Las Cruces *Artists in Residence* Program

Las Cruces artist Bob Diven has been chosen as Downtown Las Cruces Partnership’s first artist in residence! The *Artists in Residence* program showcases and celebrates artists in the Las Cruces Arts & Cultural district.

Naming Bob Diven as the first artist in the program is a fitting distinction because no one else has left their mark on the district more notably.

Over the next six months, six artists who live and work in the district will be featured in the program. DLCP will host virtual events for each artist through May, 2021 and on June 4, 2021, they will host a collaborative show featuring all of the artists!

*Photo Credit: Ben Lamarca*

Coal Ave. Pedestrian Thoroughfares Improved in Gallup's MainStreet Arts & Cultural District

Most of the sidewalks have been replaced in downtown Gallup's construction zone to make more room to walk. The sidewalk will eventually connect to the new roadway, which is where the work will be focused now.

New sidewalks make it all the better to stroll downtown and support local businesses this holiday season. You can also support businesses by ordering online or ordering ahead and picking up curbside.
Need gift ideas? Check out Gallup MainStreet Arts & Cultural District's Holiday Gift Guide which was produced in partnership with Gallup Journey and the Gallup-McKinley Chamber of Commerce.

Learn more

Deming MainStreet's *Christmas Hope* Campaign

Deming MainStreet, Luna County, and the City of Deming invite merchants to spread the message of hope by lighting up their downtown storefronts!

Cash prizes will be awarded to the top three businesses. Vote on [Deming MainStreet's website](#) by Dec. 20, 2020.

Learn more

*Walk Nob Hill* in ABQ

Look out for these *Walk Nob Hill* wayfinding stickers every 66 steps throughout the Nob Hill MainStreet district!

If you see one, take a picture and tag [Nob Hill MainStreet](#) on either Instagram or Facebook and you'll be entered to win a gift card to a district business. They'll issue one prize every week throughout the holiday season.

Learn more

Santa Rosa MainStreet's *Shop Small Scavenger Hunt*

Santa Rosa Mainstreet and 14 small businesses will host a *Shop Small Scavenger Hunt* on **Saturday**, Dec. 12.

This is a fun family event; always wear your mask and keep 6 ft. of distance for a COVID safe event.
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:

- **Vaquero Asador**, Dec. 10
- **Blanco Creek Boutique**, Dec. 11
- **Watson’s BBQ & Ranch Supply**, Dec. 12
- **Teepee Curios**, Dec. 14
- **Arteformz**, Dec. 16

Learn more

Silver City MainStreet's *Spirit of Christmas Award*

Janey Katz and Suzi Calhoun are the recipients of Silver City MainStreet's 2020 Ward A. Rudick Spirit of Christmas Award.

Janey and Suzi generously donated funds to provide holiday banners for the downtown street light poles demonstrating the spirit of Christmas! They also funded downtown banners that will be installed after the holidays and the new historic district street signs.

The Ward A. Rudick Spirit of Christmas Award was established in 2018 after the Silver City MainStreet Board was so impressed with all the work Ward Rudick did that year, and continues to do, to make downtown festive for the holidays. Rudick was the first awardee.
Silver City's Need a Hat - Take a Hat Program

In the spirit of the holiday season, the SW Women’s Fiber Art Collective, Silver City MainStreet, and the Murray Ryan Visitor Center are working together for the “Need a Hat – Take a Hat” program.

Susan Allen, a member of the SW Women’s Fiber Arts Collective and a board member of Silver City MainStreet, organized area knitters to make hats for people who may need them this winter.

The hats have been placed on a tree and placed in front of the Murray Ryan Visitor Center.

Silver City MainStreet Decorates Downtown Thanks to Volunteers

Silver City MainStreet has been busy decorating downtown for the holidays with the help of the Town and great volunteers.

Holiday decorating is one way that Silver City MainStreet helps promote downtown. On Monday, the Town employees and volunteers met early and started decorating the light poles with lights and new banners.

Thanks to a generous donation from Janey Katz and Suzi Calhoun, MainStreet was able to purchase the banners. Previous fundraising and donations funded the light strings.

Pictured: Volunteers Jane and Kevin Tucker

Los Alamos Creative District's Ugly Sweater Mask Contest

The Los Alamos Creative District announced the winners of their Ugly Holiday Sweater Face Mask Decorating Contest! Check out their Facebook page to see all the creative winners.

Gift cards to Village Arts were distributed to the top three winners in each age category.

Pictured: Adult 1st Place Winner Esperanza Chavarria
MainStreet Truth or Consequences Celebrates the 12 Days of Christmas with Virtual Cash Mobs

Through Dec. 12, 2020, MainStreet Truth or Consequences will go live on Facebook with virtual cash mobs.

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

- Desert Archaic, Dec. 10
- Passion Pie, Dec. 11
- MainStreet Truth or Consequences Fundraiser, Dec. 12

Raton's Online Cash Mobs

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

- Dulces Encantados, Dec. 10
- The Pack Rat, Dec. 15
- Flowerland with Raton MainStreet, Dec. 17

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.

• Grant County Art Guild, Dec. 14
• Light Art Space, Dec. 16

MainStreet Roswell's Holiday Business/Restaurant Directory

This directory from MainStreet Roswell is a great place to start or finish your holiday gift buying - by shopping LOCAL!

Downtown merchants & restaurants will help you find the perfect gift and a great meal.

Downtown ABQ Holiday Guide

This special Downtown Holiday Guide will make it easy to support ABQ's downtown businesses and local artists over the holidays.

This year, it's even more important to support them in any way we can!

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.

New Mexico MainStreet (NMMS)

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