



**FOR IMMEDIATE RELEASE:**

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Gov. Michelle Lujan Grisham  
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## **New Mexico MainStreet Honors Outgoing Silver City Executive Director Charmaine Wait with *Spirit of MainStreet Award***

**Santa Fe, N.M.** – New Mexico MainStreet (NMMS) presented a *Spirit of MainStreet Award* to [Silver City MainStreet's](#) Executive Director, **Charmaine Wait**, for her outstanding dedication and leadership at NMMS's annual Fall Institute on September 14, 2022. Along with her partners, Charmaine accomplished many revitalization projects in the community since assuming the Executive Director position in 2017.

"Silver City has benefited greatly from Charmaine's dedication to her local community," Economic Development Secretary Alicia J. Keyes said. "We at EDD thank her for being a valued economic development partner and helping to make New Mexico better."



*Photo: Silver City MainStreet's Brenda Tozier and Charmaine Wait with Spirit of MainStreet Award at the NMMS Fall Institute in Ruidoso.*

Charmaine has been a champion for Silver City throughout her tenure. Along with her Board and colleagues, Charmaine accomplished many projects in downtown, including:

- Silver City Plaza Capital Outlay project in 2019
- AARP Livable Community Challenge Grant projects in 2019 & 2022

- Helped launch *Entrepreneur Story Time* with Brenda Tozier and Kick Ass Entrepreneurs in 2022
- Developed a Pocket Park with the Town of Silver City using a New Mexico Resiliency Alliance grant in 2022
- Supported small businesses during the pandemic with *Silver City Strong Awards*
- Helped launch *Make-and-Take* monthly family events at the Makers' Market in 2020
- Supported the Town of Silver City on numerous New Mexico True Clean and Beautiful projects to beautify downtown
- Renovated Lion's Park with funding from the NM Outdoor Recreation Division in 2022
- Improved façades of four downtown buildings with a National Park Service/Main Street America Façade Improvement Grant in 2020-2021
- Spearheaded renovations of the historic Silco Theater with Capital Outlay funding from NMMS in 2022
- Awarded Small Business Assistance Program funding to 58 downtown businesses for infrastructure improvements
- Installed many downtown historic street signs, wayfinding signs and banners
- Installed lights at Big Ditch Park in 2022
- Developed signage guidelines for the MainStreet district
- With NMMS, developed a lease survey & report, annual vacancy survey, and Arts & Cultural Plan project survey
- Expanded the *Main Street Gift Certificate* program
- Initiated the *Urban Challenge Fun Run* annual event

“It’s been an honor to work alongside Charmeine these last five years and accomplish many catalytic projects in Silver City,” NMMS Director Daniel Gutierrez said. “I wish her the best and trust that she’ll continue to make a positive impact in Silver City.”

“It’s been rewarding to serve the community as Silver City MainStreet’s Executive Director,” Charmeine Wait said. “These projects would not have happened without the support from the Town of Silver City, Silver City MainStreet’s Board and great staff, volunteers, and many donors and funders. I’m grateful for my experience with this amazing program and wish the very best for Silver City MainStreet's continued success.”

“Charmeine’s leadership style blends an unassuming, collaborative approach with a results-oriented focus,” NMMS Organizational Development Revitalization Specialist Eduardo Martinez said. “Her impact as Executive Director with Silver City MainStreet is evident throughout the downtown district and in the community.”

Charmeine Wait is retiring from Silver City MainStreet in October, and her replacement will be announced in early October. Silver City MainStreet’s mission is to encourage a vibrant, historic downtown Silver City that’s recognized as the heart of their diverse community. Please visit [silvercitymainstreet.com](http://silvercitymainstreet.com) to learn more.

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**About New Mexico MainStreet (NMMS):**

NMMS develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life.



NMMS was founded in 1984 and currently serves 30 affiliated MainStreet Districts, 12 affiliated Arts & Cultural Districts, 6 Frontier & Native American Community projects, 4 Urban Neighborhood Commercial Corridor projects and 11 Historic Theaters. Learn more at [nmmainstreet.org](http://nmmainstreet.org). NMMS is a program of the [New Mexico Economic Development Department](#).