



MainStreet Truth or Consequences · P.O. Box 1602 · Truth or Consequences, NM 87901

**MainStreet Truth or Consequences** has been working to **revitalize our community for 16 years**, and the results are clear. From improved streetscapes to growing businesses and well-loved community events, our downtown has come a long way thanks to the support of residents, local businesses, and community partners. A vibrant downtown is essential to economic growth, and our work continues to make TorC a great place to live while attracting new residents and visitors.

2025 was especially impactful for MainStreet TorC. We received a three-year **Levitt AMP Music Series Grant**, allowing us to present free outdoor concerts beginning in 2026. This highly competitive grant was awarded thanks in large part to overwhelming community support, and will deliver high-quality live music for years to come.

Another major milestone was the start of construction on the **Foch Street Great Blocks Project**. After years of planning, the stretch of Foch Street between Main and Broadway is being fully renovated with new paving, sidewalks, landscaping, and street amenities. This project is funded by \$2.9 million of New Mexico MainStreet Capital Outlay funding secured by MainStreet TorC.

In the fall, we launched **TorC Curb Appeal**, a microgrant program that resulted in over \$16,000 invested in exterior improvements at nine downtown storefronts. We also organized a successful **Small Business Saturday** promotion that encouraged residents to shop locally. In just one day, nearly \$10,000 in receipts from Sierra County small businesses were submitted for our local raffle.

Community events remain a cornerstone of our work. MainStreet TorC hosts **Trick or Treat Downtown**, **Old-Fashioned Christmas & Parade of Lights**, and **Second Saturday Art Hop** - events that bring residents and visitors together in our vibrant downtown and drive foot traffic to local businesses. We also oversee the planning and coordination of **Fiesta**, one of the community's most beloved traditions.

We also continue to promote Truth or Consequences to the wider region. In 2025, our **Redefine Marketing Campaign** included print and digital ads in regional publications, digital billboard advertising, and the launch of a TorC tourism website. Looking ahead to 2026, we will produce and broadcast a television and social media commercial and publish a **Relocation Guide**. We are finalizing a **Wayfinding Signage Plan** and will pursue grant funding to manufacture signage that helps guide visitors into and around town and promotes economic vitality.

Additional past successes include the Healing Waters Plaza, Business Development Speaker Series, Customer Service Training courses, the Hot Springs Festival, Scoop the Loop & Sock Hop, E-commerce Workshops, Business Breakfasts, and more than 30 downtown beautification projects.

You can be part of this ongoing revitalization by **becoming a MainStreet TorC sponsor**. On the following page, you'll find our 2026 sponsorship opportunities. As we are a **501c3 nonprofit organization**, your contribution is tax-deductible. If you have questions about sponsorship options or would like to arrange a payment plan, please call 575-208-4093 or email [director@torcmainstreet.org](mailto:director@torcmainstreet.org).

**Thank you for your continued support. We wish you a healthy and successful year ahead.**