

# Silver City MainStreet Project Newsletter

*Celebrating  
35 years  
of service!*

March/April 2020



SILVER CITY MAINSTREET PROJECT

Corporation for Downtown Development

Silver City MainStreet/Arts & Cultural District

Silco Theater Project

PO Box 4068 Silver City, NM 88062 575-534-1700

[www.SilverCityMainStreet.com](http://www.SilverCityMainStreet.com)

## Message from the Mayor Ken Ladner

### Noble Park- A Market Street Oasis

Noble Park, located between Market, “F”, and Yankie Streets is one of Silver City’s best-kept secrets – but is a lovely pleasant park for anyone to enjoy. A small playground, lush green grass, a picnic table, a comfortable bench, a variety of shrubs and bushes, and a variety of large native and non-native trees, truly makes this a Market Street Oasis.

Families with children will welcome the small sandy playground, with its colorful activity module which even includes a slide. There one can relax on a bench while reading or watching the children play.

Another bench in the middle of the park provides a shady place to sit and relax, or read. A picnic table close by is the perfect place for a picnic or to enjoy a quiet noon lunch break.

Last but by no means least, are the nineteen bushes, shrubs and trees, which have been there for many many years, many pre-dating the park itself. Evergreen trees provide shade in the summer and deciduous trees allow the sun’s warmth to come through in the winter. If you wish to learn more about some of these, there is a very good book available in the Silver City and WNMU libraries titled “Trees and Shrubs of New Mexico” authored by Jack L. Carter.

Two 60 foot Incense Cedars (*Calocedrus decurrens*), native to the United States, occupy prominent places in the park. The are located approximately halfway between the park’s north and south boundaries, one on the west side and one on the east side. Historically this tree has been a major source for wooden pencils. Its cones look like little “duck-bills”.

There is one native Nettleleaf Hackberry (*Celtis reticulata*) which produces small, black fleshy fruits that are eaten by birds. Just west of it is one of the most common trees in Silver City, the non-native Tree-of-Heaven (*Ailanthus altissima*).

Located at the extreme south end of the park, and very common to our area, is a small One-seeded Juniper (cont’d)

## Main Street Plaza Completed! Ribbon Cutting Celebration April 20, 2020



Plaza from lower level

The Main Street Plaza is finally complete!

This infrastructure project has been anticipated for more than 10 years and is included in five economic development plans.

The Plaza provides a central downtown event center, wayfinding signage, a public and ADA accessible restroom, and parking. The goal is to retain downtown shoppers, decrease event street closures while at the same time increasing the use of the Plaza for events, and increase the use of the Big Ditch Park and trail system. The Plaza helps make our downtown area more inviting for both residents and tourists, and encourages economic development.

We are grateful for the support and funding from the Town of Silver City, Freeport McMoRan, State Capital Outlay from legislators Rudy Martinez, Rebecca Dow and Gabe Ramos, and NM MainStreet Capital Outlay. MRWM Landscape Architects implemented the long standing plans. We are also grateful to Adobe Springs Cafe for being so patient and Morones and Knuttinen for working with Adobe Springs on parking. Many thanks to all the downtown merchants who parked elsewhere during construction.

**Come and help us celebrate on  
Monday, April 20, 2020 at 11 am for a  
ribbon cutting and celebration.**



## SILVER CITY MAINSTREET PROJECT

### 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.*



*continued from page 1, Message from the Mayor*

(Juniperus monosperma) and in the southwest corner of the park are three non-native Scarlet Firethorns (Pyracantha coccinea). They produce bright red berries that are eaten by birds. In the fall these berries ferment and birds that eat them literally become intoxicated.

In the northwest side of the park is a very tall Soaptree Yucca (Yucca elate) which is native to New Mexico. Its fibers have long been used by indigenous people to make rope.

Six very large non-native Siberian Elms (Ulmus pumila), the other most common tree in Silver City, are scattered throughout the park. Very prolific, they produce numerous seeds, and the flower buds on these trees are about to open right now!

Noble Park was dedicated to "Robert Payne Noble on August 22, 1980 in recognition of his services to the city and county as a Business Man, City Councilman, County Commissioner, City School Board Member, and Churchman."

Special thanks to Dr. Bill Norris, Professor of Botany at WNMU, and to my wife Becky, who has a BS Degree in botany, for providing much needed help.

## New Arts and Cultural Programming for Downtown

Silver City MainStreet with community partners will be piloting some new programming this summer to engage our community in downtown.

The ***Downtown Passport*** is for youth aged 13 and under. This passport takes the youth to ten downtown businesses that offer classes or experiences for residents. Each location will stamp their passport and the passport will be turned in for a movie ticket sponsored by the Silco Theater. Completed passports will be drawn for additional prizes. The passports will be available at the Visitor Center from May 17 through July 31st.

***Family Fun Days*** will be held on Saturdays, May 30th, June 27th and July 25th on Kelly Street and the Big Ditch Park from 12 noon to 2 pm. We are currently seeking organizations to provide a make and take activity. MainStreet will provide games for families to play.

Roger Brooks, an internationally acclaimed urbanist, futurist, and downtown innovator was the keynote speaker at the recent NM MainStreet Winter Conference. He states that ongoing programming is key to a vibrant downtown. Some pearls from the conference include:

- Today, jobs are going where the talent is or wants to be. Make your downtown and community a place people want to be and jobs will come.

- Placemaking and community development are now leading economic development.

- Downtowns are the litmus test and best recruitment tool for communities.

- 40 events a year are not enough to support one business. We need 10% of our community downtown 250 days a year. We do this with ongoing programming. (We will share more in future newsletters.)

**If you want to participate in Family Fun Days, please contact Charmeine@silvercitymainstreet.com or call 534-1700.**

### 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.

*By working together, we can make downtown Silver City vibrant!*



**New Business Spotlight** by Mary Lucero  
*Succession of a Successful Business*

Silver City has a unique historic downtown, and one of the staple businesses for the past ten years is Guadalupe's. Guadalupe's has been owned and operated by Nora Fielder, but will be transitioning ownership to longtime customer Martha Blacklock. Nora and her husband started the shop as they were semi-retired and had a collection of spiritual art they had collected as well as made and decided to open and give it a try. Everyone thought they were crazy to open a shop when they did in the middle of the recession when many businesses were not faring well, but they persevered and have been a fixture downtown for the last ten years. The philosophy of Guadalupe's is to honor all sacred traditions, which is shown through what the shop offers to its customers including an eclectic variety of religious art, supplies of various traditions, and fairly traded gift items.

Martha Blacklock will be taking over ownership and plans to sell the same items Guadalupe's currently carries, and wants to establish a website. Martha has been a Silver City resident for the last fifteen years, having moved here from New Jersey after a house fire and hearing about the Sufi community here. Martha has been a longtime customer and heard about Nora potentially selling the store, and realized that she loved the shop, it's atmosphere as well as what it offers to the community and she was interested in carrying it on. The transition and a slight name change to Amma Guadalupe will take place beginning March 1, 2020. "I am really grateful to the Silver City community, and will really miss our customers, my co-worker Arlan (who will be staying on!), and being part of our downtown neighborhood, but I am happy and think it is great that Martha wants to take over the shop and continue it," states Fielder.



**Silver City MainStreet Celebrates 35 Years!**

Silver City MainStreet is celebrating 35 years of service this year!

Celebrate with us at the Main Street Plaza ribbon cutting on Monday, April 20, 2020 at 11 am. Refreshments, Music and More!

**Advertise with the Brochure Rack Program!**

Silver City MainStreet/ACD manages 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.

**VisitSilverCity.org Offers Free Event Calendar!**

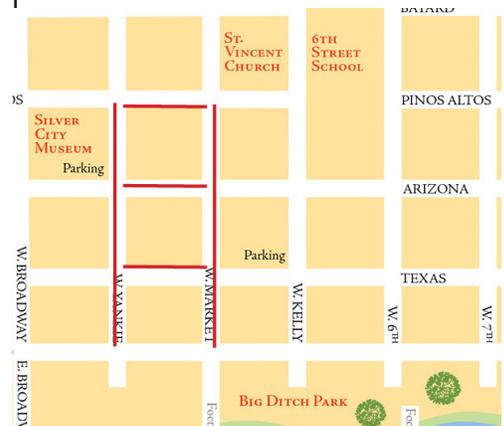
Did you know that you can post your event for free on the visitsilvercity.org calendar? Please go to **visitsilvercity.org**, click on calendar, click on submit event, and fill out the form. It is that easy! Questions? - email Calendar@visitsilvercity.org.

**New Sidewalks!**

Starting in Spring 2020, the Town of Silver City will be installing new sidewalks!

The sidewalk work will be on Market Street from Bullard Street to Pinos Altos, on Yankee from Bullard to Pinos Altos, on Texas from Market to Yankee and on Arizona from Market to Yankee.

Thank you Town of Silver City!



**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 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
- Diane Hansen
- 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 Hughs/Edward Jones Investments
- John McEachran
- La Cocina 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 Cafe/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
- William Charland/Phoebe Lawrence
- WNM Communications

**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

**Save the Dates!**

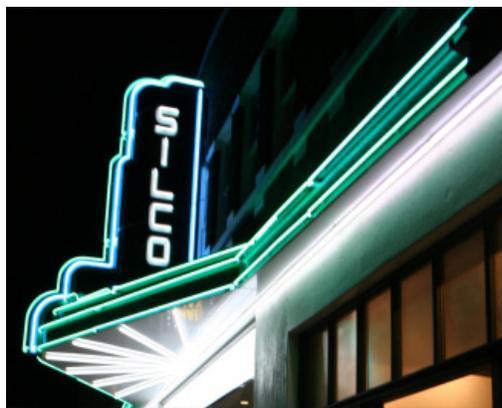
**Community Collaboration Meeting** Thursday, March 12  
9 am at Visitor Center, Guest Speaker, Future Forge

**Love Local, Saturday April 18th**  
Shop downtown for deals, discounts and free drawings!

**Main Street Plaza Ribbon Cutting & Silver City MainStreet  
Anniversary Celebration**  
Monday, April 20th, 11 am, Main Street Plaza

**Family Fun Days, May 30, June 27, July 25 - 12 noon to 2 pm**  
**At Kelly Street and the Big Ditch Park**  
FREE fun activities for families!

**Downtown Passport, May 17 to July 31, Ages 13 and under**  
Collect all ten passport stamps and receive a ticket to the movies!  
Enter your stamped passport for more prizes.



**Your Hometown  
Theater!**

**For current film  
and showtimes**

Go to:  
[www.thesilcotheater.com](http://www.thesilcotheater.com)  
575-956-6090

**Many thanks to these January/February Volunteers!**

Community Youth Building Project & Gary Stailey  
Jo and David DeMars Tasha Cooper Nena Benavidez & Kelly  
Cissy McAndrew Donna Schaeffer Mary Ann Finn  
Melvyn Gelb Carmon Steven Susan and Elliott Price  
*and all of the Silco Theater Volunteers*