



NEW MEXICO
arts & cultural
DISTRICTS

ANNUAL ACD REPORT 2024

Prepared by



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Table of Contents

1

Letter from the ACD Coordinator

5

General Assessment Indicators

2

ACD Program Overview

6

2024 Impact Highlights

3

Creative & Cultural Economy Support

7

Individual ACD Highlights

4

Methodology

8

Contact Us

Letter from the ACD Coordinator



Daniel Gutierrez

New Mexico MainStreet Director and ACD Program Coordinator

It's an honor to serve as the Arts & Cultural District Program Coordinator and work with our outstanding partners (New Mexico Arts, the NM Tourism and Economic Development Departments, and the Historic Preservation and Creative Industries Divisions) to advocate for NM's creative economy, grow capacity in the ACDs, create local jobs, and support small businesses and entrepreneurs. This report showcases the work that ACDs have accomplished in the last year, and we're excited to continue this work in 2025 and beyond. New Mexico's economic vitality is growing due to the hard work these organizations are doing in their communities. Kudos to all and keep up the good work!

10 Arts & Cultural Districts

Albuquerque, Artesia, Carlsbad, Gallup, Las Cruces (Self-Designated in 2018), Las Vegas, Los Alamos, Mora (Arts & Cultural Compound), Raton, and Silver City

3 Start Up Districts

Corrales, Farmington & Belen

1 Creative Economy JumpStart

Alamogordo

New Mexico State-Authorized Arts & Cultural Districts

- *Arts & Cultural Districts focus on enhancing the Creative or Cultural Economy, positioning arts and culture as the center of revitalization and community economic development efforts.*
- *Arts & Cultural Districts must demonstrate positive economic impact in job creation, business development, business creation/expansion, leveraging of private sector reinvestment, or enhancement of the community's economic environment.*

ACD Program Overview

Established by the State Legislature in 2007, New Mexico Arts & Cultural Districts are coordinated through the New Mexico MainStreet Program (NMMS). State support of ACDs is through the joint efforts of NMMS and New Mexico Arts (Economic Development, the State Historic Preservation Division and Tourism Departments are additional partners), intended to promote the exceptional art and history of New Mexico and assist communities in developing their cultural and artistic resources to create dynamic and economically vibrant districts.

The NMMS program remains dedicated to offering support and direct technical assistance to our local Arts and Cultural Districts (ACDs).

The NMMS ACD Taskforce includes NMMS Director/ACD Coordinator Daniel Gutierrez; NMMS Creative Economy Specialist Michelle Negrette; NMMS Organization and NMMS Project Coordinator Lucas Pedraza.

Arts & Cultural Districts must demonstrate a tangible and positive economic impact within their communities. This includes measurable outcomes such as job creation, support for existing businesses, the launch and expansion of creative enterprises, and the attraction of private sector reinvestment. These districts play a vital role in enhancing the overall economic environment, helping to create vibrant, livable communities where the arts are not just celebrated but strategically leveraged as a catalyst for revitalization and long-term economic development.

By positioning arts and culture at the heart of local planning and investment efforts, Arts & Cultural Districts contribute to a resilient ecosystem that fosters innovation, supports entrepreneurship, preserves cultural identity, and improves quality of life for residents and visitors alike.

2025 Priorities

- **Continuing to build cohesive ACD policy Documents that clearly convey ACD expectations, program structure, goals, and benchmarks required for local programs to achieve State Authorization,**
- **Strengthening partnerships with NM Arts, Historic Preservation and Creative Industries Divisions through coordinated trainings, resources sharing and development, and ongoing communication,**
- **On-going development of a cohesive and integrated program of trainings, meetings, conferences, and institutes that serve both MainStreet and Arts & Cultural District initiatives.**
- **Working with local Main Street Program to access capacity and identify opportunity with respect to Creative Economy Work,**
- **Supporting MainStreet communities interested in pursuing State Arts & Cultural District Authorization; Communities interested in leveraging Creative and Cultural assets and identifying/cultivating potential creative clusters or hubs.**

Creative and Cultural Economy Support

In 2024, the New Mexico MainStreet (NMMS) program provided comprehensive technical assistance to each of the local Arts and Cultural District (ACD) communities. As part of this support, all participating communities engaged in a structured semi-annual review process. This included **evaluating past performance, identifying opportunities for growth, and collaboratively developing updated organizational and operational plans** to guide their efforts in the coming year.

New Mexico MainStreet (NMMS) continues to provide targeted trainings and hands-on technical assistance to the state's designated Arts and Cultural Districts (ACDs). **These efforts are designed to strengthen local capacity and support sustainable development within the districts.** Core focus areas consistently include fostering the creative economy, promoting historic preservation, and cultivating supportive ecosystems for artists, cultural organizations, and creative entrepreneurs. Through this ongoing support, NMMS helps ensure that ACDs remain vibrant, resilient, and culturally rich hubs within their communities.

Additionally, New Mexico MainStreet (NMMS) Program continues to support project-based arts and cultural initiatives across the state through its **Frontier & Native American Communities Initiative and Urban Neighborhood Commercial Corridor Initiative.** These targeted programs empower communities to integrate arts, culture, and heritage into revitalization strategies that reflect local identity and foster economic development.

Technical Assistance Areas

- Design
- Landscape Design
- Planning
- Property Redevelopment
- Business and Entrepreneur Support
- Historic Preservation Assistance
- Artist Training
- Artist Calls
- Grant and Funding Support
- Organizational Support
- Marketing and Branding
- Event Development
- Promotions
- Wayfinding
- Creative Placemaking
- Feasibility Studies
- Programing Development



As part of this effort, NMMS collaborated with the **City of Sunland Park** to conduct a placemaking study assessing the potential for a new arts and culture plaza within the city's entertainment district. The study evaluated the public right-of-way, engaged community stakeholders, and identified key issues and opportunities related to developing a public space that would serve as a showcase for local arts and cultural expression. The findings from this effort will inform broader transportation and infrastructure planning efforts in 2025 that will **support a vibrant and cultural entertainment district.**

Through the Urban Neighborhood Commercial Corridor Initiative, NMMS MainStreet has partnered with the **historic village of Agua Fría** to support storytelling, cultural preservation, and the celebration of its agricultural heritage through the development of a **community cultural center.** This effort involves close collaboration with community members to plan and program a design concept, while also identifying local assets and resources needed to bring the project to life. The ultimate goal is to pursue local and statewide funding opportunities in 2025 to support the center's development and long-term sustainability.

2024 Convenings

2024 NMMS Conference

Santa Fe, NM

2024 Institute

Deming, NM

2024 MainStreet Now Conference

Montgomery, AL

Network Roundtables

NM Arts (2)

- Partnership introduction, program overview. and resources
- Network presentation on NM Arts grants

State Historic Preservation

Partnership introduction, program overview and resources.

ACD Reporting (2)

Guidance and tips for strong reporting of district efforts.



In addition to project-based initiatives and support for State-Authorized Arts & Cultural Districts, New Mexico MainStreet (NMMS) provides year-round technical assistance to **33 designated MainStreet programs** across the state. Guided by the Main Street Approach®—Organization, Promotion, Design, and Economic Vitality—this work supports asset-based economic development that strengthens community resilience and celebrates local culture.

NMMS also offers **infrastructure funding for projects such as historic theater preservation, façade improvements, streetscape enhancement, and to support revitalization efforts.** In partnership with the **New Mexico Resiliency Alliance**, NMMS connects communities to grant funding and micro-loans to support entrepreneurs, arts programming, business training, and creative economy pilot projects.

To build local capacity, NMMS fosters **peer-to-peer learning and collaboration** through access to Main Street America resources, statewide conferences, regional trainings, and networking opportunities across the statewide MainStreet community.

A Few Examples of 2024 Arts & Cultural activity in the NMMS program outside of the ACD community:



Murals & Placemaking

Alamogordo, NM

Alamogordo MainStreet has led an effort to beautify the downtown district through art activations including murals, wayfinding, business signage and pop up venues for music, markets and arts programming.



Interpretive Placemaking

Deming, NM

The 2024 NMMS Fall Institute featured a Interpretive Placemaking project highlighting the presence of Chinese laborers at the turn of the 19th Century. Deming MS partnered with local high school art teacher to support a student film exploring the mysterious tunnels underground.



Artist Series

Tucumcari, NM

Tucumcari MainStreet is actively supporting the local creative community through artist residencies that offer opportunities for public engagement via workshops led by local artists. The program also supports creatives by creating direct-to-consumer sales opportunities through partnerships with established local businesses.



Cultural Facilities

Nob Hill, NM

Nob Hill MainStreet is working with Immanuel Presbyterian Church to expand its mission to serve as a community space for art, culture and entertainment.

2025 Outlook

The New Mexico MainStreet (NMMS) program remains deeply committed to supporting and providing direct technical assistance to our local Arts and Cultural Districts (ACDs). As part of this commitment, the NMMS ACD Taskforce continues to prioritize the revision and streamlining of program structures, policies, and guiding documents to ensure they are effective, accessible, and aligned with the evolving needs of communities. **Looking ahead to 2025, the program's goals and priorities include:**



- Continue to create a **cohesive program** around MainStreet and Arts & Cultural District **trainings, workshops, meetings, conferences, and institutes.**
- Continue to **build partnerships with NM Arts, Historic Preservation, and the Creative Industry Division** through coordinated trainings, resources sharing and development, and ongoing communication.
- Continuing the Creative Economy Jump Start as a **project-based pathway for ACD Startups.**
 - Work with local Main Street Program to access capacity and identify opportunity with respect to Creative Economy Work
 - Candidates: MainStreet communities interested in pursuing State Arts & Cultural District Authorization; Communities interested in leveraging Creative and Cultural assets; and Communities interested in identifying/cultivating potential creative clusters or hubs.
- Continue to provide **technical assistance in the MainStreet Four-Point areas** through NMMS Revitalization Specialists
- Continue to provide **support for creative economy projects through NMMS Project-Based Initiatives.**

Methodology

The annual Arts & Cultural Districts (ACD) Report for the 2024 calendar year was compiled using **data collected through a semi-annual electronic survey, interviews, and on-site performance reviews** conducted by New Mexico MainStreet (NMMS) staff and consultants. The electronic survey, developed in collaboration with New Mexico Arts, a division of the Department of Cultural Affairs, ensures consistent reporting across all ACDs and is structured around three core reporting areas:

- A “snapshot” of **arts, cultural, and creative business growth** within the district, along with any physical or infrastructure improvements completed during the year.
- Documentation of **key support services provided to arts and creative entrepreneurs** by the ACD organization, including events, programs, and projects that promote arts and cultural enterprises, the creative industries being targeted, and assistance with the rehabilitation or adaptive reuse of historic or cultural properties.
- A record of **resources solicited and received by the ACD** and its partners to implement creative economy initiatives.

The annual survey is designed to **reflect both progress and emerging needs** within each district, helping to **guide future support and technical assistance**. The following section provides an overview of aggregate results, followed by brief summaries of individual district activities within the key performance areas. The data presented reflects only communities that participated in the online survey and may not accurately represent all of the economic activity within the ACD program.



Jan-June 2024 Survey

11 Communities Reporting

Albuquerque, Artesia, Carlsbad, Gallup, Farmington, Las Cruces (Self-Designated in 2018), Las Vegas, Los Alamos, Mora (Arts & Cultural Compound), Raton, and Silver City

July-Dec 2024 Survey

10 Communities Reporting

Albuquerque, Artesia, Carlsbad, Corrales, Farmington, Gallup, Las Vegas, Mora (Arts & Cultural Compound), Raton, and Silver City

General Assessment Indicators

Recently, NMMS has refined its semi-annual supporting survey to better capture community efforts related to the creative economy and the local creative ecosystem. Building on the initial ACD Reporting Survey questions, **five key “snapshot” areas** have been developed to provide a more focused view of local ACD activity, opportunities, challenges, and needs. The 2024 ACD Annual Report is the first to reflect this reorganization. Looking ahead, the reporting survey may continue to evolve in 2025 to more accurately capture on-the-ground developments.

Snapshot Areas

Creative Economy Business

A quantitative look at the local creative business environment with qualitative support provided through community feedback, site visits and interviews.

Physical Environment

An overview of public and private investment within the district that supports revitalization and a supportive environment for locals, visitors and tourists.

Historical & Cultural Preservation

A review of local preservation activities, key issues, and potential opportunities.

Events & Promotions

An assessment of the impact and potential of community events and promotions in strengthening the local creative economy.

ACD Resources

An overview of resources available to and used by local ACDs to support arts and cultural work.

Key Indicators



- New & Expanded Businesses
- Businesses Retention
- Jobs Added
- Jobs Lost
- Workforce Development
- Entrepreneurial Support
- Creative Industry Development



- Public Investment Dollars
- Private Investment Dollars
- Investment in pedestrian amenities
- Landscaping
- Lighting
- Facade Improvements
- New Construction
- Renovations



- Demolition Prevention
- State and National Register Nomination
- Use of Historic Tax Credits
- Local Historic Preservation Resources
- Preservation Grants
- Tourism Experiences
- Local Preservation Ethic



- Funding raised through Events
- Opportunities for Direct Sales
- Promotional Opportunities for Local Creatives
- Cultural Cultivation and Conservation
- Local Identity and Branding Legibility



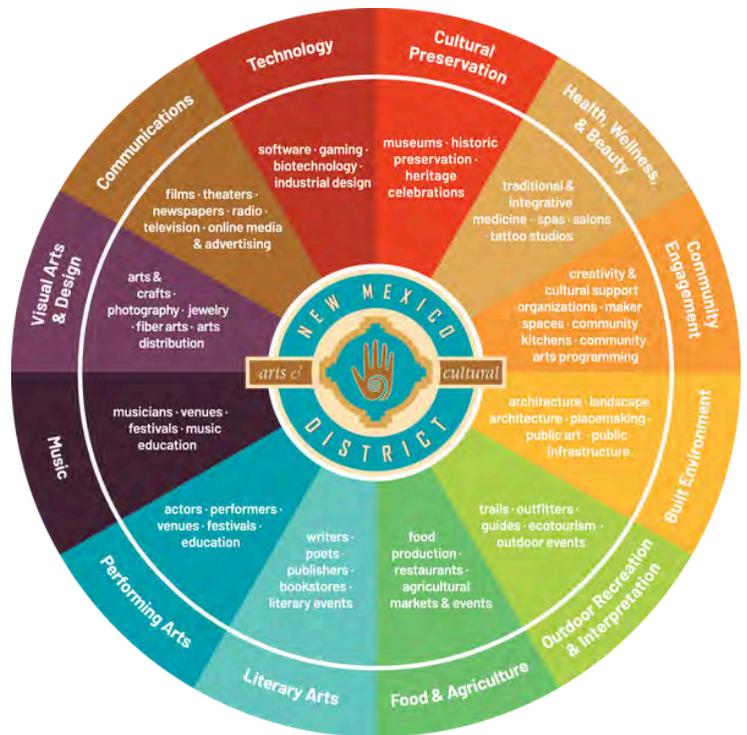
- Funded ACD Coordinator and/or staff
- Engaged Coordinating Council
- Local Gov. Financial Support
- Volunteer Participation
- Funding for Projects Identified in Cultural Plan
- Grant Applications & Awards

2024 ACD Impact Highlights

Arts and culture remain a strong economic driver in the ACD community. In 2024, the 13 affiliated ACDs saw the **addition or expansion of over 70 creative economy businesses, resulting in 300 new jobs**. While new business creation has declined compared to 2023, job growth continues, with a **14% increase** over the previous year's reporting. It's important to note that community reporting can vary annually, thus actual business creation numbers may be higher.

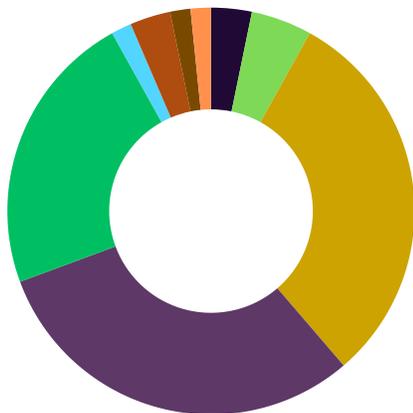
2024 ACD Economic Impact

- ↓ **70+** New CE Businesses
- ↑ **300+** New CE Jobs
- ↑ **100%** Districts Report CE Job Growth
- ↑ **11 out of 12** Districts Report New CE Business



The Creative Economy Wheel: NMMS Creative Economy Sectors

Creative Business Sector Growth Areas

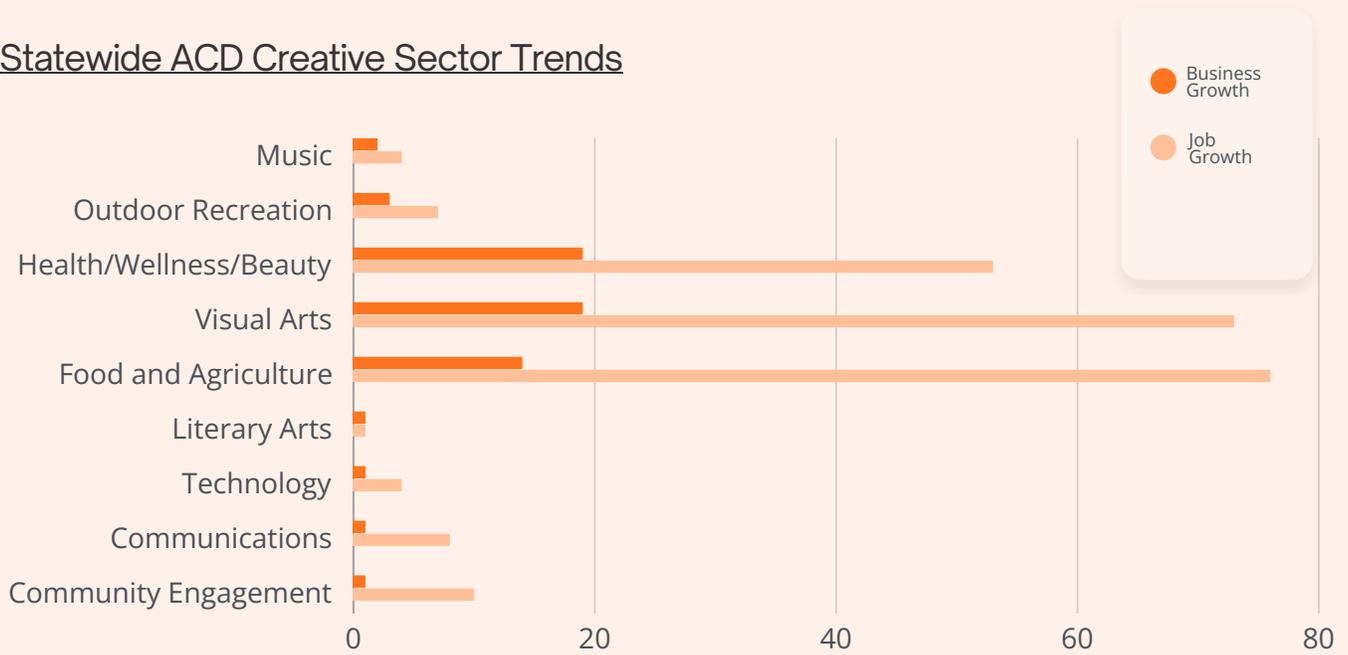


Top Three Creative Sector Areas for New Businesses

- 19** Health/Wellness/Beauty
- 19** Visual Arts
- 14** Food & Agriculture

• Numbers based on community reporting. Some communities are not reporting in some areas and/or did not report for both reporting cycles.

Statewide ACD Creative Sector Trends



Community Reinvestment

Reinvestment \$ in Local Districts

\$9M+ Public \$
Reinvested in
District

\$5M+ Private \$
Reinvested in
District

\$263K+ Grant Funding
for District

\$326K+ Volunteer
Support

- Numbers based on community reporting. Some communities are not reporting in some areas and/or did not report for both reporting cycles. Volunteer dollars based on \$35/hr.

Arts and Cultural Districts continue to attract local reinvestment, leading to physical improvements throughout the districts. Communities report a **growing appreciation and understanding of the value of arts and cultural programming, creative businesses, and the broader creative economy.** Local programs are seeing steady increases in event participation, attendance, and volunteer engagement.

Signature events continue to grow programming and offerings, although some communities have experienced slight dips in attendance compared to last year's surge. However, event and program sales have remained consistent with last year's high levels, despite the modest decline in attendance.

The majority of communities with Lodger's tax report significant increases over previous year during events indicating that more people are coming from outside the community and spending more dollars during local events.

Snapshot Area Trends

Creative Economy Business

Many districts are supporting **the development of new creative economy business and business retention** to address district needs such as restaurants, third spaces, and galleries. Some ACDs are developing accelerator and incubator programs, offering micro-loans and entrepreneur workshops.

Historic & Cultural Preservation

Several districts have indicated a need for support around historic preservation, namely funding sources, education and demolition prevention. **Building neglect, challenges with current building codes and lack of interest** are commonly cited as reasons older buildings remain unused and in disrepair.

Creative Business and Creative Industry

Primary creative industry growth throughout the ACD community has been in the **Health/Beauty/Wellness** and **Visual Arts Sectors** followed by the **Food & Agriculture** sector. The Food & Agriculture sector produce the most job increases in 2024.

Events & Promotion

Local events and programming are expanding to have youth activities and opportunities for young entrepreneurs and through local partnerships, some ACDs have developed **mentorship and internship** opportunities for emerging artists. Partnerships are also improving marketing and promotion, aligning event calendars, and reducing redundancies.

Physical Environment

A common concern has been the **lack of accessible and affordable space**—particularly in areas where vacant and underutilized historic buildings remain an unavailable resource. In response, local ACDs have sought technical assistance from NMMS to identify opportunities to access these properties to support arts and cultural businesses and programming.

ACD Resources

While interest in local arts and culture is growing, the majority of ACDs indicate **funding for Coordinators and Staff and programming** is limited. Some communities are leveraging **grant opportunities** to fund community projects such as creative placemaking, murals, festivals and events. **Volunteer support** varies in each community with some having extensive engagement and others reporting very limited assistance.

Individual District Highlights



JumpStart Spotlight

In 2021, NMMS launched the Creative Economy JumpStart Program **to help communities develop arts and cultural projects, build local capacity, and prepare** for future State Authorized Arts & Cultural District (ACD) designation. Belen was selected as the pilot community, leveraging unique assets such as the Harvey House Museum, Judy Chicago Museum, and local creative businesses. As a result of their efforts, Belen received capital outlay funding in 2023 to begin a cultural planning process, with completion expected in 2025. In 2022, Alamogordo MainStreet joined the program, forming an arts and culture working group, securing mural grants, activating public spaces, and building strong partnerships—positioning itself for potential future ACD designation.



Belen MainStreet

Local Lead: Kathleen Pickering,
Director Belen Public Library

2024 Creative Economy Highlights:

- Recipient of Creative Industries Grant used to support artists workshops and business education, shade elements, and information kiosks.
- Water Tower Visioning Placemaking Project - An artist lead community visioning process to create a community park beneath the local landmark.
- Local cultural events including artwalks and music walks.
- Community planning process for the development of a cultural plan.



Alamogordo MainStreet

Local Lead: Nolan Ojeda Executive Director and
Claudia Lola, President, Alamogordo MainStreet

2024 Creative Economy Highlights:

- Alamogordo MainStreet Makeover - a \$1.9 M investment in downtown streetscape.
- Side Street Alley Project - beautification and placemaking for construction mitigation during MainStreet Makeover
- Alamogordo Venture Academy - a two phase accelerator program to support local entrepreneurs and develop new downtown businesses.

Downtown Albuquerque

Arts & Cultural District

ETS 1: Support and grow the food-based attractions, businesses, and experiences of Downtown Albuquerque, which serve as a draw to downtown residents, Albuquerque/Metro-Area residents, and visitors, alike.

ETS 2: Support and grow the existing arts, cultural, and creative economy assets to solidify Downtown as the center of arts and entertainment in the City of Albuquerque and a draw to residents and visitors, alike.

The Downtown Albuquerque ACD continued to lead several signature initiatives in 2024, including managing the highly successful Downtown Growers' Market, hosting the monthly ABQ Artwalk, and launching the inaugural ABQ Fermentation & Fungi Fest.

The district has welcomed 15 new businesses and added 80 new jobs. Recent private investment highlights include the adaptive reuse and activation of a former tire shop, a mid-century hotel, and a former office space—now transformed into hubs for creative industries and arts and cultural programming.

Public reinvestment efforts have focused on district enhancements, including restoring neon signage in anticipation of the upcoming Route 66 Centennial, replacing public trash cans and tree grates, updating wayfinding maps, and commissioning a new mural.

The ACD has provided direct assistance to over 50 businesses and expanded youth programming and mentorship opportunities through Artwalk and a partnership with Siembra Leadership High School. The Siembra student market generated over \$10,000 in revenue and featured 50 youth-led businesses.

Additionally, the ACD supports local creatives through targeted marketing, promotion, and direct sales opportunities via the Downtown Growers' Market and ABQ Artwalk.



2024 Cultural Plan Projects

1. Affordable Artist Housing
2. Artwalk Expansion
3. Downtown Growers Market Expansion

2025 Priorities

- Highlight Creative Industry Businesses by Publishing Interviews with the Goal of Increasing Revenue and Interested in the Downtown Area.
- Extend Small Business Technical Support to Artists.
- Expanding Artwalk programming

↑ Businesses + Jobs

15 New CE Businesses

80 New CE Jobs

14

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
1	2	Music
1	3	Outdoor Recreation
3	5	Health/Beauty/Wellness
1	2	Visual Arts & Design
1	5	Food & Agriculture

↑ Reinvestment

\$48.5K/1387 Volunteer Hours

\$218K in Public Reinvestment

\$48K Grant Funds

Private Reinvestment not reported including a hotel renovation, new restaurant/brew pub and new neon signage

Artesia Arts & Cultural District

ETS: (Industry/Product-based Strategy) Leverage, grow and promote Artesia’s arts and cultural assets to engage community members and invite visitors and tourists to experience Artesia’s “Culture” of Community.

Artesia continues to see growth in its strong mural program. Artists who have participated in the program have gone on to receive additional commissions and pursue further arts education. Artesia ACD has also provided technical support to the Farmington and Carlsbad ACDs in developing their own mural programs.

The Student Mural Program has evolved into an artist mentoring program, offering young artists valuable one-on-one opportunities. Two former student participants are now enrolled in art-related college programs. Additionally, the ACD’s Beat Poetry Night attracted a large number of local teens, and the Teen Poetry Workshop was filled to capacity.

The ACD has observed increased community awareness of the value of the arts and growing support for the local arts community. Interest in arts-related events and programming continues to rise. The ACD has also identified a need for marketing support among local creative entrepreneurs.

This year, the ACD’s signature event was relocated to Main Street. Although overall attendance dropped slightly, community feedback was overwhelmingly positive, and spending remained on par with the previous year, which had higher attendance.



2024 Cultural Plan Projects

1. Signature Event
2. Two Public Murals
3. Student Mural Program
4. Local Artists Needs/Interest Survey

2025 Priorities

- Public murals
- Artist training opportunities
- Signature event

↑ Businesses + Jobs

2 New CE Businesses

6 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
2	6	Health/Beauty/Wellness

↑ Reinvestment

- \$ 2.8K/80 Volunteer Hours
- \$ 1.52M Public Reinvestment
- \$ 1.4K Private Reinvestment
- \$ 12.5 K Grant Funds

Gallup Arts & Cultural District MainStreet

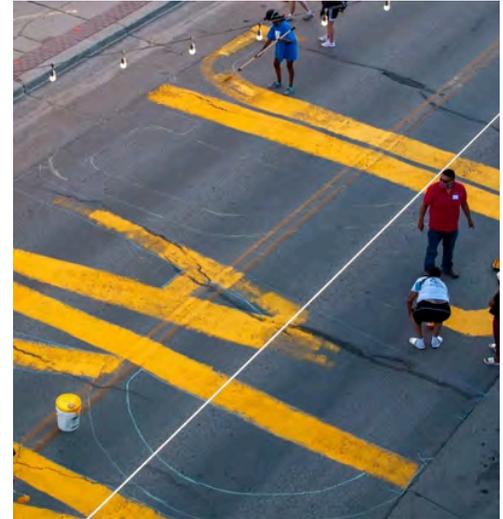
ETS: Grow the entire creative economy of Gallup by supporting local arts, culture, and creative practitioners, endeavors, and assets, as well as the outdoor recreation and film industries.

Gallup ACD continues to host the Levitt AMP Gallup Music Festival, a weekly summer music series. The ACD has tracked that 25% of event attendees also patronize downtown restaurants on event evenings, demonstrating the festival's positive economic impact on local businesses.

The ACD has leveraged NMMS technical assistance to support the conversion of a downtown building into a coffee shop/café. This effort reflects a growing demand for creative business spaces downtown, though many properties remain underutilized due to storage use or lack of investment interest from owners.

To promote local artists and creatives, the ACD actively uses social media to highlight individual businesses and downtown events. It also provides no-cost vending opportunities at Levitt AMP concerts and has showcased local designers through two community fashion shows.

Additionally, the ACD partnered with Play Charity to introduce children’s STEAM-based activities at concert events, expanding family engagement and supporting educational arts initiatives.



2024 Cultural Plan Projects

- Levitt AMP Gallup Music Series
- Courthouse Plaza Improvements
- Social Media Marketing Campaign
- Levitt AMP Gallup Music Series
- Tiny Art Project
- Social Media Marketing

2025 Projects

- Media Makers Space
- Levitt AMP Music Series
- Courthouse Plaza Enhancements

↑ Growth

3 New CE Businesses

13 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
2	3	Visual Arts & Design
1	10	Food & Agriculture

↑ Reinvestment

\$33.7K/965 Volunteer Hours
Public Reinvestment not reported
\$47.3K Private Reinvestment
\$ 33.5 K Grant Funds

Corrales ACD Start Up MainStreet

ETS: Coordinate and expand the unique combination of creative and innovative, historic and agricultural assets to create a destination for a variety of multi-generational experiences.

In 2023, the ACD launched its signature event, Viva Corrales, a month long series of programming and events that feature local arts and cultural organizations in the spring. 2024 saw growth and development in bring together the numerous arts, culture and agricultural organizations, commissions and businesses to create engagement and experiences for locals and visitors and build unique partnerships around art and agriculture.

Additionally, the Start Up continues to support monthly gallery openings/artwalks, the development of intergenerational arts programming, the local growers market and building community awareness around local arts and culture.



2024 Cultural Plan Projects

1. ACD State Authorization Process
2. Viva Corrales, Signature Event
3. First Sundays
4. Young in Art Program

2025 Priorities

- ACD State Authorization Process
- Nichos Project
- Intergenerational programming
- First Sundays
- Viva Corrales

↑ Businesses + Jobs

8 New CE Businesses

23 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
2	3	Health/Beauty/Wellness
3	7	Visual Arts & Design
3	23	Food & Agriculture

↑ Reinvestment

\$ 103.3K/2,950 Volunteer Hours
 \$ 5M Public Reinvestment
 \$ 3.1M Private Reinvestment
 No Grant Funds Reported

Historic Downtown Farmington MainStreet

ACD Start Up

ETS: Create a vibrant, rich, and inclusive arts & cultural district for the enjoyment of our citizens and the attraction of visitors to Farmington that provides a unique, local experience.

Farmington MainStreet ACD Start Up has been focus in 2024 to apply for State Authorization in 2025. The Start Up has been engaged in the cultural planning process, is continuing to develop the signature event, the Red Apple Chilifest, and is attracting regional attention with the HeART of Farmington Sculpture program which features sculptures downtown created by regional artists that are for sale.

The Start Up supports many creative industry sector events in the district including film festivals, a Jazz Festival, local parades and events. Additionally, the Northwest New Mexico Arts Council actively creates district programming including the weekly Makers Market and ArtWalk.



2024 Cultural Plan Projects

1. Cultural Plan
2. Orchard Park Revitalization Planning
3. Signature Event Development
4. Outdoor Sculpture Program

2025 Priorities

- Outdoor Sculpture Program
- Orchard Park Project
- Signature Event
- Cultural Plan and ACD Designation

↑ Growth

9 New CE Businesses

25 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
3	11	Visual Arts & Design
1	2	Food & Agriculture
3	10	Health/Wellness/Beauty
1	1	Outdoor Rec.
1	1	Literary Arts

↑ Reinvestment

\$ 33.7K/965 Volunteer Hours

Public Reinvestment not reported

\$ 15.6K Private Reinvestment

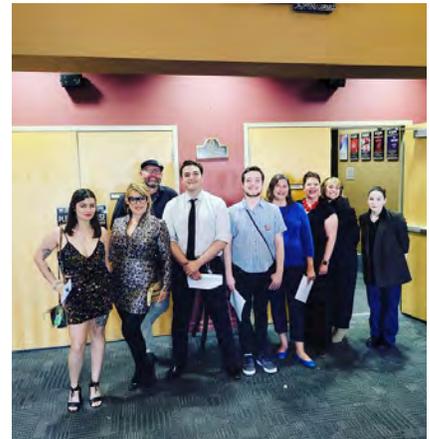
\$ 125 K Grant Funds

Downtown Arts & Cultural District Las Cruces Partnership

The Downtown Las Cruces Partnership’s Arts & Cultural District (ACD) is committed to fostering a vibrant creative economy by supporting local artists, connecting businesses to valuable resources, and offering micro-loans to help creative entrepreneurs thrive. One of its key initiatives, the ACD Icons video series, highlights the work and stories of local creatives, helping to build awareness and appreciation for the region’s cultural talent.

The ACD is also investing in the next generation of artists and cultural leaders through summer internships and youth outreach. In partnership with the public library, the ACD is developing programming tied to Lit, a series of illuminated art events that celebrate storytelling, literature, and public art.

In addition to programming and support initiatives, the ACD is working on a historic plaque project to honor and preserve the district’s cultural heritage. A self-guided walking tour—available in both digital and print formats—allows residents and visitors to explore these stories and landmarks at their own pace. Future enhancements to the visitor experience will include improved lighting and wayfinding elements throughout the district.



2024 Cultural Plan Projects

1. Lit Fest
2. B2B Business Fair
3. Surveys
4. Lighting and Wayfinding
5. ACD writers workshops
6. Micro Loan Program
7. ACD Creatives Promotions

2025 Projects

Literary Arts Programing
Historic Markers
Film Production Vendors List

Growth

4 New CE Businesses

14 New CE Jobs

CE Sector Growth Areas

Bus.	Jobs	Sector
1	2	Visual Arts & Design
3	12	Food & Agriculture

Reinvestment

\$ 2.8K/80 Volunteer Hours
\$ 1.52M Public Reinvestment
\$ 1.4K Private Reinvestment
\$ 12.5 K Grant Funds

*Reporting only from first half of 2024

Los Alamos Arts & Cultural District Creative District

ETS: Lead and support the Arts and Culture Community. Strengthen their financial and organizational efforts, consolidate where possible and help the county and community to advocate for their value and larger support.

The Los Alamos Creative District continues to experience steady growth in its local economy, particularly in the development of creative and small businesses. As the district evolves, there is a recognized need for more code-compliant commercial spaces, a coordinated strategy to support arts-related venues, increased dining options, and the development of a community commercial kitchen to foster continued expansion.

In response to these needs, the district has prioritized support for the food and beverage sector through its business accelerator program. This initiative has successfully launched several new businesses and provides selected participants with a six-week intensive cohort featuring classes, mentorship, and access to key resources. Participants may also be eligible for up to \$10,000 in grant funding to help meet early-stage business needs.

Beyond business development, the Los Alamos Creative District actively supports a range of events and programming that contribute to the vibrancy of the local economy. Signature events such as Tuesdays at the Square, Musical Theater performances, Farmers Markets, and the annual ScienceFest not only enhance community engagement but also generate traffic for local vendors and create employment opportunities.



2024 Cultural Plan Projects

1. Pop Up Los Alamos
2. Tuesdays at the Square
3. Night Market

2025 Projects

- Mural Project
- Cultural Plan Update
- Support for Little Theater
- Historic Preservation

↑ Growth

7 New CE Businesses

18 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
2	10	Food and Ag.
3	4	Health/Wellness/Beauty
2	4	Technology

↑ Reinvestment

\$ 5.2K/150 Volunteer Hours

No Public Reinvestment Reported

\$ 6.5K Private Reinvestment

\$ 3 K Grant Funds

*Reporting only from first half of 2024

Mainstreet de Las Vegas

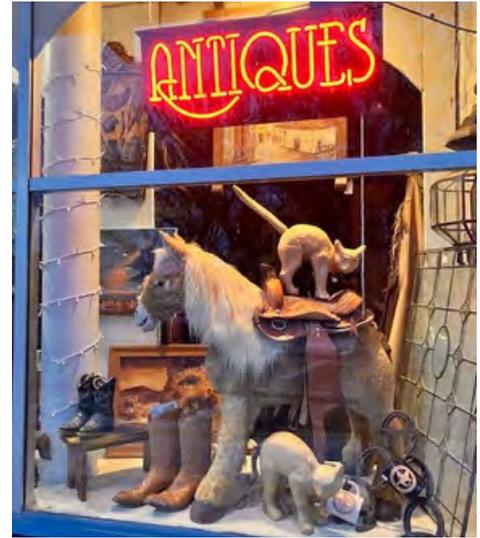
Arts & Cultural District

Transformation Strategy #1: Advocate for, advance, and implement physical improvements throughout the district to catalyze property redevelopment including placemaking projects that stimulate tourism, pedestrianism, and business recruitment/retention.

MainStreet de Las Vegas Arts & Cultural District (ACD) has made significant strides in fostering a vibrant creative economy by identifying and supporting opportunities to showcase local artists, promote creative businesses, and activate public spaces. A central focus has been on hosting monthly events that elevate local galleries, encourage public engagement, and stimulate the development of public art installations throughout the district.

The district has also seen meaningful reinvestment in its historic properties, which are key assets to both its cultural identity and economic vitality. In response, the ACD has identified a pressing need to create a comprehensive property inventory and to offer education and outreach on financing tools and incentives available for the preservation and adaptive reuse of historic buildings. These efforts aim to empower property owners and developers to contribute to the continued revitalization of the district.

The district also plays a leading role in organizing and supporting a wide array of annual and weekly events that draw both residents and visitors into the heart of downtown. Signature events include Music in the Park, Las Vegas Fiestas, First Fridays, Dia de los Muertos, and a series of seven parades held throughout the year. These events are essential in promoting tourism, increasing visitor spending, and fostering community pride and engagement.



2024 Cultural Plan Projects

1. Beautification Project
2. Artist Engagement
3. Citywide Mural Project
4. First Friday Artwalk
5. Music on the Plaza

2025 Projects

- Growing First Fridays
- Educational Opportunities for Creatives
- Funding Identification
- NEA Mural
- Public Art

↑ Growth

4 New CE Businesses

23 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
1	4	Food and Ag.
1	10	Health/Wellness/Beauty
1	5	Visual Arts & Design
1	8	Communications

↑ Reinvestment

\$ 3.5K/100 Volunteer Hours
 \$ 56K Public Reinvestment
 \$ 907K Private Reinvestment
 \$ 7K Grant Funds

*Reporting only from second half of 2024

Mora Arts & Cultural Compound MainStreet

ETS: Community Engagement

Mora MainStreet ACC is a small organization whose work impacts the surrounding valley. The ACC has supported the Mora Market on MainStreet Initiative which has resulted in a successful weekly craft market with over 200 attendees. This project has received valuable support from WESST, which partnered with ACC to offer workshops that help local artisans transition from hobbyists into small business owners. These educational sessions focus on entrepreneurship, pricing, marketing, and business planning—critical skills for building sustainable creative enterprises in a rural setting.

The ACC supports next generation creatives through family events, summer camps and field days which provide youth with wildlife learning opportunities. However, the continued growth and success of these youth programs depend on increased parental participation and volunteer support, which remains a key need for the organization moving forward.

The community has recently lost an adobe house that was replaced by a Dollar General. This loss underscores the need for expanded resources and funding to support historic preservation efforts, particularly for rehabilitation projects that can adapt historic buildings for modern use, such as small businesses, galleries, or community centers.



2024 Cultural Plan Projects

1. Mora Fall Festival
2. Moral Valley of the Mills tour
3. Wayfinding and Community Space

2025 Projects

- Mora Fall Festival

↑ Growth

0 New CE Businesses

2 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
N/a	2	Health/Beauty/Wellness

↑ Reinvestment

\$700/20 Volunteer Hours

No Public Reinvestment Reported

No Private Reinvestment Reported

No Grant Funds Reported

Raton Arts & Cultural District

MainStreet

ETS #1: Grow the Downtown Creative Economy

In 2024, Raton MainStreet ACD focused on strengthening the downtown creative economy. The organization awarded seven microgrants to district businesses for façade improvements and plans to continue building on this successful initiative.

The district has welcomed seven new Creative Economy businesses, hosted workshops for local entrepreneurs, and identified the need for a makerspace to support further growth. ACD has also supported emerging and next-generation artists through exhibitions at the Old Pass Gallery and by partnering with the Raton Arts Council for the Shades of the Southwest Youth Art Show.

Efforts to preserve historic structures have included façade improvement grants for the El Raton Theater and advocacy to prevent the demolition of key historic buildings. Local events—such as performing arts series, art shows, music festivals, and the 4th of July celebration on First Street—continue to expand, drawing over 5,000 visitors annually. These events provide valuable opportunities for direct artist sales and community engagement.

Additionally, ACD recently launched a monthly mixer to help local artists build partnerships and strengthen professional networks.



2024 Cultural Plan Projects

1. Façade Micro-grants
2. Implement annual Gate City Music Festival
3. Launch communication efforts around the focus of this Creative Economy ETS

2025 Priorities

- Raton Train Depot
- GAMSA Party

↑ Businesses + Jobs

7 New CE Businesses

17 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
1	2	Music
1	3	Outdoor Recreation
3	5	Health/Beauty/Wellness
1	2	Visual Arts & Design
1	5	Food & Agriculture

↑ Reinvestment

- \$84K/2,809 Volunteer Hours
- \$ 10K Public Reinvestment
- \$ 53K Private Reinvestment
- \$ 8K Grant Funds Distributed

Silver City Arts & Cultural District MainStreet

ETS 1. Downtown’s Unique Personality and Sense of Place, and ETS 2. Downtown Entertainment Hub

The Silver City Arts & Cultural District (ACD) has experienced significant growth in the Visual Arts and Design sectors in 2024. A major impact was the opening of the Grant County Art Guild Studio in the district, which offers workshops and exhibition space for over 35 local artists. In addition, three new galleries opened in 2024, further supporting Silver City ACD as a hub for the creative arts.

As interest in revitalization grows, building owners have increasingly reached out to the ACD for information and support related to historic preservation funding. In response, the district has successfully leveraged its Metropolitan Redevelopment Area (MRA) designation to access resources for the restoration of a local historic building. It has also secured a National Park Service (NPS) Façade Grant to assist in the rehabilitation of two prominent downtown structures, helping to preserve the area’s historic character while supporting economic development.

Silver City ACD actively promotes local musicians, writers, poets, theater groups, restaurants, and galleries through coordinated marketing efforts, including social media campaigns and curated downtown business listings. These efforts help drive foot traffic, increase visibility for creatives, and contribute to a vibrant downtown environment.



2024 Cultural Plan Projects

1. Lion's Park and Bullard Street Parklet
2. NM Clean & Beautiful Grant Native Plants Landscaping
3. February Love Local Promotion
4. Tour of the Gila Promotion
5. Sunday/Monday Business Listing and Promotion
6. "What's Up Downtown?" event listing
7. Free Family Film Matinee Series & Monday Mid-day Matinees
8. Silco Cinema Society
9. First Run Films

2025 Priorities

- **Update Downtown Guide business listing**
- **Branding for Silver City MS**

Businesses + Jobs

9 New CE Businesses

47 New CE Jobs

CE Sector Growth Areas

Bus.	Jobs	Sector
1	5	Food & Ag.
1	1	Health/Beauty/Wellness
7	41	Visual Arts & Design

Reinvestment

\$910/26 Volunteer Hours
\$ 6.1K Public Reinvestment
\$ 54K Private Reinvestment
\$ 8K Grant Funds Distributed

Pearl on the Pecos

Carlsbad Arts & Cultural District

Grow the existing arts, cultural, and creative economy assets to solidify downtown Carlsbad as a center for arts and entertainment.

Carlsbad Arts & Cultural District (ACD), known as "Pearl on the Pecos," officially received state authorization in 2024, becoming the 10th designated Arts and Cultural District in New Mexico. Since then, the district has been actively implementing key initiatives outlined in its Cultural Plan to enhance the creative economy and foster community engagement.

A central focus of the ACD has been supporting existing creative businesses. This includes assisting business owners with grant applications, helping them expand their offerings, and enhancing their online marketing and visibility. In support of long-term growth, the ACD has identified a pressing need for more "third spaces"—such as coffee shops, makerspaces, and co-working environments. To support small business development and district revitalization, the ACD raises funds through a signature annual event, with proceeds directed toward a facade improvement grant program for businesses within the district.

The ACD has established a Historic Preservation Board and is interested in revisiting the original historic district assessment to determine if additional buildings qualify for historic designation and protection. To complement these efforts, the district is working on a Historic District Toolkit to educate property owners about the financial and technical resources available in a designated historic district.



2024 Cultural Plan Projects

1. Cavern Theatre Rehabilitation Project
2. Support Façade and Sign Improvements
3. Prioritize Historic Preservation and Education
4. Creative Work & Exhibition Space
5. Cultural Economic Development Plan
6. Public Restrooms

2025 Priorities

- Cavern Theater Renovations
- Keep Carlsbad Beautiful Mural
- ArtNM
- Wayfinding

↑ Growth

2 New CE Businesses

23 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
1	13	Health/Beauty/Wellness
1	10	Community Engagement

↑ Reinvestment

225/\$6,750 Volunteer Hours

\$931 K Public Reinvestment

\$744 K Private Reinvestment

\$2.5K Grant Funds Received

Contact Us

For more information on the New Mexico State-Authorized Arts & Cultural District program and individual ACD communities or to learn more about opportunities with the New Mexico MainStreet Program, please visit our website or contact us directly.



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