

# Collaborations & Funding

- City of Lovington \$50,000- annual contract & agreement with listed expectations & events.
- Lea County \$75,000- Economic Development RFP
- USDA Rural Business Development
- JF Maddox Foundation
- Private sponsorships



- NM Resiliency Alliance- \$5,000 for training and development
- MRA District- Property Acquisition \$100
- LoGRT- \$80,000 Manufacturing Equipment
- LEDA- \$100,000 Infrastructure

TOTAL INVESTMENT:  
\$900,000  
20 new jobs  
1<sup>st</sup> private construction in 30 years.



## Drylands Brewing Company



## Façade Improvement

- Matching grant up to \$2,500
- Awards 5 grants per FY
- Facade updates/rehabs
- Deadline to apply April 1, 2020
- Available to properties located in the MainStreet District.

- Matching grant up to \$10,000
- Awards 2 grants per FY
- Major renovations/updates
- Deadline to apply February 20, 2020
- Available to properties located in the MainStreet District.

## Behind the Facade



## Local Innovators Institute

- 7 week course; Teaching participants how to develop a business plan, educate on food handling and safety, while teaching them how to order supplies and price menus, along with fundamentals of managing a business, and a crash course on marketing/branding.
- 3 week hands on training; Participants will use our mobile food truck to test their concept and menu.
- Downtown Bites Private Pitch
- USDA Rural Business Development \$75900









## History & Mission

The Northeastern New Mexico Educational Foundation was incorporated in 1997 to provide higher educational opportunities to under-served adults in rural northeastern New Mexico. Between 1998 and 2008, The Center helped people obtain associates, bachelors, and master's degrees. In 2008, we gave our facility to Highlands University. Highlands left Raton in 2015.

The NENMEF is back in a whole new way as  
The Center for Community Innovation  
Fighting for Raton's economic future.

## Services & Programs

As The Center began transitioning from a solely higher ed focus to an economic development focus they partnered with Raton MainStreet and New Mexico Mainstreet's Sean O'Shea to complete a feasibility study to help determine the needs of the community and what services should be offered to have the biggest community impact.

Truly knowing the needs of your community and having data (such as a feasibility study) to include in funding requests is important and often required to complete funding requests.

## Services & Programs

### Entrepreneurial Training

In the past 24 months, The Center has completed 3 Entrepreneurial Bootcamps that assisted 18 Entrepreneurs in developing their small businesses.

**Funding Sources:** Libraries as Launchpad Grant Recipient, The City of Raton, The City of Trinidad, Creative Startups



The Center is home to FatPipe Raton, a Co-Working space that is a branch of FatPipe in ABQ. We offer coworking space and online class offerings available to FatPipe Tenants.

**Funding Sources:** LEDA Funds help with some costs (Hi Speed Internet), Local Fundraising & Tenants

## Services & Programs

The logo for Coal Camp Commercial Kitchen features the words "COAL CAMP" in a bold, black, sans-serif font. A red graphic of a flame or fire connects the two words. Below this is the text "Commercial Kitchen" in a smaller, black, sans-serif font.

The Coal Camp Commercial Kitchen offers a range of support services to help grow local food businesses. From catering to foods for distribution to retail stores, we want to help you get started. Contact us to learn more and get a kitchen tour!

**Funding Sources:** The Center (local fundraising efforts), USDA Equipment Grant

The logo for HATCH features the word "HATCH" in a bold, black, sans-serif font. The letter "A" is replaced by a yellow lightbulb with rays emanating from it.

Need help growing or starting a business? Get connected to a host of services in our community through HATCH, Business Development Services. Schedule a visit with our team and we can help you develop your plan and connect you to local and state partners for additional support.

**Funding Sources:** The New Mexico Economic Development Department funds job creation

# MAINSTREET TRUTH OR CONSEQUENCES

Economic Vitality Funding



## Programs & Services for Communities & Nonprofits

- Agriculture Innovation Center Program
- Biorefinery, Biomass Chemical, and Biobased Product Manufacturing Assistance Program
- Clean Water Program - Technical Assistance for Rural Water Systems
- Community Connect Grants
- Community Facilities Direct Loan & Grant Program
- Community Facilities Guaranteed Loan Program
- Community Facilities Start-up Program
- Community Facilities Technical Assistance and Training Grant
- Debt Health Care Services Grant
- Economic Impact Initiative Grants
- Emergency Community Water Assistance Grants
- Farm Labor Housing Direct Loans & Grants
- Grants for Rural and Native Alaskan Villages
- Household Water Well System Grants
- Housing Preservation & Rehabilitation Demonstration Loans & Grants
- Housing Preservation Grants
- Independent Living Program
- Multi-Family Housing Direct Loans
- Multi-Family Housing Loan Guarantees
- Multi-Family Housing Rental Assistance
- Mutual Self-Help Housing Technical Assistance Grants
- Rural Electrical Service Loans and Loan Guarantees
- Rural Business Development Grants
- Rural Community Development Initiative Grants
- Rural Cooperative Development Grant Program
- Rural Electric, Air America Program Energy Audit & Renewable Energy Development Assistance Grants
- Rural Housing Site Loans
- Rural Multidimensional Assistance Program
- SEAFSCN - Special Evaluation Assistance for Rural Communities and Townships
- Safety Development Demonstration Grant
- Solid Waste Management Grants
- Strategic Economic and Community Development
- Telecommunications Infrastructure Loans & Loan Guarantees
- Water & Waste Disposal Grants to Address Health Issues on Tribal Lands and Colonias
- Water & Waste Disposal Loan & Grant Program
- Water & Waste Disposal Loan Guarantees
- Water & Waste Disposal Predevelopment Planning Grants
- Water & Waste Disposal Revolving Loan Fund
- Water & Waste Disposal Technical Assistance & Training Grants

# RURAL BUSINESS DEVELOPMENT GRANT

\$45,192

# Program

Two parts- Speakers/ Business Resource Center

Questionnaire, Identified Speakers

Set up Resource Center

Speakers- Business Breakfasts or Training

**Business Development Series**

Do you run a business or are you thinking about starting one? Check out these workshops and speakers that can help make your cash registers ring!

August 26th - 10am Virtual Entrepreneurship

August 26th - August 30th - Single Steps to Start Your Own Business

September 20th - Customer Service

See reverse for complete list of presentations and registration information. Open to residents of Santa County

[www.torcmainstreet.org](http://www.torcmainstreet.org)

For more information, call Linda DeMaio at 575 742 6780.

USDA is an equal opportunity provider, employer, and lender.

**Business Development Series 2016**

**J U L Y**

27th Business Plan Development Workshop - by SCCHI Representative  
9am-12pm - 410 Main Street - Free

**A U G U S T**

3rd Visual Merchandising: What You Present is Selling about your Business - by Any Member 9.7 am - 4:10 Main Street - Free  
Any Member will be offering one or one business consultation at your business. Contact Linda to schedule a time - \$30 (\$70 value)

13th Business Breakfast with Bus Business - Using Cities State to Support your Business - Sam - 5th S Parking - Free

20th Insider Secrets to Marketing for Your Business - with Pamela Kibben 4.7pm - 4:10 Main Street - Free

**S E P T E M B E R**

7th Small Business Accounting and Payroll Team - by Karla Davis - Sam - 410 Main Street - Free

13th Business Breakfast with James Pacheco Cyber Security - Sam - 410 Main Street - Free

26th Customer Service - with Pamela Kibben - 5-6:30pm - 410 Main Street - Free

**O C T O B E R**

4th Business Breakfast with Linda DeMaio Using Social Media to Help Grow your Business - Sam - 410 Main Street - Free

Register for events on [www.Eventbrite.com](http://www.Eventbrite.com) or call 575 742 6780. With the welcome USAID availability.

[www.torcmainstreet.org](http://www.torcmainstreet.org)





**Programs & Services for Communities & Nonprofits**

- Agriculture Innovation Center Program
- Bioenergy, Biomass, Chemical, and Biobased Product Manufacturing Assistance Program
- Circuit Rider Program - Technical Assistance for Rural Water Systems
- Community Corridor Grants
- Community Facilities Direct Loan & Grant Program
- Community Facilities Guaranteed Loan Program
- Community Facilities Extension Program
- Community Facilities, Technical Assistance, and Training Grant
- Delta Health Care Services Grant
- Economic Impact Initiative Grants
- Emergency Community Water Assistance Grants
- Farm Labor Housing Direct Loans & Grants
- Grants for Rural and Historic Assets' Values
- Household Water Well System Grants
- Housing Preservation & Rehabilitation Demonstration Loans & Grants
- Housing Preservation Grants
- Intermediary Financing Program
- Multi-Family Housing Direct Loans
- Multi-Family Housing Loan Guarantees
- Multi-Family Housing Rental Assistance
- Mutual Self-Help Housing, Technical Assistance, Grants
- Rural Broadband Access, Loan, and Loan Guarantee
- Rural Business Development Grants
- Rural Community Development Initiative Grants
- Rural Cooperative Development Grant Program
- Rural Energy for America Program Energy Audit & Renewable Energy Development Assistance Grants
- Rural Housing Site Loans
- Rural Microenterprises Assistance Program
- SEAP/CPI - Special Evaluation Assistance for Rural Communities and Households
- Senior Discharge/Inpatient Discharge Grant
- Solid Waste Management Grants
- Strategic Economic and Community Development
- Telecommunications Infrastructure Loans & Loan Guarantees
- Water & Waste Treatment Grants to Address Health Risks on Tribal Lands and Counties
- Water & Waste Disposal Loan & Grant Program
- Water & Waste Disposal Loan Guarantees
- Water & Waste Disposal Predevelopment Planning Grants
- Water & Waste Disposal Technical Loan Fund
- Water & Waste Disposal Technical Assistance & Training Grants

# RURAL BUSINESS DEVELOPMENT GRANT

## \$28,971

### EXCELLENCE in CUSTOMER SERVICE TRAINING

This FREE 2-session training (valued at \$400) is open to residents of Sierra County who work with or wish to work with the public.

Session A will help you polish your customer service skills and Session B will make you familiar with many assets in Sierra County.

Those completing both days will receive a tour of the Spaceport, a Customer Service Specialist Certificate, and become a Certified Local Ambassador.

**Register Now!**

Go to [www.honoluluo.com](http://www.honoluluo.com) and Search Youth or Consequences or Call 375-740-6180. Space is limited!

**Session A Dates**  
11am-2pm

July 24  
July 31  
August 7

**Session B Dates**  
11am-3:30pm

August 1  
August 14





# Economic Vitality Funding

## FUNDERS PERSPECTIVE

## About NMRA

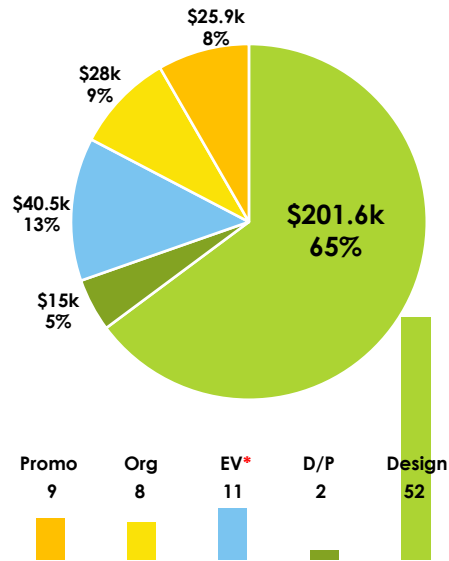
- ▶ **Mission:** To strengthen the resiliency of New Mexico's rural and underserved communities by **mobilizing and leveraging resources** and collaborative partnerships that **enhance the economic vibrancy** and quality of life of its residents.
- ▶ **Resilient Communities:** Have **awareness of their strengths and a high capacity to utilize those assets** to build community while adapting to changing socio-economic conditions in order **to sustain economic activity**, social connectivity, and quality of life.
- ▶ **Resilient Communities Fund:** provides financial support for locally-driven, **community-based economic development projects** statewide.



# Our Funding Partner

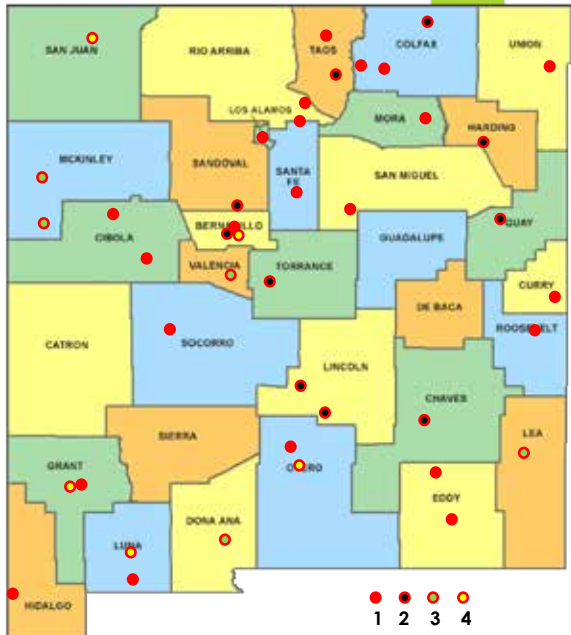
- Strategies for Rural Development:** Initiatives that revitalize the most sustainable and traditional practices in creative ways and upgrade rural built environments in terms of revitalization and community cohesiveness/connectivity.
- Economic Development:** Expand the economic base by fostering entrepreneurship across sectors, provide training and technical assistance to entrepreneurs.
- Influencing Built Environments:** Inject community voice into development, use innovative approaches to planning, design and construction, affordable housing.
- Capacity-Building in the Nonprofit Sector:** Engage diversity, develop leadership, access expertise, professional development and training that builds capacity.
- Linking Arts and Community Engagement:** arts as a tool for civic engagement, collaboration-building, reaching diverse audiences, and economic revitalization.

## RCF Grants - \$311,000 since 2014



Category	Count
Promo	9
Org	8
EV*	11
D/P	2
Design	52

\* Includes 2 non-NMMS affiliates



## EV Funded Projects

1. **Generation Ag Youth Entrepreneurism** (Mora, 2015, \$3k)
2. **Drylands Brewpub Business Plan** (Lovington, 2015, \$5k)
3. **Business Development Workshop** (Farmington, 2015, \$1k)
4. **Calle Cuarta Incubator Business Development** (Barelas, 2016, \$5k)
5. **Coworking Space Development** (Los Alamos, 2016, \$5K)
6. **Youth Farm to Market Entrepreneurism Development** (Villanueva, 2016, \$5k)
7. **Downtown Business Succession Workshops** (Gallup, 2017, \$4k)
8. **Community Economic Development Plan** (South Valley, 2017, \$4k)
9. **High Five! Business Development Funding** (Alamogordo, 2019, \$2.5k)
10. **Community Supported Agriculture Development** (S. Valley, 2017, \$3k)\*
11. **Youth Entrepreneurship/Food Handler Trainings** (Silver City, 2017, \$3k)\*

\* non-NMMS affiliate

## Requirements

- ▶ **Must be Legally-Compliant 501c3**
- ▶ **Meet Eligibility Criteria**
- ▶ **Align with the Funder(s) Mission and Goals**
  - ▶ Economic Development, Underserved Communities, Revitalization, Capacity-Building
- ▶ **Complete Projects by Deadlines**
- ▶ **Spend Funds for Intended Uses**
- ▶ **Comply with Other Grant Terms and Conditions**
- ▶ **Comply with and report leverage/match commitments**



## What We Hope For...

1. **Plan Ahead:** Apply only when ready; seek RS assistance early, submit on time
2. **Clearly-articulated proposals** with clear goals, tasks to be completed, economic impacts, and intended use of funds
3. **More/Stronger EV Projects**, or those with demonstrated EV impact
4. **Follow-through on EV** and Capacity-Building **impact** measures (public art, placemaking and promotions)
5. **Project Durability:** Business closures or Org. challenges water down impact of facade squads, challenge grants
6. **More Historic Building Preservation**/Adaptive Reuse, Cultural Preservation projects
7. **Strengthen Community Engagement**, participation (including diverse populations that reflect your community/district)

