

Mora Market on Mainstreet
Mora, NM 87732

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Summary of the Outcomes of the Project to Date

Mora County, in partnership with the Mora Mainstreet Arts & Cultural Compound, has made progress in strengthening the creative economy and promoting community engagement through the Mora Market on Mainstreet initiative. This project involved local artisans in a comprehensive planning and development process, culminating in the launching of a weekly outdoor craft market with over 300 attendees. The project included workshops facilitated by WESST, which prepared artisans to transition their hobbies into viable businesses. These workshops covered business planning, marketing, and social media utilization, significantly enhancing the artisans' skills and knowledge. By hosting these workshops locally, Mora County eliminated travel barriers, ensuring broader participation.

Additionally, the project provided essential resources such as canopies, tables, and chairs, reducing financial burdens for artisans. Marketing and promotional activities were executed across multiple platforms to increase participation and highlight the market's events. Establishing the Mora Market on Mainstreet has been a crucial step in rebuilding and reconnecting the community, particularly after the challenges posed by recent fires and population outmigration. The market boosted the local economy but also enriched the community's infrastructure with the procurement of a portable all-terrain stage and audience seating.

Tracking market events, vendor participation, and attendee feedback has shown a positive economic impact on the community. Artisans reported increased sales and customer base expansion, demonstrating the market's effectiveness in providing low-barrier opportunities for income generation and skill enhancement. By facilitating mentorship and resource provision, the Mora Market on Mainstreet has successfully united the community, supported the local creative industry and contributed to the revitalization of MainStreet in Mora.

Mora Market on Mainstreet

Mora County, in collaboration with the Mora Mainstreet Arts & Cultural Compound (formally designated by New Mexico Mainstreet), has undertaken significant community projects aimed at bolstering the creative economy and foster community engagement. This volunteer-based organization has successfully instigated the Mora Market on Mainstreet planning, development, and initial grant application, while also overseeing coordination, steering, communications, and marketing efforts with local artisans and WESST. Additionally, documentation and outreach activities have been a critical focus.

Workshops and Mentoring for Artisans

Before the market season commenced on May 4th, artisans were provided with the opportunity to attend eight mentoring workshops in Mora, facilitated by WESST. The primary objective was to ensure artisans were adequately prepared to handle increased sales and exposure, transitioning their hobbies into viable businesses. These workshops covered essential topics including:

- Creating a Business Plan
- Product Pricing Strategies
- Branding and Marketing
- Social Media Utilization
- Product Photography
- Website Design
- Two-Year Free Hosting with GoDaddy

Individualized mentoring sessions were also available to provide personalized guidance on networking and collaboration beyond the weekly market events. The workshops significantly enhanced artisans' knowledge and skills. Hosting these workshops in Mora eliminated the travel barrier, making it more accessible for participants.

Resource Provision and Infrastructure Development

To further support artisans, canopies, tables, and chairs were provided, removing the financial burden of acquiring these costly items. Marketing and promotional activities were launched across various media platforms to encourage participation in the workshops held from February 17th to April 13th. Marketing efforts also spotlighted events featuring market artisans, and an information booth at the market offered valuable details for attendees and potential new vendors.

Impact of the Mora Market on Mainstreet

The Mora Market on Mainstreet presented a vital opportunity for the community, which has faced significant challenges due to recent fires and the outmigration of its younger population. The market played a crucial role in rebuilding and reconnecting the community, enhancing skills, infrastructure, and market space for creative entrepreneurs. Grant funds were utilized to establish a formal weekly outdoor craft market, provide musicians for the events, and procure a portable all-terrain stage with a canopy for performances. This stage, along with seating and shaded canopies

for the audience, has substantially improved Mora County's infrastructure, offering a proper platform for future public events within the creative industry.

Community, Stakeholder, and Industry Participation

The success of the Mora Market on Mainstreet can be attributed to the active participation and collaboration of various community members, stakeholders, and industry partners. Local artisans played a vital role, engaging in the market events and workshops with enthusiasm and dedication. Stakeholders, including the Mora Mainstreet Arts & Cultural Compound, WESST, the David Cargo Library, and local growers' co-op provided essential support in terms of facilities and resources. The involvement of these stakeholders ensured the provision of high-quality workshops and the necessary infrastructure to facilitate market operations. New Mexico MainStreet contributed expertise and resources, enhancing the market's visibility and reach through effective marketing and promotional campaigns.

Job Creation and Economic Contributions

The initiative has created new job opportunities for local artisans by transforming hobbies into viable businesses. The market events have generated income for vendors, stimulating economic growth within the community. Additionally, the market's infrastructure investments, such as the portable stage and seating, have created ancillary job opportunities related to event management and maintenance. The enhanced skills and knowledge gained by artisans through workshops have enabled them to expand their customer base and increase sales, further contributing to the local economy.

Tracking and Outcomes

Each market event was meticulously tracked, recording the number of vendors and attendees. Artisans provided feedback on their sales and investments, demonstrating the market's positive economic impact.

Conclusion

Mora County, characterized by persistent poverty and underserved communities, benefited immensely from the Mora Market on Mainstreet initiative. Designed to provide low-barrier opportunities, the market enabled artisans to increase their income, expand their customer base, and enhance their skills. By supplying tables, chairs, and booths, and offering mentorship, marketing, and IT services, the program ensured equitable access to essential tools for growing thriving creative businesses. Conducting all workshops in Mora eliminated travel challenges, further supporting local artisans. The eight craft markets successfully united the community, bolstering the local creative industry and contributing to the overall revitalization of MainStreet.

Preliminary Expenses subject to change

Expense Description

**Creative Industries Grant
Funds**

Portable all terrain stage +set up/down	8,400
Musicians	\$10,000
WESST workshops	\$11,675
Part-time coordinator	\$7,200
Administrative costs	\$10,000
Marketing	\$4,236
Trash container	\$399
Portable toilet	\$350
Canopies, tables, chairs, other fair elements	\$12,000

Rough Sales Overview from Mora Market

Vendor 1	\$800
Vendor 2	\$600
Vendor 3	\$200
Vendor 4	\$750
Vendor 5	\$450
Vendor 6	\$185

Videos:

<https://youtu.be/TyQtOE3XQ0o>

https://youtube.com/shorts/8Eww3HAm3_c?feature=share

Cards distributed to mark Creative Industries Week – June 3-9




HISTORIC MORA


Photos © SharonStewart - www.sharonstewartphotography.net



HISTORIC MORA



Mora is a traditional agricultural valley surrounded by the picturesque Sangre de Cristo mountains with the Great Plains stretching to the east. Long a crossroads between ancient Indigenous paths and more recently the Santa Fe Trail, it is a short drive from historical sites and world-class amenities of northern New Mexico. Our valley is a green oasis due to a complex network of hand-crafted, gravity flow irrigation systems, *acequias*, one of the largest remaining in the New World, whose clear waters continue to sustain heirloom farming and ranching. The land and our Norteño way of life illustrate the unique blending of cultures that has been preserved for generations.

Mora is culturally intact. Authentic. The legacy of the past and strength of its people shape and enhance our vital sense of independence and identity. Connected to our roots as a reflection of what remains, we see the opportunity to grow our community for an enhanced tomorrow still firmly anchored in our history and values.

Mi familia, Mi tierra

MY FAMILY, MY LAND

The New Mexico Creative Industries Division
is hosting a week of online special events

JUNE 3-9

learn more at: www.moramainstreet.org



Photos © Sharon Stewart. www.sharonstewartphotography.net



**Mora Market on Mainstreet
Attendees**





Agua Negra - May 4th



Syd Masters - May 11



Hamilton Band - May 18

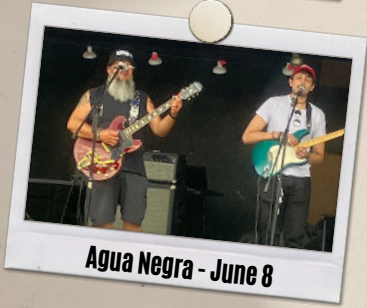


Valdez - May 25

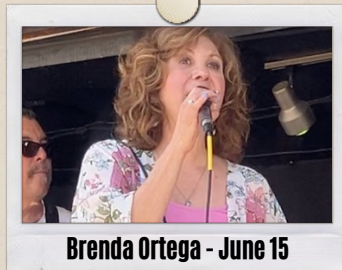
**Mora Market on Mainstreet
Performing Artists/Bands**



Danny Duran - June 1



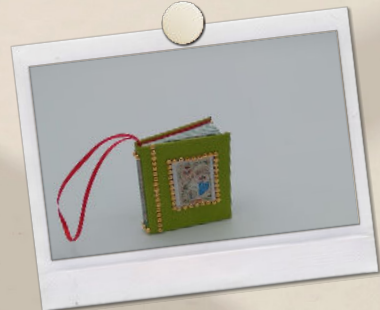
Agua Negra - June 8



Brenda Ortega - June 15



Masizo - June 22



Mora Market on Mainstreet
Craft Goods





Mora Market on Mainstreet

Vendors

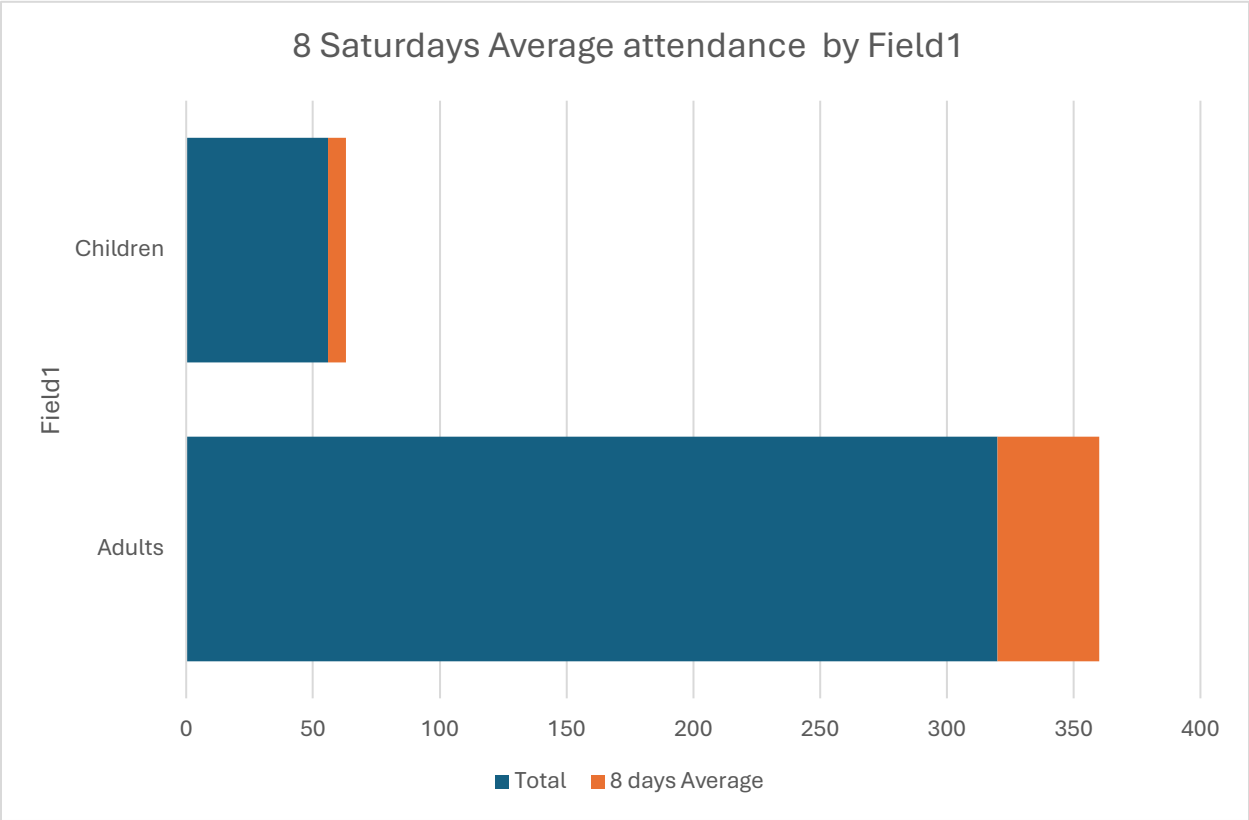




Mora Market on Mainstreet

Vendors





Media promotion	Respondents learned about market
Driving By	121
Word of mouth	99
Facebook	64
Live or work near by	25
Vendor supporter	22
Attends every Saturday	18
La Voz	15
Flyer (post office + Hatchas' signs	14
NM True	5
Enchantment magazine	4
Website	3
Co-Op	2
attended MCC meeting	2