



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

NEW MEXICO MAINSTREET PROGRAM

FOR IMMEDIATE RELEASE:

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\$10 Million Awarded to 14 Capital Outlay Projects in New Mexico MainStreet and Arts & Cultural Districts

Public Infrastructure Investments Support the Revitalization of Communities Statewide

Santa Fe, N.M. – Today, the New Mexico Economic Development Department (NMEDD) and New Mexico MainStreet (NMMS) awarded \$10 million in Capital Outlay funding to 14 MainStreet and Arts & Cultural Districts for community revitalization projects. The NMMS Capital Outlay program funds the planning, design, and construction of public infrastructure upgrades in targeted public investment areas. Projects directly support economic growth, property renovation, business development, and job creation.

“Capital Outlay investments are an important economic driver because they upgrade utilities, public safety, pedestrian access and more. These visible improvements beautify the streetscape, enhance a community’s character, and build confidence for private sector reinvestment,” Economic Development Secretary **Alicia J. Keyes** said.

NMMS works with districts to identify catalytic economic development projects based on the community’s Master Plan, Cultural Economic Development Plan or Metropolitan Redevelopment Area (MRA) Plan. Projects must impact the local economy, improve the appearance and functionality of the district, create connectors, and engage local property/business owners. Qualifying projects include improvements to streets, sewers, utilities, lighting, pedestrian safety, street amenities, wayfinding, landscaping, placemaking, and performance/gathering spaces.

“New Mexico MainStreet’s Capital Outlay projects make a positive impact by increasing pedestrian traffic and business expansions by 60 percent and reducing building vacancies by 70 percent. We’re thankful for Governor Michelle Lujan Grisham and the Legislature’s continued support for this vital program,” NMMS Director **Daniel Gutierrez** said.

Half of this year's awards are for Great Blocks projects, which upgrade a core two-three block commercial area in a district through the implementation of urban and landscape design, architecture, and creative economy projects.

Funded projects include:

1. [Alamogordo MainStreet](#) – \$1,900,000

Great Blocks Construction: 800 and 900 blocks of New York Avenue

“Alamogordo MainStreet is grateful for NMMS's Capital Outlay opportunity! This award will begin construction on our Great Blocks Project and update two city blocks of our main street, bringing new life to an area that's essential to our existing businesses and community as a whole,” Alamogordo MainStreet Executive Director **Nolan Ojeda** said.

2. [Barelas MainStreet](#) – \$1,910,000

Great Blocks Construction: South 4th Street Phase 1

“Barelas MainStreet, a program of the Barelas Community Coalition, is thrilled receive this NMMS Capital Outlay funding. With phase I of our Great Blocks Project, we will begin bringing life to the community's vision for 4th St. We're deeply grateful to our partners for all their hard work and support,” Barelas MainStreet Executive Director **Cristina Rogers** said.

3. [Belen MainStreet](#) – \$40,000

Arts & Cultural District/Cultural Economic Development Plan

“Belen Main Street Partnership is excited as they work towards an ACD designation. This planning grant will move the project forward,” Belen MainStreet Executive Director **Rhona Baca Espinoza** said.

4. [Carlsbad MainStreet Arts & Cultural District](#) – \$350,000

Cavern Theater Rehabilitation - Digital Projection & Sound

“The impact this grant award will have on our Cavern Theatre Rehabilitation project is tremendous. Carlsbad MainStreet Arts & Cultural District is thrilled to have the support and partnership of New Mexico MainStreet and the Economic Development Department. These funds will see us finish phase 4B of the rehabilitation project and bring our community one step closer to having our historic theatre operating as a multifunctional performing arts facility,” Carlsbad MainStreet Arts & Cultural District Executive Director **Kat Davis** said.

5. [Farmington MainStreet Arts & Cultural District](#) – \$40,000

Arts & Cultural District/Cultural Economic Development Plan

“Downtown Farmington is excited to have been awarded a Capital Outlay grant from New Mexico MainStreet. This grant will allow us to pursue our goal of becoming a State-Authorized Arts & Cultural District. We look forward to the process of developing a Cultural Economic Development Plan and expanding our already dynamic and economically vibrant Arts & Cultural District,” City of Farmington Main Street Coordinator **Karen Lupton** said.

6. [Gallup MainStreet Arts & Cultural District](#) – \$600,000

Gallup Pedestrian Alley Ways Improvements Construction

“Gallup MainStreet Arts & Cultural District and the City of Gallup are excited and grateful to receive this support. The Coal Avenue Commons Alley/Paseo Improvement project is an extension of the Coal Avenue Commons project, which started phase II in July. This funding will allow Gallup to complete its Coal Avenue Alley/Paseo Improvement project that is making the alley on the southside of Coal Avenue safe and pedestrian and bicycle friendly,” Gallup MainStreet Arts & Cultural District Executive Director **Michael Bulloch** said.

7. [Grants MainStreet](#) – \$120,000

Great Blocks Design: Santa Fe Avenue (ROUTE 66) Improvements

“Grants MainStreet Project is ecstatic to be included in the Great Blocks grant program! This award will be the beginning of serious revitalization and economic growth for our district, city, and county,” Grants Mainstreet Executive Director **William Yarborough** said.

8. Harding County MainStreet – \$120,000

Great Blocks Design: Roy and Mosquero Pedestrian Improvements on NM 39/Main Street

9. Downtown Las Cruces Partnership Arts & Cultural District – \$900,000

Arts & Cultural District Gateway and Lighting Project Design & Construction

“The Las Cruces Arts and Cultural District (LCACD) and Downtown Las Cruces Partnership (DLCP) are appreciative of the State of New Mexico’s reinvestment in our historic district, its infrastructure and people. With these funds, the LCACD will complete phase II of the lighting improvements gateway and pilon projects, enhancing the safety and visibility of the district,” DLCP Executive Director **Jennifer Garcia Kozlowski** said.

“As an artistic hub and cultural destination, the LCACD is grateful for funding that allows for the completion of lighting and wayfinding projects that make the district safer, more inviting, and geographically distinct. The LCACD celebrates all that’s ‘Authentically Southern New Mexico,’ and celebrates the opportunity to infuse the district with improvements that will enhance the vitality of an already bustling historic neighborhood and creative economy commercial center,” LCACD Director **Susan Cabello** said.

10. MainStreet de Las Vegas – \$1,200,000

Great Blocks Construction: Railroad Avenue Phases 3 & 4

“We’re so excited to receive this additional funding for our Great Blocks Historic Railroad District project. We’re just finishing phase 1 of this project and this new funding will enable us to complete phase 2 and the entire project. The people of Las Vegas are thrilled with the Railroad District improvements that Main Street de Las Vegas and the City of Las Vegas are making,” Main Street de Las Vegas Board President **Reina Fernandez** said.

11. Lovington MainStreet – \$350,000

Lovington Historic Downtown Pedestrian Improvements Design & Construction

“Lovington MainStreet is super excited to keep improving downtown’s infrastructure! Sidewalks and lighting have been on our to-do list for a long time. We’re grateful for this funding award that will allow us to mark it off. This project will connect shoppers to businesses and enhance downtown,” Lovington MainStreet Executive Director **Mara Salcido** said.

12. MainStreet Roswell – \$2,100,000

Great Blocks Construction: Roswell Market Walk Phase 1

“Roswell MainStreet is excited to have been selected to receive Capital Outlay Public Infrastructure funding for the Great Blocks on MainStreet Market Walk Project. This funding will go far to create a beautiful outdoor space within our Railroad district that will include walking paths, performance stage, play area, shaded adult activity area, bathrooms, shade trees, grass and more! This area will become a focal point of activity to enhance and promote our MainStreet & Railroad districts,” MainStreet Roswell Executive Director **Barbara Gomez** said.

13. South Valley MainStreet – \$250,000

Dolores Huerta Gateway Park & La Familia Growers Market Construction

“South Valley MainStreet is extremely honored to work in partnership with New Mexico MainStreet and Bernalillo County on the redesign of the Dolores Huerta Gateway Park in the South Valley of Albuquerque, home to the La Familia Growers Market. What started off as a

community-initiated and led vision, has turned into a community victory in securing a total of \$723,600 from New Mexico MainStreet with matching funds from Bernalillo County and Capital Outlay from the New Mexico Legislature. We're thankful and look forward to starting construction. Si se puede!" South Valley MainStreet Executive Director **Bianca Encinias** said.

14. Zuni MainStreet – \$120,000

Great Blocks Design: Zuni MS/State Highway 53 Pedestrian Improvements

"We're extremely grateful for the Capital Outlay funds that will begin the design and planning of the Great Blocks Project in Zuni. This project will make capital improvements to the Highway 53 corridor while preserving the unique cultural and historic significance of the Pueblo of Zuni. Zuni residents are ready for this project and with the improvements, visitors will be enticed to stop and shop the local businesses," Zuni Pueblo MainStreet Executive Director **Mario Hooee** said.

The number of projects awarded is dependent on the Legislature's annual appropriation to NMMS's Capital Outlay Program. Capital Outlay funds are used to leverage/match other local, state, corporate, and foundation dollars to fully-fund projects. In the upcoming 2023 Legislative Session, NMEDD and NMMS are requesting **\$10 million** for the Capital Outlay Program to support the planning, design, and construction of future and in-progress projects. NMMS's public infrastructure project pipeline currently has a funding gap of \$17.1 million for 13 projects.

[Alamogordo Great Blocks Street Amenities Concept](#)



[Barelas Great Blocks 4th Street Intersection Concept](#)



[Downtown Belen Mural](#)



[Carlsbad Cavern Theater MCA Design Rendition](#)



[Farmington's Art in the Alley Program - Mural Behind the Totah Theater](#)

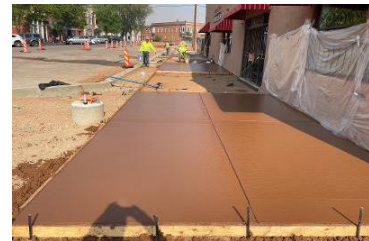
[Gallup MainStreet Coal Avenue Commons Alley/Paseo Pedestrian Improvements Concept](#)



[Grants MainStreet Santa Fe Avenue Improvements Concept](#)

[Downtown Las Cruces Street Improvements](#)

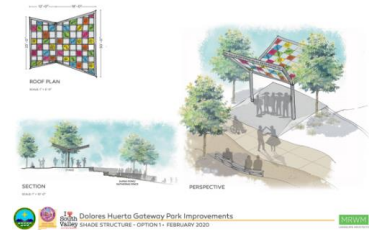
[MainStreet de Las Vegas Great Blocks Sidewalk Construction](#)



[Lovington MainStreet Simulation of Façade Improvements on Main Street](#)

[Roswell Great Blocks Refinements Based on Public Meeting](#)

[Dolores Huerta Gateway Park Design Improvements Concept](#)



[Zuni MainStreet 4-Way Design Concept](#)



(Click images for larger version.)

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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 30 affiliated MainStreet Districts, 12 affiliated Arts & Cultural Districts, 6 Frontier & Native American Community projects, 4 Urban Neighborhood Commercial Corridor projects and 11 Historic Theaters. Learn more at nmmainstreet.org. NMMS is a program of the [New Mexico Economic Development Department](#).