



MAIN STREET



**FY2022  
ANNUAL  
REPORT**



**MAIN STREET  
AMERICA®**

*2022 Coordinating Program*

[wyomingbusiness.org/mainstreet](http://wyomingbusiness.org/mainstreet)



## MAIN STREET

### WYOMING BUSINESS COUNCIL STRATEGY

Through leadership, policy and investments, the Wyoming Business Council (WBC) stands firmly upon Wyoming's heritage while advancing innovation, business creation, recruitment and growth in order to build resilient communities and create opportunities to thrive. We envision a future where traditional Wyoming values and innovation go hand-in-hand to create opportunities so communities can confidently withstand economic uncertainties and continue to thrive for generations to come.

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

### OUR VISION FOR WYOMING

Empowered communities with distinctive downtowns, resilient local economies, and dedicated local leaders.

## STATUTORY AUTHORITY AND 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. 11-45-101 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. The 2007 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 Business Council. The 2007 changes resulted in the original legislation being amended and renumbered and the Main Street Program now being addressed in W.S. 9-12-1101 through 9-12-1105.

## MAIN STREET ADVISORY BOARD

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

## MAIN STREET APPROACH

Wyoming Main Street is a program of Main Street America and the Wyoming Business Council, providing technical assistance and support to communities interested in revitalizing their downtown.

Focused on building capacity and sustainability, Wyoming Main Street works with all sizes of communities across the state. 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.

The Main Street program provides communities with technical assistance for revitalization of commercial business districts using the Main Street approach. That approach is centered on

Transformation Strategies, which is a focused planning process specific to revitalizing a downtown or commercial district. Combined with local and regional data as well as a robust community engagement plan, Transformation Strategies remain true to the four pillars of Main Street.

The Main Street approach is incremental; it is not designed to produce immediate change. For a community to succeed, a long-term revitalization effort requires careful attention to every aspect of downtown. It advocates a return to community self-reliance, local empowerment and the rebuilding of traditional commercial districts based on unique assets such as distinctive architecture, a pedestrian-friendly environment, personal service, local ownership and a sense of place. The underlying premise of the Main Street approach is to encourage economic development within the context of historic preservation.

## FOUR PILLARS OF MAIN STREET

### Organization.

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.

### Promotion.

Promotions communicate a commercial district's unique characteristics — its cultural traditions, architecture, history and activities — to shoppers, investors, visitors and potential business and property owners.

### Design.

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

### Economic Vitality.

Economic vitality is a strategy to retain and expand successful business by providing a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

# WYOMING MAIN STREET

## MAIN STREET COMMUNITIES

The Main Street program provides increasing degrees of technical assistance to three tiers of communities.

**Aspiring Communities** are those that are exploring downtown revitalization and wish to become an affiliate or certified community within the next three years. There are two aspiring communities: Afton and Glenrock.

**Affiliate communities** are those that do not have the capacity to pay for staff dedicated to the Main Street Approach, so the downtown revitalization efforts are mainly led by a volunteer base. The program provides access to training and some on-site assistance. There are three affiliate communities: Douglas, Platte County, and Thermopolis.

**Certified communities** are those that have paid staff and mature downtown development programs. The program provides access to training, on-site assistance and resources for additional technical assistance. There are nine certified communities: Cheyenne, Evanston, Goshen County, Gillette, Green River, Laramie, Rawlins, Rock Springs and Sheridan.

## PARTNERSHIPS

The Wyoming Main Street program partners with many different agencies and organizations. Some of those partners include:

- ▶ Alliance for Historic Wyoming
- ▶ State Historic Preservation Office
- ▶ Wyoming Association of Municipalities
- ▶ Wyoming Department of State Parks and Cultural Resources
- ▶ Wyoming Office of Tourism
- ▶ Wyoming Department of Transportation
- ▶ Wyoming Economic Development Association
- ▶ Wyoming Arts Council
- ▶ Wyoming State Chamber of Commerce
- ▶ National Main Street Center
- ▶ National Trust for Historic Preservation



## FY2022 ACCOMPLISHMENTS

- ▶ Glenrock has become an Aspiring level Main Street program, capitalizing on new assets within their downtown - like the Glenrock Town Square - to aid their Main Street work.
- ▶ The National Main Street Center (NMSC) awarded accreditation status for Cheyenne, Gillette, Green River, Laramie, Rawlins, Rock Springs, and Sheridan as Main Street Programs.
- ▶ Affiliate programs acknowledged by NMSC were Douglas, Evanston, Goshen, Platte County, and Thermopolis.
- ▶ Laramie Main Street Alliance was announced as a 2022 Great American Main Street Award (GAMSA) winner - one of three in the nation.
- ▶ Laramie and Cheyenne chosen as host for the 2022 Community Transformation Workshop, hosted by Main Street America, and a national educational opportunity.





Downtown Sheridan Association

## RETURN ON INVESTMENT:

Communities with robust Main Street programs benefit from new businesses, more jobs and significant private investment. The figures below represent some of those positive effects from CY2021.



**\$9.9** MILLION IN PRIVATE FUNDS FOR  
BUILDING AND INFRASTRUCTURE  
IMPROVEMENTS

**14,744**

### VOLUNTEER HOURS

INCLUDING EVENTS, BOARD MEETINGS,  
BOARD COMMITTEE PLANNING, AND  
MISCELLANEOUS HOURS

**\$10.7M**  
IN PUBLIC INVESTMENTS



**132** NET NEW JOBS

*\*Note:  
Communities self-report data for their Main Street boundaries.*



## Wyoming Main Street Communities

### Certified

- ▶ Cheyenne
- ▶ Evanston
- ▶ Goshen
- ▶ Gillette
- ▶ Green River
- ▶ Laramie
- ▶ Rawlins
- ▶ Rock Springs
- ▶ Sheridan

### Affiliate

- ▶ Douglas
- ▶ Platte County
- ▶ Thermopolis

### Aspiring

- ▶ Afton
- ▶ Glenrock



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