



WELCOME TO DOWNTOWN

| Laramie Main Street Alliance



WELCOME TO  
LARAMIE

**FIRSTLY**

**WELCOME!**

**TO DOWNTOWN**

We are thrilled that you have chosen our historic downtown to be home to your business. Here you will find a diverse community of fellow entrepreneurs, community members, and visitors - all of which make our downtown a wonderful place.

Laramie Main Street is here to help you in your journey as a business owner. From technical assistance to facade grants, we can help you find the resources you need to help your business succeed.

In this booklet you will find an overview of our program, the services we offer, events we coordinate and projects we are working on! But this is just an overview - so we encourage you to attend our committee meetings, peruse our website, or stop by our office to learn more.

**~ Laramie Main Street Staff & Board**

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## ABOUT LARAMIE MAIN STREET *ALLIANCE*

Laramie Main Street Alliance serves as the voice for Downtown Laramie. We assist the businesses, residents and consumers who believe the heart of our great community lies in a vibrant downtown.

We are part of the Wyoming Main Street program under the Wyoming Business Council and are guided by the principles of the National Main Street Program. We are a high energy, passionate group of volunteers working with a fearless executive director striving to make a difference in our community.



In 2022, Laramie Main Street won a Great American Main Street Award, which recognizes communities for their excellence in comprehensive preservation-based commercial district revitalization.

# 1 | WE ARE HERE FOR YOU

## BUSINESS SERVICES

As a 501(c)(3), one of LMSA's primary roles is to offer free business services to any business or property owner in the district. This means you can take advantage of any of our services at no cost to you!



### Confidential Business Consulting

Looking for resources for financing, facade improvements, training or other business services? Look no further, we have gathered resources for you so you can stop searching and start working!

[Learn More >](#)

### Marketing Support

Our Communications Coordinator specializes in developing branding and marketing strategy that supports your business or organization's goals.

[Learn More >](#)

### Free Resources for you Business

We provide information on how to start, grow or sell a business downtown, market niches and needs, as well as business development classes and trainings.

[Learn More >](#)

### Building Improvement Tools

We have pulled together a variety of resources to help you make improvements to your historic downtown building.

[Learn More >](#)

## WHAT IS THE MAIN STREET

# 2 | APPROACH?

“Main Street” is a nationwide approach that works to revitalize historic downtowns. The National Trust for Historic Preservation created the holistic, preservation based economic development model in 1977 in reaction to economic decline and threats to traditional architecture in core commercial districts.

Our organization meets its goals by following the Main Street Four Point approach which includes design, organization, economic restructuring and promotion.

[Read 2012 Downtown Development Plan >](#)

## OUR MISSION

*Laramie Main Street Alliance strives to preserve historic Downtown Laramie while enhancing its economic and social vitality.*

## OUR TRANSFORMATION STRATEGY

*Develop Downtown as a home for entrepreneurs with a focus on authentic consumer experiences and creative Third Space.*

## THE 4 POINTS

### Committees at Main Street

The Four Point approach helps communities get started with revitalization, and grows with them over time.

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### ORGANIZATION

The Organization Committee serves as Main Street's Human Resources arm, bringing resources, both people and funds, into the program.

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### DESIGN

The Design Committee works to make visual improvements to downtown through good design compatible with historic features.

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### ECONOMIC VITALITY

The Economic Restructuring Committee (in Laramie, this is our Downtown Development Authority) helps existing businesses expand, recruits new ones into the district, and revitalizes under utilized properties.



### PROMOTIONS

The Promotions Committee is charged with enhancing the image & prospects of the downtown's unique social, economic, and cultural character through special events and marketing campaigns.

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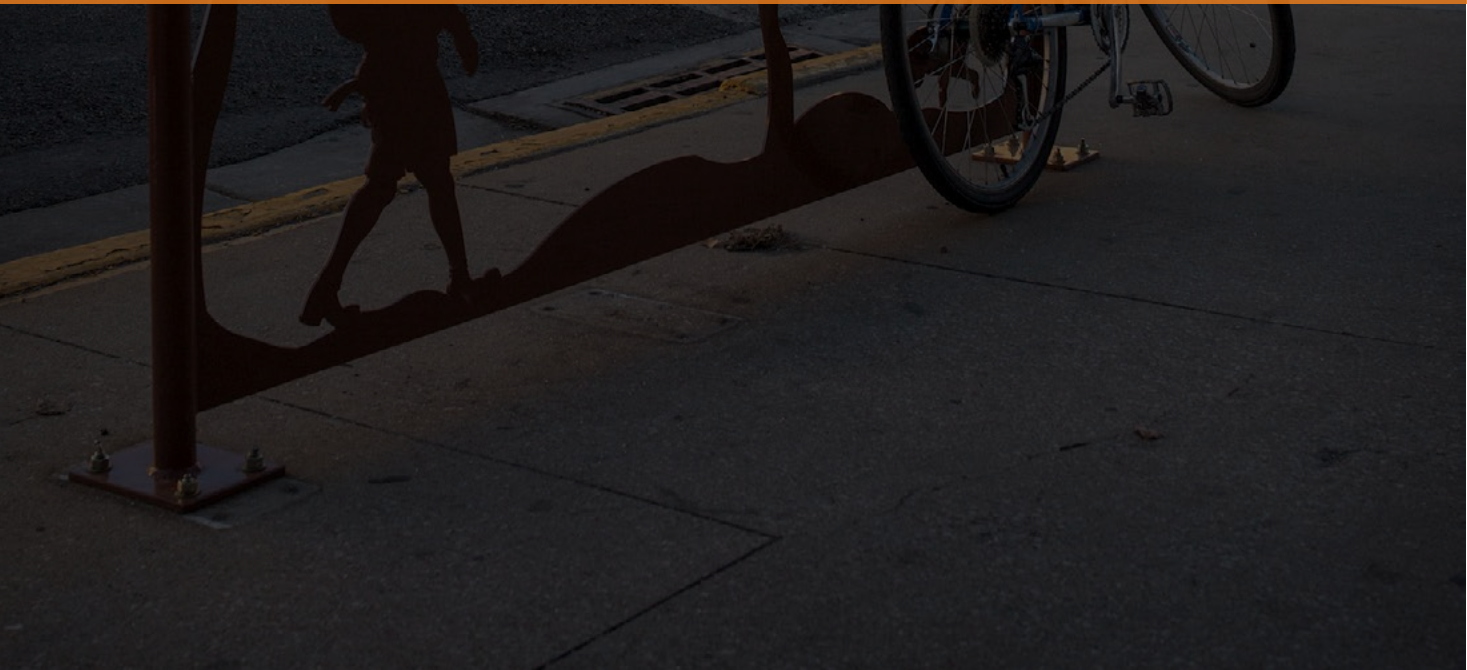
# PROJECT HIGHLIGHTS

## CURRENT PROJECTS

### SO WHAT DOES ALL THIS MEAN?

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Revitalization can take many forms and each of our committees, staff, volunteers, and partners work on different projects to make the transformation strategy come to life! Here are a few of our current projects.





# PLACEMAKING DOWNTOWN

## Laradise Lane, 1st Street Plaza, Parklet

Placemaking is a key focus in developing downtown as a destination for consumers. Since 2020, Laramie Main Street, with the help of the City of Laramie and other community partners, has implemented some new outdoor seating areas (Laradise Lane & a Parklet) and improved 1st Street plaza to enhance opportunities for retail and outdoor dining downtown.

Initially developed in Laramie as a creative Covid-19 strategy, outdoor spaces like these have long shown to have positive economic impacts, health and wellness benefits, as well as increased community building.



### Summary of work

- **FUNDING LOT LEVELING AND LIGHTING AT LARADISE LANE**
- **COORDINATING COMMUNITY CLEAN UP AND PAINTING AT LARADISE LANE**
- **1ST STREET PLAZA IMPROVEMENTS INCLUDING LIGHTS AND FIRE PIT COVER**
- **OPEN CONTAINER DISTRICT TO SUPPORT BUSINESSES & ENCOURAGE USE OF OUTDOOR SPACES DURING THE SUMMER AND FALL.**



This project is led by our Design Team in partnership with Laramie Public Art & the City of Laramie

# SHOP LARAMIE

## Marketing efforts focused on shopping locally

Community support is how small businesses thrive! Throughout the pandemic it became clear to the Laramie community that they are the key to keeping their favorite businesses open and successful!

We at Laramie Main Street help support and nurture the shop small messaging in the community. Laramie Main Street has been facilitating Small Business Saturday since 2012 and this event has been a successful kick start to the holiday season. We collect promotions for Small Business Saturday and market shopping local all year long. We've even developed a Shop Laramie logo to help brand our 'shop local' messaging!



### Summary of work

- **DESIGNED A 'SHOP LARAMIE' LOGO AND DISTRIBUTED SHOPPING BAGS & BEANIES WITH THIS LOGO**
- **COLLECTED PROMOTIONS AND MARKETED SEASONAL SHOPPING GUIDES FOR DOWNTOWN BUSINESSES**
- **LARAMIE MAIN STREET FACILITATES SHOP SMALL SATURDAY EVERY YEAR**
- **SOCIAL MEDIA CAMPAIGNS TO SUPPORT SHOP LOCAL MESSAGING**



This project is led by our Promotions Team

# PARKING DOWNTOWN

## Education and Enhancements for Parking Downtown

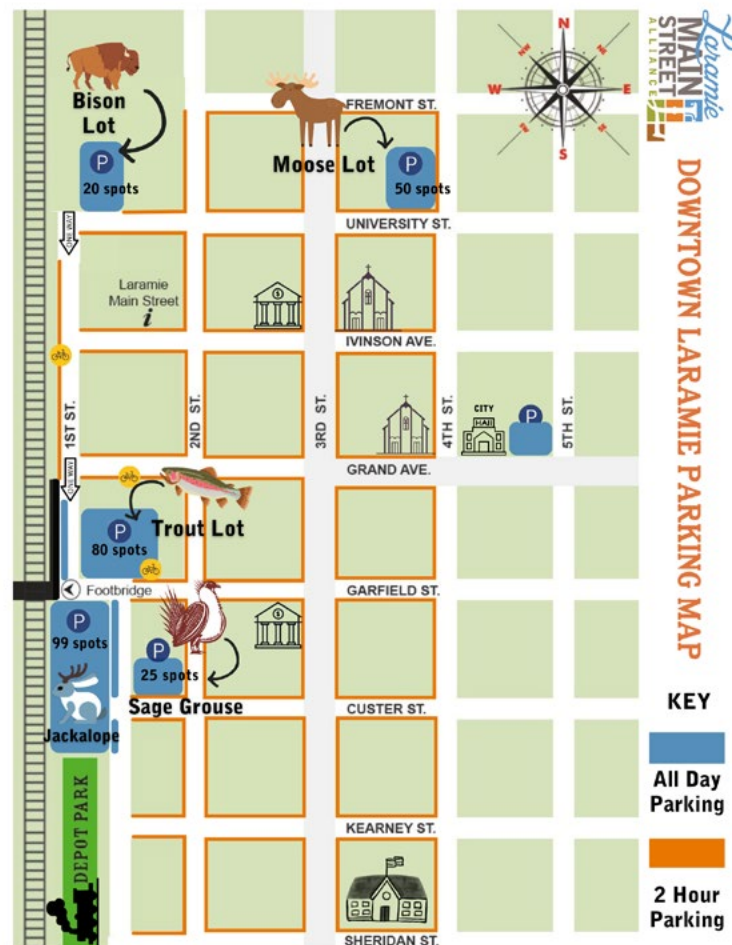
Downtown parking spots are precious commodities in small towns that rely on locally owned businesses as economy engines. Located centrally, and on both the north and south ends of the district, all day lots are perfect for downtown employees, visitors coming for events, and people who want to spend more than 2 hours shopping or dining. These lots provide 204 parking spots downtown.



In order to increase awareness of where the free, all day public parking lots are located downtown, Laramie Main Street Laramie is launching a Wyoming wildlife themed, "Name That Lot" campaign. Winning names will adorn new signs at each parking lot.

### Summary of work

- **PARKING MAPS AND INFORMATION PROVIDED AT LARAMIEMAINTREEST.ORG/PARKING**
- **CAMPAIGNS TO PROMOTE ALL DAY PARKING LOTS**
- **WORKING WITH CITY OF LARAMIE AND LARAMIE PD TO ADDRESS ENFORCEMENT CONCERNS**
- **IMPLEMENTING AN INCENTIVE PROGRAM TO ENCOURAGE THE USE OF OFF STREET PARKING.**
- **HOSTING CLEAN UP DAYS TO ENSURE THE LOTS ARE INVITING.**



# FUTURE PROJECTS!

New and exciting things are always in the works

## Downtown Housing

The City of Laramie's 2015 housing study documented a need for 300 housing units downtown, consisting of 56 owner and 244 rental apartments, by 2030.

Members of our Economic Vitality Team and the Downtown Development Authority will work to inventory existing units and underutilized upper floors to create a plan to add new residential; bringing more people and expendable income into local businesses.

## 3rd Street Updates

Implementation of The "3,2,1...Third Street" Action Plan, a community-driven vision for improving the Third Street corridor, is scheduled for the summer of 2025! These improvements will enhance walkability, reduce congestion and accidents, and enhance the appearance.

"Laramie Main Street is such a huge advocate for our downtown and always willing and able to help in any way to make our community thrive and grow. When we first decided to start a business in Laramie, Trey was our first stop and her and the staff have been nothing but helpful throughout. From events, to beautification, to historical preservation, the staff and volunteers of Laramie Main Street are always working hard to make sure our downtown prospers."

MALLORY BOND  
BONDS BREWING CO.

## GIFT CERTIFICATE PROGRAM

Shopping local is made easy with downtown gift certificates - here's what you need to know

Downtown Laramie gift certificates work just like a check. Customers present you the gift certificate and you process the same as a personal check - they can pay remaining balances any way they choose or if they need change you can provide cash. You will deposit the gift certificate at your bank just like a personal check and get the full \$25 or \$10 value.

The public can purchase \$25 downtown gift certificates with cash or check at First Interstate Bank (221 E. Iverson Avenue) or online with a credit card at <https://laramiemarketplace.com/product/downtown-laramie-gift-certificate/>

Laramie Main Street provides \$10 versions of the gift certificates to volunteers or as giveaways. These work in the same way as the \$25 versions.



# 4 | EVENTS TO LOOK FOR

Every year Laramie Main Street along with volunteers, businesses, and partners put on a variety of events to bring the community downtown.

## INTERNATIONAL FLAVOR FESTIVAL

### APRIL

Through collaborations, international flavors and conversations, Laramie International Flavor Festival celebrates diverse international residents and influences. In this

festival, participating downtown restaurants will infuse a menu item with flavors inspired by international community members and students .

[Learn More >](#)

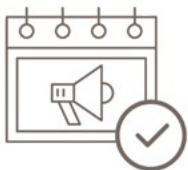
## POP-UP ART WALK

### APRIL

We transform Downtown Laramie into a dynamic gallery filled with live music and local art from emerging to seasoned artists. Artist pair up with a Downtown Business to create a pop-

up art display. This is an inclusive event, open to artists and performers of all levels and mediums.

[Learn More >](#)



### INTERESTED IN SPONSORING AN EVENT?

Contact our Sponsorship Chair at [sponsorship@laramiemainstreet.org](mailto:sponsorship@laramiemainstreet.org) to learn about our sponsor packages.

# BREWFEST

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## JULY

Laramie's Brewfest hosts over 3,000 participants sampling beers, listening to live music and connecting with local vendors, while raising funds to ensure LMSA's services remain free to every business, building owner,

and entrepreneur in the downtown district. Funds are also allocated for downtown improvement projects, beautification, and public art.

[Learn More >](#)

# FARMERS MARKET

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## JUNE - SEPTEMBER

The Laramie Farmers Market features over 60 vendors and organizations offering prepared food, fresh produce, artisan goods, activities and more; hosts weekly local musicians; and offers SNAP benefits, a nutrition assistance program provided by

the U.S. Department of Agriculture. Markets run every Friday during the summer at the depot parking lot downtown.

[Learn More >](#)

# SMALL BUSINESS WEEKEND

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## November

Laramie Main Street has been facilitating Small Business Saturday since 2012 - and it's one of our favorite events. Backed by the national movement started by American Express, the Saturday after Thanksgiving is focused on supporting small, locally owned

businesses! And since we've started extending promotions, patrons can shop all week long and during downtown holiday festivities such as the train lighting and parade!

[Learn More >](#)

# 5 | HOW TO GET INVOLVED

## VOLUNTEER

Volunteers are the heart and soul of our revitalization efforts. Let's build a vibrant downtown together! From board members who steward our big picture strategies to one-time volunteers that help with special events, we couldn't do it without you!

For more information on putting your time, talents and passions to work with us, call Kim at 406-370-3451 or [kim@laramiemainstreet.org](mailto:kim@laramiemainstreet.org). And, fill out the volunteer application below and we will match your interests with a committee and/or project that you will find rewarding!

[Volunteer Application >](#)

## NETWORK

Looking to network with your fellow downtown business owners? Check out our private downtown business Facebook group. Here you can find information specifically for business owners, ask questions, and get to know your neighbors!

[Visit Facebook Group >](#)



Laramie Main Street is a non-profit that relies on public donations to help us meet our mission-critical expenses.

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## DONATE

As a 501(c)(3), we rely on public donations to help us meet our mission critical expenses. We are currently raising funds for economic recovery, business services, physical improvement projects, the Wyo Theater, wayfinding signage and improvements to public “people focused” spaces.

We appreciate gifts in any amount that ensure our economic development, historic preservation, marketing and business coaching services remain free to any entrepreneur or property owner downtown. Donations can be set up as a one-time or monthly contribution and are tax deductible.

[Donate Today >](#)



“Laramie Main Street has worked tirelessly to promote and support Main Street businesses since its inception. They always have the best interests of the community in mind and they have been a very good steward of the funds they’ve raised. Our company has benefitted from their efforts to increase foot traffic, beautify our Main Street shopping district and increase awareness and goodwill in the community.”

JEFF DODDS,  
DODDS SHOE COMPANY



# LARAMIE MAIN STREET

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## CONTACTS



### **EXECUTIVE DIRECTOR** **TREY SHERWOOD**

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### **BOARD CHAIR** **CHAZ AVILA**

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### **PROGRAM COORDINATOR** **ANA CASTRO**

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### **COMMUNICATIONS** **JENNIFER POWER**

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### **VOLUNTEER COORDINATOR** **KIM JESSEN**

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