



2025 ANNUAL REPORT



A WORD FROM OUR CHAIRWOMAN



Maria Mortensen

Maria Mortensen
Chairwoman

As I reflect on 2025, one word comes to mind again and again: **extraordinary**.

The energy, collaboration, and momentum we experienced throughout the year reaffirmed the importance of our mission and the strength of Downtown Rock Springs. From business support to placemaking and events, our work touched nearly every corner of Downtown.

We were proud to assist local businesses while celebrating the opening of 13 new businesses, a strong indicator of continued investment and confidence in our community. Volunteer engagement also reached new heights, with a record number of volunteers contributing their time and talents. One of the year's most meaningful accomplishments was the completion of the Wyoming Blocks Grant program for the Las Américas Hispanic District on Pilot Butte Avenue.

In 2025, we introduced new promotions to help strengthen and spotlight Downtown businesses and secured key grants that advanced our capacity and allowed us to move forward with targeted projects. The Broadway Theater also experienced significant growth, with expanded programming, increased attendance, and a record number of events—further solidifying its role as a cornerstone of Downtown activity and culture.

This year also brought renewal and growth within our organization as we welcomed new board members and a new staff member. On behalf of the board, I extend my sincere gratitude to our partners, volunteers, merchants, and community members who made this progress possible. We are proud of what we accomplished together in 2025 and excited for what the future holds for Downtown Rock Springs.

MEET THE BOARD OF DIRECTORS & STAFF

- Rosa Reyna-Pugh
- Maria Mortensen, Chairwoman
- David Tate, Secretary/Treasurer
- Danielle Salas, Marketing, Events, and Theater
- Chad Banks, Manager
- Terri Nations, Administrative Assistant
- Tim Robinson
- Sue Lozier, Vice-Chairwoman
- Nicole Hartford
- Larry Demshar (not pictured)
- Eric Bingham, City Council Liaison (not pictured)



NEW BUSINESS OPENINGS:

- **Home on the Range** (516 Broadway)
- **Roasted Jalepeno** (117 K Street)
- **SAP Virtual Resources, LLC** (538 Pilot Butte Ave, Ste 2A)
- **Authentic By Fitz Imagery & Moments By Taylor Photography** (648 Pilot Butte Ave)
- **Crazy Chicks Embroidery & Laser Engraving** (748 Pilot Butte Ave)
- **Kosmos** (153 K Street)
- **Orenda Massage and Wellness** (538 Pilot Butte Ave, Ste 10)
- **Woof Gang Dog Grooming** (414 Broadway)
- **Head to Toe Integrative Healing** (406 S. Main Street)
- **Sweetwater Literacy Center** (538 Pilot Butte, Ste 7)
- **Visardi Café** (535 N Front Street)
- **Brush Crazy** (617 Broadway)
- **Icloud Vape & Smoke** (516 Elk Street)



GRANTS RECEIVED

In 2025, the URA successfully secured more than \$85,000 in grant funding, leveraging state and private support to advance Downtown revitalization, capacity building, and placemaking initiatives. These grants strengthened our ability to invest in long-term improvements, expand programming, and deliver measurable impact for Downtown businesses and the broader community.

- **Creative West**
- **Rocky Mountain Power Foundation**
- **Sweetwater BOCES**
- **Sweetwater County Travel and Tourism**
- **Union Pacific Foundation**
- **Wyoming Arts Council**
- **Wyoming Main Street**
- **Wyoming Cultural Trust Fund**
- **Wyoming Community Foundation**



WYOMING BLOCKS GRANT – PILOT BUTTE AVENUE

The URA successfully completed its Wyoming Blocks Grant targeting the 700 block of Pilot Butte Avenue, supporting the Las Américas / Hispanic District. This work included branding, placemaking, and business support efforts that celebrated cultural identity, strengthened local businesses, and laid the foundation for long-term revitalization—directly tying into the creation of Downtown's new district brands.



NATIONAL MAIN STREET ACCREDITATION

The Rock Springs Main Street / URA achieved National Main Street Accreditation, a recognition reserved for high-performing programs that meet rigorous standards in planning, programming, and impact. This designation affirms the organization's effectiveness, accountability, and leadership, placing Rock Springs among a select group of nationally recognized Main Street communities.



UPDATED DOWNTOWN PUTT AROUND

The Downtown Putt Around mini-golf course received upgrades in 2025, enhancing this free, family-friendly attraction that encourages exploration of Downtown businesses and public spaces. The refreshed course continues to be a popular way to engage residents and visitors while reinforcing Downtown as a place to play, gather, and linger.



MEASURED IMPACT, MEANINGFUL RESULTS

PAINT AND FAÇADE GRANTS

In 2025, the URA continued its **Paint and Façade Grant Program**, awarding three grants to support visible, on-the-ground improvements for Downtown businesses. Funding assisted **Casa Chavez** (744 Pilot Butte Avenue) with parking lot improvements, **Crazy Chicks Engraving** (748 Pilot Butte Avenue) with façade renovations, and **Antojitos Mi Pueblito** (726 Pilot Butte Avenue) with exterior painting. Each project fell within the **Wyoming Blocks Grant focus area**, reinforcing targeted reinvestment along Pilot Butte Avenue. To date, the URA has awarded **more than \$300,000 in paint and façade grants**, helping Downtown businesses and property owners enhance curb appeal, strengthen corridors, and build long-term confidence in Downtown Rock Springs.



2025 CLEAN TEAM: YEAR IN REVIEW

Numbers don't lie—and these numbers tell an impressive story about the impact our Downtown Rock Springs Clean Team had in 2025:

- **7,620 pounds of trash collected**
- **1,560 hospitality & visitor assists**
- **122 business contacts**
- **435.75 miles walked throughout Downtown**



BY THE NUMBERS...

Together, these figures tell the story of how events, businesses, volunteers, and partnerships are driving momentum in Downtown Rock Springs.

Events & Venues

- **Bunning Hall:** 11,734 attendees across 119 events
- **Broadway Theater:** 11,029 attendees across 98 events

Economic Impact & Business Support

- 13 new businesses opened
- **27.5 full-time equivalent jobs added** in the district
- **51 direct connections** with prospective and growing Downtown businesses
- **\$560,727 private investment** Downtown
- **\$2,685,195 public investment** Downtown

Volunteer Impact

- 3,213.75 volunteer hours
- Total volunteer value: \$111,806.36

Social Media & Marketing

Facebook

- 14,392 followers
- 5.9 million views

Instagram

- 4,312 followers
- 152,800 views

Email Marketing

- 3,156 subscribers
- 6,142 email blasts
- 99.67% Delivery Rate

Earned Media

- 172 earned media articles

DOWNTOWN BRANDING & MESSAGING

In 2025, three distinct Downtown district brands were introduced to better reflect the character, history, and economic focus of different areas of Downtown Rock Springs. Developed with community input, these brands support clearer wayfinding, targeted marketing, and strategic investment—while celebrating the unique stories and assets that define each district.

- **Las Américas Hispanic District**, centered on the 700 block of Pilot Butte Avenue, honors the area's deep cultural roots and is inspired by the historic American Market that once served as a cornerstone of the neighborhood in Rock Springs' earliest days.
- **The Railside Arts & Culture District**, located on the south side of the railroad tracks, builds upon a strong foundation of cultural anchors including the Community Fine Arts Center, Broadway Theater, Rock Springs Library, and Rock Springs Historical Museum—solidifying Downtown as a hub for arts, history, and creative expression.
- **The Park District** highlights Bunning Park and surrounding green spaces, the Downtown Putt Around, and the rich history of the Park Hotel, reinforcing this area as Downtown's center for recreation, events, and community gathering.



PLACEMAKING & DOWNTOWN VISIBILITY

In 2025, the URA continued to invest in creative placemaking and visibility throughout Downtown Rock Springs. A new **photo-op** area unveiled in Bank Court added an interactive, share-worthy destination that encourages visitors to engage with and promote Downtown through their own photos and social media. The URA also debuted its mobile **“Boxcar” Information Booth**, converting an old pop-up trailer into a branded, portable Downtown hub used at events all summer long to share information, answer questions, and connect with the public. These efforts were complemented by the installation of **new street banners** throughout Downtown, each reflecting the URA's updated branding and reinforcing a cohesive, welcoming identity across the district. Additionally, the URA rescued and restored the iconic **“&” sculpture**—featuring classic imagery and symbols from the region—saved during Kum & Go's rebranding. Now located just outside the URA office, the sculpture has quickly become a favorite photo spot, regularly drawing visitors in for selfies and snapshots.



BUSINESS ASSISTANCE

MEET THE MAKER VIDEO SERIES

In 2025, the URA introduced **Meet the Maker**, a weekly video series highlighting Downtown business owners, artists, creatives, and the people working behind the scenes to bring Downtown to life—from the shake makers at **Broadway Burger Station** to the actors in **Horizon Theater** productions. The series deepened community connections, elevated local talent, and reinforced Downtown's role as a center for creativity, entrepreneurship, and expression.



FIND IT FRIDAY BUSINESS SPOTLIGHT SERIES

The new **Find It Friday** series launched to spotlight Downtown businesses and encourage residents to shop local. Through consistent, engaging storytelling, the series increased visibility for merchants and helped residents rediscover the variety of experiences available Downtown.



BEFORE AND AFTER

748 PILOT BUTTE AVE



SEASONAL EVENTS THAT BRING DOWNTOWN TO LIFE

HALLOWEEN STROLL & TRUNK OR TREAT PARTNERSHIP

Partnering with **Whisler Chevrolet**, the URA expanded the annual Halloween Stroll by adding a Trunk or Treat component—resulting in record attendance and increased family participation. The enhanced event strengthened partnerships, improved safety, and reinforced Downtown as a community gathering place for all ages.



CHRISTMAS IN THE PARK: BIGGER AND BETTER

Christmas in the Park returned bigger and brighter than ever, with expanded lighting displays, programming, and community participation that once again transformed Bunning Park into a regional holiday destination. In 2025, the URA also introduced a **Special Access Night**, welcoming buses from assisted living centers for an early, low-sensory experience—an addition that was met with a truly heartwarming response and underscored the program's commitment to inclusivity and community care.



CHRISTMAS WINDOW DECORATING CONTEST

The beloved Christmas Window Decorating Contest made a strong return in 2025, with enthusiastic participation from Downtown merchants and robust public voting. The contest encouraged creativity, festive storefronts, and friendly competition—enhancing the holiday shopping experience and visual appeal of Downtown.



FIRST-EVER DOWNTOWN COOKIE CRAWL

The URA hosted the **first Downtown Cookie Crawl** as a fundraiser and community experience, combining holiday fun with meaningful impact. Volunteer bakers contributed nearly **300 hours of time** and more than **\$3,000** in in-kind baked goods, resulting in approximately **\$4,500** in net proceeds to support Downtown programming—demonstrating the power of volunteerism and community generosity.



SHINING A LIGHT ON DOWNTOWN PRIDE

To recognize pride of place, the URA introduced the **Golden Broom Award**, honoring property and business owners who go above and beyond in maintaining clean, attractive storefronts. This lighthearted but meaningful recognition program reinforces shared responsibility and celebrates the everyday efforts that make Downtown shine.



WELCOMED DANIELLE SALAS TO THE TEAM

The URA welcomed **Danielle Salas** as Marketing, Events, and Theater Coordinator, strengthening the organization's capacity for storytelling, engagement, and event production. Danielle brings creativity, professionalism, and a strong connection to the community, supporting expanded programming, enhanced communications, and continued growth at the Broadway Theater and across Downtown.



NEW YEAR'S EVE GALA & 20TH ANNIVERSARY KICKOFF

The year concluded—and 2026 began—with a New Year's Eve Gala, marking the official kickoff of the URA's 20th Anniversary. The elegant celebration honored two decades of Downtown revitalization while looking ahead to the next chapter, reaffirming the community's shared commitment to a vibrant, thriving Downtown Rock Springs. As we enter this milestone year, we look forward to reflecting on what we've accomplished, celebrating the partnerships that made it possible, and unveiling exciting plans for what's on the horizon.



A ROADMAP FOR DOWNTOWN'S NEXT CHAPTER

2025–2027 Strategic Plan Adopted

In 2025, the Rock Springs Main Street / Urban Renewal Agency formally adopted its 2025–2027 Strategic Plan, establishing a clear roadmap for Downtown investment, programming, and placemaking over the next three years. Grounded in community input and best practices from the Main Street movement, the plan outlines actionable goals focused on economic vitality, quality of life, arts and culture, and long-term sustainability—ensuring Downtown remains a vibrant and welcoming hub for residents, businesses, and visitors alike.



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Updated Transformation Strategies

In 2025, the URA led a comprehensive update to its Transformation Strategies, engaging the public through surveys and in-person meetings to help shape Downtown's future. This community-driven process resulted in the adoption of two guiding strategies—[The Multi-generational Community Hub](#) and [From Blight to Bright: Activating Downtown Spaces](#)—ensuring that investments, policies, and partnerships remain aligned with local values, evolving community needs, and long-term revitalization goals.



Board Leadership Transitions

In 2025, the URA welcomed **Larry Demshar**, **Tim Robinson**, and **Nicole Hartford** to its Board of Directors. All three are long-term Rock Springs residents with a deep commitment to the community, bringing valuable perspective, local knowledge, and a shared passion for Downtown revitalization. At the same time, the URA honored the retirement of longtime board members **Stacy Jones**, **Kevin Harper**, and **David Jarrell**, recognizing their years of dedicated service and lasting contributions to Downtown Rock Springs.