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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. <u>Visit our website</u> 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 <u>a</u> <u>tax holiday</u> 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

Facebook.
Facebo

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





Los Alamos MainStreet Small Business Saturday Blue Bucks Nov. 30



Revitalize San Pedro Partnership

Small Business Saturday
Nov. 30



Santa Rosa MainStreet Scavenger Hunt

Nov. 30



Silver City MainStreet Small Business Saturday Nov. 30



Silver City MainStreet Lighted Parade Nov. 30



Tucumcari MainStreet Merry Market Nov. 30



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





PRESENTED BY ALAMOGORDO MAINSTREET Christmas ON MAINSTREET FIESTA OF LIGHTS EVENT SCHEDULE SATURDAY DECEMBER 7TH 4PM TO 9PM Santa Village - Live Nativity - DJ Double XL - DJ ROB-E -Immaculate Car Club - Shopping - Food - Music - Beer & Wine Garden 4:00 - 5:00 PM LITTLE MISS & MR. CHRISTMAS PAGEANT 5:00 - 5:15 PM SANTA'S ARRIVAL PET COSTUME CONTEST 5:15 -5:30 PM SALVADOR & SAL HERNANDEZ WITH HIS MARIACHI TIERRA DEL ENCANTO THE DANCERS OF MEXICAN BEAUTY FOLKLORICO 6:30 - 7:00 PM UGLY CHRISTMAS SWEATER CONTEST & MOST CREATIVE CHRISTMAS COSTUME 7:00 - 7:30 PM SALVADOR & SAL HERNANDEZ WITH HIS MARIACHI TIERRA DEL ENCANTO 7:30 - 8:30 PM SHOPS WILL BE OPEN LATE FOR YOUR SHOPPING CONVENIENCE

Clovis MainStreet
Christmas Lights Parade
Dec. 7

Corrales MainStreet
Star Light Parade
Dec. 7

Deming Luna County
MainStreet
Lighted Christmas Parade
Dec. 7







The Skillet Holiday Art Pop-Up
Dec. 7

Holiday Farmers' Market Dec. 12, 14, 19 Old-Fashioned Christmas
Dec. 13







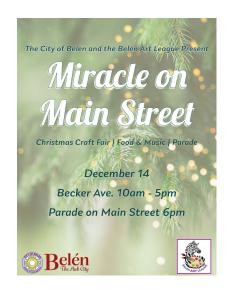
Artesia MainStreet
Oil Patch Market
Dec. 14

ABQ Rail Yards
Holiday Market
Dec. 14-15

Belen
Miracle on Main Street
Dec. 14







Española Electric Light Parade Dec. 14 Nob Hill MainStreet
Twinkle Light Parade
Dec. 14



Grants MainStreet

Cookie Crawl & Holiday Light
Parade
Dec. 14





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

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 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

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.















New Mexico Economic Development Department | 1100 South St. Francis Dr. Joseph M. Montoya Building | Santa Fe, NM 87505-4147 US

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