



## MAIN STREET

**Advisory Board Members:**  
**Matt Ashby, Chair · Bruce Helmbuck, Vice-chair**  
**Marla Brown · Jennifer Ford**  
**Mayor Roger Miller**

May 18, 2020

Mayor Timothy Kaumo  
212 D Street  
Rock Springs, WY 82901

Dear Mayor Kaumo,

During these unprecedented times, the Wyoming Main Street Program is here as a partner to help you with tools and resources to assist in supporting economic vitality. While there are a barrage of resources crossing your desk, our Advisory Board wants to extend our hand and provide a quick overview of the Main Street methodology and the value the program brings to your community.

Wyoming Main Street was created in 2005 to assist communities – both large and small – with carefully tailored resources targeted at downtown revitalization. Working with a nationwide network that has been in existence for over 40-years, we are PIONEERS IN ECONOMIC DEVELOPMENT. And like true pioneers, we understand that value of partnership and innovation, and encourage you to tap into our resources.

Main Street focuses on CHARACTER-DRIVEN ECONOMIC DEVELOPMENT. Historic towns provide the backdrop of a unique and memorable Wyoming experience. And although the experience economy is somewhat limited currently, we look forward to extending the hospitality of our people and the character of history. We encourage you to explore our program offerings that help to increase the quality physical environment, including our Placemaking program, to address changes that businesses need to thrive despite current challenges.

Our passion is GRASSROOTS ECONOMY BUILDING. Main Street thrives on shining the spotlight on small business, providing resources to grassroots efforts that build commerce from the ground up. Main Street Program Managers provide the boots-on-the-ground assistance to local businesses and are helping direct resources during this difficult time. Across Wyoming, local programs have launched innovative initiatives to help business, and we encourage you to take advantage of this network to bring great ideas home to work in Rock Springs.

The success of the Wyoming Main Street program is evident from the reinvestment data for the calendar year 2019. During the past year, our communities generated:

- 185 net full-time jobs created
- 196 building rehab projects
- 11 new construction projects
- \$2,872, 601 public investment
- 57 net new businesses created
- 14 public improvement projects
- 23,171 volunteer hours
- \$22,917.538 private investment

Now more than ever, it is time to focus on downtown revitalization, welcoming back residents and visitors to re-engage in commerce.

It's time to encourage the public that businesses are taking the precautions for safe shopping. No organization is better poised than Main Street to prepare your businesses to safely resume business and to invite the community to venture downtown and have a safe, enjoyable, shopping experience. Even through all the pandemic restrictions Main Street programs through the United States are providing opportunities for non-traditional events and sales – gift card purchases, virtual sales events, opportunities to learn how to produce sales online and much more.

Despite the unknowns in our immediate future, Wyoming Main Street is leading the efforts to help welcome a brighter tomorrow, including:

- **Shop Smart-Shop Safe** campaign - will help businesses communicate that shopping is safe, helping our cash registers start ringing and getting Wyoming workers back to work.
- **Made on Main** program – encourages creation and expansion of lite manufacturing in the district, diversifying income streams and adding jobs.
- **Impact Messaging** opportunities – to help local programs communicate effectively with business and the public to demonstrate the power of grassroots economic development.
- **Business Assistance** opportunity – helping business owners reorient sales to increase profitability.

In closing, we are amazed and astounded at the impact Rock Springs URA/Main Street having on the community. Despite the challenging financial times, the direct connection with business is vital to economic recovery. We appreciate your backing of Rock Springs URA/Main Street and urge you to consider expanding support so they can continue to provide direct and targeted assistance to downtown businesses as we look to reunite our community and get Wyoming back to work.

Sincerely,



Matt Ashby, Chairman  
Wyoming Main Street Advisory Board