



Grants MainStreet Project Inc.

A Community Non-Profit Corporation

PO Box 337 · Grants, NM · 87020

FOR IMMEDIATE RELEASE

NOVEMBER 13, 2023

Upon news of massive construction to Santa Fe Avenue (USDA Water & Sewer Improvements), Grants MainStreet Project has taken the careful and thoughtful decision to pull back from a portion of its holiday season event, the 27th Annual Holiday Light Parade. Canceling the parade portion of this event and continuing, ONWARD, with the MainStreet Cookie Crawl!

By November 17th, 2023, the City of Grants with its contractor, TLC Plumbing, will start its construction of Santa Fe Avenue from 5th Street to Cedar Drive (Kentucky Fried Chicken location) that will impact westbound and eastbound Santa Fe Avenue. The construction will include trenching along the right lanes and shoulders in both directions. The duration of this construction is expected to take place for 280 days to 365 days (1 year).

Upon this news at the November 10th Grants MainStreet board meeting, the board of directors made the careful decision to cancel the parade portion of its December 9th event and to continue with the "Cookie Crawl" activities and festivities. President Patrick Clingman said in the meeting, "We must think of the safety of drivers and pedestrians when deciding what to do with this event. We must also recognize the need that businesses will have when access will be reduced to already struggling businesses." As a result, MainStreet will continue to support businesses during this holiday season by continuing to hold the MainStreet Cookie Crawl.

Many are familiar with the Holiday Light Parade, but the "Cookie Crawl" is a new concept that invites families to stroll through the MainStreet district and enjoy activities inside businesses. Saturday, December 9th, 2023 from 12PM to 6PM businesses will provide cookies and/or hot cocoa to visitors that stop in. Businesses will host additional activities such as: photos with Santa Claus, Christmas card crafting, ornament crafting, holiday concerts, and more. Businesses involved include: Jenny's on 66, Five 22, Double 6 Gallery, Second Time Around, Loeffler's Guns Etc., Custom Etching & Gifts, Kenneth Brown Photography, 1912 Market, New Mexico Mining Museum, Golden Heart Yoga & Dance, Mt. Taylor Funerals, West Theater and Enchanted on 66.

Whether it's the Cookie Crawl or the Holiday Light Parade, Grants MainStreet Project's events should help to drive traffic into the downtown area to support small businesses. Executive Director William Yarborough said in a statement, "I'm excited to see families enjoy the same activities they would wait in the cold for, but in the comfort of businesses across the MainStreet district. We hear too often that the night is too cold for families and children to wait for Santa. With this year's event families will have more time to get their iconic photo with Santa and enjoy the holiday season comfortably with the whole family."



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For more information and updates, please visit grantsmainstreetproject.com/holiday-light-parade or reach out to the MainStreet Office via email, telephone, or Facebook Messenger. .

About Grants MainStreet Project:

Grants MainStreet Project is a non-profit organization dedicated to revitalizing downtown Grants, New Mexico, and fostering community spirit. Engaging people, rebuilding places and boosting the economy by revitalizing, beautifying and energizing downtown Grants through education, promotion and assistance.

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Media Contact:

William Yarborough

Grants MainStreet Project

(505) 658-2450

grantsmainstreet66@gmail.com

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