



NEW MEXICO **MAINSTREET**TM

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

New Mexico MainStreet's 2023 Highlights



The New Mexico MainStreet (NMMS) team wishes you a joyous holiday season and a very happy new year! During the giving season (and all year-long), remember to [Choose MainStreet](#) first for local shopping, dining, and entertainment to support artisans/makers/growers, valuable small businesses, and the local economy.

As we welcome a new year, we're reflecting on the program's accomplishments and highlights in 2023. The NMMS team is proud to work with affiliated communities to engage people, rebuild places, and revitalize economies, and is looking forward to a new year of community economic development work!

Investing in New Mexico MainStreet Districts

\$10 Million Awarded to Public Infrastructure Projects in 11 NM MainStreet Districts!

Barelas, Belen, Clovis, Farmington, Lovington, Nob Hill, Ruidoso,
South Valley, Taos, Truth or Consequences, Zuni Pueblo



The New Mexico Economic Development Department and NMMS awarded **\$10 million** in Capital Outlay funding to **11 community revitalization projects** in affiliated NMMS Districts. Projects directly support economic growth, property renovation, public safety, business development, and job creation. [Read more...](#)

Congratulations to Barelas, Belen, Clovis, Farmington, Lovington, Nob Hill, Ruidoso, South Valley, Taos, Truth or Consequences, and Zuni Pueblo MainStreet districts on their Capital Outlay funding!

In the upcoming Legislative Session, the New Mexico Economic Development Department and NMMS is seeking **\$10 million** of Capital Outlay funding to support essential public infrastructure projects in MainStreet districts. These strategic investments improve safety, create vibrant destinations, and assists local economies.

THANK YOU to Governor Lujan Grisham, Legislators, project partners, and the New Mexico Economic Development Department for their continued support of the NMMS Capital Outlay program - this funding makes *a big difference* in communities across the state.

Julie Blanke Retires After Nearly Two Decades



Julie Blanke, NMMS's long-time Program Planning Specialist, retired after nearly **19 wonderful and impactful years** of supporting MainStreet communities. Julie, also known as the "logistics queen," was responsible for managing service contracts and Capital Outlay grant agreements, budget tracking and management, and providing logistical support for events and conferences.

Her contributions to NMMS and affiliated communities has been invaluable because her expertise, institutional knowledge, and advice has supported NMMS's growth over the years. Julie's contributions will be recognized at the upcoming [Conference in Santa Fe](#). *We wish her the best in her exciting new chapter!*

Welcomed New Communities to the MainStreet Network



NMMS accepted **seven new community economic development projects** as part of the Frontier & Native American Communities and Urban Neighborhood Commercial

Corridor Initiatives earlier this year. Communities received NMMS professional services and technical assistance to implement their project within 12-18 months.

Projects support job creation, business development, leverage private sector investment, and enhance the community's economic environment. In addition, the **New Mexico Resiliency Alliance** awarded \$5,000 seed grants to each community for their first phase. [Read more...](#)

Thanks for being part of the MainStreet network, Agua Fria Village, Village of Cuba, City of Española, Albuquerque International District, Mimbres Valley, Red River, and Tortugas Pueblo – Mesilla Valley!

Eleven New Mexico MainStreet Communities Received Resilient Communities Fund Grants for Economic Development Projects



NMMS and the **New Mexico Resiliency Alliance**, in partnership with the McCune Charitable Foundation, awarded *Resilient Communities Fund* grants to economic development projects in eleven affiliated districts. Grant funding leverages local resources and engages volunteers to complete an impactful project by the end of the calendar year. Projects enhance local economic vitality and improve the quality of life for residents. [Read more...](#)

*Congratulations to Alamogordo MainStreet, ABQ MainStreet Arts & Cultural District, Belen MainStreet, Carlsbad MainStreet, Deming Luna County MainStreet, Downtown Las Cruces Partnership, Los Alamos MainStreet & Creative District, Lovington MainStreet, Mora MainStreet and Arts & Cultural Compound, MainStreet Truth or Consequences, and Tucumcari MainStreet on their *Resilient Communities Fund* grants!*

Executive Director Certification



NMMS announced **seven MainStreet leaders** earned Executive Director Certification, marking the completion of a comprehensive training and skills development process. Certification is granted to affiliated NMMS leaders who successfully complete training on the Main Street Approach™, fundraising, and grantwriting.

Training is led by NMMS Revitalization Specialists and covers topics such as nonprofit management, volunteer & small business development, the creative economy, property redevelopment, historic preservation, placemaking, event management, promotion, and branding. Additionally, NMMS presented certificates to sixteen leaders for completing fundraising and grantwriting trainings. [Read more...](#)

Congratulations to NMMS's 2023 Certified Executive Directors:

1. **Danielle Schlobohm**, ABQ MainStreet Arts & Cultural District
2. **Nolan Ojeda**, Alamogordo MainStreet
3. **Morgan Fox**, Artesia MainStreet
4. **Eyenid Manzo**, previously at Carlsbad MainStreet
5. **Jacquelyn Connolly**, Los Alamos MainStreet and Creative District
6. **Ilka Villarreal**, Mora MainStreet Arts & Cultural Compound
7. **Barbara Gomez**, MainStreet Roswell

Events Bring the Network Together



Annual events presented by NMMS and Main Street America bring the network together to learn about new topics involving community revitalization, the Main Street Approach, advocacy, and much more.

In 2023:

- NMMS's Conference in Santa Fe welcomed **122** attendees.
- Main Street America's conference in Boston welcomed **42** NM attendees. Additionally, 3 presentations were led by New Mexicans (Bianca Encinias, Rhea Serna, Susan Cabello, Jennifer L. Garcia Kozlowski, and Ilka Villarreal all presented.)
- NM MainStreet's Institute in Carlsbad welcomed **270** attendees – *the largest attendance at a NMMS conference!* Huge thank you to the **Carlsbad Museum & Art Center** for accommodating everyone.

NMMS events are also a great time to recognize special accomplishments. 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 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. [Read more...](#)



In addition to in-person events, NMMS hosts monthly virtual roundtables to discuss an important topic and catch up with the network.

2023 Roundtables include:

1. Murals with **Michelle Negrette**
2. Productivity Discussion and a Quick Planner Check-in with **Julia Wilde & Robyne Beaubien**

3. Developing Targeted Retention & Attraction Strategies with **Sean O'Shea**
4. Cannabis in MainStreet Districts with **Kat Davis**
5. Engaging the MainStreet Board with **Eduardo Martinez**
6. Avoiding Burnout with **Jennifer L. Garcia Kozlowski**
7. Vacant Buildings with **Rhea Serna**
8. Get Hyped: Turn District Cheerleaders into Social Influencers with **NewTown Macon, GA.**
9. EDD Programs with **Tim Hagaman**
10. NM Film Industry with **Sean O'Shea and Jennifer Schwalenberg**
11. 2024 NMMS Planner Launch with **Julia Wilde & Robyne Beaubien**
12. Communicating with Legislators, a workshop for NMMS Directors with **Mary Kay Root** of Root Consulting Inc.

Impact Reports Support Advocacy Efforts

In 2023, NMMS Revitalization Specialists Julia and Cam Wilde, and Eduardo Martinez supported three communities with Impact Reports, a valuable advocacy and communication tool! Affiliated districts can work with NMMS Revitalization Specialists to complete an Impact Report - the submission form is located on our [website](#).

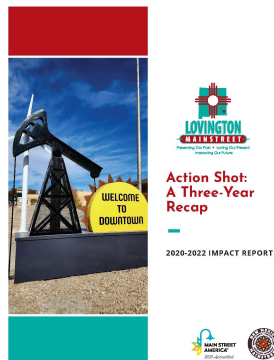
Alamogordo MainStreet

[Building Blocks for a Brighter Future: FY2023 Impact Report](#)



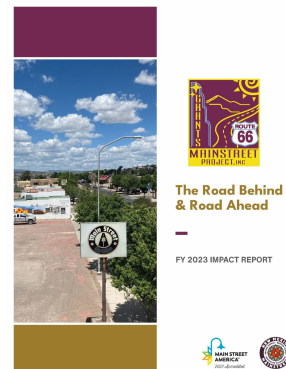
Lovington MainStreet

[Action Shot: A Three-Year Recap: 2020-2022 Impact Report](#)



Grants MainStreet

[FY 2023 Impact Report: The Road Behind & Road Ahead](#)



In Memoriam

Mark Lake



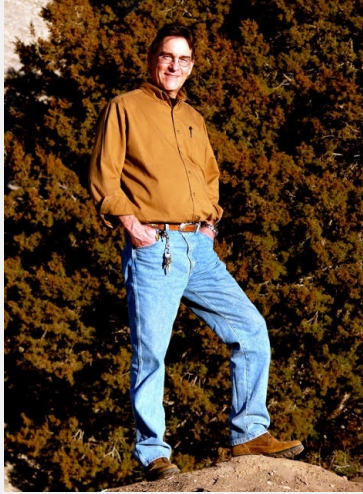
Tom Kennedy

Bill Dodge

Former Tucumcari MainStreet Executive Director Rev. Mark Lake passed away on June 28, 2023.

Mark was Tucumcari MainStreet's Executive Director for many years and oversaw the renovation of the historic Tucumcari Railroad Depot, the start up of the Microloan program, and the creation of the Fired Up Festival. During his tenure, Mark also served on the Board of the New Mexico Coalition of MainStreet Communities.

Mark most recently served as Vice President of Tucumcari MainStreet's Board of Directors. Mark was a friend and colleague to many across the MainStreet network and will be missed.



Tom served the Zuni community in many roles— he was the Founder and Director of the A:shwi A:wan Museum and Heritage Center and the Zuni Visitor and Arts Center which gave him a deep understanding of Zuni's unique culture and history.

Tom loved the local community and the people of Zuni. He worked to organize tourism in Zuni and this work led to the formation of Zuni Pueblo MainStreet (ZPMS) in 2012, *the first Native American MainStreet program in the United States.*

Tom served as ZPMS's Executive Director from 2012 to 2016. Tom worked with ZPMS's steering committee on revitalization goals such as engaging in tourism, creating an attractive Main Street corridor, and focusing on Zuni's cottage industries of art and culture. Tom was also dedicated to ensuring that revitalization efforts were respectful to Zuni's unique character, cultural traditions, and values.

Bill Dodge passed away recently in Albuquerque. He spent more than 45 years in historical, anthropological, and archaeological research in support of historic preservation projects. He served on New Mexico Preservation Alliance's Board in the late '90s where he supported preservation projects at several NM Pueblos, including Zuni Pueblo.

He also worked on New Mexico MainStreet community preservation projects in the mid-2000s and presented at several MainStreet conferences regarding preservation regulation and financial assistance opportunities to restore historic buildings.

The impact of his career spans an incredible body of work on behalf of preservation. His gentle spirit, patience, care and understanding of the people he worked with was always at the front of his work and relationships. He will be sorely missed.

Top Ten Social Media Posts in 2023

[#1](#)

[#2](#)



Alamogordo MainStreet's Christmas on Main Street event tonight is unbelievable - tons of music, vendors, performances, food trucks, local businesses, and holiday cheer! Kudos to Alamogordo MainStreet for a fantastic community event 🤔🤔🤔

Why Shop MainStreet First?

Brick and mortar small businesses in the community are **the backbone of the local economy!**



Shop MainStreet first because brick and mortar small businesses in the community are the backbone of the local economy! ❤️

#3



THANK YOU for attending our Summer Institute last week in Carlsbad! [Carlsbad MainStreet](#) went above and beyond to welcome the entire network. Many thanks to the [Carlsbad Museum](#) for allowing us to use their beautiful space for the event, and to [Milton's Brewing](#) for allowing the group to do creative placemaking projects in front of their historic building.

We all had a wonderful time in Carlsbad, especially at the [Carlsbad Downtown Farmers & Makers Market](#). Kudos to Amy Barnhart, Amy Bell, and Kat Davis for planning a fantastic Institute. Thank you all and we can't wait to see everyone again soon!

#4



Julie Blanke is retiring after nearly two decades of working with New Mexico MainStreet and the New Mexico Economic Development Department! Julie is our "Logistics Queen" and Program Planning Specialist - her impact and contributions cannot be overstated, as she has worked with every community in the MainStreet network and has seen the program grow exponentially over the years.

She will be very missed and we wish her the best in her retirement! Her last day will be Dec. 15 and she will be honored at our upcoming New Mexico MainStreet Conference in Santa Fe. Kudos to a job well

#5



We're proud to award MainStreet Certification to seven Executive Directors, and certificates to our Fundraising & Grantwriting graduates! Eleven communities throughout the state were recognized for these achievements at our Summer Institute. Congratulations to all!

#6



Our Summer Institute starts TODAY at 1:00pm at the Carlsbad Museum (418 W Fox St.)! Thank you Carlsbad MainStreet and Carlsbad Museum for hosting the MainStreet network. 😊

#7



Congratulations to Julia & Cam on their fabulous wedding last month! They're also known as Leighton Moon and serve as our Graphic Design Revitalization Specialists. Their contributions to the MainStreet Team and Network are invaluable and incomparable.

We wish them the best of luck in their new chapter as Mr. & Mrs. Wilde! ♥

#8



There's a gazillion things happening in NM's MainStreet districts this weekend as usual! Our monthly newsletter is hot off the press - check out what's new in your local MainStreet and Arts and Cultural District 📄

#9

#10

Why Shop MainStreet First?

Small businesses
are **the heart of
the community!**



Alamogordo, NM



**SHOP SMALL,
SAVE MONEY**

Small Business Saturday is a Gross
Receipts Tax Holiday in New Mexico!



The New Mexico Departments of Economic Development, Tourism, and Taxation and Revenue encourage New Mexicans and visitors to shop at small businesses first during the holiday season!

Small businesses are the heart of the community! Shop MainStreet first for the ♥ of local.

Opportunities

[New Mexico Outdoor Equity Fund](#)

Dec. 31, 2023

[Preserve Route 66 Legacy Business Grant Fund](#)

Jan. 12, 2024

[PastForward 2024 Proposals](#)

Jan. 12, 2024

[Creative Forces Community Engagement](#)

Jan. 17, 2024

[2024 Mary Means Leadership Award](#)

Jan. 22, 2024

[2024 Community Spark Grant](#)

Feb. 1, 2024

[Grants for Arts Projects](#)

Feb. 15, 2024

Events



[New Mexico MainStreet 2024](#)

[Conference in Santa Fe](#)

*Embracing Technology: Tools to
Help You Succeed*

Jan. 31- Feb. 2

[NMMS Fundraising Training Series 2024](#)

Jan. 11 and Feb. 29

[NMMS Grantwriting Training Series 2024](#)

Jan. 12, March 1 and 29

[Creative Convergence: Truth or Consequences 2024 \(NM Arts\)](#)

Feb. 9

[2024 Main Street Now Conference](#)

[Challenge America](#)

April 25, 2024

[in Birmingham, Alabama](#)

May 6-8

[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.

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NM MainStreet is a program of the [New Mexico Economic Development Department](#).



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