship Week](#)
Nov. 8-14, 2021
- [WESST Farmington Women's Business Center Native American History Month Conference](#)
Nov. 10, 2021
- [UNM Business and Economic Summit](#)
Nov. 16, 2021

• [New Mexico Business Recovery Grant](#)

[Program](#)

Dec. 7, 2021

• [Telling the Full History Preservation](#)

[Fund](#)

Dec. 15, 2021

• [Good Jobs Challenge](#) (EDA)

Jan. 26, 2022

• [Rural Business Development Grants](#)

Jan. 28, 2021

• [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

• [Webinar: Transportation Advocacy that Centers Voices of the Disabled and Non-Drivers](#)

Nov. 16, 2021

• [NM Recovery Series: Business Recovery Grant Program for NM Businesses](#)

Nov. 17, 2021

• [NM 43rd Annual Conference on Aging](#)

Nov. 17-18, 2021

• [Small Business Saturday](#)

Nov. 27, 2021

• [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.*

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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