

'Tis The Season



Shop MainStreet

2018 Holiday Events

ABOUT SHOP MAINSTREET NM

Shop MainStreet is a statewide campaign calling on residents of New Mexico to shop in our historic, downtown districts for the holiday season. New Mexico MainStreet, New Mexico Economic Development Department, local MainStreet and Arts & Cultural Districts in New Mexico present this campaign.

When we Shop MainStreet, we support the small businesses in our districts and positively impact our local economy and community.

The following is a list of participating communities and some of the featured events in their towns. Please contact the local MainStreet program for more information and more events.

We are excited to have great participation and encourage everyone to Shop MainStreet!

MAINSTREET COMMUNITIES

Alamogordo	Albuquerque – Barelás	Albuquerque Downtown
Albuquerque - Nob Hill	Albuquerque - South Valley	Artesia
Belen	Carlsbad	Clayton
Clovis	Corrales	Deming
Farmington	Gallup	Grants
Harding County	Las Cruces	Las Vegas
Los Alamos	Lovington	Mora
Portales	Raton	Roswell
Ruidoso	Santa Rosa	Silver City
Taos	Truth of Consequences	Tucumcari
Zuni		

HOLIDAY EVENTS IN NMMS COMMUNITIES

ALAMOGORDO

Olde Fashioned Christmas

December 1, 2018, Saturday, 4:00–9:00 PM

Come stroll New York Avenue, step back in time to experience Olde Fashioned Christmas spirit. Listen to the choirs, enjoy our local dancers, sip hot cocoa & cider and delicious food from vendors. Visit our Santa's Village, ride the Horse Drawn Trolley, join us in our 2nd Ugly Christmas Sweater Contest, Little Miss and Mister Christmas pageant. Shops will stay open late! Don't miss this event brought to you by Alamogordo MainStreet.

Small Business Saturday

November 24, 2018

Small Business Saturday. Come join us and celebrate our locally own businesses and share the love by shopping local this holiday season in Alamogordo.

Information: Claudia Loya (575) 551.4536, cloya@alamogordomainstreet.org or visit our Facebook page for more information.



ALBUQUERQUE – DOWNTOWN

Downtown Growers' Winter Market

Saturday's November 10 & 17 and December 1 & 8, 2018, 10:00 AM–1:00 PM

Come join the Downtown Growers' Market for a Winter Market extension. Taking place at Fusion Theater (700-708 1st St. NW), you can expect to find fresh local produce, local artisan gifts, hot prepared food and drink and more! Enjoy a festive holiday atmosphere while shopping with your familiar and trusted DGM vendors. There will also be yoga on The Cell Theater patio from 9:30- 10:30AM during the November dates only. We hope to see you there!

Information: Liz Skinner, Market Manager, (505) 252.2959, market@abqmainstreet.org

Railyards Market

December 14-16, 2018, Noon–4:00 PM

You spoke... We listened...The Holiday Market will be THREE Days this year: Friday-Sunday! Keep it local for the Holidays, enjoy a historic experience, and discover the best of Burque's local small businesses. Nearly 200 vendors of made-from-scratch delicious food and quality handmade crafts will convene for Albuquerque's locavorian spirit this year for the 4th annual Holiday Market. The event is co-presented by the Downtown Growers' and Rail Yards Markets together to bring food, art, and music together for the Holidays. Sample New Mexico's finest cuisine, peruse all the local gifts, create some fun in the Children's' zone, participate in our famous Ornament Exchange, and give back to your community at our Donation Station.

Information: Amy Jones, Asst. Manager (505) 600.1109, railyardsmarket@gmail.com, www.RailYardsMarket.org

ALBUQUERQUE - NOB HILL

Deck the Hill

December 6, 13, and 21, 2018, 5:00-10:00 PM nightly

Themes: December 6 - Light it Up!

December 13 - Give it Back

December 21 - Eat it Up, Drink it Down

Special activities each week celebrating and supporting our community. Don't miss the tree lighting on Dec. 6 at 6:30 PM.

Information: Omega Delgado, (505) 923.0859, nobhillabqmainstreet@gmail.com, www.nobhillmainstreet.org.



ARTESIA

Light Up Artesia & Parade of Lights

November 29, 2018, Thursday, 6:00 PM

Light Up Artesia is the kickoff to the holiday season in Artesia! The community gathers downtown for late night shopping with downtown merchants and for the Light Parade ... including the arrival of Santa Claus!

Information: Elisabeth Jackson, (575) 746.1117, mainstreet@pvt.net, www.artesiainmainstreet.com

BELEN

Food, Fun & Folly

November 30, 2018, Thursday, 5:00–8:00 PM

Dinner, Silent Auction and Holiday Production by the local theatre group, The Mansion Players. They will be presenting, “Christmas in Belen”. Arts and Crafts, Jewelry Vendors

Miracle on MainStreet Parade & Festival

November 24, 2018, Saturday, 6:00–8:00 PM

Bugg Light Display at the Harvey House

November 24, 2017 for 30 nights – nightly 5:00-8:30 PM

Join us for a beautiful light display every evening free to the community.

**Information: Rhona Espinosa, (505) 864.8091,
Rhona@belenchamber.org, www.belenmainstreet.com**

CARLSBAD

Creative Carlsbad’s Night of Lights

November 24, 2018, Saturday, 4:00–7:00 PM

Hosted by the City of Carlsbad and Creative Carlsbad Arts Council, Night of Lights is an evening of holiday tradition and artistic experiences. Join us in the Halagueno Arts Park as we ring in the Christmas Season! Night of Lights offers entertainment for all ages, live music and dance performances, Christmas ornament decorating for the kids, and a chalk art contest for local artists. Santa will be in the park for all your Christmas wishes, and for your shopping pleasure, craft vendors will be onsite as well as food trucks and vendors. The grand illumination of the community Christmas tree will be lit at 7PM.

Carlsbad United Way 5K Santa Run

November 24, 2018, Saturday, 3:00–4:00 PM

Ho Ho Ho! Kick off the Christmas holiday with a Santa 5K Fun Run right in downtown Carlsbad, NM. Enjoy hot chocolate and cookies at the end of the race. Stick around for Creative Carlsbad Night of Lights and witness our cities Christmas Tree light up, continue the fun with our MainStreet Christmas Light Parade. End your evening with a fun boat ride on Christmas on the Pecos.

Carlsbad MainStreet’s Electric Light Parade

November 24, 2018, Saturday, 7:00–9:00 PM

Carlsbad MainStreet’s Electric Light Parade is a long-lived Carlsbad tradition! Bundle up in something warm, and bring the whole family out to watch the incredible light displays travel through the heart of our MainStreet district! This year’s theme is “A Carlsbad Christmas Story”. You will not want to miss this elaborate parade, “major awards” will be up for grabs!

**Information: Karla Hamel, (575) 628.3768, carlsbadmainstreet@gmail.com,
www.carlsbadmainstreet.org or Julie Chester, (575) 706.2021, juliechester@fiddlersinbb.com,
www.creativecarlsbad.org**



CLOVIS

Shop Downtown Saturday

November 24, 2018 during business hours of our Clovis MainStreet District businesses for the annual Shop Small Business Saturday sales! Visit our district and shop 'til you drop, or your credit card stops!



Downtown Christmas Light Parade

December 1, 2018, Saturday, 6:00 PM

Enjoy an evening downtown with your family watching thousands of twinkling lights in our annual downtown Clovis Christmas Lights Parade! This year's theme is the Nutcracker and we will kick off the event with photos with Santa at the new Railroad park downtown and then Cookies and Hot Cocoa and a reading of "The Nutcracker" book with Mrs. Clause at the Clovis Carver Public Library!! Visit many of our downtown merchants throughout the day for open houses and holiday shopping!

Information: Lisa Pellegrino-Spear, (575) 309.8370, clovismainstreet@gmail.com, www.clovismainstreet.org

CORRALES

ARTS ALIVE!

November 30, 2018, Friday, 4:00–8:00 PM

Arts Alive! is a brand new evening event welcoming you to explore Corrales' first-rate art galleries and craft shops. Come see truly beautiful on-of-a-kind items at reasonable prices. Find wonderful gifts and feel good that you are supporting our local artists. Enjoy free refreshments, too - galleries are going all out to make this a pleasant and rewarding night out. Many of Corrales's eateries will have specials for you, also – so dine or drink before or after your shopping. Pick up an Arts Alive! map at any shop. While you are "in town" please plan to enjoy one of our fine eateries and pubs!

Jolly Holidays in Corrales

November 2018

24 – Shop Small Saturday — our local shops and galleries thank you in advance for your support – they have many unique products and services (gift ideas!) that you won't find at Costco, etc.

30 – Arts Alive! 4:00-8:00 PM – Corrales Road

30 – Holiday Crafts Show – Old San Ysidro Church and Casa San Ysidro, 8:00 AM – 5:00 PM

December 2018

1 – Starlight Parade, St. Nick Night and Bonfire – at the Rec Center

1-2 – Holiday Crafts Show – Old San Ysidro Church and Casa San Ysidro, 8:00 AM – 5:00 PM

Information: Sandy Rasmussen, (505) 350.3955, visitcorrales@gmail.com, www.visitcorrales.com

FARMINGTON

Downtown Holiday Stroll & Art Walk

November 24, 2018, Saturday, 5:00–9:00 PM

Historic Downtown Farmington

Visit Downtown with shopping specials all day then stay downtown from 5:00 to 9:00 pm and celebrate the season amidst holiday lights, art receptions and open houses at many Downtown locations. While you stop to appreciate the art, take some time to visit all that Downtown Farmington has to offer and support Farmington's Small Businesses. The Downtown Holiday Stroll and Art Walk on Small Business Saturday in Historic Downtown Farmington is coordinated by Downtown Farmington: A MainStreet Project.

Information: Michael Bulloch, (505) 599.8442, mbulloch@fmtn.org, www.fmtn.org/downtown

Turkey Trot & Gobble Wobble

November 17, 2018, Saturday, 9:00–11:00 AM

Join Farmington families for this annual special holiday event! Sign up for the 5K Turkey Trot, 2 Mile Gobble Wobble or just come for the food and fun.

What does a community of outdoor lovers and active families do to kick-start the holiday season? They celebrate with a day of fun, family activities, great food and of course a fun run and walk! The 5K Turkey Trot and two-mile Gobble Wobble will begin at 9:00 AM in Downtown Farmington at Orchard Park. Participants are encouraged come in costume. Family activities such as children's carnival games, face painting, gobble contest and live music will be ongoing throughout the event. Dress warmly and if you are up for it take part in the Turkey Trot and Gobble Wobble costume contest, rain or shine this special holiday event will take place!

Registration is \$20 per person and includes a shirt and one meal ticket. Registration is open through 1:00 PM on Friday, November 16th. Late registration begins November 15th; a fee of \$10 will be added to the registration fee. There will be no race day registration. Register in advance at fmtn.org or call 505-599-1184. Packet pick-up will be held Friday, November 16, 2018 3:00 PM to 7:00 PM at the Farmington Recreation Center, 1101 Fairgrounds Road.



Reindeer Romp & North Pole Stroll

December 15, 2018, Saturday, 4:00–6:00 PM

This is a family-friendly event with activities such as children's winter carnival games, holiday music, hot chocolate and apple cider, cookies, and a chance to meet Santa! Registration is \$15 if completed by December 13 and \$25 on December 14 and 15. Register online at www.fmtn.org/WebTrac under "Sports & Athletics." Registration is not available on race day.

Information: Natalie Spruell, (505) 599.1184, www.fmtn.org

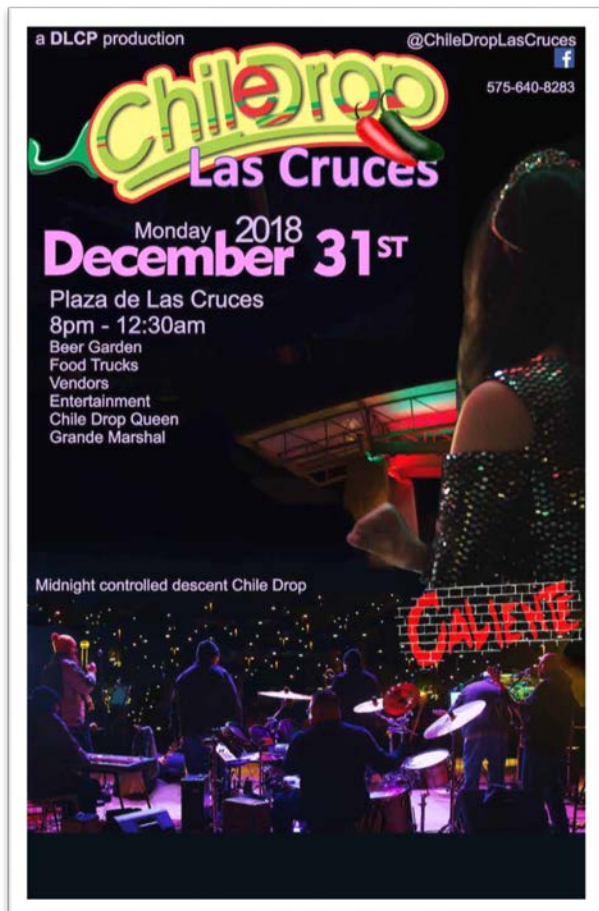
GRANTS

Shop Small Saturday

November 24, 2018, Saturday, 10:00 AM–4:00 PM

Shoppers will have an array of 30 businesses to visit and buy from. A coupon book will be provided for each customer, and the book will double as his or her ticket for the scavenger hunt. Customers will get stamps in their books to activate the coupons, and will win a prize if they visit 15 businesses or more.

Information: William Yarborough, (505) 285.3573, grantsmainstreet@qwestoffice.net, www.grantsmainstreetproject.com



LAS CRUCES

Winterfest

December 21, 2017, Friday, 6:00–9:00 PM

Winterfest is a small community event to encourage patrons to come down to Main Street during the holiday season. Food trucks, tons of vendors for last minute shopping, photos with Santa in exchange for canned goods/gloves/socks/flashlight donations. Bring the whole family and head downtown for this awesome holiday event!

Chile Drop

December 31, Monday, 8:00 PM–1:00 AM

Chile Drop is the premier New Year's Eve Party in New Mexico. The Las Cruces Chile Drop takes place at Plaza de Las Cruces. It is a night time outdoor celebration of the annual Chile Drop with live music, special guests and entertainment. Full countdown to midnight where we drop the Chile (only at this time will we know if its Red or Green)

Information: Jennifer Kozlowski, (575) 525.1955, director@dlcp.org, www.downtownlascruces.org

LAS VEGAS

Holiday Home Tour

December 7, 2018, Friday, 5:00–9:00 PM

Sponsored by Las Vegas Citizens' Committee for Historic Preservation
Tickets are \$15, contact (505) 425-8803 or lvhsitoric@gmail.com

Electric Light Parade

December 1, 2018, Saturday, starts at dusk or 6:00 PM

Theme: A Rocking Merry Christmas

Information: Virginia Marrujo or Angie Lyster, (505) 425.1401, www.lasvegasnm.gov

LOS ALAMOS

Small Business Saturday

November 24, 2018, 9:00 AM–3:00 PM

Small Business Saturday features shop local retail campaign to highlight mom and pop shops in town. A celebration of shopping local and supporting local retailers with unique gifts, discounts, and fun scavenger hunt, as well as LANB raffle drawing (that will run through Dec. 7). The Los Alamos Chamber of Commerce partners with Pet Pangaea and Los Alamos MainStreet on Small Business Saturday.

Information: Ryn Herrmann, (505) 661.4807, ryn@losalamos.org, losalamoschamber.com/small-business-Saturday/

Winterfest and Holiday Lights Parade

December 7–9, 2018

WinterFest Weekend is a family-oriented holiday event that celebrates winter in Los Alamos. A number of businesses and organizations host events including the North Pole Workshop and Breakfast with Santa. The Fuller Lodge Open House and the Earth Treasure Show always draw crowds.

The highlights of the weekend are on Saturday, Dec. 8: The MainStreet Holiday Lights Parade at 6 PM, followed by the Tree Lighting at Ashley Pond.



Information: Lauren McDaniel, (505) 661.4844, lauren@losalamos.org, www.losalamosmainstreet.com

LOVINGTON

Winter Stroll

December 3, 2018, Monday, 5:00–6:00 PM

Downtown business owners will have open houses during the Electric Light Parade. Join us for some holiday deals and special promotions inside our local businesses! Stop by for special performances by a local youth group.

Love Lovington

December 6, 2018, Thursday, All-Day

Regular business hours

This is the final cash mob for the year. We will feature Drylands Brewing and the Country Store Quilt Shop. In exchange for advertisements, businesses are offering specials and discounts.

Information: Mara Salcido-Alcantar, (575) 396.1418, director@lovingtonmainstreet.org, www.lovingtonmainstreet.org

LORDSBURG (Frontier Community)

Holiday Craft Show

November 16-17, 2018, Friday-Saturday

Friday 4:00–7:00 PM and Saturday 9:00 AM–4:00 PM

Kicking off the holiday shopping season our local artists, crafters, and entrepreneurs set up shop to offer gifts and fun home-made items.

Light Parade & Moonlight Madness

December 7, 2018 at 6:00 PM, Friday

Annual event held the first Friday of December. This is a beautiful, light parade with floats featuring simple to elaborate designs that illuminate the streets of our community. Businesses stay open later and promote shopping local.

**Information: Marsha Hill (575) 542.9864, lordsburgcoc@gilanet.com;
www.lordsburghildagocounty.net**

RATON



Festival of Lights

November 23, 2018, Thursday, 5:15–8:00 PM

Static Light parade on Historic First Street.

“Shop Local” Receipt Saver Program

November 23–December 31, 2018

Local Shoppers save their receipts and for every \$50 spent locally they are entered for a chance to win big prizes (i.e. mattress set from Woody’s Furniture)

**Information: Brenda Ferri, (575) 445.2052,
bferri@ratonmainstreet.org,
www.ratonmainstreet.org**

ROSWELL

Small Business Saturday

November 24, 2018, Saturday, All Day

Downtown Ribbon Cutting with our Roswell Redcoats, snacks, door buster sales and special offers, with a chance to win a prize filled with gift cards and merchandise in our shop small selfie/hashtag campaign!

First Friday Downtown Market – “Merry & Bright”

December 7, 2018, Friday

Specials and sales all day long. Music at Reischman 5:00-8:00 PM

Join the merchants every First Friday for special offers, sales, and activities. For December, there will be musicians performing holiday music at Reischman Park, the trees along Main Street will be decorated with thousands of LED lights, some merchants will have holiday snacks and craft activities free, and it will be a wonderful chance to enjoy a beautiful holiday evening in Downtown Roswell!

Electric Light Parade

December 1, 2018, Saturday, 6:00 PM

Start the holiday season with an evening of beautiful holiday downtown lights, shopping, music, and a wonderful light parade!

Information: Kathy Lay, (575) 914.8018, info@mainstreetorswell.org, www.mainstreetorswell.org

RUIDOSO

Parade of Lights - Midtown

December 1, 2018, Saturday, 5:30-7:00 PM

After party at Wingfield Park 7:30-10:00 PM

Parade of Lights showcases over 60 different local floats through the Midtown district. The after party draws the crowds to Wingfield Park for a free event hosting drinks, food, and fun for attendees.

Information: Matt Ingram, (575) 937.2582, mattkingram@gmail.com, www.ruidosomidtown.com or visit our Facebook page.

SILVER CITY

Shop Small Saturday

November 24, 2018, Saturday, All Day

Head downtown to get great deals during Shop Small Saturday! Take a drive around the district with horse drawn wagons; and enjoy dinner in one of our local restaurants.

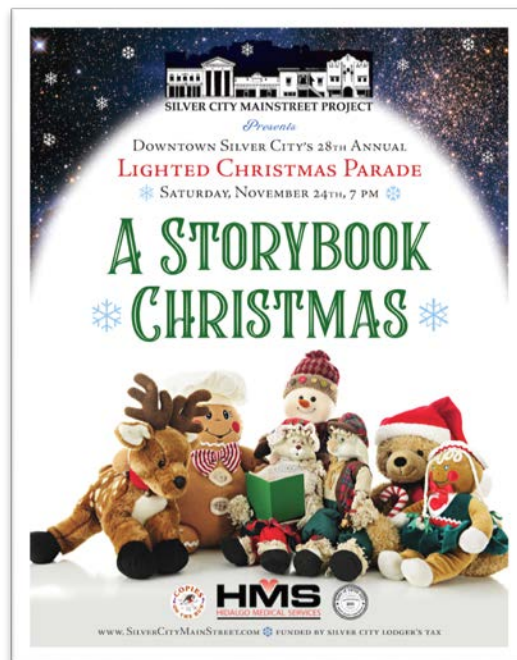
Lighted Christmas Parade

November 24, 2018, Saturday, 7:00 PM

Theme: A Storybook Christmas

The 28th Annual Lighted Christmas Parade will begin at 7:00 PM in downtown Silver City on Broadway and Bullard Streets. Wonderful FREE family holiday event.

Information: Charmaine Wait, (575) 534.1700, charmeine@silvercitymail.com, www.silvercitymainstreet.com



TAOS

Shop Local Taos

November 23 through December 24, 2018

31st Annual Caroling and Tree Lighting on the Plaza

November 30, 2018, Friday, 4:00–6:00 PM

The 2018 Taos Holiday Season officially kicks off with the annual lighting of the Town Christmas tree during the 31st Annual Yuletide Caroling and Tree Lighting on the Historic Taos Plaza. Join our Mayor Dan Barrone and community. There will be local entertainment. Meet and greet our special guests Mr. & Mrs. Claus and be prepared for an appearance by the Mean One, Mr. Grinch. Complimentary hot chocolate and cookies will be served.

First Saturday Art Walk

December 1, 2018, Saturday, 4:00-7:00 PM

Monthly Art Walk by Taos Gallery Association Members with demonstrations, receptions, and meet-the-artist events.

Lighting Ledoux

December 1, 2018, Saturday, 5:00–8:00 PM

Traditional annual event community oriented. Museums, restaurants and galleries all participate with bonfires in front of their location along Ledoux Street. Choir music, refreshments, Father Winter are all part of the event. The street will be lit by traditional farolitos along the street. The town positions this event as the opening of the holiday season.



Bent Street Bonfires

December 8, 2018, Saturday, 4:00–6:00 PM

Bonfires to warm you, farolitos, luminaries, Aztec Dancers, carolers, and in addition to snacks in the shops serving posole, green chile, enchiladas and cookies for everyone outdoors at John Dunn Shops and on Bent Street.

New Year's Eve Celebration on the Plaza

December 31, 2018, Monday, 7:00–10:00 PM

7:00 PM – 8:30 PM Mayor's Pig Roast

7:00 PM – 10:00 PM Live Music with Michael Hearne and Out of Nowhere

9:00 pm Balloon Release

10:00 PM 12' x 16' video wall with live simulcast of NYC ball drop followed by the Taos Volunteer Fire Department Fireworks Display. Snow or Shine. This is a non-alcohol, family-friendly event.

Information: Karina Armijo, (575) 737.5849,
aarmijo@taosgov.com, www.taos.org

TRUTH OR CONSEQUENCES

Small Business Saturday

November 24, 2018, Saturday, All Day

Holiday shoppers get a passport to navigate through the small businesses of Sierra County. Sales, refreshments, and other promotions will be in various businesses. Shoppers get stamps on their passports for visiting the businesses. Completed passports will be submitted for the prize drawings.

Old-Fashioned Christmas

December 7, 2018, Friday, 6:00–8:30 PM

Children of all ages gather in downtown Truth or Consequences to take in the holiday festivities. It begins at Evelyn Renfro Park with the Christmas Tree Lighting Ceremony and is followed by the Parade of lights. Pictures with Santa, holiday shopping, fire barrels, caroling, dancing, and more.

New Year's Eve Party

December 31, 2018, Sunday, 7:00 PM

Celebrate the New Year with music from the 24/7 Blues Band. Dancing, champagne toast, auction and the all-important midnight countdown!

Information: Linda DeMarino, (575) 740.6180, ldemarino@hotmail.com, www.torcmainstreet.org



'Tis The Season



TO LOOK. BUY. GIVE.
SHOP MAINSTREET



WWW.NMMAINSTREET.ORG

2018 NMMS Communities Holiday Events

NEW MEXICO MAINSTREET

1100 ST FRANCIS DRIVE
SANTA FE, NM 87505

WWW.NMMAINSTREET.ORG