



2021 Annual Summary Report

Silver City MainStreet is grateful for our Partner's support so we may continue the ongoing efforts to revitalize downtown Silver City. We are proud of our accomplishments made in 2021 with the help of many volunteers, collaborations with other organizations and generous grant funding.

Projects Completed:

National Park Service Façade Grant – Four downtown properties were awarded funding for historic preservation. This pilot program was given to only 12 programs in the country.
Clean and Beautiful Grants – Main Street Plaza Mural and Yankee Street Parklet, Bullard Streetscape, New Mexico Folk Art Mural, Visitor Center landscaping.
Historic Street Sign in entire Silver City Historic District
Signage Guidelines for Downtown District
Property Owner Toolkit, this was adopted by NMMS for other MainStreet communities.
Arts and Cultural District Project Review

Covid Pandemic Response:

Small Business Assistance program providing financial assistance to 23 businesses, 42 businesses have now been assisted.
Downtown Silver City Strong Awards to 80 downtown merchants
Virtual Cash Mobs for seven downtown merchants

Promotions Held:

Taste of Downtown
Love Local & Eat Local Promotions
Shop Small
Urban Challenge Fun Run (virtual)
Lighted Christmas Parade & Ugly Mask Contest

Presentations:

Wishing You Well columns
WILL, 2 programs
Unitarian Universalist
Grant County Prospectors

Programs:

Volunteer Program
Merchant Mingles for downtown merchants
Adopt a Median Program
Newsletter
WNMU discount program
Downtown Vacancy Survey, annual
Market Analysis of Lease rates, annual
Monthly ACD Community Coordinating Council meetings with speakers
Make and Take Art Projects, 26 weekends of family fun in collaboration with 13 different art organizations and individual artists. These were held with the Maker's Market.
Management of the Visitor Center
Brochure Rack Program
Need a Hat, Take a Hat
Management of the Silco Theater
Property Listing, monthly
Downtown Guide and Map
MainStreet Gift Certificates

Awards:

House of Representatives of the State of New Mexico Recognition for Success of our Program