

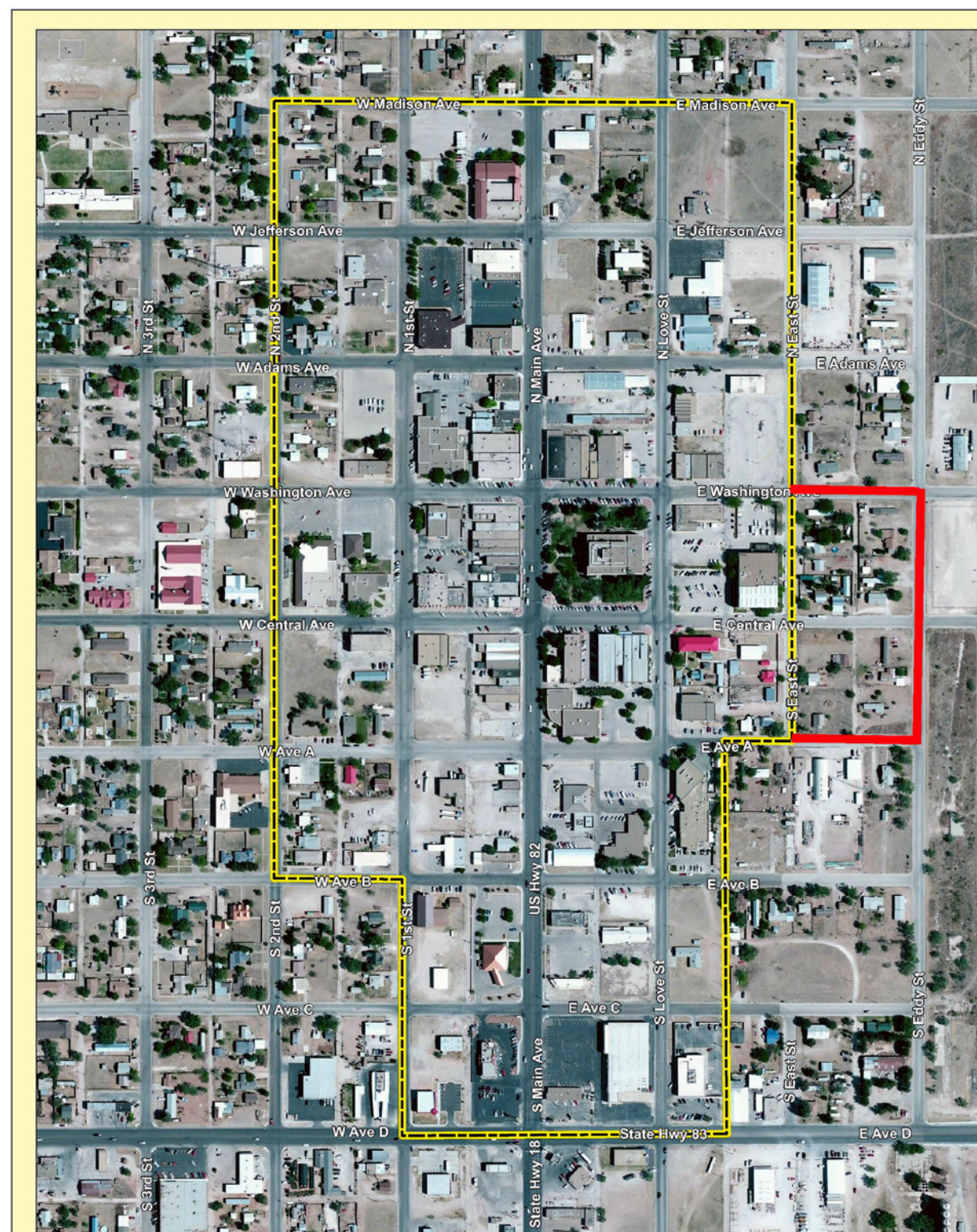
LOVINGTON

MAIN STREET

Preserving Our Past • Loving Our Present
Improving Our Future



by: swisher
PHOTOGRAPHY



Lovington MainStreet



MainStreet Boundary

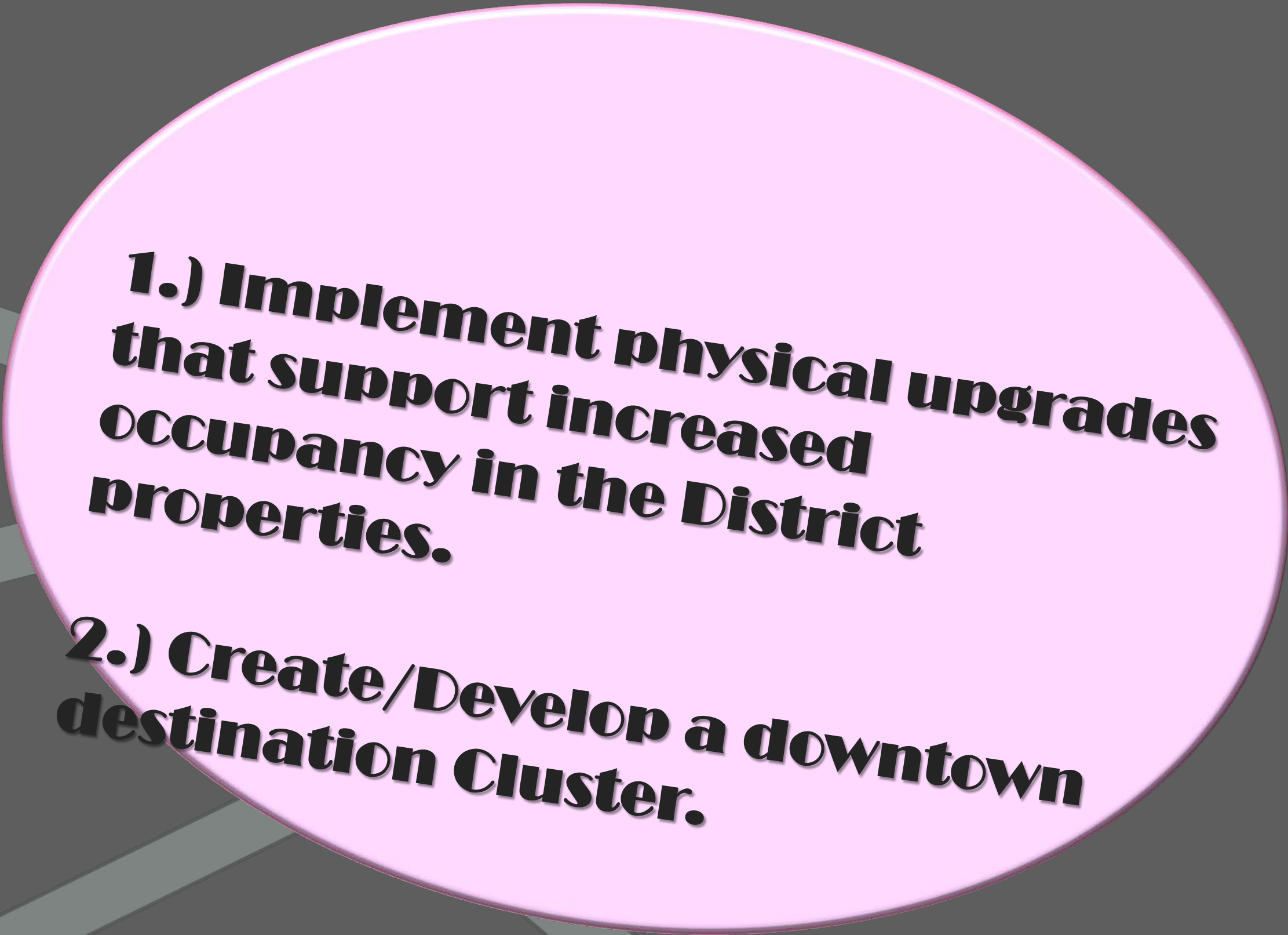
0 80 160 320 480 640 Feet

Bing Maps Orthoimagery

Map Date 12/29/2016



Façade Improvement
Behind the Façade
Matching Grants



Collaborations
& Funding

Economic Transformation Strategies

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
1st private construction in 30 years.



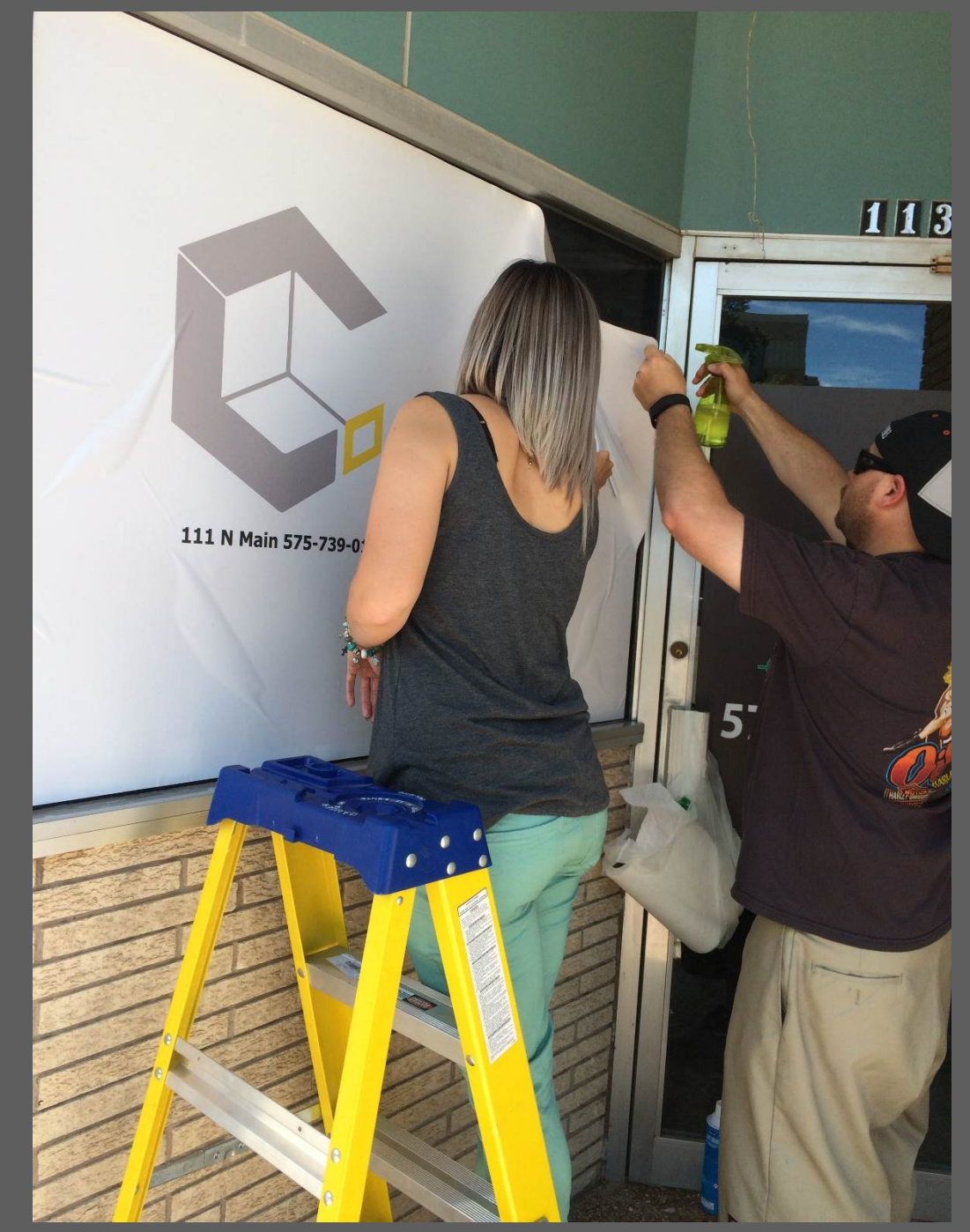
Drylands Brewing Company

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

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



