



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Small Business Saturday Nov. 27, Saturday after Thanksgiving

New Mexico MainStreet urges you to shop local *first* this holiday season! When you **Choose MainStreet**, you show thanks and spread cheer. NMMS has resources and graphics to help promote your district, business and community this holiday season. ☑

The American Express *Shop Small Impact Study* found:

- Consumers are rallying behind small businesses this holiday season.
- Small businesses need customer support now more than ever.
- Consumers agree small businesses are vital to their communities.
- Shopping small can make a big difference this holiday season.

For the ♥ of local, Choose MainStreet!



SHOP SMALL SATURDAY
SUPPORT YOUR LOCALLY-OWNED
MAINSTREET BUSINESSES!
THE ♥ OF LOCAL

Small Business Saturday resources, graphics and local events

[Vote for Clovis MainStreet in Road to Recovery Contest](#)

[Clovis MainStreet](#) is one of 25 national quarterfinalists in the *America's Main Streets Road to Recovery* contest. Independent We Stand invites you to vote online through Dec. 12. The contest winner will receive a grand prize of \$25,000 to support economic recovery from the pandemic!

Clovis MainStreet can win this award with your help. Show your support for their dedication to revitalize historic downtown Clovis by [voting now](#) (up to 25 times per day!)



[Artesia's Downtown Mural Program](#)

The [Artesia Arts & Cultural District](#) recently completed the Downtown Mural Program's third mural! The mural wraps around the side and back of the Artesia Arts Council's Ocotillo Performing Arts Center (310 W. Main St.) and commemorates its official reopening.



Artists Alyssa Marie & Braden Everly created the Community Happy Mural as part of their Happy Mural Project, and nearly 200 Artesians helped paint in five days.

This mural was funded by the Written In Red Foundation and local private donors—they couldn't have done it without this support!

[MainStreet Roswell is Ready for the Holidays](#)

[MainStreet Roswell](#) installed Christmas lights in downtown, one of the most popular displays in Roswell. Thank you to Jesse McDaniel and his crew, volunteer Wendie Marley, and major sponsors Xcel Energy, Culligan Water and Pioneer Bank for making this possible. Roswell is accepting [donations](#) to make downtown shine for the holidays every year.



Join them on Friday, Dec. 3, for the First Friday Downtown Holiday Market and the community Christmas tree lighting. And on Dec. 4, they present the "Holiday in Whoville" Christmas drive-thru Light Tour.

[Historic Silco Theater Reopened in Silver City MainStreet](#)

[Silver City MainStreet](#) hosted the grand reopening of the historic Silco Theater last week.

Theater staff Scott Zager, Kim Ryan, Lynne Aldin and Lucien Shepard welcome you back to the movies! They handed out green slime at the premiere of *Ghostbusters Afterlife*.



More community events will be coming to the theater which is an entertainment hub for the community. The Town of Silver City and Silver City MainStreet are working on securing theater improvement funding to make the space suitable for live performances.

[Downtown ABQ Gift Cards](#)



[The DowntownABQ Mainstreet and Arts & Cultural District](#) is excited to bring Albuquerque residents the DowntownABQ Gift Card! This digital gift card can be used at multiple

restaurants, coffee shops and retail businesses in the immediate downtown area.

Launching on Friday, Nov. 26, the first 200 customers will also be eligible for an extra bonus. Buy a \$25 gift card (or more) and receive \$25 free! Skip the Black Friday big store shopping and support local this holiday season.

[Las Cruces Ventanas Vivas on Small Business Saturday](#)

The [Downtown Las Cruces Partnership](#) and [Arts & Cultural District](#)'s *Ventanas Vivas* is a window mural program that gives artists an opportunity to create pop-up window murals on businesses to create the warmth & holiday feel we all need this year.



This year, *Ventanas Vivas* is a nostalgia-inspired event, featuring artists Domenic Altamirano, SABA, Noel Sandino, Araceli Solis, Julian R Medran Hunting, Coy Lowther, Lorenzo Braulio Zepeda, and Alyssa Trujillo.

The final artwork will debut on Small Business Saturday, where DLCP will host a welcome station at the Las Cruces Farmer's Market. DLCP will be giving away swag, one per family, to anyone who brings a receipt dated Nov. 27 from any downtown business or farmer's market vendor, while supplies last.

[Lovington MainStreet Façade Improvements](#)

In 2019, [Lovington MainStreet](#) was awarded three *Behind the Façade* and seven *Façade Improvement Grants* totaling \$35,632.89!

Lovington MainStreet is dedicated to improving downtown businesses, and is now using the grant funding to help these businesses with their façades:

- Buildings on Washington Ave.
- Shorty's Gerard Juarez
- Core Group Realty
- Arreola Chiropractic Center
- Drylands Brewing Company
- Lazy 6
- Joy's Party Arcade



[Bianca Encinias is a True Hero](#)

Congratulations to South Valley MainStreet Executive Director Bianca Encinias for being named one of New Mexico Magazine's *True Heroes*! With El Chante, Bianca has created a nurturing space for female artists, entrepreneurs and their families.

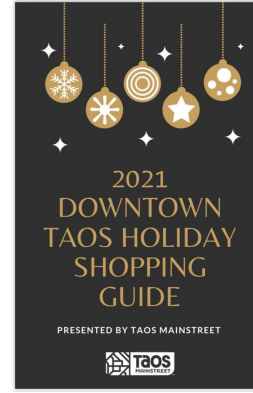


"Bianca unites women of different generations & backgrounds to solve problems. Her love of art & culture helps break through old barriers."

[Downtown Taos Holiday Shopping Guide](#)

To help with your holiday shopping, [Taos MainStreet](#)

made a [holiday shopping guide](#) for downtown Taos! In the shopping guide, find downtown Taos stores where you can buy a gift or gift card for your loved ones.



[Los Alamos Retail Accelerator Soft Opening](#)



[Los Alamos MainStreet](#) announced the soft opening of the Los Alamos Retail Accelerator Program last week! Visit 174 Central Park Square (across the parking lot from Boese Brothers Brewpub) to shop at Little Studio on the Mesa, Samizdat Bookstore and Inspired Jewelers.

Los Alamos MainStreet thanked NMMS (Sean O'Shea, Robyne Beaubien, Cam Wilde & Julia Royal), the New Mexico Economic Development Department, the LANL Community Partnerships Office and the Los Alamos Chamber of Commerce for their support launching this program.

Opportunities

Events

[Inclusive Backing](#)

Deadline: Nov. 29, 2021

The first grant cycle will provide grants to both small business owners with disabilities and/or those who identify as Asian, Asian American and/or Pacific Islander.

[NM Business Recovery Grant Program](#)

Deadline: Dec. 7, 2021

These grants are tied to job creation and must be used as reimbursements of rent, lease, or mortgage payments.

[New Mexico FUNDIT](#)

Deadline: Dec. 29, 2021

FUNDIT matches your public project with

[Small Business Saturday](#)

Nov. 27, 2021

#ShopSmall to support local businesses.
GRT Tax Holiday in New Mexico.

[NMMS Grantwriting Training Series](#)

January-March 2022

[NMMS Fundraising Training Series](#)

February-March 2022

[NMMS Winter Conference](#)

Santa Fe - Feb. 2-4, 2022

[Main Street Now Conference](#)

Richmond, VA - May 16-18, 2022

funding opportunities, resources, and feedback from finance and operations experts.

More events

More opportunities

→ **Submit** your stories to our newsletter!

New Mexico MainStreet (NMMS) 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

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