Silver City
MainStreet Project
Newsletter
January/February 2019

Silver City Arts & Cultural District
Silver City MainStreet Project
P.O. Box 4068 • Silver City, New Mexico 88062
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Silver City Arts & Cultural District

MainStreet Receives Funding

New Mexico MainStreet and the Economic Development Department announced that Silver City MainStreet in partnership with the Town of Silver City has been awarded $73,600 in FY 2019 New Mexico MainStreet Capital Outlay Public Infrastructure funding for the Silver City Main Street Plaza, a placemaking project.

The Plaza Project draws attention to the Big Ditch Park, while creating connectivity, creating an events space, location for Farmers’ Market, artisan space, public restrooms, wayfinding and signage, and parking options. The Plaza is located between 7th and 8th Streets is on the west side of the Big Ditch Park and east of Bullard St. The project will offer opportunities for families to enjoy healthy activities.

“I am impressed by the range of projects that will be receiving New Mexico MainStreet Capital Outlay Funds,” said Economic Development Secretary Matt Geisel. “Place-making projects capitalize on a local community’s assets, inspiration, and potential to revitalize downtown districts and create centers of economic activity. I am excited to see the grant funds put to work in our New Mexico Communities.”

“New Mexico MainStreet has identified more than $30 million in public infrastructure needs in our MainStreet communities. Public Infrastructure investments leverage substantial private sector reinvestment through visible improvements in the downtown through upgrades to pedestrian safety and lighting, creating opportunities for economic development in our downtowns,” said New Mexico MainStreet Co-Director Daniel Gutierrez.

Projects were selected through a competitive application process and demonstrated direct economic impact and/or job creation in the district. Qualifying projects need to be on the adopted Metropolitan Redevelopment Plan (MRA) and their municipality’s ICIP priority plan (Infrastructure and Capital Improvement Plan). Funded communities provided both in-kind and cash matches to the grant and submitted a follow-up redevelopment plan for their organization to capitalize and leverage private sector redevelopment within the project area.

A program of the New Mexico Economic Development Department, New Mexico MainStreet works throughout the state to help affiliated local organizations create an economically viable business environment while preserving cultural and historic resources.

New Mexico MainStreet currently serves 30 designated MainStreet Districts, 12 Arts & Cultural Districts, more than 20 Frontier Community projects, and eight Historic Theater Initiatives. For more information about New Mexico MainStreet, visit www.gonm.biz or www.nmmainstreet.org.

Silver City
Territorial Charter Day
Urban Challenge
Fun Run
Saturday, February 16, 2019
Sponsored by Silver City MainStreet
the Town of Silver City and Western New Mexico University

The Urban Challenge Fun Run, one of the activities for Territorial Charter Day will take place on Saturday, February 16, 2019 at 9 am starting under the downtown arch on Broadway Street. The race is approximately a 5K with an entry fee of 3 cans of food that will be given to the WNMU and Grant County Food Pantries.

T-shirts will be given to the first 100 registered racers thanks to sponsorship from the Town of Silver City. To register for the race go to www.silvercitymainstreet.com or stop by the office located in the Visitor Center at 201 N. Hudson St. or email Mary@silvercitymainstreet.com.

The race is run by WNMU Coach Macario Campos with volunteer help from his running team.

Come down and start Territorial Charter Day with a fun run!

Content:

FEBRUARY 16, 2019
SHOP LOCAL DOWNTOWN BUSINESSES DEALS - DISCOUNTS - DRAWINGS
WWW.SILVERCITYMAINSTREET.COM

It’s Territorial Charter Day with activities starting at 9 am and going to 11 pm!!
Join the Urban Challenge Fun Run at 9 am
Shop Local Businesses and Get Great Deals!
Ride the Horse Drawn Wagon from 11 am to 5 pm
Go the the re-enactments at the Murray Hotel ballroom
& Enjoy the Ball at the Murray Hotel!
Sponsored by the Town of Silver City

Love Local
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
Staff
Executive Director
Charmeine Wait
Visitor Center
Rebecca Martin
Admin. Assist.
Mary Lucero

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.

Community Coordinating Council Meets Each Month
The Silver City MainStreet/Arts and Cultural District work 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!

SPECIAL Community Coordinating Council Meeting January 10
The meeting will be held in the Murray Hotel Ballroom at 9 am and the Community Speaker will be Joanie Griffin, founder of Griffin & Associates and Vera Hayduk, principal with HK Advertising, the advertising team hired by the Town of Silver City to do Tourism Marketing.

Griffin and Hayduk have three decades of tourism marketing experience, especially tourism marketing. They both have been involved with the New Mexico True campaign since its inception and represent small communities around the state.

We invite you to meet Griffin and Hayduk and learn about the marketing plan they have developed for the Town and how people can get involved with them.

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. The ACD is now our fifth standing committee.

Current Projects
Currently we are working on implementing Phase I of the Main Street Plaza, and promotion of downtown through the Love Local Days and Territorial Day Urban Challenge Fun Run. 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 Dates!

Merchant Mingle - Thursday, Jan. 17, 2019
5:30 pm Little Toad Creek Backroom

Territorial Charter Day Celebration
Saturday, February 16, 2018

Love Local - Saturday, February 16, 2019
MERCHANTS SIGN UP NOW!

Urban Challenge Fun Run - Sat, Feb 16, 2019
9 am in downtown Silver City

Horse Drawn Wagon - Sat, Feb 16, 2019
in downtown Silver City from 11 am to 5 pm

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!

Many thanks to these
Nov - Dec. Volunteers!

Community Youth Building Program
& Gary Stailey  Patsy Madrid
Elliott Price  Donna Schaeffer
Cate Bradley  Joe Navan
Judy Menefee  Susan Allen
Nancy Johnson  Mark Karagas
Tasha Cooper  Susan Price
Ward Rudick  Donna Schaeffer
Charles Hubbard  Mary Ann Finn
Raul Turrietta  Alfred Ogas  Blake Eilert
George Austin  Mariah Walker

What’s Happening Downtown?

The Main Street Plaza
MainStreet is working on Phase I of the Main Street Plaza, and plan to have the restrooms in by the end of February. We are grateful to the Town of Silver City and Freeport McMoRan for funding this project.

With the funding from NMMS we plan to move on to Phase II in 2019 getting the remaining retaining wall built and more.

Planters
Gary Stailey and the Community Youth Building Project have been taking up the planters and will be planting them with a variety of bulbs. Once the bulbs are sprouting, the planters will be put back out.

The project is ongoing, with plans to have enough planters built so one set can be growing the next seasonal plants and be switched out with the new plants and keep our downtown looking beautiful!

New Hours
Open: Wednesday through Sunday
Show Times: 4 pm and 7 pm
Closed Monday and Tuesday
Support your Hometown 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 Amerian 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
Syzygy Tile
Humphrey’s Enterprises
Silver Linings/Bruce McKinney
Tapas Tree Grill/Kevin Hubbs
Re/Max Silver Advantage/Patricia Fell
United Country Mimbres Realty/
Georgia Bearup
David Rose/Ceil 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
Lois Duffy Art
John McEachran

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

New Business Spotlight
by Mary Lucero

There are some new business’ that have popped up over the last few months in our downtown. The first one that many have probably noticed is FringeArtz located at 519-A North Bullard street where the Vacuum Cleaner Specialists used to be. FringeArtz is owned and operated by Suzanne Ens and Ron Roland, both artists who had been looking at New Mexico for a place to settle down. After a stop in Silver City on the way to Arizona on the recommendation of some friends in the art circuit, they fell in love with it and have been here ever since. The space for the gallery opened up, and as they have always wanted to own and operate one of their own everything just fell into place and FringeArtz was born. For more information about FringeArtz contact Suzanne Ens or Ron Roland - suzenart.com & RBROLAND.COM

Borderlands Gallery/Stephan Hoglund Studio

Another new business that is quite popular already is Borderlands Gallery owned and operated by Stephan Hoglund who is a jeweler and photographer. What brought Stephan to Silver City was the warm and open business community. They found their home and place of business for sale after exploring our downtown area and finding a larger gallery space something Stephan has always wanted. Borderlands Gallery is located at 211 W. Yankie St. and is a great space with versatile works offered. For information about Borderlands Gallery contact Stephan Hoglund - www.stephanhoglund.com for jewelry or www.Stephanhoglundphotography.com or call 218-370-1314.