Economic Transformation Strategies

1. Implement physical upgrades that support increased occupancy in the District properties.
2. Create/Develop a downtown destination Cluster.

Façade Improvement
Behind the Façade
Matching Grants

Collaborations & Funding

LOCAL
INNOVATORS
INSTITUTE

DRYLANDS
BREWING COMPANY
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
• J F 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
Behind the Facade

• 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.

Improvement

• 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.
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