The "12 Days of Christmas Virtual Cash Mob" with MainStreet Truth or Consequences

On Dec. 1-12, 2020 at 6:00 pm, MainStreet Truth or Consequences will go live on Facebook with virtual cash mobs. A different business will be featured each night:

- Zia Gallery, Dec. 2
- The Annex, Dec. 3
- RioBravo Fine Art Gallery, Dec. 4
- Dust, Dec. 5
- Geronimo Springs Museum, Dec. 6
- Morning Star Outfitters, Dec. 7
- Vic's Broadway New Mexico, Dec. 8
- Angel Remnants, Dec. 9
- Desert Archaic, Dec. 10
- Passion Pie, Dec. 11
- MainStreet Truth or Consequences Fundraiser, Dec. 12

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

"Shop Local Farmington, San Juan County" Facebook Group

The Shop Local Farmington San Juan County Facebook Group was established by the Farmington Chamber of Commerce in partnership with the City of Farmington and the Downtown Farmington: A MainStreet Project to support businesses by providing a one-stop-shop where consumers can easily find local goods and services.

When people shop local, eat local, and spend local, the entire community benefits!
"Ventanas Vivas" in Las Cruces

The Downtown Las Cruces Partnership and the Las Cruces Arts and Cultural District Coordinating Council are spearheading "Ventanas Vivas" -- a safe, fun, socially-distanced way for families to experience art, enjoy the holidays, and visit their favorite downtown shops and restaurants.

Local artists and business owners teamed up to decorate 23 windows within the Downtown Arts & Cultural district.

In its second year, the colorful, pop-up murals include painted scenes of caroling, snowmen, cozy coffee drinking, Santa, and nativity scenes.

The City of Las Cruces partnered with local organizations to create shopsouthernnm.com to make shopping local easy and convenient!

Picture caption: @alley_oop30 did a great job of capturing the vibe of Downtown Blues Coffee.

MainStreet Roswell's "First Friday Parade of Windows Downtown"

MainStreet Roswell is holding a window decorating contest and it's the perfect time to walk around downtown (masks on & social distanced) and see the decorations in person on Friday, Dec. 4, 2020.

The Country Giant and The Crash radio stations are holding a food drive that same evening. "The Radio-Active Food Drive" will collect non-perishable food for the Roswell Homeless Coalition at the Chaves County Courthouse.

Some businesses will be open as permitted, but you can also shop online, by email, phone, and most offer curbside pickup or delivery!

Clovis MainStreet's "Christmas Lights Parade Cruise"

Join Clovis MainStreet from the safety of your vehicles as you drive by their community Christmas Lights Parade down Main Street on Saturday, Dec. 5, 2020 at 6:00-8:00 pm.

At 6:00 pm, they will open two entrances: one at 14th St. allowing traffic to head southbound to Grand and one at Grand heading northbound to 14th street. Bring a cup of hot cocoa to enjoy while you drive by the lights!
Tucumcari MainStreet's "Christmas Cash Mobs"

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:

- Desert Rose Center, Dec. 2
- Paws & Claws, Dec. 4
- Historic Museum, Dec. 8
- Motel Safari, Dec. 9
- Vaquero Asador, Dec. 10
- Blanco Creek Boutique, Dec. 11
- Watson's BBQ & Ranch Supply, Dec. 12
- Teepee Curios, Dec. 14
- Arteformz, Dec. 16

Silver City MainStreet Launches "Ugly Holiday Sweater Face Mask" Promotion

Silver City MainStreet is supporting downtown merchants by offering $10 Main Street Gift Certificates to people who take a picture wearing an Ugly Holiday Sweater Face Mask.

Message the picture to them on Facebook, and they will mail a gift certificate to purchase food or merchandise at participating downtown merchants!

Grants MainStreet's "Light Up Cibola"

Grants Mainstreet's "Light Up Cibola" is a community event where businesses can spread joy this holiday season by lighting up their building. Participants will have a chance to win $1,000 for having the best holiday light display in Cibola.

To enter, businesses must put up holiday light displays and send photos to
GrantsMainStreet@gmail.com.

Prizes:
• $1,000 for the grand prize
• $500 for second place
• $250 for third place

Judging will be completed on Dec. 18, 2020 and prize money will be rewarded the week before Christmas.

Los Alamos MainStreet's "WinterFest"

Los Alamos MainStreet's "WinterFest" on Dec. 4-6, 2020 is a family-oriented holiday events that supports local businesses safely.

Friday, Dec. 4, 2020
• 6:00 pm: Winter Wonderland Virtual Paint
• 7:00 pm: The Night Sky in December

Saturday, Dec. 5, 2020
• 10:00 am - 2:00 pm: Arts & Crafts Community Crawl
• 10:30 am: Making Your Holiday Season More Sustainable
• 1:00 pm: Winter Wonderland Virtual Paint

Sunday, Dec. 6, 2020
• 2:00 pm: Ugly Sweater Mask Decorating Contest

Raton's "Online Cash Mobs"

Raton Cash Mob is supporting local businesses with
live virtual auctions on Facebook:

• Solano's Western Wear, Dec. 3
• All Seasons Gift Shop, Dec. 8
• 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.

• Silver City Museum Store, Dec. 2
• Grant County Art Guild, Dec. 14
• Light Art Space, Dec. 16

Learn more

Las Vegas "Holiday Market Cash Mob at the Plaza Hotel"

Main Street de Las Vegas will host a "Holiday Market Cash Mob" online at the Plaza Hotel on Wednesday, Dec. 9, 2020 at 6:00 pm.

Since June, Las Vegas Cash Mob has raised over $50,000 in direct sales for local businesses and over $10,000 in indirect sales. Las Vegas NM Cash Mob, modeled after the successful Cash Mob in Raton, is a group of volunteers that have come together each week to help save small Las Vegas Businesses during the pandemic.

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.

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NMMS is a program of the New Mexico Economic Development Department.