



# Business Survey Takeaways

A note about the results: We conducted a survey the first two months of 2023 to gauge what businesses want most from Laramie Main Street. We delivered and picked up surveys in person and offered an online option. Unfortunately, we were not able to reach everyone; receiving 44 responses. Regardless, we believe it's important to share what we learned.

## WHAT WE HEARD:

### Parking Enforcement



We received feedback from the survey and through direct contact with you or your peers that parking enforcement is an ongoing issue downtown.

## HOW WE ARE ADDRESSING IT:

- Shared your concerns with City staff and the Laramie PD who in turn are increasing enforcement.
- Proposing an incentive program to encourage the use of off street parking. To accomplish this, City Council must vote on an ordinance to allow us to place downtown gift certificates on vehicles parked in the all day lots.
- Hosting clean up days to ensure the lots are inviting.
- Did you know? The all-day lots provide 204 parking spots! We are working on a marketing campaign to showcase the locations and walkability of these spots.

### Exterior Improvements



You indicated resources to make exterior improvements to your storefronts or building maintenance were important.

- On May 1st we re-launched our Facade Grant program that provides between \$1,000 and \$5,000 worth of financial assistance to downtown businesses with signage, maintenance or exterior renovations. Applications will be reviewed by our Design Team on the first Wednesday of each month until funds run out.
- Apply here: [laramiemainstreet.org/facade-grants](http://laramiemainstreet.org/facade-grants)
- We've updated our resource page to provide you with tools to care for and make improvements to your building, including: how to redevelop, renovate, and maintain your building.

[www.laramiemainstreet.org/improvements](http://www.laramiemainstreet.org/improvements)

**Laramie Main Street Alliance strives to preserve historic Downtown Laramie while enhancing its economic and social vitality. Our services are FREE to the businesses and property owners located downtown.**

## ISSUE/CONCERN:

### Signage



You'd like for downtown to be more noticeable, including signage that welcomes and directs visitors into the commercial district.

## HOW WE ARE ADDRESSING IT:

- A wayfinding plan was adopted in 2018 by the City and Laramie Main Street with support from Visit Laramie. Five initial signs have been fabricated but challenges related to supply chain, workforce shortages and increased costs have delayed the production and installation of the remaining signs. Meetings between partners are ongoing to determine alternative next steps.
- As infrastructure is replaced along Third Street (2023 & 2025) we will be working with the City and the Laramie Public Art Coalition to improve the overall aesthetic of the corridor. [www.laramiemainstreet.org/thirdstreet](http://www.laramiemainstreet.org/thirdstreet)

### Networking



You'd like to get to know your neighbors and learn more about their business.

- View the directory of downtown businesses here: [www.laramiemainstreet.org/directory](http://www.laramiemainstreet.org/directory)
- Join the private Facebook page for downtown businesses: [www.facebook.com/groups/330406640711270](https://www.facebook.com/groups/330406640711270)
- Serve on a committee with other business owners: [laramiemainstreet.org/volunteer](http://laramiemainstreet.org/volunteer)
- Attend the Chamber's Business After Hours: <https://web.laramie.org/events>
- Offer a cross promotion with another business. Send us the details to be included in our marketing materials.

### Market Data



You'd like more information on Market Data to help you make business decisions.

- Did you know? You can find market data about retail trade areas and consumer spending trends on the City's website at: [www.cityoflaramie.org/retail](http://www.cityoflaramie.org/retail)
- The Wyoming Small Business Development Center offers FREE market research including target audience profiles, demographics, psychographics, potential market size and effective marketing strategies. Learn more at: [www.wyomingsbdc.org/market-research](http://www.wyomingsbdc.org/market-research)

**To provide additional feedback, get involved or ask questions contact:**

Trey Sherwood, Director, Laramie Main Street  
307-760-3355 or [downtownlaramie@gmail.com](mailto:downtownlaramie@gmail.com)