



Engaging people, rebuilding places and revitalizing economies since 1985!

New Mexico MainStreet celebrates anniversary, much more in 2025

New Mexico MainStreet (NMMS) celebrates its 40 year anniversary in 2025! The NMMS team is excited to honor four decades of community economic development work in New Mexico during the upcoming NMMS Institute later this year (date and location TBD.)

Other exciting updates from NMMS this year:

- [Raton MainStreet](#) is one of eight semi-finalists in Main Street America's 2025 **Great American Main Street Award**! Three semifinalists will be recognized as Great American Main Street Award recipients on April 7 during the opening plenary of the Main Street Now Conference in Philadelphia.
- NMMS is currently hiring a **MainStreet Community Economic Development Specialist**. Stay tuned for more info on our staff updates.
- NMMS is proud to welcome [Aztec and Edgewood](#) to the Frontier, Rural, and Native American Communities Initiative. This will be the second community economic development project through NMMS's Project-Based Initiative for both communities.



NMMS's Conference in Santa Fe a success

NMMS's annual Conference in Santa Fe at La Fonda (*Building the Bionic MainStreeter: Better...Faster...Stronger*) welcomed more than 120 attendees for 3 days of educational sessions and hands-on activities in early February. NMMS also recognized [training graduates and milestones](#) of MainStreet leaders.

Thank you to La Fonda for graciously hosting us, our conference organizers (**Amy Barnhart**, **Amy Bell**, and **Jessica Roybal**), all the special guest presenters, Economic Development Deputy Cabinet Secretary **Isaac Romero**, [Creative Industries Division](#) Director **Shani Harvie**, the [New Mexico Coalition of MainStreet Communities](#), and all of the attendees for participating and making it a great event!



- View the conference [presentations](#) and [photos](#).
- Complete our [conference feedback survey](#).

Welcome new MainStreet Executive Directors: Shawna, Johanna, Tim



Shawna Brown

[Downtown ABQ MainStreet and Arts & Cultural District](#)

Shawna's spent more than a decade in the nonprofit world, blending leadership, strategic planning, and community engagement in NM. She's worked with the Downtown Abq Mainstreet and Arts & Culture District as Associate Director and as the Downtown Growers' Market Manager. [Learn more.](#)



Johanna Muruato

[Lovington MainStreet](#)

In 2019, Johanna joined the Lovington Chamber of Commerce as the Director's Assistant. She's worked extensively with Lovington MainStreet and looks forward to collaborating with the community as it continues to grow and evolve. [Learn more.](#)



Tim Duckworth

[Ruidoso Midtown Association](#)

Tim comes to RMA with many years of experience in customer relations and project management. He looks forward to utilizing these skills to bring fun activities and economic growth to Ruidoso Midtown, and beyond. [Learn more.](#)

T or C business awarded a Backing Small Businesses Grant!

In January, [Main Street America and American Express](#) awarded 25 small business owners a \$30K Enhancement Grant through their Backing Small Businesses Grant Program. [Truth or Consequences Contemporary](#) (in [MainStreet Truth or Consequences](#)) is one of 25 businesses nationally to receive this grant!



“These Enhancement Grants represent more than just financial support – they’re an investment in the innovative spirit and resilience that defines America’s small business community,” said Main Street America President and CEO **Erin Barnes**.

T or C Contemporary is an art studio and shop owned by artists Jeannie Ortiz and Kyle Cunningham. They recently launched a community etching press and printmaking studio, and invite the community to visit their physical shop at 312 Main Ave.

NMMS's communities receive support from Tourism Department's Route 66 Centennial Grant Program

In late 2024, the New Mexico Tourism Department awarded \$1.5 million to communities as part of their [Route 66 Centennial Grant Program](#). This grant funding will support special events, infrastructure improvements, and marketing/promotion activities for the upcoming Route 66 Centennial. Many projects in NM MainStreet districts and project-based initiatives received generous support from



the Tourism Department.

Grants, Santa Rosa, and Tucumcari MainStreets provided more details about their projects that the Tourism Department supported. [Learn more](#) about these projects on our website.

Grants MainStreet awarded a Trails+ Grant!

In February, the NM Outdoor Recreation Division [awarded more than \\$4 million](#) to 28 recipients in the third round of their FY25 Outdoor Recreation Trails+ Grant program. **Grants MainStreet** received nearly \$50K for their RiverWalk Park Enhancement Project!



Grants MainStreet said on [Facebook](#), this grant will revitalize a key outdoor space by upgrading picnic tables, benches, and trash receptacles. It will also add informational signage, making RiverWalk Park a more inviting destination for residents and visitors. They thanked **Matt Fletcher** for his invaluable support and for providing current pictures of RiverWalk Park. By illustrating the park's current condition and potential, Matt's work helped highlight the need for investment—bringing them one step closer to revitalizing this important community space.

The fourth and final round of the FY25 Outdoor Recreation Trails+ Grant Program is open through March 14, 2025. Learn more and apply at www.NMOutside.com.

EXTRA, EXTRA

Check out these recent headlines from NM MainStreet communities:

- [New Mexico Economic Development and Main Street support Aztec and Edgewood with revitalization grants, Feb. 21](#)
- [Mainstreet de Las Vegas wants to be a resource for local businesses, Feb. 19](#)
- [Alamogordo's MainStreet Makeover Progresses to Median, Street and Sidewalk Work, Feb. 10](#)
- [Town of Red River Awarded Over \\$2 Mil. for Brandenburg Park Improvements, Feb. 1](#)
- [Lauren McDaniel Shares Highlights On LACDC, Los Alamos Chamber, MainStreet And Creative District, Jan. 16](#)
- [Revving Up Excitement For the Second Annual Spokes on 66 Event in Grants, Jan. 15](#)

View more on our [news](#) webpage.

GET INVOLVED

Call for muralists - Carlsbad



CALL FOR MURALISTS
DO YOU HAVE WHAT IT TAKES?

- Up to **\$10,000** stipend will be awarded for the project
- Keep Carlsbad Beautiful will provide all supplies: paint, brushes, etc.
- Location: **Carlsbad MainStreet District**
- **Subject matter** should celebrate one or more of: The City of Carlsbad, Eddy County, New Mexico, local history, cultures, character, architecture, and/or uniqueness. All artworks must be appropriate for all ages.
- **Youth artist groups** are encouraged to apply but must include an adult leader over the age of 18 to oversee the project if chosen.
- RFP Due date: **Mon, March 3rd, 2025 by 5PM**
- The mural project must be **completed** no later than **May 5, 2025**

KEEP NEW MEXICO + TRUE

Keep Carlsbad Beautiful and the Pearl of the Pecos ACD are accepting proposals for their 2025 Downtown Mural Project!

[Apply by March 3](#)

Preserve NM Viva Vegas 2025

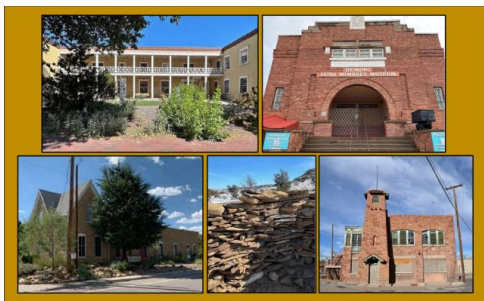


VIVA VEGAS 2025
NM STATE HISTORICAL PRESERVATION CONFERENCE
OCTOBER 3-5, 2025
HIGHLANDS UNIVERSITY
LAS VEGAS NM
PRESERVE YOUR FUTURE
BUILDING ON TRADITIONS

The Statewide Historic Preservation Conference is accepting presentation proposals for their event in Las Vegas.

Save the Date:
[October 3-5, 2025](#)

Historic preservation funding



The NM Historic Preservation Division is accepting proposals for their 2025 Cultural Properties Restoration Fund Grants Program.

[Apply by March 18](#)

AARP quick action grants



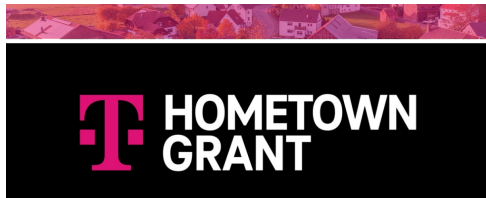
The 2025 AARP Community Challenge Is On!
Application Deadline: March 5

The poster features a colorful illustration of a city street scene with buildings, a bus, a bicycle, and people walking.

In 2025, the AARP Community Challenge is accepting applications across three different grant opportunities.

[Apply by March 5](#)

T-Mobile Hometown Grant



T-Mobile is supporting community spaces in towns with 50,000 people or less, and Main Street programs are encouraged to apply.

NM towns that previously received this grant include **Raton, Los Alamos, Taos, Doña Ana, Carlsbad, Lovington, and Las Vegas.**

[Apply by March 31](#)

NM Public Art Mini Virtual Conference



Existing and aspiring public art programs can learn about best practices from NM Arts.

[April 2-3](#)

NM Route 66 Centennial Coordination Group



The NM Route 66 Centennial Coordination Group is hosting a special meeting* in **Santa Fe on Tuesday, February 25, 2025.** Join them to share your ideas and perspective for how NM can celebrate the Route 66 Centennial in 2026!

[February 25](#)

International Grant Professionals Day



Learn best tips and strategies to support your grant related work at the #LearnGrants Online Summit.

[March 7](#)

View more on our [events](#) and [opportunities](#) webpages.

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



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