



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Main Street America Designates 27 Accredited, 3 Affiliated New Mexico MainStreet Programs



Each year, [Main Street America](#) and its partners announce Accredited and Affiliated programs to recognize the programs' commitment to preservation-based economic development and community revitalization through the Main Street Approach™. This year, Main Street America designated **863** Accredited and **383** Affiliated programs nationally!

New Mexico MainStreet is proud to announce **27 Accredited** programs and **3 Affiliated** programs have been designated by Main Street America in 2022!

In 2021, Main Street America programs generated **\$5.76 billion** in local reinvestment, helped open **6,601** net new businesses, generated **30,402** net new jobs, catalyzed the rehabilitation of **10,595** historic buildings, and leveraged **1,427,729** volunteer hours.

*On average, every dollar that a Main Street program spent to support their operations generated **\$19.34** of new investment back into communities.*

In 2021, New Mexico Accredited and Affiliated programs contributed:

- More than **\$48 million** in Private Investment
- **134** Net New Businesses
- **237** Rehabilitation Projects
- **23,898** Volunteer Hours

New Mexico MainStreet works in partnership with Main Street America to identify the local programs that meet rigorous national performance standards. Evaluation criteria determines the communities that are building meaningful and sustainable revitalization programs and include standards such as fostering strong public-private partnerships, supporting small and locally owned businesses, and actively preserving historic places, spaces and cultural assets.

Congratulations to all 30 New Mexico MainStreet districts for this outstanding achievement!

Downtown Las Cruces Partnership and Arts & Cultural District's Mesquite Historic Walking Tour



The [Mesquite Historic District Walking Tour](#) is a self-guided tour that highlights 16 homes in the original townsite with **historic and cultural significance**. A digital map and audio narration in English & Spanish have been created and are available [online](#).

After years of growth, Las Cruces is at a juncture where it can distinguish itself as a **cultural destination**. Arts, culture, and maker activities are percolating throughout the community, demonstrating creative production and artistry. Projects like the walking tour are great way to introduce parts of Las Cruces that some may not know of and help connectivity throughout the region. There are plans to extend the walking tour in the upcoming year.

"The walking tour will be advantageous for the small businesses and restaurants in our district. When visitors come to Las Cruces, and they learn we have an Arts & Cultural District, the best way to see it is with this tour," said Jennifer Garcia Kozlowski DLCP Executive Director. "This tour is also a great family activity for locals to learn about the original townsite. And it's another way we can showcase that we are authentically Southern New Mexico."

Meet Mario Hooee Zuni Pueblo MainStreet Executive Director



What projects make you proud?

In 2020, the community of Zuni was closed to visitation. Many of the residents rely on tourism for the sale of their artwork. But with outsiders told to drive through the community and make no stops, the artists lost their source of income.

Fortunately, [Zuni Pueblo MainStreet](#) received a grant from the First Peoples Fund (FPF) and they requested a

portion of it be utilized to **directly assist artists**.

Additional funding from FPF was granted to assist the artists. The funds were utilized to purchase artwork from the artists and establish credit lines at local businesses for artists to purchase raw materials to continue their work. Potters who utilized traditional materials were given a small micro-grant.

From May through July 2020, **68 artists** were served utilizing **\$11,000** in grant funding.

Also in 2020, ZPMS received a **\$5,000** grant from the New Mexico Resiliency Alliance to support local small businesses with their financial obligations. Applications were distributed and **6 small businesses** were awarded micro-grants in addition to some that received funds for credit lines.

The pandemic was a very trying time for this tight-knit community and ZPMS was grateful and excited to have received the funds to support the community.

Photo: Zuni MainStreet Board Secretary Kelly Kenneth, Executive Director Mario Hooee, and Board Member Tammy Parker.

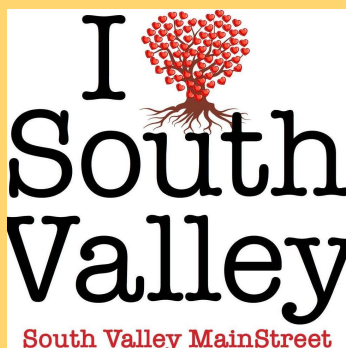
What are you looking forward to this year?

This year, the ZPMS board of directors, along with our summer intern, has created a project planning committee to discuss and make plans to make improvements to beautify the Highway 53 corridor that runs through the center of the community. We hope to receive funding to make a few improvements that will lead up to the **Great Blocks Project**. The smaller project will give the community a taste of what is to come with the Great Blocks Project. The improvements will benefit both residents and visitors. We are excited and anticipating the improvements that have been in our minds since the organization of ZPMS.

What's something fun about Zuni Pueblo MainStreet?

We have great individuals on our board. We enjoy being together, having fun, and laughing when we are not engaged in serious conversations. **We are like a family**.

The Better Together Grant Program Awards South Valley MainStreet Grant to Support Vaccine Equity and Inclusion



The Department of Health awarded nearly **\$3.5 million** in Better Together grants to twelve community-led organizations, including **South Valley MainStreet**.

The Better Together New Mexico program is federally funded by an appropriation to support vaccine equity and inclusion. The program advances health equity goals for diverse cultural, economic and social populations through improved access to COVID-19 vaccination and information.

Congratulations to [South Valley MainStreet](#) for receiving \$100,000 to promote vaccine equity and strengthen partnerships with small businesses.

Meet Elisabeth Jackson Artesia MainStreet Executive Director



Photo: The Welcome to Artesia mural by Michael Fish resides on the eastern entrance of the Artesia MainStreet District.

What projects make you proud?

I'm very proud of our **Downtown Mural Program**, our first project post-pandemic. We began in the Summer of 2021 and have already completed 4 murals with another one anticipated this summer. The program has been made possible through multiple funding sources. It's brought community members together, and invites visitors to stop and explore the Downtown corridor.

Photo: Students from Artesia Public Schools complete sunflowers during a class field trip.



What are you looking forward to this year?

A main goal of Artesia MainStreet has always been to protect our investments, several of which are our established works of Public Art throughout the district. In July, Artesia-native artist Hannah Dean (the artist of the first mural "Tribute" within our mural program) will be restoring the original murals within the Heritage Walkway. We'll also have a patina artist clean, restore and re-patina all 9 of our bronze monuments throughout the remainder of 2022.

What's something fun about Artesia MainStreet?

This year we celebrate Artesia MainStreet's **25th Anniversary!** Stay tuned on our social media channels for a chance to snag some original art prints of our bronze Cattle Drive Series this fall.

Learn more:

- [Artesia MainStreet Mural Trail](#)

Photo: Community Happy Mural by Alyssa Marie & Braden Everly. More than 200 Artesians helped paint this community mural over a five day period.



Tucumcari MainStreet Welcomes Carlson Coffee Company



[Tucumcari MainStreet](#) is excited to welcome Carlson Coffee Company to the downtown district along with **Goodies Go Last** baked goods!

[Carlson Coffee Company](#) is a specialty coffee house featuring Goodies Go Last baked goods. Carlson serves a variety of specialty coffees and teas in the **newly-restored historic building** at 115 E. Smith Ave. The company was founded in 2020 by Michael Carlson and Christy Turner, who moved to Tucumcari from Portland, OR with the express purpose of contributing to the local community by opening their coffee house and creating jobs. But as the pandemic wore on, it became clear the timing was off.



Instead, Carlson, a serial entrepreneur who also owns Portland Badge & Sign Company, joined the TableTop farming co-op and created **CarlsonWay Farm**. Meanwhile, Turner worked on recipes that would incorporate the readily-available fresh produce from CarlsonWay Farm and created Goodies Go Last.

Carlson was able to purchase the building in October 2021 and with the help of local tradespeople, began the long process of renovating the historic building.

"Our community has been so supportive and encouraging," Carlson said. "I think people are really excited to have a local place where they can get a great cup of coffee, catch up with their friends, and enjoy special events."

Between the farm, coffee house, and bakery, Carlson and Turner have so far created **10 jobs** since arriving in town!

"We loved Tucumcari from the first minute we interacted with the people who lived here, and we just want to continue to be a part of that tradition and add to it," Carlson said.

MainStreet Truth or Consequences Welcomes Kate Hall



Kate K. Hall was born-and-raised in the small Minnesota towns of Virginia & Eveleth. After many years of being frozen and wandering the country, she found her new hometown in Truth or Consequences, NM. Kate moved to TorC in Nov. 2018 and took over the former *Starry Night Artist Retreat*. After a few turbulent years, she stayed the course and will be launching the newly-named *Retreat Under The Stars* soon.

After moving to TorC, she joined the Sierra County Arts Council Board and serves today as the Chair of the Open Studio Tour and Fundraising committees. Kate is excited and honored to be the Executive Director of [MainStreet Truth or Consequences](#), starting June 2022. She comes into the position with a few major projects in the works, and has plans to help the community and district thrive in the future.

With a background in art & technology, she's willing to help any business that wants to get updated and expand digitally. She was raised in small-family businesses that were around far before the technological advancements we have today and knows the value of grassroots endeavors as well. She strives to continue her community outreach and help the community thrive together!

Carlsbad & Silver City Receive AARP Community Challenge Grants



Carlsbad and Silver City MainStreets are among **260** national [AARP Community Challenge grantees](#)! Grants fund quick-action improvement projects, helping communities make immediate improvements. The grant program is in its sixth year and is highly competitive.

Carlsbad MainStreet will repaint downtown crosswalks with thermoplastic materials to withstand the NM sun and improve safety.

Silver City MainStreet will convert a dead-end road into an interactive pedestrian space for residents to

gather and connect to Big Ditch Park.

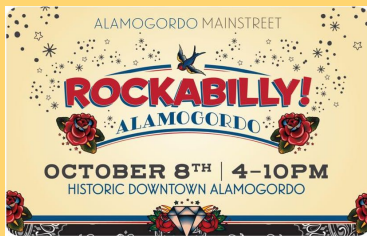
Silver City's Youth Mural Project works on Lion's Park Mural Funded by NM Outdoor Recreation Trails+ Grant



[Silver City MainStreet](#) received a **NM Outdoor Recreation Trails+ grant** for the Lion's Park project located north of Main Street Plaza. The project includes erosion control, native drought-tolerant landscaping, fencing, tables & swings, signage and a [Youth Mural Project](#) mural.

The mural beautifies the area and also serves as directional signage for trail walkers. The youth, under direction of Jess DeMoss of Scratch Paper Signs, created a wonderful riparian-themed mural that includes a whimsical sun and moon with mustaches!

Upcoming NM MainStreet Events



[Alamogordo MainStreet](#)

- Alamogordo Farmers' Market
Every Wednesday through August
- Rockabilly 2022
October 8



[Downtown ABQ Arts & Cultural District](#)

- Downtown Growers' Market
Every Saturday through November
- [Downtown Historical Walking Tours](#)
Every Saturday through November
- Artwalk and Art Stop at Gold & 7th
July 8



[Artesia MainStreet](#)

- Third Thursdays Downtown - Hot Summer Nights
July 21 & August 18
- Red Dirt Black Gold Festival
October 1



[Barelas MainStreet](#)

- Rail Yards Market
Every Sunday through October

[Belen MainStreet](#)

- [Saturday Mornings on Becker - Outdoor Market](#)
Every Saturday



• All-American Celebration
July 2

• Valencia County Fair Parade
August 27

• Rio Abajo Becker Street Festival
September 24

[Carlsbad MainStreet](#)

• Farmers' Market
Every Thursday through September

• Third Thursday Festival
Third Thursdays through September

[Clovis MainStreet](#)

• Downtown Food Truck Fridays
Every Friday



[Corrales MainStreet](#)

• First Sunday Corrales: Arts in the Village
First Sunday of Every Month

• Growers' Market
Every Sunday through November

• Corrales July 4th Parade

• Balloon Glow Under a Starry Night
August 20



[Deming Luna County MainStreet](#)

• MainStreet Market
July 9, September 10

• Salsa Festival Extravaganza
July 29-31

• National Night Out
August 1



[Downtown Farmington](#)

• T.G.I.F. - Food & Music
Every Friday through August 26

• [Downtown Makers Market](#)
Every Thursday through September 29



• [Art Walk](#)
July 1, September 30



[Gallup MainStreet](#)



• Levitt AMP Gallup Music Series
July 2, 9, 16, 23 & 30

Downtown Las Cruces Partnership

- First Friday Downtown
First Friday of Every Month
- Tequilla, Tacos, Cerveza Fest
July 16
- LCPD National Night Out
August 2
- DLCP's SalsaFest
September 24

MainStreet de Las Vegas

- Fridays Al Fresco Concerts
Every Friday through July 30

Los Alamos MainStreet and Creative District

- Summer Concert Series at Ashley Pond
July 8 & 15
- Tuesdays at the Pond
July 12, 19, 26 & August 2

- Sciencefest
July 12-17
- Fair & Rodeo Parade
August 12-14

Lovington MainStreet

- Live in Downtown
July 1 & 15

Nob Hill MainStreet

- Route 66 Summerfest
July 23

Raton MainStreet

- International Santa Fe Trail Balloon Rally
July 2-4
- 4th of July Fun on Historic First Street
July 4

MainStreet Roswell

- UFO Downtown Activities
July 1-3
- Farmers' Market

2022
International
Santa Fe Trail Balloon Rally
 Brought to you by Raton MainStreet

July 2nd - July 4th
La Mesa Airfield
Raton, New Mexico

For More Info Call:
 (575) 445-2457 or (575) 445-2052
www.exploratoraton.com
www.ratonmainstreet.org

Pecos Sunflower Festival 22

SEPTEMBER 9-11
 Santa Rosa, NM

Join us to celebrate the glorious bloom of the Pecos Sunflower at Blue Hole Cienega.

Live music, Food Trucks, Paint Party, Antique Cars, Farmers Market, Yoga, Quilt Show, Flower Show, Dance & Beer garden, Conservation Programs, Photography Contest, "Saving Beauty" & more.

Celebrate Community Conserve

113 Cortez Ave, Hurley, NM

La Familia Growers Market South Valley

Dolores Huerta Gateway Park • 100 Isleta Blvd. SW ABQ, NM 87105

Every Friday • 4:30 pm - 7:30 pm • June 10 to October 14, 2022
 Live Music • Children's Activities • Food Trucks • Farmers • Artisan Goods Vendors
 We accept & participate in: WIC, EBT, SNAP, Double Up Food Bucks, RX

For more information: South Valley MainStreet
southvalleymainstreet@gmail.com or (505) 217-2419

Every Saturday through October

Santa Rosa MainStreet

- Pecos Sunflower Festival
 September 9-11

Silver City MainStreet

- Make-and-Take Activity - Makers' Market at Main Street Plaza
 ??July 9??

- CLAY Festival
 July 11-17

- Kick Ass Entrepreneur Story Time: Blush
 July 13

- Taste of Downtown
 September 3

South Valley MainStreet

- Las Familia Growers Market
 Every Friday through October 14

MainStreet Truth or Consequences

- Second Saturday Art Hop
 Second Saturday of Every Month

Tucumcari MainStreet

- Down at the Depot Makers Market & Live Music
 July 30 & August 27

- Fired Up!
 September 24



Opportunities

[T-Mobile Hometown Grant Program](#)

September 30, 2022

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

December 30, 2022

[All Together NM Fund – Wildfire Response Grants](#)

Ongoing

Events

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

Sept. 14-16, 2022

[Outdoor Economics Conference - Taos](#)

October 5-7, 2022

[Main Street Now Conference - Boston](#)

March 27-29, 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.

nmmainstreet.org | info@nmmainstreet.org | (505) 827-0143



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