

SHOP MAINSTREET



2023 Choose MainStreet Holiday Campaign Kit



THE  OF LOCAL



New Mexico MainStreet

NM Economic Development Department
1100 South St. Francis Drive, Suite 1242
Santa Fe, NM 87505-4147

(505) 365-3998
info@nmmainstreet.org



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Choose MainStreet

Choose MainStreet is an initiative of New Mexico MainStreet to inspire New Mexicans and tourists to shop, eat, and play in downtown districts. New Mexico MainStreet encourages New Mexicans and visitors to *choose* to shop and eat in MainStreet districts *first* because small businesses support the local economy and create jobs which improves the quality of life for the whole community!

During the holiday shopping season, it's more important than ever to keep dollars in the local economy. When money is spent at locally-owned businesses, it has a greater impact than at businesses that are not locally owned because that money continues to recirculate in the community.

About New Mexico MainStreet

New Mexico MainStreet (NMMS) develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life. NMMS was founded in 1984 and currently serves 30 MainStreet Districts and 12 Arts & Cultural Districts. Additionally, NMMS has supported 45 Frontier & Native American Community projects, 4 Urban Neighborhood Commercial Corridor projects, and 11 Historic Theaters.

Learn more at nmmainstreet.org. NMMS is a program of the [New Mexico Economic Development Department](#).



Holiday Events

Check out these special events in New Mexico's MainStreet and Arts & Cultural Districts! More events can be found on nmmainstreet.org.

DATE	EVENT	LOCATION
Friday, November 24, 2023	<u>Festival of Lights</u>	Raton MainStreet
Saturday, November 25, 2023	<u>Drink Local Downtown Bar Crawl</u>	Downtown ABQ MainStreet Arts & Cultural District
Saturday, November 25, 2023	<u>Whoville Electric Light Parade</u>	Carlsbad MainStreet
Saturday, November 25, 2023	<u>First Annual Tree Lighting & Kids' Sing-Along</u>	Corrales MainStreet
Saturday, November 25, 2023	<u>Downtown ART WALK</u>	Historic Downtown Farmington
Saturday, November 25, 2023	<u>33rd Annual Light Christmas Parade</u>	Silver City MainStreet
Saturday, November 25, 2023	<u>Kick Off To Christmas - Shop Small Saturday</u>	Tucumcari Mainstreet
Thursday, November 30, 2023	<u>Light Up Artesia</u>	Artesia MainStreet Arts & Cultural District
December 1-3, 2023	<u>Los Alamos WinterFest Weekend</u>	Los Alamos MainStreet and Creative District
Saturday, December 2, 2023	<u>Christmas on Mainstreet 2023</u>	Alamogordo MainStreet
Saturday, December 2, 2023	<u>Starlight Parade</u>	Corrales MainStreet
Saturday, December 2, 2023	<u>Christmas Down MainStreet</u>	Deming Luna County MainStreet
Thursday, December 7, 2023	<u>28th Annual Nob Hill Shop & Stroll</u>	Nob Hill MainStreet (ABQ)
Friday, December 8, 2023	<u>Old-Fashioned Christmas in Downtown T or C</u>	MainStreet Truth or Consequences
December 9-10, 2023	<u>Holiday Market at the ABQ Rail Yards</u>	Barelas MainStreet (ABQ)
December 9, 2023	<u>Holiday Light Parade & Cookie Crawl</u>	Grants MainStreet

Boost Holiday Events

Spread the Word

Use the images and messages in this kit on your social media, newsletter, and website.

Hold a Window Decorating Contest

Set a theme and a deadline (between Thanksgiving and early December) and post pictures of the winners on your Facebook page and website.

Cross Market

If MainStreet businesses or theaters already have annual holiday events and activities, help them get the word out! Create a one-page flyer with a list of all that's going on downtown for the holidays and get it out to your email list, social media, Chamber of Commerce, City, and other partners.

Use PSAs

Don't forget to take advantage of the Public Service Announcements that radio and newspapers offer for non-profits. Send out information weekly on events and activities on MainStreet.

Host a MainStreet Open House

Offer refreshments, special discounts, coupons, and music in businesses... possibly even carolers on the street or have Santa visit!

Build on Existing Events

If you have a Christmas Festival or Parade, encourage local businesses to have an open house just before or during the event. If the crowd is already there, find a way to capitalize on the traffic.

Organize a "Cash Mob"

Support local businesses with cash mob virtual or in-person events. Cash-mobs.com has information on how to plan a cash mob.

Plan a Twelve Days of Christmas Shopping Event

Give customers who shop MainStreet the opportunity to win a gift basket. Collect items from MainStreet businesses and create as many baskets as you can. Value each basket between \$50 and \$100 to create incentive for shopping. Customers fill out drawing slips for a chance to win. You can collect the slips at each business or have one drop off point. Remember to capture the email addresses from the raffle tickets and add them to your email list!

Small Business Saturday

~November 25, 2023~

Support local businesses on Small Business Saturday to make a big difference in the community!

Small Business Saturday on November 25 is a **New Mexico Gross Receipts Tax Holiday**. For this one day, the state suspends collection of gross receipts tax on sales of qualifying items at certain small businesses, allowing the retailer to sell the items “tax free.” Types of items that qualify are clothing, accessories, sporting goods, tools, books, art, cosmetics, musical instruments, cookware, bedding, furniture, toys, games, and electronics. For a business to qualify for the deduction, it must maintain its primary place of business in NM, and employ no more than 10 employees at any point during the year. More information on eligibility and qualifying merchandise is available on the [Tax & Revenue website](#).

New Mexico MainStreet encourages New Mexicans and visitors to choose small businesses in MainStreet districts *first* during the giving season to keep dollars in the local economy. While shoppers may not find everything on their list in local small businesses, stopping there *first* gives business owners, entrepreneurs, artists, growers, and makers an opportunity to grow their business. Shoppers also gain the satisfaction of supporting their neighbors, showing community pride, and finding one-of-a-kind treasures during the busiest shopping season of the year.

Studies have shown that for every \$100 spent locally, **\$68 stays local**. For every \$100 spent at a chain store, **only \$43 stays local**. The bottom line is that shopping MainStreet will keep more money in your community to be re-spent.



Small Business Saturday Graphics

Below are graphics available to download and share. Click on the image to download or go to [our website](#) to download them all at once.

To customize, click the *Canva Template Link* and select "[Use template for new design](#)" (*you must be signed into Canva to get this option!*)

Facebook Cover Image: 3600 x 1884 px



[Canva Template Link](#)

Square Image: 1080 x 1080 px



[Canva Template Link](#)



[Canva Template Link](#)



[Canva Template Link](#)



[Canva Template Link](#)

Animated - Instagram/Facebook Reels and Posts



Small Business Saturday

Sample Press Release

[Download the press release template](#) (.docx file) to customize for your district and distribute to your local contacts.

[Insert Your Logo]

FOR IMMEDIATE RELEASE:
[Date]

Contact: [Your Name]
[Your Phone Number]
[Your Email Address]

Shop MainStreet First This Season, Save Money on Small Business Saturday's Tax Holiday

Small Business Saturday is November 25, 2023

[Your City/Town], N.M. – [Your Organization Name] and New Mexico MainStreet encourage New Mexicans and visitors to shop at small businesses in MainStreet districts *first* during the holiday season. While shoppers may not find everything on their list in local small businesses, stopping there *first* gives business owners, entrepreneurs, artists, growers, and makers an opportunity to grow their business and support the local economy.

Additionally, November 25 is New Mexico's Small Business Saturday tax holiday where the state suspends collection of gross receipts tax on sales of qualifying items at certain, non-franchise small businesses with 10 employees or less. A wide variety of merchandise qualifies for tax-free status such as toys, games, electronics, books, sporting goods, and more. A complete list of qualifying items can be found on the Tax & Revenue Department's [website](#).

"Throughout the year, but especially during the holiday shopping season, it's important to keep dollars in the local economy because that money recirculates and strengthens our communities. Additionally, many of New Mexico MainStreet's affiliated communities host family-friendly events to bring people together to eat, shop, and play in their welcoming and vibrant commercial districts," NMMS Director Daniel J. Gutierrez said.

[Include info on your local events/promotions/small businesses]

[Add a quote from your Director or Board President]

Shopping locally is important because small businesses create jobs in the community, and they're also more likely to give to community charities. Money spent locally recirculates and strengthens the local tax base which supports community services. Finally, a vibrant local economy improves the quality of life for the whole community.

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About New Mexico MainStreet (NMMS):

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About [Your District/Project]:

[Include info such as your NMMS affiliation status, mission/vision, website address, etc.]



Top 10 Reasons to Shop MainStreet

- ◆ Brick and mortar small businesses in the community are **the backbone of the local economy.**
- ◆ Small businesses are **the heart of our community.**
- ◆ The local economy thrives when **resources are reinvested in the community.**
- ◆ Businesses offer **one-of-a-kind items and treasures.**
- ◆ Shopping local supports **artists, entrepreneurs, makers, and growers.**
- ◆ Small businesses **create local jobs.**
- ◆ Local businesses are more likely to **contribute to community charities.**
- ◆ Money spent locally **recirculates and strengthens the local tax-base.**
- ◆ A vibrant local economy **improves the quality of life** for community members.
- ◆ Locals build **community pride.**



Top 10 Reasons to Shop MainStreet Generic Graphics

Below are graphics available to download and share. Click on the image to download or go to [our website](#) to download them all at once.

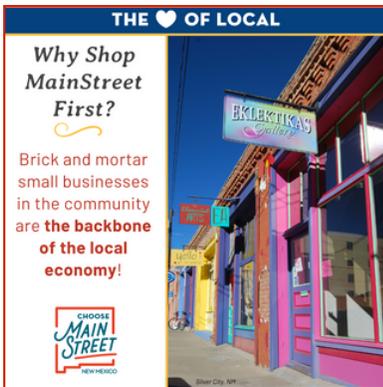
Square Image: 1080 x 1080 px



Top 10 Reasons to Shop MainStreet Local Graphics

Below are local graphics available to download and share. Click on the image to download or go to [our website](#) to download them all at once. To customize, click the *Canva Template Link* and select "[Use template for new design](#)" (you must be signed into Canva to get this option!)

Square Image: 1080 x 1080 px



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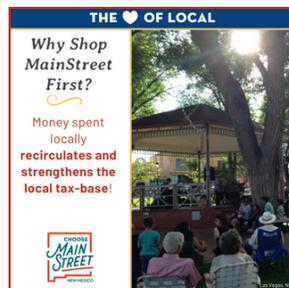
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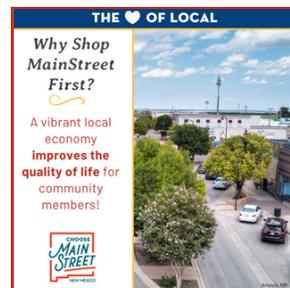
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