



Wyoming
MAIN STREET

FY2023 ANNUAL REPORT



Gillette 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 MAIN STREET VISION FOR WYOMING

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

WYOMING MAIN STREET



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 Heimback (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, focused on building capacity and resilience.

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 approach is incremental; it is not designed to produce immediate change.

The approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts.

FOUR PILLARS OF MAIN STREET

ORGANIZATION

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

PROMOTION

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

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

is a strategy to retain and expand successful business by providing a balanced commercial mix, and attracting new businesses that the market can support.

WYOMING MAIN STREET

MAIN STREET LEVELS

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: Glenrock and Riverton.

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 four affiliate communities: Douglas, Green River, 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 eight certified communities: Cheyenne, Evanston, Goshen County, Gillette, 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 Arts Council
- Wyoming Economic Development Association
- Wyoming Humanities Council
- Wyoming Pathways
- Wyoming State Chambers of Commerce
- Wyoming Department of State Parks and Cultural Resources
- Wyoming Department of Transportation
- National Main Street Center
- National Trust for Historic Preservation



Gillette Main Street

NOTABLE SUCCESSES OF FY2023

- Downtown Sheridan Association is recognized as a semifinalist for the 2023 Great American Main Street Award
- Riverton joins Main Street program as an Aspiring Community
- Several Main Street programs have grown their staff with program coordinator positions, increasing capacity of programs
- Two downtown Rock Springs received 'Backing Small Business' grants from the National Main Street Center
- Laramie Main Street Alliance relaunched their Facade Grant program, awarding \$23,500 with private investment estimated at \$117,000



Cheyenne Main Street

35
NEW
BUSINESSES




\$240,340
PUBLIC INVESTMENT

92
JOBS CREATED



MAIN STREET IN 2023

6,750
VOLUNTEER
HOURS



\$11,256,000
PRIVATE FUNDS FOR
BUILDING IMPROVEMENTS



Numbers self-reported from ten Main Street communities.

Time frame of statistics is June 2022 to July 2023.

