



# Revitalizing our Downtown A Year in Review

---

## FY2022 Impact Report



**Message from the  
SILVER CITY MAINSTREET · ARTS & CULTURAL DISTRICT  
Executive Director**



Sharla Lefkowitz-Oberg  
*Silver City MainStreet/ACD Executive Director*

I am grateful to step into a healthy, thriving organization. I am excited to continue Silver City MainStreet's proven track record of downtown revitalization and economic development. MainStreet has made a positive impact on our community and I know we will continue to do so as we work on current and future projects including the completion of Lion's Park and the San Vicente Trail Project.

At MainStreet, our community is one of our greatest assets. I am excited to be part of Silver City's vibrant and engaged community. I look forward to making connections and lasting relationships and to working together as we continue to foster positive change and growth in the community we love.

A handwritten signature in black ink, reading "Sharla".



**Our Mission:**

To encourage a vibrant, historic downtown Silver City that is recognized as the heart of our diverse community.

# ECONOMIC TRANSFORMATION STRATEGIES



# AT A GLANCE · OUR FY2022 IMPACT



## Strategy 1

**Retain and Encourage a Diverse Business Mix in Downtown**

## Projects

- Vacancy Survey and Lease Surveys
- Small Business Assistance Forgivable Loan Program
- Operate the Silco Theater as an economic development initiative
- Visit Downtown Silver City Guide and Map and rack program
- MainStreet Gift Certificate and WNMU Discount program

## Strategy 2

**Retain and Strengthen local businesses by increasing local and regional participation in the downtown district**

## Projects

- Communicate with merchants online to share services available
- Community Collaboration Meetings engaging local organizations to communicate and collaborate
- Love Local promotions in collaboration with other downtown events
- Lighted Christmas parade/Shop Small and install holiday decorations downtown
- Urban Challenge Fun Run in conjunction with Territorial Charter Day

## Capacity Building Strategy

**Maintain, diversify and build funding and board development and improve organization policies and operations**

## Projects

- Increase sponsorship for events and operations
- Increase number of MainStreet Partners
- Continue to communicate and collaborate with the Town of Silver City and other organizations
- Review and develop policies in accordance with Main Street America Accreditation
- Cultivate a more diverse board



**940**  
Volunteer Hours



**266**  
People Engaged



**130**  
Businesses Supported



**8**  
New Businesses Added

**23**

New Jobs Added

**8**

Events Conducted

**\$140,416**

Amount of Grants Received

**\$125K**  
NMMS Capital Outlay Awarded



**5**

Design/Placemaking Projects Completed

Amount of New Mexico MainStreet Services Utilized

**\$33,879**





# FY 2022 Project Highlights



## Clean and Beautiful Grant Projects

### **Bullard St. Streetscape**

This project included rock permaculture landscaping to retain water for the landscaped trees and Lady Banksia Rose. Pathways were created between the parking lot and sidewalk and a pergola was installed to train the rose on. Interpretive signage about the Lady Banksia rose has made this an interesting and beautiful improvement to downtown.

### **Visitor Center Pollinator Project**

This project included rockwork and mulching around the Visitor Center and included native pollinator plantings. A bird feeder station was installed outside with a pollinator interpretive station inside the Visitor Center. School groups are now coming to use the pollinator interpretive station!

### **Main Street Plaza Mural**

A beautiful New Mexico Folk Arts themed mural by Carlos Callejo compliments the uses of the Main Street Plaza and the many artists and art galleries we have in downtown Silver City. The imagery of the different kinds of traditional crafts and art in New Mexico is well received by our community.

These placemaking projects transform and enhance our downtown making it welcoming and engaging for residents and tourists, keeping potential shoppers in the downtown area longer and contributing to the economic vitality of downtown businesses. The social interactions and connections encouraged by these public spaces promote resident's health, happiness and well-being.



## Main Street Plaza Pocket Park

The Pocket Park provides a pedestrian entrance into the Main Street Plaza, a capital outlay project completed in 2020 and used for the Maker's Market and other community events. The Pocket Park features the NM Folk Art Mural and has shaded benches with ADA access. An interpretive wayfinding sign lists trails to walk in downtown Silver City. This project was made possible with support from the Town of Silver City and funding from the NM Resiliency Alliance and Silver City MainStreet.



## Small Business Assistance Program

2022 was the third year for this forgivable loan program that assists downtown businesses through and past the pandemic's impact. To date, 58 projects have been funded. For every dollar that was awarded, four dollars was invested in the projects by the business or property owners. This program has been very effective in leveraging funds into improvement in the MainStreet district and assisting businesses with infrastructure that has helped them keep their doors open.



## Yankie Street Interactive Project

**Yankie Street Interactive Project** This project created a vibrant public space with interpretive panels that explain, "Why are the sidewalks so high?" in parts of downtown Silver City. Checker boards and table cloths painted onto the retaining wall invite the public to sit and engage in social activity. The adjacent business has checkers available and a washers game for all generations to enjoy. This project was made possible by the Town of Silver City with funding provided by an AARP Community Challenge grant.



## Silco Theater Re-Opening

In October 2021, Silver City MainStreet took over operation of the historic Silco Theater. The theater is now a first run movie theater that also is hosting a film club, parties, lectures and events including our first Silco Theater Gala. The Silco Theater is a cornerstone of economic revitalization in downtown and will continue serving our community as a movie theater and event space. New Mexico MainStreet provided \$125,000 in capital outlay funds for theater maintenance and repairs.

If you are interested in seeing a movie, joining film club, renting the theater, or finding out about the interesting events that are listed on the calendar, please visit them online at [thesilcotheater.com](https://thesilcotheater.com).



## Big Ditch Park Lights

New efficient lights similar to the light poles on Bullard Street were installed replacing the old and broken lighting. The new lighting encourages use of the Big Ditch Park, an underutilized asset in downtown. This project improves quality of life for all residents and encourages economic development. By having an accessible, well lit Park, organizations are encouraged to hold events in the Park and shop downtown.

## LOOKING AHEAD



---

Drive through downtown and you will see freshly painted facades, new signage, pocket parks, and a vibrancy not often seen in small towns. Downtown Silver City weathered the pandemic with more businesses opening than closing.

We currently have an 8% vacancy rate of commercial spaces in downtown, reflecting the new businesses and desire for entrepreneurs to open their businesses in downtown.

Each project, event and program of Silver City MainStreet is another incremental step in making our downtown and community a better place to work, shop and live.

Moving forward we will continue to work towards making downtown Silver City a place residents want to shop, work and live. We will accomplish this by continuing to support downtown business with promotions and events and with infrastructure and beautification projects. We will maintain a big picture approach by utilizing plans updated with community input during the past two years.

In 2023, Silver City MainStreet will be working with the downtown merchants with methods to make their businesses more welcoming and attractive. We will be reaching out to the downtown community to find out how best MainStreet can assist them and how to make our downtown be a place for everyone.



### Lion's Park Project

In 2023 we will complete the Lion's Park/San Vicente Trail project. This section of the San Vicente trail is north of the Main Street Plaza and a vital connection between downtown and

Gough Park. The project includes new picnic tables, murals, interpretive signage and will include porch swings! NM Outdoor Recreation's Trails+ grant has funded this project.

**Want to get involved?**

Contact the Silver City MainStreet/ACD Executive Director at [Sharla@silvercitymainstreet.com](mailto:Sharla@silvercitymainstreet.com) or visit [SilverCityMainStreet.com](https://SilverCityMainStreet.com) for more information.



## DONORS & CONTRIBUTORS

### Platinum

- Anita Williams
- First American Bank
- Hacienda Realty · Blake Farley
- Janey & Suzi
- Mike Morones & Associates
- Sudie Kennedy
- WNM Communications · Matt Favre

### Gold

- Diane Hansen
- Humphrey's Enterprises, Inc. · Trevan Humphrey
- Revel · Kelsey Patterson
- Susan M Berry
- Mimbres Realty · Georgia Bearup

### Silver

- Carson Insurance Agency · Bob Carson
- Home Furniture · Scott Kennedy
- J & S Plumbing and Heating · Matthew Beck
- Maureen & Ira Craig
- Morning Star Sports, LLC · Lynn Mondello
- Mountain Ridge Ace Hardware · Ben Sine
- Steven Family LLC · Carmon Steven
- Syzygy Tile · Josh White

### Copper

- Alain & Maire Duverge
- Amma Guadalupe
- Martha Blalock
- Anita Williams
- Ann Hedlund
- Barbara & Ron Gabioud
- Barrett Brewer
- Bear Mountain Lodge
- Linda Brewer
- Belitha "Bea" McKinney
- Bruce McKinney
- Silver Linings
- David Rose
- Elliott Price
- First New Mexico Bank
- George Cassell
- Gillian Sherwood
- Attorney at Law
- Harry Browne & Chris Jepson
- Hugh Epping & Deborah Cookingham
- John McEachran
- Little Toad Creek Brewery & Distillery
- Linda Gray
- Lopez, Dietzel & Perkins, P.C.
- David Lopez
- Lotus Center of Silver City
- Jeff Goin
- Lynda Aiman-Smith
- Marilyn Freeman
- Mary Hotvedt
- Melvyn Gelb & Mary Ann Finn
- Ralph Mastroberte
- Rebecca Margolis & Dale Steele
- Silver City Food Co-op
- Mike Madigan
- Silver City Museum Society
- Bart Roselli
- Single Socks
- Snedeker Enterprises
- Steve Townley
- Susan H. Porter and Marc Levesque
- The Rock Center
- Brian & Gaye Rock
- Tommy Ryan
- Victoria Reece

## DONORS & CONTRIBUTORS

### Friends

- Belitha "Bea" McKinney
- Bob & Trish Buerger
- Carolyn Smith
- Colleen Kernahan
- Jan Alexander
- Kacie Peterson
- Linda Sylvester
- Liz Weinheimer
- Lois Duffy
- Loren Gunderson
- Nancy Stephens & Brian Etheridge
- Rob & Ann Winston
- Sandy Feutz
- Shirley Nace
- Silver Café · Dora Wooten
- Susan Coe Brown

### Funders & Sponsors

- Lineberry Foundation
- Town of Silver City
- Community Foundation of Southern NM
- Freeport McMoRan Foundation
- New Mexico Resiliency Alliance
- Wells Fargo
- AARP
- NMOGA Brighter Future Fund
- United Way of Southern NM
- NM Tourism Department
- Clean and Beautiful
- Shared Blessings
- NMEDD Outdoor Recreation Division
- NM MainStreet Capital Outlay
- the30something

### Partners



## Volunteer Acknowledgements



*Volunteers, The Community Youth Building Project, Susan Price, Christopher Kunz, Peter Fishburn, Elliott Price  
The Community Youth Building Project headed by Gary and Daniel Stailey has been assisting with projects for many  
years and we are grateful!*

**We are grateful for the volunteers that help implement  
projects, programs and events.**

**We cannot do this work alone, it truly takes a community!  
Many thanks to all of the volunteers!**

## BOARD & STAFF SILVER CITY MAINSTREET/ACD

**Sharla Lefkowitz-Oberg**, Executive Director

**Evangeline Zamora**  
President

**Cissy McAndrew**  
Vice President

**Marcia Stout**  
Secretary

**Carmon Steven**  
Treasurer

**Georgia Bearup**  
Director

**Bryan Hyde**  
Director

**Todd Shelby**  
Director

**Brenda Tozier**  
Administrative Assistant







**Silver City MainStreet/ACD**

PO Box 4068, 201 N. Hudson St.  
Silver City, NM, 88062  
(575) 534-1700

**Connect with Us!**

**f:** @downtownsilvercity

**@:** @mainstreetsilvercity

**SilverCityMainStreet.com**

