

**2022
RESILIENT
COMMUNITIES
FUND
HIGHLIGHTS**



OVERVIEW



The Mission of the New Mexico Resiliency Alliance (NMRA) is to strengthen the resiliency of New Mexico's rural and underserved communities through mobilizing and leveraging resources and collaborative partnerships that enhance the economic vibrancy and quality of life of its residents.

The New Mexico Resiliency Alliance envisions a future in which all of New Mexico's communities are resilient, thriving places to live, work, and visit. We define resilient communities as those that have both an awareness of their strengths and a high capacity to utilize those assets to build community while adapting to changing socio-economic conditions in order to sustain economic activity, social connectivity, and quality of life.

WHAT WE DO

The Resilient Communities Fund provides financial support for locally-driven, community-based economic development projects statewide. Awards are made in the areas of design and planning, organizational capacity building, marketing and promotions, business development, civic/youth engagement, and environmental stewardship.

Leadership Development is an essential strategy that creates a mentality of opportunity and empowers local leaders to be change-makers in their communities.

NMRA Advocates on behalf of policies that support local economies, with a particular focus on asset-based strategies to build economic resilience. Such strategies recognize and build upon the unique strengths of New Mexico's communities to increase the local capacity to adapt and thrive despite changing economic conditions.

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RESILIENT COMMUNITIES FUND GRANTS 2022

The Resilient Communities Fund (RCF) is the flagship program of the New Mexico Resiliency Alliance. Created in 2014 in partnership with the McCune Charitable Foundation and the New Mexico MainStreet Program of the New Mexico Economic Development Department, the Resilient Communities Fund provides small seed grants for locally-driven economic development projects in rural and underserved communities statewide. Funds awarded leverage local matching resources and technical assistance from New Mexico MainStreet and build local capacity via project-specific technical assistance and the engagement of local community volunteers.

Thanks to direct support from McCune, NMRA allocated a total of \$50,000 in RCF grants in 2022 to 12 projects in Las Vegas, Lovington, Madrid, Nob Hill, Roswell, Silver City, Taos, Truth or Consequences, Tucumcari, Zuni, and the International District and San Pedro Corridor, both located in Albuquerque. The NMRA received an additional \$15,000 from Main Street America to support four additional projects in Downtown Albuquerque, Los Alamos, Ojo Encino, and Santa Fe's Airport Road corridor. This was the first year RCF grants were made available to communities participating in NMMS' Urban Neighborhood Commercial Corridors (UNCC) project-based initiative – International District (ABQ), San Pedro Corridor (ABQ) and Airport Road (Santa Fe). Established in 2021, UNCC aims to provide community economic development support to urban neighborhoods located in cities over 50,000 in population that may currently not have the capacity or resources to start or operate a full-fledged MainStreet Program.

Downtown ABQ MainStreet Initiative	Albuquerque Artwalk	\$3,000
Nob Hill MainStreet	Nob Hill Community Gift Card	\$5,000
International District, ABQ*	ID Market Improvements	\$5,000
San Pedro Corridor, ABQ *	Creative Placemaking Contest	\$3,000
MainStreet de Las Vegas	Façade Squad on Railroad Avenue	\$3,000
Los Alamos MainStreet	Los Alamos Retail Accelerator	\$5,000
Lovington MainStreet	Central Alley Construction Mitigation	\$5,000
Madrid†	Public Parking Welcome Area	\$3,000
Ojo Encino, Navajo Nation**	Downtown Ojo Encino Beautification Project	\$3,500
MainStreet Roswell	Façade Squad for Backdraft Barbeque	\$2,000
Airport Road, Santa Fe*	Airport Road Community Visioning Process	\$3,500
Silver City MainStreet Arts & Cultural District	Bullard Street Parklet	\$3,000
Taos MainStreet	Façade Improvement Grant Program	\$5,000
MainStreet Truth or Consequences	El Cortez Theatre Façade Improvements	\$5,000
Tucumcari MainStreet	Tucumcari Business Microloan Program	\$6,000
Zuni Pueblo MainStreet	Event Capacity Building	\$5,000

* Urban Neighborhood Commercial Corridor

** Native American Communities Initiative

† Frontier Communities Initiative

2022 RCF GRANTEE PROJECT HIGHLIGHTS



International District (ABQ) International District Economic Development 'ID Markets'

International District Economic Development (IDED), a participant in the NMMS Urban Neighborhood Commercial Corridor program, received a \$5,000 RCF grant to open a permanent outdoor market and community space called 'ID Markets' – supporting minority-owned micro businesses and job-training development for community youth and others. ID Markets addresses local food and artisan entrepreneurs' need for a space to determine if their business is viable and test new products, as well as a location to sell products and encourage community support. Utilizing assistance from NMMS and the City of Albuquerque, IDED selected a city lot, designed a market space, launched an accelerator project to assist vendors, and successfully held six events at the site with 23 different businesses. This project leveraged \$55,000 from the CABQ to upgrade electrical and lighting at the site, and there are now plans to develop a food truck park as well.



Tucumcari MainStreet Micro-loan Program FORGE Business Accelerator

Tucumcari received a \$6,000 RCF grant to support their existing business microloan program and leverage their newly developed FORGE Business Accelerator program. This enables the organization to provide loans, along with entrepreneurial support, to the business accelerator participants interested in starting a business in Tucumcari. Of the nine participants from the two cohorts (thus far), four have opened new businesses while four were existing businesses that expanded operations and enhanced marketing efforts. Four participants received marketing and branding support from NMMS that included full logo packages to help launch their businesses.

San Pedro Corridor (ABQ) San Pedro Corridor Creative Placemaking Contest



With a \$3,000 RCF grant, the Revitalize San Pedro Partnership (RSPP) planned and held a Creative Placemaking Contest to engage local businesses and community members, asking them to submit ideas for projects that would promote the economy and unique identity of the San Pedro Corridor. An expert review panel narrowed the applicant list from 12 to six proposals and community members provided input which the panel took into consideration when selecting the winning proposal, the Pop Up Event Kit – containing bistro tables and chairs, umbrellas, solar lights, a-frame chalkboards, and planters – which can be “checked out” and used by businesses and neighborhood organizations hosting events and promotions in years to come.



The “Pop Up Promenade” was launched on Small Business Saturday (November 26) with five participating businesses utilizing the equipment and \$514 in donated raffle prizes and refreshments. Businesses reported increased foot traffic and sales, and enthusiasm from customers about the promenade concept. The Creative Placemaking Contest enabled community members to share their ideas and to see one project successfully implemented in a short-time frame, increasing the credibility and visibility of the RSPP, particularly as the organization explores transitioning from a NMMS Urban Neighborhood Commercial Corridor designee to becoming a state-authorized MainStreet program.



Silver City MainStreet Bullard Street Parklet



Silver City MainStreet received \$3,000 to develop the Bullard Street Parklet, a new downtown amenity that also serves as the entrance to the MainStreet Plaza. The project leveraged the \$70,000 purchase of the lot by the Town of Silver City, a \$10,000 mural, and a \$2,400 NM Clean & Beautiful grant to develop the empty lot into a functional community space. Future Forge, a non-profit partner of SCMS, hosted six Makers' Market events in the parklet, inviting local artisans to sell their wares. The new parklet not only benefited the 13 artisans who participated in the markets, but it also encourages visitors to extend their stay in the downtown by providing an attractive shady place to sit on a bench and relax while walking about the district. It also attracts visitors to explore the MainStreet Plaza and the adjacent Big Ditch Park.



Lovington MainStreet Central Alley, Phase 2

US HWY 82 is in the process of receiving \$23.5 million in NMDOT public infrastructure improvements, including the section that runs directly through the heart of the Lovington MainStreet district. To mitigate the negative impacts of this large-scale construction project on local businesses, LMS is creating alternative access points to local businesses that bypass construction areas. The \$5,000 RCF grant LMS received – along with \$800 in matching funds, \$500 in-kind contributions and 80 volunteer hours – allowed for the installation of signage and lighting as well as the painting of three new murals to compliment the five murals completed during Phase 1 of the project, to create a more inviting and pedestrian-friendly access point to businesses during construction. It will also serve as the future location for an art walk and continue to link downtown businesses once construction is complete.



Zuni Pueblo MainStreet Event Capacity Building

Zuni is well known for its Native art, which draws visitors from around the world and serves as the base of Zuni's economy with 47 percent of businesses and over 80 percent of households directly involved in the sale and/or production of Native art. To support this important local industry, Zuni Pueblo MainStreet (ZPMS) seeks to host regular outdoor art shows to create a venue where Zuni artists can sell their artwork, which requires renting tents, tables, and chairs. With a \$5,000 RCF grant and \$1,825 in matching funds, ZPMS purchased these items, saving itself \$2,500 in rental fees in 2022, with an anticipated savings of \$12,000 in 2023 for four art shows. In 2022, ZPMS and its partners held two art shows utilizing the new equipment, benefitting 64 artists and generating an estimated \$6,000 in sales. ZPMS also purchased two desktop computers that have been made available to artists at the Ancestral Rich Treasures of Zuni (ARTZ) arts cooperative to create portfolios, establish an online presence, and conduct other arts-related business.



2022 RESILIENT COMMUNITIES FUND STATS



16
Grants
Awarded



\$65K
Amount
Awarded



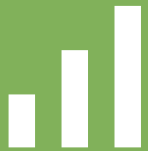
208
Businesses
Supported



\$116,899.20

NMMS Technical Assistance

LEVERAGED RESOURCES:



\$227,791
Cash Match



\$46,661
In Kind
Contribution



2,064
Volunteer
Hours

worth \$50,196.48 (\$24.32/hour for NM)





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ALLIANCE

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