

GRANTS MAINSTREET QUARTERLY UPDATE

QUARTER 2 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

WILLIAM YARBROUGH – TREASURER & SECRETARY

CHASE TAYLOR - BOARD MEMBER

AUDREY JACQUEZ - BOARD MEMBER

KATHY LANGE – BOARD MEMBER

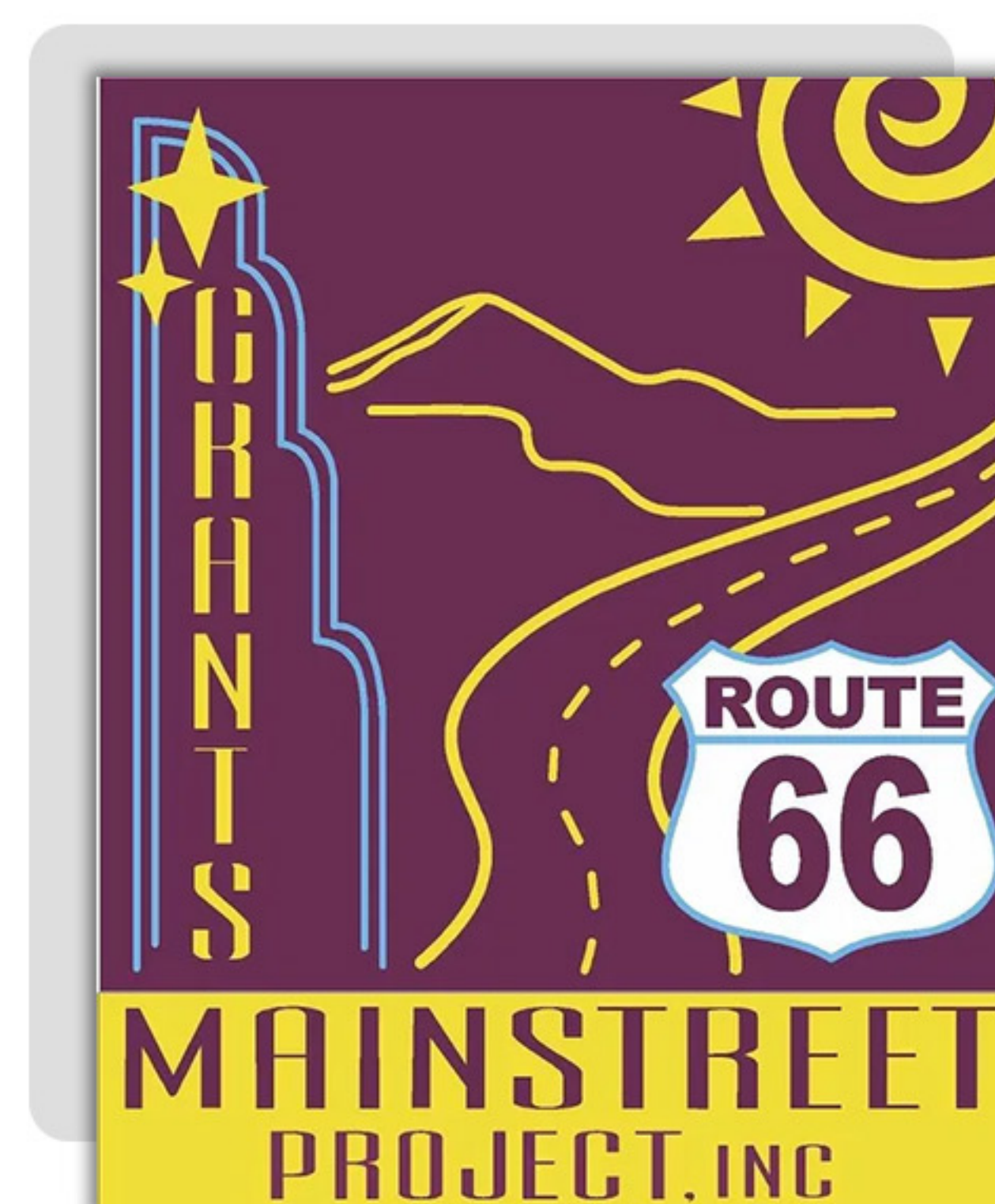
PATRICK CLINGMAN – BOARD MEMBER

TRISH GILLASPY - BOARD MEMBER

DENISE HANSON - EXECUTIVE DIRECTOR

CADENCE CLARK - EXECUTIVE ASSISTANT

JUSTUS BOLLEN - ADMINISTRATIVE ASSISTANT & CONTENT MARKETING



MEET CADENCE CLARK: GRANTS MAINSTREET'S NEW EXECUTIVE ASSISTANT

Grants MainStreet is proud to announce the addition of Cadence Clark as its new Executive Assistant. Cadence steps into a vital role that will help accelerate downtown revitalization efforts and support the organization's growing ambitions.

In her new role, Cadence will provide essential support to the Executive Director and MainStreet team through administrative assistance, event coordination, communications, and community outreach. Her presence will strengthen day-to-day operations and expand the organization's capacity to serve local businesses, residents, and visitors alike.

Her arrival comes at a pivotal moment. Grants MainStreet is ramping up efforts to boost downtown's visual appeal, expand public art, and mobilize volunteer leadership. With Cadence on board, the team anticipates smoother project coordination, more consistent stakeholder communication, and stronger community engagement as Grants positions itself for future growth. As the community continues to evolve—with fresh murals, park upgrades, exciting events, and renewed investment downtown—Cadence's addition marks an important step toward building sustainable, organized, and effective operations.

Please join us in welcoming Cadence Clark to the Grants MainStreet family. We are excited about the energy and momentum she will bring to the team and the community we serve



DOWNTOWN ART ADDITIONS



CURRENT PROJECTS

WAYFINDING

This past month, four revitalization specialists from New Mexico MainStreet visited Grants and spent the day inventorying current signage across the MainStreet district and the city. We also want to thank the volunteers who assisted the team—Les Gaines and Audrey Jacquez—for their time and support as they worked their way through town.

Next steps include compiling a full inventory of existing signs and wayfinding assets and producing a design portfolio that contains clear, prioritized recommendations for future wayfinding improvements. The portfolio will specify locations, sign types, visual standards, material/durability recommendations, installation details, and phased cost estimates — and will identify funding strategies to replace, add, and upgrade wayfinding throughout the MainStreet District and the City of Grants (grants, local budgets, TIF/main-street programs, sponsorships, and state tourism/capital improvement funds).

TREE RISK ASSESSMENT

We've completed the Tree Risk Assessment in collaboration with the NM MainStreet Revitalists and certified arborists to evaluate the health and safety of trees throughout the MainStreet District and Mesa Park. This initiative ensures a safer, more sustainable environment for residents and visitors by identifying potential hazards and supporting long-term tree management.

Next steps: We are applying for the Urban and Community Forestry Projects Grant, a federal funding opportunity administered through the U.S. Forest Service and the New Mexico Forestry Division. This grant supports projects that expand, preserve, and improve urban tree canopy through activities such as planting, maintenance, risk mitigation, and community engagement. Funding can also assist with planning, workforce development, and climate resilience efforts that

BUSINESS RECRUITMENT & EXPANSION PROJECT

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

As part of this effort, we hosted our first Small Business Boot Camp on Tuesday, September 23rd, and are preparing to launch our first Peer-to-Peer Quarterly Networking Group. This networking group will bring together local entrepreneurs and business owners to share ideas, exchange feedback, and collaborate on strategies that strengthen our local economy. During these meetings, we'll also review data on retail leakage and small business opportunities to identify ways we can support one another, fill market gaps, and drive sustainable economic growth in our

BUILDING FAÇADE IMPROVEMENTS - NEW LIFE TO DOWNTOWN GRANTS

Downtown Grants continues to make visible progress as the Building Façade Improvement Project nears completion over the next few weeks. To date, Jenny's, Tim's Muffler, the Double Six Gallery, and the Community Outreach building have all received façade enhancements. The Hollywood Diner is wrapping up its final phase of roof painting, while Loeffler's will soon feature a new custom steel sign designed and built by the Skills Team at NMSU.

These improvements are transforming the look and feel of the MainStreet District, creating a more welcoming and vibrant environment for residents and visitors alike. Weather permitting, several additional façade projects will be completed in the coming weeks—continuing the positive momentum in downtown Grants.

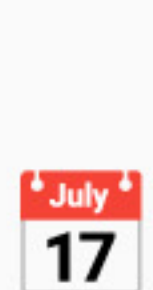
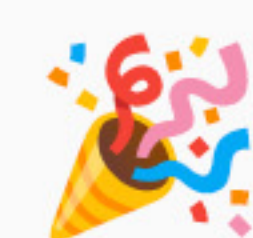
PARK REVITALIZATION BRINGS NEW COLOR AND LIFE TO RIVERWALK PARK

Exciting changes are underway at Riverwalk Park, thanks to the creativity and dedication of local artists and community partners. A special thank-you goes to Nazario Sandoval, Audree Urioste, and Reanna Trujillo, our talented artists who have been working diligently near the fountain and throughout the park. Over the past several weeks, they have added beautiful artwork and vibrant color, creating a more welcoming and inspiring space for the community. Their work will continue over the next couple of weeks, bringing even more life to the park.

In addition to the new artwork, you may have noticed the light poles being repainted and revitalized—another step in our ongoing effort to refresh Riverwalk Park and make it a more enjoyable space for residents and visitors alike.



UPCOMING MAINSTREET EVENTS



Spooky Bingo
Saturday, October 25
2:00 PM



Grants NMSU Gym

An afternoon of fun for the whole family—costumes encouraged!



MainStreet Peer-to-Peer
Quarterly Networking Meeting
Monday, October 27
9:00 AM



Continental Divide Electric
Cooperative



Cookie Crawl & Holiday Light
Parade



Saturday, December 13

Cookie Crawl: 12 pm - 5 pm

Holiday Light Parade: 6 pm

Parade Theme: Christmas Movies

THE VALUE OF VOLUNTEERS: BUILDING A STRONGER GRANTS COMMUNITY

Volunteers are the heartbeat of our community. Their dedication, time, and energy make possible projects that enhance the beauty, safety, and vitality of Grants. From helping with park revitalizations and building façade improvements to assisting at events and supporting local businesses, volunteers are at the center of everything we do.

The impact of volunteers goes far beyond the hours they contribute. They bring skills, creativity, and a spirit of collaboration that strengthen connections within the community. Their efforts stretch limited resources, enabling organizations like Grants MainStreet to accomplish more and reach further than ever before.

Every brushstroke on a mural or building, every piece of trash removed, every meeting attended to plan projects, and every smile shared at a community event is a testament to the power of volunteerism. Volunteers not only improve the physical spaces in our town—they foster a sense of belonging, pride, and shared purpose.

We are deeply grateful to all our volunteers—your commitment inspires others, your contributions leave a lasting legacy, and we could not make these strides without you!

ORGANIZATIONAL PARTNERS



GRANTS PARTNERS



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