Local Innovators Institute Releases Application
Lovington MainStreet’s restaurant accelerator now accepting concepts.

Lovington MainStreet’s economic transformation goal is to create a true dining and entertainment district in downtown. To assure our success we have developed a restaurant accelerator pilot. The Local Innovators Institute is a 7-week educational course that covers business plan development, menu pricing, NM Health Dept. requirements, and branding; as well as hands on experience in our food truck. “I’m so excited for this program to begin. We’ve been working on this pilot for a year, I can’t wait to try all the new concepts,” says executive director Mara Salcido.

The program will kick off on February 6, 2020 with a required meet and greet. Classes begin the following week and will be taught twice a week with each class lasting a maximum of two hours. Hands on training, i.e. mobile food truck use will vary but will total 3 weeks. Our program is competitive based, with a maximum of five (5) applicants. During the time, they use the food truck; participants will be required to report a weekly Profit & Loss statement. Participants will keep 97% of the profits made during their time in food truck and 3% of profits will go towards food truck maintenance and upkeep. Participants will also have to present their concept at the Downtown Bites Private Party in July.

The Local Innovators Institute purpose is to provide students the knowledge they need to be successful as well as a space to test their plan without being required to make a substantial investment through a lease or purchase of a location. This program features the collaboration of various entities including the Lovington Chamber of Commerce, NMJC Training and Outreach, NM Health Department, Lovington EDC, SBDC along with others. Furthermore, its implementation is only made possible through the USDA Rural Business Development grant that Lovington MainStreet was awarded earlier this year.

“This is a great opportunity for anyone who’s on the fence about starting a new venture. Having mentors and technical help really made a difference for us when we were starting Drylands,” says owner Dr. Andres Arreola. The program is open to anyone looking to start a restaurant or anyone who has a food concept.

The Local Innovators Institute application can be picked up at the Troy Harris Center (201 S. Main in Lovington) or can be downloaded at www.lovingtonmainstreet.org. A digital or print copy must be received by November 15, 2019 at 4:30pm. Only completed applications will be accepted. Application process is competitive, and will require 10-minute pitch to the Lovington MainStreet board on December 3rd, 2019, with a 20-minute Q&A. Non-Refundable Application Fee $50. Entrepreneurs interested should contact executive director Mara Salcido by email at director@lovingtonmainstreet.org or phone at 575-396-1418.

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