



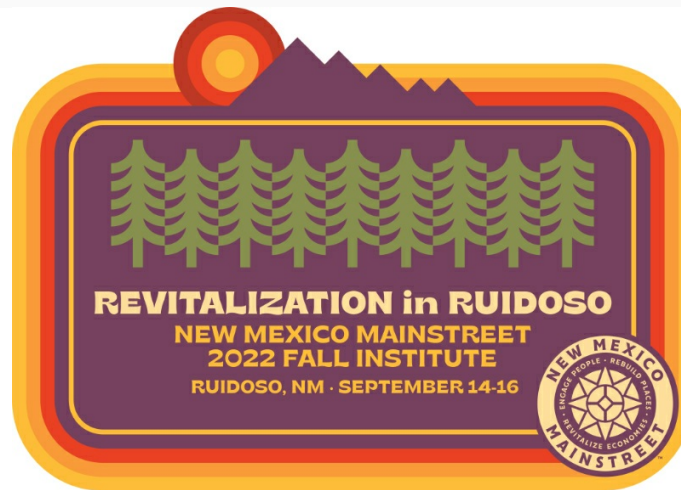
# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## New Mexico MainStreet Fall Institute in Ruidoso

Sept. 14-16, 2022

[Register Now](#)



New Mexico MainStreet's *Revitalization in Ruidoso* Fall Institute will include content from all Four Points of the *MainStreet Approach* as well as **downtown field activities**. This event is a great opportunity to engage with revitalization topics and enjoy scenic Ruidoso. Check out a [draft agenda](#) to see what's planned.

Special thanks to our hosts, the [Ruidoso Midtown Association](#) and the Village of Ruidoso. We're looking forward to seeing you in Ruidoso on Sept. 14-16!

## Reflections from Charmaine Wait Silver City MainStreet's Outgoing Executive Director

It's been wonderful working for [Silver City MainStreet](#) because it was a great opportunity to make positive change and improvements in my community! This work doesn't happen alone -- I want to thank my Board, the Town of Silver City, NMMS staff and specialists, community partners, our great staff, and wonderful volunteers who contributed to our success and accomplishments.

The best tools I used in my work as an Executive

Director were our **Downtown Action Plan**, or MRA Plan, and Arts & Cultural Plan. These Plans were written with assistance from NM MainStreet and served as guidelines for each year's ETS (**Economic Transformation Strategy**.) These plans had a great deal of community input and outlined what the community wanted to accomplish. By using these plans and NMMS assistance, we came up with great designs and planning work that positively impacted our proposals getting funded.



The use of NMMS Revitalization Specialists propelled us to do numerous beautification projects, complete the **Main Street Plaza** that had been in the works for years, and finally design and implement some of the Silver Strand placemaking

projects. During the pandemic, we really kicked it into gear with many promotion activities with help from NMMS.

This success doesn't happen alone. Building relationships with key collaborators is critical. *Who is your liaison with your local government?* Include them in developing your ETS and most of your projects will be on public property! **Communicate frequently** - let them know you're an ally and agent to make positive change. With your merchants, hit the pavement and get to know them and their concerns. Toot your own horn and let everyone know what you're doing.

In Silver City during the pandemic, MainStreet was, in my opinion, finally looked at as an economic development organization when we didn't go home. Instead, we went into overdrive to make sure our downtown merchants knew about and connected to the resources they needed to stay afloat. We also campaigned to help them get customers and used Revitalization Specialists to review our cultural plan and survey (what stakeholders now wanted.) We added a property owners toolkit, a signage guideline, lease survey and kept up with our vacancy survey. These tools and statistics helped retain businesses and encouraged others to open.

Advice I would give to any MainStreeter, is decide what your boundaries/capacity are as an organization with the assistance of your Board and Town. Once people see you for the change agent that you are, you'll be pulled in many directions. It's a balance of who is best to collaborate with, to not dismiss anyone, giving your time and energy to what impacts your mission & ETS best, and what's truly a win-win collaboration.

Please remember, most of the people you work with will be wonderful and grateful for what you're doing. The complainers are going to complain and not change, so don't take them to heart and don't let them derail you.

It's an exciting privilege to be able to work on community projects that will **make your**

town better. I will always be grateful for this experience.

Charmeine will participate in the "If I Knew Then, What I Know Now" panel & roundtable discussion at the [Fall Institute!](#)

## The MainStreet Roswell Welcome New Executive Director, Barbara Gomez



Photo by Juno Ogle of the [Roswell Daily News](#)

Barbara Gomez is a longtime volunteer leader, event organizer and Board member of MainStreet Roswell and other local organizations. As of **August 1**, she'll be [MainStreet Roswell](#)'s new Executive Director!

She'll hit the ground running and begin work on Roswell's **Great Blocks** project, Farmers' Market events, NMMS training, and much more.

*Welcome and congratulations to Barbara!*

## Catch Up with Cristina Rogers Barelas MainStreet Executive Director



### EXISTING NEIGHBORHOOD CHARACTER & AESTHETICS

#### RECURRING VISUAL ELEMENTS

- Route 66-era signage
- Tile art
- Checkerboard patterns
- Bright, saturated colors
- Catholic/religious imagery
- Portraits of individuals from the community



BARELAS GREAT BLOCKS

4

### **What Barelas projects make you proud?**

Barelas' **Great Blocks on MainStreet** project! A presentation of the [Schematic Design](#) outlines this amazing project. We've presented this project to the community and the design direction from the community included **safety improvements, community spaces** and **streetscape enhancements**. It will also include landscape & streetscape design, traffic calming and public art opportunities. Our next steps are to coordinate with individual property owners where needed, develop construction documents, and apply for additional funding.



## What projects/events are you looking forward to?

Our [annual pool party](#) and community planning event, which is co-organized with the Barelás Neighborhood Association and City Councilor Ike Benton.

This event takes place on **August 13** from 5:30-8:00 pm at the Rio Grande Pool. We'll have info on the Great Blocks project on 4<sup>th</sup> St. and distribute school supplies.

## What's something fun about Barelás MainStreet?

Barelás MainStreet was on the Camino Real and original **Route 66**! It has over a millennium of history as a crossroads. Most people don't know the Camino often ran along well-established indigenous footpaths. Barelás is also one of the oldest communities in ABQ, founded in 1662.

Learn more:

- [Barelás MainStreet](#)



## Tucumcari MainStreet's Forge Accelerator Program Accepting Applications



[Tucumcari MainStreet](#) is [accepting applications](#) for the **third cohort** of their *Forge Accelerator Program*! This program prepares aspiring business owners to launch successful businesses in Tucumcari's MainStreet District.

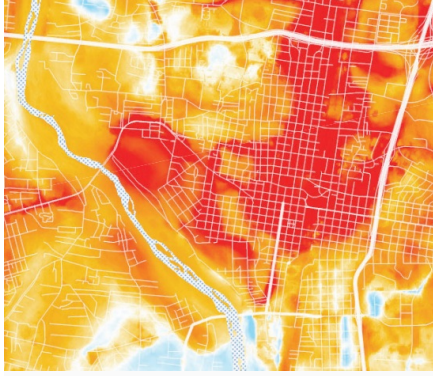
*Tucumcari Forge* is a tiered accelerator program. Tier 1 consists of an introduction to creating a business model, finding customers, defining your market, and telling your story. Once a participant has completed the first Tier, they'll be invited to Tier 2 where they will receive help and guidance in writing a business plan. Applications are due **August 8, 2022**.

If you have questions regarding *Tucumcari Forge* or the application process, please contact Connie Loveland at (575) 461-3701.

## Downtown ABQ Street Trees

[Downtown ABQ MainStreet](#) is working on a project to bring more street trees to downtown and surrounding neighborhoods to help protect the community **against extreme heat**. They'll need volunteers to assist with mapping current trees and locations without trees in the near future.

[Downtown Albuquerque News](#) interviewed Executive



Director Lola Bird about this project recently. The heat island in downtown ABQ was [documented](#) by the City last year.

To stay up to date on this project, subscribe to the Downtown ABQ Arts & Cultural District [newsletter](#).

## Lovington MainStreet Façade Grants



[Lovington MainStreet's Behind the Façade](#) and *Façade Improvement* matching grant program is accepting applications until **August 12!**

Lovington MainStreet will award match grants for upgrades, assisting building owners with accessibility improvements, energy conservation, electrical work, fire alarm or sprinkler system installation, plumbing, heating, ventilation, utility upgrades, roof repair, or hazard abatement.

Additionally, they will award *Façade Improvement Grants* to focus on the exterior of the building.

Grants are competitive and all approved projects must be completed within the calendar year. To qualify, building/business owners must be located in the Lovington MainStreet District.

## Silver City MainStreet's New Pocket Park



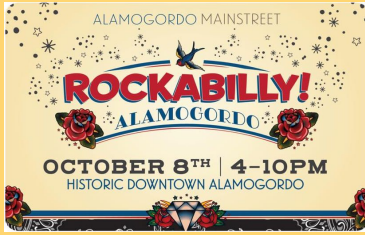
[Silver City MainStreet](#) received funding for their new Main Street Plaza Pocket Park from the New Mexico Resiliency Alliance in partnership with New Mexico MainStreet and the McCune Charitable Foundation in [April 2022](#).

The Pocket Park serves as a pedestrian entrance to the Main Street Plaza where the Maker's Market and other community events are held. The Park offers benches under an awning, a walkway to the benches that's accessible to wheelchairs and wayfinding signage. The focus of the Park is the **New Mexico Folk Art mural** completed last year by Carlos Callejo with funds from NM Clean and Beautiful.

The Town of Silver City purchased the lot last year and it was developed with funds from the New Mexico Resiliency Alliance and Silver City MainStreet.

The streetscape, mural and Pocket Park are all

## 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  
August 5
- Downtown Summerfest  
August 6

### Artesia MainStreet

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

### Barelas MainStreet

- Rail Yards Market  
Every Sunday through October
- Barelas Annual Pool Party  
August 13
- Small Biz Study Hall: Partnering and Partnerships  
August 22

### Belen MainStreet

- Saturday Mornings on Becker - Outdoor Market  
Every Saturday
- 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

• [Firefighter Combat Challenge](#)  
August 26-27

**Clovis MainStreet**

• Downtown Food Truck Fridays  
Every Friday

• [Entrepreneur Story Time: Mitch Gray](#)  
August 2



**Corrales MainStreet**

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

• Growers' Market  
Every Sunday through November

• Balloon Glow Under a Starry Night  
August 20



**Deming Luna County MainStreet**

• Salsa Festival Extravaganza  
July 29-31

• National Night Out  
August 1

• MainStreet Market  
September 10



**Downtown Farmington**

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

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

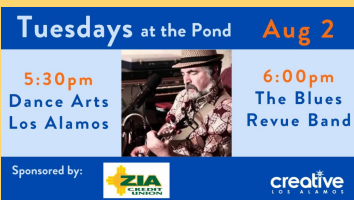


• [Art Walk](#)  
September 30



**Gallup MainStreet**

• [Levitt AMP Gallup Music Series: Taylor Scott Band](#)  
July 30



**Downtown Las Cruces Partnership**

• First Friday Downtown  
First Friday of Every Month



• LCPD National Night Out  
August 2

• DLCP's SalsaFest  
September 24

### Los Alamos MainStreet and Creative District

• Farmers' Market  
Every Thursday & Saturday through October

• Tuesdays at the Pond: The Blues Revue Band  
August 2

• Fair & Rodeo Parade  
August 12-14

### Lovington MainStreet

• Lea County Fair and Rodeo Parade  
August 3

### Nob Hill MainStreet

• Humble Coffee 8th Annual Birthday Bash  
August 13

### Raton MainStreet

• Gate City Music Festival  
September 3-4

### MainStreet Roswell

• Farmers' Market  
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  
?? Second Saturday through October

• Silver City MainStreet's Community Collaboration Meeting - with Silver City Art Association  
August 4

• Entrepreneur Story Time: Javalina Coffee House  
August 10

• Taste of Downtown  
September 3

### South Valley MainStreet





- La 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

**Zuni Pueblo MainStreet**

- Down at the Depot Makers Market & Live Music  
August 12-13



**Opportunities**

**Main Street Now 2023 Session Proposals**

September 6, 2022

**T-Mobile Hometown Grant Program**

September 30, 2022

**Outdoor Recreation Trails+ Grant (Tier 1 and Tier 2)**

December 30, 2022

**Surveys**

**New Mexico Wildfire Business Impact Survey** (NM Economic Development Dept.)

**Main Street America Community**

**Events**

**National Farmers Market Week**

August 7-13, 2022

**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

[Outreach and Inclusion Survey](#)

[North Central Regional Transit](#)

[District Long-Range Strategic Plan](#)

[Downtown ABQ Growers' Market](#)

[and Three Sisters Kitchen Expansion](#)

[Project Visioning Survey](#)

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](http://nmmainstreet.org) | [info@nmmainstreet.org](mailto:info@nmmainstreet.org) | (505) 827-0143



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