



NEW MEXICO MAINSTREET™



Choose MainStreet: Celebrate Local

Every year, New Mexico MainStreet (NMMS) works with our partners to promote **Small Business Saturday** and special holiday events in MainStreet and Arts & Cultural districts through our Choose MainStreet initiative. This initiative encourages everyone to choose to shop and dine in MainStreet districts *first* to support small businesses, grow the local economy, create local jobs, and improve the quality of life for the whole community.

During the holiday giving season, it's important to keep dollars in New Mexico where they recirculate and strengthen our communities. [Visit our website](#) for more information about Small Business Saturday, promotional social media graphics & videos, local events, and more.

For the ♥ of local, Choose MainStreet!

The NMMS team is thankful for your support and wishes you a *safe and joyful holiday season* -- we couldn't do this important work without you!



*Small Business Saturday is a [tax holiday](#) in New Mexico!
Shop small and save money on
November 30.*

Holiday Events in NM MainStreet and Arts & Cultural Districts

Lovington MainStreet

Candy Land

Nov. 19-Dec. 19



GallupArts

Pop-Up Art Market

Through Dec. 21



Raton MainStreet

Festival of Lights

Nov. 29



ABQ Downtown Library

Small Biz Saturday

Nov. 30



Carlsbad MainStreet

Electric Light Parade

Nov. 30



Deming Luna County MainStreet

Christmas Downtown

Nov. 30



Historic Downtown Farmington

Cookie Crawl

Nov. 30

Gallup MainStreet

Makers Market

Nov. 30



Downtown Las Cruces Partnership

Small Business Saturday Red Carpet

Nov. 30

Featuring a Cookie Crawl



HISTORIC DOWNTOWN FARMINGTON

Stroll Historic Downtown Farmington for some great bargains and support local business throughout the day.

The COOKIE CRAWL is scheduled from 11am to 1pm. Support local downtown bakers to purchase decorated cookies! Some businesses will offer a free cookie.

Pick up a Cookie Container at CONNECT SPACE or bring your own for the Cookie Crawl.

Connect Space will host the Farmington Public Library's Gingerbread Baby Story Walk. Get a gingerbread cookie from the Northwest NM Arts Council.

SMALL BUSINESS SATURDAY IS NOV 30

your support is the main ingredient




SMALL BUSINESS SATURDAY
Red Carpet

NOVEMBER 30TH
DOWNTOWN PLAZA
8AM - 1PM



STEP INTO THE SPOTLIGHT AS WE CELEBRATE YOUR GENEROUS SUPPORT FOR OUR SMALL BUSINESSES AND SHOWCASE THE BEST OF DOWNTOWN LAS CRUCES!




Los Alamos MainStreet
Small Business Saturday Blue Bucks
Nov. 30



LOS ALAMOS MAIN STREET
SMALL BUSINESS SATURDAY

ENTERPRISE BANK & TRUST

Revitalize San Pedro Partnership
Small Business Saturday
Nov. 30



Revitalize San Pedro

Shop Small @ San Pedro

Small Business Saturday 2024

Santa Rosa MainStreet
Scavenger Hunt
Nov. 30

SANTA ROSA MAINSTREET, CCDC

Shop Small Scavenger Hunt

How it works: Get yourself a scavenger hunt card at any of the participating locations and plan out your shopping day.

The Shop Small Scavenger Hunt is designed to help support our local businesses. Our small shops in Santa Rosa know you will have to shop out of town for most Christmas gifts, but they would love the opportunity to meet some of your gift-giving needs. In order to receive a stamp you must visit the shops of your choice. No purchase necessary.

Each business listed on the card has special deals and fun featured items and treats. Stop by at least 6 of the locations on your card to receive a special stamp showing you visited.

Once you receive at least SIX stamps on your card, turn the card in to 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

Participating Locations:
Silver Moon
Dos Hermanas Cannabis Co.
The Brewtiful Bean
Bob's Phillip's
Joseph's Bar & Grill
Chico's Mexican Food
DSRV by Karen Yezira
We Puffin' Stuff LLC
Craft Fair @ Life Field Warehouse-Netra Back
The Kid's Closet
Rosario's Room @ La Villa
La Villa Burgers & Bobs
The Feed Store
Casa De Ultima
Fashion Factory
T&D Grocery Store
Santa Rosa Lumber Yard
Mr. Ben's Coffee & Tea
Luisa's Gift Shop

Only Saturday, November 30

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

Silver City MainStreet
Small Business Saturday
Nov. 30

27 Businesses! Discounts, Drawings, and More!

Join us for Small Business Saturday!
November 30, 2024



Silver City MainStreet
Lighted Parade
Nov. 30

SILVER CITY MAIN STREET PRESENTS

54TH ANNUAL LIGHTED CHRISTMAS PARADE

SATURDAY, NOVEMBER 30TH AT 7:00 PM

VISIT SILVERCITYMAINSTREET.COM FOR MORE DETAILS




Tucumcari MainStreet
Merry Market
Nov. 30

Tucumcari MainStreet MERRY MARKET

AT THE RAILROAD DEPOT

November 30, 2024
Open from 1:00pm - 8:00pm

JOIN US FOR A DAY OF CHRISTMAS FUN! THE CHAMBER LIGHT PARADE WILL END AT THE DEPOT AND SANTA WILL BE VISITING AFTER THE PARADE!

INDOOR BOOTH - \$20

For more information please call: 575-461-3701 or visit: WWW.TUCUMCARIMAINSTREET.COM



Artesia MainStreet

Light Up Artesia

Dec. 5



Nob Hill MainStreet

Shop & Stroll

Dec. 5



ABQ Old Town

Holiday Stroll

Dec. 6



MainStreet Roswell

Christmas Downtown

Dec. 6-7



Los Alamos MainStreet

WinterFest

Dec. 6-8



Alamogordo MainStreet

Christmas on MainStreet

Dec. 7



Clovis MainStreet

Christmas Lights Parade

Dec. 7



Corrales MainStreet

Star Light Parade

Dec. 7



Deming Luna County

MainStreet Lighted Christmas Parade

Dec. 7



Las Vegas

Los Alamos

MainStreet T or C

The Skillet Holiday Art Pop-Up
Dec. 7



Artesia MainStreet Oil Patch Market
Dec. 14



Española Electric Light Parade
Dec. 14

Holiday Farmers' Market
Dec. 12, 14, 19



ABQ Rail Yards Holiday Market
Dec. 14-15



Nob Hill MainStreet Twinkle Light Parade
Dec. 14



Old-Fashioned Christmas
Dec. 13



Belen Miracle on Main Street
Dec. 14



Grants MainStreet Cookie Crawl & Holiday Light Parade
Dec. 14



Join Us For

Cookie Crawl & Holiday Light Parade

Sponsored By
Main Street 8
Cibola Arts Council

SATURDAY DECEMBER 14TH

THEME 12 DAYS OF CHRISTMAS

12 PM - 6 PM COOKIE CRAWL
6 PM LIGHT PARADE
8 PM LIVE NATIVITY SCENE

For More Information Visit
grantsmainstreetproject.com
or call (505) 658-2450

OPPORTUNITIES

Mary Means Leadership Award
Nominate by Dec. 6



The Mary Means Leadership Award recognizes exceptional local leaders for their extraordinary vision, determination, and commitment to community-led transformation.

Learn
More

Science Discovery on Main Street
Apply by Jan. 3



The Science Discovery on Main Street grant program aims to help Main Street communities uncover and leverage their unique science assets, history, and features.

Learn
More

The Outdoor Recreation Division's Trails+ Grant
Apply by Dec. 31

**OUTDOOR
RECREATION TRAILS+
GRANT**

This grant program supports projects that enhance communities' outdoor recreation opportunities. Trails, river parks, wildlife

T-Mobile Hometown Grant
Apply by Dec. 31



The T-Mobile Hometown Grant program

viewing areas, and more contribute to economic development, prosperity, and wellness.

[Learn More](#)

provides grants of up to \$50,000 to help build stronger, more prosperous small towns and rural communities.

[Learn More](#)

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



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