



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Mary Garwood Received *Barnhart Volunteer Award* at NMMS Summer Institute in Carlsbad



NMMS Revitalization Specialist **Amy Barnhart** and [Carlsbad MainStreet](#) Executive Director **Kat Davis** surprised **Mary Garwood** with the *Barnhart Volunteer Award* for her significant contributions to Carlsbad on the last day of the NMMS Summer Institute. Mary is an exceptional local volunteer who previously served as [Keep Carlsbad Beautiful](#)'s Director for many years, and currently serves on Carlsbad MainStreet's Board of Directors and the Pearl of the Pecos' Steering Committee.

Kat credits Mary for encouraging and mentoring her, leading to her involvement with Carlsbad MainStreet. "I wouldn't be here without **Mary Garwood**," said **Kat Davis**.

The Summer Institute was focused on *MainStreet Volunteers* and included topics such as volunteer motivation, recruitment, and retention. Additionally, one afternoon of the conference was dedicated to hands-on district activation volunteer activities in downtown Carlsbad in partnership with Milton's Brewing and the Carlsbad Farmers' and Makers' Market.

The *Barnhart Volunteer Award* honors Amy's mother **Veronica Barnhart** and the

memory of Amy's late father, **William "Bill" Barnhart**. Amy, who is originally from Carlsbad and previously served as Carlsbad MainStreet's Executive Director, surprised her mother with the award announcement at the Summer Institute. Amy's two brothers were also in attendance to celebrate with the MainStreet network.

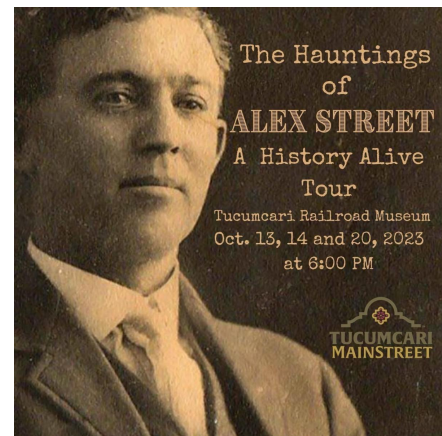
"I saw a man and woman picking up litter in Carlsbad, and I asked them if I could take their photo and send it to my friend Mary Garwood for Keep Carlsbad Beautiful," said **Kat Davis**. "The man and woman were Amy's parents, who are active volunteers in the Carlsbad community. This award honors Bill's memory and the contributions that he, his wife Veronica, and Mary Garwood have all made in Carlsbad."

Mary received a standing ovation from the MainStreet network as she hugged Amy, Kat, and Veronica and accepted her certificate. The surprise award was an emotional and moving event that illustrated the importance of community volunteers. It was the perfect end to a very successful [Summer Institute](#) in Carlsbad.

(Pictured from left: Kat Davis, Mary Garwood, Amy and Veronica Barnhart)

The Hauntings of Alex Street – A History Alive Walking Tour in Tucumcari MainStreet

Tucumcari's latest [History Alive walking tour](#) features the dark and dusty trails of Tucumcari's past, including the incredible western adventures of Alex Street (founder and former Mayor/Sherrif of Tucumcari.) From outlaw stakeouts on the old frontier territorial cattle trails, to an undercover federal agent in the legendary Oklahoma Osage murders and senior investigator in the brutal slaying of student Henrietta Schmerler on the White Mountain Apache Reservation in Arizona, Street made his mark as an unconventional lawman of the West.



Street's history is connected to the much-anticipated film, *Killers of the Flower Moon*, which premieres in October. BONUS: all walking tour tickets include a combo snack and movie ticket for *Killers of the Flower Moon* starting at the historic Odeon Theatre on **Oct. 20!**

[Get tickets online](#) for a tour on **October 13, 14, or 20** at 6:00pm meeting at the Tucumcari Railroad Depot.

Catch Up with Danielle Schlobohm

Downtown ABQ MainStreet ACD's Executive Director

We caught up with Danielle Schlobohm to learn about several exciting projects that's kept [Downtown ABQ MainStreet ACD](#) busy this year!

The monthly Art Walk in downtown continues tonight, **Friday, October 6**, at venues such as the Orpheum

Community Hub, Ruppe's Secret Gallery, Working Classroom, and [many more](#).



The Downtown Growers' Market is hosting their annual **Hops & Harvest fundraiser** on **Saturday, October 7** at Marble Brewery. This special event features live music & painting, art, and food. Proceeds support the weekly Grower's Market, which operates through November 4. Later in October, the Market will host a dog costume contest – updates regarding this event will be posted on their [Facebook page](#).



Downtown ABQ MainStreet ACD recently partnered with the ABQCore Neighborhood Association to start a bar/brewery crawl, [Drink Local Downtown](#). The inaugural event will take place on **Saturday, October 14** from 4-8 pm. The free monthly crawl will feature businesses that offer drink/food specials and live music.



Downtown ABQ MainStreet ACD is hosting the [ABQ Fermentation & Fungi Fest](#) on **Sunday, October 22** from 12-6 pm at Fusion. This popular event was previously presented by Edible NM, who is acting as a valuable sponsor this year. Since the Growers' Market has fermentation experts, such as **Stargazer Kombucha**, it was a great opportunity for Downtown ABQ MainStreet to work with Edible NM and continue the festival annually going forward.

“The ABQ Fermentation & Fungi Fest is our biggest event this year, and we learned a lot in the process of organizing it. It’s important to start early – we began planning and holding monthly meetings at the beginning of the year. Building relationships with food industry folks was important for this event and since the Grower’s Market previously established those relationships and had a proven track record for supporting this industry, it helped us move faster with the planning process. Overall, we’re very excited for this event and it’s all coming together wonderfully this month! We’re also utilizing local artists to help with branding, photography, and more so we can put more money back into the local art community,” said **Danielle**.



Lastly, Downtown ABQ MainStreet ACD finished their website redesign project which merged two websites (one for MainStreet and the other for the ACD) into one: dtabqmainstreet.org. The new website serves as a resource for navigating downtown including a way to browse businesses by category. The site will soon feature a resources page and Google maps tied to the business pages.



NEW WEBSITE
dtabqmainstreet.org

- Explore Downtown with local business listings
- Stay up to date with Downtown events
- Learn about our work and current projects

“Lessons learned from this project include taking your time and planning ahead. Plan all the pages you want to include and research all the different platforms available. For us, Squarespace was the most accessible platform, but investigate others such as Wordpress to see what works for you,” said **Danielle**.

Many people at the organization contributed to this project, such as their new Marketing & Communications Manager **Cara Fazio**, Special Projects Manager **Lola Bird**, Board President **Ashley Rammelsberg**, **Zoya Dixon**, and many other staff and Board members. Artwork from local artists such as designers, photographers, and creatives are featured on the website as well as a new, combined MainStreet and ACD logo from NMMS’s Revitalization Specialists **Leighton Moon**.

Artesia's New Downtown Murals

The Artesia Arts & Cultural District recently completed two murals in Downtown Artesia!

“La Plaza de Música” by New Mexico artist **Oscar Hernandez** was installed on the Heritage Plaza pump house, and pays tribute to the artist’s memories of attending mariachi performances in Artesia with his family. The grouping of three musicians represents his nephews, who share his love of music.



“Sunset Sonata” by IAIA graduate student

Simona Rael and her team of three (Kause, Kayla, and Lucas) was installed on the enclosure next to the pump house in Heritage Plaza. Her design was inspired by New Mexico's culture, music and colors. The team of painters also played music while working and they sounded great!



Promotion Activities and Copyright – Things You Need to Know

Many activities in Promotion, especially events, are great to build community and raise funds, but may potentially create situations where nonprofits unknowingly commit copyright infringement. While we are not legal professionals, the [Promotion Team](#) would like to remind you that it's important to be aware of your responsibilities as it relates to copyright and if you have any questions about usage, you should check with an attorney.



There are materials produced before 1923, or that have been made available by the current artist, that are free to use under Public Domain. Simply search online for public domain music, movies, images, etc.

Here are four important areas to consider:

- **Music** is key to events, and music played in public must either be original to the performer or the performer (and/or event organizer) must have a license. This includes music being played over an intercom or by a DJ. These are the three main licensing agencies for music: [ASCAP](#), [BMI](#), and [SESAC](#).
- Studios own the rights to **movies** and a license is required to show them in public, even if you own a DVD or digital version of the film. If you are showing a movie in the park, your organization needs to have permission to use the film through the studio or one of these licensing organizations: [Swank](#) – admission charge allowed, [Movie Picture Licensing](#) – admission charge NOT allowed, and [Criterion](#) – represents companies not covered with Swank & MPL.
- **Photographs, illustrations, videos, and graphic images** on the Internet are not free. You can use an image service to purchase them for use on social media, newsletters, brochures, posters, or ads. They typically offer different prices for different sized images and sometimes the prices vary depending on the use. Search for free images via public domain or use a service like [Shutterstock](#) or [iStock Photo](#).
- Similar to images, if you are using a **logo or symbol**, it may also be subject to copyright or trademark. For example, the Zia symbol is owned by the Zia Pueblo and proper use of it requires making a request to the Zia Pueblo and a donation to their educational foundation. Search online to confirm that the logo or symbol is public domain, or check with the [US Patent and Trademark Office](#).

If you want to know more about Copyright, here are two great resources:

- [Copyright Crash Course](#), University of Texas
- [Copyright & Fair Use Basics for Nonprofits](#), Public Counsel Law Center

Catch Up with Chelsea Evans

Deming Luna County MainStreet's Executive Director

Chelsea Evans updated us on what Deming Luna County MainStreet has been busy with recently!

The [Deming Luna County MainStreet Program](#), in partnership with Luna County installed a Mimbres themed mural on the Luna County Courthouse Park Gazebo. They held a ribbon cutting/chalk art ceremony to celebrate the mural's completion. The new mural is a perfect complement to other Mimbres murals and art installations in Deming which honor and celebrate Mimbres culture as depicted on their ancient pottery.



(Pictured from left: Artist Jesse Kriegel, Chelsea Evans, Christie Ann Harvey, and Shane Shores)



The Deming Luna County MainStreet Program is gearing up for their popular community event, [Trunk or Treat Down MainStreet](#). This special event closes six blocks off from traffic in the heart of downtown so that businesses, organizations, civic groups, and agencies can come together to create a fun, safe, and interactive event for families to enjoy!

Chelsea said she enjoyed the Summer Conference in Carlsbad and thanked Carlsbad MainStreet, Amy Barnhart, and Amy Bell for their hard work planning and facilitating the event.



"My greatest takeaway from the conference came from the activation activity where we learned how to be volunteers for organizations like ours. I gained a new perspective on being a MainStreet volunteer, as opposed to being the one coordinating volunteers. The activity opened my eyes to insights that I would not have otherwise thought about! I'm eager to implement these principles in my community," said **Chelsea**.

"I truly appreciated how everyone stepped in and was completely hands on when the rain came down on our parade. It was a true show of the 'MainStreet Spirit' and ultimately what volunteering and the conference theme was all about. I didn't hear anyone say 'well our time is up' or 'that's not my job,' instead what we heard was 'MainStreet Activate!' Everyone jumped right in to salvage what we could and still have a great evening showing the placemaking work we had created."

- **Kat Davis**, Carlsbad MainStreet



Other feedback from NMMS's Survey:

- The **volunteer motivation session** was extremely helpful. I tend to get caught up in what volunteers can do for us, I forget they have their own motivations. I am bought in on figuring out why and helping them achieve their goals as well as ours. Engagement will certainly improve as a result.
- I felt that the sessions were really well organized, and it gave us lots of great ideas for upping our volunteer recruitment and retention game.
- I always love the **hands-on activities**, and participating in the Build Your Own Tour activity really opened my eyes to what could be possible at home. Plus it was FUN! Also loved the **Tree NM** presentation and hearing from the various MainStreet communities.
- Really great information, good bonding experience to hear that most communities are facing the same challenges, and great **real world experience** actually acting as volunteers.
- The exercises were very practical and could easily be translated to my community. Everything felt very **relevant**.
- I left motivated and **full of ideas!**
- I have been needing inspiration for working with volunteers and this was **right on target**.
- Overall the content was well thought out and very relevant to MainStreet work. Our program has struggled with volunteers on and off since COVID so this Institute was **timely**.
- Volunteers are the **heartbeat of all MainStreets** so there was a lot of really helpful and honestly necessary information.
- First, it was heartening to realize other MainStreet communities, even those around for years, struggle with many of the **same issues we do**. Second, we have some great long-term volunteers but can do more to keep them **energized**. And there are things that seem daunting or too time consuming (like

Healthy Food Financing Fund Applications Open Soon

The NM Economic Development Department announced the [Healthy Food Financing Fund](#) grant cycle:

- Applications open on October 16, 2023
- Deadline to submit an application is **November 13, 2023**
- Informational webinar will take place on October 18, 2023



The New Mexico Healthy Food Financing Fund supports NM food retailers, processors, producers, and distributors.

Silver City MainStreet is Hopping This Weekend



There is A LOT happening in downtown Silver City this weekend, October 6-8! Silver City MainStreet provided a rundown of all that's happening in their district:

- The [Southwest Print Fiesta](#) kicks off this this evening and features a packed schedule of events throughout the weekend.
- [First Friday](#) marks the beginning of the Silver City Art Association's [Weekend at the Galleries](#).
- The [Southwest Women's Fiber Arts Collective](#) will host a pop-up Holiday Sale on Saturday and Sunday at the Murray Hotel. The sale features a wide variety of unique fiber arts finds and demonstrations.
- [OkToaderfest](#) will keep Little Toad Creek Brewery & Distillery hopping all weekend.

- In person registration and packet pickup for the [Tour of the Gila Gran Fondo](#) bike races will take place at Gila Hike and Bike this afternoon, evening, and Saturday before the races start. Two of the three races start downtown in front of Gila Hike and Bike at 9:00 am on Saturday.
- The historic [Silco Theater](#) is continuing its spooky season theme with showings of the first run movie *The Nun II* Friday and Saturday at 7:00 pm and Sunday at 4:00 pm.

MainStreet Truth or Consequences is Making an Impact

[MainStreet Truth or Consequences](#) has been busy cleaning and decorating their downtown! Last month, they hosted Trash Can Artists to decorate downtown trash bins.

Artists include:

- Hot Springs High School Tigers Unidos - Outside Morningstar Outfitters
- June Jewell Designs I - Outside El Cortez
- Sunday Dawne-Marie - Outside Tourist Information on Foch St
- Ana Gomez - Outside El Faro
- Mary Walker - Outside Wildflower Boutique
- T or C Litter Pickers - Outside Davis Fleck



On World Clean Up Day, MainStreet Truth or Consequences partnered with volunteers, local businesses, Truth or Consequences & Sierra County Chamber of Commerce, the Parks and Recreation and Sanitation departments, The Bountiful Alliance Recycling Committee, and Sierra County Arts Council to clean up downtown.



60 volunteers spent more than **two hours** to collect **380 lbs** of trash and **150 lbs** of recyclables! Kudos to MainStreet T or C for supporting this important and impactful clean up project.

Gallup's Downtown Business Resource Center

Gallup MainStreet ACD's [Downtown Business Resource Center](#) is a co-working space with reliable WiFi and technology equipment to support local businesses. They also provide help with marketing material creation such as social media collateral for local businesses.

They are available to help Gallup's business community free of charge. Learn more on

their [website](#).

**Downtown
Gallup Business
Resource Center**



NEED HELP?

- Click here
- Tell us what you're struggling with
- We'll follow up with solutions

Special Events in NM MainStreet & Arts & Cultural Districts

Tucumcari MainStreet
Spooktacular Halloween
Block Party
October 28



JOIN US FOR
TRICK OR TREAT!

RESERVE YOUR SPOT

**SPOOKTACULAR
BLOCK PARTY
OCTOBER, 28TH 4-7PM
DOWNTOWN TUCUMCARI**

MORE INFO AT WWW.TUCUMCARIMAINSTREET.ORG

TUCUMCARI
MAINSTREET

Zuni Pueblo MainStreet
2023 Harvest Dance & 5K Run
October 14

Zuni Healthy Lifestyles Program proudly announces...

2023 Harvest Dance
OCTOBER 14, 2023

YOUR LIFE'S DIRECTION WALK/RUN
REGISTER NOW AT HILP! 1.5mi/2.5mi Walk/Run and Elder Walk

Competitive 5K Run --> Male and Female Categories:
1st, 2nd & 3rd Place Awards will be given!

7:30AM - COMPETITIVE 5K RUN
8:00AM - 1.5mi & 2.5mi WALK/RUN AND ELDER WALK
ZUNI FAIRGROUNDS

FOR MORE INFORMATION, PLEASE CALL 505-782-3091/2929



Clayton Luna Theater
Haunted House
October 18-21 and 27-31

Corrales MainStreet
Trunk or Treat
October 31

LUNA THEATER
CLAYTON, NM

Haunted HOUSE

IN THE BASEMENT OF THE HISTORIC LUNA THEATER

OCTOBER
18, 19, 20, 21, 27, 28, 29, 30
9:00 PM - 11:00 PM

OCTOBER 31ST
7:00 PM - 11:00 PM

CONCESSION IN THE LUNA THEATER WILL BE AVAILABLE DURING THESE TIMES

\$5 ADMISSION

PRESENTED BY THE CLASS OF 2024
AND CLAYTON UNION COUNTY ECONOMIC DEVELOPMENT

500 JONES RD. CORRALES NM. REGISTER ONLINE AT CORRALES-NM.ORG ON THE PARKS & REC PAGE!

TRUNK OR TREAT

OCT. 31ST 6PM-7PM

BRING YOUR BEST COSTUMES
• CANDY • & DECORATIONS!

COME JOIN THE VILLAGE OF CORRALES IN THE 14TH ANNUAL TRUNK OR TREAT! DRESS UP YOUR VEHICLE OR TRAILER AND DISPLAY THEM AROUND THE FRONT ATHLETIC FIELD AT THE RECREATION CENTER WHERE CHILDREN CAN WALK UP AND TRICK OR TREAT IN A SAFE AND FUN MANNER!

CANDY DONATIONS CAN GO TO THE VILLAGE OFFICE OR RECREATION CENTER. QUESTIONS OR WANT TO REGISTER? CALL (505) 899-8900

Historic Downtown Farmington
Southwest Apple & Chile Fest
October 5-7

2023 Southwest Apple & Chile Fest
OCTOBER 5TH - 7TH
Historic Downtown Farmington

Maker's Market
Art Walk
Museum of Navajo Arts & Culture Program
Chile Cook Off and Apple Dessert Contest
Live Music
Road Apple Rally Mountain Bike Race
Family Fun at Locke Street Eats

CHILE COOKOFF
ARTWALK & MAKERS MARKET
HISTORY • FOOD • ART • FAMILY FUN

FARMINGTON CHAMBER
CONNECTING COMMERCE TO COMMUNITY

farmingtonnm.org (505) 326-7602

Las Vegas MainStreet
Under the Stars Gala
October 7

You're Invited

The Skillet
Riddle Hill Cafe
Bryon T's Saloon
Indigo Theater
Shilo's Cafe
The Diamond Street Rock Houses
Las Vegas Community Foundation

For more information or to purchase Tickets
Call 505.617.8800 | visit: <https://www.mainstreetdeleaves.org/annual-gala> | or scan QR

Downtown Las Cruces
Pride Parade
October 7

Downtown Las Cruces
Zombie Walk Downtown
October 28

October 7th 2023 | STARTING 4PM
AROUND THE LAS CRUCES DOWNTOWN PLAZA

FIRST ANNUAL LAS CRUCES PRIDE PARADE

UNITED IN DIVERSITY

FY+ **Cañada** **KAHLO** **PFLAG** **Las Cruces** **Children Youth & Family Services**

Saturday night
6pm - 11pm
Extended Hours
Plaza de Las Cruces

ZOMBIE WALK

October 28th 2023

ZOMBIE WALK DOWN MAIN STREET
No Registration Required to Walk

FREE ADMISSION
CARNIVAL FOOD
CARNIVAL GAMES
FREE PARTY FAVORS while they last

LIVE ON STAGE

Tribute to JOURNEY & the 80's Radio Era

RADIO JOURNEY
A TRIBUTE TO JOURNEY

Don't Stop Believin'
Open Arms
Who's Cryin' Now
Anytime You Want It
Love Shack
Living On A Prayer
Not Busted
Hurt So Good
Bette Jean

Direct From AUSTIN TEXAS

MotorSports of New Mexico
Hilton Garden Inn
abc 7 KVIA.com

Raton MainStreet Witch Walk October 21

Witch Walk

Join Us In Downtown Raton for a Wickedly Wonderful Party!

10-21-23
Sun - Midnight

Raton Witch Walk Bar Crawl
Charity Fundraiser and
Private Party Dance at the VFW
with DJ Beverly Baca

\$40 per participant
Includes drinks & appetizers at 6 stops plus
1 Private Party Dance Ticket

Register at the Old Pass Gallery
by Oct. 18, 2023
(additional Private Party Dance Ticket can be purchased for \$5 with registration)

GATHER YOUR FRIENDS FOR A FUN NIGHT OUT!
(Must Be 21 with a valid ID to Participate)

Drinks
Prizes
Appetizers
Games
Raffles (You could win up to \$500)

Sponsored by:
Raton MainStreet
D & T Auto & Truck Repair
Farmers Insurance - Jamie Marez
Realty One - Wendy Miletta
Ira & Lynette Simpson
Elk Mountain Embroidery

Fundraiser for The Hunger Pantry

Ruidoso Midtown Aspenfest Parade and Festival October 7

Kids Activities!
Runyan Ranches
Petting Zoo

Live Music!
Matthew Palmer
Nova Rush
Marie Manning
Phil Hamilton

Beer & Wine

Food Vendors

ASPENFEST

October 7, 2023
Parade: 10 am
Theme: This is Halloween
Wingfield Park Festival: 11 am to 6 pm

HALLOWEEN

Opportunities

[ABQ Revamp Route 66: Sign Improvement Grant Program](#)

Oct. 15, 2023

[The Route 66 Extraordinary Women Micro-Grant program](#)

Oct. 23, 2023

[New Mexico Arts Grants](#)

- Oct. 23 – deadline for new applicants (mandatory Advance Review)
- Dec. 8 – deadline for FY2025

Events

[Cultivating Success: A Hispanic Business Summit - ABQ](#)

Oct. 14, 2023

[New Mexico Infrastructure Finance Conference: Transforming Communities through Innovative Financing - Las Cruces](#)

Oct. 18-19, 2023

[Outdoor Economics Conference - Santa Fe](#)

Oct. 23-25, 2023

applications

[**New Mexico Outdoor Equity Fund**](#)

Dec. 31, 2023

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

Jan. 2, 2024

[*More opportunities*](#)

[**New Mexico Veterans Small**](#)

[**Business Summit**](#) - Las Cruces

Oct. 31-Nov. 1, 2023

[**NMMS Winter Conference**](#) - Santa Fe

Jan. 31- Feb. 2, 2024

[*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](#).



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