



# 2023 Small Business Development Resource Guide





# 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.

Laramie Main Street strives to preserve historic downtown Laramie while enhancing its economic and social vitality. As a 501(c) 3, our services are FREE to any business or building owner in the downtown district (roughly Clark to Sheridan along 1st, 2nd and 3rd and along Grand Avenue and Iverson Avenue to the Courthouse and Laramie Plains Museum).

We assist businesses with finding locations, lease negotiation, business plans, access to capital, marketing and promotions, retention and expansion, training, historic preservation and design best practices, as well as networking and cross promotion with other entrepreneurs.

We host a private “Downtown Laramie Businesses” Facebook group to give businesses a chance to talk to each other. Join the conversation here:

<https://www.facebook.com/groups/330406640711270>

Sign up for our business e-newsletters here:

<https://laramiemainstreet.org/resources>

## LMSA STAFF



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



*downtownlaramie@gmail.com*



**COMMUNICATIONS**  
**JENNIFER POWER**



*marketing@laramiemainstreet.org*



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



*coordinator@laramiemainstreet.org*



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



*kim@laramiemainstreet.org*

# WYOMING MAIN STREET

---

WYOMING MAIN STREET is a program of the Wyoming Business Council that follows the 4 point approach developed by National Main Street.

<https://www.mainstreet.org/home>

Wyoming Main Street offers training, technical support and grants for Main Street communities throughout Wyoming.

<https://www.wyomingbusiness.org/mainstreet>



## Placemaking Microgrants and Training Resources

<https://www.wyomingbusiness.org/placemaking>

Placemaking can be used to improve all of the spaces that comprise the gathering places within a community—its streets, sidewalks, parks, buildings, and other public spaces—so they invite greater interaction between people and foster healthier, more social, and economically viable communities.

For more information about Wyoming Main Street, contact program manager, **Kayla Kler**, [kayla.kler@wyo.gov](mailto:kayla.kler@wyo.gov), 307.630.3801

# WYOMING BUSINESS COUNCIL

---

WYOMING BUSINESS COUNCIL helps entrepreneurs develop their business plan, identify problems, find capital, brainstorm strategies and propel their businesses to a profitable future. Your regional rep for the Wyoming Business Council is **Heather Tupper** at [heather.tupper@wyo.gov](mailto:heather.tupper@wyo.gov) or 307-777-2804.

**Find a list of WBC programs here:**

<https://www.wyomingbusiness.org/content/applications>

# GRANTS & FINANCIAL RESOURCES

---

**City of Laramie, Economic Development Fund**

**Janine Jordan, City of Laramie, City Manager**

[jjordan@cityoflaramie.org](mailto:jjordan@cityoflaramie.org) or 307-721-5226

<https://www.cityoflaramie.org/69/City-Manager>

**Open, City of Laramie Community and Economic Development  
Coordinator**

**Open, Albany County, Economic Development Fund Grant Manager**

<https://www.co.albany.wy.us/272/Grant-Manager>

**Laramie Chamber Business Alliance, Economic Development Fund**

Brad Enzi, CEO, [benzi@laramie.org](mailto:benzi@laramie.org)

Josh Boudreau, Vice President of Economic Development,

[jboudreau@laramie.org](mailto:jboudreau@laramie.org)

**Laramie Beautification Grant** assists existing businesses with aesthetic improvements on the exterior of their buildings and/or lots. Matching funds can be used for landscaping, public art and visual enhancements that are viewable to the public. Email [beautifylaramie@gmail.com](mailto:beautifylaramie@gmail.com) for an application.

**Beautification Cost Share – Laramie River Conservation District**

<http://www.lrcd.net/cost-share-1/> This program is available to all residents, businesses and non-profits in Albany County. The program's objectives are to provide incentives for residents to conserve soil and water and to beautify the landscape along public corridors. The maximum matching amount for a regular cost share is \$1000 on a \$2000+ project. Questions? Call 307-721-0072.

## Rural Business Development Grants

[https://www.rd.usda.gov/programs\\_services/rural-business-development-grants/wy\\_](https://www.rd.usda.gov/programs_services/rural-business-development-grants/wy_)

RBDG is a competitive grant designed to support targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenues. Programmatic activities are separated into enterprise or opportunity type grant activities. Uses may include:

- Training and technical assistance, such as project planning, business counseling/training, market research, feasibility studies, professional/technical reports, or product/service improvements
- Acquisition or development of land, easements, or rights of way; construction, conversion, renovation, of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities
- Pollution control and abatement
- Capitalization of revolving loan funds including funds that will make loans for start-ups and working capital
- Distance adult learning for job training and advancement
- Rural transportation improvement
- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

## **Rural Energy for America Program**

<https://www.rd.usda.gov/programs-services/rural-energy-america-program-renewable-energy-systems-energy-efficiency/wy>

Provides guaranteed loan financing and grant funding to agricultural producers and rural small businesses for renewable energy systems or to make energy efficiency improvements.

Funds may also be used for the purchase, installation and construction of energy efficiency improvements, such as:

- Replacement of energy-inefficient equipment
- High efficiency heating, ventilation and air conditioning systems (HVAC)
- Insulation
- Lighting
- Cooling or refrigeration units
- Doors and windows
- Electric, solar or gravity pumps for sprinkler pivots
- Switching from a diesel to electric irrigation motor

## **Small Business Energy Audit & Retrofit Grants through the Wyoming Energy Authority**

<https://www.wyoenergy.org/financing/>

The Small Business Energy Audits/Retrofits grants are available to small businesses looking for cost-effective opportunities to lower their energy usage. Grants can be used to complete an energy audit and/or any of the Wyoming Energy Authority's State Energy Program approved retrofits. The maximum grant amount is \$5,000 and 25% cash match is required.

## **Facade Grants**

<https://wyoshpo.wyo.gov/index.php/about-shpo/news-2/947-paul-bruhn-historic-revitalization-grants-program>

<https://laramiemainstreet.org/facade-grants>

# CROWDFUNDING

---

Crowdfunding is the practice of sourcing small contributions from a large number of people to provide funding for a particular project or campaign. Laramie, Wyoming is one dozens of communities using a customized platform known as The Local Crowd, a Wyoming organization that has received a grant from the United States Department of Agriculture to pay for the platform licensing fees and to provide associated training.

The Laramie crowdfunding platform is being hosted by Laramie Main Street and managed by a team of “Campaign Curators” made up of business coaches from the Wyoming Women’s Business Center, Wyoming Small Business Development Center, Wyoming Business Council, and the Laramie business community.

Additional “campaign advisors” are being trained to provide volunteer assistance to campaign creators. If you are interested in learning more about being a campaign advisor or launching a campaign, contact the Platform Host: Trey Sherwood at [downtownlaramie@gmail.com](mailto:downtownlaramie@gmail.com) or 307-760-3355.

Visit <https://thelocalcrowd.com> for more information or to submit a campaign idea.





# TAX CREDITS

---

## Historic Tax Credits

The Federal Government offers a program of tax incentives to support the rehabilitation of historic and non-historic buildings for income producing purposes. This program is one of the Federal government's most successful and cost-effective community revitalization programs. The Wyoming State Historic Preservation Office (SHPO) serves as the liaison between the property owner and the National Park Service (NPS). The goal of this combined endeavor is to encourage preservation of community treasures and increase awareness of the benefits of rehabilitation efforts.

For more info. contact: **Brian Beadles, Tax Incentive Coordinator for WY State Historic Preservation Office (SHPO), (307) 777-8594 or**

[brian.beadles@wyo.gov](mailto:brian.beadles@wyo.gov)

## New Market Tax Credits

Since 2008, the Community Development Corporation (has been awarded \$431 Million in New Markets Tax Credits (NMTC) from the U.S. Treasury Department. These tax credits are a powerful tool for creating jobs in markets where economic growth has been a challenge. CDC works with investors to turn the credits into cash, and then uses that cash to fund business start ups and expansions in Wyoming, Montana and Idaho.

### Criteria for NMTC Projects:

- Project is located in a Low-Income Census Tract
- Project has high community impact
- Total project cost exceeds \$4.0 million
- At least 25% of income from the completed project will come from commercial use (nonresidential)

If you have a project that is over \$4.0 million please contact Sarah Fitzgerald at [sarahf@mtcdcd.org](mailto:sarahf@mtcdcd.org) or call 844-728-9234 to discuss.

## Opportunity Zones

Any taxpayer can defer capital gains taxes by reinvesting those gains in a qualified opportunity fund.

[www.wyomingbusiness.org/opportunityzones](http://www.wyomingbusiness.org/opportunityzones)

**Questions? Contact Josh Keefe, economic development finance manager for the Wyoming Business Council at 307- 777-2882 or [josh.keefe@wyo.gov](mailto:josh.keefe@wyo.gov)**



# MARKETING

---

**Laramie Main Street** offers marketing consultation from the lens of a small business-owner. Email our Communication Coordinator, Jennifer Power to set up a one-on-one session: [marketing@laramiemainstreet.org](mailto:marketing@laramiemainstreet.org)

**Google:** Claim your business listing and reach more customers by visiting [www.google.com/places](http://www.google.com/places). The process is free and takes about 30 minutes.

## **Laramie Boomerang:**

Submit your News

[www.laramieboomerang.com/site/forms/online\\_services/submit\\_news/submit\\_news/](http://www.laramieboomerang.com/site/forms/online_services/submit_news/submit_news/)

Place an Advertisement: Contact Shelly Bissel, General Sales Manager and Regional Classified Director at 307-755-3330 or [sbissell@laramieboomerang.com](mailto:sbissell@laramieboomerang.com)

## **Albany County Tourism Board:**

Submit your Event

<https://visitlaramie.org/plan-your-trip/events-calendar>

**HITS 106 Radio Partnership:** KLMI Hits 106, Laramie's only locally owned and operated radio station, would like to give you a helping hand!

Every Friday morning at 8 am it's "Free Plug Friday," your chance to showcase your business on Hits 106. This is a FREE interview courtesy of KLMI and is available to any new or existing business or non-profit organization in Laramie. If you would like to take advantage of this marketing opportunity just give them a call at (307) 742.2379 and tell them you would like to be on "Free Plug Friday."

**Sell your paper gift cards online:** <https://laramiemarketplace.com>

**Sell your products on the Shop Wyoming platform:**

<https://www.shopwyoming.com>

**Social Media, Marketing, organization skills for Small Businesses:** The Wyoming Women's Business Center has a wonderful catalog of webinars ranging from social media, e-commerce, marketing and more at

<https://www.wyomingwomen.org/training>

**Webinar series on marketing, e-commerce, website development, social media strategies, etc. can be found here:**

<https://www.youtube.com/c/WyomingWomenBusinessCenter/featured>



# UNIVERSITY OF WYOMING

---

## Impact 307

<https://www.impact307.org> a network of innovation-driven business incubators committed to growing and strengthening Wyoming's entrepreneurial community by providing resources and support for founders to thrive.

## College of Business, UWISE Network

Supporting innovation, strategy and entrepreneurship for local businesses. Send your information, including key issues your company is working to solve, to Christine Brewer at [UWISENetwork@gmail.com](mailto:UWISENetwork@gmail.com) for assistance from faculty, staff and students in the College of Business.

## UW's Business Resource Network

<http://www.uwyo.edu/research/business-resource-network/>



# WYOMING SMALL BUSINESS DEVELOPMENT CENTER

---

**Business Planning, Market Research, Procurement**

<http://www.uwyo.edu/sbdc/>

**James Drever** [james@uwyo.edu](mailto:james@uwyo.edu) or 307-766-3505

The Wyoming Small Business Development Center (SBDC) consists of multiple offices throughout the state with business consultants who provide basic business education through consulting, classes and webinars, publications, web services, and referrals to related agencies.

The SBDC also includes the Wyoming Marketing Research Center (MRC) which offers free market research reports. The Wyoming PTAC (procurement technical assistance center) assists businesses who desire to sell products and/or services to the government.

The organization is funded through a co-operative agreement between the University of Wyoming, the Small Business Administration (SBA) and the Wyoming Business Council.

Wyoming Entrepreneur, part of the WYSBDC, offers FREE assistance with business plans, business valuation, eCommerce (web), financial evaluation, international trade, Quickbooks, sustainability and research.

# WYOMING WOMEN'S BUSINESS CENTER

---

Wyoming Women's Business Center is designed to offer Wyoming's current and prospective women business owners the business assistance they need, including access to business counseling, capital, microloans, training, technical assistance and networking opportunities. [www.wyomingwomen.org](http://www.wyomingwomen.org)

Wendy Fanning, Executive Director  
Laramie Plains Civic Center, Suite 323  
710 Garfield Street, Laramie, Wyoming  
Phone (office) 307.460.3943  
(direct) 307-214-0897  
Email: [wfanning@uwyo.edu](mailto:wfanning@uwyo.edu)

# WORKFORCE WYOMING

---

**Hiring, Placement, Training and Interview Services - FREE**

Contact: **Mary L. Orr**, Center Manager  
Dept. of Workforce Services - Employment & Training  
Laramie and Rawlins Workforce Centers  
3817 Beech Street, #100, Laramie, WY 82070  
Office: (307) 721-1910  
[www.wyomingatwork.com](http://www.wyomingatwork.com)

# CITY OF LARAMIE

---

## Doing Business & Retail Data

<https://www.cityoflaramie.org/922/Doing-Business>



## Planning Division

The Planning Division has two major functions: development review and long range planning.

- **Development review:** The development review function entails reviewing and processing subdivision and zoning applications, planned unit developments (PUDs), conditional use permits, variances, and zone changes. Applications are reviewed for compliance with the Wyoming State Statutes, the Laramie Municipal Code, and other City development standards. Many applications are forwarded to the Planning Commission and City Council for consideration and final action.
- **Long-range planning:** The long-range planning function entails writing and updating documents pertaining to the physical development of the City, including zoning ordinances, subdivision and development standards, special corridor plans, and the Comprehensive Plan. Long-range planning documents are formulated through a public process in collaboration with stakeholder groups and committees, the Planning Commission, and the City Council.

Additionally, the Planning Division administers land use regulations in the City including zoning, subdivisions, variances, conditional uses, PUDs, annexations, and long-range planning. The division also serves as staff to the Planning Commission and advises the City Council concerning urban planning, land use studies, urban renewal plans, and other types of planning studies; and in connection therewith to perform technical services. The division also hears and decides appeals of abatement orders to adjust or reverse the determination of any administrative official if necessary and not injurious or detrimental to the public.



**Planning Division staff:**

Derek Teini, 307-721-5207 or [DTeini@cityoflaramie.org](mailto:DTeini@cityoflaramie.org)

**Building Permits:** Clarice Hoff at [choff@cityoflaramie.org](mailto:choff@cityoflaramie.org)

<https://www.cityoflaramie.org/942/Licenses-Permits>

**City of Laramie Fire Department – Prevention & Safety**

Dennis Johnson, Jr., Fire Marshal – 307-721-5397



# LARAMIE CHAMBER

---

<https://laramie.org>

The Laramie Chamber Business Alliance is also here to help. Visit with them at 528 S Adams St, or by calling 307-745-7339.

**Brad Enzi, CEO**

[benzi@laramie.org](mailto:benzi@laramie.org)

**Josh Boudreau**

**Vice President of Economic Development**

[jboudreau@laramie.org](mailto:jboudreau@laramie.org)

