Tucumcari Forge Business Accelerator Accepting Applications

*Tucumcari Forge* is a new accelerator program to help aspiring business owners launch in Tucumcari's MainStreet district.

The program will train participants to create a business model, find customers, and define the market. Participants will also get connected to regional business assistance resources and other business owners.

Applications due **June 1, 2021**.

Carlsbad MainStreet Receives Grant to Beautify Downtown

CONGRATS to Carlsbad MainStreet, Keep Carlsbad Beautiful, and Creative Carlsbad for receiving a $20,000 donation for new benches and other features to beautify downtown.

Thank you to Nuclear Waste Partnership for this generous donation!

Carlsbad's Third Thursday *Kick-off to Summer* Event

Join Carlsbad MainStreet and Pearl of the Pecos Arts & Cultural district at the inaugural Third Thursday event on **May 20, 2021**, kicking off the Downtown Farmers' & Makers Market season!

*There will be:*
• Food trucks (C-N-G BBQ & Cavern City Eats)
• Live music in the gazebo (CW Ayon)
• Local farmers, crafters & makers market
• Local non-profits and community organizations sharing information

Thank you to sponsors Mosaic & Nuclear Waste Partnership!

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Deming Art Center Cash Mob

Join Deming Luna County MainStreet on Thursday, May 20, 2021 at 6:00 pm for a live cash mob to support the Deming Art Center.

Local artists and crafters will showcase unique items for sale.

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Bike To Wherever Day: May 21, 2021

On May 21, 2021 Bike to Work Day is now Bike to Wherever Day! Bike to the grocery store, your favorite local business, work, school, wherever.

Participate in activities to win free shirts, gift cards, vouchers, and more!

Commit to ride, join a scavenger hunt, or propose a ride at bikethruburque.com.
Taos MainStreet’s New Merchant Advisors Group

Taos MainStreet is starting a Merchant Advisors Group to provide a space for downtown merchants to share ideas and concerns. This group will have one merchant advisor from each of the nine clusters (seen on the map), to represent the merchants in that area.

Collaborative meetings will be held once a month. Potential merchant advisors can fill out the nomination form by May 15, 2021.

New Mexico MainStreet Property Owner Toolkit

The NMMS Property Owner Toolkit can help property owners navigate requirements of Activating a Building in New Mexico. Learn about:
• building use & application requirements
• architectural drawings
• residential activation
• business operations

Watch an overview with Rhea Serna and Jessica Roybal. Requirements are subject to change and resources should be verified with the local authority prior to any property development.

Employee Retention Credit for Small Businesses

Did you know there are tax incentives for small businesses affected by COVID-related shutdowns and disruptions? The Biden-Harris Administration has made these benefits available NOW – these credits can hit your bottom line cash flow as soon as your next quarterly filing and are available for all four quarters of 2021.
Local nonprofit organizations that can help you navigate the process:

• WESST
• SBDC
• SCORE

Clovis MainStreet Participates in the Great American Clean-up

Clovis MainStreet and the City of Clovis thanked volunteers who helped clean-up downtown as part of the Great American Clean-up event last week.

A clean downtown is also a great place for Clovis MainStreet's weekly Food Truck Friday events. Join them Fridays at 8th & Main from 11:00 am-8:00 pm (or until sold out) for delicious lunch and dinner!

City of Albuquerque Received Our Town Grant from the National Endowment for the Arts

Congrats to the City of Albuquerque on their $100,000 grant to support the "Innovation Rail Trail: Revitalization and Creative Placemaking and Placeknowing Along Albuquerque’s Historic Railroad." The project will start the transformation of a one-mile commercial area along downtown Albuquerque’s historic railroad line.

Project partners for this grant include: Downtown MainStreet Arts and Cultural District, UNM Indigenous Design Planning Institute, the city’s MRA and Department of Innovation and Technology and key stakeholders along the Rail Trail including Fusion Forum and Glorieta Station.

Downtown Gallup Business Resource Center Workshops

Gallup MainStreet and WESST Farmington are offering free virtual workshops to support local businesses:
• May 14 – Pivoting Your Business: Business Plan Revision for Recovery
• May 21 – Market Research: Developing your Ideal Customer Persona
• May 28 – Pinpointing Digital Marketing Mistakes and Solutions to Boost Sales During COVID-19 and Beyond

The Downtown Gallup Resource Center will also host in-person "Learning Labs" for each workshop for attendees to get hands-on help.

Silver City MainStreet Helps Pop-Up Gallery Open Downtown

Silver City MainStreet helped facilitate a new pop-up gallery space downtown! The first exhibit will be the Southwest Women's Fiber Arts Collective's show "Focus on Fiber: Pursuing Creativity in the Pandemic," May 17-31, 2021 at 200 W. Market Street.

Fiber artists will be demonstrating their crafts on the two weekends of the show, from 10 am-12 pm and 2-4 pm.

The exhibit was supported by the owners of the building, Marsha Sue Lustig and John Eder who generously donated the space.

NM Historic Preservation Division Survey

The Historic Preservation Division wants you involved in the future of historic preservation in New Mexico! Their state plan will identify current preservation challenges and successes, and set goals through 2031 to guide preservationists.

Complete their survey in 5 minutes to help with this effort!
Opportunities:

- American Rescue Plan: Humanities Organizations
  May 14, 2021

- Small Business Recovery Loan Fund
  May 31, 2021

- State Farm Neighborhood Assist
  June 2, 2021

- Digital Projects for the Public
  June 9, 2021

- LEDA Recovery Grants
  June 15, 2021

- Frontier & Native American Communities & Urban Neighborhood Commercial Corridors
  June 16, 2021

- Outdoor Equity Fund
  June 30, 2021

- Call for Proposals to Community-Based Archives
  July 2, 2021

- Union Pacific Foundation Local Grants
  July 31, 2021

- The Carl C. Anderson, Sr. and Marie Jo Anderson Charitable Foundation - Rural NM
  Ongoing

- SBA COVID-19 funding options

Webinars:

- American Rescue Plan State and Local Funding - Main Street Update
  May 17, 2021

- "Main Street Online" Tool Training
  May 18, 2021

- Collaborating for Digital Inclusion Success
  May 19, 2021

- Using Agile in Your Fundraising Team
  May 20, 2021

- Natural Resources and Infrastructure Committee Webinar Series
  Through June 24, 2021

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