



Gillette Main Street provides economic and social opportunities by strengthening the viability and historic preservation of downtown Gillette.

# Heard On Main Street

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SPRING/SUMMER 2015

## Welcome!

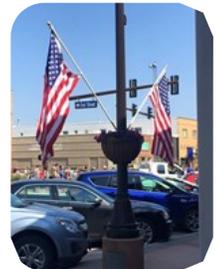
This is our first edition of the Gillette Main Street newsletter! We are so excited to share with you all the events, changes, and updates that have happened so far this year downtown!

## Promoting Downtown

Defining and promoting the identity of Downtown Gillette continues to be a major project for Gillette Main Street. Leveraging funds from Wyoming Main Street and the Wyoming Business Council, we purchased new banners and flower baskets that were installed and will be maintained by the City of Gillette. The City Parks Department planted flowers in each of the baskets and has continued to care for them all summer. In addition to the visible additions, we worked with the City of Gillette to provide outdoor serving and sales areas as well as



supported the City in their application process for funding for the public restrooms. This year we created a comprehensive property inventory; have been actively working to attract new business to Downtown; and have been creating a sense of place through targeted marketing and branding.



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## Downtown Update

We said goodbye to **Country Elegance** in May after serving our community for many, many years. **Magpie Designs** moved into the space previously occupied by Country Elegance and has completed some significant changes including new outdoor signage. We also said goodbye to **Everything Kids**, and **311**. **Fiesta Tequila** moved downtown in July into the 311 building. In June, we welcomed **J&J's Clothing and Bridal** to the second block in the space previously used by Wild West Hockey. They have made significant upgrades inside and out. Amazingly **J&M Used Bookstore** left downtown and the space has since been occupied by **Dungeons & Dugouts**. The **Snack Shack** joined **Gillette Downtown Bingo** as well this summer. **First Interstate Bank** continues their extensive interior remodel. **2nds on Third** moved from their location on 3<sup>rd</sup> Street to Gillette Ave into the space previously occupied by Lasting Memories Bridal Boutique. The **Mayors Art Council** brought down and the City of Gillette installed beautiful new artwork for Gillette Ave.



3rd Street Plaza Construction

*Because of the increased efforts of GMS, over 4,500 visitors have been downtown over the last 3 months!*

## Improvements

The 3 Phase downtown improvement project by the City of Gillette began last summer. The 1<sup>st</sup> Phase, the reconstruction of Gillette Avenue, was completed last winter. This summer, Phase 2 began with the 3<sup>rd</sup> Street Plaza Project. The project includes installation of storm drains, water improvements, and new concrete surfacing and sidewalks. Construction on the Plaza is scheduled to be completed by the end of October. The 3<sup>rd</sup> and final phase, public restrooms, passed the first approval by the Wyoming Business Council in September and is awaiting final grant approval from the State Loan and Investment Board in October. Construction is tentatively scheduled to begin the summer of 2016.

## Downtown Events Reach New Heights

Residents, businesses, and community members enjoyed our numerous downtown events and activities over the summer. Our Board of Directors along with many volunteers stepped up our efforts to increase the number of visitors to our community events thereby increasing the foot traffic downtown. The 2nd Annual **Brewfest** was a huge success with more brewers and food vendors contributing to over **800** people in attendance! Our first ever **RoofTop Concert Festival** brought over **700** people downtown to see Gillette's very own Josh Dorr and the Lazy L Band perform live from the roof of Big Lost Meadery. In July, we partnered with the Master Gardeners and UW Extension office to bring the **Tuesday Downtown Farmer's Market** to their temporary downtown location at Open Door Church parking lot. On average, over **300** shoppers visit the downtown market each Tuesday, quickly buying up affordable seasonal fruits and vegetables, gourmet foodie treats, and artisan wares. The Tuesday Downtown Farmer's Market will have its permanent location at the 3rd Street Plaza beginning in November.



Downtown Clock Rendering

## History in the Making

Thanks to a unique partnership between Gillette Main Street, Noon Energy Rotary, Evening Rotary, and the Mayor's Art Council, the downtown businesses along with our community have an opportunity to become part of the permanent history of downtown Gillette. Using grant funds from the Wyoming Business Council and Wyoming Main Street, we will construct a 14 ft. tall, 3 ft. wide, four sided clock on the corner of Gillette Ave and 4th Street. If you would be interested in having your business name, family name, family brand, or in memory of a loved one added to the base of the clock, please contact Jessica Seders at [gillettemainstreet@gmail.com](mailto:gillettemainstreet@gmail.com) or 307-689-8369. Space is limited !

# Have You Heard?

Did you know that two of our very own downtown eateries made the top 15 restaurants in Wyoming? That's right! According to a recent article posted on Movoto, a real estate blog, Pizza Carrello and The Coop both landed on the top 15!



## Upcoming Downtown Events

### October 2015

- 31 Trick—or—Treat Main Street, 12-6pm, All of Gillette Avenue
- 31 Boo-Fest, 12-6pm, 2nd Block of Gillette Avenue

### November 2015

- 21 Winter Walk Starts
- 28 Shop Local Saturday

### December 2015

- 5 Last Day of Winter Walk
- 5 Parade of Lights, 5pm, All of Gillette Avenue

### February 2016

- 20 Ice Fest, 12-5pm



*“You can’t buy happiness, but you can by local & that’s kind of the same thing.”*

## Message from the Executive Director

It’s hard to believe I have been with Gillette Main Street for almost a year! What’s even more incredible is how much we have been able to accomplish in such a short period of time! With the support of property owners, downtown businesses, community partners, and our volunteers we:

- Completed beautification projects including the colorful banners and flower baskets;
- Offered additional quality events and activities, and increased the number of downtown visitors; and
- Increased our marketing presence bringing awareness to our beautiful and historic downtown.

Our future remains colorful and bright. Just like Gillette Avenue with our continuing improvements, we have truly come alive. As we continue our efforts, we are keenly aware of the opportunities for business and economic development that exist in our downtown and have made it our mission to promote small business opportunities. We hope that you will continue to join us for all our events, programs, and activities throughout the year.



Jessica Seders, Executive Director, Gillette Main Street

## Our Board of Directors

Mary Melaragno, President

Rachel Pherson, Vice President

Katrin Wagner, Secretary

Karen Cook, Treasurer

Jenilyn Bartolo

Michelle Butler

Laura Chapman

John Cosner

Ramona Nolan



## Our Volunteers: the HEART of Main Street

Gillette Main Street acknowledges and thanks all of the wonderful individuals who donate their time and effort to making our events and programs successful. You are the heart and soul of Downtown Gillette and we are forever grateful for your dedication to the revitalization of Gillette Main Street.

## Our Staff

Jessica Seders, Executive Director



Check us out on Facebook:  
[Facebook.com/GilletteMainStreet](https://www.facebook.com/GilletteMainStreet)

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# Friends of Gillette Main Street

The GMS Board of Directors would like to personally invite you to become a member of the Friends of Gillette Main Street. In order to continue the work that we have begun, we need your help to continue to grow. We are a non-profit organization that relies financially on its fundraising efforts, grants, and community support.

As we ask for your assistance, it is important that you know what we have accomplished so far! As you are well aware, GMS is a volunteer driven organization that boasts over 1,300 volunteer hours, which is a value of over \$28,000 for the 2013/2014 fiscal year. We have accomplished some pretty remarkable achievements. Our downtown has witnessed both the physical improvements as well as an increase in dollars that are being spent in our diverse business community.

We have really stepped up our efforts to promote our beloved Main Street. We provide many events to bring people downtown. Each year we hold the following events: the Ice Fest (1000 people), the Brewfest (800 people), the Rooftop Concert Festival (700 people), the Tuesday Downtown Farmers' Market (300 people weekly), Trick-or-Treat Main Street (1000 people), the Winter Walk (300 people), and the Parade of Lights (3000 people)! Gillette Main Street has invested \$15,000 in promoting our downtown with these and other events such as the partnership with the Chamber of Commerce to host their member appreciation picnic downtown, the 4<sup>th</sup> of July Parade, the digital billboards, live appearances on GPA and multiple radio stations including the Don Carpenter Show, the creation of our website, and the new tri-fold brochure for downtown.

GMS offers these great community events through the support of many individuals and businesses that donate to our organization. **Won't you take just a moment and sign up for a 2015 Sponsorship?** Donations at any level are needed and appreciated. Please contact Jessica Seders at [gillettemainstreet@gmail.com](mailto:gillettemainstreet@gmail.com) or 307-689-8369 for details on the many benefits of becoming a Friend of GMS.