

# The Pathfinder



Sept 17, 2025

## FROM THE SECRETARY



### Great Cities Have Great Downtowns

Revitalizing a community's downtown is the spark that brings new life to its economy, attracts visitors, supports small businesses, and gives the next generation a reason to stay.

New Mexico MainStreet — a division of EDD — has been helping our communities thrive for 40 years. From big towns to small villages, it touches every corner of our state, bringing people back downtown, fueling the economy while preserving history.

This fall, we'll gather in Alamogordo for the MainStreet Institute and look ahead to the Route 66 Centennial celebrations. Along the way, we encourage you to explore MainStreet districts across New Mexico — from Arts & Cultural Districts to Historic Theater Districts — each one brimming with the rich culture that makes our state so special.

There's no better time to discover what our communities have to offer.

Rob Black  
Cabinet Secretary, NM Economic Development Department

## NEWS



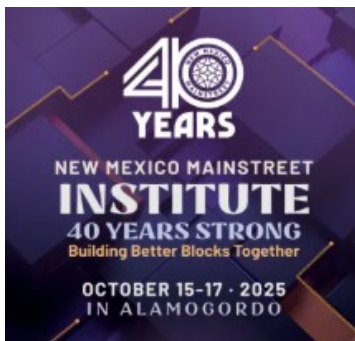
### An interview with NM MainStreet Director Daniel Gutierrez

This week, we sat down with NM MainStreet Director Daniel Gutierrez to dive deeper into the MainStreet program and why Daniel feels so strongly about revitalizing downtowns across the state.

"New Mexico MainStreet helps communities revitalize their downtowns, supporting local businesses while preserving history and culture. I always say, MainStreet is like a self-help program for a community. They decide what will work best for them, and we help make it happen."

Learn more: [Visit the New Mexico MainStreet website](#)

Read: Daniel's full interview



## 2025 MainStreet Institute - Oct 15-17

The 2025 NMMS Institute in Alamogordo brings together local leaders, state partners, and revitalization professionals for three days of hands-on learning and collaboration focused on planning and strategies for successful projects with the Alamogordo MainStreet Great Blocks Project as our learning lab.

As we celebrate the program's 40th anniversary, we honor the legacy of successful public-private partnerships and share proven strategies to strengthen communities, support small businesses, and preserve our historic commercial districts for generations to come.

Join the fun: [NM MainStreet Institute](#)



## Get your kicks on Route 66!

NM MainStreet districts along Route 66 have a diverse and authentic story to share with visitors. Each district will highlight local projects and activities that focus on economic growth, business enrichment, and arts and culture, building awareness through events and promotions. This celebration gives our communities the opportunity to show off how they are creating a place where people and commerce thrive.

We invite you to come see the beauty of New Mexico's MainStreet communities for yourself.

Explore with us: [Route 66 Centennial](#)

Read: History, culture, local pride shine across the Mother Road for its 2026 Centennial

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## EDD OPPORTUNITIES

### Trails+ Grant

Supports planning, development, and improvement of trails and related infrastructure.

· Applications deadline: Sept 30

· Info: [nmoutside.com/grants/trails-plus](https://nmoutside.com/grants/trails-plus)

### Adventure Pitch Fest

A gathering of outdoor entrepreneurs, gear makers, guides, and innovators showcasing products/services to investors and other outdoor enthusiasts. \$15k up for grabs in the business pitch competition.

- Applications deadline: Sept 30
- Event date: Nov 6
- Location: Railyards in Albuquerque
- Info: [nmoutside.com/our-work/adventure-pitch](https://nmoutside.com/our-work/adventure-pitch)

### CAREERS

Senior Administrative Assistant – Office of the Secretary (Albuquerque)

Posting End Date: 09/24/2025

Job ID 157894

Pay Band C4

**Economic Transition Representative (Albuquerque)**

Posting End Date: 09/24/2025

Job ID 157881

Pay Band C7

**Senior Administrative Assistant – Film Office (Albuquerque)**

Posting End Date: 09/25/2025

Job ID 157975

Pay Band C4

**Communications and Data Specialist (Albuquerque)**

Posting End Date: 09/25/2025

Job ID 157931

Pay Band C6

**Senior Economic Development Coordinator (Albuquerque) – 2 positions**

Posting End Date: 10/04/2025

Job ID 157723

Pay Band C9

Find out more about EDD job opportunities at [EDD.NewMexico.gov/careers](https://edd.newmexico.gov/careers)

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## RESOURCE WRAP-UP



### Resource Highlight:

## New Mexico MainStreet announces upcoming events

### New Mexico MainStreet Institute in Alamogordo

October 15-17, 2025

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**Register:** <https://tickets.holdmyticket.com/tickets/450742>

**Cost:** \$35 plus tax and fees.

### New Mexico MainStreet Conference in Albuquerque

February 18-20, 2026

More details will be available soon at [nmmainstreet.org](https://nmmainstreet.org)

Cost is \$35 plus tax and fees.

### Main Street America Now Conference in Tulsa, Oklahoma

April 13-15, 2026



## For Businesses

### Small Business Credit Survey

**Small business leaders, be heard.** What have been your recent experiences in pursuing financing? What are your expectations for profitability, hiring, and more over the next 12 months? The Small Business Credit Survey is open through **November 14**. Take the 12-minute survey today!

### Manufacturer's Access to Revolving Credit (MARC) Program

This SBA loan program is a new source of liquidity for small manufacturers, while offering lenders maximum flexibility to structure working capital loans. It provides more options to meet businesses' unique working capital needs.

### Federal Government Eliminating Paper Checks

U.S. Department of the Treasury will stop issuing paper checks after September 30. Bank On New Mexico offers a flyer to share and virtual mini webinars on no-overdraft, low- or no-cost checking accounts. The next webinar is September 17, at 6 pm.

### Host a High School Intern (Santa Fe)

Santa Fe Public Schools (SFPS) Work-Based Learning (WBL) Program invites local businesses to apply to host a high school intern. Deadline: Sept 19.

### Leadership Coaching Office Hours for Entrepreneurs

Reserve your virtual or in-person (Albuquerque) 1:1 coaching with Scott Tafoya. Sept. 22, Oct 20, Nov 10, and Dec 15.

### AT&T Small Business Contest

Apply or nominate a small business to win \$50,000, 1 year of AT&T service with a brand new device, and featured content with an AT&T #ShesConnected athlete. 4 runners-up will receive \$5,000. Deadline: Sept. 30.

### NM Edge Ops Microgrant

\$2,500 microgrant for consulting services focused on streamlining operations, enhancing market strategy, and tech readiness. Accepted on a rolling basis through September.

### Startup Sprint Doña Ana

Free 6-week online business support program for new businesses in Doña Ana County. Apply by Oct 2.

### Native American Business Roundtables (City of Santa Fe)

Monthly gatherings create space for Native American entrepreneurs, artists, and business owners to connect, share resources, and build pathways to success. Upcoming meetings on Oct 14 and Nov 12.

## For Communities & Nonprofits

### Brownfields Job Training Grants

Grants to organizations to recruit, train, and place unemployed or underemployed residents, especially from brownfield impacted communities, in environmental cleanup and remediation jobs. Deadline: Sept 26.

### T-Mobile Hometown Grants

Main Street America and T-Mobile have partnered to offer grants for towns with 50,000 people or less to revitalize the community. Main Street programs are encouraged to apply. Deadline: Sept 30.

### Paul Bruhn Historic Revitalization Program

Fosters economic development in rural communities through the rehabilitation of historic buildings by providing recipients with a single grant that is then regranted in smaller amounts to individual projects. Deadline: Sept 30.

### National Trust for Historic Preservation Grants

- [Preserve Route 66 Grant Fund](#) Sept 30
- [Preserve Route 66 Legacy Business Grant Fund](#) Sept 30
- [National Trust Preservation Fund](#) Oct 1

### YCC RFP

Submit project proposals employing New Mexicans ages 14–25 on conservation and community benefit projects, with awards up to \$225,000. Deadline: Oct 8.

### Spark Good Local Grants

Walmart provides local grants of \$250–\$5,000 to organizations for a variety of public benefit projects. Deadline: Oct 15.

### Health and Human Services Service Area Competition Grants

Support the delivery of comprehensive, high-quality primary health care services. Deadline: Sept 22.

### Multistate Conservation Grants

Funding for wildlife and sport fish restoration projects that address regional or national priority needs of state fish and wildlife agencies and their partners that are beyond the scale, scope, and capabilities of a single state. Deadline: Sept 27.

### Jobs Plus NOFO

Awards to public housing authorities to develop employment-related services that will increase the economic self reliance of HUD-assisted residents. Deadline: Oct 27.

### Technical Assistance to Tribes

Financial and technical assistance to federally recognized Tribes for projects that develop, manage, and protect water-related resources. Maximum award \$2M/applicant; \$1M/proposal. Deadline: Oct 28.

## Upcoming Events



Sep 22 | [UNM Rainforest Leadership Coaching Office Hours for Entrepreneurs](#)  
Sep 23 | [Strategizing and Writing Your Best Proposal for the SBIR/STTR Grant](#)  
Sep 23 | [Need a website but don't know where to start?](#)  
Sep 24 | [NM Startups Pitch & Match \(Albuquerque\)](#)  
**SAVE THE DATE:** Sep 24-25 | [2025 Governor's Conference on Economic Development](#) (ABQ)  
Sep 25 | [Fundraising for Non-Profits - Basics](#)  
Sep 26 | [Boots to Business \(Reboot\) Training](#)  
Sep 30 | [Strategic Decision-Making for Start-up Founders, Funders, and Teams](#)  
Oct 3 | [ActivateNM Speed Mentoring \(Albuquerque\)](#)  
Oct 9 | [Speed Mentoring - Santa Fe Navigator Program](#)  
Oct 14 | [Native American Business Roundtable - City of Santa Fe](#)  
Oct 17-18 | [Women's Leadership Luncheon & Summit \(Santa Fe\)](#)  
Nov 19 | [UNM Business & Economic Summit \(Albuquerque\)](#) - register by Nov 14 online to attend for free.

For ongoing and on-demand events, or to search for other events in your area, visit us at [edd.newmexico.gov/events](http://edd.newmexico.gov/events)

Visit our YouTube channel to view previously recorded EDD webinars:  
[www.youtube.com/@newmexicoeconomicdevelopment](https://www.youtube.com/@newmexicoeconomicdevelopment)

*We love to hear from you!*

- Submit resources for the Pathfinder newsletter to [Pathfinder@edd.nm.gov](mailto:Pathfinder@edd.nm.gov)
- List a business or community resource on our Resource Map at [edd.newmexico.gov/resource-map](http://edd.newmexico.gov/resource-map)
- Add an event to our calendar at [edd.newmexico.gov/events](http://edd.newmexico.gov/events)



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