MainStreet Districts Clean Up Downtown

Downtown Farmington MainStreet is participating in World Cleanup Day on Sept. 18! They’ll be meeting at Orchard Park to clean up downtown.

Thanks to all the volunteers for helping Taos MainStreet with four cleanup days this past week! Rocky Mountain Youth Corps also joined them to tackle weeds and sediment.

MainStreet Truth or Consequences is participating in World Cleanup Day on Sept. 18! They’ll meet at Ralph Edwards Park to cleanup downtown.

Pueblo of Laguna Explores Marketplace Design Concepts

The Citizens’ Institute on Rural Design (CIRD) presents a story on the Pueblo of Laguna's local design workshop held last August. The workshop developed a preliminary plan for the 80,000 square foot vendor market space on Main Street. A public presentation followed the workshop to further engage the community.

Laguna Pueblo's marketplace project was accepted to NMMS's Frontier & Native American Communities program in 2019. At the workshop, Amy Bell (NMMS Landscape Architecture & Urban Design Revitalization Specialist) worked alongside Omar Hakeem & Zain Islam-Hashmi (To Be Done Studio), designer Joseph Kunkel, and Nathaniel Corum (MASS Design Group’s Sustainable Native Communities Design Lab).
Pueblo of Laguna planner Elroy Keetso will continue to work with CIRD, and other partners to facilitate this design concept into a built structure.

**Photo Credit:** To Be Done Studio

---

**Lovington MainStreet’s Not Vacant Shindig**

*Lovington MainStreet* aims to create a dining & entertainment cluster to keep dollars local with free family-friendly community events such as *Not Vacant Shindig*. This pop-up event will reimagine vacant buildings and inspire local entrepreneurs to invest in Lovington.

*Not Vacant Shindig* will feature live music, vendors, and a beer garden on:

- **September 24**: The Jack of Hearts Band, a Bob Dylan cover band
- **October 15**: Houston rapper Lil' Flip

---

**Silver City MainStreet’s Small Business Assistance Program**

*Silver City MainStreet*’s *Small Business Assistance Program*, now in its second year, has awarded 42 forgivable loans for infrastructure improvement projects! These projects help businesses stay open, create jobs, and assist with their recovery from the pandemic.

Javalina Coffee House used their forgivable loan for a new indoor paint job. This project demonstrates how a small amount of funding can be leveraged to complete projects and make the community better.

The *Small Business Assistance Program* is funded by the Town of Silver City, the New Mexico Resiliency Alliance, the New Mexico Oil & Gas Association’s *Brighter Future Fund*, and the Wells Fargo Foundation.

---

**Carlsbad’s HeritageFest**

**September 18, 2021**

*HeritageFest* is the signature event for Carlsbad’s *Pearl of the Pecos Arts & Cultural District*. This event celebrates the city’s historical and cultural richness. The theme for this year’s event is “Preserving Carlsbad’s Rich History” and will be held on Saturday, September 18 from 10 am-2 pm.

They will have live music, vendors, food trucks, entertainment, crafts, games, live demonstrations and more!
Join Santa Rosa MainStreet at the first Pecos Sunflower Festival on Sept. 17-18 for arts, crafts, food, live music, beer garden, conservation information, the "Saving Beauty" documentary, Model A cars, and more!

There will be activities to celebrate as a community and bring awareness to local conservation efforts.

Dolores Huerta Gateway Park's New Trees in South Valley MainStreet

South Valley MainStreet conducted a series of community meetings and community surveys and learned from community members they want more shade and trees at Dolores Huerta Gateway Park.

South Valley MainStreet & Bernalillo County secured funding through New Mexico MainStreet to address this need. Bernalillo County employees and young adults from the Ancestral Lands Conservation Core are planting several trees at the Dolores Huerta Gateway Park and clearing invasive shrubs starting today!

Learn more about the Dolores Huerta Gateway Park Design Improvements.

Nob Hill MainStreet's Taste of Nob Hill
The annual *Taste of Nob Hill* event is presented by [Nob Hill Main Street](https://www.nobhillmainstreet.org) and Shamrock Foods. Pick up a passport at local businesses for access to Nob Hill restaurant discounts, samples, and more!

Passports will be valid September 23-25 at participating businesses.

---

**Downtown Las Cruces Partnership Named *Community Partner***

Congratulations to the [Downtown Las Cruces Partnership](https://www.downtownlascruces.com) for being named El Paso Electric's *Community Partner* for 2021!

Thank you, El Paso Electric, for supporting downtown Las Cruces!

---

**MainStreet de Las Vegas Construction**

[MainStreet de Las Vegas](https://www.lasvegasmainstreet.org) is currently under construction but shops are still open!

Support Las Vegas MainStreet businesses during this infrastructure improvement construction.

---

**Opportunities**

- [America Walks Community Change Grants](https://www.americawalks.org)
  Sept. 30, 2021
- [T-Mobile Hometown Grant Program](https://www.t-mobile.com)
  Sept. 30, 2021
- [Grants Promote Diversity in the](https://www.grantsforequity.org)

**Events**

- [NM Recovery Webinar: Health Insurance Options for Small Businesses BeWellnm](https://www.bewellnm.org)
  Sept. 22, 2021
- [AARP Livable Communities Workshop: Engaging Older Adults](https://www.aarp.org)
  Sept. 22-23, 2021
Performing Arts
Sept. 30, 2021

• Nusenda Foundation’s Community Rewards® program
Oct. 1, 2021

• BizSprint Las Cruces
Oct. 4, 2021

• Great American Haunted Main Street: Storytelling Contest
Oct. 10, 2021

• Grants Promote Education, Music, and Community Organizing (Sparkplug Foundation)
Oct. 11, 2021

• Shubert Foundation (theatres and dance)
Oct. 14 & Dec. 1, 2021

• Small Town America Civic Volunteer Award (population less than 25K)
Oct. 15, 2021

• Build Back Better Regional Challenge (EDA)
Oct. 19, 2021

• Statewide Planning, Research and Networks Grants (EDA)
Oct. 31, 2021

• VIA Art Fund Incubator Grant Program
Dec. 1, 2021

• Good Jobs Challenge (EDA)
Jan. 26, 2022

• Economic Adjustment Assistance Grants (EDA)
March 15, 2022

• Indigenous Communities Program (EDA)
March 15, 2022

• Marketing Main Street - A 4-Part Webinar Series
Sept. 22-Oct. 6, 2021

• Building Relationships One Thank You at a Time
Sept. 23, 2021

• AG Day
Sept. 25, 2021

• Vacant, Abandoned, and Deteriorated Properties Training Academy
Sept. 28, 2021

• The Future of Main Street Retail
Sept. 28, 2021

• NMDOT STAR "On Ramp to Growth" Disadvantaged Business Enterprise Program (DBE) and Small Business Conference
Sept. 29, 2021

• New Mexico Outdoor Economics Conference - Farmington
Sept. 29-Oct. 1, 2021

• Stress and Resilience In A COVID World
Sep. 30-Oct. 28, 2021

• Northwestern (Virtual) Business Finance Fair
Oct. 20, 2021

• NMMS Fall Institute - Farmington
Oct. 20-22, 2021

• NMMS Winter Conference - Santa Fe
Feb. 2-4, 2022

• 2022 Main Street Now Conference - Richmond, VA
May 16-18, 2022
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
www.nmmainstreet.org
info@nmmainstreet.org
(505) 827-0143