NMMS presents the following two reports to communicate the importance of the NMMS program to economic recovery efforts during the COVID-19 pandemic, the program’s legislative asks, priority infrastructure projects and success stories from our districts.

**NMMS Capital Outlay Program**
NMEDD is requesting $10 million in the 2021 Legislative session to plan, design, and construct infrastructure improvements in MainStreet and Arts & Cultural districts statewide.

**NMMS End of Year Report**
Learn more about:
- NMMS’s Impact
- Public Infrastructure Community Projects
- COVID-19 Response/Support
- Success Stories
- Communities Served

Please share these resources with your Legislators and community!

**Las Cruces Generations Community Writing Project**
The Las Cruces Arts and Cultural District (LCACD) is accepting applications to the Generations Community Writing Project, which will bring together literary artists in the Las Cruces community. Writers will be paired-up to collaborate on the theme of ‘hope’ as a starting point for their compositions. Writers will have their work published on the DLCP...
LCACD is a vibrant, inspirational, diverse, and asset-rich cultural environment with collective economic and quality of life benefits. Situated in the heart of downtown, the LCACD strives to promote the borderland arts and culture that make Southern New Mexico authentic. Part of Downtown Las Cruces Partnership, the LCACD is directed by a coordinating council, a dedicated group of volunteers who strive to make the original town-site the hub of the local creative economy.

Gallup's Art on the Fence: 2021 Temporary Installations

Gallup MainStreet Arts & Cultural District is seeking artist proposals for temporary installations on the construction fencing of their downtown renovation project, Coal Avenue Commons.

Artists are asked to create designs for a stretch of chain link fence, utilizing weaving techniques and the materials of their choice. Proposals that engage the community and youth through creative uses of technology and/or COVID-safe practices are encouraged!

Silver City MainStreet Receives NMOGA Brighter Future Fund Grant for Downtown Assistance Program

The New Mexico Oil & Gas Association (NMOGA) Brighter Future Fund awarded Silver City MainStreet $10,000 for their Downtown Business Assistance Program!

The Downtown Business Assistance Program is one way Silver City MainStreet has helped downtown businesses challenged by the Covid-19 pandemic. The Town of Silver City also funds and co-developed this program.

Now in its second year, the Downtown Business Assistance Program awards forgivable loans to businesses located in the MainStreet district for infrastructure/improvement and job creation projects. In 2020, twenty-two businesses received funds for projects!

For more information email Charmeine@silvercitymainstreet.com or call (575) 534-1700. Deadline for businesses to apply is March 12, 2021.

Nob Hill MainStreet Awards Grants to Businesses
Each month, Nob Hill MainStreet awards a $650 grant to help local businesses during these difficult times. Winners are randomly selected and in February they are awarding two grants!

Nob Hill MainStreet regularly promotes local businesses and restaurants on their Facebook page. They also created Dinner and a Virtual Movie events in partnership with The Guild Cinema and local restaurants to increase carry-out orders and support Nob Hill businesses.

Lovington MainStreet’s Local Innovators Institute

Lovington MainStreet is accepting applications for the second cohort of their Local Innovators Institute. The Local Innovators Institute is a 7-week educational course that covers business plan development, menu pricing, NM Health Department requirements, and branding; as well as hands-on experience in their food truck!

The Local Innovators Institute runs once a year. Applications open January 4th and close on February 5th. Selected candidates will begin in-classroom training March 1st. Upon completion of 13 hours in required instructional time, each candidate will spend 2 weeks running “Big Blue” (their food truck) in Downtown Lovington.

Las Cruces Announces Second Artist in Residence: Mel Stone

The Las Cruces Arts and Cultural District is proud to announce their second Artist in Residence, Mel Stone. On their Facebook page, they have three videos that introduce Mel, one of the district’s most prominent artists.

Whether seen at the Mesquite Art Gallery or the Farmers & Crafts Market of Las Cruces, Mel’s work is unforgettable. The Las Cruces Artist in Residence program spotlights and celebrates the artists who live or work in their district.

Northwest New Mexico Arts Council’s Virtual Spotlight

The Northwest New Mexico Arts Council presents Virtual Spotlight every Thursday at 3:00 pm through Feb. 25, 2021.

Virtual Spotlight promotes downtown Farmington
businesses and awards gift card to viewers on their Facebook page!

VaccineNM Registration Marketing Toolkit

The VaccineNM Registration marketing toolkit provides consistent vaccine messaging for all platforms. Please use these resources and encourage your community to register for the vaccine!

The Toolkit contains:
- Brand Assets
- Email Signature
- FAQ Sheets
- Flyer & Mailer
- Social Media Assets

Bryce Turner is the graphic designer with the New Mexico Tourism Department who produced the assets, please contact him at Bryce.Turner@state.nm.us if you have any technical issues.

Silver City MainStreet's Love Local/Virtual Events

Monday, February 15, 2021 is Territorial Charter Day and Silver City MainStreet is celebrating with two virtual promotions: the Urban Challenge Fun Run and Love Local.

Silver City MainStreet is asking residents to Love Local by supporting merchants in downtown by taking a picture of any downtown purchase and sending it to Silver City MainStreet via Facebook or email. Participants will be entered in a drawing for one of three Taste of Downtown Coupon Books. The books have 32 coupons from downtown merchants and are valued at more than $200. Send your picture by February 12, 2021!

They are also asking for food donations for local food pantries in support of the virtual Urban Challenge Fun Run. Registration for the run has closed but you can still donate food.
Opportunities:

• **ABQ Community Foundation 2021 Competitive Grant Program**
  Apply by Feb. 11, 2021

• **Nominations for the Mary Means Leadership Award Are Open**
  Nominate an Outstanding Leader by Feb. 15, 2021

• **Libraries as Launchpads**
  Starts Feb. 15, 2021

• **NMSBA Accepting Leveraged Project Proposals for 2021**
  Apply by Feb. 16, 2021

• **BizSprint Las Cruces**
  Apply by Feb. 19, 2021

• **Main Street Resiliency Grant Program**
  Apply by Feb. 19, 2021

• PPP Loan Program: **DreamSpring** and **LiftFund**
  Program Closes on March 31, 2021

Webinars:

• **Diversity 101**
  Feb. 9, 2021

• **Virtual Start-up Boot Camp**
  Feb. 10, 2021

• **E-Commerce and Alternative Selling Methods**
  Feb. 17, 2021

• **Introduction to Government Contracting**
  Feb. 24, 2021

• **Federal Resources for Creative Community Development**
  Feb. 9, 2021

• **New Mexico MainStreet 2021 Virtual Winter Conference**
  *Creating a Climate of Confidence: COVID & Beyond*
  Registration Coming Soon!
  March 5 & 12, 2021

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.

**New Mexico MainStreet (NMMS)**

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[info@nmmainstreet.org](mailto:info@nmmainstreet.org)

(505) 827-0143
NMMS is a program of the New Mexico Economic Development Department.