



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

## 14 Capital Outlay Projects in New Mexico MainStreet and Arts & Cultural Districts Receive \$10 Million



New Mexico MainStreet (NMMS) and the NM Economic Development Department are excited to announce **\$10 million** in Capital Outlay funding has been awarded to 14 revitalization projects, the most ever awarded in one year!

Congratulations to **Alamogordo, Barelmas, Belen, Carlsbad, Farmington, Gallup, Grants, Harding County, Las Cruces, Las Vegas, Lovington, Roswell, South Valley, and Zuni** MainStreets on their award! The NMMS Capital Outlay program funds the planning, design, and construction of public infrastructure upgrades in targeted public investment areas. Projects directly support economic growth, property renovation, business development, and job creation.

Learn more about these projects in our [press release](#).

### Taos Stables Gallery Courtyard Unveiled

Update from Amy Bell, NMMS Landscape Architecture and Urban Design  
Revitalization Specialist



On August 6 2022, the Taos Center for the Arts (TCA) and [Taos Mainstreet](#) unveiled the newly-renovated Stables Gallery Courtyard, the first phase of TCA's campus redesign. The design for the courtyard was provided through NMMS technical assistance and construction was funded by a T-Mobile Hometown



grant. This exciting upgrade includes a new amphitheater and stage area, re-grading to direct stormwater drainage away from the historic building, a workshop and gathering space, and landscaping.

Through a partnership between TCA, Taos MainStreet and NMMS, master planning and design technical assistance for the TCA campus redesign began in 2019. This comprehensive re-imagining of this central community arts hub includes site and landscape improvements to protect historic structures, expanded public space for events and gallery exhibitions, integrated sculpture and interpretative signage, increased universal accessibility and improved wayfinding. The planning and design process has been closely coordinated with Town of Taos staff, the Historic Preservation Commission, TCA staff and board members, Taos MainStreet representatives, local business owners, and other members of the arts community. Through this redesign, the TCA seeks to return to a wider inclusion of Taos locals and visitors to feel at home in Taos.

The redesign reconfigured the existing parking lot to improve safety and accessibility while creating a sculpture and interpretive garden at the Center's interface with Paseo del Pueblo. Additionally, wayfinding signage and lighting design further improved the overall experience of the campus for both residents and visitors. Improvements to the Stables Gallery Courtyard addressed drainage issues and created a space for outdoor performances, exhibitions, and workshops. The TCA is currently working on multiple grant applications and integration of the project into their capital campaign to fund further design development and implementation of the proposed redesign in phases. Groundwork Studio will continue to assist TCA through NMMS technical assistance in identification and pursuit of funding and partnerships to keep the project moving forward.

## Catch up with Rhona Baca Espinoza, Executive Director of Greater Belen Chamber of Commerce & Belen MainStreet Partnership

**Belen MainStreet Partnership is on the move!**

Although the [Belen MainStreet Partnership](#) (BMSP) Board and office team are small, they're busy doing lots of good work in downtown Belen. Recently completing phase I of their Great Blocks project,



BMSP was just awarded a \$40,000 Capital Outlay award for the Arts & Cultural District (ACD) Cultural Plan, which will take the Arts District one step closer to becoming a State-Authorized ACD. Michelle Negrette (NMMS Revitalization Specialist) has been invaluable in the new Jump Start Program, where BMSP is the first to participate. There's been lots of great feedback from the community with the ACD project.



Besides the Great Blocks project and ACD Jumpstart, BMSP has been busy writing and granting monies to businesses in the district for façade improvements. Two recent grant recipients took the funds from an New Mexico Resiliency Alliance façade grant and redid their signage, façade, windows, landscape and more. BMSP has given over a dozen of these façade grants to downtown small businesses in which many of the buildings had not been occupied for decades. Because of these grants, they restored the buildings and are now being rented or leased. Several PNM Community grants have also been awarded, which BMSP utilized for façade grants, the creation of a community garden, and installation of electricity and a new roof in a WPA building (the first steps in the building's total revitalization which will display art and host performances in the future!)



Every year, Wells Fargo Community Grant invites BMSP to apply for up to \$10,000 to support small businesses in the district. BMSP has received five of these grants and used the money for flood assistance grants, PPE for small businesses, and signage for the community and city. BMSP recently received notice they will be awarded \$10,000 plus a bonus amount of \$500 for "H.U.B.: Hands to Upgrade Businesses." A grant application was created and small businesses are invited to apply for assistance with structural, visual, I.T. services and equipment for up to \$1500. The applications have been mailed to each company in the district. A special committee will score the grant applications and decide on the recipients soon.



BMSP began the journey to complete Main Street certification in 2009. When Rhona came on board as Executive Director in 2013, the certification as a Main Street America District began with accreditation awarded in 2014. Since 2013, BMSP has been awarded over \$2 million worth of assistance to the district's businesses and has utilized the stellar professional services of the New Mexico MainStreet Team heavily.

Rhona Espinoza said, “BMSP has served the city of Belen businesses well, and we look forward to a continued and flourishing relationship with the City and it's business community. So much has been accomplished but so much more is to be done. We will work to revitalize our downtown, one business at a time. We could not do it without the support of the New Mexico MainStreet Team, the resources from the City of Belen, and the amazing BMSP Board.”

## Meet Sharla Lefkowitz, Silver City MainStreet's New Executive Director



The [Silver City MainStreet](#) Arts & Cultural district Board is pleased to welcome Sharla Lefkowitz-Oberg as the incoming Executive Director. She will start the position remotely in November and in person on December 5, 2022.

Sharla is a passionate, energetic leader who brings a broad range of nonprofit experience to Silver City MainStreet. Over the course of her career, she's focused on downtown revitalization, community building, advocacy, marketing, communications, and administration.

Sharla is returning to Silver City after living there in 2012 and 2013. During that time, she worked for the Commons Center for Food Security and Sustainability and Silver City MainStreet.

Sharla will be moving to Silver City with her family. She's excited about Silver City's unique cultural offerings and how they enhance the revitalization and economic development work of MainStreet. As a runner, Sharla looks forward to running and hiking the nearby trails.

“I look forward to continuing the outstanding work at Silver City MainStreet,” Sharla said. “Continuing the economic development and revitalization work of the organization will be among my top priorities.”

## Corrales MainStreet Starry Night Fundraiser A Success



Corrales MainStreet's annual fundraiser, [Starry Night](#), was a huge success in August. The event was sold out and they reached their corporate sponsorship goal thanks to presenting sponsor, PNM/Avangrid, and many other sponsors. The funds raised this year will be dedicated to their Arts & Cultural district (ACD)

accreditation process.



The community spirit of this special event is represented in this thank you note from a new local: *"Thank you so much for finding space for my parents and me at the Starry Night event last Saturday. We had a lovely time, and I can't thank you enough for welcoming us so warmly. It was such a special event filled with such kind, engaging and fun people. For me, being new to the area, the whole experience and setting seemed so magical - with the mountains, the trees, the balloons and a beautifully illuminated party tent in the middle of it all!"*

## "Next Exit" Premiere Screening at Historic Odeon Theater in Tucumcari MainStreet



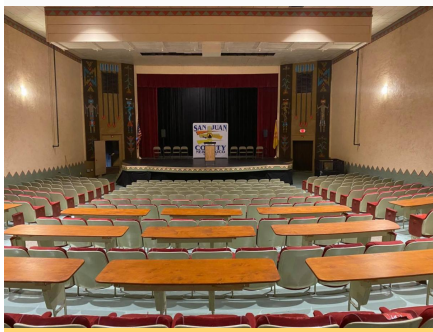
The Historic [Odeon Theater](#) in [Tucumcari MainStreet](#) is hosting the premiere screening of "[Next Exit](#)," which was partially filmed in Tucumcari, on **October 24**.

The writer/director of the film, Mali Elfman, as well as one of the producers and actresses will participate in a Q & A after the screening. Information about other screening events in New Mexico can be found on the film's [Instagram account](#).

The Odeon was recently renovated and Tucumcari MainStreet has improved the functionality and appearance of 2nd Street with NMMS Capital Outlay funding. Their Great Blocks project is nearly complete!



## Grand Reopening of Renovated Historic Totah Theatre in Downtown Farmington



*Totah Theatre*  
GRAND OPENING & FILM PREMIERS  
*October 24, 2022*

The City of Farmington cordially invites you to celebrate the grand reopening of the historic Totah Theatre.  
315 W Main Street, Farmington, NM 87401

Farmington Chamber of Commerce Red Coats Ribbon Cutting	11:30 AM
Red Carpet Reception and Film Premieres	6:00 PM

*Reopening of our 1st Great return to show for the Red Carpet!*

FREE to the Public • Seats Available on a First Come, First Serve basis.

Both movies were filmed and produced in Farmington. Meet the movie makers and stars!  
FOR MORE INFORMATION CONTACT THE FARMINGTON CIVIC CENTER AT 505-599-1148.

The City of Farmington is hosting the grand reopening of the historic [Totah Theatre](#) in Downtown Farmington on **October 24!** This project was partially funded by a NMMS Capital Outlay award in 2021.

The event will begin with a ribbon cutting ceremony at 11:30 am with the Farmington Chamber of Commerce. At 6:00 pm, the public are invited to a red carpet reception and two film premieres. The films were shot and produced in Farmington, "Red Rising" and "Night of the Vampire."

This special event is free to the public and is first come, first serve.

## Welcome to Lynette Keeth, Clayton Union County Economic Development Partnership's New Executive Director

MEET OUR EXECUTIVE DIRECTOR

# Lynette Keeth

**CLAYTON · UNION COUNTY  
ECONOMIC DEVELOPMENT  
PARTNERSHIP**

[Clayton Union County Economic Development Partnership](#) welcomed Lynette Keeth as their new Executive Director in August. Born and raised in Clayton, Lynette is passionate about her community, local businesses, and small-town traditions. She brings professional skills as well as community development skills to this position.

Lynette completed the NMMS Bootcamp training in August so she started her position at full speed!

## Halloween Events in NM MainStreet Districts

**ALAMOGORDO MAINSTREET  
TRICK OR TREAT**  
OCT 29  
12PM TO 4PM  
800-900 BLOCKS  
NEW YORK AVE

**TRICK OR TREAT  
MAINSTREET**  
SATURDAY, OCTOBER 29 5-7PM

*Get your  
Hocus Pocus on  
for our  
Downtown  
FALL FESTIVAL*  
OCTOBER 28TH | 4PM TO 6PM

Alamogordo  
Trick or Treat on  
MainStreet  
October 29

Artesia Trick or  
Treat  
MainStreet  
October 29

4th Annual  
**Scarecrow Festival**  
October 29, 2022  
3pm - 6pm  
Becker Ave. between 5th and 6th streets  
Music/Entertainment  
Scarecrow Parade  
and Contest  
Costume Contest  
Arts and Crafts / Food  
Sponsored by:  
City of Belen  
Belen Art League  
Bugg Lights Museum  
Vendor Spaces Available  
Contact Kaitie Torres 505-514-1911  
Or Kelly Cross 505-353-2242

Carlsbad Fall  
Festival  
October 28

Friday, Oct 28th!  
I'M JUST HERE  
FOR THE  
**BOO'S & BREWS!**  
SOUND OF BEER AND  
COSTUME CONTEST  
CLOVIS  
MainStreet  
CLOVIS  
"THE HALLS & LEVINE'S GARDEN BY 1800-1900"  
tickets  
CLOVIS SOCIETY

Clovis Boos &  
Brews  
October 28

Belen  
Scarecrow  
Festival  
October 29

THE JONES RD. CORRALES NM  
CORRALES NM ORG  
**TRUNK OR TREAT**  
OCT 31ST 6PM-11PM  
BRING YOUR BEST COSTUMES  
& CANDY & DECORATIONS!  
JOIN THE VILLAGE OF CORRALES ON THE 31ST ANNUAL  
TRUNK OR TREAT DRIVE ON YOUR VEHICLE OR TRAILER AND  
DISPLAY THEM AROUND THE FRONT DRIVE/STREET. THE  
DEcoration Contest Where Children Can Walk UP AND  
TRICK OR TREAT IN A SAFE AND FUN MANNER!  
CANDY DONATIONS TO THE VILLAGE OFFICE. QUESTIONS OR WANT TO  
REGISTER CALL 505-679-9100

6PM-9PM-5PM  
**TRUNK OR TREAT**  
down MainStreet  
A family FREE event! Fun for all ages  
DownTown Deming  
Gold Ave. from Pine St. to Ash St.  
Food Music Games Dancing  
www.demingms.org | (575) 546-2674

downtown  
**Boo-PALOOZA**  
October 31 • 4to6pm

**THE HAUNTED MINE**  
Presented by  
THE MALLARD HISTORY MUSEUM  
and THE TOWN OF  
October 28-31  
(Street Closures)  
6pm - 10pm  
At the New Mexico History Museum  
1000 West Center, NM 97000  
360-367-0802  
All Proceeds will benefit  
CDSH for AIDS  
THE STATE COMMUNITY PARTY  
TICKETS: \$1.00 or \$0.01  
with a CAMEL Road Donor for  
The State Community Party

**4th ANNUAL MOSQUERO HALLOWEEN PARTY**  
October 29, 2022  
ANTHONY and AMANDA EGERTON BENEFIT RANCH RODEO  
MOSQUERO, NM Indian Avenue 12:00pm  
(Closures from 12:00-1:00pm)  
Vendor's Indoor Area 12 noon - 5 pm  
Halloween Buffet at  
HEADQUARTERS RESTAURANT-5pm  
Trunk or Treat - Main street - 5:30pm  
Spook House - 5:30  
Costume Contest - Prices 6:00 pm  
Dance to the live band "Wild Country"  
DAMONSON RAIL BREWERY - Closes 6:00 pm to 10:00 pm  
SPONSORED BY  
HARDING COUNTY MAIN STREET  
575-447-0810 FOR MORE INFORMATION

Corrales Treat  
or Trunk  
October 31

Deming Trunk or  
Treat Down  
Main Street  
October 31

Farmington  
Boo-Palooza  
October 31

Grants Haunted  
Mine  
October 28-31

Mosquero  
Halloween  
Party  
October 29

DLCP  
**ZOMBIE WALK**  
2022  
SUNDAY  
OCTOBER 29TH  
Plaza de Las Cruces  
Sign in: 5pm  
Music begins: 6pm  
Thriller Dances: 6:30pm  
Zombie Walk Down Main Street: 7pm  
Judging: 7:45pm  
For more information or to register visit: DLCP.org

BURRIS GALLERY  
**DIA DE LOS MUERTOS**  
OCT 24 - NOV 6 2022  
RECEPTION: NOVEMBER 1 5-7pm  
10-12 PM  
www.burrisgallery.com

LOS ALAMOS  
**HALLOWEEN WEEKEND**  
October 28-30

AVEDA INSTITUTE  
NEW MEXICO  
**THE GLAM & GORE**  
BEAUTY SHOWCASE  
THURSDAY, OCTOBER 27th  
7PM - 10PM  
@ LOBBY THEATRE  
DON'T GET PROSESS  
WILL COSTUME THE STRONG  
CANCER RESEARCH AT  
COMMUNITY  
CANCER CENTER  
GET YOUR  
TICKETS TODAY!  
AVEDANA.COM/SLAMGORE

WITCH WALK  
SUNDAY OCTOBER 29TH 4PM-8PM  
COSTUME CONTEST  
BUFFET  
Sponsored by:  
Raton History Society  
Raton Community Center  
Raton Chamber of Commerce  
Raton Fire Department  
Raton Police Department  
Raton Fire Station #2  
Raton Fire Station #3  
Raton Fire Station #4  
Raton Fire Station #5  
Raton Fire Station #6  
Raton Fire Station #7  
Raton Fire Station #8  
Raton Fire Station #9  
Raton Fire Station #10  
Raton Fire Station #11  
Raton Fire Station #12  
Raton Fire Station #13  
Raton Fire Station #14  
Raton Fire Station #15  
Raton Fire Station #16  
Raton Fire Station #17  
Raton Fire Station #18  
Raton Fire Station #19  
Raton Fire Station #20

Las Cruces  
Zombie Walk  
October 29

Las Vegas Dia  
De Los Muertos  
October 24

Los Alamos  
Halloween  
October 28-30

Nob Hill Glam  
and Gore  
Showcase  
October 27

Raton Witch  
Walk  
October 29



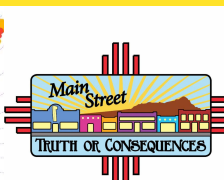
Halloween in  
Midtown  
Ruidoso  
October 26

JOIN OUR  
**AUTUMN CRAFT FAIR**  
OCTOBER 22ND 2022  
10:00AM - 4:00PM  
WIDE VARIETY OF VENDORS  
For information about signing up as a  
vendor please contact Dawn Crowl-Baxter  
Julian Baka at 575-781-1090 or Maury  
Nelson-Kramer at 505-291-1819  
ALPHELO JOHNSON WAREHOUSE  
10001 CALLE CANTON N.E. RUIDOSO, NM  
COSTUME CONTEST  
\$25 Dollar Vendor Fee  
Tables and Chairs Provided

Santa Rosa  
Autumn Craft  
Fair

BESSIE'S PRESENTS  
**DIA DE LOS MUERTOS**  
EVENT  
LOCAL VENDORS  
FOOD  
MUSIC  
PARTICIPATING  
INFORM IN PRESENCE  
FOR PARADE  
PARTICIPATION  
READY AT EVERY  
MOMENT FOR KIDS IN  
COSTUME  
Walking Parade 10am  
corner of Sunset and Central  
Live performance by Felix  
y Los Gatos 11-3 pm  
OCTOBER 29, 2022 10-4  
3815 CENTRAL NW, 87109  
Day of the dead costume contest  
Adults \$20 kids \$10 - 12pm  
Outdoor vendors spaces 10am-5pm  
contact Bessie 1505-831-6185

Dia De Los  
Muertos Event  
in the South



MainStreet T or  
C Trick or Treat  
October 29

**Spook-tacular HALLOWEEN**  
Block Party  
OCTOBER 29 | 4PM to 8PM  
"ALSO SEE TRICK OR TREAT, FORT TARRANT, SANTA FE MARKET"  
TUCUMCARI MAIN STREET

Tucumcari  
Halloween  
History Alive  
Tour and  
Spook-tacular  
Block Party  
October 21-29

## Opportunities

### [T-Mobile Hometown Grant Program](#)

Dec. 31, 2022

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

Dec. 30, 2022

## Events

### [APA-NM State-Wide Conference - Stories of Resilience](#)

October 26-28, 2022

### [Small Business Anti-Displacement Network Conference](#)

November 9-10, 2022

### [Small Business Saturday and New Mexico Tax Holiday](#)

November 26, 2022

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](#)