

What is Rawlins DDA/Main Street?

The Rawlins Downtown Development Authority (DDA) was established in 1991 by city ordinance of the Rawlins City Council.

The Rawlins DDA adopted the "Main Street" approach and became a Main Street community in 2006 as part of a statewide Wyoming Main Street family, a program of the Wyoming Business Council. Main Street is a National program that focuses on revitalizing a downtown economic district through the four point approach: Design, Organization, Marketing and Retail Strategies, and Economic Vitality.



www.downtownrawlins.org

307-328-2099

116 4th St. • PO Box 1778
Rawlins, WY 82301

2019 Annual Report



Our Mission...

To foster a vibrant, revitalized, sustainable historic downtown that creates economic vitality, while enhancing the quality of life for our community.



35
events
hosted

\$50,000+
funds raised
for projects



332,074
Facebook
reaches

3,604
volunteer hours
logged
=\$91,650



\$21,180
awarded in
grants

Selected as a **Partner in Preservation**
for 2019, a National Designation!



Splash Pad Coming Summer of 2020!



** Final design will be confirmed after construction bids are received **

- 2012 - Idea of Splash Pad
- 2013-2014 - WMS Technical Funds and Study was completed
- 2015 - Community Buy-in through survey
- 2015 - City Council Approved
- 2015 - 2019 - Passion & Pride Fundraising
- January - March 2020 - Advertise for Bids for Construction
- April - June - Begin construction
- April - June - Start Marketing
- Summer of 2020 - Opening of Splash Pad

engage entertain enhance entrepreneur

Four Point

Approach to Main Street Revitalization

1 Design enhance

Get downtown into top physical shape while preserving its historic integrity.

Meeting: 1st Thursday of the month, 4 p.m.

2 Organization engage

Gather the resources, both of finances and volunteers, to make us effective, while promoting our organization.

Meeting: 2nd Monday of the month, Noon

3 Marketing & Retail Strategies entertain

Marketing downtown through advertising, retail promotions, special events, and customized business campaigns.

Meeting: 2nd Wednesday of the month, 8 a.m.

4 Economic Vitality entrepreneur

Strengthen the downtown's existing economic assets while diversifying its economic base.

Meeting: 2nd Thursday of the month, 12:15 p.m.

\$50,000 Funds Raised for Projects

2019 Board Members

Meeting: 3rd Monday of the month, 4 p.m.

- Patti Hays
- Robin Hilke
- Stephanie Kramer
- Charlotte Newell
- Steve Sanger
- Haylee Sheller
- Linda Smith
- Alyssa Stolns
- Robyn Taylor

Staff

- Pam Thayer-Executive Director
- Marcco Higham-Project Coordinator
- Severin Finch-Assistant

Volunteers

To volunteer, contact Rawlins DDA/
Main Street at 307-328-2099

January:

- Strategic Planning FY2019-2020
- Start Your Own Business Class

February:

- Valentine Gift Guide
- Attended the Governor's Tourism Conference

March:

- Transformation Strategies Workshop
- Best Practices and National Main Street Conf.

April:

- Financing Small Business Workshop with State Organization
- Volunteer Appreciation and Recruitment
- Transformation Strategies Workshop

May:

- Project Timeline for FY2019-2020-Created
- 150th UPRR Big Boy Celebration Community Gathering
- Finished Facade Construction

2019 Highlights

June:

- Super Saturday/Volunteer Clean-up Day
- Mural, Fencing, Benches and Signage at Kids Korner Installed

July:

- Annual SummerFest Celebration
- Volunteer Appreciation Dinner

August:

- Booth at Carbon County Fair

September:

- Passion & Pride Fundraising Ball
- Facade Celebration
- Vote for the National Strand Campaign
- Wyoming/Colorado Best Practices

October:

- ArtBeat - Exhibits, Classes and Performances
- Trick-or-Treat on Downtown Streets
- Volunteer Holiday Decorating Day

November:

- Winter Skate at the Park Opened
- Holiday Gift Guide
- Small Business Saturday Passport

December:

- Shop Downtown, Win Big Program
- Late Night Holiday Shopping
- WinterFest Weekend

All Year:

- Grant Writing
- Entrepreneur and Business Development
- Collaborate and Build Partnerships
- Classes and Management of Rainbow Te-ton Entrepreneur Center

3,604 volunteer hours