



NEW MEXICO MAINSTREET™

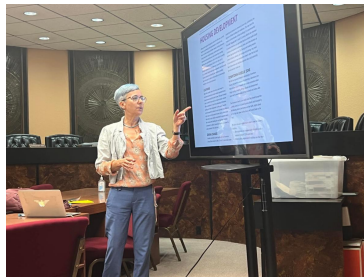
ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

On the Road Again with NMMS Revitalization Specialists



NMMS Organization and Leadership Development Revitalization Specialist **Eduardo Martinez** met with [Alamogordo MainStreet](#) volunteers and Board Members in March to discuss *Economic Transformation Strategies* and how they can make Alamogordo even better.

Photo credit: [Alamogordo MainStreet](#)



NMMS Property Redevelopment Revitalization Specialist **Rhea Serna** presented at [Tucumcari MainStreet](#)'s Mixed Use Zoning Townhall meeting in April. Her presentation on the benefits of mixed use zoning for revitalization was covered by the [Quay County Sun](#).

Photo credit: [Tucumcari MainStreet](#)



NMMS Preservation and Design Revitalization Specialist **William Powell** met with property owners in [MainStreet Truth or Consequences](#) in April to advise on property restorations and challenging projects.

Photo credit: [MainStreet T or C](#)

Catch Up with Nolan Ojeda

Alamogordo MainStreet Executive Director

[Alamogordo MainStreet](#) recently revised our **Economic Transformation Strategies** (ETS) to focus on customer-based strategies:

- **ETS 1:** Re-establish the downtown MainStreet district as a center for multi-generational residents to eat, shop and play.
- **ETS 2:** Connect Holloman AFB personnel and their families to downtown offerings.

Additionally, we have been gearing up for our **Great Blocks** project which we've branded here in Alamogordo as "**MainStreet Makeover: Enhancing the heart of our city,**" which includes the creation of a construction mitigation plan and three marketing campaigns. The topics of the marketing campaigns will be construction information such as alternative parking, project updates, etc.; the creation of a positive message with the use of video shorts, interviews, images, etc.; and finally, a campaign promoting our businesses that will be affected by construction with one-on-one interviews with the business owners, advertisements for their businesses, and information about their hours and ways to support them during construction.



We have also been working with Revitalization Specialist **Michelle Negrette** and community focus groups within the **NMMS ACD JumpStart Program**. To date, we have held 5 public meetings around this work to identify specific projects to undertake in regards to the ACD.



We're excited to get our **streetscape project** started. By branding our project as **MainStreet Makeover**, we intend to provide Alamogordo its very own short video mini-series that feels like an HGTV show. Our hope is that by creating multiple marketing campaigns around the construction project, as well as our downtown businesses, we will generate a deeper sense of ownership in our community over this important step towards revitalization.

In the coming year, we plan to hold more **open forums and focus groups** to drill down on the needs and wants of the community as it pertains to our downtown and what our community would like to see in the district. Some of this work is taking place in our ACD working groups but we hope to expand on these meetings to broaden the scope as it applies to the district and the community as a whole. Additionally, we have begun cultivating a relationship with key POCs at Holloman AFB and are excited for the doors that are opening so we can better reach that community.

We continue to work on our organization internally, creating more Board adopted SOPs, as well as job descriptions, that help our volunteers and Board Members better understand what is expected of them. Additionally, we are working to strengthen and expand our partnerships with other local nonprofits as well as private/public entities in the community to leverage resources and expand on impact.

We are very grateful for the **NMMS network**. When visiting with members of other states at the national conference, it was abundantly clear that we are unique in how supported and cross connected we are because of our NMMS leadership. There is no denying that our communities are stronger because of the overwhelming support we all share with one another, and while the work we are trying to do is not often easy, it

is important, and it is making a difference for New Mexicans.

Meet Cathy Mears-Martin

MainStreet Truth or Consequences Executive Director

Cathy Mears-Martin is excited to join the New Mexico MainStreet Network as [MainStreet T or C's](#) new Executive Director. On the side, she's a children's author educating about waste and sustainable living. Previously, she was an Advertising Program Director where she trained and led a team of project managers, and was responsible for large projects.



Cathy moved to T or C in 2021 from the UK and since living here has set up a local litter pick up group, clean up events and joined the local recycling committee. Frequently seen out and about with her baby boy or 2 dogs, Cathy loves nature, getting the community onboard and working with local students to achieve great things for T or C.

New Mexico Attends Main Street America's NOW Conference in Boston



NM MainStreeters at the Opening Plenary Session.

Photo credit: [Ruidoso Midtown Association](#)



Rhea Serna, Bianca Encinas, Susan Cabello, Jennifer L. Garcia Kozlowski, and Ilka Villarreal who presented at the conference.

Main Street NOW Takeaways:

Nolan Ojeda, [Alamogordo MainStreet:](#)

"We heard a lot of success stories with inviting the community into the discussion and decision

making via surveys, creative placemaking events, and focus groups. We definitely noticed that the ability to progress projects seemed to be tied closely with the community's voice in project ideas. We also felt affirmed in our understanding that Board leadership plays a key role in the success of the organization and therefore intend to actively seek additional training and development of our Board leadership as we progress."



Jennifer Garcia Kozlowski, [Downtown Las Cruces Partnership](#):

"It was nice to learn that other Main Street programs from around the country face the same challenges that we do in Las Cruces. We are not in this ALONE! The positive and constructive feedback we received from our peers, regarding our presentation, was invaluable. Additionally, we learned about the importance in what we name our projects & programs -- that nomenclature we use daily can be a barrier. The MSA new accreditation standards will help DLCP/ACD recruit Board members, set priorities, and support the day to day operations of our programs."



Amy Barnhart, *NMMS Preservation & Nonprofit Resource Development Revitalization Specialist*:

I attended several great sessions, but my two favorites were: 'Tips for Executive Director Retention' and 'Get Hyped: Turn District Cheerleaders into Social Influencers.' I took lots of great info away from these two sessions.



ED Retention: This was a short session with some basic but impactful tips that Boards can implement.

- Offer Competitive Compensation: Match staff pay to responsibilities (what a concept!). If you can't afford to increase staff salaries, increase vacation time and/or holidays off, such as all federal holidays.
- Allow Flexible Scheduling: Remote option, comp time, and flexible hours.
- Encourage and Promote Work/Life Balance: Respect ED's time and boundaries.
- Provide Resources & Equipment: A computer that is not 20 years old. A cart for schlepping event equipment around. Non-profit work doesn't/shouldn't have to be soul crushing, physically taxing work.
- Recognize & Reward: Provide financial perks (bonus, gift cards – tailor it to the individual). Recognize effort, not just results. Say thank you, often and in public.

Hype Team: The Main Street program in Macon, GA, - [NewTown Macon](#) - created the Hype Team program to recruit volunteers to serve as ambassadors during downtown events. They wear Hype Team shirts and walk around

during events welcoming visitors, providing recommendations, answering questions, and encouraging people to share their positive experiences to social media using the #downtownmacon hashtag. The Hype Team members also post weekly to their social media accounts, using photos/captions provided by the Main Street organization.



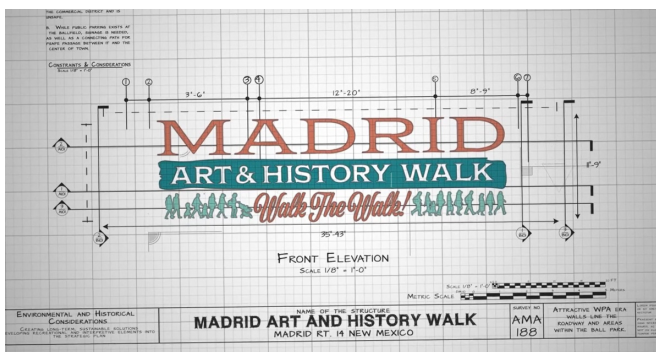
Hype Team members must submit an application, attend training, and volunteer for four two-hour event shifts each year. The NewTown Macon presenters shared that being selected to participate as a Hype Team member is seen as prestigious and that they do not need to provide many “incentives” to get people to participate. And they purposefully select people from all different walks of life within the community, one of the benefits being that when Hype Team members post NewTown Macon content to their social media, they reach totally different people within the community, some of whom they might not have reached previously. The Hype Team was so successful that they launched Hype Hounds! Dog owners post photos of their dogs wearing the Hype Hound bandana out and about enjoying downtown Macon. Who doesn't like dog content on [IG?!?!](#)

Check out the presentation and the Hype Team materials here:

- [Get Hyped presentation](#)
- [Hype Team Application](#)
- [Hype Team Member Agreement](#)
- [Hype Team Social Media Policy](#)
- [Hype Team Application Rubric](#)
- [Hype Team Orientation](#)

Madrid Art & History Walk

Madrid previously participated in NMMS' [Frontier & Native American Communities Initiative](#) to develop their **Art & History Walk** project. NMMS Landscape Architecture and Urban Design Revitalization Specialist **Amy Bell** and [Groundwork Studio](#) supported this project with a storymap and technical assistance.



This important project will improve pedestrian safety and access to the downtown corridor. The [website](#) devoted to this project includes project information, design renderings, regional context, resources, history, and a short video with local business owners and residents.

SE New Mexico MainStreets Partner on *Small Towns, Big Fun!* Campaign

Six SE NM MainStreet districts ([Artesia](#), [Carlsbad](#), [Clovis](#), [Lovington](#), [Roswell](#), and [Ruidoso](#)) partnered on a summer event promotion campaign to boost attendance at all of their summertime events. The **Small Towns, Big Fun!** campaign aims to "capture regional tourists, increase tourism stays, boost local events, and support small businesses since all six communities are only a days-trip away," Lovington MainStreet Executive Director **Mara Salcido** said. She also said it's also an opportunity for MainStreet districts to support one another, join forces to grow the tourism industry in SE NM, and encourage regional tourists to stay longer and explore the shopping/dining/recreation opportunities in the MainStreet districts.



NMMS Revitalization Specialists **Leighton Moon** supported this project with poster, advertisement, and tent card designs. Each district will print these designs and display at local businesses all summer long. Mara hopes to expand the project through the fall and winter seasons, and apply for grant funding to grow the program next year.



Summer events include:

- Carlsbad's [Cavernfest](#) on **June 9-10**
- Clovis' [Draggin' Main](#) on **June 10-17**
- Lovington's [Smokin' on the Plaza](#) on **June 16-17**
- Ruidoso's [Brewdoso](#) on **June 17-18**
- Roswell's [MainStreet Alienfest](#) on **June 30-July 2**
- Artesia's [Red Dirt Black Gold Festival](#) on **September 30**

Catch Up with Robyne Beaubien

NMMS Promotion & Image Development Revitalization Specialist

My name is **Robyne Beaubien** and I am passionate about empowerment and change. More specifically, I love helping MainStreet districts gain a better understanding of what makes them unique and learn to tell their story in a compelling way. I like finding creative solutions to challenges; teaching and training people how to work smarter; and working with people to create stronger leaders; because good leadership is at the root of every success.



As the **Revitalization Specialist for Image Development and Promotion**, I work in the Promotion Point, assisting districts with image development, branding, events, retail activities, and media.

What do folks need to know about the Promotion Point?

Lol. That there is not “s” in Promotion. It is totally my fault because for years I thought it was Promotions, so that was how I taught it. Then when I attended training at the National MainStreet Center, I found out that it was Promotion - without an S. “We do promotions in the Promotion Point,” was how the trainer explained things, “we don’t call the other Points Organizations, Designs, or Economic Vitalities.” So, I lost the “s” and have been trying to right my wrong ever since.

What type of projects are you working on communities right now?

Currently, I am working on district branding, marketing audits, event planning and evaluations, district marketing plans, social media strategies for organizational public relations and education, and social media calendars for events. I also have a couple of workshops in the works for social media and marketing for businesses.



What is your favorite part of MainStreet?

That small successes matter. In 2005, when I started as the director of [Clovis MainStreet](#), I remember Rich Williams, the NM MainStreet Director, talking about the importance of “incremental changes.” 18 years later, I would say that may be the most important thing about what we do. Those small successes stack together to make big changes in our districts and ultimately our communities.

Gallup's Coal Ave. Commons Project Completes Phase II



Congratulations to the City of Gallup on completing Phase II of their **Coal Avenue Commons** downtown infrastructure project. New Mexico MainStreet was proud to support this project by contributing \$800,000 in capital outlay funds to Phase I, and another \$600,000 in capital outlay funds to the Coal Avenue Commons Alley/Paseo Improvement extension project.



Project partners include:

The City of Gallup, Mayor Bonaguidi, City Manager Ustick, Gallup Councilors Garcia, Schaaf, Piano, and Palochak, McKinley County, NMDOT, Murphy Builders, Sites Southwest, Wilson & Company, [Gallup MainStreet Arts & Cultural District](#), NEA, gallupARTS, McCune Foundation, NWNMCOG, Senator John Pinto, Senator George Munoz, Representative Patty Lundstrom, Representative Wonda Johnson, and

many more.



Downtown Las Cruces Stay Cool at These Hot Events on the Plaza

[Downtown Las Cruces Partnership](#) and Arts & Cultural District invite you to stay cool this season with hot events happening in downtown Las Cruces.

- [MIRA! Las Cruces](#) is April 29. This fun, free, family-friendly event is all about highlighting the arts and culture of Southern New Mexico. You won't want to miss the live art mural painting, dance lessons, and fun booths. Country music artist Frank Ray will be headlining with opening acts by Proud Pete and Rodeo Norteño.
- [Swing on the Plaza](#) is back every Tuesday night. So, grab your dancing shoes and hit the Plaza de Las Cruces to swing dance the night away! Want a crash course or trying it for the first time? Swing on the Plaza is an event for dancers of all levels. Come at 7 pm for a basic lesson, then enjoy open dance from 8-10 pm.
- Take advantage of Las Cruces's warm weather nights with the [Fine Arts Flea Market](#) on the first Friday of every month. See all the latest art created by local artists and vendors in the area. Enjoy strolling downtown and experiencing all the food trucks, booths, and live music.
- This Cinco de Mayo, make your way downtown to the first ever [New Mexico Tamale Festival](#). Taste samples of tamales from your favorite food trucks. For those 21 and older, check out the different Mexican beer gardens. There's something for everyone at this fantastic event, including a Night Mercado and live music.



Silver City's Silco Theater Celebrates 100th Anniversary

May 10, 2023

[Silver City MainStreet](#) is inviting the community to the [Silco Theater's 100th Anniversary Gala Celebration](#) on **May 10**. The Gala will have live performances, drinks, and desserts with proceeds benefiting the theater.

In 2021, Silver City MainStreet took over managing the theater and they plan to continue renovations of the Silco in order to host more live events, concerts, and performances which will benefit downtown Silver City's economy.



Silco Theater
100th ANNIVERSARY
Gala Celebration
WEDNESDAY, MAY 10, 7 PM

A Variety Show Produced by Ward A Rudick
MC'd by Ward A Rudick & Raul Turrieta

The Show:
The Brandon Perrault Quartet
featuring Michele Parlee,
Brandon Perrault, Peter Danti-Bredino,
and Jesse Stockman.
Starring: Keano Huerta, Flicker, Zeyah
Pearson, Angelica Padilla, Faith
Pellegrino, Ward Rudick, Icee Tight,
Raul Turrieta, Dara Weiber,
and The Improv Group

TICKETS \$30
Scan the above QR code to
purchase your tickets:
Please join us for
drinks, dessert and a
spectacular performance!

SILVER CITY'S HISTORIC ENTERTAINMENT VENUE!

On **May 6-22**, Silver City MainStreet is participating in [Give Grandly](#), an annual communal fundraiser, to raise money for the Silco's renovations and Silver City MainStreet's special events.

Carlsbad's Cavern Theater Continues Renovation, Accepts NMMS Capital Outlay Award for Digital Projection/Sound



The [Carlsbad Current-Argus](#) recently covered Carlsbad's continued efforts to renovate the historic Cavern Theater. The City Council accepted \$350,000 in capital outlay funding from NMMS/NMEDD to install digital projection and sound.

Carlsbad MainStreet Executive Director **Kat Davis** said the theater renovation is the pillar of their Arts & Cultural District plan and will bring economic growth and revitalization to downtown.

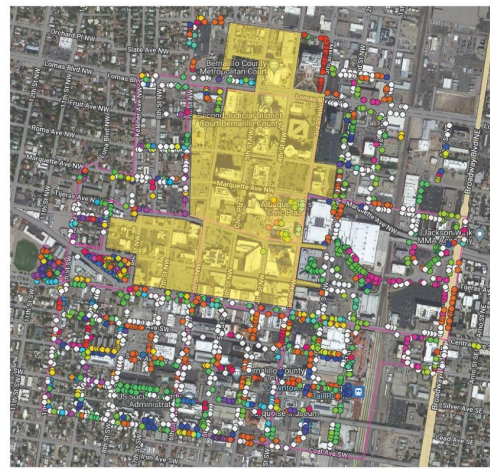
Carlsbad MainStreet and NMMS are excited to host the NMMS **Summer Institute** in Carlsbad on September 13-15, 2023. The NMMS network will be able to celebrate the theater's renovation in downtown Carlsbad next September.

Downtown ABQ MainStreet Arts & Cultural District's Community Forestry Program

From the [Crossroads newsletter](#):

Last fall Downtown ABQ MainStreet and Arts & Cultural District launched a volunteer led initiative to plot street trees in Downtown. Plotting also included taking note of the tree's condition as well as locations where street trees once lived and can be re-planted. Volunteers took a

break during the winter, however thanks to our amazing community we have successfully logged **1,638 trees**, **475 existing planting spots** and **321 potential planting locations** if concrete is removed. The highlighted part on the map is the area that still needs to be plotted. If you'd like to volunteer to plot trees, contact lola@abqmainstreet.org.



1,638 Trees logged to date
 Top 3 tree species
 Ash - 275
 Honeylocust - 208
 Sycamore - 143

475 Existing Planting Spots Identified
 321 Additional Potential Planting Locations if Concrete Removed



This project has been made possible by: Groundwork Studio, New Mexico MainStreet, CABQ Parks & Recreation, Energy, Minerals and Natural Resources Department NM State Forestry and in partnership with Let's Plant ABQ to bring 100,000 trees to Albuquerque by 2030. Special shout out to our City Forrester, Sean!

B.Ruppe Healing & Wellness Pop-Up

April 29, 2023



The B Ruppe Drugstore in Barelás is hosting a [Healing & Wellness Pop-up](#) event on **April 29** from 11am-2pm. In addition, the monthly Curanderx Community Clinic will take place on April 29 from 10am-3pm.

These special events will host healers providing services, local artisans & businesses, food, and more.

Opportunities

[New Mexico Outdoor Equity Fund](#)

Opens May 15, 2023

[RDC's Micro-Grant Fund](#) - Northern

NM region

May 12, 2023

[Urban & Community Forestry](#)

[Inflation Reduction Act Grants](#)

June 1, 2023

Events

[National Small Business Week](#)

[Virtual Summit](#)

May 2-3, 2023

[NM Hospitality Association](#)

[Governor's Conference on](#)

[Hospitality and Tourism](#) - Las

Cruces

May 8-10 2023

NMMS Summer Institute -

Quality of Life Small Grants

Program

June 9, 2023

[More opportunities](#)

Carlsbad

Sept. 13-15, 2023

NMMS Winter Conference - Santa

Fe

Jan. 31-Feb. 2, 2024

[More events](#)

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](#).

