



# NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

New Mexico MainStreet Districts Support Small Businesses and the  
Community with Safe Shopping and Holiday Cheer

## The "12 Days of Christmas Virtual Cash Mob" with MainStreet Truth or Consequences



On Dec. 1-12, 2020 at 6:00 pm, [MainStreet Truth or Consequences](#) will go live on Facebook with virtual cash mobs. A different business will be featured each night:

- Zia Gallery, Dec. 2
- The Annex, Dec. 3
- RioBravo Fine Art Gallery, Dec. 4
- Dust, Dec. 5
- Geronimo Springs Museum, Dec. 6
- Morning Star Outfitters, Dec. 7
- Vic's Broadway New Mexico, Dec. 8
- Angel Remnants, Dec. 9
- Desert Archaic, Dec. 10
- Passion Pie, Dec. 11
- MainStreet Truth or Consequences Fundraiser, Dec. 12

Shop from the comfort of your home and arrange for safe shipping, delivery or pick-up!

[Learn more](#)

## "Shop Local Farmington, San Juan County" Facebook Group



The [Shop Local Farmington San Juan County Facebook Group](#) was established by the Farmington Chamber of Commerce in partnership with the City of Farmington and the [Downtown Farmington: A MainStreet Project](#) to support businesses by providing a one-stop-shop where consumers can easily find local goods and services.

When people shop local, eat local, and spend local, the entire community benefits!

Learn more

## "Ventanas Vivas" in Las Cruces



The [Downtown Las Cruces Partnership](#) and the [Las Cruces Arts and Cultural District Coordinating Council](#) are spearheading "Ventanas Vivas" -- a safe, fun, socially-distanced way for families to experience art, enjoy the holidays, and visit their favorite downtown shops and restaurants.

Local artists and business owners teamed up to decorate **23 windows** within the Downtown Arts & Cultural district.

In its second year, the colorful, pop-up murals include painted scenes of caroling, snowmen, cozy coffee drinking, Santa, and nativity scenes.

The City of Las Cruces partnered with local organizations to create [shopsouthernnm.com](http://shopsouthernnm.com) to make shopping local easy and convenient!

*Picture caption: @alley\_oop30 did a great job of capturing the vibe of Downtown Blues Coffee.*

Learn more

## MainStreet Roswell's "First Friday Parade of Windows Downtown"



[MainStreet Roswell](#) is holding a window decorating contest and it's the perfect time to walk around downtown (masks on & social distanced) and see the decorations in person on **Friday, Dec. 4, 2020**.

The Country Giant and The Crash radio stations are holding a food drive that same evening. "The

Radio-Active Food Drive" will collect non-perishable food for the Roswell Homeless Coalition at the Chaves County Courthouse.

Some businesses will be open as permitted, but you can also shop online, by email, phone, and most offer curbside pickup or delivery!

Learn more

## Clovis MainStreet's "Christmas Lights Parade Cruise"

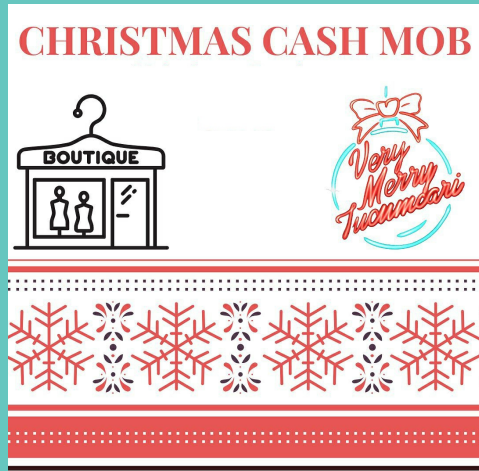


Join [Clovis MainStreet](#) from the safety of your vehicles as you drive by their community Christmas Lights Parade down Main Street on **Saturday, Dec. 5, 2020** at 6:00-8:00 pm.

At 6:00 pm, they will open two entrances: one at 14<sup>th</sup> St. allowing traffic to head southbound to Grand and one at Grand heading northbound to 14<sup>th</sup> street. Bring a cup of hot cocoa to enjoy while you drive by the lights!

[Learn more](#)

## Tucumcari MainStreet's "Christmas Cash Mobs"



[Tucumcari MainStreet](#) is partnering with the Tucumcari/Quay County Chamber of Commerce and local businesses for some very merry fun!

Get your holiday shopping done early and locally:

- Desert Rose Center, Dec. 2
- Paws & Claws, Dec. 4
- Historic Museum, Dec. 8
- Motel Safari, Dec. 9
- Vaquero Asador, Dec. 10
- Blanco Creek Boutique, Dec. 11
- Watson's BBQ & Ranch Supply, Dec. 12
- Teepee Curios, Dec. 14
- Arteformz, Dec. 16

[Learn more](#)

## Silver City MainStreet Launches "Ugly Holiday Sweater Face Mask" Promotion



[Silver City MainStreet](#) is supporting downtown merchants by offering \$10 Main Street Gift Certificates to people who take a picture wearing an Ugly Holiday Sweater Face Mask.

Message the picture to them on [Facebook](#), and they will mail a gift certificate to purchase food or merchandise at participating downtown merchants!

[Learn more](#)

## Grants MainStreet's "Light Up Cibola"

[Grants Mainstreet's "Light Up Cibola"](#) is a community event where businesses can spread joy this holiday season by lighting up their building. Participants will have a chance to win \$1,000 for having the best holiday light display in Cibola.

To enter, businesses must put up holiday light displays and send photos to

# Light up Cibola

**1ST PRIZE \$1,000**  
**2ND PRIZE \$500**  
**3RD PRIZE \$250**

NO REGISTRATION FEE  
 ALL BUSINESSES WELCOME

DISPLAYS WILL BE  
 JUDGED ON  
 FRIDAY,  
 DECEMBER 18TH

A virtual event  
 Send in photos  
 of your display,  
 include your  
 email and  
 physical address.  
 Email your vote before  
 Midnight, December 18th

Prizes awarded on  
 Monday, December 21st

Email your entries to  
[grantsmainstreet@gmail.com](mailto:grantsmainstreet@gmail.com)

**A GRANTS MAINSTREET EVENT**

HOMESTAKE MINING COMPANY  
 CIBOLA COMMUNITIES ECONOMIC DEVELOPMENT FOUNDATION  
 QUEST TITLE COMPANY-CIBOLA CITIZEN  
 COMMUNITY PARTNERS INCLUDE:  
 CITY OF GRANTS-VILLAGE OF MILAN  
 CIBOLA COUNTY- GRANTS-MILAN CHAMBER OF COMMERCE

GrantsMainStreet@gmail.com.

Prizes:

- \$1,000 for the grand prize
- \$500 for second place
- \$250 for third place

Judging will be completed on **Dec. 18, 2020** and prize money will be rewarded the week before Christmas.

[Learn more](#)

## Los Alamos MainStreet's "WinterFest"

**FRIDAY, DEC. 4**  
 6 p.m. - Winter Wonderland Virtual Paint, Los Alamos Canvas Events  
 7 p.m. - The Night Sky in December, Virtual Event from PEEC  
 7 p.m. - Los Alamos High School Olions Virtual Winter Showcase

**SATURDAY, DEC. 5**  
 10 a.m. - 2 p.m. Arts & Crafts Community Crawl  
 10:30 a.m. - Making Your Holiday Season More Sustainable, Virtual Event from PEEC  
 1 p.m. - Winter Wonderland Virtual Paint, Los Alamos Canvas Events  
 7 p.m. - Los Alamos High School Olions Virtual Winter Showcase

**SUNDAY, DEC. 6**  
 2 p.m. - Ugly Sweater Mask Decorating Contest  
 Winners Announced, by Los Alamos Creative District

**OTHER ACTIVITIES & IDEAS**

- Social Share event for your holiday lights using Central Ave. & Art Making Portal
- Enter the Ugly Sweater Mask Decorating Contest
- Make Los Alamos STEAM Lab Snowflake Paper Circles
- Shop Small - Use the Local Holiday Shopping Guide. Also check out the Dance Area Los Alamos Interactive Online Store.
- Purchase Local Art at the Virtual Holiday Arts & Crafts Fair page, hosted by the Los Alamos Area Chamber of Commerce.
- Visit the Social Light Decorated Treehouse at Los Alamos Nature Center
- Participate in the Community Holiday Scavenger Hunt
- Check our Facebook Community Virtual 72 Days of Christmas on Facebook
- Watch for the Gingerbread Making Video on Family Strengthening Network's YouTube Channel with local Baker Beth Roseman next December.
- Appreciate in STEM with Family Strengthening Network's featuring Winter Crystal VHS

[www.LosAlamosMainStreet.com/winterfest](http://www.LosAlamosMainStreet.com/winterfest)

Los Alamos MainStreet's "WinterFest" on **Dec. 4-6, 2020** is a family-oriented holiday events that supports local businesses safely.

### Friday, Dec. 4, 2020

- 6:00 pm: Winter Wonderland Virtual Paint
- 7:00 pm: The Night Sky in December
- 7:00 pm: LA High School Olions Virtual Winter Showcase

### Saturday, Dec. 5, 2020

- 10:00 am - 2:00 pm: Arts & Crafts Community Crawl
- 10:30 am: Making Your Holiday Season Sustainable
- 1:00 pm: Winter Wonderland Virtual Paint
- 7:00 pm: LA High School Olions Virtual Winter Showcase

### Sunday, Dec. 6, 2020

- 2:00 pm: Ugly Sweater Mask Decorating Contest

[Learn more](#)

## Raton's "Online Cash Mobs"

Raton Cash Mob is supporting local businesses with





live virtual auctions on [Facebook](#):

- [Solano's Western Wear](#), Dec. 3
- [All Seasons Gift Shop](#), Dec. 8
- [Dulces Encantados](#), Dec. 10
- [The Pack Rat](#), Dec. 15
- [Flowerland with Raton MainStreet](#), Dec. 17

[Learn more](#)

## Silver City MainStreet's "Online Cash Mobs"



Get all of your holiday shopping done from the safety and comfort of your home by shopping online at Downtown Silver City Cash Mobs.

Live events take place at 5:00-7:00 pm on the [Silver City Cash Mob Facebook page](#).

- [Silver City Museum Store](#), Dec. 2
- [Grant County Art Guild](#), Dec. 14
- [Light Art Space](#), Dec. 16

[Learn more](#)

## Las Vegas "Holiday Market Cash Mob at the Plaza Hotel"



Main Street de Las Vegas will host a "Holiday Market Cash Mob" online at the Plaza Hotel on **Wednesday, Dec. 9, 2020** at 6:00 pm.

Since June, [Las Vegas Cash Mob](#) has raised over \$50,000 in direct sales for local businesses and over \$10,000 in indirect sales. Las Vegas NM Cash Mob, modeled after the successful Cash Mob in Raton, is a group of volunteers that have come together each week to help save small Las Vegas Businesses during the pandemic.

[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.

**New Mexico MainStreet (NMMS)**

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(505) 827-0143



*NMMS is a program of the [New Mexico Economic Development Department](#).*