Main Street Now Conference

*Early Bird Rate Ends March 22 at 11:59 pm CDT*

With three days of immersive online content and networking, the Main Street Now conference provides the opportunity to reflect on how the events of the past year have changed our work and how we can rebuild stronger, more equitable Main Streets for the future.

NMMS provides scholarships to designated MainStreet and Arts & Culture districts, but NMMS will only pay the *early bird registration rate*. [Register NOW](#) and reference the emails that Julie Blanke sent you for instructions. [Contact us](#) if you have questions!

Also ending March 22: the discount for small businesses to attend Small Business Day for FREE. With no limit to the number of small businesses you invite, make sure your small businesses use discount code SB2180 to have access to all of the [Small Business Day](#) content for no charge.

**REGISTER NOW**

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NMMS Virtual Winter Conference 2021

*Creating a Climate of Confidence: COVID and Beyond*

Thank you for joining us at our Virtual Winter Conference on March 5 & 12, 2021!

We hosted two days of presentations on building confidence in yourself, your organization, your district's physical spaces, and your district's business community.

You can watch recordings of the sessions on our [website](#). If you attended, please complete our [survey](#) to give us feedback!
Complete our short survey

Stories of Resilience: How New Mexico Communities are Facing COVID-19

Share your story of resilience during COVID-19 with Stories of Resilience: How New Mexico Communities are Facing COVID-19, a collaboration between the APA New Mexico Chapter, the New Mexico Resiliency Alliance, and faculty at UNM.

You can participate by:

• Completing their survey
• Scheduling an individual or collective storytelling session
• Share media/art about your experience

Learn more

New Mexico Clean and Beautiful Grant Program

The Clean and Beautiful Program empowers local communities with funding to protect NM’s public lands. All New Mexico municipalities, counties, and Tribal Governments in good standing with New Mexico Taxation and Revenue Department are eligible for funding.

Apply by April 15, 2021!

Learn more

Edible New Mexico Local Hero Awards

A Local Hero is an exceptional individual, business, or organization making a positive impact on New Mexico’s food systems. Honorees nurture communities through food, service, and socially and environmentally sustainable business practices.

Downtown Albuquerque Arts & Cultural District encourages you to vote for their Downtown Growers’ Market in the Sustainability: Public Heath & Safety category. Cast your vote by March 24, 2021!
Gallup’s *Art on the Fence* Program on Coal Ave.

**Gallup MainStreet Arts & Cultural District** has launched a new project to beautify the downtown corridor where construction for the **Coal Avenue Commons** is taking place. Situated between 2\(^{nd}\) and 3\(^{rd}\) Streets on Coal Avenue, four local artists have been selected to install temporary artworks on the construction fencing. The works will be installed in mid-March and will remain on view through mid-May, or until the construction project wraps-up this spring.

*Photo: [@jerrybrownart](https://twitter.com/jerrybrownart)*

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Las Cruces *Generations Community Writing Project*

**Downtown Las Cruces Partnership**'s **Generations Community Writing Project** is bringing together literary artists in the community to provide a platform for them to create, share, and experience the vast literary talent in Las Cruces.

This week, their panelists are deliberating on the applications received. We look forward to more updates about this innovative program!

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Carlsbad MainStreet & Milton's Brewing

Ashly Key, [Carlsbad MainStreet](https://www.carlsbadmainstreet.com) Executive Director, interviewed Lucas Middleton, owner of [Milton's Brewing](https://www.miltonsbrewing.com), in a new video to promote downtown businesses.
Watch the [video](#) to see his answers to:
- Why did you open your business?
- What do you love about being in the MainStreet district?
- What does the community love about Milton’s?

### Opportunities:

- **Partners for Places Grants** - sustainable climate action and green stormwater infrastructure applications accepted
  March 19, 2021

- PPP Loan Program: [DreamSpring](#) and [LiftFund](#)
  March 31, 2021

- **PNM COVID Relief Program for Small Businesses and Nonprofits**
  March 31, 2021

- **2021 Amphion Grant Program** - for Music Service Organizations, Presenters, and Festivals
  April 1, 2021

- **2021 AARP Community Challenge**
  April 14, 2021

- **New Mexico Clean & Beautiful Grant Program**
  April 15, 2021

- **NEA Challenge America**
  April 22, 2021

- **J.M.K. Innovation Prize**
  April 30, 2021

### Webinars:

- **The Rural Efficient Business Program Interview Series**
  March 25, 2021

- **New Mexico’s Statewide Comprehensive Outdoor Recreation Plan Virtual Town Hall**
  March 25, 2021

- **Virtual Fundraising Fundamentals for MainStreet and Arts & Cultural Districts**
  March 30-April 8, 2021

- **Resources for Your New Mexico Outdoor Recreation Business & Community**
  March 31, 2021

- **Main Street Now 2021**
  April 12-14, 2021

- **Small Business Day**
  April 13, 2021

[View more events](#)

New Mexico MainStreet (NMMS) 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.