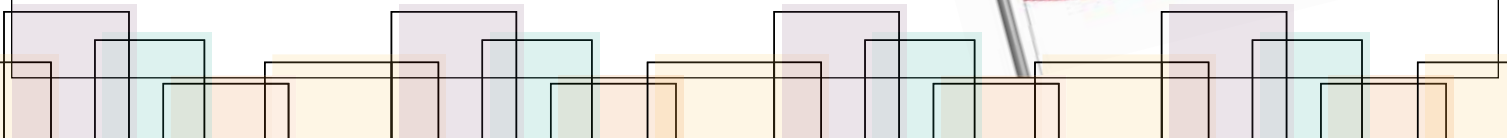
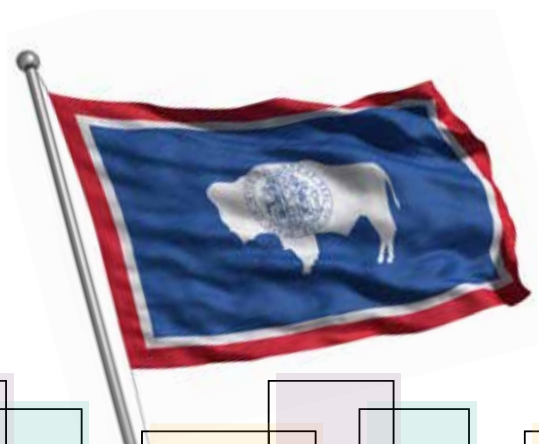


# 2016 ANNUAL REPORT





**2016 has 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 witnessed the opening of sixteen new businesses in the district.

They include:

- ▶ AAA Pawn
- ▶ Bellkins PAPs
- ▶ Busy Bee Bath Essentials
- ▶ Elk Bomb Shooting Supplies
- ▶ The Emporium on Bridger
- ▶ Eric Phillips Law Office
- ▶ Euphoric Tattoo Parlor
- ▶ Express Taxidermy
- ▶ Justin Spicer – Edward Jones Investments
- ▶ Lash and Brow Company
- ▶ Law office of Nathan W Jeppsen
- ▶ Looking Sharp Barber Shop
- ▶ One Away Bingo
- ▶ SavOn Sports
- ▶ Skull Canyon Extreme Sports
- ▶ Wild Roots



**2016 saw 56 events in Bunning Hall at the Freight Station** (plus the 45 day visit of the “New Studio, Old Memories” exhibit from the Sweetwater County Museum while the Broadway Theater hosted 74 events over the year. **Combined, the events in both facilities brought nearly 15,000 people downtown.**

**During 2016 we also hosted several record breaking events:**

- ▶ The Rods & Rails Car Show saw over 120 entries
- ▶ For the first time, Sweetwater Blues n’ Brews netted over \$20,000 – funds that are used to continue our mission of assisting property owners and businesses in the Downtown district
- ▶ We also built on our Christmas promotions by continuing to offer visits with Santa every Saturday from Thanksgiving to Christmas along with free horse-drawn carriage rides around Downtown Rock Springs. Over 1,200 people took advantage of the carriage rides alone.
- ▶ Introduced an Art Walk which included children’s activities and art sales.



**During 2016, the Rock Springs Main Street/URA also completed a variety of new projects in Downtown Rock Springs:**

- ▶ Introduced our Brown Bag Concert Series in Bank Court from June through September, offering free lunchtime concerts
- ▶ Introduced a Live in the Lobby concert series at the Broadway Theater featuring local talent
- ▶ Received four grants:
  - Wyoming Main Street Technical Assistance Grant to finish the restoration of the doors/openings on the north side of Bunning Hall.
  - Wyoming Main Street Technical Assistance Grant to work with a National Main Street Center expert on ethnic business enclaves to help bring the growing number of Hispanic businesses in the district together. The Hispanic businesses were invited to public meetings to learn about programs that Main Street offers and to learn ways to expand their customer base in the area. The event, and follow up report, will help set the strategy for Downtown as a cultural hub both in the terms of arts (Broadway Theater, Community of Arts, Murals, Actor’s Mission, etc) and the cultures from other countries.
  - A grant from the Wyoming Community Foundation to help reinvent the “Community Garden” space
  - Wyoming Main Street Technical Assistance Grant to reinvent the existing “Community Garden.” The space will be transformed into an oriental inspired garden this spring/summer.
- ▶ The Rock Springs Main Street/URA used proceeds from our 2016 Kentucky Derby Party to install air-conditioning in Bunning Hall at the Freight Station; a \$17,000 improvement to the facility.
- ▶ Worked with Able Hands to empty downtown garbage cans and water flower pots.
- ▶ Worked with the Sweetwater Events Complex to produce a new mural at the corner of 5th and J Street, titled “Ambition Within.”
- ▶ Launched a KickStarter campaign to raise funds for additional murals in Downtown Rock Springs – surpassing our \$7,500 goal by raising over \$19,000!
- ▶ Received two awards from Wyoming Main Street:
  - Innovation Award for the Art Underground Gallery
  - Leadership Award presented to the Main Street/URA manger Chad Banks
- ▶ Continued with Small Business Saturday promotions – some Downtown businesses saw increases as high as 32% over 2015 sales.
- ▶ Worked with local groups and individuals to install 40 Designed by Yule “Christmas Trees” in the Downtown flower pots.
- ▶ Worked with students from Rock Springs Junior High School to create and install a “Before I Die” wall in Bank Court.
- ▶ Introduced guided historic walking tours around Downtown Rock Springs. While they were offered free, they all “sold out” well in advance.
- ▶ Developed a “Friends of the Broadway” patron program for the Broadway Theater. The program will allow us to apply for a social club liquor license so we can sell beer and wine before performances at the venue.



**Finally, part of our mission is providing grants to Downtown property and business owners.** In 2016, we awarded thirteen grants totaling well over \$30,000. Grants include:

- ▶ Sweetwater Real Estate Co (639 Pilot Butte Ave) - \$5,000
- ▶ Actor's Mission (450 South Main Street) - \$1,775
- ▶ Graffiti Records (403 North Front Street) - \$2,775
- ▶ Buckin' Coffee (1535 Elk Street) - \$2,787.55
- ▶ Los Cabos (117 K Street) - \$1,000
- ▶ Noble K Investments (124 M Street) - \$6,000
- ▶ First Bank (601 North Front Street) - \$1,000
- ▶ American Legion (551 Broadway) - \$1,000
- ▶ Euphoric Tattoo (758 Pilot Butte Ave) - \$1,000
- ▶ Bareback Saloon (729 Pilot Butte Ave) - \$2,735
- ▶ Javier Vasquez (701-722 Pilot Butte) - \$5,000
- ▶ Edman Properties (1216, 1218 and 1220 Elk Street) - \$1,500
- ▶ Busy Bee Bath Essentials (535 North Front Street) - \$1,000

We also awarded two Rental Assistance Grants, one to Skull Canyon Extreme Sports and one to Mi Pueblito. The program aims to assist new ventures during the first months of operation with financial assistance. The Rental Assistance Program provides new business owners with a grant based upon the monthly rent paid by the business. Skull Canyon Extreme Sports, located at 648 Pilot Butte Ave, carries a wide variety of apparel, skate boards and accessories. Mi Pueblito, located at 726 Pilot Butte, offers snacks and goodies.

#### **Winners of the Downtown First Awards included:**

- ▶ Outstanding Large Business – RSNB Bank
- ▶ Outstanding Small Business – Daniel's Jewelry
- ▶ Outstanding New Business/Merchant – Angel's Antiques and Things
- ▶ Outstanding Nonprofit Organization – Sweetwater Family Resource Center
- ▶ Better Rock Springs Beautification Award – Boschetto's European Market
- ▶ Outstanding Individual – Regina Webb (City of Rock Springs)
- ▶ Outstanding Volunteer – Trina Dennis Brittain

#### **2016 BY THE NUMBERS:**

Total Private Investment - **\$333,115.00**

**15.5 Net New Full Time Jobs (FTE)**  
created during 2016

**2,760.5 Volunteer hours**  
contributed during 2016

**56 events** in Bunning Hall at the Freight Station with **attendance topping 7,700**

**74 events** at the Broadway Theater with **attendance topping 6,900**



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