



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Lovington MainStreet's Local Innovators Institute Food Accelerator Program Recognized by USDA Rural Development



[Lovington MainStreet's](#) Local Innovators Institute is now in its fourth cohort, training restaurant entrepreneurs on the business and art of running a restaurant without the risk of losing precious time and resources on new food concepts. Back in 2018-19, Lovington MainStreet's Executive Director Mara Salcido worked with her Board to develop the Local Innovators Institute program in order to improve downtown Lovington's dining and entertainment district which is one of Lovington MainStreet's economic transformation strategies.



Lovington MainStreet received a **\$75,900** Rural Business Development Grant (RBDG) from USDA Rural Development (RD) in 2019 to purchase the food truck, and another **\$50,000** in RBDG

funding in 2020 to continue the restaurant accelerator program. New Mexico MainStreet’s Business and Entrepreneur Development Revitalization Specialist Sean O’Shea ([Hatchform](#)) provided technical assistance to support the development of the business curriculum used in the five-week training. The training portion of the program also includes information on restaurant knowledge, branding/marketing, menu development, business planning, food safety, and licensing. Entrepreneurs then spend two weeks in the food truck selling their product, getting hands-on experience and valuable feedback.



“I appreciate being in this community because there’s so much potential here. Thank you to my Board, our Assistant Director Star McKee, the City of Lovington, and USDA RD for all their support. Please join us in downtown Lovington – hopefully we’ll see you at our next event,” said Lovington MainStreet’s Executive Director **Mara Salcido**.



On May 19, 2023, USDA RD’s State Director Patricia Dominguez presented Lovington MainStreet with a certificate of congratulations for “its successful Local Innovators Institute which supports the creation of business entrepreneurship by providing training and opportunities for those seeking to go into the restaurant business.”

“Everything we do at USDA RD is to empower rural communities. We have business and industry programs locally and nationally to support small businesses in rural areas. We’re so excited to be here today to celebrate the success of the Local Innovators Institute program,” said USDA RD’s State Director **Patricia Dominguez**.

The celebration event was well attended, and many others expressed their support for the program and for Lovington MainStreet’s revitalization efforts.

Ms. Salcido and Lovington MainStreet have also spearheaded the following initiatives to continue the revitalization momentum in Lovington:

- Annual *Downtown CleanUp* volunteer events
- *NOT Vacant Shindig* live music events to promote vacant properties
- Infrastructure improvements that transform downtown such as **Storybook Park** and wayfinding signage
- *Off the Clock Connections* networking workshops
- *Shop Local* merchant promotions
- *Live in Downtown* music events
- Annual *Smokin’ on the Plaza* BBQ community event
- Renovation of the historic **Lea Theater** which will house Lovington MainStreet’s offices when complete.

Congratulations to Lovington MainStreet on their recognition for all their hard work, continued success and revitalization efforts! New Mexico MainStreet is proud of their achievements and looks forward to their future impactful projects.

[Read more about this special event.](#)

Catch Up with Brenda Ferri

Raton MainStreet Executive Director

[Raton MainStreet Arts & Cultural District's](#) Wayfinding program has been so successful, we recently started the second phase which extends the reach of the signage to mark more spots for tourists. We installed signage that leads people to Climax Canyon nature trails, an outdoor recreation spot next to our downtown. We also installed signs by the two new downtown EV charging stations (installed by Raton Public Service Co.) directing people to 1st Street and our renovated Great Blocks area. We've received lots of great feedback on the signage, and it helps us capture tourists and encourage them to stay in our MainStreet Arts & Cultural district.



Starting in late June, we have three back-to-back annual events that are really big for us so we're very busy and excited!

Our biggest fundraiser of the year is the [Annual Sun Valley Rides Summer Carnival](#) on **June 22-25, 2023**. Tickets can be purchased at InBank locations in Raton and Trinidad, CO. It's a very popular event and we're looking forward to having lots of fun that week.



After the carnival, we'll host our annual International [Santa Fe Trail Balloon Rally](#) on **July 1-3, 2023** at the La Mesa airfield. The mass ascensions on the mornings of July 1-3 are free to the public and are usually attended by hundreds of visitors every year.

After the Balloon Rally, we'll host the annual **Fourth of July** celebration, [Fun on Historic 1st Street](#). This is a very popular event that will have a parade at 1:30pm, a vendor fair from Noon to 6:00pm, and a firework show in the evening. The top three parade floats will be awarded **MainStreet Bucks** to spend at local businesses – about 30 local businesses participate in the program and they display a sign in their front window advertising MainStreet Bucks. We've had the MainStreet Bucks program for about four years, and it's added more than **\$7,000** back into our local economy – that's money that did not leak from Raton, it's stayed local! NMMS Graphic Designers Leighton Moon designed the Bucks which



come in \$5 increments.

During Labor Day weekend, Raton MainStreet is home to the [Gate City Music Festival](#) on **September 2-3, 2023**. The headliner, Mark Wills, will perform at the historic Shuler Theater and there will be free concerts on 1st Street all weekend.



We recently completed the planning phase of the **Raton Train Depot** Capital Outlay project, and we're excited to apply for phase two funding in the future. This project will restore the depot to its original glory and will house a Welcome Center for travelers. The City of Raton owns the Depot and we're thankful to work with them on this project because the renovated Depot will add to our Great Blocks on MainStreet area. We're hoping this project will be complete in 2-3 years.



We're incredibly busy right now and we're so excited for all of these upcoming events and projects! Come visit us in Raton MainStreet Arts & Cultural District to see for yourself how welcoming and enjoyable our business district is to visitors and the community.

South Valley MainStreet Seeks Volunteers to Help Senior Citizens

[South Valley MainStreet](#) is seeking volunteers for their Aging in Place project. This project provides outreach for minor exterior home repairs, service hours, and helping senior citizens improve their home.

For more information, please email southvalleymainstreet@gmail.com.



Interested in Joining Us as We Help Senior Citizens in the South Valley?

Call us at (505) 873-4636 or send us an email: southvalleymainstreet@gmail.com
Looking forward to your help!

WANT TO HELP SENIOR CITIZENS IN OUR COMMUNITY?

- Minor non-structural repairs
- Yard cleanup (up to 15 ft from home)
- Exterior painting
- Minor fence repair
- Exterior ramps and rails
- Minor glass panel repair
- Exterior stairs repair
- Trim trees up to 7 ft off the ground

Catch Up with Valerie Osbourn

Nob Hill MainStreet Executive Director

[Nob Hill MainStreet](#) just finished working on the massively successful **Taste of Nob Hill** event, which sold out online before the event! This event included 15 Nob Hill food & alcohol vendors, and live music.



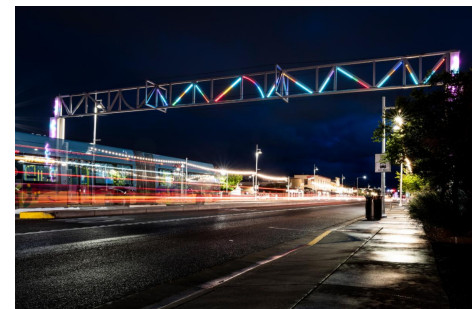
We revamped our website to include a merchant listing section, and we also made sure all Nob Hill businesses have up-to-date Google listings.

Recently, we received \$5,000 from the City of Albuquerque to continue our music series which brings live music to district restaurants -- we're currently booking & promoting this.



We also partnered with the City to launch a Nob Hill employee parking program, alleviating the need for employees to park in front of businesses.

Our East Nob Hill string lighting project is nearly finished and final installation will be completed soon!



Nob Hill MainStreet has several new Board members who are excited to lend their expertise. This includes someone with a wealth of knowledge in city planning that's going to champion a historic wayfinding system in our district. We'll be ready to apply for Capital Outlay funding, when it's available, to get this project started.

We're co-hosting [Summerfest](#) on **July 22**, which we're always excited about. This free event includes multiple stages full of local bands, food trucks, and more. Bring the family, enjoy the fun, and celebrate Route 66.



Our district gift card funding is almost extinguished, and we look forward to applying for mural funding to beautify stretches of Bryn Mawr Dr.

We're very excited to see our social media blowing up. The amount of engagement we're

getting is better than ever!

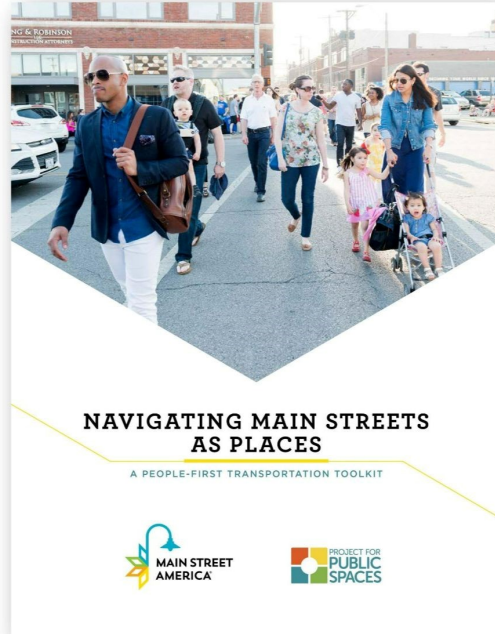
As we move forward with our historic wayfinding initiative, we're planning on submitting a NMMS service request to identify historic markers and how to move the public through our MainStreet in the best way. We can definitely use help with this project!



Navigating Main Streets as Places: A People-First Transportation Toolkit

Can people safely navigate your Main Street? Learn how to ensure your Main Street can welcome pedestrians, cyclists, motorists, and others with Main Street America's handbook, [Navigating Main Streets as Places: A People-First Transportation Toolkit](#).

This guide will teach you how to evaluate your streets and transportation modes through the lens of placemaking, balance the needs of mobility and other street activities, and build stronger relationships with other decision-makers and the community.



Special Events in NM's MainStreet Districts

[Farmington's Downtown Friday Art Walk](#)
June 2, 2023

[Downtown Maker's Market](#)
Thursdays through October 5, 2023

[Levitt AMP Gallup Music Series](#)
Saturdays June 3 - August 12, 2023



[ABQ Artwalk](#)
June 2, 2023



Downtown Friday Art Walk

5:00 pm til 8:00 pm
Local Artists, Vendors, Music, and More!

nwmac.org or follow us on Facebook

June 2 • ORCHARD PARK • 3pm to Dusk
Handmade • Homemade • Homegrown (Artisans, Growers & Makers/Crafts)

The Goody Wagon, Christina Rubio, Diver's Homemade Goodies, Maria Alondra, Amy Bridgwater, Callwell Silver, Cerezo Sandoval, San Juan Ganjapies, Yolanda La More, Bonnie Carris, MoST Design, Nita's Workshop, Charise Atoyals, Bear Yang, Megan Cornejo, Rafferty Creations, Twin Warrior Design, Saaba Bagay, Jayme Youth-Hug, City Smith Pottery Designs, Darris Andrews, Veronica and Crystal Harvey, T.J. Solapi, Alboro Creations

Vendors, Artists, etc.

Register Online at:
<http://nwmac.org>
for Art Walks & the
Downtown Makers Market

Everything from Edible to Exquisite!
Farmington, New Mexico
Thursdays through October 5

Nob Hill's First Sunday Stroll June 4, 2023

First Sunday Stroll
In Nob Hill

WALK & DISCOVER

Las Vegas' First Friday Art Walk June 2, 2023

Promoting the exceptional art and history of New Mexico while assisting communities in developing their cultural and artistic resources to create dynamic and economically vibrant districts.

Late afternoon...early evening...enjoy...in beautiful historic heart of Las Vegas

FIRST FRIDAY ART WALK
Old Town Galleries
June 2, 2023

Stroll through shops and galleries, wine and dine and enjoy Music in the Park begins at 5:30 PM at Plaza Park.

Organized by MainStreet de Las Vegas, Las Vegas NM Arts & Culture Districts. All the participating galleries, artists, musicians and businesses, and the City of Las Vegas.

New Mexico Arts & Cultural Districts promote the exceptional art and history of New Mexico in unique communities that create dynamic and economically vibrant districts. The districts represent the breadth of New Mexico's cultural heritage, celebrate historic buildings, traditions and contemporary art forms and offer a variety of opportunities in the visual and performing arts, as well as agriculture and regional food.

Grants' Spokes on 66 Car Show June 3, 2023

SPOKES ON ROUTE 66

Car Show
~Saturday~
June 3, 2023
Fire & Ice
800 W. Santa Fe
Grants, NM

Show Categories~
Classic Cars
Low-Riders
Motorcycles
Trucks
and more!

Free Live Performance by **Mint Skylark**

Car Show \$25 Entry

Use this QR Code to register online
Call us @ (505) 638-2430

Sponsored by:
Peabody
HOME TAKE
ROUTE 66 TOWING

Carlsbad's Cavernfest June 9-10, 2023

CAVERNFEST
CITY OF CARLSBAD
CITY OF CARLSBAD
CITY OF CARLSBAD

Alamogordo Downtown Nites Block Party June 2, 2023

SUMMER 2023

Hosted by Alamogordo Center of Economic Success by Amy Tillison State Farm

900 & 800 BLOCK NEW YORK AVE

JUNE 2nd
DJ MAJIK

MUSIC, FOOD TRUCKS, LATE SHOPPING!

LegalShield, State Farm, Amy Tillison, Kwik-Fill, Kwik-Clean, Kwik-Stop

Discover Corrales: 12th Annual Garden Tour June 4, 2023

Discover Corrales
12th Annual Garden Tour
SUNDAY JUNE 4, 2023 • 9:00-4:00

VISIT SIX Beautiful UNIQUELY Corrales GARDENS

PLEIN AIR PAINTERS COMMUNITY EVENTS MASTER GARDENERS

Tickets \$20

available online @ CORRALES-GARDENTOUR.COM

AND AT THESE LOCATIONS:
Juanita Market, Pointe of the Southwest, Village Marketplace, Alameda Greenhouse, Jeniche Nursery (in Corrales), Stone Masonry

Any of our tickets available at FRONTIER MARKET • 3677 CORRALES ROAD

SPONSORED BY: VILLAGE MASONRY, CORRALES GARDEN TOUR, GARDENERS OF THE WORLD

Opportunities

[New Mexico Outdoor Equity Fund](#)

Events

[NMMS Summer Institute](#) -

Apply now

Carlsbad

Sept. 13-15, 2023

Quality of Life Small Grants

Program

June 9, 2023

Outdoor Economics Conference -

Santa Fe

Oct. 23-25, 2023

T-mobile Hometown Grant

Program

June 30, 2023

NMMS Winter Conference - *Santa*

Fe

Jan. 31-Feb. 2, 2024

[More opportunities](#)

[More events](#)

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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](#).

