



Small Business Development Center
NMSU Alamogordo
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FOR IMMEDIATE RELEASE

Alamogordo Holiday shopping season begins with Small Business Saturday Event

Join Gingy, the Gingerbread Man, as he helps promote Shop Small, Shop Local

Alamogordo, NM - November 3, 2022 – Alamogordo MainStreet, Alamogordo Center of Commerce, the City of Alamogordo, and the SBDC at NMSU Alamogordo have partnered this year to encourage people to Shop Small, Shop Local. Join us on New York Avenue this Small Business Saturday, November 26th from 10 am to 4 pm. KHII Radio 88.9 & 100.5 will be Live & Local at the event with food trucks, live music, goodies, and deals for all, and best of all, Gingy the Gingerbread Man will be onsite taking selfies and handing out candy canes with coupons to the public from local small businesses. Come out early in the day (10:00 am to 11:30 am) and enjoy the music of *Champaign Problems*.

About Small Business Saturday

In 2010, American Express created Small Business Saturday to encourage people to *Shop Small, Shop Local*, and bring more holiday shopping to our local communities. In 2017, the four organizations above started collaborating on this event to support our local small businesses in a more efficient manner.

Small Business Saturday is a Gross Receipts Tax Holiday

If you are a qualified small business you may be eligible to deduct gross receipts for retail sales during the period beginning 12:01 am on the first Saturday after Thanksgiving and ending at midnight on the same Saturday. In effect, this allows the retailer to sell the items “tax-free”. The small business cannot have more than ten employees. Please refer to NM Taxation and Revenue *FYI-203 Gross Receipts Tax Holiday* to see your eligibility.

How Can Local Businesses Participate?

Small Businesses all over Alamogordo can participate by offering a simple promotion from your business, signing up to be included on the City of Alamogordo website (see following QR code), and/or signing up to have Gingy the Gingerbread Man visit your business and have photos taken that can be pushed out on social media.

“We would like to encourage the entire community to join us this year by Shopping Small, Shopping Local on November 26th and throughout the year. Let’s show our small businesses how much we care. Come out, have some fun, and get your picture taken with Gingy.” said Trish Livingston, Director at the Small Business Development Center.

Interested in participating or learning more? Scan the QR code.

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