

GRANTS MAINSTREET QUARTERLY UPDATE

QUARTER 1 EDITION



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 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!

KEN BROWN- BOARD PRESIDENT
TRISH GILLASPY- BOARD VICE PRESIDENT
AUDREY JACQUEZ- BOARD TREASURER
CHARLES J. LANGE- BOARD SECRETARY
KATHY LANGE- BOARD MEMBER
JANICE SIMPSON- BOARD MEMBER
CHASE TAYLOR- EXECUTIVE DIRECTOR
JUSTUS BOLLEN- MARKETING AND COMMS. COORDINATOR



ARE YOU INTERESTED IN BECOMING A BOARD MEMBER? CALL 505-658-2450 FOR MORE INFO!

1ST QUARTER COMMITTEE UPDATES

Grants MainStreet Project - Community Progress Update

PROMOTION:

Save the Dates:

- Spooky Bingo - 10/24/2026
- Light Parade/Cookie Crawl - 12/12/26
- Riverwalk Movie Nights - Stay Tuned!
- Spokes on 66 - 6/4/27 & 6/5/27

DESIGN:

- Neon Lights Project applications launching on August 10th.
- Ampitheatre Project wrapping up.
- Roarin' 20's Project Planning & Design

ECONOMIC VITALITY:

- Launched Economic Development Page
- Planning Peer-to-Peer Grant Writing Session

ORGANIZATION:

- Held our Mainstreet Annual Meeting on June 27th
- Welcomed a new Executive Director and two new Board Members
- Working on 2027 Accreditations

**JOIN A COMMITTEE
AND GET INVOLVED!**

RIVERWALK

AMPHITHEATRE SUMMARY

- ELECTRICAL IMPROVEMENTS COMPLETE
- NEW PICNIC TABLES AND TRASH RECEPTACLES ORDERED
- NEW PAINT AND MURALS COMPLETED
- PROJECTOR AND SCREEN HAVE ARRIVED FOR MOVIE NIGHTS.



Friends of MainStreet

Supporting Downtown Grants



Grants MainStreet's Friends of MainStreet Program gives individuals, families, and businesses a direct way to support downtown Grants. Contributions help fund community events, beautification, public art, historic preservation, and projects that support local businesses and bring more activity to MainStreet. All Friends of MainStreet will receive an official window cling or car sticker, recognition on our website, shout-outs at MainStreet events, and opportunities to volunteer and get involved. This program recognizes your support while building pride in our MainStreet District.

Want to Join? Check out our website for more information!

GrantsMainStreetProject.com

Call for Community **VOLUNTEERS**

Volunteers are the Backbone of Mainstreet.

MainStreet Design Committee

- PAINTING PROJECTS
- PLANTING & LANDSCAPING
- CLEAN-UP & BEAUTIFICATION
- DESIGN IDEAS FOR COMMUNITY SPACES



Interested in Volunteering?

(505) 658-2450

GRANTSMAINSTREET66@GMAIL.COM

Event Volunteers Needed

**ASSIST WITH EVENT SETUP,
COORDINATION, & SUPPORT
DURING THE HOLIDAY LIGHT
PARADE!
SATURDAY, DEC. 12TH**

Wayfinding Project Update

The Wayfinding Project is in its final design phase, using community feedback. The design team is finalizing the visual identity, signage style, and branding to ensure the system reflects our community's character.

Once completed, the project will provide a clear roadmap for installing a wayfinding system that improves navigation for residents and visitors.

This phase will include:

- Finalizing sign locations throughout the community
- Finalizing sign design templates and color palette
- Finalizing Directional messaging
- Ensuring a coordinated system guiding visitors to key destinations.



Roarin' 20's Project Update

Grants MainStreet has purchased the historic Roarin' 20's lot and sign along Route 66, beginning a revitalization project that celebrates the community's history. Plans include restoring the iconic neon sign and transforming the property into a Route 66-themed food truck park that supports local entrepreneurs and creates a welcoming gathering space for residents and visitors. Donations are needed to help fund the sign's restoration, and more information on how to contribute can be found on our website. This project will create a lively destination along Route 66 for locals and travelers alike. More updates will be shared as the project moves forward.

The project will include:

- A food truck park featuring local vendors
- A pavilion-style seating area for visitors
- Route 66-themed design elements with neon and retro features
- A vibrant space that encourages community connection and tourism
- Water stations for trail hikers



GrantsMainStreetProject.com

LOOKING AHEAD

As your new Executive Director, I look forward to building on the momentum of this past quarter, while keeping with tradition but building and adding new programs/projects. This does not happen without the continued support of our volunteers, partners, and local businesses. Our MainStreet district represents more than storefronts and buildings - it reflects the people, stories, and local character that makes this community unique.

— Chase M. Taylor

UPCOMING EVENTS



Peer-To-Peer - Grant Writing

TBA



Spooky Bingo

Saturday, October 24th

1:00 PM

NMSU Grants Gym



Holiday Light Parade/Cookie Crawl

Saturday December 12th

CC: 12-5 PM | Parade 6 PM

Downtown Grants

ORGANIZATIONAL PARTNERS



GRANT PARTNERS



Follow Our Socials!

