



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

New Mexico MainStreet and Arts & Cultural Districts Engage the Community During the Holiday Season

Las Cruces *Artists in Residence* Program



Las Cruces artist Bob Diven has been chosen as [Downtown Las Cruces Partnership](#)'s first artist in residence! The *Artists in Residence* program showcases and celebrates artists in the [Las Cruces Arts & Cultural district](#).

Naming Bob Diven as the first artist in the program is a fitting distinction because no one else has left their mark on the district more notably.

Over the next six months, six artists who live and work in the district will be featured in the program. DLCP will host virtual events for each artist through May, 2021 and on June 4, 2021, they will host a collaborative show featuring all of the artists!

Photo Credit: Ben Lamarca

[Learn more](#)

Coal Ave. Pedestrian Thoroughfares Improved in Gallup's MainStreet Arts & Cultural District



Most of the sidewalks have been replaced in downtown Gallup's construction zone to make more room to walk. The sidewalk will eventually connect to the new roadway, which is where the work will be focused now.

New sidewalks make it all the better to stroll downtown and support local businesses this holiday season. You can also support businesses by ordering online or ordering ahead and picking up curbside.

□ Need gift ideas? Check out [Gallup MainStreet Arts & Cultural District's Holiday Gift Guide](#) which was produced in partnership with Gallup Journey and the Gallup-McKinley Chamber of Commerce.

[Learn more](#)

Deming MainStreet's *Christmas Hope* Campaign



JOIN US IN SPREADING
Christmas
HOPE
THIS HOLIDAY SEASON

Deming MainStreet,
Luna County, and City of Deming
invites our merchants to spread
the message of hope by
lighting up downtown!

Cash prizes
1st (\$500), 2nd (\$400), & 3rd (\$300)
Vote for your favorite business
by Dec. 20, 2020
at demingms.org

Collaborating partners:

The poster features a snowman, a string of colorful lights, and logos for Deming MainStreet, Luna County, and the City of Deming.

Deming MainStreet, Luna County, and the City of Deming invite merchants to spread the message of hope by lighting up their downtown storefronts!

Cash prizes will be awarded to the top three businesses. Vote on [Deming MainStreet's website](#) by Dec. 20, 2020.

[Learn more](#)

Walk Nob Hill in ABQ



Look out for these *Walk Nob Hill* wayfinding stickers every 66 steps throughout the Nob Hill MainStreet district!

If you see one, take a picture and tag [Nob Hill MainStreet](#) on either Instagram or Facebook and you'll be entered to win a gift card to a district business. They'll issue one prize every week throughout the holiday season.

[Learn more](#)

Santa Rosa MainStreet's *Shop Small Scavenger Hunt*

Santa Rosa Mainstreet and 14 small businesses will host a *Shop Small Scavenger Hunt* on **Saturday, Dec. 12**.

This is a fun family event; always wear your mask and keep 6 ft. of distance for a COVID safe event.

More details can be found on their [Facebook](#) page.

SANTA ROSA MAINSTREET, CCDC

Shop Small Scavenger Hunt

How it works:

Get yourself a scavenger hunt card at any of the following participating locations. Louisa's Gift Shop, Bill's Place, The Kid's Closet, Joseph's Bar & Grill, The Comet II, T&D Grocery Store, Casa de Ultima, Bob's Phillip 66, the Silver Moon Café, the Santa Rosa Lumbar Yard, Fashion Fantasy, Ortega's Wrecker Service, Mr. Bee's Coffee and Teas, and the Sun & Sand Restaurant.

Each business listed on the card has special deals and fun treats. Stop by at least 7 of the locations on your card to receive a special snowflake stamp showing you visited.

Once you receive at least seven stamps on your card, turn it into any participating location.

***IMPORTANT: Don't forget to write YOUR NAME AND PHONE NUMBER on the back of your Scavenger Hunt Card!

All participants that complete the task will be entered into a drawing to win one of three \$40 dining certificates to some of your favorite local spots.

Don't forget to post your fun on social media using #shopsmallsantarosamain

Only Saturday, December 12

Shop Small is a national holiday. When you shop small you are helping your community. Support our local businesses.

[Learn more](#)

Tucumcari MainStreet's *Christmas Cash Mobs*

CHRISTMAS CASH MOB



The graphic features a white background with a red and white snowflake pattern at the bottom. On the left, there is a sign for a 'BOUTIQUE' with a hanger icon and a door. On the right, there is a circular logo with a red bow and the text 'Very Merry Tucumcari' in a cursive font.

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:

- **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's *Spirit of Christmas Award*



Janey Katz and Suzi Calhoun are the recipients of Silver City MainStreet's 2020 Ward A. Rudick Spirit of Christmas Award.

Janey and Suzi generously donated funds to provide holiday banners for the downtown street light poles demonstrating the spirit of Christmas! They also funded downtown banners that will be installed after the holidays and the new historic district street signs.

The Ward A. Rudick Spirit of Christmas Award was established in 2018 after the Silver City MainStreet Board was so impressed with all the work Ward Rudick did that year, and continues to do, to make downtown festive for the holidays. Rudick was the first awardee.

[Learn more](#)

Silver City's *Need a Hat - Take a Hat* Program



In the spirit of the holiday season, the SW Women's Fiber Art Collective, Silver City MainStreet, and the Murray Ryan Visitor Center are working together for the "Need a Hat – Take a Hat" program.

Susan Allen, a member of the SW Women's Fiber Arts Collective and a board member of Silver City MainStreet, organized area knitters to make hats for people who may need them this winter.

The hats have been placed on a tree and placed in front of the Murray Ryan Visitor Center.

[Learn more](#)

Silver City MainStreet Decorates Downtown Thanks to Volunteers



[Silver City MainStreet](#) has been busy decorating downtown for the holidays with the help of the Town and great volunteers.

Holiday decorating is one way that Silver City MainStreet helps promote downtown. On Monday, the Town employees and volunteers met early and started decorating the light poles with lights and new banners.

Thanks to a generous donation from Janey Katz and Suzi Calhoun, MainStreet was able to purchase the banners. Previous fundraising and donations funded the light strings.

Pictured: Volunteers Jane and Kevin Tucker

[Learn more](#)

Los Alamos Creative District's *Ugly Sweater Mask Contest*

The [Los Alamos Creative District](#) announced the winners of their *Ugly Holiday Sweater Face Mask Decorating Contest!* Check out their [Facebook page](#) to see all the creative winners.

Gift cards to Village Arts were distributed to the top three winners in each age category.

Pictured: Adult 1st Place Winner Esperanza Chavarria



[Learn more](#)

MainStreet Truth or Consequences Celebrates the *12 Days of Christmas* with Virtual Cash Mobs



Through Dec. 12, 2020, [MainStreet Truth or Consequences](#) will go live on Facebook with virtual cash mobs.

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

- **Desert Archaic**, Dec. 10
- **Passion Pie**, Dec. 11
- **MainStreet Truth or Consequences Fundraiser**, Dec. 12

[Learn more](#)

Raton's *Online Cash Mobs*



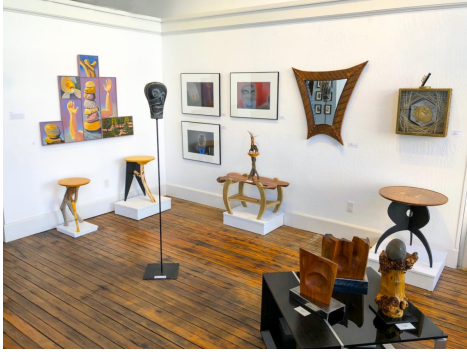
Raton Cash Mob is supporting local businesses with live virtual auctions on [Facebook](#):

- **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](#).

- **Grant County Art Guild**, Dec. 14
- **Light Art Space**, Dec. 16

[Learn more](#)

MainStreet Roswell's Holiday Business/Restaurant Directory



This [directory](#) from MainStreet Roswell is a great place to start or finish your holiday gift buying - by shopping LOCAL!

Downtown merchants & restaurants will help you find the perfect gift and a great meal.

[Learn more](#)

Downtown ABQ Holiday Guide



This special [Downtown Holiday Guide](#) will make it easy to support ABQ's downtown businesses and local artists over the holidays.

This year, it's even more important to support them in any way we can!

[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)

www.nmmainstreet.org

info@nmmainstreet.org

(505) 827-0143





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