Pre-Application Zoom Meeting:
New Community Economic Development Projects
April 16, 2021 at 11:00 am

Join Daniel Gutierrez and Lucas Pedraza on Friday, April 16, 2021 to learn more about the application for new community economic development projects!

The Zoom meeting link is in the application; the meeting will be recorded and posted on NMMS’s YouTube channel.

• The Frontier & Native American Communities Initiative is a community-driven, economic development program that provides support to rural and Native American communities with less than 15,000 in population.

• The Urban Neighborhood Commercial Corridor Initiative is a new pilot program that provides project-based community economic development support to urban neighborhood commercial corridors in cities with more than 50,000 in population.

Nob Hill MainStreet’s Grants Help Local Businesses

Each month, Nob Hill MainStreet awards a $650 grant to help local businesses. Winners are randomly selected and TWO businesses will be selected for May 2021!

Businesses are encouraged to apply every month. Nob Hill MainStreet is dedicated to helping local businesses thrive.
Taos MainStreet's Business Alive Program: Twirl

Taos MainStreet’s Business Alive Program helps local businesses develop and/or increase their e-commerce capacity. They recently featured one of the participating businesses on their Facebook page:

Twirl

Drawing kids and adults to downtown Taos, Twirl is a staple of the Taos MainStreet district. Although the squeals of excitement from the Twirl playground have died down due to COVID restrictions, Twirl has adapted quickly to the pandemic, adding virtual classes on YouTube as well as e-commerce capacities to their website as part of our Business Alive program. Our partners Taos High Tech, Taos HIVE, and UNM Taos helped Twirl create an e-commerce website with Shopify, allowing them to keep the retail portion of the business going through COVID shutdowns. Visit their main website for all of their other offerings.

Learn more

Newly Signed Senate Bill to Allow Clovis to Incentivize Retail

On Thursday, April 8, 2021, Governor Michelle Lujan Grisham signed Senate Bill 49, an amendment to the Local Economic Development Act (LEDA) that will allow municipalities to utilize LEDA funds to incentivize retail.

Clovis Mayor Michael Morris spearheaded this effort during New Mexico’s recent legislative session, and the bill was carried in the legislature by Senator Pat Woods (R), Senator Ron Griggs (R), Senator Liz Stephanics (D), Representative Kelly Fajardo (R) and Representative Randy Crowder (R).

This LEDA change requires a city vote which could go on the November ballot - learn more from Eastern New Mexico News.

Learn more

New Mexico Emergency Rental Assistance Program

The application for $170 million in aid for rental and utility assistance is now OPEN.

What Does it Cover?
• Rent
• Utility bills, this includes electric and gas
• Water and sewer
• Trash removal, fuel oil, wood and pellets
• Other expenses related to housing such as hotel/motel costs

Las Cruces Artist in Residence, Diane Alire

The Downtown Las Cruces Partnership released the third video in their Artist in Residence series on Diane Alire.

Diane looks forward to opening up Gallery 925 to her fellow Las Cruces printmakers for an invitational show in May 2021. As New Mexico reopens, Diane also plans to offer art workshops to the community.

Tucumcari MainStreet & Bands of Enchantment TV Series

The City of Tucumcari and Tucumcari MainStreet welcomed Bands of Enchantment to the Tucumcari Railroad Museum to film four episodes of their new music TV series last month. The series will debut later this Spring on New Mexico PBS & Amazon Prime.

In this promo video, the Odeon Theatre takes center stage! You can also see a small look at some of the Great Blocks on MainStreet infrastructure project in front of the Odeon including new landscaping, lighting and sidewalks.

ABQ Downtown Growers' Market Opens on Saturday

The Downtown Growers' Market in Robinson Park opens on Saturday, April 17, 2021 at 8:00 am-Noon! The season runs
through November 6, 2021.

Staff are working with the City of ABQ to offer a safe market. State public health orders are still in place, and market customers can expect a similar market experience to last year but with more vendors. Learn about the safety plan on downtowngrowers.org.

Opportunities:

• Regional Engagement Challenge (LANL)
  April 19, 2021

• NEA Challenge America
  April 22, 2021

• Resilient Park Access Grant and Coaching
  April 23, 2021

• FUNDIT Call for Proposals
  April 26, 2021

• J.M.K. Innovation Prize
  April 30, 2021

• Outdoor Recreation Business Accelerator Grant
  April 30, 2021

• RDC Micro-Grant (Northern NM)
  May 1, 2021

• American Rescue Plan: Humanities Organizations
  May 14, 2021

• PPP Loan Program: DreamSpring and LiftFund
  May 31, 2021

• Small Business Recovery Loan Fund

Webinars:

• Pre-Application Zoom Meeting for Frontier & Native American Communities and Urban Neighborhood Commercial Corridor Initiatives
  April 16, 2021

• 5 Minute Marketing Using Online Video
  April 16, 2021

• RDC Micro-Grant and other Business Funding (Northern NM)
  April 20, 2021

• Main Street’s Comeback and How It Can Come Back Again
  April 21, 2021

• E-Commerce and Alternative Selling Methods
  April 21, 2021

• Basic Steps to Starting a Business in NM
  April 21, 2021

• Art as Activism: The Creative Call to Action
  April 22, 2021

• Sustainable Solutions for Craft Beverage Producers: Energy Treasure Hunt for Microbreweries
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.

**New Mexico MainStreet**

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*NMMS is a program of the [New Mexico Economic Development Department](http://www.newmexico.gov/edd)*