

Silver City MainStreet Project Newsletter

July/August 2018



CORPORATION FOR DOWNTOWN DEVELOPMENT
SILVER CITY MAINSTREET PROJECT
SILCO THEATER PROJECT
PO BOX 4068
SILVER CITY, NM 88062

Visit us at www.SilverCityMainStreet.com

Message from the Mayor Ken Ladner

In the last Silver City MainStreet Project newsletter I discussed the variety of lovely parks we have in our Town. In this column I am going to touch on the parks that are in, or mighty near, our downtown historic district. And I am going to pay special attention to one of the parks, where we did the first "Territorial Charter Day" community volunteer project.

Most of us associate the historic downtown of Silver City, which was added to the National Register of Historic Places in 1978, as being full of intriguing architectural buildings, full of art, full of interesting businesses. But it is also "full of" parks. There are three parks within the official boundary, and then one that is just a tad outside that I will also include.

The largest, the Big Ditch Park, follows the San Vicente Creek riparian area that flows between Hudson St and Bullard St. It is easy to access from where you can park at the Visitor Center (which having benches, beautiful landscaping, and gorgeous murals is an official park itself). We invite you to enjoy both the park surrounding the Visitor Center and the Big Ditch Park – a wonderful, peaceful, shady, series of benches, stairs and walkways along the creek. It is noticeably cooler here on a warm afternoon.

The third park that is officially within the historic district is Greg Jaurequi park, at the base of the Chihuahua Hill neighborhood. Located on Spring St. between Texas St. and Pinos Altos St., Jaurequi is named after a local activist. There are perfect family picnic areas, a basketball court, and an amazing mural done by the Youth Mural Project.

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Silver City MainStreet Receives Funding

Freeport McMoRan Award

Freeport McMoRan awarded MainStreet \$62,000 for phase I of the Main Street Plaza. The funds will be used to build public restrooms, long needed for downtown. "We were very pleased to receive this grant, states Patrick Hoskins, board president. The restroom and entire Plaza have been in the Town's plans for a long time. It's exciting to finally be able to begin and we are very grateful to Freeport McMoRan."

New Mexico Resiliency Alliance Award

MainStreet received an award for \$3,700 that will be used for beautification of the 300 block of West Broadway. This is a great example of how the state MainStreet program works with local programs. Silver City MainStreet received a request for design help from a property owner and then requested help from the state. Amy Bell came down and completed the landscape design work that is now being implemented with funds from this grant. The property owners also made a donation to Silver City MainStreet and that will allow us to complete more extensive design work than originally planned.

It's a great public/private partnership that benefits everyone involved.

Town and Country Garden Club

MainStreet received \$2,000 to continue the downtown planter project. The funds will be used to build more planters and plant all of the planters. This project would not be able to be implemented without Gary Stailey and the Community Youth Building Project. The planters are a bright spot downtown and continue to be popular with the merchants.

Give Grandly

Silver City MainStreet raised more than \$3,000 during this community fundraising event. Some of the funds were earmarked for holiday decorations and we are excited to say that we have already purchased lights for all of the downtown street lights.



**\$20 for
17 Tastes!**

**Some Savory
Some Sweet**

Don't miss it!

Saturday, September 1, 11:30 am to 2:30 pm

Our annual fundraiser is a fun way to try the new restaurants and discover others! Save the Date!

You can purchase your ticket in advance on our website:
www.SilverCityMainStreet.com

Silver City MainStreet is Accredited for 2018!

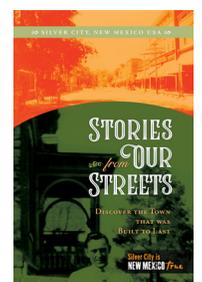
Stories From Our Streets - Discover the Town that was Built To Last

is available at the Visitor Center and
downtown merchants.

Plaques are located on Bullard St.

Audio version is at

www.DiscoverSilverCityStories.org





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

Tommy Ryan

Susan Allen

Executive Director

Charmeine Wait

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.



SILVER CITY MAINSTREET PROJECT

(continued from page 1)

Finally, we have Ybarra Park, which is very close to downtown – just a hop, skip, and jump away. Located at the corner of Corbin and Yankie Streets, Ybarra park was the site of the first Territorial Charter Community Volunteer day. As part of the Territorial Charter Community Volunteer Day project each City Councilor chose a project to help organize. Councilor Guadalupe Cano chose Ybarra Park because as a young girl she lived only a few blocks away and used to play there.

On April 14, 40 volunteers gathered there to clean up, paint up, and fun-up the park. Fifteen of those consisted of Gary Stailey and his Community Youth Building group and the rest were community members including Councilor Cano, her mother Patricia Cano, Assistant Town Manager James Marshall and Mayor Ladner.

Patsy Ybarra Madrid, a lifelong resident of Silver City, reported that her family lived right across the street and she used to play there which was at the time just a vacant lot. She suggested that the park was named after the Ybarra Families that lived in the immediate area. She also remembered that it was around 1968 when a slide and swing was erected. Also during that time period she remembers that “The “Brown Berets” erected a monument on the site and dedicated it to the “Chicano veterans of the Vietnam War.” The 5 October 1967 Silver City Enterprise reported that the City Council discussed a “..... long considered project of a public playground on Corbin Street by purchasing ground on Brewer Hill as the site.

A plaque currently at the park dated 1971 dedicates the park to the Brown Berets. The latest information that I have is a story in the Silver City Daily’s Press dated August 13, 1996 in which the town Council dedicated the Park to Inez and Simona Ybarra and renamed it Ybarra Park.

If anyone has any memories, photos or additional information about the origination and naming of Ybarra Park, I invite you to contact me, or the Silver City Main Street Project at (575) 534-1700.



**Please support our sponsoring
Restaurants, Coffee Houses
and Eateries!**

- | | |
|---|------------------------------------|
| Brazzas Grill | Corner Kitchen |
| Diane’s Restaurant | Fry House |
| | HoneeBeeGoods |
| | Javalina Coffee House |
| | Jumping Cactus Coffee House |
| | Little Toad Creek Brewery |
| | Pretty Sweet Emporium |
| Q’s Southern Bistro | Revel |
| Shevek’s Casual Italian Restaurant | |
| | Silco Theater |
| | Silver City Food Co-op |
| | Tapas Tree Grill |
| | Tranquil Buzz Coffee House |
| | Vicki’s Eatery |

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.

Current Projects

Currently we are working on implementing Phase I of the Main Street Plaza, downtown beautification, and promotion of downtown through the Love Local Days and Taste of Downtown. We continue to engage business owners through merchant meetings, and the WNMU discount program.

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



Passing the Mantle

By Chris Aquino

As many of you know, my son, Zach, has been the General Manager at The Silco since before we opened. My responsibilities as Owner/Operator were made so much easier because Zach was my right hand man. I often tell folks that we couldn't have opened The Silco without Zach. I also say, "I have no delusions as to who 'really' runs The Silco".

Zach took to his position of General Manager, as they say, "like a duck to water". When I asked him to take the position it was my thought that he had many talents that needed to be utilized. Not speaking as a proud parent, but as a small business owner, he has been extraordinary in his position.

All this praise of Zach is a preface to the announcement that I am stepping down as the Operator of The Silco and giving that position to Zach. He has well earned this position. So if you have any questions or concerns regarding The Silco. Zach is the person to speak to.

This announcement does not mean I won't be around. I'm sure I will be hanging out at the theater a lot. So if you see me and you have any questions or concerns for me, don't be put off when I point you in the direction of the new Operator. Peace and Love to you all!!

You have questions... We have answers!

Cash Flow · Marketing · Financing Options

Product pricing · Internet selling

NM Gross Receipts Tax

Preparing to sell your business and/or building

Buying a downtown business and/or building

And much much more

FREE Assistance



Small Business Development Center at WNMU

575-538-6320 · sbdc@wnmu.edu

Save the Date!



Taste of Downtown - Saturday, September 1

11:30 am to 2:30 pm

17 Sweet and Savory Tastes for only \$20

Support MainStreet - Support Local!

Tickets online, at the Visitor Center and The Place

We will be cross promoting with the Gem and Mineral Show



**SATURDAY
SEPTEMBER 1, 2018**

Love Local

Saturday, September 1, 2018

Sales and Free Drawings

Sign up now to be listed!

Look for this sticker on downtown businesses that offer discounts to WNMU students!

Sign up with Silver City MainStreet and get your window sticker!



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 May/June Volunteers!

Community Youth Building Program
& Gary Stailey Lynda Aiman-Smith

Charles Hubbard Rebecca Margolis

Howard Richardson Kevin Hubbs

Tom Hester Al Gamboa Elliott Price

John McCoy Belitha McKinney

Stuart Egnal Kelsy Patterson

Tasha Cooper Ward Rudick

**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.

Fiscal Year 2017-2018 Partners

Rose Shoemaker
Morning Star
Snedeker Enterprises
James Edd Hughes, Edward Jones
First Amerian Bank
The Place
Lopez, Dietzel, Perkins and Wallace
Silver Cafe
The Rock Center
Zia Publishing
Western Bank
Single Socks
Guadalupes
Mountain Ridge Ace Hardware
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The Makery/Pamela Kitting
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The Palace Hotel/Nancy Johnson
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The Hub/Suzi Calhoun
Syzygy Tile/Lee Gruber
Humphrey's Enterprises
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Tapas Tree Grill/Kevin Hubbs
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Georgia Bearup
David Rose/Ceil Murray
Sudie Kennedy
Smith Real Estate/Becky Smith Ladner
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Tommy Ryan
Silver City Food Co-op
1st New Mexico Bank
Belitha B. McKinney
Revel Restaurant
Honeebee Goods
Silver City Museum Society
J & S Plumbing and Heating
Diane's Restaurant

Give Grandly Donations

Barrett Brewer
Ann Hedlund
Marcia Bowden Laurel Johnson
Gail Stanford
Susan Berry George Cassell



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Silver City, NM 88062

Top 10 Reasons to Support Locally Owned Businesses

By Stacy Mitchell

The following comes from the Institute for Local Self-Reliance (www.ilsr.org), a national nonprofit organization working to strengthen independent businesses and local economies, and is reprinted here with permission.

1. Local Character and Prosperity

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage.

2. Community Well-Being

Locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic and social relationships, and contributing to local causes.

3. Local Decision-Making

Local ownership ensures that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

4. Keeping Dollars in the Local Economy

Compared to chain stores, locally owned businesses recycle a much larger share of their revenue back into the local economy, enriching the whole community.

5. Job and Wages

Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

6. Entrepreneurship

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

7. Public Benefits and Costs

Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.

8. Environmental Sustainability

Local stores help to sustain vibrant, compact, walkable town centers-which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

9. Competition

A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

10. Product Diversity

A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

© Institute for Local Self-Reliance.

Customer Service Tip:

Many organizations work hard to bring visitors and residents to downtown Silver City. If a customer asks you a questions about the area and you don't know the answer, please refer them to the Visitor Center or www.visitsilvercity.org.

It's easy! Please make sure your staff knows. Thank you!