

GRANTS MAINSTREET QUARTERLY UPDATE

SUMMER 2025 EDITON



WELCOME TO GRANTS MAINSTREET!

At Grants MainStreet, we're committed to revitalizing the heart of our community by **preserving history, supporting local businesses, and enhancing public spaces**. This update highlights our current projects, recent progress, and the dedicated team working to help Grants thrive.

THE FOUR POINTS OF MAINSTREET

Grants MainStreet follows the **Four Points Approach**, a nationally recognized model from MainStreet America

ECONOMIC VITALITY

Strengthening existing businesses and attracting new ones to keep downtown a vibrant and sustainable hub of commerce.

DESIGN

Enhancing downtown's physical assets—storefront facades, parks, signage, and green spaces—to create a welcoming and memorable environment.

PROMOTION

Showcasing Grants as a destination through marketing, cultural programming, and events that celebrate our unique history and local identity.

ORGANIZATION

Building partnerships between businesses, city leadership, and community members to align resources and drive long-term success.

MEET YOUR GRANTS MAINSTREET TEAM

BOARD OF DIRECTORS

KEN BROWN – PRESIDENT

CHRISTIE LOCHRIE – VICE PRESIDENT

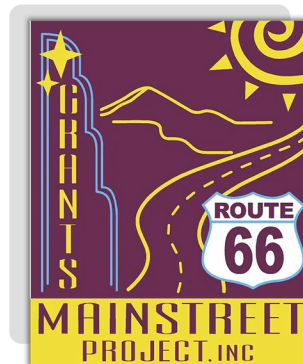
WILLIAM YARBROUGH – TREASURER & SECRETARY

KATHY LANGE – BOARD MEMBER

PATRICK CLINGMAN – BOARD MEMBER

DENISE HANSON - EXECUTIVE DIRECTOR

JUSTUS BOLLEN - ADMINISTRATIVE ASSISTANT & CONTENT MARKETING



CURRENT PROJECTS

MAINSTREET BRANDING & THE GREAT BLOCKS PROJECT

We're developing a consistent brand identity that captures the spirit of Grants MainStreet—including new logos, messaging, and visuals that tell our district's story. Additionally, we've launched the Great Blocks Project, focused on redesigning Santa Fe Avenue in the MainStreet district to improve walkability, beautification, and pedestrian experience.

WAYFINDING

Our Wayfinding Project will enhance signage throughout downtown and the greater Grants area, with a special focus on outdoor recreation wayfinding to highlight trails, parks, and landmarks. This effort will make Grants more walkable, welcoming, and visitor-friendly.

TREE RISK ASSESSMENT

We're working with certified arborists to assess the health and safety of downtown trees. This initiative ensures a safer environment while planning for future tree plantings and green space improvements.

BOOMS TRACKER

The Business Occupancy and Opportunities Management System (BOOMs Tracker) monitors downtown vacancies and helps us identify new business opportunities, pop-up concepts, and expansion potential. It's an essential tool driving our economic development efforts.

BUSINESS RECRUITMENT & EXPANSION PROJECT

We're actively working to recruit new businesses to the MainStreet district while supporting the growth of existing ones. This project uses data-driven strategies to identify service gaps and collaborate with entrepreneurs to fill them.

CABOOSE BRICK PLANTER BOXES

As part of the Caboose Brick Initiative, new brick planter boxes are being installed in front of City Hall. These planters incorporate engraved bricks purchased by individuals, families, and businesses to honor their connection to Grants' history and community spirit.

FACADE REVITALIZATION PROJECT

Thanks to funding from the New Mexico Resiliency Alliance and the Walmart SPARKS Grant, we're refreshing the facades of 9 downtown buildings. We're also working with one business on new signage to further enhance the downtown aesthetic.

Special thanks to Diamond G for their generous support with paint and supplies—allowing us to expand this project with the help of community volunteers.

RECENT GRANT AWARDS & PARK IMPROVEMENTS

TRAILS+ GRANT RIVERWALK PARK REVITALIZATION

- New benches and picnic tables
- Additional trash receptacles and dog waste stations
- Paint revitalization and decorative artwork

AARP COMMUNITY CHALLENGE GRANT CITY HALL & FIRE & ICE PARK

- New benches and picnic tables
- Additional trash receptacles and dog waste stations
- Improved accessibility for events and gatherings

LOOKING AHEAD

Grants MainStreet is making bold strides toward a more vibrant, engaging downtown. In the coming months, we will:

Pursue additional grants to support FY'26 initiatives & Host end-of-year community events, including Spooky Bingo, The Cookie Crawl, and the Holiday Lights Parade.

ORGANIZATIONAL PARTNERS



GRANT PARTNERS



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