



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

NM MainStreet's *Virtual Winter Conference* February 23-24, 2022

Join the NM MainStreet network on Feb. 23-24 for a *free* virtual conference on powering up your district, promoting entrepreneurship and business development projects that pop.

Panelists & speakers will stimulate conversations about projects that build businesses and support entrepreneurs in your MainStreet and Arts & Cultural District.



[Register here](#)

[Lovington's Local Innovators Institute Food Truck Program Accepting Applications](#)

[Lovington MainStreet](#) is accepting applications for the third cohort of their *Local Innovators Institute*! This successful food/restaurant incubator supports entrepreneurs with five weeks of classroom training and two weeks of hands-on training in their food truck, "Big Blue."

This innovative program supports Lovington MainStreet's goal of creating a downtown dining and entertainment district.

APPLICATIONS NOW OPEN!

Do you dream of owning your own Restaurant or Food Truck but don't know where to start? The Local Innovators Institute is a 7-week Hands-On-Training course that will teach you to successfully open your own!

Apply at www.lovingtonmainstreet.org or pick up an application from 114 E Central Lovington Monday-Friday 10am-2pm

Applications Due
February 21st by 2:00pm.

For more info:
(575) 998-1418



[Main Street Now 2022 Conference in Richmond Features Three Sessions from the NMMS Network](#)

Make sure to catch these sessions from the NMMS network at the Main Street Now Conference in Richmond, VA. on May 16-18!

• **Activating the Main Street Approach through Placemaking** with NMMS Director Daniel Gutierrez

• **Kick-Ass Entrepreneurs: Storytelling as a Secret Weapon** with Melanie Lenci

• **Supporting Entrepreneurs, Main Streets for the New Economy** with [Lovington MainStreet](#), [Gallup MainStreet Arts & Cultural District](#) and [Tucumcari MainStreet](#)



[Reach Higher New Mexico](#)

We believe every New Mexican deserves a bright future. That future, which has been only a distant dream for many New Mexicans, is now within reach. We have the chance, right now, to secure this future by providing free higher education to EVERY New Mexican that chooses to reach higher.

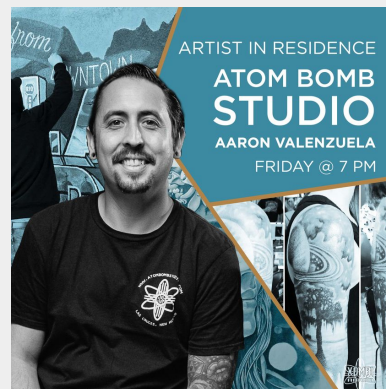
Learn more about FREE higher education for every New Mexican at FreeCollegeNM.org.



[Downtown Las Cruces Partnership's Artist in Residence: Atom Bomb Studio](#)

[Downtown Las Cruces Partnership](#) is thrilled to kickoff another round of their *Artist in Residence* video series with [Atom Bomb Tattoo Studios!](#)

Discover Atom Bomb Studio's creativity and inspiration as Aaron Valenzuela shares how being part of the downtown community enriches his artistry and business.



[Two New Mexican Businesses Awarded Inclusive Backing Grants from Main Street America](#)

Congratulations to grant recipients **Aspen Copies & Office Supplies** in [Los Alamos MainStreet](#), and **White Mattress Company and Sleep Gallery** in [MainStreet Roswell!](#)

Main Street America's *Inclusive Backing* program awarded grants of \$5,000 to owners of 75 brick-and-mortar small business in 24 states who identify as persons with disabilities and/or as Asian, Asian American, and/or Pacific Islander.



[Silver City's Territorial Charter Day Urban Challenge Fun Run on Feb. 12](#)

Get your running shoes and come out to support a great cause on Saturday! Three cans of food is all it costs to help [Silver City MainStreet's](#) food bank and participate in this *fun run* that celebrates the founding of the city.



["Greetings from Carlsbad" Fundraiser for Carlsbad's Arts & Cultural District](#)

"Greetings from Carlsbad" mural prints and stickers are available for purchase to support future mural projects in Carlsbad's [Pearl of the Pecos Arts & Cultural District!](#)

Prints are \$35 and available at their MainStreet office (102 S. Canyon St.) and Milton's Brewing. Send them a message or stop by their office to get yours.

PEARL OF THE PECOS
ARTS & CULTURAL
DISTRICT FUNDRAISER

PEARL OF THE PECOS

Prints: \$35 Stickers: \$1

Greetings from CARLSBAD NEW MEXICO

All funds raised will be used towards
future arts projects for
Downtown Carlsbad

[Tucumcari MainStreet's Love Local Letters Campaign](#)

[Tucumcari MainStreet's](#) *Love Local Letter* campaign is showing small businesses in downtown just how much they are appreciated. Community members can submit a letter of appreciation by Feb. 13 and Tucumcari MainStreet will deliver all the letters to businesses on Valentine's Day! ♥



Opportunities

[Johanna Favrot Fund for Historic Preservation](#)

Deadline: March 1, 2022

[AARP Community Challenge Quick-Action Grants](#)

Deadline: March 22, 2022

[T-Mobile Hometown Grant Program](#)

Deadline: March 31, 2022

Events

[Northeastern New Mexico Virtual Business Finance Fair](#)

Feb. 24, 2022

[NMMS Virtual Winter Conference](#)

Feb. 23-24, 2022

[Main Street Now Conference](#)

Richmond, VA - May 16-18, 2022

[More events](#)

→ ***Submit*** your story to our newsletter!

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](#)