



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

NMMS and Main Street America Partner on Pilot Rural Small Business Support Program

Participants Include Las Vegas, Lovington, and Tucumcari MainStreets



[Main Street America](#) and **New Mexico MainStreet** (a Main Street America™ Coordinating Program) are proud to announce that [Las Vegas](#), [Lovington](#), and [Tucumcari](#) MainStreets will participate in a new Small Business Resiliency Audit and Resources Pilot Program! Through this program, MainStreet districts will create new tools that identify and address challenges to assist rural small business owners. Financial support for this project comes from USDA's Rural Business Development Grants program. Main Street communities in Pennsylvania and South Carolina have also been selected to participate in this pilot program.

“The Small Business Resiliency Audit & Resources Pilot Program will build on New Mexico MainStreet's existing work of providing economic vitality technical assistance services in affiliated districts across our state,” said New Mexico Main Street Director, **Daniel Gutierrez**. “Services such as business coaching, data collection, creative and strategic planning, financing research, property redevelopment, and many more are offered by our team of revitalization specialists. This pilot will enhance these services by engaging and supporting small business owners in identifying and addressing their most crucial challenges in order to improve the economic environment, revitalize downtown districts, and uplift the local community.”

In the next four to six months, MainStreet districts will engage five small business owners and entrepreneurs through assessments, on-site focus groups, and interviews exploring challenges and areas of opportunities. Main Street America will research potential solutions and develop technical assistance materials, resources, and tools tailored to meet the needs of the participants.

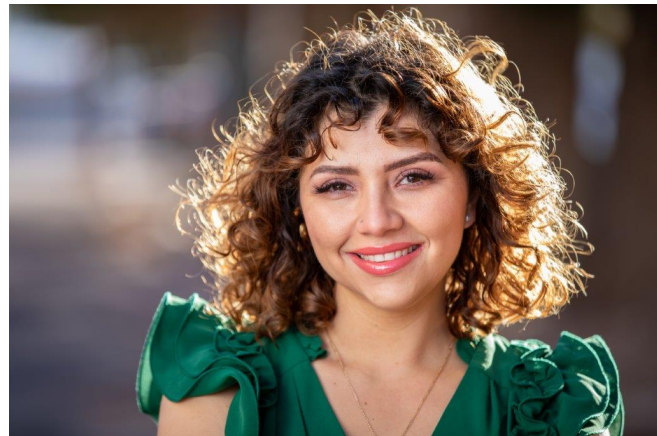
“Tucumcari MainStreet strives to foster the entrepreneurial and creative economy

within the historic heart of Tucumcari. Our work includes supporting our businesses with tools they need to be successful. By participating in this Small Business Resiliency Audit & Resources Pilot Program, we'll help our small business owners pinpoint and address their needs as well as connect them with resources and support. We're proud to work with Main Street America and New Mexico MainStreet to assess and address the challenges that rural small businesses face," Tucumcari MainStreet Director **Connie Loveland** said.

Catch Up with Mara Salcido

Lovington MainStreet Executive Director

Lovington MainStreet is buzzing with activity and Executive Director **Mara Salcido** is continuing her work to bring new programs to the district that support the local economy and improve the downtown community. Lovington MainStreet's newest program, **AfterHours on Main Initiative**, strives to launch a new micro-distiller and/or tasting room in



downtown which would be the first distillery in Lea County. The program provides \$40,000 in grant funds as well as technical assistance to support the launch and operation of the distillery. They received two letters of interest in February, and next week the Board will review the proposals and determine the program's direction. Mara said they faced many challenges with this program due to the COVID-19 pandemic and the fact that a micro-distillery would be a new industry in Lea County. Mara's determination to make this program succeed is a testament to her dedication to making downtown Lovington a dining and entertainment destination!

This spring, Lovington MainStreet is gearing up to begin their third cohort of the **Local Innovators Institute**, an educational program for food truck entrepreneurs. Mara said the cohorts get bigger every year, and the mentorship component is invaluable to participants, many who have gone on to own their own businesses.



Applications for this program will close on **February 28**. Keep an eye on Lovington MainStreet's [Facebook](#) page for updates on "Big Blue," the learning food truck that allows program participants to test new food concepts and sell their delicious creations.

Keep Lovington Beautiful will partner with Lovington MainStreet in April to host a community cleanup picnic in downtown which will beautify the streets & common areas, paint facades, and maintain art murals. Lovington

MainStreet will incentivize volunteerism by holding a social media photo campaign where participants can take a photo of their haul for a chance to win prizes to downtown businesses. Mara said they also regularly host social media campaigns for their gift card program which supports local businesses and the community – last year, SCOUTS Pack 89 won \$400 through their gift card campaign!



This summer, Lovington MainStreet will be busy with their [Façade Improvement program](#) and their annual fundraiser, [Smokin' on the Plaza](#) which is a Championship BBQ & CASI Chili cookoff. Mara said she's very excited about the Façade program because they continue to receive a variety of applicants for different types of projects. They'll open the application back up in July to continue to improve downtown's facades with small business partners. Finally, Mara said she is working with the City of Lovington to finish the Lea Theater marquee renovation project so they can hold a lighting celebration at the Smokin' on the Plaza event.

Mara's positive energy and innovative programs continue to support downtown Lovington's local businesses and community!

Check Out NMMS Presentations at Main Street Now in Boston

We're excited to see New Mexico represented at the [Main Street Now Conference](#) in Boston on March 27-29! Make sure to add these three presentations to your schedule and cheer on your colleagues.

Community Economic Revitalization Strategies to Minimize Resident Displacement

Bianca Encinias & Rhea Serna

Tuesday, March 28 at 3:30 pm



Join **South Valley MainStreet** (SVMS) and New Mexico MainStreet (NMMS) to learn about equitable strategies to help communities of color and low-income residents experiencing rising housing costs. SVMS will explore how its partnerships with various collaborators led to the creation of its "Aging in Place" program, and the need for community organizing strategies to engage residents. SVMS will also explore how its community-based evaluation process resulted in more funding. Both NMMS and SVMS will address the opportunities in working with people of color communities and low-income residents, and the interweaving of equitable community economic revitalization and asset building strategies.

View a sneak peak of this presentation!

Click on the images to enlarge:





Community Concern: How Perceptions Impact Barriers to Business

Susan Cabello & Jennifer L. Garcia Kozlowsk

Wednesday, March 29 at 9:00 am

Since the beginning of the pandemic in **Las Cruces**, NM, the issue of homelessness has overtaken the community discourse, as both a threat to brick-and-mortar storefronts and a siphon of public resources. However, when conducting the annual public survey of the downtown district, increased safety and security was not one of the top three improvements that would bring people downtown more often. Session attendees will learn how to use discourse analysis and data gathering techniques to determine the needs of small businesses and implement programming and advocate for a shift in rhetoric and public policy.

Rising from the Ashes: Revitalizing Communities Post-Fire

Iika Villarreal & Charles Curtin

Wednesday, March 28 at 10:00 am

In communities that have been transformed by trauma, there is often no turning back—only the option to move forward. Resilience literally means "to shrink from or return to some previous condition." When this is no longer possible or desirable, communities can instead be prosilient, meaning "to become future-adaptive." The remote Hispanio-indigenous **Village of Mora**, that suffered the largest fires in New Mexico history, provides an example of how responses can be proactive rather than reactive. Though the fires represent immense threats to traditional lifeways, they also represent opportunities to rethink the identity and aspirations of the community.

Main Spotlight: The Black Cowboy-Archeologist of Folsom, New Mexico

Main Street America's Communications Coordinator, **Marta Olmos**, highlighted NM's **George McJunkin** and **Village of Folsom** for Black History Month! In 1908, McJunkin discovered prehistoric bison bones (now called *Folsom Points*), proving humans inhabited the area seven thousand years earlier than archeologists believed at the time. Read more about McJunkin's story on [Main Street America's blog](#).



Additionally, the piece further explores the history of Folsom and their participation in NMMS's **Frontier & Native American Communities Initiative**, where they received technical assistance to rehabilitate their museum.

Special thanks to Revitalization Specialist **Amy Barnhart** for her research on George McJenkin!

Los Alamos Business Accelerator Supports Growth of Local Small Businesses



[Golf and Games](#)

1016 Juan Tabo in ABQ
At SALA, 2551 Central Ave. in Los Alamos

Wolf & Mermaid



ENCHANTED CAFE

LOS ALAMOS  NEW MEXICO

[Wolf & Mermaid Enchanted Roasters](#)

181 Central Park Square in Los Alamos
and at Bathtub Row Brewing

Los Alamos MainStreet completed the second year of the [Business Accelerator program](#) at the end of 2022. The program's goal is to support retail stores in the downtown core, and it provides training and assistance with business organization, customer discovery, marketing, hiring, accounting, and more to entrepreneurs. After completing phase I of the program, **Golf & Games** and **Wolf & Mermaid Enchanted Cafe** participated in a pop-up market in November-December to test their business in the real world. After succeeding with the market, both businesses are now operating in Los Alamos - Golf & Games in the SALA event center, and Wolf & Mermaid in the Central Park Square complex which is currently being renovated. Read more about these businesses in the [Los Alamos Daily Post](#).

NMMS Revitalization Specialists **Leighton Moon** supported Golf & Games with their expansion to Los Alamos by designing a [visual identity package](#), including a new logo which was inspired by vintage arcade nostalgia.

In 2021, four retail storefronts opened after completing the Businesses Accelerator program: Little Studio on the Mesa, Samizdat Bookstore & Teahouse, Inspired Jewelers, and Wheeed. The program is a partnership between Los Alamos MainStreet, Los Alamos Chamber of Commerce, NM MainStreet, and is supported by the NM Economic Development Department's LEADS program, Los Alamos National Laboratory's Community Partnerships Office, NM Resiliency Alliance, LANL Foundation, Enterprise Bank & Trust, and Del Norte Credit Union.

Belen MainStreet Partnership Assists Local Businesses with Wells Fargo Community Grant

The [Valencia County News-Bulletin](#) reported earlier this month that **Belen MainStreet Partnership** used \$10,500 in Wells Fargo Community Grant funding to assist *seven* local businesses! The funds will go towards repairs, landscaping, supplies, signage, and more.



According to the article, Belen MainStreet Executive Director **Rhona Baca Espinoza** said, “This is so important because we are able to help locally-owned businesses and nonprofits. This is to help them succeed, continue and survive. There is so much need, and it’s great that we can help them in this regard.”

PHOTO CREDIT: Valencia County News-Bulletin

Downtown Las Cruces *ACD Icons*

In the last three years, the **Las Cruces Arts and Cultural District** (LCACD) has celebrated the unique makers, creators, and artists who live and work in their district with the *Artists in Residence* video series.



The LCACD is continuing this series under a new name, *ACD Icons*. [ACD Icons](#) will showcase and promote businesses and artists from various sectors of the creative economy. In the current cycle, they'll spotlight six artists/creators who exemplify the LACAD tagline: “*Authentically Southern New Mexico*.” Icons will discuss the creative process and what it means to be a creator in Las Cruces' vibrant and culturally-rich community.

Check out their first video with mural artist [Coy Lowther](#)!

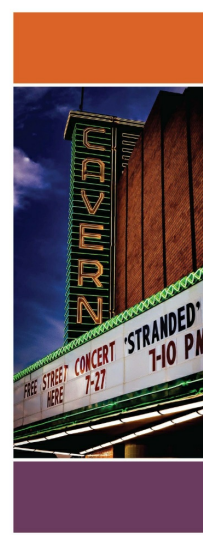
Carlsbad MainStreet's 2022 Impact Report Highlighted by Carlsbad Mayor Dale Janway

Carlsbad MainStreet was recently recognized by **Mayor Janway** [in the Carlsbad Current Argus](#) for their Impact Report and importance to the community. The 2022 report documents nearly **\$600,000** in private investment, **\$300,000** in private investment, more than **1,000** hours of volunteer service in the community, and support for **126** local businesses. Carlsbad MainStreet's successes last year include a Downtown Beautification Project and kiosk, special events such as **Cavernfest** and the Farmers' & Makers' Market, and the **Historic Cavern Theater Rehabilitation** project. In October,

NMMS awarded Carlsbad MainStreet [\\$350,000 in Capital Outlay](#) to upgrade the theater's digital projection and sound. And recently in January, the City of Carlsbad [announced a \\$3.3 million grant](#) from the NM Dept. of Finance and Administration to fully fund the Historic Cavern Theater Rehabilitation project, which will allow the theater to open to the public for live events, screenings, meetings, plays and more.

You can view [Carlsbad MainStreet's Impact Report here](#).

The Impact Report is an initiative developed through a collaboration between NMMS's Organization Revitalization Specialist **Eduardo Martinez** and Promotion Revitalization Specialists **Julia Royal & Cam Wilde**. Collectively, they developed a data and photo submission tool that local program directors can utilize to submit the report content (data, text, and photographs); in return, they receive a completed, print-ready, high quality, fully formatted report that can be shared with their local stakeholders and shareholders. The Impact Report initiative has so far completed four other reports for MainStreet organizations in **Lovington, Silver City, Taos, and Tucumcari**. While Eduardo offers consultation to districts on their reporting data and information, Julia and Cam work with districts to easily submit information and package the report in an aesthetically-pleasing design to communicate the district's impact on the local community. Communities interested in working with Eduardo, Cam, and Julia on an Impact Report and receive one report annually, *do not need* a Service Request — just [contact](#) Cam and Julia for the submission form.



A Year in Review

2022 IMPACT REPORT



Backing Historic Small Restaurants Grant Program

American Express and the National Trust for Historic Preservation is relaunching the [Backing Historic Small Restaurants Grant Program](#) to help restaurants address critical needs amid ongoing economic challenges.



Historic small restaurants can be nominated by restaurant enthusiasts or can apply by **March 12** if they:

- Contribute to the history and/or identity of its surrounding community or neighborhood.
- Tell an inclusive story about cuisine and community in America.
- Have a compelling and inspiring historical narrative or cultural significance.
- Have been disproportionately impacted by economic challenges, disasters, or other hardships.

Meet the Directors

Visit [our website](#) to view photos and bios of NMMS's Executive Directors!



Goodbye Amazon Smile

Unfortunately, Amazon discontinued their charity donation program, Smile, this week. Many NMMS districts used Smile to raise funds for their important programs and initiatives.



NMMS Revitalization Specialist **Amy Barnhart** said she was disappointed the program was discontinued, but wants to remind MainStreet organizations that some corporations will match employee's volunteer time and/or donations with cash. MainStreets can research local employers that have matching programs, and determine if any Board members/volunteers/donors work there. MainStreets could add this info to their fundraising materials, such as "If you work for (this employer) your donation is eligible for a match, doubling your impact!" or "Did you know that many employers will match volunteer time and/or donations of their employees?"

Amy provided examples of matching programs:

- [PNM Volunteer Grants](#)
- [Xcel Energy Matching Gifts Program](#)

Opportunities

[Albuquerque Community Foundation Annual Grant Cycle](#) –
Animal Welfare, Arts & Culture, Education, Environmental & Historic Preservation
March 1, 2023

[AARP Community Challenge Grants](#)
March 15, 2023

[Brighter Future Fund Grant](#)
March 23, 2023

Events

[Main Street Now Conference](#) -
Boston
March 27-29, 2023

[2023 New Mexico Transportation and Construction Conference](#) - *Las Cruces*

April 12, 2023

[NM Hospitality Association Governor's Conference on Hospitality and Tourism](#) - *Las Cruces*
May 2023

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](#).

