



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Welcome Rebecca, Susan, and Alison to the NMMS Network



[Deming Luna County MainStreet](#) welcomed [Rebecca Perez Hughes](#) as their new Executive Director! Rebecca grew up in Deming and returned with her husband last year to help with the family ranch.



Congratulations to [Susan Greenwald Cabello](#) on her new role as [Downtown Las Cruces Partnership's](#) Executive Director! With her blend of academic excellence and commitment to community growth, DLCP is confident she'll be a success in her new role.



[Los Alamos MainStreet and Creative District](#) welcomed [Alison Watkins](#) as their new Event Manager! She'll lead the coordination of many downtown events.

Revitalize San Pedro Partnership's Quarterly Business Connections

The [Revitalize San Pedro Partnership](#) (RSPP) is a nonprofit coalition that recently achieved designation as a NMMS Accelerator program, following a successful two-year stint with NMMS's Urban Neighborhood Commercial Corridor Initiative. RSPP grew out of a coalition of four neighborhood associations, including residents and businesses, focused on economic development and revitalization of their aging mid-century commercial corridor made up of primarily small, local businesses.



One of RSPP's key strategies has been engaging and working with business owners and community

members as true partners. One of the most successful relationship-building activities RSPP has engaged in is their quarterly **Business Connections Meeting**. These gatherings, which launched in June 2022, are part social networking and part information sharing. They're open to all businesses along the San Pedro corridor that runs between I-40 and Route 66 in midtown Albuquerque.



Typically held on a Wednesday evening at the Navajo Elks Lodge located in the corridor, RSPP provides dinner from a local restaurant and the Elks host a cash bar. Business owners and employees mingle with neighborhood leaders and representatives from local government agencies, often including police officers/other law enforcement staff and City Council members, in a relaxed, informal atmosphere.



City Councilors **Tammy Fiebelkorn** and **Nichole Rogers**, State Senator **Antoinette Sedillo-Lopez**, State Representatives **Cristina Parajon** and **Janelle Anyanonu**, and Bernalillo County Commissioner **Adrienne Barboa** all attended the most recent Business Connections Meet-up on February 28 and provided updates. This meeting celebrated RSPP's entrance into NMMS's Accelerator program and RSPP provided other updates on their recent efforts. Additionally, NMMS's **Lucas Pedraza** and **Amy Barnhart** shared next steps of the Accelerator process with the group.



Photo: Representative Parajon, Councilor Fiebelkorn, Darcy Bushnell, and Patrick Scott.

Mora's Market on MainStreet Workshop Series

Mora's Market on MainStreet is a collaborative effort between Mora County and [Mora MainStreet Arts & Cultural Compound](#), with support from NMEDD's Creative Industries Division, to showcase local crafts and celebrate the legacy of handmade art in NE NM. The market is an opportunity for Mora artisans to showcase and sell their crafts, connect with fellow artists, and learn valuable business insights through workshops. The market will be open on Saturdays in **May and June** from Noon-4:00 pm at the Los De Mora Growers' Coop parking lot.



WESST is hosting a series of eight workshops to help locals prepare for the market. Trainings cover strategies for navigating sales, marketing, and financial management in the craft world. Workshops are held at the Mora Library in February, March and April. The next trainings will be held on [April 6 and 13](#).

Tucumcari MainStreet's Wayfinding Community Meeting

The City of Tucumcari and [Tucumcari MainStreet](#) hosted a wayfinding community meeting on March 18 to discuss ways to improve signage for tourists and travelers. They had more than 30 people attend in-person and virtually to provide feedback.



Tucumcari MainStreet is also soliciting feedback through an [online survey](#) and prepared a comprehensive [storymap](#) with the city and Groundwork Studio to organize the project's elements.

NMMS Revitalization Specialists **Amy Bell** from Groundwork Studio, and **Julia & Cam Wilde** from Leighton Moon were in attendance to engage the community on best practices and opportunities with this project.

The next community meeting will be held on **June 17** at 5:30 pm in City Hall.

ABQ's Drink Local Downtown Crawl

In partnership with ABQCore Neighborhood Association, [DowntownABQ MainStreet and Arts & Culture District](#) hosts the Drink Local Downtown Crawl on the third Saturday every month! This special event invites the community to celebrate local businesses, culture, and creativity in the heart of ABQ. Event highlights include special deals at participating venues, live performances and entertainment, and hidden gems in the MainStreet district. The next Drink Local Downtown Crawl is on **April 20**. The Drink Local map and more info is available [on their website](#).



Photo: DLD attendees enjoying drink specials and live music at Canvas Artistry ([DowntownABQ MainStreet and Arts & Culture District Newsletter](#))

Carlsbad MainStreet's Update on Cavern Theatre

[Carlsbad MainStreet](#) provided an update on the Cavern Theatre's rehabilitation project in their recent [POP newsletter](#):



In January, work began on Phase 5 of the Cavern Theatre Rehabilitation Project. This phase will include the construction of a concession stand in the lobby, the installation of the audio and visual system as well as all the interior fixtures such as carpet, seats, curtains, and all the final touches that will allow us to have a fully functional performing arts theatre upon the completion of this phase. The **Cavern Theatre Task Force** has been meeting regularly to track the progress of construction and make plans for the theatre's re-opening.

Main Street America's Small Business & Entrepreneur Resources

Small businesses are at the heart of Main Streets across the United States, and their economic impact

is growing. Check out [Main Street America's small business and entrepreneurship resources](#) to learn how you can better support the small businesses in your community.

SMALL AND VERY SMALL BUSINESSES ARE GROWING THE AMERICAN ECONOMY

Small businesses make up 99.9% of businesses in the US (33.3 million)

80% have no employees other than the owner

16% of small businesses have 1-19 employees

4% have more than 20 employees



Small businesses have added over **12.9 million net new jobs** in the last 25 years.



That accounts for nearly **2/3 of all jobs added** to the economy during this time period.

Source: Forbes Small Business Statistics Of 2024

Opportunities

[Backing Small Businesses Grant Program](#)

April 7, 2024

[Challenge America](#)

April 30, 2024

[Union Pacific Foundation: Community Ties Giving Program](#)

May 31, 2024

[More opportunities](#)

Events

[Northern Region Workforce Professional Development Conference](#)

April 8-9, 2024

[National Small Business Week](#)

April 28-May 4, 2024

[Main Street Now Conference in Birmingham, Alabama](#)

May 6-8, 2024

[More events](#)

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