



UPDATED: AUGUST 27, 2025

FY2025 ANNUAL REPORT WYOMING MAIN STREET

WYOMING
MAIN STREET

STATUTORY AUTHORITY & PROGRAM HISTORY

In 2004, the Wyoming Legislature created the Wyoming Main Street program to assist Wyoming communities of various sizes and resource levels with downtown revitalization efforts. The program was originally created under statute W.S. 11-45101 through 11-45-105 as a pilot program. The act created the Wyoming Main Street program, an advisory board, an appropriation, staff positions, and a provision for a building façade revolving loan fund. Duties of the original bill were delegated to the Wyoming Department of Agriculture-Wyoming Rural Development Council. Then, in 2007, the Legislature passed Senate Bill 126, which removed the word “pilot,” changed the revolving loan fund to include building structure projects, and moved the duties of the program to the Wyoming Business Council. The 2007 changes resulted in the original legislation being amended and renumbered, and the Main Street Program is now being addressed in W.S. 9-12-1101 through 9-12-1105.

WYOMING MAIN STREET ADVISORY BOARD

Governor Mark Gordon appoints the seven-person advisory board. The current roster of Advisory Board members includes Matt Ashby (Cheyenne), Carly-Ann Carruthers (Cheyenne), Bruce Heimbuck (Cheyenne), Derek Smith (Gillette), David Tate (Rock Springs), and Bonnie Gregory (Sheridan). There is currently one vacancy on the board.

MAIN STREET APPROACH

Wyoming Main Street (WMS) is a program of Main Street America and the Wyoming Business Council, focused on building capacity and resilience. WMS works with all sizes of communities across the state to implement the Main Street Approach and help strengthen their downtown areas. The Main Street Approach is a grassroots method of economic and community development, focusing on historic preservation, small business, and inclusivity. Main Street is community-led, relying on resident feedback and volunteers. This approach is incremental; it is not designed to produce immediate change. Instead, it advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts.

MAIN STREET PILLARS

The Main Street model, established by Main Street America, consists of working in four broad areas or pillars.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

DESIGN is getting the downtown into top physical shape; preserving a place's historic character and creating a safe, inviting environment for shoppers, workers, and visitors.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies

WYOMING MAIN STREET LEVELS & DESIGNATION

CANDIDATE communities are exploring downtown revitalization, the four pillars of Main Street, and formalizing their organizational structure. There are currently two aspiring communities: **Afton** and **Cody**.

AFFILIATE communities are formalized programs leading downtown revitalization efforts, usually consisting of a volunteer base. Affiliate programs are practicing the 4 Point Approach, and are supplied with technical assistance to continue strengthening their work. There are currently five Affiliate communities: **Douglas, Evanston, Glenrock, Thermopolis**, and **Torrington**.

ACCREDITED communities have paid staff and mature downtown development programs. They are recognized at the national level, and recognized as a high-performing and impactful program. There are currently four Accredited communities: **Gillette, Laramie, Rock Springs**, and **Sheridan**.

PARTNERSHIPS

The Wyoming Main Street program partners with many different agencies and organizations to provide services, develop programs, and strengthen communities. Some of our partners include:

- Alliance for Historic Wyoming
- State Historic Preservation Office
- Wyoming Arts Council
- Wyoming Department of State Parks and Cultural Resources
- Wyoming Department of Transportation
- Wyoming Economic Development Association
- Wyoming Humanities Council
- Wyoming Pathways
- Wyoming State Chambers of Commerce
- National Main Street Center
- National Trust for Historic Preservation

NOTABLE SUCCESSES IN FY2025



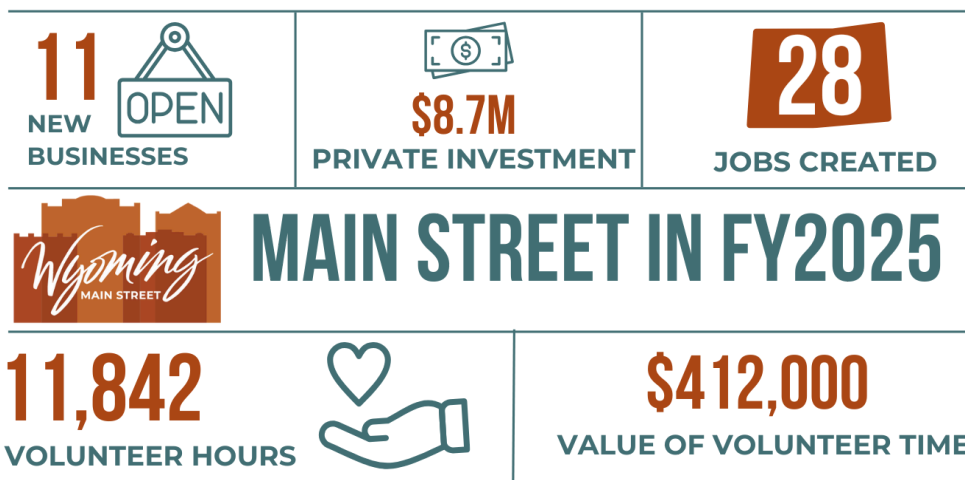
Over the past fiscal year, Wyoming Main Street and its community programs have collaborated with multiple partners, hosted a successful Best Practices Workshop in Pennsylvania in coordination with the National Main Street Now conference, successfully implemented new programs, and streamlined the designation process for communities, making guidelines and the process clearer for individuals to understand the differences between each level of designation.

We have also continued to celebrate and recognize the 20-year milestone of the Wyoming Main Street program by sharing success stories of local businesses, and welcomed Afton and Cody as the newest Candidate Main Street communities. In addition, the Main Street Advisory Board and WBC

team designated five communities as Affiliate Main Street programs (Douglas, Evanston, Glenrock, Thermopolis, and Torrington) and designated four communities as Accredited Main Street programs (Gillette, Laramie, Rock Springs, and Sheridan).

And, WMS continues to support Downtown Rock Springs through the Wyoming Blocks pilot program. This pilot program has brought new energy and investment into the area, including:

- **Community Investment:** \$71,000 invested by the private sector and \$41,000 in additional public investment
- **New Business Development:** A vacant building at 748 Pilot Butte Ave was identified in the first meeting with block residents and is now home to Crazy Chicks Embroidery & Laser Engraving
- **Infrastructure:** A plan to address two parking areas with resurfacing improvements, also identified as a barrier in the first project stakeholder meeting



Numbers are self-reported from nine Main Street communities' downtown districts, spanning July 2024 to June 2025.

As a program of the Wyoming Business Council and Main Street America, Wyoming Main Street builds community capacity and fosters economic resilience by partnering with grassroots organizations to revitalize downtowns and create genuine place-based experiences.