Message from the Mayor
Ken Ladner

The Big Ditch Park - Nature’s Gift to Silver City
(Part 2 of 3)

This is the second of a three-part series on Silver City’s Big Ditch Park. In the 1880s, a series of floods carved out a deep gorge through the middle of Main Street downtown. By 1902 the gorge was referred to as the “Big Ditch” by locals. The Town was faced with the significant challenge of how to prevent continued erosion, and what to do with this problem area.

For the next 60 years a number of major efforts stabilized the banks, allowing water to flow where it would cause the least damage. But bad habits die hard. As once store owners had used Main Street as a place to discard garbage to be carried away by the next rain, the Big Ditch continued to be used as a dumping ground and sewer. This “ugly ditch” was viewed as an eyesore by most, but not all, community members.

The Silver City Daily Press reported on June 14, 1966, “Diners at the Silver City - Grant Country Chamber of Commerce blinked in astonishment when a member of a planning and designing firm asserted that the Big Ditch constituted an asset rather than a liability for the Town of Silver City.”

A proposal was made in 1975 by the Town’s mayor-appointed Parking Authority, to fill the Big Ditch with culverts and pave it over for parking spaces. But perhaps galvanized by the recent demolition of its historic railway depot- citizens woke up to recognize the potential. A local preservation movement was born. In 1977 the Silver City Historic Development Association was founded. The rock-walled, tree-shaded Big Ditch and neighboring historic structures came to be viewed as opportunities to breathe new life into the town’s heritage.

In 1935, a long-ago editor may have been clairvoyant when he said: “For years, there was hopeless resignation to encroachments of the Big Ditch. These have been checked through the cooperation of the Soil and Conservation Service.” Then he asked, with what has been proven amazing vision: “Will we go a step farther and demonstrate that the Big Ditch was a blessing in disguise? In the past it became a horrible example of the results of erosion and abuse of the watershed. But it may yet become a thing of beauty and a joy forever to Downtown Silver City, which deserves better than a sad demise and shabby burial.”
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.

Kelly Street Project

We are grateful for the funding from AARP and Wells Fargo for the Kelly Street Project. The Silver Strand has been in the Downtown Action Plan for many years, and with this funding we will be able to activate this dead-end street into a place to access the Big Ditch Park and to hold events.

The Main Street Plaza is currently under construction for Phase II, that includes the retaining wall, sidewalk, light poles, post and cable fence and new sitting areas. This phase of the construction should be done by the end of November.

Main Street Plaza
Lower Level

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 our fifth standing committee.

Current Projects
Currently we are working on Phase II of the Main Street Plaza, and seeking funding to finish the project. We continue to engage business owners through merchant meetings, Shop Small program and promotions like the Lighted Christmas Parade. By working together, we can make downtown Silver City vibrant!
Welcome Bob and Joe!

Bob Grunstein and Joe Navan are the new operators of the Silco Theater. They took the reins on August 29 and did an amazing job of opening that weekend with newly hired manager, Miles Johnson and a crew of amazing volunteers. They have great plans for programming at the theater and concession expansion.

We are glad they are here and look forward to working with them! Support your hometown theater!

Glamour Shot Fundraiser

Many thanks to Patsy Madrid of Vintage Fantasies for hosting the second annual Glamour Shot Fundraiser that funds our downtown holiday lights. George and Melinda Austin returned again to take professional photos.

The event was a success and we have already purchased new holiday bows and additional street lights for the upcoming holiday season.

We are truly grateful to Patsy, George and Melinda!

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!

Want to receive the latest downtown news?
Please email: Charmeine@silvercitymainstreet.com to receive emails and the newsletter

Fun Facts about Shopping Local

Several studies have shown that when you buy from an independent, locally-owned business, rather than a nationally owned business, significantly more of your money is used to make purchases from other local businesses, service providers, and farms - continuing to strengthen the economic base of the community. So Shop Local!

Save the Dates!

Marketing - Branding Workshop
Thursday, September 19, 5:00 pm to 6:30 pm
SBDC office at Watts Hall
Free to downtown Merchants

Merchant Mingle
Thursday, September 26, 5:30 pm
The Palace Hotel
Downtown Merchants Welcome!

ACD Community Coordinating Council
October 10, 9 am at the Visitor Center

Lighted Christmas Parade
November 30, 7 pm
Downtown Silver City

Shop Small
November 30
Downtown Merchants

Merchant Holiday Window Contest
Downtown Merchants
Awards will be given in several categories including Community Choice Award!

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 July and August Volunteers!

Community Youth Building Project & Gary Stailey
Elliott Price  Susan Price  Cissy McAndrew
Ed and Connie Downward
Steve Townley  Patsy Madrid
Lynda Aiman-Smith  Tasha Cooper
Ward Rudick  Mary Ann Finn
Cate Bradley  Donna Schaeffer
Julie Enos and Tim Aldrich
Steven Lincoln  Jen Hardesty
Charles Hubbard  Bridget O’Leary
Jo and David Demars
George and Melinda Austin
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
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
Honeebi 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 Sych - Encore
Lynda Aiman-Smith
Home Furniture
Tapas Tree Grill
Silver City Food Co-op
La Cocina Restaurant
Tommy Ryan

Funders
Freeport McMoRan
NM Resiliency Alliance
Town and Country Garden Club
Lineberry Foundation
Town of Silver City
AARP
Wells Fargo

New Business Spotlight - Everest Imports, by Mary Lucero

Everest Imports is a new business owned and operated by Corrin and Stephen Pierce and their business partner Tank Ojha. They decided to open their shop after Corrin began getting many compliments and inquiries about her wardrobe, which she was purchasing from Tank Ojha, who was based solely in Tucson Arizona at that point. After discussion with Tank, they all decided to go into business together and open a shop in Silver City. Everest Imports sells tapestries, singing bowls, and clothing of Nepali and Thai design for men, women and children that is purchased directly from the makers. Everest Imports is located at 406 Bullard St, Suite A and aims to be open Wednesday to Saturday from 11 am - 4 pm.

Other New Businesses Include:

Silver Nature Spirits, 406 B N. Bullard
Silver Artifacts, 111 W. Broadway
Gila Gallery, 206 N. Bullard St.
Advocacy Matters, 501 N. Bullard St.
Church of the Desert Southwest, 714 N. Bullard St.

Look for these and other new merchants in the Visit Downtown Silver City Guide and Map’s next printing in October.