DOWNTOWN MERCHANT HOLIDAY KICK-OFF

Elegant Evening Downtown

Saturday, November 14, 2026 (5 - 8 pm)

The Downtown Paso Robles Main Street Association is proud to present the Annual Elegant Evening Downtown to be held Saturday, November 14, 2026. IT'S AMAZING HOW MANY LOCALS ARE UNAWARE OF YOUR business downtown. This is a great way to familiarize people with your business and kick off the holiday shopping season.

WHAT: The Paso Robles Main Street Association's participating merchants will open their doors for extended hours on **Saturday, November 14, 2026**, and serve light refreshments. The Downtown Paso Robles Main Street Association will advertise the event to the public. You are encouraged to have promotions or a raffle drawing in your shop (this is a great way to collect customer emails). Main Street will have outside entertainment including dancers and music.

WHERE: Throughout the Paso Robles Main Street downtown area in local participating shops.

FURTHER DETAILS: Each merchant is encouraged to take advantage of the shoppers Main Street will draw with this event to kick off their holiday shopping season with specials, coupons, drawings of their own, and refreshments. We also encourage you to have live entertainment and window displays.

North County Dance & Performing Arts Foundationn will be selecting store fronts to host live mannequins from their Nutcracker production. They only have a limited number this year and will try to strategically place them to draw people around Downtown.

COST: There is only a nominal $25 fee to each participating merchant to help off-set the cost of advertising which will list your business as a participating shop.

DEADLINE: Deadline to sign up is MONDAY, NOVEMBER 2, 2026
(See attached sign-up form).

This is a great opportunity for merchants to showcase their business and their holiday merchandise, introducing your business to new customers and enticing them to return again and again.

A sign-up form is attached.
For more information . . .
please call the Main Street office at 238-4103.