



**GALLUP MAINSTREET
ARTS & CULTURAL
DISTRICT**

ANNUAL REPORT

FY20



DOWNTOWN, TOGETHER

Kara Q. Smith, Executive Director

At our core, Gallup MainStreet Arts & Cultural District (GMSACD) is an organization designed to be flexible and responsive, able to identify and leverage community assets as tools for sustainable (and thoughtful) growth of our downtown economy during any set of circumstances. To help our community overcome the multitude of challenges COVID-19 continues to present, these core aspects of our work will continue to be crucial components enabling our organization to innovatively approach resiliency and recovery, even as things shift. But we can't do it alone.

What are these assets that inform the work we do? There are many economic advantages that are the foundation of our downtown district: our arts and cultural resources; our historic buildings and structures that have weathered many an economic storm; and, our people—our business owners, artists, workers, and residents. In particular, the amazing (and already resilient) folks who operate the small businesses in our downtown district are the heartbeat of our existence and it is essential that we help them sustain their operations while simultaneously working together to plan ahead for a vibrant and bustling Downtown Gallup.

First, we must focus on resiliency. The foundations of resilience can already be seen in downtown businesses who have quickly shifted operations to meet different needs of their patrons, or have found new ways to offer their services and deliver support to our community. Current key initiatives include: Building a virtual downtown shopping marketplace; Offering grants and workshops to businesses; and getting creative with how we promote downtown safely.

Second, though holding equal weight to resiliency, we must focus on recovery. This falls into several categories of initiatives that GMSACD has currently prioritized: Expanded business and entrepreneur support; Coal Avenue Commons construction mitigation; expanded programming and promotion of downtown to build business and pride.

Ultimately, the success of all of the work we are undertaking in response to COVID-19 and to help think ahead for Downtown Gallup depends on our greatest asset: our community. Skill-sharing, survey taking, partnerships, event participation, collaboration: these are the tools that underscore resiliency and our collective success in recovery. Together, we got this.

Our Partners



**CITY OF
GALLUP**



Thank you

YEAR IN REVIEW

\$800,000 raised for Coal Avenue Commons construction

\$23,000 project grants received for FY20 programs

\$49,600 project grants received for FY21 programs

\$46,000 NPS funds for historic facade improvements

\$7,500 granted to small businesses for COVID-19 relief

\$1,600 received for FY20 program sponsorships

100+ small business visits + meetings

50+ community + partner meetings

20 community programs with partners

10 entrepreneur boot camp graduates

3 new murals

2 board planning retreats

615 new Facebook followers

548 new Instagram followers

100+ promotions of downtown businesses + programs

16 media articles on GMSACD initiatives

National recognition for Gallup:

1 of 20 national communities selected for the 2020 Levitt AMP [YOUR CITY] Grant Award

1 of 3 communities in New Mexico selected for the National Main Street Facade Improvement Grant Program

1 of 8 national communities selected for the Grills Fund for Main Street Revitalization Grant.



COMMUNITY REINVESTMENT

Our accreditation through our state coordinating network, New Mexico MainStreet, brings priceless and crucial free services that bolster the capacity of our organization, and provide direct assistance to business owners and community members. Below is the market value of some of these services from FY20.

Board training, organizational consulting	\$10,500
Small business support assistance	\$3,000
Brand development + marketing	\$6,000

Grants received thanks to New Mexico MainStreet accreditation:

Capital Outlay (Nov 2019)	\$800,000
New Mexico Resiliency Alliance (Jul 2019)	\$8,000
New Mexico Resiliency Alliance (May 2020).	\$7,000



We are excited to work with partners and funders to bring these initiatives to our community in FY21:

- Coal Avenue Commons construction mitigation, feat. arts projects, marketing, and a new + improved downtown experience
- 10 FREE community concerts for Levitt AMP Gallup Music Series
- Expanded services and opportunities for small businesses + entrepreneurs
- A refreshed organizational brand + downtown merchandise!



GMSACD BOARD MEMBERS

Without them, our work wouldn't be possible!

Emerald Tanner, President + Secretary

Mark Horn, Vice President

Tiffany Benson, Treasurer

Rhonda Quintana

Carol Sarath

Mary Walker

Brandon Howe, ex-officio

Maryann Ustick, ex-officio

GMSACD Board + Staff would like to thank and acknowledge Louie Bonaguidi and Evan Williams for their years of service as board members; their impact is lasting.

Gallup MainStreet Arts & Cultural District

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