



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

National *Main Street Now* Conference a Success!



[Main Street America](#)'s conference in Richmond last week brought together leaders for three days of interactive & inspiring sessions.

NM leaders presented four sessions:

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

- **Activating the Main Street Approach through Placemaking** with Daniel Gutierrez

- **Preservation in Rural Main Streets: Strategies, Challenges, and Innovation** with Amy Barnhart

- **Tres Leches: Cooking up Economic Vitality New Mexico Style** with Mara Salcido at Lovington MainStreet, Kara Smith at Gallup MainStreet Arts & Cultural District, and Connie Loveland at Tucumcari MainStreet



Photo credits: [Main Street Now](#), and Lauren McDaniel

Two of these sessions are available to view online from the NMMS Winter Conference:

- [Creating Community Connections One Story at a Time](#)

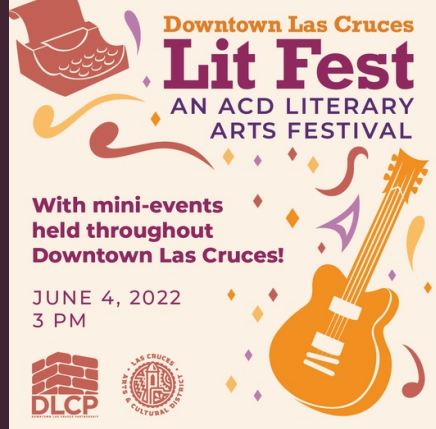
- [Biz Support Projects: Lovington Local Innovators Inst., Tucumcari Forge, Gallup Biz Resource Hub](#)

Las Cruces Arts and Cultural District Hosts First *Literary Arts Festival*

Saturday, June 4, 2022

[Learn more](#)

The [Las Cruces Arts and Cultural District](#)'s first annual *LitFest* on June 4 will showcase the community's enthusiasm for the literary arts! From readings and musical performances to book-based pinball tournaments and food & drink specials, the festival features mini-events at downtown businesses.



LitFest will culminate at the Rio Grande Theatre with the **Generations Community Writing Project** reading at 6:00 pm. The Project links writers across generations & cultures to create connections with each other and the audience. Local writers will read their work centering around the theme of “unity.”

Meet Rhea Serna NMMS Property Redevelopment Revitalization Specialist



What projects make you proud?

I am most proud of the comprehensive set of work that I have done with **Charmeine Wait** and **Silver City MainStreet** Project over the past 2 years. These completed projects include the following:

In partnership with **Silver City MainStreet Project**, I have worked to support their mission of creating a vibrant historic downtown through the completion of an inventory of prominent vacant commercial buildings and a "**Silver City Property Owner Toolkit**" that assists property owners and potential

small-scale developers with rehabilitation and repair of these priority buildings. This work was done to further mitigate the proliferation of vacant buildings in the downtown.

The issue of not knowing what the lease rates were in the district led me to work with Charmeine to survey small businesses about their rent rates, agreements, and the details of their commercial spaces. Our work resulted in the production of two consecutive **Market Lease Rate Surveys and Studies** (2020-2022) that outlined current conditions with lease rates, agreements, and commercial space conditions in the district. The two consecutive reports also provided a year-over-year analysis of changes in the district’s commercial real estate market. Charmeine reported that she used the reports' information to advise new entrepreneurs and small businesses on current lease rates for different types of commercial properties along with lease negotiations with landlords.

I also assisted Silver City MainStreet with their post-pandemic **economic recovery efforts** by assessing the status of all recommended projects in their MRA Plan and Cultural Plan. To accomplish this work virtually, I made presentations to stakeholders throughout the district (elected officials, Town staff and board members, property owners, small businesses, MainStreet volunteers) on MainStreet’s accomplishments to date of recommended projects and conducted a stakeholder survey to identify priority projects. Survey results and feedback were presented via a zoom webinar.

What are you looking forward to this year?

I am most looking forward to completing the "**Preliminary Assessment for the Adoption of a Mixed-Use Zoning Ordinance**" that I have worked on in partnership with the **City of Tucumcari** and **Tucumcari MainStreet**.

The assessment to date has involved creating a detailed inventory of over 100 properties in the district with information on these properties' vacancy status, property taxes, and adaptive re-use potential for residential. Only a couple of blocks are missing, which when completed will result in a final assessment that will be presented to the City Commission.

And I am also looking forward to working with "new" communities like **Santa Rosa MainStreet**.

What's something fun about you?

I am a recovering "ski addict." While I no longer am a season pass holder at any ski area or am motivated to get up in the dark to do an early morning back country ski, I love skiing "uphill" at the Santa Fe Ski Area. I have alpine touring gear that allows me to ski up the mountain and enjoy a fun descent down.

Learn more about Rhea's work:

- [New Mexico MainStreets' Property Owner Toolkit](#)
- [Rebuilding & Reinvesting in Our Communities](#)
- [Contact Rhea](#)

Silver City MainStreet Offers Family Summer Programming

[Learn more](#)



[Silver City MainStreet](#) is offering three programs this summer to engage the community in downtown!

- Starting June 3, the [Silco Theater](#) will offer **children's movies** for \$2 on Thursdays at 1:00 pm.
- Make-and-Take activities will continue at [Future Forge's Maker's Market at Main Street Plaza](#) on the Second Saturday of each month through October.
- **Downtown Passports** are available at the Murray Ryan Visitor Center. Completed passports can be returned for a \$5 MainStreet gift certificate!

Meet Jennifer L. Garcia Kozlowski

Downtown Las Cruces Partnership (DLCP) Executive Director

What projects make you proud?

Our **façade squad project** from 2019 is definitely a favorite project of ours. With only a handful of volunteers, DLCP/ACD completely updated a full block in our district: **eight storefronts!** The businesses located there have been thriving and have even added their own flair. The whole block looks gorgeous and created a great space in our district.

Another project we at DLCP/ACD are proud of is our take on **Artists in Residence**. Conceived during the lockdown, our nontraditional take on this established model highlights artists who already live and work in our district.



Unlike a traditional artist-in-residence program which brings an artist to a place or space to create, the Artists in Residence program is designed to showcase and celebrate the **artists already creating in our district**. This year, the program features three established, brick and mortar businesses and three emerging businesses in the **creative economy**.

What are you looking forward to this year?

Expanding on the programs we already offer. As a part of our business recruitment and retention program, DLCP/ACD is working hard on the creation of a **“Creative Economy How-to Businesses Guide”** and add to our educational opportunities for our district by developing a **series of seminars** aimed at new and emerging businesses.

We will be partnering with our Chambers of Commerce, Mesilla Valley Economic Development Alliance, City of Las Cruces and Doña Ana County as well as other leaders in the community to help guide these emerging businesses toward success.

Topics:

- a. Branding Your Business—tell people who you are
- b. Who’s Who—getting to know your community
- c. Creating Your Business Plan—plan for success
- d. Setting up for Good Safety Practices

What's something fun about you?

I’m a true introvert that has learned to be an extrovert.

Learn more about DLCP:

- [Artists in Residence](#)
- [Go. Thrive. Be. Business Guide](#)
- [Contact Jennifer](#)



Carlsbad Cavernfest

June 10-11, 2022
[Learn more](#)

Carlsbad MainStreet's annual [Cavernfest](#) features live music and vendors in downtown Carlsbad! This all-day, family-friendly event hosts activities such as volleyball, cornhole, basketball, trackless train rides, sidewalk chalk art, sidewalk sales, bounce houses, a dunk booth and more.

Thanks to sponsors, admission is FREE! Check out live music on Friday evening and all-day Saturday downtown. Enjoy a variety of foods at Food Truck Avenue and the Beer Garden.



CAVERN FEST
CITY OF CARLSBAD

DOWNTOWN CARLSBAD
Live Music // Food Trucks // Vendors // **FREE ADMISSION** (thanks to our sponsors)

Friday, June 10th [starting @6:00pm]
Curtis Grimes // JD and the Badlands // Last Child

Saturday, June 11th [starting @12:00pm]
Randy Rogers Band
Holly Tucker // Jake Bush // Jordan Nix
Melissa Jones Auld // Cody Zane Wells
Mariachi Tapatio De Serrano
The River Bed // DJ Overcomer



Scan for more info
CavernFest.com



Los Alamos MainStreet Welcomes Jacquelyn Connolly

[Learn more](#)



LOS ALAMOS
MAINSTREET

Welcomes:



Jacquelyn Connolly
Director

The Los Alamos Commerce & Development Corporation is thrilled to welcome Jacquelyn Connolly as [Los Alamos MainStreet](#)'s new Director! Jacquelyn previously worked as a curator and arts administrator, working extensively with artists, community groups, businesses & local governments. She'll lead the coordination of annual events such as the *Holiday Lights Parade*, *Sciencefest* and more.

Welcome to the MainStreet Network, Jacquelyn!

Live in Downtown Lovington

6:00-8:00pm
June 3 & 17, July & 15

[Learn more](#)



[Lovington MainStreet](#)'s *Live In Downtown* event series presents music from Lea County artists every other week through July at Fran Atchley Plaza. Additionally, "Big Blue" (the Local Innovators Institute food truck) features new food concepts for locals to enjoy. Downtown Lovington is the place to be this summer!

Belen Hosts Meta Workshop

Wednesday, June 8, 2022

[Learn more](#)

Meta's Los Lunas Data Center is partnering with the Greater Belen Chamber of Commerce and Los Lunas Economic Development to present a FREE workshop to help small businesses & nonprofits with new Facebook & Instagram tools. The workshop will cover fundraising campaigns, tools to drive business and more. After the workshop, community & business leaders can network at Belen Chamber's luncheon.

Choose MainStreet Small Business & Entrepreneur Resources

[Learn more](#)

THE ♥ OF LOCAL



MainStreets are
open for business!
They create jobs
and increase
economic vitality



MainStreets are the heart of the community and the perfect place for small businesses and entrepreneurs! MainStreets drive innovation because they create jobs and promote economic vitality. When small businesses locate in MainStreet, they're part of a *movement* to create a thriving local economy and vibrant neighborhood welcoming to everyone.

Please use [these social media graphics](#) from Leighton Moon to promote your MainStreet district to small businesses and entrepreneurs!

- **Wildfire Resources** are available on [our website](#)
- Follow the [New Mexico Department of Homeland Security and Emergency Management](#) for updates



The New Mexico MainStreet Network is holding the Uvalde community close in our hearts. Our neighbors at **Main Street Uvalde** are providing updates on [Facebook](#). If you'd like to help, you can donate to verified [GoFundMe pages](#).



Additionally, the APA provides suggestions on how to [manage distress in the aftermath of a crisis](#).

Opportunities

[Union Pacific Foundation:
Community Ties Giving Program](#)

May 31, 2022

[Eventbrite's RECONVENE
Accelerator](#)

June 6, 2022

Events

[For The Love of Downtown](#) - ABQ

June 1, 2022

[Disaster Preparedness for Outdoor
Recreation Businesses Webinar](#)

June 2, 2022 at 2:00 pm

[T-Mobile Hometown Grant Program](#)

June 30, 2022

[Levitt AMP \[Your City\] Grants](#)

June 30, 2022

[Outdoor Recreation Division's Outdoor Equity Fund](#)

June 30, 2022

[Outdoor Recreation Trails+ Grant \(Tier 1 and Tier 2\)](#)

December 30, 2022

[Is Business Incubation Right For Your Community?](#)

June 7, 2022

[New Mexico MainStreet Fall Institute - Ruidoso](#)

Sept. 14-16, 2022

[Outdoor Economics Conference - Taos](#)

October 5-7, 2022

[Main Street Now Conference - Boston](#)

2023

New Mexico MainStreet 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.

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NM MainStreet is a program of the [New Mexico Economic Development Department](#)