



Grants MainStreet Project, Inc.

A community non-profit organization
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grantsmainstreetproject.com

MainStreet First Look 1st Quarter Newsletter

Iss. 1
October 2023

Hello reader!

With this being our first newsletter, I'd like to explain what we are doing with this publication and then let you know a little bit about myself.

This newsletter is intended to inform you about activity in the MainStreet district. We want to highlight stories of success from our merchants, give updates to projects happening in the district, let you know about opportunities for businesses and entrepreneurs, and give you a calendar of events that are happening in the district. We also want to use this publication to recognize our supporters and partners. In this way, we will be able to show you all the great things happening in the downtown area.

A little about myself, my name is William Yarborough. I'm a 28-year-old, Texas-native, who moved to Grants in 2017 to be closer to family. I'm a sort of jack-of-all-trades with backgrounds in landscaping, food service, customer service, construction, project management, and now business management. I served in the Texas Army National Guard from 2013 - 2019. I attended university at Texas State University, and am working to complete a degree at New Mexico State University. I am committed to the mission at MainStreet: Beautifying, Energizing, and Promoting the heart of Grants.

MainStreet First Look

Quarterly Newsletter

10.1.2023

www.grantsmainstreetproject.com

Iss. 1

DISTRICT UPDATES • BUSINESS OPPORTUNITIES

New Mexico's Income Tax Credit for Preservation of Cultural Property



It's possible to have business or personal income tax reduced through a tax credit awarded through the New Mexico State Historic Preservation Office (SHPO). Property owners or long-term leases of properties listed in the State Historic Registry can apply for the tax credit for preservation activities to the property with the credit cap amounting in \$25,000. The credit is award based either on the cap, 5 years of state income tax liability, or 50% of costs associated with the improvements of the pre-approved project; which ever is least. Find out about eligible project expenses, application process, and more through this quick guide.

[TAX CREDIT GUIDE](#)

SMALL BUSINESS HIGHLIGHT



PotCo Property Beautification!

This summer, PotCo was awarded a grant from American Express and MainStreet America to make improvements to some blighted areas of their property. The improvements will create marquee-kiosks for travelling "Harvest Hosts" to inform them on local attractions and amenities.

QUARTERLY EVENTS CALENDAR:

October:

Eclipse on 66 | Sat. Oct. 14

Fire & Ice Park

Call MainStreet: (505) 658-2450

Day of the Dead Party | Sat. Oct. 28

Double 6 Gallery

Call John Martinez: (505) 290-2093

Last Farmer's Market | Sat. Oct. 14

Fire & Ice Park

Call Siobhán: +1 (469) 715-7627

Haunted Mine | *Oct. 29-31

NM Mining Museum

Call Lexi Jaramillo: (505) 287-4802

November:

MainStreet BINGO | Sat. November 4

Grants Recreation 551 Washington Ave

Call MainStreet: (505) 658-2450

Shop Small BINGO | 11/24/23 - 12/8/23

Select Businesses throughout Grants

Call MainStreet: (505) 658-2450

Veterans Day Parade | Sat. November 11

Vietnam Veterans Memorial Park

Call Aaron Dean: (505) 290-0481

December:

Jenny's on 66 Christmas Party!

Fri. December 1st, 2023

1100 W. Santa Fe Avenue (Jenny's)

Call Jenny's on 66 (505) 285-6478

Holidays on MainStreet | Sat. December 9

Inside MainStreet Businesses

[LEARN MORE](#)

Do you have an event coming up in the MainStreet District? Let us know about it ahead of schedule so we can include it in our newsletter! Below is a schedule of when our newsletters will go out and the deadline to submit your event.

Winter Quarter (Jan., Feb., Mar.): Publish on January 5th | **Submit info by Jan. 2nd**

Spring Quarter (Apr., May, Jun.,) Publish on April 5th | **Submit info by April 2nd**

Summer Quarter (Jul., Aug., Sept.,) Publish on July 5th | **Submit info by July 2nd**

Fall Quarter (Oct., Nov., Dec.,) Publish on October 4th | **Submit info by October 1st**

MAINSTREET HISTORY • PRESERVATION • CULTURE

MainStreet Murals Postponed



Image credit: @willyarborough

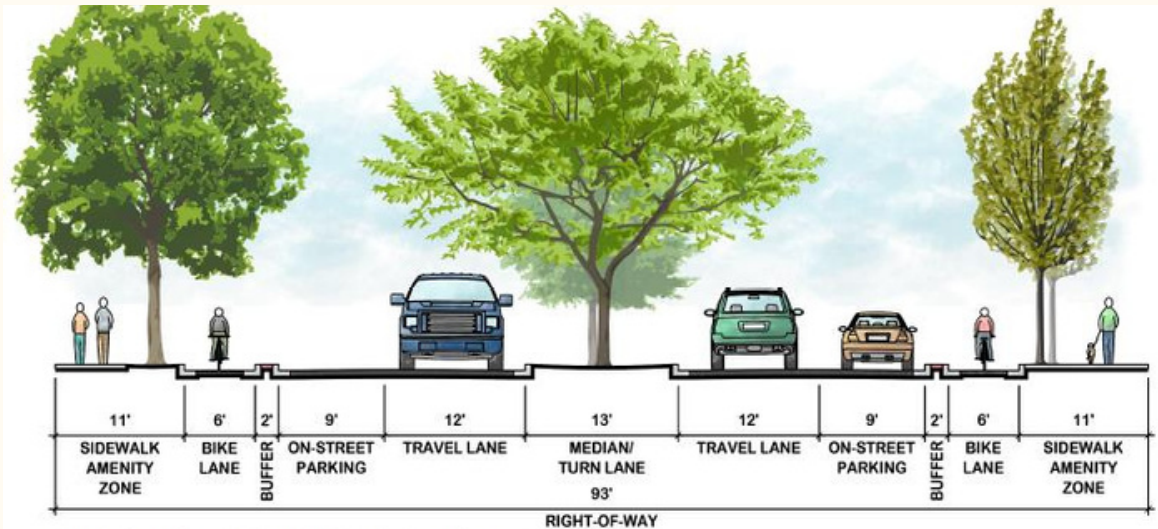
Grants MainStreet is interested in beautifying the downtown area with murals that promote heritage/culture, outdoor recreation, and that support small businesses. In our 5-year plan, we identify these types of murals as helping grow culture in our community. Our sub-culture is what sets us apart from other communities across New Mexico. The art that tell our stories, the food that speak to our ancestors, and the buildings that show the people who came before are all interesting aspects that people are looking to learn about as they pass through our town. We have the intention to install at least one mural each year,

and more if we have the funding for it. This Fall, we put out an application to accept proposals from property owners to install a mural on their building. MainStreet will help pay for the mural at a 50% match and assist in project management of the mural. Since the deadline on September 18th, we received 2 completed applications. While the locations and concepts were favorable, our design committee decided to postpone this opportunity and wait till the Spring to raise more funding for the project and provide a better quality mural. If you have more questions about hthis project, reach out to William at the contact provided in this letter...

DISTRICT UPDATES • BUSINESS OPPORTUNITIES

Great Blocks Update: Seeking additional funding.

Grants MainStreet is coordinating with the Northwest New Mexico Council of Governments to leverage the \$120,000 grant that was awarded from NM Economic Development Department (EDD) to double available funding for planning and design of the three-block area between 5th Street and Copper Avenue. We are taking this route and postponing community meetings because we believe the amount awarded from EDD was not enough to complete planning and design due to inflation. We are looking at multiple funding avenues to increase the budget like NEA's Our Town grants & New Mexico's new EDD division - Creative Industries opportunities. Community meetings will likely be scheduled in the next calendar year (2024).



USDA Project Update: Grants Water & Sewer improvements

In case you weren't aware, Santa Fe Avenue from 5th Street to McDonalds along the westbound side will be undergoing construction. The city is expecting to have the traffic control along this route for roughly a year's time. The project was expected to start in June, but due to complications, the project is expected to start sometime in November and continue until November 2024. While this infrastructure improvement is needed, it will create stress for shoppers and commuters. Grants MainStreet would like to help coordinate traffic mitigation practices such as: shared parking lots or community parking lots, signage that shows people where to go, and online communication to show maps of where to go. If you have any ideas or are willing to assist us in this effort, please reach out to William at our office!

MAINSTREET HISTORY • PRESERVATION • CULTURE

Our humble beginnings on the Railroad



Image credit: @ArieannaCrowson

The City of Grants, like other small towns in the United States, had its first start as a railroad camp in the 1880s. The city, originally founded in 1872 with the name Los Alamos, received the name Grants after 3 Canadian brothers with last name Grant moved into the region for the building of the Atlantic and Pacific railroad. Over the decades, the city had prospered for many different reasons, the first of which was logging in the Zuni Mountains. After the decline of logging in the 1930s, the City of Grants along with the Village of Milan, became known as the "Carrot Capital of the World" following the creation of the Bluewater reservoir along with the nutrient rich volcanic soils of the region providing ideal conditions for

farming. The City of Grants also benefited from being an airport beacon and from Route 66 later on, which brought many travelers and businesses. The most memorable boom for the city occurred when Patty Martinez discovered Uranium ore near Haystack Mesa. This discovery sparked a mining boom in the region that lasted until the 1980s and renamed Grants as the "Uranium Capital of the World." Today the City of Grants is more well known for its outdoor recreation with its annual Mt. Taylor Quadrathlon, as well as other athletic competitions held throughout the year like the 50k run. The area also encourages hiking, biking, and fishing with its many trails and the nearby Bluewater Lake.

ORGANIZATIONAL INFO • CONTACT • MISSION

Message from the President



Greetings from Grants MainStreet Project, Fall might be the best time of year in New Mexico, and Grants is a great exemplar of nature's transformative display. Just as nature undergoes its beautiful transformation this season, we too are dedicated to transforming and re-growing our historic downtown, fostering a sense of community warmth, and supporting local the businesses that make main street Grants so special. Where some

might see a dormant town, us at Grants Mainstreet Project see a town that is recharging and gearing up to emerge with new growth and vigor in the seasons to come. Thank you all for work and future work as we toil in the historic and economic soil of our loved community this Fall. I hope you are as excited to see what grows as I am.

Onward!

Patrick Clingman

Board President

The MainStreet Team

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Help Revitalize MainStreet!

Help us restore properties and support small businesses. Become a “**Friend of MainStreet**” by making a donation to us. Scan the QR code or visit our website at grantsmainstreetproject.com/friends-of-mainstreet to learn more!

Thank you to our Sponsors, Partners, and Friends!



- Remax Elegance • Patrick & Alice Clingman •
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Your donation makes our work possible!