



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Spotlight on the Promotion Point

Main Street America's Main Street Approach™ is a time-tested framework used for community-driven revitalization. The *Approach™* incorporates the four broad areas of Economic Vitality, Design, Organization, and Promotion (known as the Four Points) to implement Transformation Strategies. Work involving the **Promotion Point** positions the district as the hub of economic activity and creates a positive image that showcases the community's unique characteristics.



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Promotion includes four areas of work:

- **Image/Brand Development:** creates an overall impression of what people will experience in the district.
- **Events:** creates opportunities to drive traffic to the district and allows people to experience what's happening in the district.
- **Retail Activities:** creates relationships with businesses and customers in the district.
- **Media Relations:** creates an environment to share information about the district and organization.

Planning is key when embarking on Promotion work because projects need to evolve from the mission of the organization and tie-in to Economic Transformation Strategies/goals/work plans. Promotion projects are an opportunity to control the narrative of your district, tell stories that energize the community, and brand the district as a destination. Additionally, an improved image creates a climate of confidence resulting in more customers, higher profits, and more reinvestment in local businesses and property.

New Mexico MainStreet has three Promotion Point Revitalization Specialists, **Robyne Beaubien, Julia Royal and Cam Wilde**. They're available to support affiliated districts/projects with Promotion projects and training.

"It's been really rewarding working alongside so many dedicated New Mexico MainStreet Executive Directors. The excitement around new and out-of-the-box projects (and even collaboration between several communities and other

Revitalization Specialists) has been contagious. Being able to help bring clear and thoughtful visual awareness to what's happening out there — and seeing the results — is something I think the entire Promotion team is proud of," NMMS Revitalization Specialist **Julia Royal** said.

Learn about four recent Promotion projects from NMMS district Executive Directors:

Santa Rosa MainStreet developed a new brand and logo for their district to reference wholesome family-friendly nostalgia and Route 66 while including a modern vibrancy that feels like home.



"The logo project was a great experience. We decided to begin this project because our Mainstreet had not adopted a formal logo and brand to represent our district. Our Mainstreet is fairly new, and we understood that it was time to begin the branding process. Cam and Julia did a fantastic job, and Robyne worked with us to gain community input for the design and develop concepts. This project was the start of many projects. First, we started the branding with Robyne and pulled in Cam and Julia for design. Once we completed branding, we quickly moved on to wayfinding with Amy Bell and her team. Amy eventually pulled Cam and Julia back into the mix for sign design and ways to integrate the city's logo with our MainStreet logo to create a cohesive design.



Robyne has a wealth of knowledge and helped guide our branding team through the whole process including the launch. Cam and Julia helped me design coasters, lapel pins, banners, and rack cards for the launch. My Board and I love the logo, and it's really helped us share our district's story.

For other districts looking to start a project like this, NMMS Revitalization Specialists are the best! Soak up all their expertise and creativity. Along with completing these projects, the Revitalization Specialists helped ensure we stayed on track with the year plan of branding and wayfinding projects. Both projects were very successful, and we'll continue to see their results for many years to come."

- Santa Rosa MainStreet Executive Director Chantel Lovato

Alamogordo MainStreet developed a construction mitigation communication plan for their \$1.9M MainStreet Makeover infrastructure and streetscape project. The Makeover project will install ADA sidewalks, public art, lighting, benches, trash cans, and more to improve access, safety, and walkability in downtown. Additionally,

they're working on marketing campaigns to provide construction/parking information and project updates, promote a positive message, and provide information about local businesses that are affected by construction.



"This Promotion project will help us succeed because we see communication as vital and key in everything. We see this project as an opportunity to build trust with the community and it will also provide accountability around the contractors, city, and ourselves.



We started this project because we understood the need for promotion and communication with the community to help our businesses thrive during construction. Our ultimate goal is for our businesses to continue to do well during construction and the street closure. We also felt it opened the door for community buy-in and ownership of the construction project, basically we are bringing them along to dream with us about the possibilities for our district.

Currently we're working on two multifaceted promotion campaigns, one surrounds the construction project on our street and the other is aimed at the businesses downtown.

We've been working with NMMS Revitalization Specialists Amy Bell, Rhea Serna, Julia Royal, Cam Wilde, and Robyne Beaubien. We see the Revitalization Specialists as the best way to extend the capabilities of our single staff person. Revitalization Specialists don't just consult with ideas and guidance, they actually generate deliverables, push projects forward, and coordinate behind the scenes to generate more impact.

My advice to any district thinking about a project like ours is to use your Revitalization Specialists! They are honestly the resource that's most vital to a MainStreet program and they push everything to the next level with their experience, knowledge, and help. Also, build a strong promotion team first; we ended up having to do this backwards and it has been difficult to get the projects moving in full force because we're trying to plan without knowing what strengths and team members we have in the promotion committee."

- Alamogordo MainStreet Executive Director Nolan Ojeda

Tucumcari MainStreet completed an events marketing plan to create a social media & public relations strategy to increase sponsorships and utilize social media advertising.



Tucumcari MainStreet is hosting their 3rd & final Down At The Depot concert & Makers Market on August 19th.



Tucumcari MainStreet is proud to be showcasing "Royal Adventures: A Historic Look at the Life of Tucumcari Pioneer Royal Prentice" at the Tucumcari Railroad Museum. The exhibit was curated by Laura Love and will be on display through August 10th.



Tucumcari MainStreet's 11th Annual Fired Up Festival will be on Saturday, September 9th.

"This marketing plan will help Tucumcari MainStreet better promote our events, program, and organization. In turn, this will allow us to draw more people to the events and help expand the general knowledge of the organization's team and mission.

We wanted to do this project to expand on the marketing we're already doing and help increase awareness of Tucumcari MainStreet's mission.

In the future, we plan to do another promotion campaign to 'Meet the Board' and promote the organization in addition to marketing our Down At The Depot, Fired Up, and holiday events.

We worked with Robyne on the development of this plan. She was thorough, thoughtful and helped us create a plan that will not only maximize our exposure but also our marketing efforts for our events and programs.

My advice to any district thinking about a project like this is to think outside the box of traditional marketing. Think through what your goals are for your organization and events, and have fun with it!"

- Tucumcari MainStreet Executive Director Connie Loveland

SE New Mexico Partnership: Small Towns, Big Fun!

Six SE NM MainStreet districts (**Artesia, Carlsbad, Clovis, Lovington, Roswell, and Ruidoso**) partnered on a summer event promotion campaign to boost attendance at their summer special events. They joined forces to create the Small Towns, Big Fun! campaign to capture regional tourists, boost local events, and support small businesses. Since all six communities are

only a days-trip away, this Promotion project was a great opportunity for districts to support one another, boost regional tourism, and encourage visitors to explore the shopping/dining/recreation opportunities in each district.



“It was a lot of fun working with the other communities and promoting them. I love working with the NMMS Revitalization Specialists – they do an amazing job of making ideas a reality. They are always patient and supportive.

My advice to others interested in this kind of Promotion project is collaboration is key to growth.”



- Lovington MainStreet Executive Director Mara Salcido

New Gateway Signs at Ojo Encino



NMMS Revitalization Specialist **William Powell** shared photos of three new gateway signs at the Navajo Chapter **Ojo Encino**. Ojo Encino participated in NMMS's Frontier and Native American Communities Initiative and received support from Revitalization Specialists, including the sign designs by Julia Royal and Cam Wilde. The community

also received a NM Resiliency Alliance *Resilient Communities Fund* grant for their downtown beautification project.

"Thank you so much for the beautiful signs! I've been getting a lot of good compliments from the local community," Chapter Manager **Gloria Chiquito** said.



MainStreet de Las Vegas Hosts Community Forum for South Pacific Corridor

[MainStreet de Las Vegas](#) invited the community to a forum with featured speaker NMMS Revitalization Specialist **Amy Barnhart** to discuss annexing the South Pacific Corridor and what it means to be part of a MainStreet district.



"The City of Las Vegas possesses a great wealth of historic commercial districts, including the South Pacific Corridor. While it's no longer the vibrant commercial district that it once was, there are still several businesses open as well as



commercial properties being restored with the intent of opening new businesses, such as the historic **Ludi's Grocery Store**. The new owners of this property are in the process of making physical improvements to it with the hopes of opening an open market and indoor skate park.

While this property and the South Pacific Corridor is located outside of the boundaries of the current designated MainStreet de Las Vegas (MSLV) district, MSLV has provided support and guidance to these entrepreneurs and existing business owners. The community forum explored the possibility of expanding the MSLV district to include these businesses and enable increased technical assistance from both the local organization and the state MainStreet program.

I provided a presentation on the Main Street Approach as well as the benefits and positive impacts of being a business and/or property owner in a MainStreet district. The meeting was well-attended by members of the neighborhood and city, and attendees engaged in a robust conversation about the needs of the Corridor, as well as questions and concerns about how the designation might impact the neighborhood.

MSLV will continue to support the businesses in the Corridor, while continuing to explore the possibility of expanding the MSLV district to include the South

Call for Projects: Creative Industries Division

Apply by August 21, 2023

The New Mexico Economic Development Department's [Creative Industries Division](#) announced a funding opportunity for local government projects and programs that demonstrate the potential to stimulate community or economic development through creative industries.



Funds may be awarded in the form of an IGA (intergovernmental agreement) to a county, municipality, or other political subdivision of the state, an Indian Nation, or a federally/state recognized Tribe or Pueblo.

Artesia's New Downtown Mural, "City of Balloons"

[Artesia Arts & Cultural District](#) recently completed their seventh mural, "City of Balloons," as part of their Downtown Mural Program. The mural is a large 2-part mural designed and installed by Artesia art students.



Five students and two art instructors worked in record-breaking heat for more than 19 days to complete the mural, which showcases attendees at Artesia's annual Balloons & Tunes event. Mural artists and friends appear as balloon passengers. This mural is AACD's second installation in Rick's Alley, a mural alley connecting Artesia's Baish Veterans Park with the Heritage Plaza, and is a tribute to late Artesia businessman **Rick Wiles'** vision.

Three NM Organizations Receive AARP Community Challenge Grants

Congratulations to Alamogordo MainStreet, Farmington's Northwest New Mexico Arts Council, and Cruces Creatives for receiving [AARP Community Challenge](#) grants! This was the grant program's most competitive year to date -- more than 3,600 applications were received, and \$3.6M was distributed to 310 projects across the country.



Grants are intended to help communities make immediate improvements and jump-start long-term progress in support of residents of all ages.

- [Alamogordo MainStreet](#)'s project to create a beautiful, welcoming, and useful space behind the buildings along the eastern side of New York Avenue will be made possible by AARP's generous grant award. This project aims to create raised garden beds for greenery, seating, lighting, and murals in the alley. This opportunity comes at the best possible moment as New York Avenue prepares for construction of MainStreet Makeover where the New York Ave will get a facelift with new ADA compliant sidewalks, more trees and greenery, new streetlamps, and new benches.
- [Northwest New Mexico Arts Council](#) - The Art in the Alley project will cover the exterior walls of several downtown businesses with murals and historic images, creating a pedestrian walkway.
- [Cruces Creatives](#) - This project will help community members beautify a revitalizing downtown through a participatory paint-by-numbers mural on the wall of a nonprofit makerspace.

Los Alamos ScienceFest Highlighted by Main Street America

In case you missed it, Main Street America highlighted Los Alamos MainStreet's ScienceFest in their blog post, "[Science on Main Street: Using Scientific Significance to Instill Community Pride.](#)"

[Los Alamos ScienceFest](#) recognizes and celebrates the town's heritage, highlighting the scientific accomplishments and contributions that have shaped the town's character.



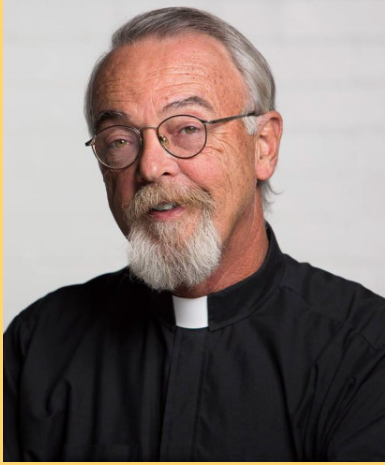
Solar Car Racing tournament during ScienceFest. Photo provided by Los Alamos MainStreet.

The annual festival:

- preserves/promotes Los Alamos' **historic significance** and cutting-edge science.
- engages with local businesses, organizations, and educational institutions, forging strong **partnerships & collaborations** that enhance the event's impact on the community.
- focuses on **preservation-based development** to ensure the town retains its unique identity and charm while simultaneously fostering a vibrant business environment.
- has become a source of **community pride**, uniting residents around a shared passion for science and creative innovation.

Mark Lake

With deep sadness, Tucumcari MainStreet announced the passing of colleague and friend [Mark Lake](#). Mark was the former Tucumcari MainStreet Director for many years, overseeing the renovation of the historic railroad depot. He also served on the Board of the New Mexico Coalition of MainStreet Communities and was the current Vice President of Tucumcari MainStreet's



Board of Directors.

He was an important advocate for Tucumcari MainStreet and his contributions to Tucumcari and New Mexico will not be forgotten. He will be sincerely missed and New Mexico MainStreet sends heartfelt condolences to his family.

Clayton Union County Economic Development Partnership Completes First Downtown Mural

Congratulations to Clayton on their first downtown mural! Artist **Hannah Beck Wells** (also a CUCEDP Board member) made an interactive mural for kids and families. The project was sponsored by Invenergy.

Clayton Board President **Zach Bickel**'s children are featured in the first [photographs](#) taken with the mural. More murals are already in progress as Clayton's beautification projects are off to a great start.



Downtown Las Cruces Partnership Plays Downtown Bingo on National Bingo Day

[Downtown Las Cruces Partnership](#)'s Executive Director **Jennifer Garcia Kozlowski** challenged the local community to play downtown Bingo with her on social media.

Participants were encouraged to find things downtown in several categories to complete their Bingo card and share them on social media, such as:

- Something tasty
- Something that shows Pride
- Something local
- Something handmade
- Historic building
- Colorful drinks
- Something that smells nice
- And more!



Special Events in NM MainStreet & Arts & Cultural Districts

Zuni Pueblo MainStreet Summer Art Market Friday, July 28, 2023

ZUNI PUEBLO
MainStreet

Zuni Pueblo MainStreet Presents

SUMMER ART MARKET



July 28, 2023 from 10 AM-5 PM @ Zuni Fairgrounds

- ARTISTS AND FOOD VENDORS ARE WELCOME! BOOTH SPACE IS AVAILABLE FOR A DONATION OF \$10 + AN ITEM. PEPLERS LICENSE & FOOD HANDLERS PERMIT REQUIRED.
- ZPMS will have a 50/50 Raffle! Tickets are \$2 and can be purchased from Board members.
- EARLY REGISTRATION IS ENCOURAGED

BOOTH REGISTRATION FORMS CAN BE PICKED UP OR COMPLETED AT THE ZPMS OFFICE OR REQUESTED AT (505) 782-7238 OR INFO@ZUNIPUEBLOMAINSTREET.ORG

South Valley MainStreet Back 2 School Giveaway Friday, July 28, 2023

6th Annual La Familia Growers Market

BACK 2 SCHOOL GIVEAWAY



Arts + Crafts
Pinatas + Raffles
Music + Food Trucks
Live Silk-Screening

Educational Booths:
Explora Children's Museum

Bring a t-shirt and get a special image silk-screened on it!

July 28 (Friday), 2023 • 4:30 pm - 7:30 pm
Dolores Huerta Park • 100 Isleta Blvd, SW, ABQ, NM 87105
Backpack Distribution at 5:30 pm • Youth Must Be Present
Performances by: Atrisco Heritage Academy Mariachi Group
Ballet Folklórico Fiesta Mexicana & DJ Smuv

South Valley, BERN, La Familia OUR HUMANITY, explorat

For more information: southvalleymainstreet@gmail.com or call (505) 400-9695

Downtown Farmington T.G.I.F. Fridays from 11am-1pm through August

Join us for LIVE MUSIC and GOOD FOOD!

T.G.I.F.

~ SUMMER 2022 ~

Every Friday June-August • 11:00 - 1:00
Orchard Park in Historic Downtown Farmington

Clovis MainStreet Food Truck Fridays Fridays from 11am-6pm

FOOD TRUCK FRIDAYS

8th & Main | Downtown Clovis



Join us this Friday for Food Truck Friday

NEW MEXICO CLOVIS MainStreet

Food Truck Fridays is a project of Clovis MainStreet, a 501(c)(3) nonprofit organization dedicated to the historic preservation and economic revitalization of downtown Clovis, New Mexico.

Gallup MainStreet Levitt AMP Music Series Saturdays through August 12, 2023

Belen Arts District Music Walk Saturday, July 29, 2023

LEVITT AMP GALLUP MUSIC SERIES

FREE MUSIC • COURTHOUSE PLAZA
Saturdays • 7 pm - 10 pm
 Bring a chair & enjoy a night of music and fun!
 Music • Art • Food • Family Fun
 For More Info or to volunteer call 505.879.0366
gallupmainstreet.org

JUNE 3 - THE SWEET LILLIES	JULY 15 - THE RIVER ARKANSAS
JUNE 10 - FOX ROYALE	JULY 22 - PAA KOW
JUNE 17 - INNASTATE	JULY 29 - THE FAMILY CREST <small>Performance will be at the Historic El Morro Theater</small>
JUNE 24 - NU BLU	AUG 5 - SAGE CORNELIUS
JULY 1 - DEF-1	AUG 12 - CHARLY LOWRY & LEVI PLATERO
JULY 8 - LINDY VISION	

BELEN ART DISTRICT & DSOL MUSIC PRODUCTIONS PRESENT

BELEN MUSIC WALK 2023

SAT 29 JULY 3PM TO 8PM

FOR MORE INFORMATION CALL 505-221-8842

MUSIC ARTIST LINE UP

- 3:00pm Eileen Sanchez | Chavez Brothers Winery
- 3:45pm Sara Martinez | Gazebo on Main & Becker
- 4:30pm Mars Moran | Studio 508 Garden
- 5:15pm Eddee G | Belen Art League Garden
- 6:00pm Kyle Martin | Belen Mural (Smokal)
- 6:45pm Jamie Harrison | Jaramillo Winery
- 7:30pm Daniel Solis | Silver Bar Studios

Deming MainStreet
Salsa Festival Extravaganza
Saturday, July 29, 2023

SALSA FESTIVAL EXTRAVAGANZA

SATURDAY, JULY 29, 2023
 LUNA COUNTY COURTHOUSE PARK
BEGINNING AT 10AM

FUN FOR THE WHOLE FAMILY

YOGA • CORNHOLE TOURNAMENT • VENDORS • KID ZONE
 LIVE ENTERTAINMENT • SALSA COOK-OFF • EATING CONTESTS
 SALSA TASTING • TORTILLA TOSS • BEER GARDEN • DJ

FEATURING LIVE EVENING ENTERTAINMENT BY

BADLANDS

ed@demingms.org www.demingms.org 575.546.2674

MainStreet T or C
Second Saturday Art Hop
Saturday, August 12, 2023

TRUTH OR CONSEQUENCES

Second Saturday

ART HOP 6-9PM

NEW MEXICO

Barelas MainStreet
Annual Pool Party
Sunday, July 30, 2023

Nob Hill MainStreet
First Sunday Stroll
First Sundays from 11am-4pm

BARELAS
STREETHOOD ASSOCIATION

BARELAS COMMUNITY COALITION

Annual Pool Party is back!

¡Celebrando Comunidad Juntos!
Time to eat, play, learn, and plan together!

BARELAS WANTS YOU!
Come and decorate cookies, meet with neighbors and friends, and eat some delicious tacos provided by Le Mexicana!

Scan to donate

Rio Grande Pool
JULY 30
5:30-7:30 PM

ONE ALBUQUE RIQUE
Help shape the future of Central Albuquerque through the Community Planning Area Assessment. We need your input!

BACK TO SCHOOL GIVEAWAY
Please donate through QR Code above or at link below. Gracias!
<https://gotfund.me/9ba5a003>

DINNER + TREATS! GRATIS!

The Barelas Neighborhood Association and Barelas Community Coalition are honored to host this event in partnership with City Councilor Sue Benson. Special thanks to the staff and vendors at the City of Albuquerque, Office of Culture and Recreation. The school supplies we collect as a result of this drive support children of Duquesa Gonzalez Elementary, Coronado Elementary, and Washington Middle School. We need your help!

You are NOT required to swim or wear a swimsuit. Just wear something. All Bareleños Welcome!

First Sunday Stroll
in Nob Hill

Support your favorite Nob Hill businesses this weekend at the First Sunday Stroll!

Alamogordo MainStreet
Downtown Nites
Friday, August 4, 2023

END OF SUMMER
DOWNTOWN NITES
AUGUST 4TH, 2023 6PM - 10PM
1800 & 800 BLOCK NEW YORK AVE

Lovington MainStreet
Back to School Shop Local
August 1-12, 2023

Back to School
in **Downtown**
August 1st - 12th

Opportunities

[NEA Our Town](#)

Aug. 3, 2023

[Great American Main Street Award](#)

Aug. 4, 2023

[Creative Industries Division Call for Projects](#)

Aug. 21, 2023

[T-mobile Hometown Grant Program](#)

Sept. 30, 2023

[More opportunities](#)

Events

[NM Economic Development](#)

[Conference](#) - ABQ

Sept. 11-12, 2023

NMMS Summer Institute -

Carlsbad

Sept. 13-15, 2023

[Outdoor Economics Conference](#) -

Santa Fe

Oct. 23-25, 2023

[PastForward 2023](#) - National

Preservation Conference in

Washington, DC

[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](#).

