



SILVER CITY MAINSTREET PROJECT  
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## SILVER CITY MAINSTREET PROJECT FACT SHEET

**History:** Silver City MainStreet Project has served Silver City **since 1985**. MainStreet is affiliated with the National MainStreet Program through the National Trust for Historic Preservation, and NM MainStreet through the state Economic Development Department. Silver City MainStreet is a nonprofit 501-c-3 organization, and is recognized as **one of the most successful Main Street programs in New Mexico**. The Mission Statement is "To encourage a vibrant, historic downtown which is recognized as the heart of our diverse community."

### 1. Economic Development

MainStreet is an active player in economic growth. In January 2008, the state designated the **Silver City Arts and Cultural District** as a pilot district. The district is a collaboration between MainStreet, Mimbres Region Arts Council, Silver City-Grant County Chamber of Commerce, Silver City Museum, WMNU, and the Town of Silver City. A cornerstone venue of the district, the historic 1923 **Silco Theater**, is a facility for events and meetings. It is being developed by MainStreet, and has capacity for 10-180 people. Since July 2006, over 180 events have been held with attendance of over 18,000 people. Funding is being sought to acquire and rehabilitate the theater. Downtown businesses have grown through **business retention and business recruitment activities**. The **MainStreet Gift Certificates** program has brought more than \$125,000 into downtown over 11 years. Orientation for residents and visitors, and promotion of the district is provided by the **Historic Downtown Guide & Map** brochure. The district includes over 200 retail and service businesses, government services, art studios, churches, schools, and nonprofits. These are listed in 170 categories of the yellow pages.

### 2. Downtown Improvements

Over its history, MainStreet has leveraged \$480,000 received from the Town of Silver City into **\$5.1 million** of improvements in Historic Downtown. New **sidewalks** were completed in 1996. The **Visitor Center** was completed on donated land in 1999. Renovation and expansion of **Big Ditch Park** was done in 1997 and 2002. The Visitor Center sign was added in 2002, and the parking lot paved in 2004. On Broadway and Bullard, **acorn-style streetlights** were installed in 2002 and 2006. The **Main Street Plaza**, a developing area of Big Ditch Park, is now the new home of the **Silver City Farmers Market**. Design is underway for the **Downtown Gateway Arch**, which will span Broadway near Hudson.

### 3. Historic Preservation & Design Support

MainStreet is at the forefront of historic preservation. In August 2008, MainStreet received the first-ever issued **national award** for "Historic Preservation-led Strategies for Economic Development" from the U.S. Dept. of Commerce, Economic Development Administration. Over 30 businesses have received **free design assistance** for facades, signage, interior improvements, and signage. The A.S. Goodell Warehouse **facade on Yankie Street** was preserved through MainStreet and building owners agreeing to the first preservation easement in New Mexico. MainStreet worked closely with the Town and the Silver City Museum to create **Historic Overlay Zoning** designating four adjoining historic districts.

### 4. Historic Downtown Special Events

MainStreet hosts **Celebration of Spring Festival** (Apr), **Taste of Downtown Silver City** (Sept or Oct), and our premiere event, the **Lighted Christmas Parade** (Thanksgiving weekend). MainStreet places Historic Downtown ads regionally and cooperates in promoting all other major downtown events.

### 5. Beautification

Over the years, MainStreet has **planted over 200 trees** in Historic Downtown. MainStreet contracts for **grounds-keeping** for Historic Downtown, the Visitor Center, and Big Ditch Park.