Message from the Mayor
Ken Ladner

The amazing mural on a butter-yellow wall will be the first thing a visitor will notice when walking into Jaurequi Park on Spring Street in Silver City’s downtown historic district. A product of Mural Camp (an ongoing annual activity here in Silver City) the mural is striking in its use of multi-media -- hand-made ceramic pieces, bits of pottery, glass bottle parts, and paint make up the images of children playing among flowers. One component in the mural is a portrait of Greg Jaurequi, a neighborhood activist after whom the park is named.

Greg Jaurequi grew in Silver City’s Chihuahua Hill neighborhood, and the park named after him sits at the gentle foothill that marks the beginning of the neighborhood. The previous Pick and Pack grocery, which for many years was on the corner of Pinos Altos and San Vicente streets serving the neighborhood, was owned by his family. Jaurequi was widely known - a publicly outspoken, passionate, and at times controversial man. He was involved in a long list of community projects – in founding El Grito Head Start, the St. Vincent de Paul Society, La Frontera Basketball Tournament, the Mexican/Chicano Chamber of Commerce, and a Cooperative Ownership Development Corporation.

A tragedy took Greg Jaurequi’s life in 1992. A long-term sufferer from schizophrenia, John J. Fekete – who had been exhibiting erratic behavior and who had not been taking medicine - purchased a gun and shot Jaurequi in front of his wife, right in the middle of the sidewalk downtown, after the couple had been at the movies. The authorities realized after taking Fekete into custody that he did not recognize Jaurequi, even though Jaurequi had helped him in the past.

To honor the community work and activism of Greg Jaurequi, the park on Spring Street (bounded by Texas and Pinos Altos Streets) was named the Greg Jaurequi Park by the Town of Silver City. It is a lovely place for children to play, for families to gather for picnics, and for a lively game up pick-up horseshoes. We encourage residents and visitors to visit this gem of a downtown park.

Main Street Plaza
Phase I Restrooms Installed

Thanks to funding from Freeport McMoRan and the Town of Silver City, the Main Street Plaza Phase I restrooms have been installed. After electricity is hooked up and final preparations made, they will be ready for use.

This Phase of the Main Street Plaza is only the first step to transform the dirt lot located between 7th and 8th Streets in to an event space for Silver City. The completed Plaza will provide a community space for events, the farmers market, and will connect two separate sections of the Big Ditch Park, increasing awareness and use of this community asset. When not used for a community event, the Plaza will provide parking for the downtown shopping district.

The next phase of the Plaza, partially funded by NM MainStreet and the Town of Silver City, includes replacing the railroad tie retaining wall, adding park lights, pavers and delineating a “stage” area with pavers that can be used for performances. Electrical boxes will be installed with landscaping to make it a welcoming place to hold an event.

The third phase will include an entry from Bullard Street with lights, and pavers laid to resemble wagon trails. There will be benches and swales to control erosion and this phase will truly connect the two segments of the Big Ditch Park.

This is the only remaining segment of downtown’s original Main Street that was washed away by floods in the late 1800s.
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!

Brochure Rack Program - Affordable Marketing for You!

Silver City MainStreet/ACD is managing the brochure rack program started by the Mimbres Region Arts Council. This program has 24 brochure racks located throughout Grant county including the Grant County Airport and many hotels and eateries.

The brochure racks are filled weekly and in areas frequented by residents and tourists alike. It is a very visible marketing tool for businesses. The cost is a very affordable $360/year with payments of $90 per quarter. For the cost of just one print ad, this program advertises 365 days a year.

To sign up for the program, please contact Mary@silvercitymainstreet.com or call 575-534-1700.

Customer Service Tip:
Please keep your hours. We hear from residents that they come downtown to shop, but the store isn’t open during the posted hours. These residents do not come back downtown. Please, only post hours that you know you can keep.

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 finishing Phase I of the Main Street Plaza, and seeking funding to finish the project. 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!

Give Grandly is Saturday May 11, 2019
Please stop by the Silver City MainStreet booth to donate.

Downtown Spring Walk-a-bout
May 11, 2019
10 am to 5 pm. Organized by Silver City Art Association, this is a fun sidewalk sale.

Grant County Archaeological Society
During the weekend of April 26 – 28
100 participants will be downtown.  
Merchants get goodie bag info in now!

Tour of the Gila, May 1 - 5, 2019
Merchants get goodie bag info in now!

Look for this sticker on downtown businesses that offer discounts to WNMU students!
Sign up with Silver City MainStreet and get your window sticker!

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! 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 Jan. - Feb. Volunteers!

Community Youth Building Program & Gary Stailey  Americorp Program
Elliott Price  Cissy McAndrew
Donna Schaeffer  Charles Hubbard
Karen Hymer  Marilynn Freeman
Sandra Lucas  Lynda Aiman-Smith
Susan Allen  Hallie Richwine
Nancy Johnson  Mark Karagas
Tasha Cooper  Susan Price  Mike Knight
Ward Rudick  Eileen English

What’s Happening Downtown?

Visit Downtown Silver City Guide and Map
We are about to print the next updated guide and map, thanks to funding from the Town of Silver City’s Lodger’s tax. MainStreet prints almost 10,000 of these each year and they are given out at the Murray Ryan Visitor Center and distributed in the 24 brochure racks located throughout Silver City and the Mimbres. Just one of the many ways Silver City MainStreet promotes downtown.

VisitSilverCity.org - Offers Free Event Calendar!
Did you know that you can post your event for free on the visitsilvercity.org calendar? This is the go to calendar for residents, tourists and out-of-town marketing firms. If you want to make sure people know about your event, please go to visitsilvercity.org, click on calendar, click on submit event, and fill out the form. It is that easy!

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 sus-
tain the MainStreet Program and provides
a portion of the funding needed to contin-
ue the work of MainStreet.

Rose Shoemaker
Morning Star
Snedeker Enterprises
James Edd Hughes, Edward Jones
First Amerian Bank
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
Humphrey’s Enterprises
Silver Linings/Bruce McKinney
Re/Max Silver Advantage/Patricia Fell
United Country Mimbres Realty/
Georgia Bearup
David Rose/Ceil Murray
Sudie Kennedy
Smith Real Estate/Becky Smith Ladner
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
Holly Sytch - Encore

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

Potala Palace has a
variety of interesting
merchandise

New business’ that have been installed along our downtown strip in these last few
months include the Potala Palace. The Potala Palace gets its name from a Tibetan palace
in Tibet that used to belong to the Dalai Lama, the name was chosen as much of the mer-
chandise is from India and China. The Potala Palace is owned and operated by Monika
and Randy Salars who are Silver City Locals, and Randy was the former director of the
Silver City Gospel mission. The Potala Place started out as an online store, and Randy
wanted to make it into something more physical as way to get more involved with the
community as well as having an outlet for the extra returns from the online business. The
Potala Place has a myriad of products to offer including antiques, art, gifts, and soon a
juice bar, which is currently under construction. The Potala Palace is open Monday- Fri-
day 8am-5pm, and Saturday 10am-5pm.

Another one of the newer businesses is Old World Antiques owned and operated by
Greg Thomas. Greg is a retired builder and has lived in Silver City for three years. He
actually came across Silver City in 1985 while in the Air Force and vowed he would live
here someday, and his vow has become a reality. Old World Antiques is place run with a
lot of enjoyment, and Greg loves to find unique merchandise to offer his customers. Old
World Antiques sells antiques of all kinds as well as Navajo jewelry. Old World Antiques
is open Monday, Tuesday, Thursday, Friday, Saturday 10am-5pm (hours may very), and
Sunday 10am-3pm

Old World Antiques is
another new retail shop in
downtown Silver City.