

GRANTS MAINSTREET QUARTERLY UPDATE

QUARTER 4 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
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- MARKETING AND COMMUNICATIONS COORDINATOR

Grants 
MAINSTREET

4TH QUARTER

COMMITTEE HIGHLIGHTS

Grants MainStreet Project - Community Progress Update

PROMOTION:



Actively planning and preparing for the Spokes on 66 Car Show - June 5th & 6th

Actively planning and preparing for the Hop n Shop and BBQ - April 4th

ECONOMIC VITALITY:

Planning for the Peer-to-Peer Meeting - April 6th

Working on some future surprises to announce.



ORGANIZATION COMMITTEE:

- Held our Mainstreet Annual Board Retreat
- Planning and preparing for our Mainstreet Open House - May 2nd
- Planning and preparing for our Mainstreet Annual Meeting - June
- Launched Friends of Mainstreet Program

DESIGN:

Awarded \$3k Walmart Grant for murals and revitalization

Awarded \$1500 support from Homestake for youth murals which will begin this Spring.

MAJOR WIN!!

Awarded T-Mobile \$50k grant for the revitalization of the amphitheater.

- ELECTRICAL IMPROVEMENTS
- NEW PICNIC TABLES AND TRASH RECEPTACLES
- NEW PAINT AND MURALS
- TECHNOLOGY PURCHASES THAT PROVIDE FREE MOVIES, CONCERTS, AND PERFORMANCES FOR THE COMMUNITY.



Friends of MainStreet



Supporting Downtown Grants

Grants MainStreet recently launched the Friends of MainStreet Program, a community-driven initiative designed to support the revitalization, beautification, and continued growth of our MainStreet District.

The program gives individuals, families, and businesses an opportunity to directly contribute to projects that help strengthen downtown Grants. Support from our Friends helps fund efforts such as community events, beautification projects, public art, historic preservation, and initiatives that bring more visitors and activity to MainStreet.

These contributions play a vital role in helping us build a vibrant downtown, support local businesses, and create welcoming spaces for residents and visitors alike.

We would like to extend a sincere thank you to our first Friends of MainStreet members for their generosity and commitment to our community:

- Justus Bollen
- Jason & Veonette Bollen
- Matt Fletcher
- Eileen Yarborough
- Will Yarborough
- Rob & Denise Hanson
- City Glass
- Diamond G
- Molly Carpenter
- Bill & Audrey Jacquez
- Lange Insurance
- Cadence Clark

Spokes on 66 Car Show & MainStreet Revitalization

MainStreet Design Committee



Event Volunteers Needed

ASSIST WITH EVENT SETUP,
COORDINATION, & SUPPORT
DURING THE CARSHOW!
FRIDAY, JUNE 5TH
SATURDAY, JUNE 6TH

Interested in Volunteering?

505-658-2450

GRANTSMAINSTREET66@GMAIL.COM

Wayfinding Project Update

The Wayfinding Project has entered its final design phase, using feedback from over 100 community survey responses. The design team is finalizing the visual identity, signage style, and branding to ensure the system reflects the character of our community.

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:

- Recommended sign locations throughout the community
- Finalized sign design templates and color palette
- Directional messaging for each sign
- A coordinated system guiding visitors to key destinations and public spaces



Roarin' 20's Lot Revitalization Project

Grants MainStreet has purchased the historic Roarin' 20's lot and sign along Route 66, launching a revitalization project that celebrates the community's heritage while creating a vibrant gathering space for residents and visitors. A key part of the project will be restoring the iconic Roarin' 20's neon sign, bringing this historic landmark back to life and honoring Grants' Route 66 history. Plans also include transforming the property into a Route 66-themed food truck park that supports local entrepreneurs and creates a fun space for the community.

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



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.

LOOKING AHEAD

With the continued support of our volunteers, partners, and local businesses, Grants MainStreet looks forward to building on the momentum of this past quarter. From new programs to upcoming events and beautification efforts, we remain committed to strengthening and celebrating our downtown. Thank you to everyone who helps make this work possible. Together, we look forward to an exciting year ahead for MainStreet and our community.

UPCOMING EVENTS



Peer-To-Peer Networking

Monday, April 6th
10 AM

Cibola County History Museum



Hop-n-Shop

Saturday, April 4th
10 AM - 2 PM

MainStreet District



Spokes on 66 Car Show

FRIDAY, JUNE 5TH
Event kick-off at 5 pm
SATURDAY, JUNE 6TH
Car Show 10 AM - 5 PM
DOWNTOWN GRANTS

ORGANIZATIONAL PARTNERS



GRANT PARTNERS



*FOLLOW US ON SOCIAL MEDIA AND VISIT
GRANTSMAINSTREETPROJECT.COM FOR UPDATES, VOLUNTEER
OPPORTUNITIES, AND EVENT ANNOUNCEMENTS.