



NEW MEXICO MAINSTREET  
**INSTITUTE**  
**40 YEARS STRONG**  
**Building Better Blocks Together**

---

**OCTOBER 15-17 • 2025**  
**IN ALAMOGORDO**

# Videos from VIPs – Wish You Were Here ...



- **Rob Black**, *EDD Cabinet Secretary*
- **Erin Barnes**, *Main Street America President & CEO*
- **Rich Williams**, *Former NMMS Director*
- **Amy Barnhart**, *NMMS Revitalization Specialist*
- **Amy Bell**, *NMMS Revitalization Specialist*
- **Omega Delgado**, *Former Nob Hill MainStreet ED*
- **Mara Salcido**, *Former Lovington MainStreet ED*
- **Eduardo Martinez**, *Former Revitalization Specialist*



NEW MEXICO MAINSTREET  
**EXCELLENCE  
AWARDS**  
CEREMONY & RECEPTION

WEDNESDAY  
**OCTOBER 15<sup>TH</sup>**  
5:30-7:30<sup>PM</sup>

ALAMEDA PARK ZOO  
ALAMOGORDO

These awards recognize **people** and **projects** that exemplify **excellence** in your MainStreet district.

---

*Thank you for your  
nominations!*





# Excellence Awards – 18 People

**Alison** Watkins

**Christine** West

**Cynthia** Serna

**Dallas** Baker

**Darren** Hyder

**Estela** Tenorio-Thompson

**Jason** Phillips

**Jesse** Kriegel

**Jill** Lang

**Karina** Ortiz

**Kat** Davis

**Ken** Britt

**Laura** Love

**Linda** DeMarino

**Mary** Walker

**Nancy** Dunn

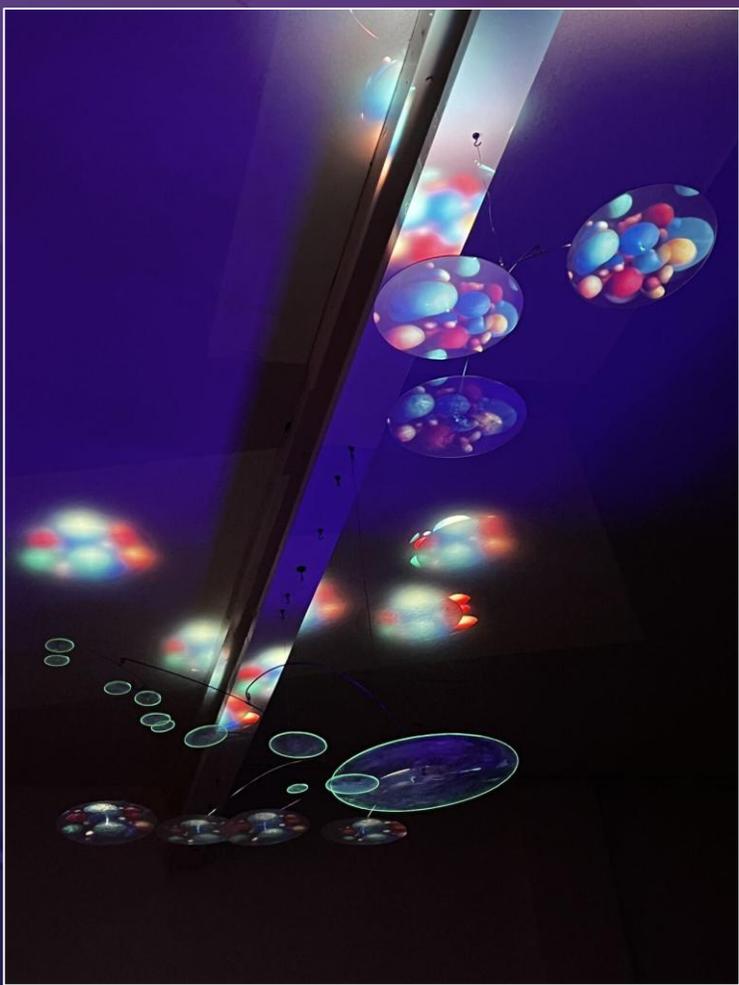
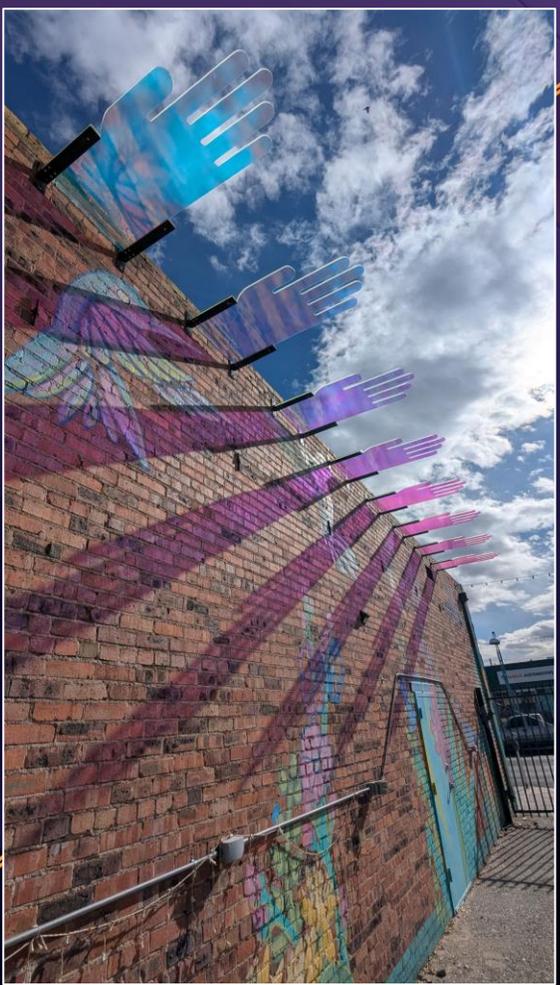
**Stephanie** Hernandez

**Tammy** Fiebelkorn

# Alison Watkins - Los Alamos



# Christine West - Downtown ABQ



# Cynthia Serna - *San Pedro*



• Relentless Dedication • Leads With Heart • The Backbone

# Dallas Baker - Harding County



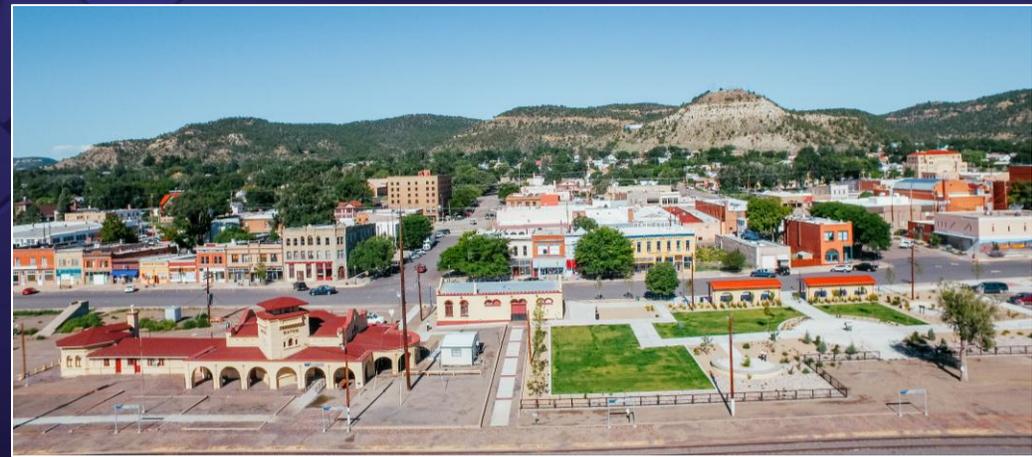
# Darren Hyder - Clovis



# Estela Tenorio-Thompson - *Santa Rosa*



# Jason Phillips - Raton

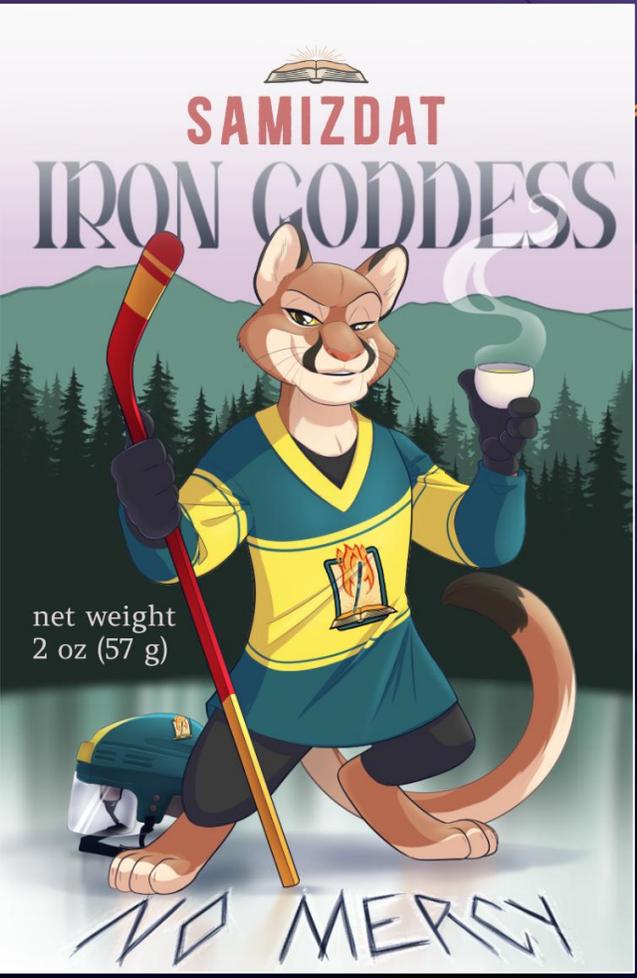


# Jesse Kriegel - *Deming*



• Mural Artist • Teacher & Youth Advocate • Supports Events

# Jill Lang - Los Alamos



**The Science of Tea**

How Chemistry and Neuroscience Influence our Sensory Experiences



# Karina Ortiz - Barelas



# Kat Davis - Carlsbad



# Ken Britt - Carlsbad



• Dedicated Volunteer • Community Advocate • Integral Leader

# Laura Love - *Tucumcari*



# Linda DeMarino – T or C

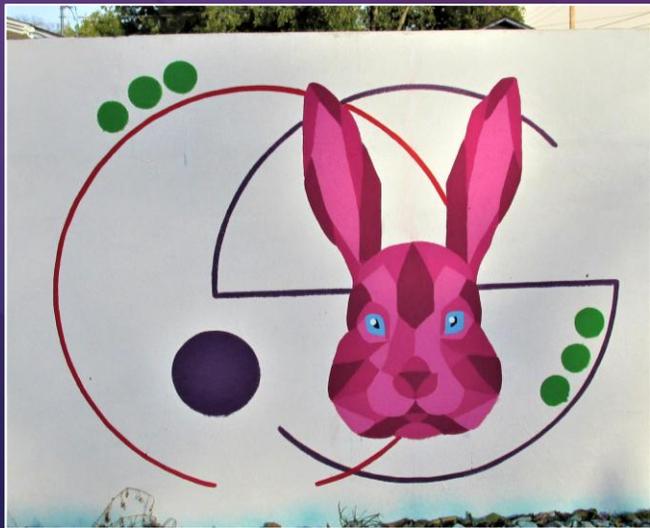


• Created Positive Change • Tireless Volunteer • Community Advocate

# Mary Walker - Gallup



# Nancy Dunn - Artesia



# Stephanie Hernandez - Alamogordo



• Unwavering Supporter • Strong Negotiator • Local Champion

# Tammy Fiebelkorn - *San Pedro*



• Generous Supporter • Consistent Advocate • Hands-On & Results-Driven



# Excellence Awards – 18 People

**Alison** Watkins

**Christine** West

**Cynthia** Serna

**Dallas** Baker

**Darren** Hyder

**Estela** Tenorio-Thompson

**Jason** Phillips

**Jesse** Kriegel

**Jill** Lang

**Karina** Ortiz

**Kat** Davis

**Ken** Britt

**Laura** Love

**Linda** DeMarino

**Mary** Walker

**Nancy** Dunn

**Stephanie** Hernandez

**Tammy** Fiebelkorn





# Excellence Awards – 10 Projects

**Barelas:** Route 66 website

**Grants:** Murals Project

**Carlsbad:** Cavern Theater  
Restoration

**Los Alamos:** Business  
Accelerator

**Clovis:** Train Depot

**T or C:** Here's Your Sign

**Deming:** History Mural

**Tucumcari:** Rail Depot

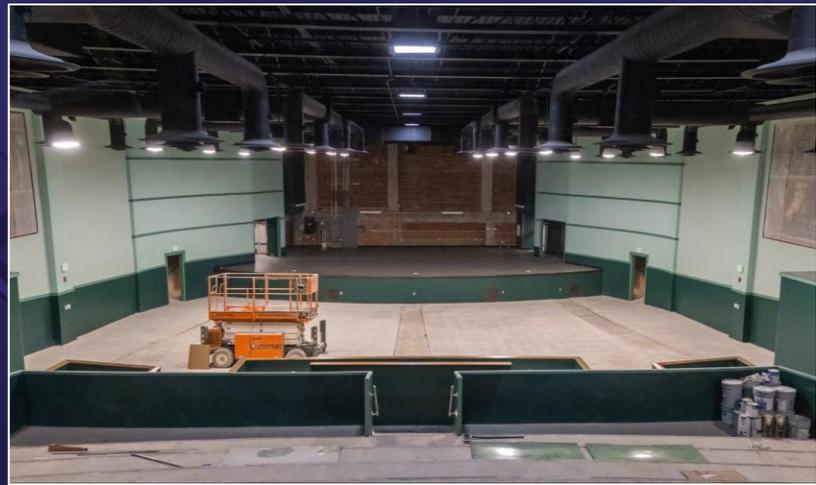
**Gallup:** Coal Ave. Commons

**Zuni:** COVID Grant Program

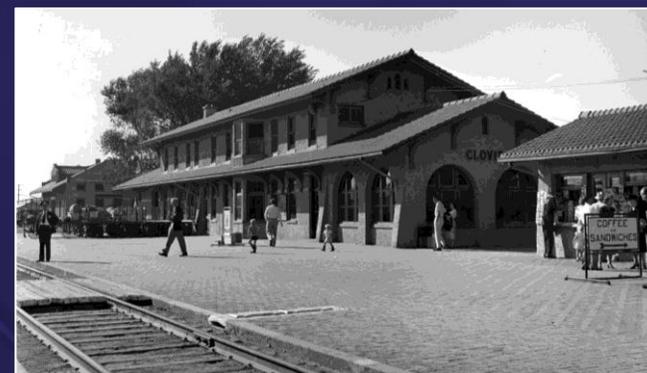
# Barelas: Route 66 website



# Carlsbad: Cavern Theater Restoration



# Clovis: Train Depot



# Deming: History Mural



• Beautifies Park • Local History • Community Roots

# Gallup: Coal Ave. Commons



# Grants: Murals Project



• Celebrates History & Culture • Community Pride • Visitor Attraction

# Los Alamos: Business Accelerator



# T or C: Here's Your Sign



• Connected Businesses with Artists • Eye-Catching Improvements • Signage

# Tucumcari: Rail Depot



# Zuni: COVID Grant Program





# Excellence Awards – 10 Projects

**Barelas:** Route 66 website

**Grants:** Murals Project

**Carlsbad:** Cavern Theater  
Restoration

**Los Alamos:** Business  
Accelerator

**Clovis:** Train Depot

**T or C:** Here's Your Sign

**Deming:** History Mural

**Tucumcari:** Rail Depot

**Gallup:** Coal Ave. Commons

**Zuni:** COVID Grant Program



NEW MEXICO MAINSTREET  
**INSTITUTE**  
**40 YEARS STRONG**  
**Building Better Blocks Together**

---

**OCTOBER 15-17 • 2025**  
**IN ALAMOGORDO**