



FOR IMMEDIATE RELEASE  
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### **Gallup MainStreet Launches Small Business & Entrepreneur Resource Initiative**

Gallup, NM -- Gallup MainStreet Arts & Cultural District (GMSACD) is pleased to announce a new suite of programs aimed at providing financial and capacity-building support to small businesses to help our community adapt to the challenges currently presented by the COVID-19 health crisis. In addition, the initiative will offer support to aspiring business owners in an effort to create avenues for economic growth in our downtown district. The initiative is being launched as a virtual-offering program and will grow to continually support small businesses and entrepreneurs as situations shift over time. The inaugural components of the initiative include:

- **Resilient Businesses Grant Program**  
A limited-capacity program for small businesses located within the MainStreet district. Participants will attend webinars on e-commerce solutions & recovery positioning strategies, receive one-on-one mentoring, and be awarded funds to assist with: delivery service support, inventory assistance, rent abatement, and adding online services.
- **Hatch It! Entrepreneur Boot Camp**  
Aspiring business owners will participate in a webinar-equivalent of a two-day session focused on entrepreneurship, strategy, and resources. Participants will receive one-on-one mentoring and the chance to participate in a pitch session that will result in the distribution of seed money to at least one participant.

“This initiative seeks to be the catalyst for business adaptation in our district, as the struggle to respond to the COVID-19 crisis continues to unfold, but specifically these efforts are focused on recovery,” said Executive Director Kara Q. Smith, “The launch of the granting programs are one part of a longer-term initiative that will include technical resources & assistance, mentorship, construction mitigation efforts, and support to businesses.”

GMSACD wishes to thank and acknowledge the New Mexico Resiliency Alliance Resilient Communities Fund, Albuquerque Foundation/United Way of Central New Mexico Emergency Action Fund, New Mexico MainStreet, and Wells Fargo Foundation for their support of our programs and organization.

“We are especially grateful for these resources available to our community as an accredited Main Street program and the hard work of our devoted director, Kara Smith. We look forward to utilizing these funds received creatively to support and promote our economic health downtown,” said GMSACD Board President Emerald Tanner.

For more information visit: <https://gallupmainstreet.org/>

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