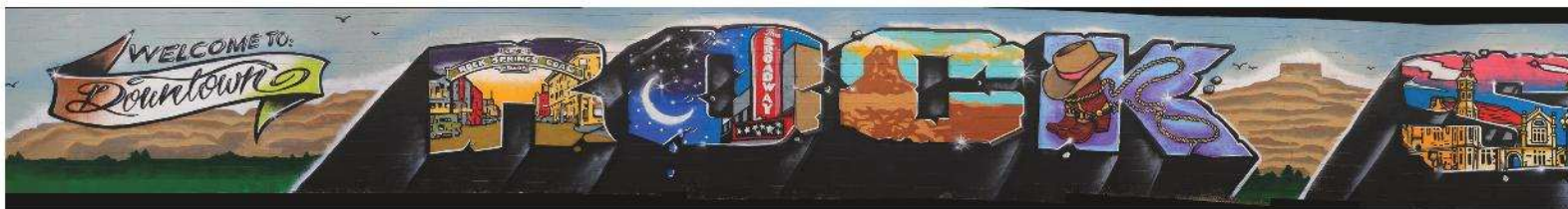


2017 ANNUAL REPORT



DOWNTOWN
Rock Springs





2017 WAS BEEN A LIVELY YEAR FOR THE ROCK SPRINGS MAIN STREET/URBAN RENEWAL AGENCY.

Behind everything we do is the economic vitality of Downtown Rock Springs. To that end, Downtown saw the opening of thirteen new businesses in the district. They include:

- ▶ Coal Train Coffee Company
- ▶ Cowboy Cares
- ▶ El Cactus
- ▶ Equilibrium Fitness Studio
- ▶ Escape 307
- ▶ The Friendly Zebra
- ▶ High Alpine Archery
- ▶ MOB Vapors
- ▶ Nowcap
- ▶ Pickle's Discount Mattresses
- ▶ The Rep Center
- ▶ Shorty's Barber Shop
- ▶ Southwest Real Estate



2018 Semi-Finalist
ROCK SPRINGS MAIN STREET

**2017 SAW 58 EVENTS IN BUNNING HALL
AT THE FREIGHT STATIONXX
WHILE THE BROADWAY THEATER HOSTED
80 EVENTS OVER THE YEAR.**

Combined, the events in both facilities brought over 15,000 people downtown.

During the fall of 2017 we were also named as on the top ten finalists for a Great American Main Street (GAMSA) Award! It's a heady honor with results being announced at the national conference in March 2018.

MISSION STATEMENT:

Fostering the economic and social vitality of downtown while preserving our heritage.

VISION STATEMENT:

Downtown will be an attractive, vibrant destination for residents and visitors.



DURING 2017, THE ROCK SPRINGS MAIN STREET/URA ALSO COMPLETED A VARIETY OF NEW PROJECTS IN DOWNTOWN ROCK SPRINGS:

- ▶ Expanded our Brown Bag Concert Series in Bank Court to offer weekly lunchtime concerts, using private funds.
- ▶ Received four grants:
 - Wyoming Main Street Technical Assistance Grant to create a comprehensive Transformation Strategy for Downtown Rock Springs – utilizing community and business owner input
 - Wyoming Main Street Placemaking Grant to develop the vacant lot at the corner of 5th and N Streets. The lot, tentatively being referred to as the “5th Street Plaza,” will become a free miniature golf course. Landscaping was completed during the fall and the golf course will be installed in the spring of 2018
 - Dominion Energy Grant to assist with the 5th Street Plaza
 - Wyoming Cultural Trust Fund Grant to continue and improve the 2018 Brown Bag Concert Series
- ▶ Continued working with Able Hands to water flower pots.
- ▶ Received the Wyoming Main Street “Innovation Award” for our 2016 “Designed by Yule” project which installed 40 “Christmas Trees” in the Downtown flower pots.
- ▶ Paired with Smiths as part of the Community Rewards Program to raise additional funds for our mission.
- ▶ Raised over \$1,500 in private funds for Downtown flowers.
- ▶ Raised over \$11,000 at the annual Hats & Horses Kentucky Derby Party to further our mission.
- ▶ Developed large lobby posters for area hotels to encourage tourists to visit Downtown Rock Springs.
- ▶ Continued with our Santa Saturdays and Downtown Horse-Drawn Carriage rides, bringing hundreds of people downtown each Saturday for the holidays.
- ▶ Created a list of 20 things to do in Downtown Rock Springs over the summer and distributed through the community. We also created one for Christmas activities.
- ▶ Launched a new website for Downtown Rock Springs, resulting a net savings to the City of over \$2,500.
- ▶ Using funds raised in 2016, we commissioned four new murals in Downtown Rock Springs:
 - Pronghorn by Dan Toro
 - Tribute to Wyoming by Jesse Stark
 - The Plateau by ARCY
 - Rock Springs - by Jesse Stark
- ▶ Worked with volunteers to remove the XXX signage from 9th Street
- ▶ Created a “Salsa Stroll” to engage the Latino owned businesses while showcasing their menus.
- ▶ Introduced our first ever “Witches Day Out” with over 200 participants.
- ▶ Worked with seven local youth groups and eight merchants implementing “Living Window Displays” for Christmas
- ▶ Assigned management and oversight of the Rock Springs Historical Museum

2017 BY THE NUMBERS:

Total Private Investment - **\$565,393**

36.5 net new full time jobs (FTE)
created during 2017

3,508.75 volunteer hours
contributed during 2017

58 events in Bunning Hall at the Freight
Station with **attendance topping 6,100**

80 events at the Broadway Theater
with **attendance topping 8,900**



FINALLY, PART OF OUR MISSION IS PROVIDING GRANTS TO DOWNTOWN PROPERTY AND BUSINESS OWNERS.

In 2017, we granted five grants **totaling over \$11,000**

Grants include:

- ▶ Copier & Supply (432 South Main Street) - **\$1,000**
- ▶ Equilibrium Fitness (121 K Street) - **\$500**
- ▶ Family Vision Center (544 Broadway) - **\$2,500**
- ▶ High Alpine Archery (423 5th Street) - **\$1,300**
- ▶ Noble K Investments (124 M Street) - **\$6,000**

WINNERS OF THE DOWNTOWN FIRST AWARDS INCLUDED:

- ▶ **Outstanding Large Business** – Escape Day Spa & Boutique
- ▶ **Outstanding Small Business** – El Primo
- ▶ **Outstanding New Business/Merchant** – Busy Bee Bath Essentials
- ▶ **Better Rock Springs Beautification Award** – Charlotte Doak
- ▶ **Outstanding Individual** – Steve Johnson, Noble K Investments
- ▶ **Outstanding Volunteer** – Able Hands

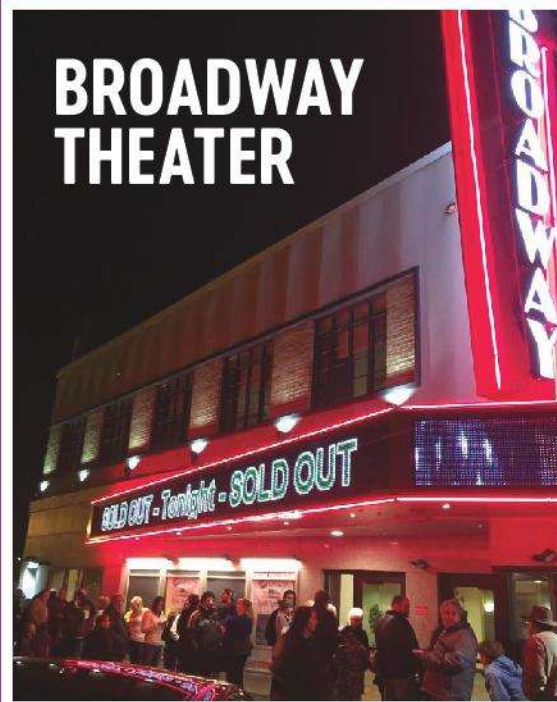
**The 2017 awards were created by local artist Kate Hays*

2018 WILL BE A YEAR TO WATCH IN DOWNTOWN ROCK SPRINGS:

- ▶ Opening of Sidekicks Bookbar
- ▶ Opening of Square State Brewing
- ▶ Updated Art Underground Gallery
- ▶ Completion of the 5th Street Plaza
- ▶ Completion of the former Community Garden space
- ▶ Announcement of the winners for the 2018 Great American Main Street Award (GAMSA)



BROADWAY THEATER



- ▶ Introduced "Foreign Film February" festival to the Broadway Theater, showcasing foreign films. We also partnered with Bitter Creek Brewing for the festival to offer coordinating international dinner specials for each showing.
- ▶ Secured a Social Club Liquor License for the Broadway Theater. Sales began in the fall of 2017 and we've had many positive comments about the enhanced theater experience.
- ▶ Produced a website for the Broadway Theater and stand-alone social media presence.
- ▶ Developed a Broadway Theater intern/scholarship program with the assistance of Sweetwater BOCES. BOCES funds the program which provides an intern each semester to assist with operations of the Broadway Theater.
- ▶ Expanded programming at the Broadway Theater to larger acts including BlackHawk and Michael Martin Murphey. Look for more of this in 2018!



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