The latest project underway is the Downtown Main Street Plaza, located along the Big Ditch Park between 7th and 8th Streets. When completed this spring, it will provide wayfinding signage, a place for the Farmers Market, other community events and much needed parking spaces. Public restrooms have already been installed. The Main Street Plaza is the last remaining part of the original Main Street in downtown.

As a long-range “work in progress,” the Big Ditch Park is now appreciated and enjoyed by locals and tourists alike, as a cool, green and shady place to visit in the summer, and a source of respite from the hustle-bustle of a busy little town, churning away above the serenity and peaceful pleasantness available just 30 feet below in the Big Ditch Park. I hope you will experience it for yourself one day soon!

And now we come to the last of a three-part series on Silver City’s unique Big Ditch Park. In the 1880s, a series of floods roared down what had been the town’s Main Street, eventually eroding and carving a gorge over 30 feet deep down to bedrock.

The town creatively responded by shifting a block to the west, and the backs of surviving businesses became their fronts, now facing Bullard Street, which would become the new main street in Silver City’s downtown.

Only two buildings survived that actually faced the original Main Street, and today they are perched right on the edge of the Park. The largest of these is the Warren House, a 2-story brick home that belonged to Elizabeth Warren. Mrs. Warren had the foresight to reinforce the outer edges of her property facing the ditch, which kept the flooding from undermining her home, and ensured the survival of a classic historic structure.

The other survivor is a smaller house, located today behind Nancy’s Silver Café near the corner of Bullard and 6th St.

In 1975, the formation of the Big Ditch Committee brought together a collection of committed citizens who recognized the value and potential of this unique greenbelt right in downtown, and decided it should become recognized and appreciated for its natural beauty, and its perennial stream.

The committee lobbied the city and the community as a whole, and raised enough money to rebuild bridges and provide stairs and walkways in the portion of the Big Ditch between 7th and Market Streets. Operating on a shoestring budget, and using city crews as the construction company, the first iteration of the Big Ditch Park was dedicated in 1976, and a brass plaque with the names of the original Big Ditch Committee was placed at the Market Street bridge.

In later years, when MainStreet became the official organization for economic progress downtown, additional construction projects were applied for and funded – some by the NM State Highway Department, and others by the Town itself, and the New Mexico MainStreet. Lighting was added, benches, trash cans, and better areas for street-fair style activities.

Silver City MainStreet Receives NM MainStreet Capital Outlay Funds

Silver City MainStreet received $170,000 in NM MainStreet Capital Outlay that will allow construction of the Main Street Plaza to be completed this Spring.

The Main Street Plaza project will transform the parking lot into a multiple use area for events, farmers market, as well as continued parking. This project will benefit residents and tourists alike increasing the economic vitality of downtown by providing a much needed event venue and public restrooms.

We are very grateful for this funding and the support of the Town of Silver City.
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.

What MainStreet is…

The Silver City MainStreet Project/Arts & Cultural District has served Silver City since 1985. MainStreet is affiliated with the national MainStreet program through the National Trust for Historic Preservation, and the New Mexico MainStreet program through the state Economic Development Department. The Silver City MainStreet Project is a nonprofit public/private partnership (a 501-c-3 organization), and is recognized as one of the most successful MainStreet Projects in New Mexico. Silver City MainStreet won the 2011 Great American MainStreet Award given to only three communities across the country each year.

Silver City MainStreet/Arts and Cultural District is an accredited New Mexico MainStreet program committed to working with our community to foster economic development in our historic downtown. We do this through promotion of the downtown district, improvements to and preservation of our historic district, creative place-making, encouraging the creative economy, and the development of new and creative uses for downtown buildings. We do this to make the historic district a place where everyone wants to be.

Over its history, MainStreet has leveraged funding received from the Town of Silver City into more than $6 million of downtown improvements. Partnership projects with the Town of Silver City include: Renovation and expansion of the Big Ditch Park, construction of the Murray Ryan Visitor Center, Downtown Street Lamps and new sidewalks, streetscape improvements, benches and trash receptacles, Jaurequi Park, the renovations of the historic Silco Theater, the Main Street Plaza, the Downtown Gateway Arch, façade improvements, the Kelly Street project, and numerous promotions and publications to promote downtown Silver City as a place to live, work, shop and visit.

The award winning Visit Downtown Silver City Guide and Map is published twice a year and distributed throughout the state. We print 10 - 12,000 copies each year. The Main Street Gift Certificate program is a model for other MainStreet programs.

We offer classes to merchants, and offer skilled services to the Town and merchants through the NM MainStreet’s revitalization specialists. We also collaborate with other events to promote the entire downtown district and decorate the downtown for the holidays. **We do this for the entire district. We do not require a membership.** The promotions aspect of our work can cause misunderstanding that we are a merchant association/marketing firm.

**We are not a Merchant Association…**

Merchants associations **require a fee**, often on a sliding scale of income, to belong to them. They often join together to unify a street with holiday decorations or organize hours and events. Merchant associations may build the brand of a shopping district and work to increase traffic and resolve contacts among tenants. Merchant associations do not build infrastructure, or sidewalks or restore buildings. They promote.

Silver City MainStreet/ACD is proud of our downtown historic district, and encourage you to stroll about the eclectic businesses and interesting architecture. Please visit our website www.silvercitymainstreet.com to learn about all the programs and projects we do to serve our community.
Save the Dates!

**Merchant Mingle**
Wednesday, January 8, 5:30 pm
Little Toad Creek

**Community Collaboration Meeting**
Thursday, January 9, 9 am at Museum Annex
Speaker Joanie Griffin of Sunny505

**Urban Challenge Fun Run, 5K**
Saturday, February 15, 9 am
Downtown Silver City

**Love Local**
second week of February
Shop downtown for your Valentine’s gift and dinner

**Save the Dates of Gatherings in Town**

Line Dancers coming to SC. 150 attendees
March 28, 2020

NM Historical Society, April 16-18, 2020
350 attendees will be in SC

**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

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**SILCO ADVERTISING RATES**

**SLIDE SHOW RATE - $120/month**
Your full color slide will be shown in the rotation that runs 15-20 minutes before each film at the theatre. Each slide appears on screen for 10-15 seconds.

**30 VIDEO RATE - $199/month**
Video contract includes a 30-second video ad that will run as part of the program in the 15-20 minutes before the film.

**SLIDE PRODUCTION - $100**
Professional production of your full color slide. Additional slide ad rates apply when playing at the theatre.

**30 VIDEO PRODUCTION - $200**
If you would like a professionally produced personalized video ad, we are able to provide a scripted video ad for you. We will consult with you as to what high points you would like to hit in your ad. We will script your ad and upon the approval of the script we will professionally produce a personalized ad for your business. Additional video ad rates apply when playing at the theatre.

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**Save the Date!  2-15-20**

Get your entry form online at www.silvercitymainstreet.com

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**Silver City Territorial Charter Day**
**Urban Challenge Fun Run**
Saturday, February 15, 2020
Sponsored by Silver City MainStreet
the Town of Silver City, and Western New Mexico University

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**Many thanks to these November/December Volunteers!**

Community Youth Building Project
& Gary Stailey
Jo and David DeMars
Tasha Cooper  Marcia Tinker
Donna Schaeffer  Mary Ann Finn
Charles Hubbard
Carmon Steven  Patrick Hoskins
Cate Bradley
Anita Williams  Linda Ewers
and all of the Silco Theater Volunteers
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.

Belitha "Bea" McKinney  
Brian & Gaye Rock  
Bruce McKinney/Silver Linings  
Carolyn Smith  
David Rose/ceil Murray  
Edward Jones/James Edd Hughes  
First American Bank  
First New Mexico Bank  
Guadalupe’s/Nora Fieldler  
Holly Sytch-Encore  
Home Furniture  
Humphrey’s Enterprises, Inc.  
J&S Plumbing  
James Hughes/Edward Jones Invesments  
John McEachran  
La Cofina Restaurant/Eugene Bustillos  
Linda Gray  
Little Toad Creek Brewery & Distillery  
Lois Duffy Art  
Lopez, Dietzel, Perkins & Wallace, P. C.  
Lynda Aiman-Smith  
Mary Hotvedt  
Morning Star  
Morones and Knuttinen, LLC  
Mountain Ridge Ace Hardware  
RE/MAX Silver Advantage  
Revel  
Rose Shoemaker/Bear Paw Ranch  
Silver Caffé/Dora Wooten  
Silver City Food Co-op  
Silver City Jewelers  
Silver City Museum Society  
Single Socks  
Smith Real Estate  
Snedeker Enterprise, LLC  
Steve Townley  
Sudie Kennedy  
Tapas Tree Grill/Desert Pup LLC  
The Hub Suzi Calhoun & Janey Katz  
The Palace Hotel  
Tommy Ryan

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

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

New Business Spotlight  by Mary Lucero

Thirsty and Wheel Simple

A few new businesses have made their home along our downtown in these last few months. The first is actually two separate businesses Thirsty and Wheel Simple owned and operated by James Marin a Silver City local; both are housed in the same building at 108 E. College Street. The motivation behind opening the cohabitating businesses is that James’s mother always wanted to sell Boba tea in Silver City as it wasn’t really sold anywhere, and James has always loved cars. Thirsty is a drink/coffee shop that offers Boba tea, coffee, frappes, infused tea, smoothies, and aquas frescas. Wheel Simple sells wheels, tires, lifts, and just about any accessories for your vehicle. They are also selling champion brand clothing and hoping to expand in that area within the next year to offer more clothing variety to the people of Silver City. Thirsty and Wheel Simple are both currently open Tuesday - Saturday 10am-6pm.

Gila Gallery

Another new business is Gila Gallery owned and operated by Elizabeth Laplante and Robert Brown. They were drawn to Silver City because of the low pollution, low traffic, and inexpensive housing market; as well as the fact that Robert has always wanted to live in the southwest and be able to photograph it. Gila Gallery has work displayed from over 16 photographers that include nature, architecture, wildlife, Silver City, and an early morning dog walk series. Handmade jewelry, postcards, funny kitchen items, socks, and religious clothing are also sold at the gallery. Gila Gallery is located at 206 N. Bullard St and is open Friday 10 am - 5 pm, Saturday 10 am - 6 pm, and Sunday 10 am - 4 pm. For more information you can contact the gallery at 503-298-7383.

You can help make downtown vibrant!  
Please go to  
www.silvercitymainstreet.com  
to donate online