

**TOWN OF SILVER CITY
RESOLUTION NO. 2016-21**

A RESOLUTION OF THE COUNCIL OF THE TOWN OF SILVER CITY, NEW MEXICO, AUTHORIZING AND APPROVING THE SUBMISSION OF AN APPLICATION FOR FINANCIAL ASSISTANCE AND PROJECT APPROVAL TO THE NEW MEXICO MAINSTREET PROGRAM; AND AUTHORIZING THE MAYOR TO ACT AS THE TOWN OF SILVER CITY'S CHIEF EXECUTIVE OFFICER AND AUTHORIZED REPRESENTATIVE IN ALL MATTERS PERTAINING TO THE TOWN OF SILVER CITY'S PARTICIPATION IN THE NEW MEXICO MAINSTREET GREAT BLOCKS ON MAINSTREET PROGRAM

WHEREAS, the Town of Silver City ("Governmental Unit") is a participant in the New Mexico MainStreet Program through the entity named Silver City MainStreet Project, and is a qualified entity under the New Mexico MainStreet Program, and the Town of Silver City ("Governing Body") is authorized to apply for grant funding for financing of public projects for benefit of the Governmental Unit; and

WHEREAS, the New Mexico MainStreet Program is a program within the New Mexico Economic Development Department which fosters economic development in the state by supporting local MainStreet revitalization organizations and their work in downtowns and the adjacent neighborhoods; and

WHEREAS, the New Mexico MainStreet Program has issued a Request for Proposal entitled "Great Blocks on MainStreet FY2017", to announce a competition for an innovative and intensive design redevelopment project within the district resulting in "construction-ready" documents; and

WHEREAS, the Mayor of the Governmental Unit (the "Governing Body") desires to submit an Application for financial assistance from the New Mexico MainStreet Program for the development of "construction-ready" documents to improve the 200, 300, 400 Blocks of Bullard Street and Yankie, Market and Kelly Streets between Bullard Street and the San Vicente Creek for the benefit of the Governmental Unit; and

WHEREAS, the Governing Body intends to undertake the development of these "construction ready" documents for the benefit of the Governmental unit and its citizens; and

WHEREAS, the application prescribed by the MainStreet Project to finance the Planning Document in whole with financial assistance has been completed, submitted to, and reviewed by the Governing Body, and this Resolution approving submission of the completed Application to the New Mexico MainStreet Program for its consideration and review is required as part of the Application;

NOW, THEREFORE BE IT *RESOLVED* BY THE GOVERNING BODY OF THE TOWN OF SILVER CITY, GRANT COUNTY, NEW MEXICO, that

Section 1. That all lawful actions previously taken by the Governing Body and the Governmental Unit and their respective officers and employees in connection with the Application and the Project are hereby ratified, approved and confirmed.

Section 2. That the completed Application submitted to the Governing Body is hereby approved and confirmed.

Section 3. That the officers and employees of the Governmental Unit are hereby directed and requested to submit the completed Application to the New Mexico MainStreet Program, and are further authorized to take such other action as may be requested by the New Mexico MainStreet Program in connection with the Application and to proceed with arrangements for financing the Project.

Section 4. All acts and resolutions in conflict with this Resolution are hereby rescinded, annulled and repealed.

Section 5. This Resolution shall take effect immediately upon its adoption.

PASSED, ADOPTED AND APPROVED this 23rd day of August, 2016.

(Seal)

Ken Ladner, Mayor

Attest:

Ann L. Mackie, Town Clerk

Silver City MainStreet Great Blocks on MainStreet FY 2017 Application

Project Information

Silver City MainStreet is applying for funding for streetscape, gateway/entry features and pedestrian level wayfinding design including construction ready documents for public improvements to the 200, 300 and 400 blocks of Bullard Street in downtown Silver City. The public infrastructure improvement investment will result in increased private investments in commercial property restoration and renovation, increased residential use, business investment and job creation. The proposed project area is the core of the downtown entertainment district.

Project Details

- Pedestrian Gateway Entrance to the Big Ditch Park and Entertainment District.
- Streetscaping to include slowing down vehicle traffic and creating pedestrian friendly entertainment venues on Yankie, Market and Kelly Streets between Bullard Street and San Vicente Creek/Big Ditch Park.
- Pedestrian Level Wayfinding Signage

Projected Outcomes

- Private investment in vacant entertainment venues.
- Increased occupancy of available retail and residential properties.

Proposed Public Improvements

The project includes a gateway to historic downtown Silver City from the parking area for those visiting downtown as well as the Visitor Center with an archway that pronounces it as a pedestrian gateway to the downtown Entertainment District.

A key component of the proposed scope of work for this project is to continue this public placemaking theme by enhancing the section of Market Street that connects the Pedestrian Bridge and Bullard Street designed to entice people to park and walk to the downtown Entertainment District. The project also includes redesigning the portions of Kelly and Yankee Streets between Bullard Street and San Vicente Creek to make the blocks more pedestrian friendly and create outdoor entertainment spaces. Additional streetscaping on Bullard Street might include planters designed to slow down vehicle traffic.

Anticipated Economic Impact

A Silver City MainStreet Economic Transformation Strategy is the Marketing of downtown Silver City as a destination. In downtown Silver City there are 80 hotel rooms, 24 eateries and a great mix of retail shops and entertainment venues. The linchpin to marketing the downtown is the Entertainment District. The Visitor Center is a gateway to the downtown Entertainment District and the Big Ditch Park.

The proposed project would add to the investment that New Mexico MainStreet has already made through the downtown Marketing Plan by emphasizing the importance of the Entertainment District as a hub for residents and visitors alike. The goals of the Marketing Plan, developed by Silver City MainStreet and New Mexico MainStreet Program Associate Robyne Beaubien are:

- Improve sales throughout the district.
- Improve residential traffic.
- Improve visitor traffic.

New Mexico MainStreet Program Associate, Charlie Deans has been working with Silver City MainStreet, the Silver City Arts and Culture District and interested community members to develop a comprehensive signage plan for the district. A key component of the signage plan is pedestrian level signage that identifies important locations in the downtown.

There are currently thirty two businesses operating in the 200, 300 and 400 block of Bullard Street. Seventy nine people are employed. In addition to entertainment venues there is a restaurant, retail and service businesses. There are currently six vacant retail locations. An enhanced streetscape could contribute to entrepreneurs opening businesses in the available spaces.

Within the project area there is also an opportunity to increase the occupancy of second floor living spaces. Of the seven possible living spaces only two are currently occupied. Increased residential occupancy can contribute to economic vitality of the district.

Currently operating entertainment locations within the Entertainment District:

- The Silco Theater operates seven days a week showing an afternoon and an evening movie.
- Little Toad Creek Brewery and Distillery serves food and beverages and offers a wide variety of live entertainment.

Proposed private investments in the Entertainment District:

- The El Sol Theater is expected to open in February of 2017, creating three additional jobs, and a private investment of \$700,000.
- The Gila Theater is for sale and with a private investment of \$1,000,000, the theater could be operational and employ up to four people.
- The Buffalo Bar and Dance Hall is also currently vacant and for sale. A \$1,000,000 investment could result in an additional functional entertainment venue, employing up to six people.