



DOWNTOWN EVENTS 2015

from Rawlins DDA/Main Street for businesses owners' reference

Where's Rawley: April 4th – 18th

"Where's Rawley" encourages residents to visit 12 downtown businesses and find the hidden Rawley pronghorn cutout. This year's prizes included a TV and a tablet. This program has already finished due to this calendar going out in May.

Wyoming Business Council Board Meeting: May 27th and 28th

Rawlins is proud to be hosting the Wyoming Business Council and state officials for meetings on Wednesday and Thursday, May 27th and 28th. Please make an extra effort on those days to keep our downtown looking clean and fresh. Pull out those "Push Your Business Forward" brooms from last spring, sweep your sidewalk, and we will put our best foot forward!

SummerFest and Rawlins Jam: July 10th and 11th

SummerFest is back again, with lots of great events focused on Saturday, July 12th. SummerFest will include activities and vendors downtown from 9a-4p. We will also have the Pong-Palooza again this year, in partnership with the chamber. Rawlins Jam will also be hosting a street dance downtown in conjunction with Bucks until midnight, so you may consider extending your hours or sidewalk sale to take advantage of the evening traffic.

To participate:

- Businesses can be open the hours of their choice on July 12th. Let DDA/Main Street know the hours you will be open by June 5th.
- Vendors and sidewalk sales in the festival area must be open from 9a-4p. Let DDA/Main Street know if you would like to be a vendor or have a sidewalk sale by June 5th.
- As a Pong Palooza participant, let DDA/Main Street know by June 5th
 - First dozen balls free for downtown businesses or chamber members, additional dozen balls \$10.
- Return ping-pong balls with specials written on by July 6th
- Don't forget the outhouse races where your business or other organization can be represented. Contact the Rawlins-Carbon County Chamber for more info at 324-4111.

Trick-or-Treat on Downtown Streets: Friday, October 30th

On Halloween, or the Friday preceding Halloween if it falls on the weekend, children trick-or-treat at participating downtown businesses from 3-5pm. Candy or other small items can be given. In its 10th year, this is a great way to increase traffic to your business. **To participate:**

- Let DDA/Main Street know that you will hand out treats by September 25th

Shop Local, Win Big: Friday, November 27th – Thursday, December 17th (3 Full Weeks)

Shop Local, Win Big rewards people for shopping either in downtown businesses or at other participating local businesses during the holidays. The rules of this will remain very similar to the previous year's rules. **To participate:**

- All shopping done at downtown business is automatically eligible to be entered to win.
- Please distribute information to your customers so that they know about the program and are encouraged to shop more for more chances to win. This is the best way to get more participation in this program.

WinterFest: Saturday, December 12th, 2013

WinterFest includes fun activities throughout Rawlins, hosted by non-profits and businesses, such as business open houses, business giveaways, Breakfast with Santa, and more. Businesses DO NOT have to be in downtown to participate. WinterFest also includes the Chamber's Holiday parade, so you may want to consider having extended hours and/or specials to take advantage of the traffic downtown.

To participate:

- Be open on December 12th and let DDA/Main Street know your hours by October 23rd
- AND/OR: Host a business event on December 12th to be listed specifically on advertising. Let DDA/Main Street know details of event by October 23rd
- AND/OR: Host a business giveaway on December 12th to be listed specifically on advertising. Let DDA/Main Street know details of event by October 23rd

Extended Holiday Shopping Hours Program: Unknown (potentially replace Thursdays after Dark)

Although we have done Thursdays after Dark for six years, we are considering a different extended holiday shopping program for this holiday season. We will let you know what it will be by August 2nd. **To participate:**

- If you would like to help plan the new program, please attend the MARS meeting on Wednesday, June 10th or give your feedback to DDA/Main Street before then
- Let DDA/Main Street know you will be participating in the extended hours program by October 18th

Holiday Storefront and Window Decorating Contest: Judged starting December 3rd, Announced December 12th

As last year, we will have a holiday decorating contest, including prizes. Categories include: Best use of the theme (which will be announced later), most creative, and best use of merchandise in a holiday display. **To participate:**

- Let DDA/Main Street know you are participating and decorate your storefront by December 2nd.



DOWNTOWN BIG PROJECTS 2015

Hello, thank you for taking time to review this list of projects and events going on in downtown Rawlins. We have a lot of chances for your business to participate, and hopefully grow! Read over this information, and let us know how you would like to be involved.

Great American Main Street Award

All downtown businesses and DDA/Main Street volunteers had reason to congratulate each other for all our hard work when we received the 2015 Great American Main Street Award (GAMSA) during the National Main Streets Conference in Atlanta this March. Rawlins is the first community in the northern Rocky Mountain region to win the coveted downtown economic development. Equally impressive, only 88 out of more than 2,000 National Main Street Center affiliates have won the award since its inception in 1995. Good work everyone!

Façade Easement Grant Project

All downtown building owners had the option of participating in this project, which uses grant funds to restore and update downtown facades and signs with a 10% match from the building owner. Architects will start meeting with participating building owners this May or June.

New Website and Business Directory

www.downtownrawlins.org is getting a new look ~ and your business will feature even more prominently than ever! Please make sure to look at the information in this handout about how to contact you, and make sure we have the most up-to-date info on your contact info, including your website, Facebook, etc. as this will be the information posted on the site. Also, if you do not have a website, our website can host one free page so that you can post hours, photos, etc. for free and be found online.

Passion & Pride Ball

Passion & Pride Ball 2015 funds will be used as matching funds to install a splash pad in the area of Depot Park where the fountain is currently located. Our big fundraisers of the evening are the auction and program. Items donated to the auction are a great help, as are ads purchased in the program. Expect a volunteer to come around between May to July to ask how you would like to help.

Main Street Minute Videos

Approximately every week we post a new video to our website and Facebook about DDA/Main Street and downtown in general. Make sure to watch for these to get the latest updates, and let us know if your business would like to be featured on a video tour this year!

Facebook

If you have a Facebook page, make sure we know about it so that we can share your posts with our fans and encourage them to "like" you too!

Other Cool Projects

Rawlins DDA/Main Street is a partner on other cool projects:

- Open Flags for Downtown: These are free for downtown businesses. Let us know if you need one!
- Shop Saturday: If your business is open on Saturday, you can have a free decal saying "Shop Saturday" for your window. Let us know if you need one!
- "Push your business forward" Brooms: We have free push-style patio brooms for all downtown businesses. If you need one, please let us know.
- Depot Front Triangles: Partnering with the City of Rawlins to create small event and seating space in the areas in front of the Depot.
- PARC: Our PARC (Public Art for the Rawlins Community) committee is currently working on placing two new pieces of art through Passion & Pride 2014 funds.
- Solar Lights: Funds from Passion & Pride Balls 2012 and 2013 are going to place white LED solar-powered lights on the majority of downtown buildings. These will be placed up after the Façade project is completed.

Design Guidelines

Don't forget that downtown Rawlins is under Design Guidelines approved by City Council in August 2012. This ordinance creates a mandatory review, voluntary compliance for all facade updates, new construction and signage in the Downtown Development District. You don't have to do what we suggest, but there is a mandatory review of all façade changes. **So if you are planning any work on the front of your building, whether it is a new sign, paint or a whole new front, you must to talk to us first!**