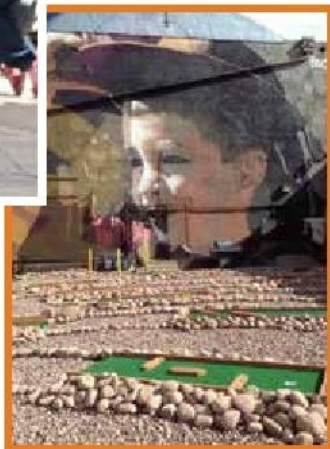


2018 ANNUAL REPORT



Great American Main Street Awards winner!



**LAST SPRING
ROCK SPRINGS WAS
AWARDED ONE OF THREE
GREAT AMERICAN MAIN
STREET AWARDS**



**THE ROCK SPRINGS MAIN STREET/URBAN
RENEWAL AGENCY CONQUERED 2018!**

Adding to the excitement in Downtown Rock Springs,
12 new businesses opened their doors:

- ▶ JD Bookkeeping Service
- ▶ Sidekicks Wine and Book Bar
- ▶ Wildflower and Company
- ▶ Lotus Beauty Shop
- ▶ Wildwood Gifts at CJ's Signs
- ▶ Iron Cowboy Crossfit
- ▶ Muttley Crue Pet Grooming
- ▶ Square State Brewery
- ▶ The 307 Real Estate Group
- ▶ Wyoming Holiday Store
- ▶ Big Rooster Tattoo Company
- ▶ High Country Realty



***"Thanks for funding Brown Bag Concert Series for
2019! My wife and I enjoyed it so much last summer.
Can't wait for next year."***

— Tom Moltzan



2018 BY THE NUMBERS:

Total downtown private investment - **\$910,109**

18 net new full time jobs (FTE) created during 2018

3,777.25 volunteer hours contributed during 2018

- Shout out to Able Hands who continue watering the Downtown flowers and volunteering hundreds of hours each summer!



75 events in Bunning Hall at the Freight Station with attendance topping **8,100**

110 events at the Broadway Theater with attendance topping **7,600**

103 members of the Friends of the Broadway patron program

Attendance at the more popular Downtown events:

- Rods & Rails - **3,216**
- Sweetwater Blues n' Brews - **1,530**
- Brown Bag Concert Series - **1,456**
- Carriage Rides - **1,282**
- Santa Saturdays - **893**
- Halloween Stroll - over **3,500**
- Witches Day Out - **119**
- Salsa Sip and Stroll - **144**



THE ROCK SPRINGS MAIN STREET/URBAN RENEWAL AGENCY COMPLETED A VARIETY OF NEW PROJECTS IN THE HISTORIC DISTRICT:

- ▶ Giving new meaning to outdoor entertainment, we opened the Downtown Putt Around free mini-golf course. Using grants from Wyoming Main Street and Dominion Energy, the mini-course was opened on June 2. We have seen an average of over 500 golfers each month! It also transformed the corner of 5th and J streets into a vibrant, attractive location.
- ▶ Positive feedback was received and sales increased as we recognized the 37 women-owned businesses that call Downtown home during National Women's Small Business Month on social media.
- ▶ Partnering with Wyoming Main Street and DeBernardi Construction, the former community garden at the corner of North Front and M Street was redeveloped into a pocket park. Now complete with landscaping, seating, signage and a new mural, the space makes a wonderful entrance in Downtown. The idea for the mural and signage came about to further showcase our community's coal mining history.
- ▶ Buildings came alive with color as four new, vibrant murals were added to Downtown Rock Springs, reflecting our heritage and history. This was made possible by grants and private contributions we received over the past year.
- ▶ Original cocktails and fine catering brought the community together during the first annual ARTini in Bank Court. Partnering with the Sweetwater County Concert Association, the event raised funds for both organizations.
- ▶ We encouraged locals and visitors to support local dining by introducing our first ever Downtown Restaurant Week.
- ▶ Representatives from the Rock Springs Main Street/URA presented two topics during the National Main Street Conference in Kansas City.
- ▶ Patrons will be enjoying some outdoor dining soon since the dining decks ordinance proposed by the Rock Springs Main Street/URA was approved by the Rock Springs City Council. The first deck, to be placed in front of Bitter Creek Brewing, has been approved and should be in place by June 1.
- ▶ Locals and visitors are able to pick up some new reading material from the Little Library on the corner of M Street and North Front Street, thanks to volunteer Rick Cozad.
- ▶ We began a Pigeon Abatement Program at the former First Security Bank program. While it's a long term solution, we hope to keep them from being a further burden in the downtown area.
- ▶ New masterpieces by local artists were added in the Art Underground Gallery; hosting an opening reception that was bursting at the seams.
- ▶ With assistance from the Rocket-Miner newspaper, residents and travelers received helpful information in the Downtown Magazine. A summer edition and winter/holiday edition were published in 2018.
- ▶ We launched our first annual ARTember event. Building off of our transformation strategies, ARTember featured an art sale and kids activities.
- ▶ Our organization was invited to do a presentation at the Wyoming Planning Association and Wyoming Geospatial Organization (WYOGEO) on our Downtown development efforts.
- ▶ Added handicap accessible picnic tables to Bank Court
- ▶ Worked with the Sweetwater Spanish Club to create a Downtown "Clean Team." They volunteered twice weekly to pick up litter and empty the Downtown public trash cans.

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.

GRANTS AND ACCOLADES:

The Rock Springs Main Street/URA received five grants in 2018

- ▶ Wyoming Cultural Trust Fund
- ▶ Wyoming Arts Council
- ▶ Wyoming Main Street
- ▶ AARP
- ▶ Dominion Energy
- ▶ Last spring Rock Springs was awarded one of three Great American Main Street Awards (GAMSA). The equivalent of the Oscars for downtowns, it was exciting to share this award with our community and be able to brag about how great Rock Springs is!
- ▶ It was #MyRockSprings mania as Rock Springs was named one of the top 20 towns for a chance to win \$500,000 for renovations in the downtown area by Deluxe and Small Business Revolution, a "business make-over show." Even though we didn't make it to the Top 10, it was still a great opportunity to promote Rock Springs on a national level!
- ▶ Fodor's Travel named Downtown Rock Springs "One of America's 25 Cutest Main Streets in Small(er) Towns"
- ▶ The Rock Springs Main Street/URA received the 2018 Wyoming Main Street Innovation Award for the Downtown Putt Around mini golf course.

WINNERS OF THE 2018 DOWNTOWN FIRST AWARDS* INCLUDED:

- ▶ Outstanding Downtown Business – Bi-Rite/Remedies Grill/Sweet Sage
- ▶ Outstanding New Business/Merchant – Coal Train Coffee Depot
- ▶ Better Rock Springs Beautification Award – Dominion Energy
- ▶ Spirit of Downtown Award – Carl and Lynne Demshar
- ▶ Outstanding Individual – Jason Medler (Bike & Trike and Java Peddler)
- ▶ Outstanding Volunteer – Connie Lucas

**The 2018 awards were created by local artist Susie Von Ahrens.*



Finally, part of our mission is providing grants to Downtown property and business owners. In 2018, we provided two grants totaling more than \$10,000. Grants include:

- ▶ High Country Realty (435 Broadway) - \$4,871
- ▶ Fernando Antunez (623 Pilot Butte – Busy Bee & Co.) - \$6,000

"I absolutely love the SUPPORT and LOVE the downtown shows its businesses ♥♥ thank you so much!!"

— Nikki Parker; MuttleyCrue

BROADWAY THEATER



- ▶ We continued our internship/scholarship program with funding from SBOCES.
- ▶ Performing Arts enthusiasts kicked off the holiday season by attending the local production of The SantaLand Diaries by our local Actor's Mission at The Broadway Theater.
- ▶ Open Mic Night was introduced as a way to engage the community. The event was well received and will continue into 2019.
- ▶ Popular and sold out shows included:
 - Chancey Williams and the Younger Brothers Band
 - Darryl Worley
 - Josh Blue
 - Cloverton
 - Bar J Wranglers
 - The Barefoot Movement
 - Kenny Ahern



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