

**TOWN OF SILVER CITY**

**RESOLUTION NO. 2020-14**

**SUPPORTING A PUBLIC-PRIVATE ECONOMIC DEVELOPMENT  
MAINSTREET PROJECT**

WHEREAS, the Town of Silver City supports the revitalization and economic re-development of its historic commercial core; and

WHEREAS, the Town of Silver City desires to maintain an economically vital and vibrant town center for its residents, visitors and tourists; and

WHEREAS, the Town of Silver City sees an economically healthy downtown as one of its critical assets; and

WHEREAS, the Town of Silver City realizes that a sustainable town center economy contributes to the community's economic health; and

WHEREAS, the Town of Silver City recognizes its traditional commercial core as representing the unique history and culture of our community; and

WHEREAS, the Town of Silver City wishes to maintain a livable, walkable town center with opportunities to shop, work, live and discover recreational, cultural and heritage opportunities; and

WHEREAS, the Town of Silver City wishes to pursue a partnership with a MainStreet non-profit economic re-development organization to invest in enhancing the quality of life for the community's citizens via the implementation of asset-based economic development strategies under the Main Street Four Points Approach®; and

WHEREAS, the Town of Silver City in partnership with the Corporation for Downtown Development D/B/A Silver City MainStreet, a MainStreet Corporation, may leverage technical assistance and other resources through the New Mexico Economic Development Department, New Mexico MainStreet Program to support the economic re-development and revitalization of the Silver City MainStreet district;

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL, THE  
GOVERNING BODY OF THE TOWN OF SILVER CITY:**

1. The Town of Silver City agrees to work with the New Mexico Economic Development Department's New Mexico MainStreet Program dedicating resources and financial support as available to create a successful downtown economic development program including strategies

established by the National Main Street Center's Economic Transformation Strategies and the Main Street Four-Point Approach®.

2. The Town of Silver City commits to work collaboratively with the Corporation for Downtown Development D/B/A Silver City MainStreet, a MainStreet organization, and the New Mexico Economic Development Department's MainStreet Program to meet the standards and principles of revitalizing and re-developing the core commercial district of the community, contracting with the local MainStreet organization to coordinate and administer activities for the Town of Silver City as set forth in a Biennial Memorandum of Understanding (MOU) and a separate "services contract" with the local MainStreet organization.

3. The Town of Silver City commits to provide philosophical, available financial, planning, and coordination assistance for the Corporation for Downtown Development D/B/A Silver City MainStreet, a MainStreet organization, to support operations and projects under the specifications of the Biennial MOU and a separate "services contract" with the local MainStreet organization.

4. The term of this resolution shall be deemed effective for the life of the MOU, generally a two-year period commencing July 1, 2020.

**PASSED, ADOPTED, AND APPROVED** this 23rd day of June, 2020.

TOWN OF SILVER CITY

(Seal)

/s/ \_\_\_\_\_  
Ken Ladner, Mayor

Attest:

/s/ \_\_\_\_\_  
Ann L. Mackie, Town Clerk



**Corporation for Downtown Development  
Silver City MainStreet Project/Arts & Cultural District  
PO Box 4068  
Silver City, NM 88062**

## **Silver City MainStreet Scope of Work for MOU with the Town of Silver City Appendix A**

Silver City MainStreet Project has served Silver City since 1985. MainStreet is affiliated with the National Main Street Center through the National Trust for Historic Preservation, and the New Mexico MainStreet program through the New Mexico Economic Development Department. Silver City MainStreet is a nonprofit 501.c.3 organization and our mission is: *To encourage a vibrant, historic downtown Silver City that is recognized as the heart of our diverse community.*

Activities: Ongoing activities will continue in the following areas:

### Historic Preservation and Design Projects

Silco Theater: MainStreet will continue acting as the landlord for the theater and is responsible for any additional repairs that need to be made to the building. Silver City MainStreet will continue the planter box program in collaboration with the Community Youth Building Project. MainStreet will continue to manage the Adopt-a-Median Program, and decorating downtown Silver City for the Christmas Holiday season. MainStreet is working with the Town of Silver City to implement improvements to the Big Ditch Park, Silver Strand (Stub Streets), Downtown Beautification and Way-finding Signage, all aspects of the Downtown Action Plan and the Big Ditch and Greenways Master Plan.

### Economic Development and Promotion of Historic Downtown

Silver City MainStreet is working on business retention and expansion in the downtown commercial district. To accomplish this, we will continue with Merchant Mingles, the Downtown Guide and Map that is updated 2-3 times per year, the Downtown Gift Certificate program, WNMU Student Discounts, the Love Local promotion, Urban Challenge Fun Run, Shop Small, WNMU Bash, and the Lighted Christmas Parade. We will continue our annual downtown Vacancy Survey and will report the findings to the Town of Silver City. We will continue to promote downtown with the *Stories from our Streets, Discover the Town that was Built to Last*. We will continue to maintain a website with a downtown map and property list and continue to promote downtown on social media. We will continue to produce a bi-monthly newsletter that promotes downtown Silver City and educates the public on MainStreet and the work we do. We are to work on providing business classes for downtown merchants and a business relocation rack card.

### Silver City Arts and Culture District

The ACD will continue to be incorporated into all of the MainStreet work. We continue to host a monthly Community Collaboration meeting to share information and best practices. We will write a monthly article for The Independent on the Creative Economy. In addition, we will review the Cultural Plan with community stakeholders and will coordinate, cooperate with, and bring together the various art and community groups to work together on event management, promotion and to work cooperatively with the marketing firm.

We will also pilot family programming to activate Kelly St and the Big Ditch Park with Family Fun Days and the Downtown Passport.

### Murray Ryan Visitor Center Management

The Murray Ryan Visitor Center is a critical component of tourism in Grant County. It welcomes visitors to Silver City and gives orientation for the Town and surrounding area including the CDT. Many visitors rely on the visitor center for recommendations for restaurants, where to stay or camp, and what kind of shopping is available.

The Visitor Center (VC) helps visitors interact with our Town in a positive way and supports all local businesses. The VC is the face of Silver City and the visitors experience at the VC can make the difference of someone staying or traveling on from our area. A warm and welcoming interaction translates to a positive economic impact on our Town.

The VC is also a resource for residents to find out what events are going on and what new businesses have opened and about the general area as well.

Silver City MainStreet will:

- Provide high quality customer service to residents and visitors seven days a week except major holidays.
- Provide engaging interpretative displays that draw visitors to the downtown area, the community, and county.
- Provide weather information and calendar of event information.
- Engage community, museums and businesses to share information at the Visitor Center.
- Encourage local businesses to provide coupons, menus and rack cards for visitors and residents.
- Provide a resource stop for the CDT and encourage use of the Big Ditch Park and trail system.
- Manage the brochure rack program.
- Manage the Event sign at Swan and Hwy 180.
- Manage the leader board sign.
- Work cooperatively with the marketing firm to update calendar of events and other information as needed and requested. Cooperate with the marketing firm by providing reports and feedback from visitors and the visitor center staff as requested, make interpretive displays that echo the branding done by the marketing firm, and assist marketing firm as requested to have a uniform brand and to meet expectations of visitors that have come to Silver City due to their marketing.