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Nov. 24, 2020

Small Business Saturday is November 28

Though many retailers must keep their doors closed to walk-in business this weekend to prevent the spread of COVID-19, it is still possible to shop local on Small Business Saturday with curbside pickup and internet sales available from many New Mexico merchants.

And New Mexicans who do their holiday shopping at New Mexico-based businesses this Saturday will get the satisfaction of supporting their neighbors and maybe saving some money.

This year's Small Business Saturday tax holiday begins at 12:01 a.m. Saturday, November 28 and ends at midnight the same day. For this one day, the state allows small New Mexico-based businesses with fewer than 10 employees to deduct gross receipts tax on sales of qualifying items. Businesses operating under a franchise agreement do not qualify for the tax holiday.

New Mexicans also can support local merchants and other local businesses through nmbuylocal.com and through the [2020 New Mexico True Certified Holiday Gift Guide](#).

The holiday gift guide features nearly 100 New Mexico True Certified products from New Mexico businesses, such as:

- Apparel
- Jewelry
- Chile products
- Snacks and other food products
- Fine art
- Self-care products
- And more



New Mexico Magazine has also published its own [gift guide](#), which features additional products and crafts from New Mexico merchants.

“It’s incredibly important that we support our local businesses in every way we can during the holiday shopping season and making an effort to buy local is a great way any New Mexican can help our business community during the COVID-19 crisis,” said Tourism Department Secretary Jen Paul Schroer.

“Shopping at local small businesses keeps more jobs and more dollars in New Mexico,” said Economic Development Department Cabinet Secretary Alicia J. Keyes. “This is a great time to support these merchants, buy local, and pick up purchases right away instead of waiting for uncertain deliveries.”

New this year is [Buynmlocal.com](#) featuring more than 800 businesses from across the state. The New Mexico Economic Development Department established the site early in the pandemic to help New Mexico businesses through the crisis. Shoppers there can find not only retailers and artisans, but restaurants and service businesses, as well.

A wide variety of merchandise qualifies for tax-free status this Saturday – toys, games, electronics, books, sporting goods and more – as long as the price is under \$500 per item. Gift cards do not qualify for the tax holiday under state law.

“We know how hard the pandemic has been on New Mexico businesses. Even though we may not be able to support them in person this weekend, we can still help by ordering online or by phone,” said Taxation and Revenue Secretary Stephanie Schardin Clarke.

A [complete list of items](#) that qualify for the gross receipts tax deduction is available on the Taxation and Revenue Department website, tax.newmexico.gov. More specific information for small businesses about how to take the deduction is available under the News & Alerts section of the website and in the [CRS-1 Filers Kit](#), which can be found under the Businesses menu, choosing NM Business taxes and then gross receipts.