



Shop MainStreet is a statewide campaign calling on residents of New Mexico to shop in our historic, downtown districts for the holiday season. New Mexico MainStreet, the New Mexico Economic Development Department, local MainStreet Districts and Arts & Cultural Districts in New Mexico present this campaign.

***When we Shop MainStreet, we support "homegrown" small businesses and positively impact our local economy and community.***

Following is a list of participating communities and some of the events that will be featured in each of our communities. Please contact the local MainStreet program for more information and more events.

We are excited to have great participation and encourage everyone to support our homegrown businesses and Shop MainStreet for the holiday season!

#### MAINSTREET COMMUNITIES

Alamogordo  
Albuquerque - Nob Hill  
Belen  
Clovis  
Farmington  
Harding County  
Los Alamos  
Raton  
Truth of Consequences

Albuquerque - Barelas  
Albuquerque - South Valley  
Carlsbad  
Corrales  
Gallup  
Las Cruces  
Lovington  
Roswell  
Tucumcari

Albuquerque - Downtown  
Artesia  
Clayton  
Deming  
Grants  
Las Vegas  
Portales  
Silver City  
Zuni

## *Holiday Events and Activities in NMMS Communities*

### **ALAMOGORDO**

#### **Olde Fashioned Christmas**

December 5, 4-9 PM

Recreating an early 1900's era Christmas celebration with horse drawn carriage rides, a live nativity, carolers, Little Miss Christmas Contest, old-fashioned Santa's Village and businesses open late.

Information: Jan Carstaedt, 575.442.6863, [jcarstaedt69@gmail.com](mailto:jcarstaedt69@gmail.com)

### **ALBUQUERQUE - NOB HILL**

#### **Nob Hill Holiday Shop and Stroll**

December 3, 5:30-10 PM

The Holiday Shop and Stroll is an opportunity for residents to spend the evening enjoying live entertainment, holiday specials and sales, and sweet treats and delicious food. This year the Holiday Shop and Stroll will serve as the kick-off for our Holiday Scavenger Hunt. The scavenger hunt will run from December 3 to December 19.

Information: 505.923.0859, [nobhillabqmainstreet@gmail.com](mailto:nobhillabqmainstreet@gmail.com), [www.rt66central.com](http://www.rt66central.com)



### **ARTESIA**

#### **Shop Small Saturday**

November 21

Shop Small Saturday is an initiative that Artesia is hosting downtown in an effort to promote our small businesses during the holiday shopping season. The event will include a block party with music and food as well as sale promotions with our downtown merchants.

Information: (575) 308-6492, [mainstreet@pvt.net](mailto:mainstreet@pvt.net), [www.artesiainmainstreet.com](http://www.artesiainmainstreet.com)

### **Light Up Artesia & Parade of Lights**

December 3, 6 PM

Light Up Artesia is an annual event to officially kickoff the holiday season. This Thursday night event brings together our community through a Light Up Parade down Main Street, promotions throughout our downtown merchants and the arrival of Santa Claus!

Information: (575) 308-6492, [mainstreet@pvtv.net](mailto:mainstreet@pvtv.net), [www.artesiainmainstreet.com](http://www.artesiainmainstreet.com)

## **AZTEC (Frontier Community)**

### **Christmas Festival**

December 10-31

Including a business light competition, the Evening of Lights and Nutcracker on Dec 10; Christmas Carnival on Dec 11; and many more exciting events on Dec 12. See our website for more events and details.

Information: 505.334.9551, [www.aztecchamber.com](http://www.aztecchamber.com)

## **BELEN**

### **Miracle on MainStreet Parade & Festival**

November 28, 6-8 PM

Information: 505.864.8091, [Rhona@belenchamber.org](mailto:Rhona@belenchamber.org), [www.belenmainstreet.com](http://www.belenmainstreet.com)

### **Bugg Light Display at the Harvey House**

November 28-December 31, Nightly

Join us for a beautiful light display every evening free to the community.

Information: 505.864.8091, [Rhona@belenchamber.org](mailto:Rhona@belenchamber.org), [www.belenmainstreet.com](http://www.belenmainstreet.com)

## **CARLSBAD**

### **Shop Carlsbad MainStreet**

November 28, Noon-8 PM

Information: 575.628.3768, [www.carlsbadmainstreet.org](http://www.carlsbadmainstreet.org), [info@carlsbadmainstreet.org](mailto:info@carlsbadmainstreet.org)

### **Nights of Lights**

November 28, 3-7 PM

Join us for music, food, holiday vendors, community tree and Santa in the Halagueno Arts Park.

Information: 575.628.3768, [www.carlsbadmainstreet.org](http://www.carlsbadmainstreet.org), [info@carlsbadmainstreet.org](mailto:info@carlsbadmainstreet.org)

### **Electric Light Parade**

November 28, 7 PM

Information: 575.628.3768, [www.carlsbadmainstreet.org](http://www.carlsbadmainstreet.org), [info@carlsbadmainstreet.org](mailto:info@carlsbadmainstreet.org)

## CLOVIS

### **Shop Downtown Saturday**

November 28, during business hours of our Clovis MainStreet District businesses.

Visit our district and shop 'til you drop, or your credit card stops working!

Information: [www.clovismainstreet.org](http://www.clovismainstreet.org), 575.309.8370

### **Clovis MainStreet Christmas Lights Parade**

December 5, 6 PM

Information: [www.clovismainstreet.org](http://www.clovismainstreet.org), 575.309.8370



## **CORRALES**

### **Shop Small Saturday**

November 28

Shop Small Saturday is the beginning of our shop local campaign for the holidays – check out the great shopping in the Village!

Information: [sandyasmussen@gmail.com](mailto:sandyasmussen@gmail.com), [www.visitcorrales.com/](http://www.visitcorrales.com/)

### **Saturday with Saint Nick**

December 5

A fun, community event to promote eating and shopping in the Village before the Starlight parade and St. Nick visit, bonfire and green chile at the Rec Center.

Information: [sandyasmussen@gmail.com](mailto:sandyasmussen@gmail.com), [www.visitcorrales.com/](http://www.visitcorrales.com/)

## **FARMINGTON**

### **Turkey Trot and Gobble Wobble**

November 21, 9 AM to Noon

The event will be held at Orchard Plaza and will feature a 5K Turkey Trot and 2 Mile Gobble Wobble. Registration is \$20 and participants receive a t-shirt and meal. This is a family friendly event.

Information: Farmington Recreation Center, 505.599.1184

### **Small Business Saturday and Holiday Art Walk**

November 28, 5-9 PM

Information: Farmington MainStreet, 505-599-8442

### **Miracle on MainStreet**

December 6, 2-6 PM

Farmington Civic Center

Craft Fair from Noon-6 PM

Information: [www.fmtn.org/miracleonmainstreet](http://www.fmtn.org/miracleonmainstreet)

### **Reindeer Romp and North Pole Stroll**

December 19, 4-6 PM

The event will be held at Orchard Plaza and will feature a 5K Reindeer Romp and 2 Mile North Pole Stroll. Registration is \$15 and participants receive a t-shirt. This is a family friendly event with games, music, refreshments and Santa!

Information: Farmington Recreation Center, 505.599.1184, [www.fmtn.org/webtrac](http://www.fmtn.org/webtrac)

## GALLUP

### Community Christmas Parade

December 5, 1 PM

Information: Celia, 505.722.2228, <http://business.thegallupchamber.com>



## GRANTS

### Shop Downtown Saturday

November 28 during business hours of our local businesses.

Information: 505.285.3573

### 19<sup>th</sup> Annual Holiday Light Parade

December 12, 6 PM

Theme: Downtown Disco Holiday

Free hot cocoa, fire pits, s'mores, and Santa.

Information: 505.285.3573

## **LAS VEGAS**

### **Electric Light Parade**

December 5, starts at dusk (6-6:30 PM)

Theme: Everything Old Is New Again

Information: 800.832.5947, [www.visitlasvegasnm.com](http://www.visitlasvegasnm.com); [mainstreetdelasvegas@gmail.com](mailto:mainstreetdelasvegas@gmail.com)



## **LOS ALAMOS**

### **Small Business Saturday**

November 28

Information: 505.661.4844, [suzette@losalamos.org](mailto:suzette@losalamos.org), [www.lamainstreet.com](http://www.lamainstreet.com)

### **Winterfest Week**

December 4-7

Holiday Lights Parade, fun and family events.

Information: 505.661.4844, [suzette@losalamos.org](mailto:suzette@losalamos.org), [www.lamainstreet.com](http://www.lamainstreet.com)

## **LOVINGTON**

### **Small Business Saturday**

November 28

Lovington MainStreet will partner with American Express & local downtown merchants to promote Small Business Saturday. We will provide advertising for participating businesses that are willing to offer promotions and sales incentives to the community. This will increase traffic downtown and encourage people to shop in our own community first for their Holiday purchases.

Information: 575.396.1418, [director@lovingtonmainstreet.org](mailto:director@lovingtonmainstreet.org), [www.lovingtonmainstreet.org](http://www.lovingtonmainstreet.org)

## **Christmas on the Plaza**

November-January

Lovington MainStreet will partner with downtown business owners and the City of Lovington to add a special Holiday glow to the district this year. In addition to the decorating of storefronts, streetscapes and plazas downtown, soft white, energy-efficient LED rope lights will light up the roof top edges of the buildings surrounding the Lea County Courthouse on Central, Main & Washington Streets. The lights are on timers, set to come on at dusk each evening mid-November through the beginning of January, making the beautiful historic downtown district of Lovington even more picturesque this season!

Business owners will join in the Holiday Spirit by collaborating with Lovington MainStreet to offer special promotions, sales, and Open House events, which will encourage everyone to Shop Local for the Holidays and "Support Our Homegrown Businesses!"

Information: 575.396.1418, [director@lovingtonmainstreet.org](mailto:director@lovingtonmainstreet.org), [www.lovingtonmainstreet.org](http://www.lovingtonmainstreet.org)

## **Light Up Lea County**

December 10-12

Ice Skating: Thursday 4-9 pm; Fri 4-8 pm; Sat 9 am-12 pm

Electric Light Parade Thursday (12/10) at 7 pm

Cookies & Cocoa with Santa immediately following parade

Lovington MainStreet will partner with Lea County, Lovington Chamber of Commerce and Lea County Museum to host Light Up Lea County once again this year. The event kicks off on Thursday, December 10<sup>th</sup> at 4 pm with a portable ice skating rink; 30' castle slide; Gift Box Bouncer; inflatable Ornament photo op with photo equipment; food vendors; and musical entertainment. The Annual Electric Light Parade will be held on Thursday, the 10<sup>th</sup>, with floats traveling down Ave D to Main Street, beginning at 7 pm. Immediately following the Light Parade, the public is invited to have cookies and cocoa with Santa Claus at the Lea County Museum Town Hall on East Central Street. The Light Up Lea County Ice Skating festivities continue on Dec 11 from 4 pm to 8 pm & Dec 12 from 9 am to Noon. The event is free and open to the public.

Information: 575.396.1418, [director@lovingtonmainstreet.org](mailto:director@lovingtonmainstreet.org), [www.lovingtonmainstreet.org](http://www.lovingtonmainstreet.org)

## **Fall Festival Arts, Crafts & Marketplace**

November 7, 10 AM -6 PM

November 8, 11 AM -5 PM

Lea County Fairgrounds

Information: RaeLynn Dunlap, 575-396-5311, [www.lovingtonchamber.org](http://www.lovingtonchamber.org)





## **PORTALES**

### **Little Miss Merry Christmas Contest**

December 3, 6 PM at the Historic Yam Theater

As a part of Portales' holiday tradition, the Little Miss Merry Christmas Contest fundraises for the white Christmas lights that are on display throughout town and on the Courthouse.

Information: 575.356.8541, [www.portales.com](http://www.portales.com)

### **Christmas Jubilee and Lighted Christmas Parade**

December 4, 6:30 PM

The Christmas Jubilee and Lighted Christmas Parade starts at the City Rec Center and ends downtown. Celebrating its 29<sup>th</sup> year the Portales' Christmas Jubilee is a holiday family tradition. This year's activities include the Christmas Jubilee Lighted Parade with the presentation of the Little Miss Merry Christmas royal court on the square.

Information: 575.356.8541, [www.portales.com](http://www.portales.com)

### **Christmas Movie at the Yam**

December 12, 6 PM

Information: 575.356.8541, [www.portales.com](http://www.portales.com)

## **RATON**

### **Festival of Lights**

November 28, 6-7 PM on Historic First Street

Information: [www.ratonmainstreet.org](http://www.ratonmainstreet.org), [director@ratonarts.org](mailto:director@ratonarts.org), 575.445.2052

**Receipt Saver Program** (Nov. 28th - Dec. 28th) Shop locally and for every \$50 spent, receive a chance to win a recliner from Woody's Furniture plus many other prizes donated by downtown businesses.

Information: [www.ratonmainstreet.org](http://www.ratonmainstreet.org), [director@ratonarts.org](mailto:director@ratonarts.org), 575.445.2052

## **SILVER CITY**

### **25th Annual Lighted Christmas Parade**

November 28, 7 PM

The parade ends with a community wide celebration at the parade awards ceremony.

Information: 575- 534-1700, [www.silvercitymainstreet.com](http://www.silvercitymainstreet.com)

### **Christmas Gift Certificates**

November-December

Give someone special a gift certificate good at our MainStreet businesses.

Information: 575- 534-1700, [www.silvercitymainstreet.com](http://www.silvercitymainstreet.com)

## TUCUMCARI

### **Christmas Parade of Lights**

December 6, 5:30 PM

Join us for cookies, cocoa and Santa at the depot.

Information: 575.461.3701, [mainstreet@plateautel.net](mailto:mainstreet@plateautel.net)

## TRUTH OR CONSEQUENCES

### **Small Business Saturday**

November 28

MainStreet Truth or Consequences is partnering with the Chamber of Commerce to encourage people to shop local. There will be drawings for people who present receipts from local businesses.

Information: [ldemarino@hotmail.com](mailto:ldemarino@hotmail.com), [www.torcmainstreet.org](http://www.torcmainstreet.org)

### **7<sup>th</sup> Annual Old-Fashioned Christmas**

December 11, 6-9 PM

Downtown Truth or Consequences comes alive! Starting with the Christmas tree lighting in Evelyn Renfro Park, there are festivities abound throughout downtown. Local shops will be open to Shop MainStreet for holiday gifts. Visits with Santa, carolers, line dancers and more!

Information: [ldemarino@hotmail.com](mailto:ldemarino@hotmail.com), [www.torcmainstreet.org](http://www.torcmainstreet.org)

