Open Streets May Help Downtowns

"Open Streets are programs and initiatives that temporarily open streets to people by closing them to cars and trucks" (Main Street America). There are many benefits to these initiatives, including: social distancing for health & safety and economic activity. Even closing streets one night a week might help downtown businesses with increased sales.

Silver City’s Operation Love Local closed down Bullard St. to allow for outdoor shopping and dining for two weekends in June to support local businesses and restaurants. Silver City MainStreet produced a great video to promote this initiative!

Great resources to learn more about Open Streets:

- Commercial District Design: COVID-19 Response and Management by Main Street America and AARP. "When open streets lead to more walking, biking, and rolling, they can improve public health and safety, economic activity, progress towards environmental goals, and overall strength of communities."
- “It’s an incredible experiment”: Banning cars in cities stirs controversy—and has mixed results by Fast Company. "Converting streets slowly, and involving every member of the community, can lead to long-term closures that promote vibrant city life without cars."
- I’ve Seen a Future Without Cars, and It’s Amazing. Why do American cities waste so much space on cars? by New York Times Opinion

Photo credit: BJ Gutierrez

Downtown Farmington Complete Streets Revitalization Project - Phase 1 Completed!

Carlsbad MainStreet Annual Farmers’ Market
Downtown Farmington: A MainStreet Project is celebrating the completion of phase I of their Complete Streets project. This project has been on the city’s comprehensive plan for over 20 years. It is a wonderful example of collaboration between downtown businesses, the MainStreet project team, Farmington’s governing body, the MRA board of commissioners, consultants, engineers, landscape architects, contractors, city crews, and community members.

NM MainStreet provided $360,000 of Capital Outlay funds and technical assistance for this project. Phase II will be completed in November.

Street and pedestrian lighting have been installed (see more photos) and the sidewalks have been expanded to make downtown more pedestrian-friendly. The project also includes free WiFi, speakers on light poles, and water/sewer/electrical infrastructure upgrades.

Starting this Thursday, the Carlsbad Farmers’ Market is back!

Visit the Courthouse lawn at 5:30 pm to support local farmers and merchants.

Farmington Virtual Art Walk

Celebrate Farmington’s artisans by scrolling through this Virtual Art Walk. If you see something you like, contact the artist to purchase directly from them. When you do so, you are helping support the art community and small businesses.

Visit the Art Walk often as new art and artists are added regularly!

Webinar: Leveraging Tourism for Economic Diversification

Economic diversification is a cornerstone of resilience. But how can we leverage our finite resources to support economic growth across a wide variety of assets? One answer? Invest in tourism.

Join IEDC for a free webinar on how to support local tourism, and position your community to emerge from the reopening process stronger than ever. Learn:

- How to prepare tourism businesses for reopening.
- How to diversify tourism economies to build resilience.
- What does the future of tourism look like?
Webinar: Seeking Forgiveness for a Paycheck Protection Program Loan
July 23, 2020

This webinar is for nonprofit financial leaders who have received a Paycheck Protection Program (PPP) loan and want to prepare effectively to seek loan forgiveness.

In early June, Congress approved the PPP Flexibility Bill, which authorized key changes including extending the PPP and the rehiring deadline to December 31, 2020 and expanding the covered period for loan use from eight weeks to twenty-four weeks. Now, we can start to interpret and apply implementation guidance from the Small Business Administration (SBA).

Register here

Silver City Maker's Market
August 1, 2020

The Silver City Makers Market will host artisans, makers, crafters and more at the new Main Street Plaza every Saturday morning starting August 1st!

You will find crafts of all kinds from bracelets, blankets, and blacksmiths to poetry, pottery, and paintings! This market will connect the creativity and culture in the community for a more resourceful future.

Learn more

Tell us about your event or news!

New Mexico MainStreet develops local capacity to engage people, rebuild places & grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities and a higher quality of life.

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NMMS is a program of the New Mexico Economic Development Department.