



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Choose MainStreet: The ♥ of Local

New Mexico MainStreet's *Choose MainStreet* initiative launches on social media this week! Find a new post/graphic every week for the rest of the year on our [Facebook](#), [Twitter](#), and [Instagram](#) profiles to learn why the ♥ of local matters.

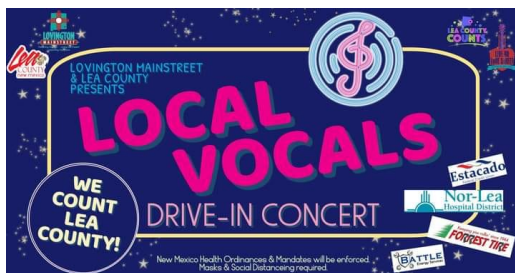
This initiative encourages shoppers to support local businesses in their MainStreet district and promotes the valuable MainStreet and Arts & Cultural districts throughout the state.

Please share these graphics on your own accounts to support MainStreet businesses and communities during the COVID-19 economic recovery and the upcoming holiday season.



Lovington Local Vocals Drive-In Concert

Saturday, September 12, 2020



Join [Lovington MainStreet](#) for a fun, COVID-safe night of live entertainment with Wicked West Band, The Thirsty Bird Band, La Verizon Norteña, and Conjunto Bengala.

They will also have volunteers assisting attendees fill out their

ABQ Prickly Pear Festival

Saturday, September 12, 2020



The New Mexico Prickly Pear festival

census. Those who fill out the census will be entered for a chance to win a gift card!

[Learn more](#)

celebrates everything prickly pear: food, art, and music.

To keep everyone safe and healthy, the festival will hold activities online. It will also feature a drive-thru/walk-thru market so you can pre-order products online. Tickets are donation based (suggested \$5-10) and all proceeds go to the Three Sisters Kitchen and COVID-19 relief for the Navajo (Diné) Nation.

[Learn more](#)

Webinar: Introduction to Cooperatives

Thursday, September 24, 2020



The term “cooperative” can refer either to a specific type of business entity recognized under the law or to the internal governance structure of an organization.

This webinar will cover the basics of cooperatives - what they are, how to form one, and what additional resources are available.

Panelists include Sandra McCardell and Mary Knoblock from the Coop Catalyst New Mexico.

[Learn more](#)

The Future of Tourism Summit

Tuesday, October 6, 2020



The New Mexico Tourism Department, in collaboration with tourism industry partners, will host a full-day, solution-focused virtual summit to discuss challenges facing the tourism industry and opportunities to support recovery.

Hear from leaders on how we can work together to position New Mexico for a strong recovery through tourism.

[Learn more](#)

Gallup's Downtown Stories Video Series

Las Vegas Cash Mob: Rough Rider Antiques

Wednesday, September 9, 2020



Downtown STORIES is a video series featuring voices of downtown local businesses. These videos are produced by [Gallup MainStreet Arts & Cultural District](#) with help from Imagine That! Design.

[Contact Gallup MainStreet](#) to get your business featured!

[Learn more](#)



Las Vegas NM Cash Mob, modeled after the successful Cash Mob in Raton, is a group of volunteers that have come together to help save small businesses during the pandemic.

Sponsored by [Main Street de Las Vegas](#), the Cash Mob holds virtual auctions on Facebook.

Since June 17th, they have held 11 Cash Mobs and raised over \$40,000 for small businesses.

[Learn more](#)

New Mexico MainStreet develops local capacity to engage people, rebuild places & grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities and a higher quality of life.

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