Silver City MainStreet Project Newsletter
November/December 2018

The theme for the parade is “A Storybook Christmas,” a family theme intended to make the parade especially fun for children in Silver City and Grant County. The parade will start at the corner of Cooper and Broadway and travel down to Bullard St and end at Pope St.

There will be new downtown decorations this year too. Through fundraising, and a generous donation from Town and Country Garden Club, MainStreet has purchased lights for all of the poles and a new downtown arch decoration.

Many volunteers headed by Ward Rudick have been working behind the scenes to restring the garlands with the new colorful lights and make new bow decorations.

Bring your family for this fun filled holiday event!

New Roles for Silver City MainStreet

The Silver City MainStreet Project and the Silver City Arts & Cultural District (ACD) have petitioned the State Arts & Cultural District Coordinator to move the State Authorization back to New Mexico MainStreet. Arts and culture are an integral part of downtown Silver City’s Cultural and Creative Economy.

Rich Williams, New Mexico MainStreet State Coordinator has responded favorably to the move and re-authorization. He has asked the New Mexico Arts Commission, the governing body for state authorization to adopt the request. The New Mexico Arts Commission is to meet next in the middle of November.

In the meantime the Town of Silver City, Silver City MainStreet and Silver City Arts & Cultural District are working collaboratively for a smooth and productive transition. Patrick Hoskins, Board President of Silver City MainStreet states, “There was a lot of overlap between the two organizations, and moving the ACD back under MainStreet just makes sense. We are looking forward to reinvigorating the ACD Coordinating Council that helps organizations in the creative economy. We are especially excited to work with Kevin Lenkner, Director of the Mimbres Region Arts Council.”

”Historically, MRAC has been a collaborative partner in the Arts & Culture District. We are eager to continue this partnership and looking forward to the energy and fresh ideas of Silver City Main Street. We live in a creative community and it is time to grow our creative economy as well.” Lenkner added.

In addition to heading the Silver City Arts and Culture District, Silver City MainStreet has been asked by the Town of Silver City to manage the Visitor Center. “Silver City MainStreet has been operating in the Town since 1985 and is a solid organization to manage the Visitor Center, states James Marshall, Assistant Town Manager. We look forward to working with MainStreet in this new role.”
Our Mission:
To encourage a vibrant, historic downtown Silver City which is recognized as the heart of our diverse community.

Where to find us:
Murray Ryan Visitor Center
201 N. Hudson St.
Silver City, NM 88061

How to reach us:
Charmeine
@SilverCityMainStreet.com
575-534-1700

Who is MainStreet?
Board of Directors

President
Patrick Hoskins
Vice President
Evangeline Zamora
Secretary
Marcia Stout
Treasurer
Carmon Steven
Board Members
Georgia Bearup
Nancy Johnson
Susan Allen
Executive Director
Charmeine Wait

Our Vision:
Silver City MainStreet will be a highly visible, respected, credible community economic development program that is recognized for its ability to bring economic vitality and growth to Silver City's downtown while preserving and enhancing local culture and historic resources.

Thanksgiving Weekend - A Cornucopia of Activities
With funding from the Town of Silver City and Hidalgo Medical Services, the Lighted Christmas Parade will be a family fun event for everyone. During the day on Friday and Saturday, Nov. 23 and 24, a horse drawn wagon will be available to take shoppers around downtown Silver City.

It is also Shop Small Saturday! Silver City MainStreet will have a booth at the Hub Plaza from 10 am to 2 pm on Saturday the 24th, and will be giving away Shop Small totes, lists of businesses offering deals, and will have a free drawing!

**SMALL BUSINESS SATURDAY**

COME #SHOPSMALL WITH US

Community Coordinating Council Meets Each Month

The Silver City MainStreet and Arts and Cultural District works to make our downtown more vibrant through creative placemaking, encouraging artisan live/work businesses, and fostering the creative economy through monthly Community Coordinating Council meetings. At these meetings, we cooperate by sharing best practices, coordinating events, and supporting each other.

Meetings are held the second Thursday of each month at 9 am at the Murray Ryan Visitor Center, unless otherwise noted. All are welcome!

Customer Service Tip:
Many organizations work hard to bring visitors and residents to downtown Silver City. If a customer asks you a question about the area and you don’t know the answer, please refer them to the Visitor Center or www.visitsilvercity.org.

It’s easy! Please make sure your staff knows. Thank you!

What is Silver City MainStreet?
Silver City MainStreet is a non-profit organization that is a part of a state and national organization committed to working with our community to revitalize our downtown. We promote a community driven program combining historic preservation with economic development. We do this through collaboration and promotion of downtown events, improvements to and preservation of our historic district, and the development of new and creative uses for downtown buildings. New Mexico MainStreet and participating local affiliates use The Main Street Four-Point Approach® as the basis for developing transformative economic development. The Four-Points are: Organization, Promotion, Design, and Economic Vitality.

Current Projects
Currently we are working on implementing Phase I of the Main Street Plaza, downtown beautification, and promotion of downtown through the Love Local Days and Taste of Downtown. We continue to engage business owners through merchant meetings, and the WNMU discount program.

By working together, we can make downtown Silver City vibrant!
Save the Date!

Lighted Christmas Parade, Sat. Nov. 24, 2018
Theme “A Storybook Christmas”

Shop Small - Saturday, Nov. 24, 2018
at The Hub, free totes, downtown discounts!

MERCHANTS SIGN UP NOW!

Merchant Holiday Window Contest
Theme “A Storybook Christmas”
Awards will be given in several categories including Community Choice Award.

MERCHANTS SIGN UP NOW!

Territorial Charter Day Celebration
Saturday, February 16, 2018
Urban Challenge Fun Run in downtown Silver City & Love Local Celebration!

MERCHANTS SIGN UP NOW!

Volunteer and Go to the Movies!

Silver City MainStreet has a fun volunteer program. For every three hours of volunteer service, you will receive a Silco Theater Gift Card good for one movie. It’s a win-win-win! We need volunteers to help us with events and special projects. Become a Silver City MainStreet volunteer and help make downtown Silver City vibrant!

Questions? Call 575-534-1700 or email Charmeine@silvercitymainstreet.com

Many thanks to these Sept-Oct. Volunteers!

Community Youth Building Program
& Gary Stailey  Lynda Aiman-Smith
Charles Hubbard  Patsy Madrid
Elliott Price  Donna Schaeffer  Cate Bradley
John Tank  Eileen English  Joe Navan
Mark Karagas  Tasha Cooper  Susan Price
Ward Rudick  Colleen Kernahan
Donna Schaeffer  Donna Magden

A More Independent Silco

On December 28th, 1895 the first public showings of movies took place in the Grand Café in Paris France. Since that time the people who distribute movies and the people who exhibit them have had a symbiotic relationship. Movies are made, and movies are shown. In the early days the financial arrangement was much more equitable. Movies cost .05 (a nickel). Roughly 1? cents went to the filmmakers and 3? cents went to the exhibitor. By the 1920’s movie houses were built that were opulent and large. A big city movie house might hold up to 1000 customers. The price of a movie ticket doubled. The filmmakers wanted a larger cut. So, two thirds of a movie ticket went to the exhibitor and the rest to the filmmakers. In 1927 (with the advent of “talkies”) movies have become a populous art/entertainment form. When studios were built in Los Angeles, CA (Hollywood) the people that owned the studios became very powerful, and the financial arrangement between studios and exhibitors flipped. Studios like MGM, Warner Bros., Paramount and Universal began to refuse to release popular films to theaters that didn’t give them a larger cut of the ticket price. And so, the exhibitor finds himself in the in the situation he is in today. 65% of the price of a ticket of a popular movie goes to the distributor (studios) and the rest to the theater owner.

The movie industry is ever changing. And so, we in the movie exhibition industry must also change. Some of the bigger theater chains have taken to putting in large recliner seats and also do assigned seating. All to draw customers in. Of course, what theater goers go out to a movie theater for is content. What movie is at the theater that I would like to see? For a single screen movie theater like The Silco it has always been a struggle to find a balance between what we can afford and what folks want to see.

Walt Disney Motion Pictures Studio (WDMPS) is by far the largest studio/distributor. They own much of the content being consumed by the movie going public. Disney is set to acquire 20th Century Fox. This is not a merger. It is an acquisition by Disney. 20th Century Fox is selling out to the tune of $71 billion. Disney owns ABC Television, The Disney Channel, ESPN, Marvel Studios, LucasFilm, and in the beginning of the 2019 they will own 20th Century Fox Studios. Also, in 2019, they are set to begin a streaming network. A Disney streaming network would have at least the impact that Netflix has had on movie theaters.

All that is just to give you, our community, a heads up as for changes at The Silco. We won’t be raising our prices anytime in the foreseeable future. We have some good ideas about how to stay afloat. We hope that you, our community, will continue to support us.

Peace and Love to you all, The Silco Theater
Thank you!
Silver City MainStreet Partners

Silver City MainStreet is very grateful for the annual financial support provided by the following community members, businesses and organizations. Financial support from the community helps to sustain the MainStreet Program and provides a portion of the funding needed to continue the work of MainStreet.

Rose Shoemaker
Morning Star
Snedeker Enterprises
James Edd Hughes, Edward Jones
First American Bank
The Place
Lopez, Dietzel, Perkins and Wallace
Silver Cafe
Single Socks
Guadalupes
Mountain Ridge Ace Hardware
Morones & Knuttinen, LLC
The Palace Hotel/Nancy Johnson
College St. Plaza
The Hub/Suzi Calhoun
Szyggy Tile/Lee Gruber
Humphrey’s Enterprises
Silver Linings/Bruce McKinney
Tapus Tree Grill/Kevin Hubbs
Re/Max Silver Advantage/Patricia Fell
United Country Mimbres Realty/
Georgia Bearup
David Rose/Neil Murray
Sudie Kennedy
Smith Real Estate/Becky Smith Ladner
Manzanita Ridge
Home Furniture
Tommy Ryan
Silver City Food Co-op
1st New Mexico Bank
Belitha B. McKinney
Revel Restaurant
Honeebee Goods
Silver City Museum Society
J & S Plumbing and Heating
Diane’s Restaurant
Steve Townley
Linda Gray
John McEachran
Carolyn Smith
Silver City Jewelers
The Rock Center/Gaye Rock

Funders
Freeport McMoRan
NM Resiliency Alliance
Town and Country Garden Club
Lineberry Foundation
Town of Silver City
You can help make downtown vibrant!
Please go to www.silvercitymainstreet.com
to donate online

SILVER CITY MAINSTREET PROJECT
PO Box 4068
Silver City, NM 88062

Silver City MainStreet Welcomes New Staff! Mary Lucero and Rebecca Martin (holding Teddy)

Mary Lucero, Administrative Assistant: I am a Silver City Local born and raised here. I absolutely love Silver City and the history and beauty it holds for those who wish to see it. I am the oldest of seven children. I have a bachelorette degree in English with a minor in business from Western New Mexico University. I aspire to be an editor and writer, as well as one day run my own magazine. I enjoy reading and running, and plan on traveling abroad and seeing the world in the future.

Rebecca Martin, Visitor Center Manager: I have served in my role as Visitor Services and Tourism Coordinator at the Visitor Center for the past four-plus years. My experience includes various roles in information technology, including training, business analysis, consulting and management. I have first-hand knowledge of being a business owner in downtown Silver City, having had a gallery on Yankie Street for several years. I am most popularly known as “mom” to Teddy Bear, beloved visitor center mascot/greeter and dog-about-town!

We are excited to have Mary and Rebecca join the Silver City MainStreet team and look forward to working together to serve our community.