



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Happy Holidays from New Mexico MainStreet! ☐

~Daniel, Lucas, Julie, Jessi, Eduardo, Amy B1, Amy B2, Robyne, Cam, Julia, Sean, Will, Rhea, & Michelle

NMMS District Signs Installed in Communities

Gallup MainStreet Arts & Cultural District



Silver City MainStreet and Arts & Cultural District



Santa Rosa MainStreet
(photo taken earlier this year)



Silver City MainStreet Recognized by the NM House of Representatives



Silver City MainStreet's Executive Director Charmaine Wait received a Proclamation from the New Mexico House of Representatives and Rep. Rebecca Dow for the work the district has done in the past 35 years.

As the oldest continuously-operating MainStreet program in the state, Silver City MainStreet has leveraged more than \$5 million for downtown improvements such as beautification projects, downtown building renovations, and marketing strategies.

[Learn more](#)

Deming MainStreet's *Christmas Hope* Winners Announced

The [Deming Luna County MainStreet Program](#) announced the winners of their *Christmas Hope* merchant window decorating contest:

1. Vibes Nutrition
2. Trendz Hair Salon
3. Virtue Salon
 - Runner-up: D&D Pecan Cracking & Shelling
 - Runner-up: Silver Whiskers
 - Runner-up: Farmers Insurance Agency (Sonia Terrazas)



Special thanks to the following sponsors for making this event possible: Deming MainStreet, Luna County, City of Deming, Deming Rotary, Deming Luna County Chamber of Commerce, Mimbres Memorial Hospital, Mark and Susan Schaaf, Play Sharity, Deming Luna County Economic Development, and Peppers Supermarket.

[Learn more](#)

Raton MainStreet's Great Blocks Project Gets New Benches



Even in cold weather, progress is still being made on [Raton MainStreet's](#) Great Blocks project on Historic First Street.

New benches and trash cans were installed last week!

Their Great Blocks project will improve pedestrian comfort and mobility, making the district welcoming and walkable.

[Learn more](#)

Grants MainStreet Announces *Light Up Cibola* Winners

The winners of *Light Up Cibola* are:

1. [KMIN Radio Station](#)
2. [MMG Barbershop](#)
3. [From Coils to Clouds](#)

[Grants MainStreet](#) thanks everyone who lit up their business to spread holiday cheer, and Homestake Mining Company and other community partners for sponsoring this event.

Grants MainStreet posted:
"Light Up Cibola was made possible by this great community, even as we struggle in the face of hard times, we have proven that we can still come together and smile at the good in our town."



[Learn more](#)

Carlsbad MainStreet Announces Window Decorating Contest Winners

Carlsbad MainStreet's Window Decorating Contest received many festive entries.

The winners are:

1. Treasured Momen
2. Montgomery Insurance Agency
 - People's Choice (a tie!): Titan Renewables and Milton's Brew



[Learn more](#)

Farmington Cuts Ribbon on Downtown Complete Streets Project



Last week, [Downtown Farmington](#) cut the ribbon on their [Complete Streets](#) project!

This project was a vision for the city for nearly two decades. Not only does the project make the community proud, it's already recruiting businesses -- 9 new businesses were welcomed to downtown this year.

The space is a beautiful gem for visitors and speaks to the resilience of downtown businesses who were patient throughout the construction phase. The city reminds everyone that it's safe to get carry-out and delivery and to always support local businesses.

[Learn more](#)

Taos MainStreet's *Business Alive* Program



The infographic features the Taos MainStreet logo at the top left. The main text reads: 'is looking for **50 individuals to contribute \$50** by December 31, 2020 to help us **build a strong economy with thriving local businesses**'. Below this, a list of statistics is presented in a vertical column on the left, with corresponding text on the right. The statistics are: 35 LOCAL BUSINESS APPLICANTS FOR OUR BUSINESS ALIVE PROGRAM; 4 WEBINARS ON MARKETING AND E-COMMERCE OFFERED TO ALL APPLICANTS; 10 BUSINESSES SELECTED FOR FIRST COHORT; 5 BUSINESSES WITH COMPLETED ONLINE STORES, WITH 5 MORE COMING SOON; \$25,000 IN GRANTS FROM GENEROUS COMMUNITY FUNDERS (The LOR Foundation, Taos Community Foundation, Los Alamos National Labs, and The Maddox Foundation); and 3 INCREDIBLE PROGRAM PARTNERS TO MAKE THIS POSSIBLE (UNM Taos, Taos HIVE, and Taos High Tech).

TAOS
Main
STREET

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Taos MainStreet's *Business Alive* program is supporting local businesses with e-commerce and marketing help. Ten businesses were selected for the first cohort of the program to build/improve online stores and marketing.

The program is supported from generous community funders:
The LOR Foundation, Taos Community Foundation, Los Alamos National Labs, and The Maddox Foundation.

Three incredible partners make this program possible:
UNM Taos, Taos HIVE, and Taos High Tech.

[Learn more](#)

Los Alamos MainStreet Announces *Blue Bucks Raffle* Winners



Los Alamos MainStreet and the Los Alamos Chamber of Commerce announced the winners for their *Blue Bucks Raffle*. From Nov. 15-Dec. 15, shoppers who spent \$25 at participating merchants received one Blue Bucks ticket. On Small Business Saturday, tickets were doubled.

A total of 17,612 tickets were distributed, representing \$440,300 spent locally!

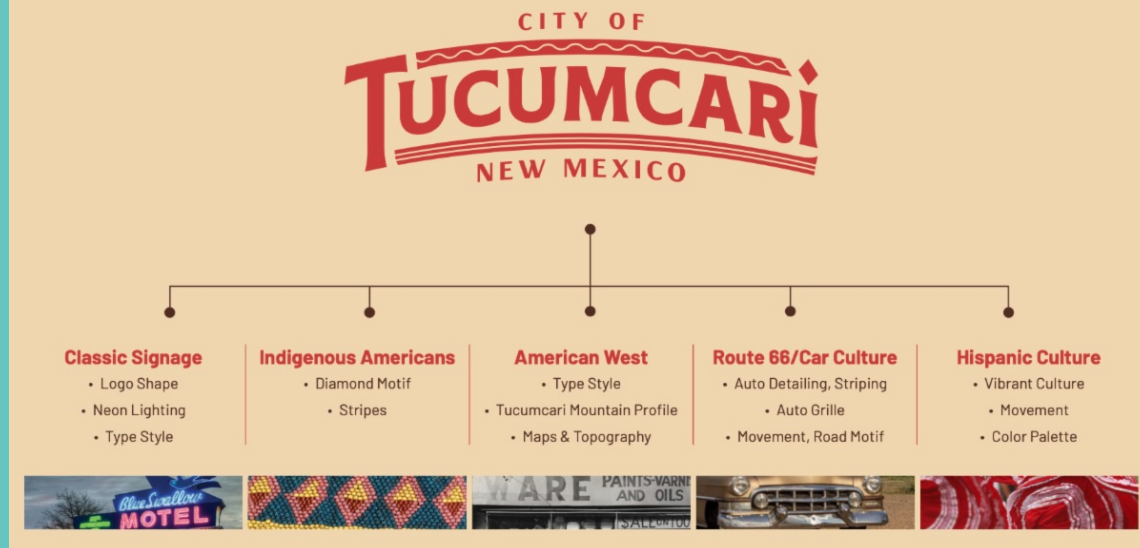
Enterprise Bank & Trust sponsored the raffle awards. Six gift bags filled with \$600+ worth in

local gift cards as well as \$3000 in prize money was awarded to 11 winners.

The *Blue Bucks* program won a Bronze Award from the International Economic Development Council (IEDC) in Oct. 2020.

[Learn more](#)

City of Tucumcari Announces New Logo



The City of Tucumcari announced a new logo inspired by community input on Facebook last week. The logo is a carefully thought-out compilation of the community's history, culture, and people. It was created for maximum impact and longevity.

One key word that came up repeatedly in their community meetings and surveys was **Nostalgic**. People love the history and story of Tucumcari and there was lots of positive things to incorporate in the image.

New Mexico MainStreet's Promotion Team (Robyne, Julia, and Cam) developed the logo in partnership with Tucumcari MainStreet, the City of Tucumcari and representatives of the community Tucumcari Brand Team.

[Learn more](#)

Tax Workshops for New Businesses

The New Mexico Taxation and Revenue Department will present tax workshops for new businesses.

- The **New Business Workshop** is intended for new business owners and others who want an introduction to business tax reporting in New Mexico. It covers such topics as reporting for Gross Receipts, Withholding and Compensating Tax programs; Non-Taxable Transaction Certificates to substantiate various deductions; estimated income tax payments for business owners; deductions and exemptions from Gross Receipts and e-filing. [Register here](#).
- The **New Employers Workshop** provides the new employer with training in computing and reporting withholding taxes for New Mexico employees, and using the Taxpayer Access Point (TAP) to file returns and pay taxes. [Register here](#).
- The **IRS New Business Workshop** provides important tax information to people starting a new business, particularly those who have spent their working careers as W-2 employees. Topics of special interest to those who will be classified as self-employed include recordkeeping requirements, self-employment tax and requirements to prepay taxes and deductions, also referred to as estimated taxes. Other topics of general interest include deductions for business use of personal vehicles and home office expenses. [Register here](#).

TAXATION & REVENUE
NEW MEXICO

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