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Ten NM MainStreet Communities Receive *Resilient Communities Fund* Grants to Aid Economic Recovery Efforts

Santa Fe, N.M. – The New Mexico Resiliency Alliance, in partnership with New Mexico MainStreet (NMMS) and the McCune Charitable Foundation, awarded ten *Resilient Communities Fund* Grants to NMMS affiliated districts for community and economic development projects. Awarded projects have a clear and stated impact for new, innovative, or ongoing efforts to mediate the impacts of the Covid-19 pandemic and/or economic recovery efforts. Projects will be completed by December 2021.

The *Resilient Communities Fund* provides financial support for locally-driven, community-based, economic development projects in New Mexico's rural and underserved communities. The Resiliency Alliance has awarded more than \$350,000 in small grants since 2014. Investments have been matched locally by more than \$1,000,000 in cash/in-kind contributions and NMMS's professional technical assistance.

"*Resilient Communities Fund* Grants make a significant impact on New Mexico's downtown districts by funding economic vitality projects that support small businesses and improve the local community," Economic Development Secretary Alicia J. Keyes said.

"We're elated to work with the New Mexico MainStreet Program and the McCune Charitable Foundation again in 2021 through the *Resilient Communities Fund*," Resiliency Alliance President Erick Aune said. "Such multi-sector collaborations are critical in creating an

environment in New Mexico in which communities can prosper despite changing economic conditions.”

“I’m very grateful for our continued partnership and financial support from the New Mexico Resiliency Alliance and McCune Charitable Foundation to provide small seed grants and technical assistance for local MainStreet, Arts & Cultural Districts, and Frontier/Native American Community Initiative projects,” New Mexico MainStreet Director Daniel Gutierrez said. “These projects will serve New Mexico’s underserved communities by enhancing the district’s economic vibrancy and quality of life for local residents.”

2021 *Resilient Communities Fund* Grants are awarded to the following NM MainStreet affiliates:

1. [Barelas MainStreet](#): buildout of vendor stalls at La Esquinita
2. [Belen MainStreet](#): enhance façades of the MainStreet and Emerging Arts & Cultural District entryways
3. [Clovis MainStreet](#): outdoor sidewalk restaurant seating
4. [Deming Luna County MainStreet](#): four continuous façade improvement projects
5. [Farmington MainStreet](#): outdoor merchandising assistance
6. [Harding County MainStreet](#): Veterans Park in Mosquero
7. [Mora Creative Council](#): MainStreet façade improvements
8. [Santa Rosa MainStreet](#): trash can art project
9. [Silver City MainStreet](#): small business assistance program
10. [Tucumcari MainStreet](#): FORGE, a tiered business accelerator program

Awards are generally \$2,500-5,000 and require a 1-to-1 match with at least 50 percent cash and the remaining amount from in-kind sources. The 2021 *Resilient Communities Fund* Grant priority areas include: community economic and entrepreneur development; design, urban planning, and placemaking; development of the arts, cultural, and creative economy; marketing, branding, and communications; outdoor recreation & environmental stewardship; projects that enhance food security; and organizational capacity-building.

Examples of past projects include pop-up outdoor markets, one-on-one mentoring, seed grants for businesses, entrepreneur training workshops & pitch sessions, crowdfunding events, business plan development, and more.

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About the McCune Charitable Foundation:

The Marshall L. and Perrine D. McCune Charitable Foundation is dedicated to enriching the health, education, environment, cultural, and spiritual life of New Mexicans. The Foundation memorializes its benefactors through proactive grantmaking that seeks to foster positive social change. Learn more at nmmccune.org.

About New Mexico MainStreet (NMMS):

NMMS develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life. NMMS was founded in 1984 and currently serves 31 affiliated MainStreet Districts, 12 state-authorized Arts & Cultural Districts, 7 Frontier & Native American Community projects, and 9 Historic Theaters. Learn more at nmmainstreet.org.

NMMS is a program of the New Mexico Economic Development Department, edd.newmexico.gov.

About the New Mexico Resiliency Alliance:

The New Mexico Resiliency Alliance is a nonprofit organization working to strengthen the capacity of communities to adapt and thrive in a changing economy. The Alliance partners with philanthropy and community-minded donors to mobilize resources for locally-driven, community economic development activities throughout New Mexico. Learn more at nmresiliencyalliance.org.

The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

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