

2025

ACD Annual Report



NEW MEXICO MAINSTREET™

State
Authorized Arts
& Cultural
Districts

2025 Impact

13

AFFILIATED ARTS &
CULTURAL DISTRICTS

56+

NEW CREATIVE
ECONOMY BUSINESSES

221+

NEW CREATIVE
SECTOR JOBS

\$24.6M

REINVESTED IN ARTS &
CULTURAL DISTRICTS



NEW MEXICO
arts & cultural
DISTRICTS

Prepared for

n m a
new mexico arts
public support for the arts

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Letter from the ACD Coordinator



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.*

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 2026 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!

11 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

2 Start Up Districts

CORRALES, FARMINGTON (ANTICIPATING STATE AUTHORIZATION IN JANUARY 2026) & BELEN

2 Creative Economy JumpStarts

ALAMOGORDO & NOB HILL

Overview

ACD Program

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 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.

ACD 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.

Technical Support

Creative & Cultural

The NMMS program remains dedicated to offering support and direct technical assistance to our local Arts and Cultural Districts (ACDs). All participating communities engaged in a structured semi-annual review process designed to evaluate district progress, assess past performance, and identify emerging opportunities for growth and investment. Through collaborative planning sessions, NMMS staff worked closely with local leaders to update organizational priorities, refine creative economic strategies, and develop actionable work plans tailored to each district's unique assets and challenges.

New Mexico MainStreet (NMMS) provides year-round technical assistance to **33 designated MainStreet programs, State-Authorized Arts & Cultural Districts (ACDs), and project-based initiatives using the nationally recognized Main Street Approach®.** Through asset-based economic development strategies, NMMS supports community resilience, economic vitality, and cultural identity.

New Mexico MainStreet also provides infrastructure funding for projects such as historic theater preservation, façade improvements, and streetscape enhancements **that strengthen the built environment, stimulate economic activity, and preserve the architectural and cultural character of participating communities.** In addition, NMMS facilitates access to grants and micro-loans that **support small business development, entrepreneurial activity, arts and cultural programming, workforce training, and pilot projects** within the creative economy sector.

To strengthen organizational capacity and encourage knowledge exchange, NMMS coordinates **peer-to-peer learning opportunities and professional development resources.** These include access to Main Street America materials, statewide conferences, regional trainings, and ongoing networking opportunities among MainStreet communities. Collectively, these efforts support program sustainability, foster collaboration, and promote the implementation of best practices across the statewide network.

2025 Convenings

2025 NMMS Conference
Santa Fe, NM

2025 Institute
Alamogordo, NM

2025 MainStreet Now Conference
Philadelphia, PA

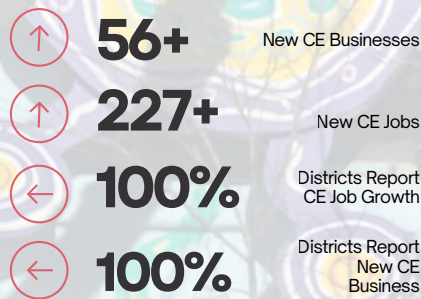
2025 NMMS Technical Assistance Support

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

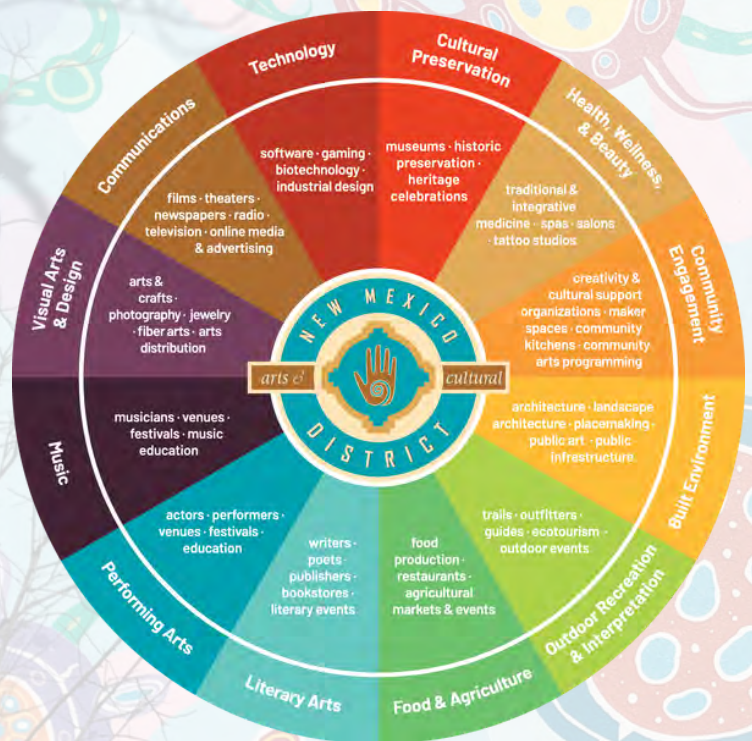
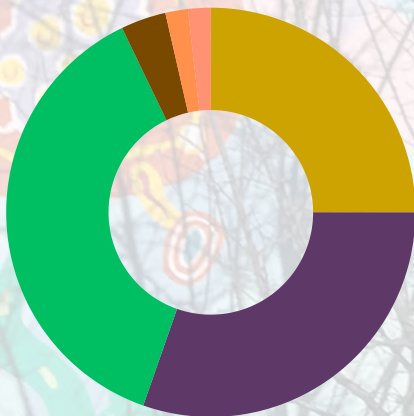
Impact 2025

Arts and culture remain a strong economic driver in the ACD community. In 2025, the 10 reporting affiliated ACDs saw the **addition or expansion of over 70 creative economy businesses, resulting in 215 new jobs**. While new business creation continues to decline since peaking in 2023, job creation continues. It's important to note that three communities did not provide reporting for 2025 and district reporting accuracy varies annually, thus actual business growth may be higher.

2025 ACD Economic Impact*



2025 Creative Business Sector Growth Areas



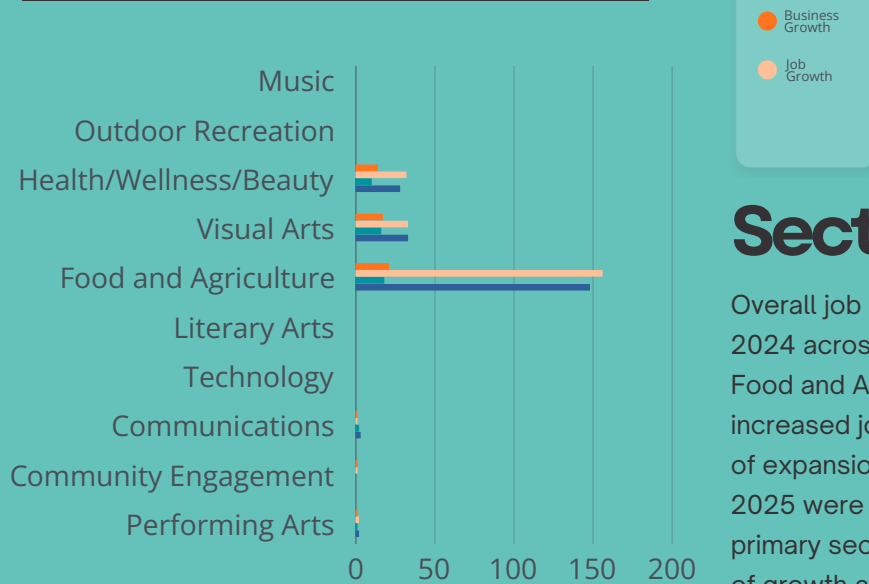
The Creative Economy Wheel:
NMMS Creative Economy Sectors

Top Three Creative Sector Areas for New Businesses

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

- Numbers based on community reporting. 2025 Reporting reflects x communities reporting 1st half 2025 and 5 reporting 2nd half. as compared to x reporting first ½ 2024 and x reporting second half 2024.

Statewide ACD Creative Sector Trends



Sector Growth

Overall job growth declined in 2025 compared to 2024 across most sectors, with the exception of Food and Agriculture, which experienced increased job growth and stood out as a key area of expansion. Business and employment gains in 2025 were largely concentrated within three primary sectors, indicating a more focused pattern of growth across the economy.

Community Reinvestment

Reinvestment \$ in Local Districts

\$22.9M+

Public \$
Reinvested in
District

\$1.1M+

Private \$
Reinvested in
District

\$186K+

Grant Funding
for District

\$209K+

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 (ACDs) continue to generate local reinvestment, supporting storefront renovations, signage improvements, and other physical upgrades that strengthen downtown vitality. While large-scale public investment slowed in 2025—with nearly 90% concentrated in three communities—districts continued advancing smaller community-driven improvement projects.

ACDs also sustained signature events and cultural programming, though some traditional events have seen declining attendance, leading communities to combine events or transition leadership to new partners. In contrast, maker, art, and growers markets continue to grow through expanded hours and programming. Many districts are now seeking funding for year-round indoor market spaces and testing pop-up market models to support local artists, entrepreneurs, and downtown activation.

A Few Examples Innovative Arts & Cultural Activity in 2025



Direct Artist Sales

Farmington, NM

Farmington, the Art in the Heart Public Sculpture program celebrates creativity, culture, and community through an annual juried selection of outdoor artworks displayed throughout downtown. Now in its third year, this initiative transforms public spaces into accessible art experiences, highlighting local and regional artists, providing opportunities for direct artist sales while strengthening Farmington's identity as a vibrant center for arts and culture.

Arts & Culture Innovation



Leveraging Cultural Assets

Silver City, NM

Silver City is leveraging the historic Silco Theater as more than a film venue, expanding its role as a community hub for performing arts, spoken word events, and creative gathering spaces. The theater is also emerging as a resource for technology training and digital skill-building, helping connect arts, culture, and workforce development while supporting downtown revitalization.

Historic preservation remains central to the culture, character, and identity of New Mexico's Arts & Cultural Districts. More than half of reporting ACDs indicated they supported historic properties in 2025 through efforts focused on demolition prevention, historic plaquing, and grant assistance for improvements to historic structures.

Four communities are actively advancing adaptive reuse projects within designated or historically eligible buildings, recognizing preservation as both a cultural and economic development strategy. Across districts, the greatest identified need is funding to support the rehabilitation of privately owned historic properties. Communities also emphasized the importance of expanded education and training opportunities related to historic preservation, rehabilitation practices, and long-term building maintenance.

Districts expressed strong interest in expanding their knowledge of historic preservation tools and resources, particularly State Historic Tax Credits, property care and preservation strategies for building owners, and the processes for listing properties on State and National Historic Registers. Communities identified these resources as important for supporting long-term preservation efforts, encouraging investment in historic properties, and helping property owners better navigate rehabilitation and maintenance opportunities.

Historic Preservation



Snapshot

Area Trends

Creative Economy Business

Creative Economy Businesses are expanding services to reach broader markets, but many need increased weekday foot traffic and stronger downtown marketing. More ACD/downtown events and mixed-use spaces could help attract visitors. Growth is also evident in hospitality-art hybrid businesses and pop-up markets. Key business needs include affordable spaces, marketing support, and access to small-scale funding.

Historic & Cultural Preservation

Building neglect, limited funding, and lack of interest continue to be of major concern. Several ED's have noted advancing deterioration in many historic structures. Preservation support includes **outreach to property owners, pursuit of facade grants, and leveraging New Mexico MainStreet Technical Assistance.**

Creative Business and Creative Industry

Food & Agriculture and Visual Arts saw the strongest creative sector growth in 2025. **Food & Agriculture experienced the largest job growth overall, impacting five ACD Communities. Eight ACD Communities reported growth in Visual Arts businesses, creating 33 new jobs.** This was closely followed by the **Health, Wellness & Beauty** sector, where seven ACD Communities reported growth totaling 32 new jobs.

Events & Promotion

Many districts focused on promoting local creatives through social media reels and video. Events are increasingly being used as opportunities for direct artist sales. **Monthly art walks, weekly makers markets, and the inclusion of artisans at growers markets are becoming more common, more profitable for artists, and are drawing growing attendance.**

Physical Environment

A common concern among ACDs remains the **lack of accessible and affordable space**, particularly where vacant or underutilized historic buildings are unavailable for productive use. In response, local ACDs have sought **NMMS technical assistance to engage property owners, support adaptive reuse, and identify resources for façade and building improvements.** NMMS also continues to support **infrastructure improvements, including streetscapes, parks, and visitor centers.**

ACD Resources

interest in local arts and culture continues to grow; however, most ACDs indicate **limited or no funding for coordinators, staffing, and programming** relying on the local MS ED. Levels of volunteer/board engagement vary significantly across communities, with some reporting strong participation and others identifying limited volunteer capacity. Most ACD's were **awarded an ACD CID grant for 2026.**

Outlook

2026

The New Mexico MainStreet (NMMS) program maintains a strong commitment to providing direct, ongoing technical assistance to local Arts and Cultural Districts (ACDs) statewide. This support focuses on strengthening district-level capacity, improving organizational effectiveness, and advancing sustainable, community-driven economic development through arts and culture.

As part of this effort, the NMMS ACD Taskforce continues to lead the revision and streamlining of program structures, policies, and guiding documents. This work is intended to improve clarity, accessibility, and administrative efficiency while ensuring alignment with current best practices and the evolving needs of participating communities. Emphasis is placed on creating user-friendly tools and frameworks that support consistent implementation across districts.

Looking ahead to 2026, NMMS has identified the following goals and priorities:

- Continue refining program of trainings, workshops, meetings, conferences, and institutes across MainStreet and Arts & Cultural District (ACD) initiatives,
- Strengthen partnerships with NM Arts, Historic Preservation, and the Creative Industries Division through coordinated trainings, shared resource development, and ongoing communication,
- Continue implementation of the Creative Economy Jump Start program as a project-based pathway for emerging ACDs,
- Collaborate with local MainStreet programs to build organizational capacity and identify opportunities related to creative economy development,
- Support MainStreet programs pursuing State Arts & Cultural District designation candidates and JumpStart communities,
- Identify opportunities to support for NMMS communities seeking to leverage creative and cultural assets,
- Improve access to funding opportunities and strategic partnerships that support district sustainability and growth,
- Maintain delivery of NMMS technical assistance through the MainStreet Approach via Revitalization Specialists,
- Increase support for creative economy development, including assistance for artists, cultural organizations, and creative entrepreneurs,
- Expand targeted technical assistance and training opportunities tailored to district-specific needs,
- Continue supporting creative economy projects through NMMS project-based initiatives.

Collectively, these priorities position NMMS to further strengthen the effectiveness, resilience, and long-term sustainability of New Mexico's Arts and Cultural Districts.

Reporting Methodology

The annual Arts & Cultural Districts (ACD) Report for calendar year 2025 was compiled using data collected through a semi-annual electronic survey, supplemented by interviews and on-site performance reviews conducted by New Mexico MainStreet (NMMS) staff and consultants. The survey, developed in collaboration with New Mexico Arts (a division of the Department of Cultural Affairs), ensures standardized reporting across all ACDs and is organized around three primary areas:

- A **snapshot of arts, cultural, and creative business activity** within each district, including growth trends and completed physical or infrastructure improvements
- Documentation of **support services provided to artists and creative entrepreneurs**, including events, programs, and projects that promote arts and cultural enterprises, target specific creative industries, and support the rehabilitation or adaptive reuse of historic or cultural properties
- A record of **financial and in-kind resources secured by ACDs** and their partners to implement creative economy initiatives

The survey is designed to **capture both progress and emerging needs**, helping to inform future program support and technical assistance. The following section presents aggregate findings, followed by summaries of individual district activities across key performance areas.

Reported data reflects only those communities that participated in the electronic survey and may not represent the full scope of economic activity within the ACD program.

Jan-June 2025 Survey

11 Communities Reporting

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

July-Dec 2025 Survey

6 Communities Reporting

Albuquerque, Farmington, Las Cruces, Mora (Arts & Cultural Compound), Los Alamos, and Silver City

Indicators

General Assessment

NMMS has recently refined its semi-annual reporting survey to better capture community-level efforts related to the creative economy and local creative ecosystems. Building on the original ACD reporting framework, five key “snapshot” areas have been introduced to provide a more focused assessment of district activities, opportunities, challenges, and needs. The survey will continue to be evaluated and may be further refined in 2026 to ensure it accurately captures on-the-ground conditions and local trends.

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

Highlights

Individual Districts



Gallup MainStreet Arts & Cultural District Presents

LEVITT AMP GALLUP MUSIC SERIES

FREE MUSIC • COURTHOUSE PLAZA
Saturdays • 7 pm - 10 pm

Bring a chair & enjoy a night of music and fun!
Music • Art • Food • Family Fun

For More Info or to volunteer call 505.879.0366 • gallupmainstreet.org

JUNE 7 - Destroy Kasmin with Ash Da Hunter	JULY 12 - Sage Cornelius with Turquoise Steel
JUNE 14 - Levi Platero with NATAALII	JULY 19 - Under Exile with Tribus
JUNE 21 - Terrance Simien & The Zydeco Experience with Lindy Vision	JULY 26 - Red Light Cameras with The Flossies
JUNE 28 - The Family Crest with Delbert Anderson	AUG 2 - Bandits on the Run El Morro Theater with Freddy Lawrence & Dino Rae, also Patchwork Jack
JULY 4 - Ryan Biter Gallup Sports Complex with Phonographica	AUG 9 - Travis Thompson with Def-1

LEVITT FOUNDATION



JumpStart

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 and has since become a Start Up ACD. In 2024, Alamogordo MainStreet joined the program, forming an arts and culture working group, developed a strong partnerships with local arts organizations and enhanced the district with murals, streetscape improvements and opportunities for local talent. In 2025, Nob Hill MainStreet became the newest JumpStart program. With its walkable historic district and established creative industry businesses, Nob Hill looks to build capacity toward State Authorization.



Alamogordo MainStreet

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

2025 Creative Economy Highlights:

- Alamogordo MainStreet Makeover - Completion of \$1.9 M in streetscape improvements
- Hosted 2025 Fall Institute



Nob Hill MainStreet

Local Lead: Val Osborne Executive Director, Chris Smith, President, Sharmin Dahras, X Nob Hill MainStreet

2025 Creative Economy Highlights:

- Cultural Asset Inventory
- Created ACD Working Group
- Identified Route 66 Centennial Projects to showcase local history and culture.
- Identified creative placemaking strategies and programming to activate Triangle Park

Albuquerque

Arts & Cultural District

In 2025, the Downtown Albuquerque ACD advanced a range of strategic initiatives aimed at strengthening economic vitality, **supporting creative entrepreneurship, and enhancing the public realm**. Key programming efforts included the continued **expansion of the Downtown Growers' Market and the monthly ABQ Artwalk**, as well as the launch of a new cultural event, Bands of Enchantment. The district also progressed on the development of a **comprehensive business directory and implemented enhanced marketing, promotion, and wayfinding** strategies to improve connectivity and visibility for local businesses.

Economic indicators reflect significant growth, with the **addition of 22 new businesses (a 47% increase)** and the **creation of 96 new jobs**. A targeted focus on **food-based entrepreneurship supported a cohort of 20 individuals** (representing 13 businesses) through structured training in business development, branding, permitting, and licensing, along with direct technical assistance.

Workforce and youth development initiatives expanded through the **Budding Biz program, which engaged 12 youth entrepreneurs (ages 6–17), and an internship program established in partnership with Rio Grande High School**. These efforts contributed to **building a pipeline of emerging talent** within the local creative economy.

Private investment included **façade improvements** to the ARRIVE Hotel, which **introduced new commercial and cultural amenities, including a restaurant and art gallery**. Public-sector reinvestment prioritized infrastructure and placemaking enhancements, including the **construction of an overpass bridge, installation of bike lanes along Central Avenue, and implementation of murals and signage in preparation for the Route 66 Centennial in 2026**. Additional improvements included upgraded public amenities, updated wayfinding systems, and new public art installations.

The district also led a feasibility study assessing opportunities for **expanded use and redevelopment of Robinson Park**, supporting long-term planning for public space activation and community use.

Creative Economy ETS

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.

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Visual Art & Design
- Health, Wellness & Beauty
- Music

2025 Cultural Plan Projects

- Wayfinding
- Artwalk Expansion
- Downtown Growers Market Expansion

2026 Priorities

- Increase foot traffic
- Get vacancies off market/fill empty buildings
- Increase affordable housing units
- Public Safety
- Marketing for businesses
- Access to affordable spaces
- Access to funding to stabilize and grow
- Creative Co-ops
- Mid-size live music venues
- Cultural Retail
- ACD CID Grant Project

↑ Businesses + Jobs

22 New CE Businesses

134 New CE Jobs

↑ CE Sector Growth Areas

Bus.	Jobs	Sector
7	118	Food & Agriculture
6	12	Visual Arts & Design
3	5	Health/Beauty/Wellness

↑ Reinvestment

\$20.5M+

Public Investment

\$30M+

Private Investment

Belen

Start Up Arts & Cultural District

In 2025, the Belen MainStreet Start-Up ACD focused on **stabilizing existing cultural assets, improving wayfinding, and expanding community outreach**. Strategic use of grant funding supported the **installation of district entry signage, shade structures for public gathering and events, and informational kiosks** featuring district maps and local programming.

The **Belen Public Library** continued to serve as a central cultural hub, with increased utilization by artists and community members. Programming included **educational seminars and workshops aimed at building financial literacy and business capacity**. Additional support for local entrepreneurs included **H.U.B. grants and a monthly newsletter** highlighting creative businesses and activities within the district.

Youth and next-generation talent development were key priorities. The district supported **arts programming through partnerships with the Belen Art League**, as well as **art and poetry initiatives hosted by the library**. Art contests for elementary school students further expanded engagement with young creatives.

Public investment focused on historic preservation, including **roof replacements for the Harvey House Museum and Old City Hall**. Efforts to activate public space continued through the development of **a pocket park at the city's landmarked water tower**, supported by workshops, charrettes, and community programming. Despite these improvements, many privately owned historic structures within the district remain in need of reinvestment.

To strengthen the local creative economy, the district worked to **expand opportunities for direct artist sales**. Initiatives included **Art in the Park events, vendor opportunities at local events, workshops, and the Harvey House Fashion Show**, all aimed at increasing market access for local artists and makers.

Creative Economy ETS

ETS: Coordinate and expand the unique combination of railroad history, creative and artistic enterprises and agricultural assets to create memorable multi-generational experiences.

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Visual Art & Design
- Community Engagement
- Health, Wellness & Beauty
- Cultural Preservation
- Literary Arts
- Music

2025 Cultural Plan Projects

- Signage project on entry points to district
- Kiosks around the district with wayfinding
- Roof replacement on Harvey House Museum & Old City Hall
- Historic Water Tower Park Public Art

2026 Priorities

- Water Tower Park Improvements
- Old City Hall Restoration
- Event Development
- Promotion of creative economy businesses



Businesses + Jobs

3

New CE Businesses

10

New CE Jobs

• Numbers reflect first ½ year only.



CE Sector Growth Areas

Bus.	Jobs	Sector
2	6	Visual Arts & Design
1	4	Food & Agriculture



Reinvestment

\$1.1 M

Public Investment

\$80K

Private Investment

Corrales

Start Up Arts & Cultural District

Corrales ACD has been steadily working on the **completion of the ACD Start Up Benchmarks** growing their **organization capacity** through the formalization of an ACD Steering Committee and Chair. In the Summer of 2025, the Start Up **completed the Cultural Economic Development Plan** and have been working to address some community member concerns around potential impacts of economic development on traffic and the quality of life of local residents. They are hoping to **gain support for adoption of the plan in 2026 and seek state authorization**.

The ACD has focused on **historic preservation through fundraising and partnerships with the Old Church**.

As of 2025, the **ACD's signature initiative, Viva Corrales**, continues to build on its successful launch in 2023 as a month-long spring series highlighting local arts and cultural organizations. The program has further matured, **strengthening coordination among arts, cultural, and agricultural partners**, as well as **local commissions and businesses**. This continued growth has enhanced community engagement, expanded visitor experiences, and **reinforced collaborative partnerships at the intersection of art and agriculture**.

The initiative also continues to support **monthly gallery openings and art walks, ongoing development of intergenerational arts programming, the local growers market**, and sustained efforts to increase community awareness and participation in local arts and cultural activities.

Creative Economy ETS

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.

2025 Targeted Industries

- Food & Agriculture
- Visual Art & Design
- Communications
- Health, Wellness & Beauty
- Cultural Preservation
- Literary Arts
- Music
- Technology

2025 Start Up Projects

- Cultural Economic Development Plan
- Viva Corrales (Signature Event)
- Historic Preservation

2026 Priorities

- Adoption of ACD Plan
- State Authorization
- Historic Preservation & Restoration



Businesses + Jobs

3

New CE Businesses

3

New CE Jobs

• Numbers reflect first ½ year only.



CE Sector Growth Areas

Bus.	Jobs	Sector
1	1	Health/Beauty/Wellness
2	2	Visual Arts & Design



Reinvestment

\$4.5K

Raised for Historic Preservation

Gallup

Arts & Cultural District

As of 2025, the Gallup Arts & Cultural District (ACD) is **prioritizing the activation and adaptive reuse of historic properties**, along with the **recruitment of key anchor businesses** to strengthen the local creative economy. While demand for retail and commercial space within the district remains strong, a significant number of properties continue to sit vacant due to limited property owner participation, high lease rates, and the need for substantial reinvestment to make structures viable for occupancy.

The district has identified several **strategic development opportunities**, including the **need for a boutique hotel to support tourism** and **a wool mill to serve regional artisans with locally sourced raw materials**. Feasibility studies are underway to evaluate the adaptive reuse potential of multiple buildings. In parallel, the ACD is working to **attract outdoor recreation outfitters** to align with increasing demand for recreation-based tourism in the region.

The **Levitt AMP Gallup Music Festival** remains a central component of downtown activation efforts, operating as a weekly summer concert series. The program also provides **no-cost vending opportunities for local artists, makers, and food vendors**, supporting direct economic participation. Additionally, the ACD is collaborating with local music industry stakeholders, professionals, and educational institutions to **develop career pathways in the music sector for community youth**.

Despite Gallup's longstanding role as a regional hub for the creative economy, challenges persist in stakeholder perception and workforce development. The ACD continues to support local artists and creative businesses through **targeted marketing efforts, including social media campaigns, feature content, and promotion of downtown events**.

Creative Economy ETS

ETS 1: Develop Downtown Gallup into a hub for social interaction and commerce that welcomes the community to gather, engage, shop, do business, and experience art & culture.

ETS 2: 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.

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Visual Art & Design
- Communications
- Community Engagement
- Health, Wellness & Beauty
- Cultural Preservation
- Literary Arts
- Music
- Technology

2025 Cultural Plan Projects

- Levitt AMP Gallup Music Series
- Tiny Art Project
- Social media Marketing
- Feasibility Study for a Wool Mill

2026 Priorities

- Levitt AMP Music Series
- ACD CID Grant



Growth

2 New CE Businesses

2+ New CE Jobs

• Numbers reflect first ½ year only.



CE Sector Growth Areas

Bus.	Jobs	Sector
1	1+	Food & Ag.
1	1+	Health Wellness Beauty



Reinvestment

\$60 K

Raised for Arts & Cultural Programming

Historic Downtown Farmington

Start Up Arts & Cultural District

Farmington's ACD Start-Up initiative continued working toward meeting the benchmarks required for ACD State Authorization. Throughout 2025, the ACD actively engaged local creative businesses and individuals in the **development of a Cultural Economic Plan**. The plan was **adopted by the City Council in December 2025** and has been **recommended to the New Mexico Arts Commission for State Authorization in 2026**.

The district continues to experience both public and private investment. The Start-Up ACD **supported creative industry businesses** through a 2025 NM Resiliency Alliance grant, funding new signage, while three businesses in the district **completed improvements to historically contributing façades**. The City has also invested in solar lighting and public furniture to activate a breezeway along Main Street.

The City-sponsored **Art in the Heart Outdoor Sculpture Exhibition entered its third year**, attracting regional artists and **supporting direct sales**. These ongoing public investments have contributed to a **refreshed and visually appealing district**, with noticeable **increases in foot traffic and building occupancy**.

The City continues to host events within the district, including **art walks, programming at the Civic Center and the Totah Theater, and regional festivals** such as the signature Southwest Apple and Chile Fest.

The **Northwest New Mexico Arts Council remains an important partner, supporting local artisans through the Downtown Makers Market** by providing opportunities for direct sales and helping incubate future brick-and-mortar businesses.

Creative Economy ETS

ETS 1: 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.

ETS 2: Catalyze Farmington's creative and cultural economy by positioning arts and culture as a strategic priority of our diversification efforts.

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Visual Art & Design
- Communications
- Community Engagement
- Outdoor Recreation & Interpretation
- Health, Wellness & Beauty
- Cultural Preservation
- Literary Arts
- Music
- Built Environment
- Technology

2025 Start Up Projects

- Cultural Plan
- Orchard Park Revitalization Planning
- Signature Event Development
- Outdoor Sculpture Program

2026 Priorities

- Outdoor Sculpture Program
- Orchard Park Project
- Signature Event
- State Authorization



Growth

4

New CE Businesses

6

New CE Jobs



CE Sector Growth Areas

Bus.	Jobs	Sector
1	2	Visual Arts & Design
1	2	Communications
2	1	Health/Wellness/Beauty



Reinvestment

\$42 K+

Public Investment

\$12.5K+

Private Investment

Las Cruces

Arts & Cultural District

The Downtown Las Cruces ACD continues to support and promote local creative economy businesses through **targeted programming and outreach**. The ACD Icons initiative featured **video profiles of local artists and artisans** across social media platforms, **reaching approximately 6,000 unique viewers**. The **First Friday Flea Market** continues to draw locals to the district offering **live music, dance, and art pop-ups**.

The district has recently **completed a gateway project** and anticipates completion of a **district-wide lighting project by summer 2026**. These public infrastructure improvements are intended to enhance public safety, reinforce local identity, and **strengthen connectivity with the Mesquite Historic District**.

Recurring events continue to draw significant attendance. The annual **Zombie Walk attracts approximately 5,000 participants**, while the **New Year's Eve Chile Drop draws an estimated 6,000 attendees**.

Organizationally, the ACD has undergone leadership transition with the hiring of a **new Executive Director**. Current efforts are focused on revitalizing the ACD committee and **strengthening partnerships with key stakeholders**, including the Doña Ana Arts Council, New Mexico State University (NMSU), the Amador Foundation, Las Esperanzas, and other community organizations.

The district has also **leveraged New Mexico MainStreet (NMMS) technical assistance to support organizational branding, façade improvements, and space planning for local creative businesses**.

2025 Targeted Industries

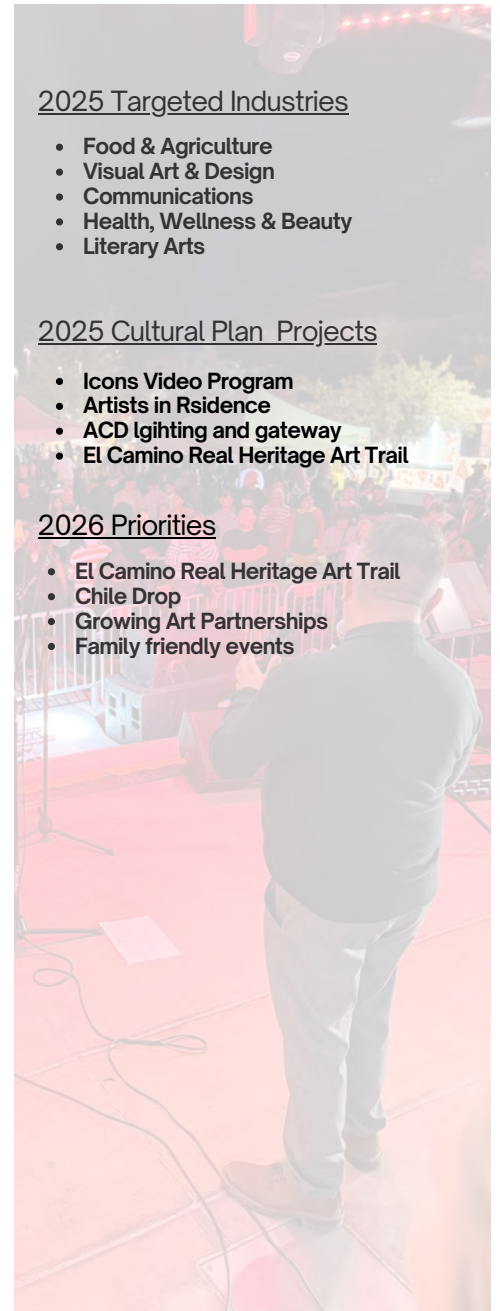
- Food & Agriculture
- Visual Art & Design
- Communications
- Health, Wellness & Beauty
- Literary Arts

2025 Cultural Plan Projects

- Icons Video Program
- Artists in Residence
- ACD lighting and gateway
- El Camino Real Heritage Art Trail

2026 Priorities

- El Camino Real Heritage Art Trail
- Chile Drop
- Growing Art Partnerships
- Family friendly events



Growth

6

**New CE
Businesses**

40+

**New CE
Jobs**



CE Sector Growth Areas

Bus.	Jobs	Sector
2	8	Visual Arts & Design
2	20	Food & Agriculture
2	10	Health Wellness & Beauty



Reinvestment

\$1.2M

Public Investment

\$2.5K

Funds Raised

Los Alamos

Creative District

Arts & Cultural District

Los Alamos Creative District is focused on niche tourism development, particularly in outdoor recreation and arts and cultural programming while working to improve the quality of life for local residents. Current efforts include expanding local markets and supporting additional arts and cultural opportunities in White Rock. The district secured grant funding in 2025 to support placemaking initiatives and professional development opportunities for emerging artists and creative entrepreneurs. The community is also transitioning accelerator training programs to online platforms and partnering with the Los Alamos County Library to develop an online entrepreneurial resource database. District leaders identified a strong need for expanded entrepreneurial training opportunities targeted toward young adults.

Historic preservation remains a significant focus for the district. Efforts are underway to raise funds for the restoration of the Oppenheimer House, with a major rehabilitation project anticipated to begin in 2026. Los Alamos County is also conducting a historic preservation evaluation to identify additional preservation priorities and opportunities. Additional district investments include cultural and walking-tour signage along the recently completed urban trail system that connects key areas of the historic district.

The district continues to host a wide range of community events and programming, including the Farmers Market, Tuesdays at the Square, ScienceFest, Friday Night Market, Discovery Day, and Discovery After Dark. These events regularly attract between 1,400 and 3,500 attendees and continue to support tourism, community engagement, and downtown activity.

The Arts and Cultural District has remained active in pursuing grant funding to support programming, placemaking initiatives, district activations, and the development of a retail incubator program for local entrepreneurs and makers. Key community needs identified by the district include additional arts practitioner and creative workspaces, expanded retail operations with evening and weekend hours, and the development of a flexible 250-seat venue to support performing arts, conferences, and rehearsal space.

Creative Economy ETS

ETS 1: Customer-Based Strategy: Live, Work, Learn, & Play
Support the growth and development of businesses that meet the needs of both residents and commuters, while fostering complementary housing initiatives, vibrant public spaces, and innovative programming designed to attract and sustain steady foot traffic in MainStreet districts.

ETS 2: Project Based Strategy. "Innovation & Exploration"
Promote and encourage niche tourism by capitalizing on the roles of both Los Alamos and White Rock as gateways to National Parks and outdoor recreation opportunities, and their cultural and historical significance.

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Communications
- Community Engagement
- Health, Wellness and Beauty
- Cultural Preservation
- Literary Arts
- Music

2025 Cultural Plan Projects

- Tuesdays at the Square
- ScienceFest
- ACD Pilot Grant

2026 Priorities

- ACD CID Project
- ACD Plan Update
- Preservation Support



Growth

8 New CE Businesses
16 New CE Jobs



CE Sector Growth Areas

Bus.	Jobs	Sector
4	7	Health, Wellness & Beauty
1	1	Community Engagement
2	6	Food & Agriculture



Reinvestment

\$4.3K

Public Investment

\$114K

Private Investment

Las Vegas

Arts & Cultural District

MainStreet de Las Vegas Arts & Cultural District (ACD) has advanced efforts to strengthen the local creative economy through targeted support for artists, creative enterprises, and public space activation. Key strategies include the implementation of recurring monthly events that highlight local galleries, increase public engagement, and encourage the expansion of public art installations throughout the district.

The district has experienced continued reinvestment in the historic district, which serves as a critical component of its cultural identity and economic sustainability. The historic La Castañeda Hotel has recently been purchased by a local restaurant operator who will launch a new culinary experience in 2026. The Nat Gold Players now occupy the first level of the Masonic Lodge and hosting workshops and small black box productions. They are working with local building officials to increase building occupancy and improve public safety. Façade improvements continue throughout the Railroad District and the second phase of the Great Blocks project anticipates completion by summer 2026.

The ACD is strengthening partnerships with the Las Vegas Arts Council and NM Highlands University through the ACD CID grant and anticipates collaborative art activations and programming throughout 2026.

Creative Economy ETS

ETS 1: Create a focused, deliberate path to revitalize and strengthen Las Vegas' historic downtown and MainStreet commercial district economy by leveraging local assets, public infrastructure investments to foster business growth, reinvestment, and a vibrant sense of place.

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Visual Art & Design
- Community Engagement
- Outdoor Recreation and Interpretation
- Cultural Preservation
- Music
- Built Environment
- Technology

2025 Cultural Plan Projects

- Beautification
- Artist Engagement
- Murals
- Art Walk

2026 Priorities

- El Camino Real Heritage Art Trail
- Chile Drop
- Growing Art Partnerships

Mora

Arts & Cultural Compound

The Mora Arts & Cultural Compound (ACC) serves a rural community of fewer than 600 residents, with a focus on expanding opportunities within the creative economy and heritage-based enterprises. Core priorities include **supporting local entrepreneurship, retaining youth, and increasing access to arts and cultural programming.**

In 2025, the ACC partnered with local nonprofits and Las Vegas MainStreet to host Mora Cultural Day at Mora Independent School. The event featured healing arts, medicinal plants, and workshops centered on cultural traditions and heritage practices. The district's signature event, **Mora FallFest**, **supported 14 handcrafted vendors and contributed to expanded access to programming and resources with the Dolly Parton Imagination Library.** These events have expanded opportunities for **artists to showcase their work, direct sales** and have contributed to **increased community participation and engagement.**

The ACC has identified a **need to strengthen business development support** for local artisans, particularly in areas such as **basic business management, marketing, and long-term sustainability.** In response, the organization has leverage NMMS technical assistance to **incubate home-based entrepreneurs.** The ACC continues to develop multi-generational programming to **ensure the sustainability of cultural traditions, agricultural practices, and heritage arts.**

Progress has also been made in the **preservation of the historic St. Vrain Mill.** Structural stabilization of the building has been completed, including wall reinforcement and installation of new windows. The St. Vrain Mill Foundation is **working toward achieving temporary occupancy** in 2026, with a long-term goal of establishing the site as a **regional hub for community heritage, cultural programming, and direct artisan sales.**

The ACC continues to collaborate with regional community partners to expand initiatives such as the annual Valley of the Mills Tour. They have leveraged **NMMS technical assistance and NM Arts grants** to expand cultural tourism opportunities and support youth career exploration and career development in creative sectors.

Creative Economy ETS

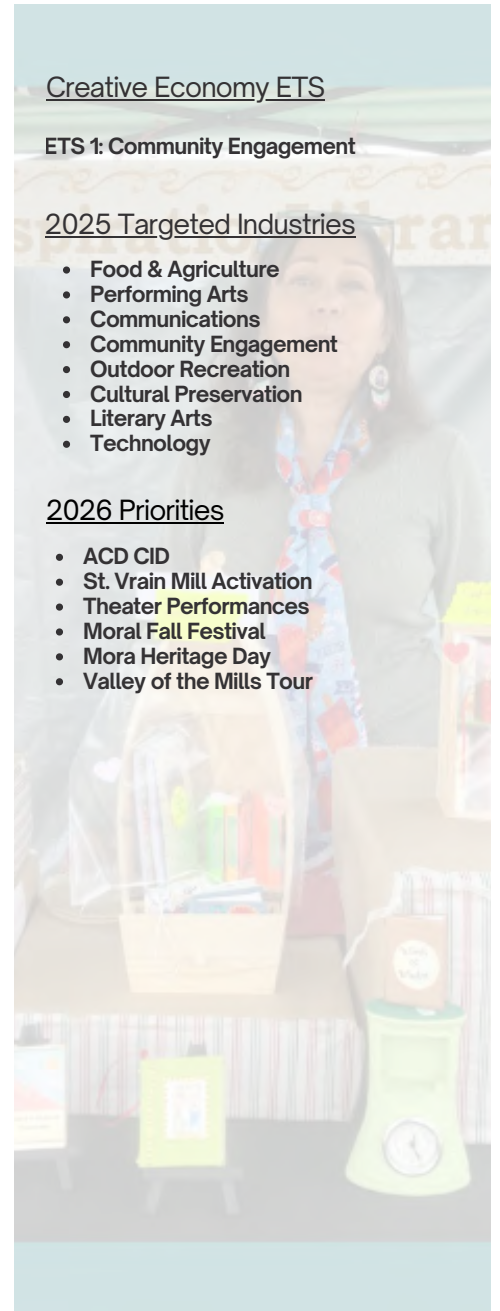
ETS 1: Community Engagement

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Communications
- Community Engagement
- Outdoor Recreation
- Cultural Preservation
- Literary Arts
- Technology

2026 Priorities

- ACD CID
- St. Vrain Mill Activation
- Theater Performances
- Mora Fall Festival
- Mora Heritage Day
- Valley of the Mills Tour



Growth

1

New CE Businesses

2

New CE Jobs



CE Sector Growth Areas

Bus. Jobs Sector

1

2

Visual Arts & Design



Reinvestment

\$43K

Public Investment

\$250K

Private Investment

Raton

Arts & Cultural District

2025 Great American Main Street Winner

Raton MainStreet Arts & Cultural District was recognized as a 2025 Great American Main Street Award winner, one of the nation's most prestigious honors for preservation-based economic development and downtown revitalization. Presented annually by Main Street America, the award recognizes exceptional MainStreet communities that demonstrate innovation, strong public-private partnerships, historic preservation leadership, economic impact, and sustained community engagement.

The district continues to prioritize support for local creatives and entrepreneurs by creating direct sales opportunities through community events and markets. Raton MainStreet also offers entrepreneur "boot camp" programs designed to help emerging businesses build foundational skills and connect with customers. Graduates of the program receive complimentary vendor booth space at the community's two largest annual events, providing important exposure and market access.

The district is currently working with nine entrepreneurs from the program to support their transition into permanent brick-and-mortar locations downtown. To strengthen these efforts, community leaders are seeking funding sources to help offset commercial leasing costs and support rehabilitation of historic buildings for creative and small business use.

The district remains active in pursuing grant funding to support additional public art and placemaking initiatives, including a proposed downtown mural project. Raton also continues to host and support signature community events such as the Gate City Music Festival, Witch Walk, and Festival of Lights, all of which contribute to tourism, downtown activation, and community identity.

Creative Economy ETS

ETS 1: Grow the Downtown Creative Economy

ETS 2: Downtown Entertainment Hub

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Visual Arts & Design
- Communications
- Community Engagement
- Outdoor Recreation
- Health Wellness and Beauty
- Music
- Technology

2025 Cultural Plan Projects

- Entrepreneur Bootcamp & Graduation
- Beautification Coalition
- Murals

2026 Priorities

- ACD CID grant
- Murals
- Gate City Music Festival
- Witch Walk
- Festival of Lights



Businesses + Jobs

2

New CE Businesses

3

New CE Jobs



CE Sector Growth Areas

Bus.	Jobs	Sector
1	1	Visual Arts & Design
1	2	Health/Beauty/Wellness

Silver City

Arts & Cultural District

The Silver City Arts & Cultural District (ACD) has prioritized **support for local creative talent** through networking opportunities, grant assistance, business training, and coordinated promotion. The district has **developed a comprehensive downtown business inventory** and regularly features **local businesses and restaurants through weekly social media campaigns**. Ongoing programming includes the **First Friday Gallery Walk**, which, along with other local events, supports marketing efforts and provides direct sales opportunities for artists and creative enterprises.

Strategically, the district is working to position itself as a **regional hub for media and performing arts**. To support this goal, the ACD is leveraging **NMMS technical assistance to strengthen organizational capacity and expand available resources**. Partnerships with local arts organizations are being developed to broaden programming at the Silco Theater, which, in addition to first-run films, hosts concerts, open mic events, and live theater productions. In 2025, the district launched its **first youth filmmaking workshop** at the Silco Theater, a five-day program for participants ages 9–17 held in conjunction with the annual Silver City Community Film Festival.

The ACD continues to **pursue grant funding for capital improvements and equipment to support the Silco Theater’s evolution into a performing arts and media hub**. Current efforts include collaboration with an architect and theater designer to increase facility capacity and enable simultaneous film and live performance programming. The Silco operates as a self-sustaining enterprise, and the district has utilized **NMMS technical assistance to develop a business plan** supporting effective theater management.

The district has also identified a need to **support property owners in the maintenance and rehabilitation of historic buildings**. Through **NMMS technical assistance**, the ACD is working with local property owners to **develop strategies for necessary repairs** and is exploring mechanisms to incentivize improved stewardship, particularly among out-of-town property owners.

Creative Economy ETS

ETS 1: Downtown’s Unique Personality and Sense of Place

ETS 2: Downtown Entertainment Hub

2025 Targeted Industries

- Food & Agriculture
- Performing Arts
- Visual Arts
- Community Engagement
- Outdoor Recreation
- Health Wellness & Beauty
- Cultural Preservation
- Literary Arts
- Music

2025 Cultural Plan Projects

- Business Promotion
- Youth Filmmaking Workshop
- District Event Listing
- Free Family Film Series
- Silco Cinema Society
- First run films
- Silver City Community Film Festival

2026 Priorities

- ACD CID grant
- Ongoing updates to Silco Theater
- Murals
- Partnership development
- Silco Performing Arts & Media Hub
- Silco Promotion
- Visitor Center Landscape & Great Blocks



Businesses + Jobs

7 New CE Businesses

15 New CE Jobs



CE Sector Growth Areas

Bus.	Jobs	Sector
2	7	Food & Ag.
5	8	Visual Arts & Design



Reinvestment

\$37K

Private Investment

Contact Us

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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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