

DOWN TOWN GILLETTE



2nd





WELCOME TO DOWNTOWN GILLETTE!

Gillette does downtown differently – like we do everything else. Picture small town Americana but with a flair for the wild. Of course, there’s the dining, shopping, drinks, etc. you expect from downtowns, but Gillette Main Street is infused with our signature energy. This guide is a glimpse into some of our favorite downtown places and personalities, so that you’ll know where to go and who to talk to. Downtown Gillette captures the spirit of Campbell County across just a few powerful blocks. Release yours.



HISTORY & RENOVATION . . . 4-5
VISITOR CENTER 6-7
LOCAL TOURS 8-11
DOWNTOWN EVENTS 12-15
THE RAILYARD 16-17
PAT'S HALLMARK SHOP . . . 18-19
MAGPIE DESIGNS 20-21
ROCKPILE MUSEUM 22-23
THE ICE CREAM CAFE 24-25
BUSINESS LISTINGS 26-27
PATHFINDER CAMPOREE 28
COUPONS 29-32
GILLETTE MAIN STREET 33
DOWNTOWN MAP 34-36

EXPLORE MORE AT
VISITGILLETTE.COM

Jessica Seders, Executive Director
Campbell County Convention and Visitors Bureau & Gillette Main Street
307.686.0040 • 314 S. Gillette Avenue



PHOTO COURTESY OMNI-DIGITAL-PRODUCTIONS, LLC

HISTORY, RENOVATION & BEAUTIFICATION

Gillette was founded on the back of hard work. In 1891, the Chicago, Burlington & Quincy Railroad named the town after surveyor Edward Gillette as a thanks for excellent leadership and work. The post office was constructed and first general store opened around present-day Main Street, and the town expanded from there, fueled by the reputation as the Energy Capital of the Nation. In the mid to late 20th century, the nation's frenzy for strip malls, chain restaurants and retailers hit Gillette, sprawling across the town between the Interstate and Douglas Highway, away from its core roots of downtown. Over the course of this transition, many of the downtown buildings were abandoned, and the area suffered from neglect. The area that was once the beacon of Gillette had become somewhat of an afterthought.

Eventually, the country started to long for the charm of downtown amidst a push of supporting small business owners, and in 2014, the City of Gillette began a complete overhaul of Gillette Avenue. They expanded the street to make it wider, updated landscaping, and improved the water and infrastructure systems. The revival has since ushered in a new generation of businesses, residents and visitors, and the Gillette Main Street organization is continuing the movement by arranging and financing more updates. “We wanted to make this a space that people want to spend time in,” Main Street Executive Director Jessica Seders said.

That vision has certainly become a reality with numerous new beautification and expansions, like the development of 3rd Street Plaza. It’s free for anyone in the community to use, excluding small fees for alcohol permits or using electricity. Right now, the space hosts public and private events like concerts, farmers markets and class reunions.



VISITOR CENTER – VISIT GILLETTE GILLETTE MAIN STREET CHAMBER OF COMMERCE

To get a taste of the Energy Capital, visitors from California, Michigan, Texas and New Zealand have all stopped by the new co-headquarters of Gillette Main Street and the Campbell County Convention and Visitors Bureau in the last year. The two organizations recently relocated into a space right in the heart of downtown, which makes sense, given their shared mission of boosting tourism and economic development.

When folks come to the Visitors Center looking for places to eat, shop and other local attractions, CCCVB and Gillette Main Street Executive Director Jessica Seders doesn't have to send them far.

“Some of the most unique and largest concentrations of shops and boutiques are downtown. When out-of-towners come here, that's the experience they're looking for,” she said. The office has state and local maps as well as information for hunters, like Hunter's Guide and BLM maps. Additionally, it's the only place to get the State of Wyoming's Office of Tourism stickers. Like you will experience along the rest of Main Street, you're welcome to stop by and the locals are always looking to chat.





3RD STREET PLAZA

Melanie Collins has lived in Gillette for more than four decades, and she's experienced many iterations of downtown over the years. She recalls a renaissance where the area was the center of the city, and anchor stores like Murphy Drug Store and Hardware Hank's were sources of pride for the whole community. "My husband and I, we love downtowns," Melanie said. Avid travelers, downtown nostalgia is something they seek in other destinations, and for years, they hoped the Gillette public and private sectors would start investing more in its own. When the City of Gillette announced plans to build a downtown plaza in 2014, the Collinses decided to purchase real estate downtown to lease to local tenants. "We wanted to be part of Main Street," she said.

Although 2016 budget cuts significantly reduced the scope of the City's project, Melanie and a host of other residents and business owners remained hopeful that a main gathering place downtown would change the trajectory of the area. "Downtowns are important to everyone in a community," Jessica Seders, Gillette Main Street and Campbell County Convention and Visitors Bureau Executive Director, said. "They matter to residents, visitors and all local businesses, whether they're located downtown or not," she continued.

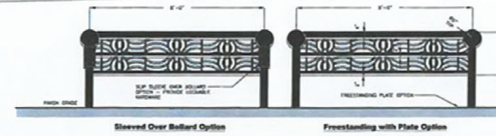
The City's curtailed efforts concluded in 2017, and what was supposed to look like a city center was essentially a large concrete pad and public restrooms. But in summer 2021, Jessica formed the Gillette Main Street Design Committee, including Melanie, and the group determined it was the foundation they needed for a fully executed 3rd Street Plaza. They returned to the City's original blueprints, and they've been planning, fundraising, volunteering and laboring to move the Plaza forward since. Last year, private donations and a Wyoming Business Council Placemaking Grant paid for new LED lights throughout the Plaza as well as several half-ton planters that now line 3rd Street, all of which are integral to the committee's beautification plans. "It's starting to look like a gathering space," Jessica said. Their work is just getting started.



Beginning summer 2022, residents and visitors will notice more big changes at the Plaza. The Rapsallions Barbershop building will be much brighter after building owner and fellow Gillette Main Street Design Committee member Laura Chapman finishes painting an original mural on the side of the building. Jessica expects this will become the selfie-spot of Gillette and eventually a Wyoming destination. "This mural is going to be an identifier of this community. We have so much here that it's always been difficult to pick one thing that visually represents Gillette, but now this is going to be that thing. We're so excited," Jessica said.

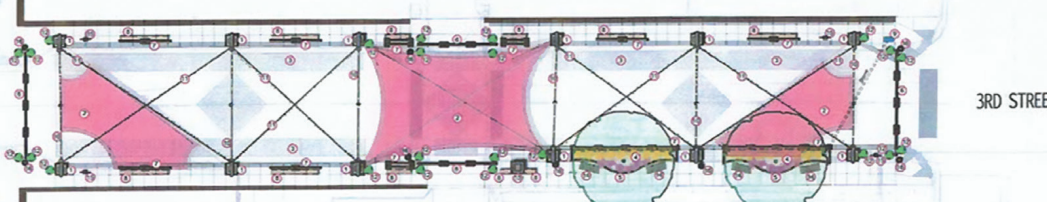
GILLETTE 3RD STREET PLAZA

Modular Barricades for Temporary Street Closure:



- 1 Plaza Columns, Custom Element Bar Concrete Structural Columns for Canopy and Access Lighting, Tensile Shade Structures, Street and Pedestrian Lighting, PA and Communications Systems, Tensile Infrastructure and Ambient Pedestrian Lighting Site Plan
- 2 Seasonal Tensile Shade Structure Mounted at a Height of 20' Technical Sketch Facets Canopy Fabric and Provides Shade
- 3 Parallel Parking Provided when 3rd Street Open to Traffic
- 4 Hanging Bar Embedded with Cast Metal In Joints Access Planting, Ornamental Grasses and 20' Shade Trees
- 5 Ornamental Concrete Walk on South Edge of Planting Bed Mounted to Curb Wall Similar to Gillette Historic. Other Consideration: 10' Cast Metal
- 6 Modular Barricade Installation for Temporary Closure of 3rd Street Lighting, Freestanding or Parallel Mounting to Permanent Sidewalk Prohibition Areas Only
- 7 Typical Modular Barricade Storage Location when 3rd Street open to Traffic
- 8 Missing Panel Seal Wall - 10' Height to Match Those at Gillette Avenue
- 9 Injection Point of Connection
- 10 Canopy Lighting
- 11 Facets or Seasonal Access Lighting (string Type Lighting)
- 12 Durillo Manufactured Concrete Planter with Access for Seasonal Plant
- 13 12" x 14" Concrete to Existing PA System, Lighting Controls, Communications, Etc.
- 14 Manufacture Bench to Match Gillette Avenue
- 15 Manufacture Site Rack to Match Gillette Avenue
- 16 Manufacture Stone Reservoir to Match Gillette Avenue

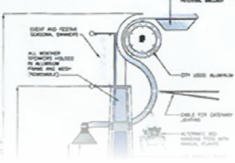
ALLEY



Materials Palette



Plaza Column:



Beyond this exciting artwork, the City’s original plans included a stage for concerts, which Jessica believes will be critical to fulfilling the area’s potential. This stage, along with seating and a sound system, would significantly increase the functionality and capacity of the space. Funding this project is currently the Design Committee’s top priority, and they’re diligently seeking grant opportunities as well as private donations from local businesses and individuals; Jessica’s interested in naming the stage after a donor. The Board’s goal is to have a stage and the rest of 3rd Street Plaza completed before August 2024 when the International Pathfinder Camporee will bring more than 55,000 visitors into Gillette.

“We’ve been so blessed with energy wealth, but that’s decreasing,” Jessica said. Tourism, she believes, is Gillette and Wyoming’s next economic opportunity and willingness to invest into projects like 3rd Street Plaza will largely dictate its success. “The more money that visitors spend here, the less money locals will have to spend to keep enjoying the same amenities we’ve grown accustomed to,” she said.

START DOWNTOWN



AVENUES OF ART WALKING TOUR

Gillette specializes in channeling energy, and our Avenues of Art walking tour is our creative outlet. The tour spans all of Gillette, and you'll see a constantly evolving gallery of work created by local artists – all of which are for sale. Check out the most recent map and directory of current pieces at mayorsartcouncil.com.



HISTORIC DOWNTOWN WALKING TOUR

Both rich in history and the epicenter of Gillette's future, you don't want to miss a thing when you're downtown. Take the Campbell County Historical Society's free walking tour using a printed guidebook to meet the outlaws and roughnecks who ran the town more than 100 years, or for a more immersive, technological experience, download the free **TravelStories app**.





DURHAM BISON RANCH

Go where the buffalo roam on Durham Ranch tour May through August to experience life on a Wyoming ranch and taste the signature flavor of Wright. Home to more than 3,000 bison on 55,000 acres, the Durham Bison Ranch is one of the continent’s largest bison operations, all raised naturally, holistically and sustainably. Schedule tours through the Gillette Visitor Center.



EAGLE BUTTE COAL MINE TOURS

Campbell County produces enough coal to earn the moniker “Energy Capital of the Nation” but the real value is our coal’s low sulfur content for reduced emissions and a cleaner form of energy. Learn how Gillette powers the nation and the extensive reclamation process that helps restore Wyoming land back to its splendor. Schedule tours with the Gillette Visitor Center Memorial Day through Labor Day.

ANNUAL DOWNTOWN EVENTS

**JUNE 23 – JULY 28:
DOWNTOWN THURSDAY NIGHTS
WEEKLY CONCERT SERIES
AT 3RD STREET PLAZA**

**JULY 23:
DOWNTOWN YARD SALE**

**SEPT. 10:
BREWS & CRUISE
SUMMER BREWFEST
AND CAR SHOW**







**OCT. 15-30:
SCARECROW
DECORATING CONTEST;
HALLOWEEN WINDOW
DECORATING CONTEST**

**OCT. 29:
BOO-FEST**

**OCT. 31:
TRICK-OR-TREAT MAIN STREET**



NOV. 19 – DEC. 3:
WINTER WALK BUTTONS

NOV. 25:
PLAID FRIDAY

NOV. 26:
SHOP SMALL SATURDAY

DEC. 3:
**DOWNTOWN HOLIDAY
ICE FESTIVAL,
CONCOCTION CONTEST &
PARADE OF LIGHTS**

DEC. 12-26:
**HOLIDAY WINDOW DECORATING
CONTEST & CHRISTMAS
ORNAMENT DECORATING
CONTEST**



Volunteer with us!
gillettemainstreet.us
gillettemainstreet@gmail.com

THE RAILYARD

113 S. GILLETTE AVE.



Dining out has become ordinary for many American families, but when Chris O'Bryan takes his family of eight out to dinner, it's a very special occasion. With four daughters and two sons, it's expensive, timely and even physically painful, if you include the restaurant selection process. This careful custodianship is the philosophy with which Chris runs his own restaurant, and it's what makes eating at The Railyard different.

Originally from Arkansas, Chris originally hung up on a recruiter who offered him a position in Wyoming. But after visiting and sweet-talking his wife, the family moved to Wyoming in 2009, and over the next several years, he bounced around restaurants in Cheyenne, Bozeman, Casper and Gillette. This array of Western towns, folks and steakhouses helped mold Chris' simple yet elegant vision of a perfect restaurant: it's a place that everyone should want to be. It should be where one couple celebrates their 50th anniversary while another is on a first date. It's where business deals can happen over lunch and a seat at the bar is a reward for mowing the lawn, wearing grass-stained New Balance tennis shoes. It should be casual, comfortable and excellent.

When the opportunity to purchase The Railyard came in December 2020, Chris moved fast, and he officially took over in April 2021. Now with a menu that ranges from a \$13 PB ‘n’ J Bacon Cheeseburger to a \$35 Ribeye, it’s the kind of place that his family would go out to eat. He has trained his staff to think about their work not in terms of their own wages but rather in terms of customers’. “With every table, we ask ourselves, ‘how many hours did you have to work to pay for dinner with us?’ And when you start considering that people are exchanging dinner with us for a few to several hours of a workday, cooking and serving that meal matters a whole lot,” he said.

As the nation faces a historic labor shortage, Chris’ workforce is unusually secure, which he attributes to the unique Gillette frame of mind that values hard work more than money. The Railyard team is busy but focused. Work is fun for this group, which is critical to a positive experience for customers. In his signature shorts, Chris boasts about his staff like a proud Dad, gushing over co-manager Trey who can remember guests after just one visit, or prep cook Fletcher who spends two hours every other day wrapping shrimp with prosciutto, all for one appetizer.

Every day he’s at the restaurant, Chris walks Gillette Avenue twice. It’s important to him to experience the vibrance of downtown, and with the Rail Yard at the tail end of the street next to the noisy tracks, he’s afraid he’ll miss something. Like a stellar dining experience, it’s easy to overlook some of the details.



EXPLORE

- 1** 307 Nutrition
206 S. Gillette Ave.
307-363-3322
- 2** AVA Community Art Center
509 W. 2nd St.
307-682-9133
- 3** Big Lost Meadery
105 S. Warren Ave.
307-670-8100
- 4** Breanna's Bakery
208 S. Gillette Ave.
307-686-0570
- 5** Campbell County Chamber
of Commerce
314 S. Gillette Ave.
307-682-3673
- 6** Campbell County
Convention & Visitors Bureau
(Visit Gillette)
314 S. Gillette Ave.
307-686-0040
- 7** The Center Bar
110 S. Gillette Ave.
307-685-8047
- 8** The Coop
208 W 2nd St.
307-257-7460
- 9** EK Jewelers
304 S. Gillette Ave.
307-363-4010
- 10** Fiesta Tequila
311 S. Gillette Ave.
307-686-8010
- 11** Frontier Auto Museum
& Relics
205 S. Ross Ave.
307-686-5667
- 12** Hands On Pottery
122 S. Gillette Ave.
307-257-2472
- 13** Ice Cream Cafe
202 S. Gillette Ave.
307-686-8110
- 14** Katie J's
309 S. Gillette Ave., #B
307-257-5186
- 15** Living Water Produce
116 S. Gillette Ave.
307-689-1378
- 16** The Local
300 S. Gillette Ave., Ste. 1100
307-696-8208
*Wild June Boutique
(inside the local)
- 17** Lula Belle's Cafe
101 S. Gillette Ave.
307-682-9798
- 18** Magpie Designs
219 S. Gillette Ave.
307-682-2124

DOWNTOWN

19 Cole Sports
320 S. Gillette Ave., Suite A
307-682-1302

20 Momma Johna's
114 S. Gillette Ave.
307-670-4789

21 Montgomery Bar
100 S. Gillette Ave.
307-682-4516

22 Pat's Hallmark Shop
200 S. Gillette Ave.
307-686-1296

23 The Railyard Restaurant
113 S. Gillette Ave.
307-687-7245

24 Ranch and Roost
101 S. Warren Ave.
307-257-2198

25 Rapsallions Barbershop
223 S. Gillette Ave.
307-257-7557

26 Mary's Mountain Cookies
400 S Gillette Ave.
*Coming Soon

27 Seconds on the Avenue
203 S. Gillette Ave.
307-682-3129

28 Sole Mates
222 S. Gillette Ave.
307-685-2612

29 Teacher's Corner/Kids Mart
213 S. Gillette Ave.
307-686-9231

30 The Vintage Twine
217 S. Gillette Ave.
307-257-2706

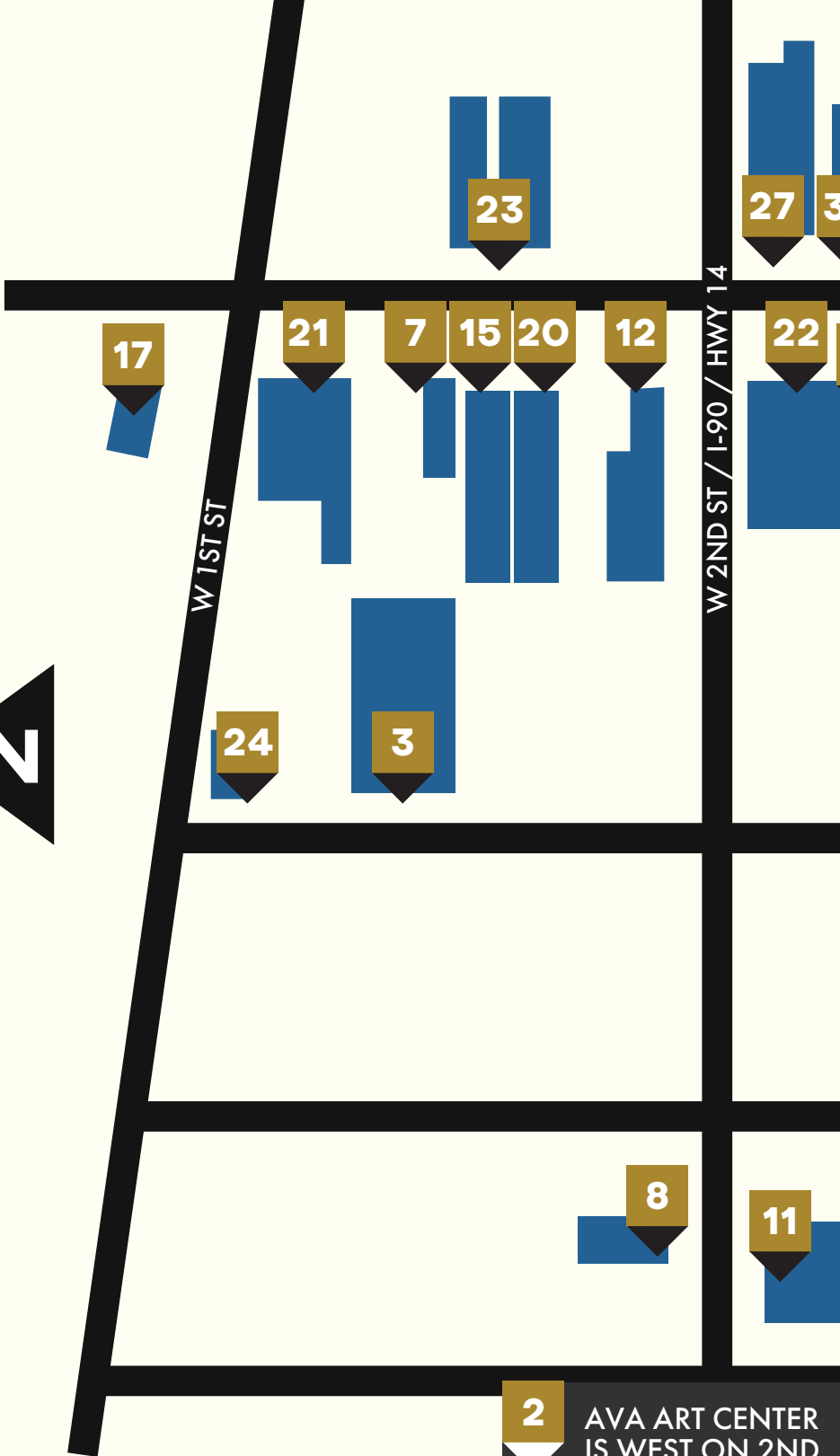
31 Wyoming Art & Frame
310 S. Gillette Ave.
307-686-7049

32 YTT Bridal & Formal Wear
221 S. Gillette Ave.
307-686-4919

*CLOSING IN JULY

33 The White Cabinet
211 S. Gillette Ave.
307-363-5379





2 AVA ART CENTER
IS WEST ON 2ND

3rd St Plaza

33 29 30 18 32 25

14 10

S GILLETTE AVE

13 1

28

16 9 31 5 26 19

4

6

W 3RD ST

W 4TH ST

S WARREN AVE

S ROSS AVE



S RICHARDS AVE



PAT'S HALLMARK SHOP

200 S. GILLETTE AVE.

In 1977, Pat Edelman was raising two girls and two boys in Gillette while her husband worked as an accountant. She decided she needed something for herself – a project to call her own. With just a single card stand, she launched her own small business, Pat’s Hallmark, in which she did everything from inventory to marketing to sales. Nearly five decades later, the store is basically a Gillette landmark. It’s also the largest Hallmark store in all of Wyoming and South Dakota. “Of course, it’s changed so much over the years,” Pat’s daughter and now store owner, Karen Cook said. “We all have.”

From Hallmark figurines and keepsake ornaments to craze products like Crocs and every 90s kid’s favorite stuffed toy, the Beanie Baby, Pat and Karen never kept the store static. “You have to keep evolving and trying new things to be successful. What we sold five years may not sell now, so you have to just move on,” Karen said. She marvels at how her mother managed before the days of the internet or even computers. “She kept up everything up here,” Karen said pointing at her head, “every card we carried and sold, she kept track of. I never appreciated how hard it all was until I had to do it.”

Karen and her siblings were raised in Pat's Hallmark, and some of the customers who played with Karen as a baby while her mom rang up their purchases still shop there. "To this day, people I've never met before will come in and tell me that they worked for my mom when they were in high school. It still surprises me just how influential in this community she really was," Karen said. Pat passed away in 2012.

It's fitting that Pat's Hallmark has become where Gillette buys gifts. It's how locals commemorate baptisms, weddings, anniversaries, birthdays and

other special times for their loved ones. Karen is touched that her friends and neighbors entrust her store with such a responsibility. In addition to Hallmark staples, current inventory includes fashion handbags, Wyoming memorabilia, home goods, gourmet kitchenware and Christmas décor. "Even if you don't know what the right gift might be, our staff can help pick it out. We're experts in finding how something in our store can express what you'd like to say to that special person," she said.

Though she's typically a practical gift-giver, Karen gives special Hallmark anniversary ornaments to her family members. They've become family trademarks, like her father's working popcorn popper

or a red Jeep for her late brother, Rone. As for Karen, her customers are her favorite gifts. "Some of the best relationships I've ever made, and my mom made, were from people in the store. It's not like I'm going to drinks with them after work, but they're my closest friends. They share when bad things happen, and you feel thankful when they want to share things," Karen said.





MAGPIE DESIGNS

219 S. GILLETTE AVE.

When Hobby Lobby opened in Gillette in January 2020, Tara Stoneking was ready to transition Magpie Designs away from home décor. Though she'd always been proud of her inventory, she knew her small downtown shop couldn't compete with the retail giant on selection or prices, and she was prepared to switch directions and focus on clothing. Of course, she couldn't prepare for what was to come in March that year. It all could have been traumatic; it could have closed her doors. But just like her own mother taught her, moms can figure out any situation – and look good doing it.

Magpie Designs has gone through almost as many iterations as Gillette has. Tara's mother opened a small store that assumed multiple identities over the years, including a small clothing boutique and a craft supply shop. Now it's Magpie Designs, which Tara describes as its own lifestyle. "Wyoming is obviously so unique, but I think Gillette is even extraordinary in our state. It's like we're our own little bubble here," Tara said. As a fifth generation Gillette resident, Tara knows her hometown's signature casual, comfortable, friendly look. As a mom of three, her goal is to help other local moms achieve it. "We have something for your mom and for your best friend," she said.

Energetic and authentic, Tara talks about her store in the same maternal way she talks about her family. She understands how hard shopping can be with little ones, so she has mom- and kid-friendly practices in place to make it as easy, and as fun, as possible. There are extra diapers on hand, and there's seating for public or private nursing, whatever is best for each mom. Helping with changes is almost as important as the merchandise, because motherhood is the fabric of Tara and Magpie Designs. "We're not going to carry clothes that aren't flattering on moms," Tara said. She only stocks what she describes as "real women sizing," which is tested and verified by staff. "If we find a shirt that doesn't fit one of us, it's gone. I know I'm going to find jeans that fit me in a size that doesn't offend me," she said.

In some ways, Tara is astonished by how Magpie has grown, especially after the pandemic, but she also isn't surprised how the Gillette community supported her through the toughest time small businesses

had ever seen. In turn, Tara prioritizes local vendors with a store policy to carry products from as many nearby artisans as possible. Right now, that includes jewelry, pottery, glassware, jerky and cookies. All of this change has paid off with a record year for Magpie. "One of the things that came from the pandemic is that there's been a turn toward small again with a big focus on where you're shopping. And that matters. Shopping small is only going up," Tara said.





ROCKPILE MUSEUM

900 W. 2ND ST.

In a world where the internet has made many people question the necessity of informational institutions like libraries and museums, the Rockpile Museum in Gillette has an enormous advantage: the information it possesses doesn't exist on the internet – or anywhere else. Campbell County's history of homesteading, mining, energy production and reclamation hasn't been digitized or even logged, so it's Museum Director Robert Henning's mission to preserve those stories. Because if they don't exist at the Rockpile, they'll be gone for good.

Soft-spoken, thoughtful and bespectacled, Robert is largely what you'd expect from a museum director. Fifteen years into the position, he gets excited talking about Campbell County's history and the museum's future. He tries to find stories that are relevant to each individual visitor, and who visits the museum varies according to the season. In the summer months, it's largely tourists at the Rockpile, most of whom are traveling to Yellowstone, Devils Tower or Mount Rushmore, and many of these folks don't know that Campbell County was built on coal mining. "If you're from somewhere else, you don't realize the scale of what has happened here. I love telling tourists that 40 percent of the nation's electricity was powered by Powder River Basin, and that statistic is mind-blowing to them," Robert said.

Of course, nearly every Gillette local knows that figure, but what they don't know are the people who made all of that power possible. "The legacies that were built in Gillette are endless. We have stories of generational coal miners, women coal miners, Black coal miners, international businesspeople. You could interpret all of this forever, and no one else is telling these stories," Robert said.

Like a lot of his neighbors, Robert came to Campbell County to work. Originally from Iowa, he moved to Gillette to become the Rockpile's Director. He only planned on staying a few years, but like so many of the miners before him, Gillette became home. He fell in love with a local girl, and after marriage and kids, Robert is here permanently. "People tell me about how they came here on their third grade field trip and now their kids are on their third grade field trips," he said. He's quickly approaching his second generation of third graders, a milestone he's proud to claim.

Since it opened in 1974, the Rockpile has served as a way for locals to talk about who we are as a community and as a way for visitors to understand our contributions. As coal and the mining industry face an uncertain future, Robert is more committed than ever to preserving the stories of the past. "I don't like to get into politics, because history is what it is, but you can use history to learn about ourselves and our society to improve our community moving forward," he said.

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THE ICE CREAM CAFÉ

202 S. GILLETTE AVE.



If you're wandering around downtown Gillette and start to suddenly feel hungry, the culprit is likely the Ice Cream Café. Its signature smell of freshly made waffle cones wafts for blocks, and on summer days when you drive on Gillette Avenue with the windows down, it can follow you home. As nostalgic as flour dusting your grandma's apron, the Ice Cream Café is the standard of an old-fashioned ice cream shoppe from its vintage outdoor sign to the heaping scoops they serve. The fact that it's owned and managed by a parents and daughter team is just the cherry (and sprinkles) on top.

Opening the Ice Cream Café was a natural fit for Dee and Lee McClure and their daughter Andrea Strand. The family has owned and operated multiple small businesses over the years, and ice cream was always a McClure specialty, as Andrea's dad made ice cream throughout her childhood. Vanilla was his specialty, but Dee insists that there was nothing vanilla about the taste. "I just felt like ice cream, and this kind of place, was a niche that Gillette didn't have, so we made it," Andrea said.

As they formulated a plan to fill that niche, there were a few non-negotiables. First, everything must be homemade, and just as important, nothing lower than the highest quality would suffice. They worked with a mentor out of Colorado to select equipment, and then began experimenting with recipes. The results were what customers describe as the creamiest ice cream they've ever tasted. "It's the milk fat," Dee revealed. "We have a higher content of milk fat, and people commenting on the creaminess is the best compliment we can get," she said. The velvety texture embellishes whimsical flavors like honey lavender, huckleberry, chai tea, orange cardamom, white chocolate raspberry, blueberry cheesecake, or the Mud Pie (best seller – ask for it).

Though ice cream will always be Andrea and Dee's best seller and first love, they've grown the business to include pies, baked goods and specialty coffee, in an effort to better serve adults and Wyoming winters. "It made sense for us to expand, because my dream was always to open my own coffee shop," Andrea said. During the colder, not-so-ice-cream-friendly months, they serve caramel rolls, kettle corn and even breakfast burritos, all of which have garnered the same raving reviews as their ice cream. In fact, many Thanksgiving dinner tables across Gillette now include an Ice Cream Café pie.

As much as Gillette is a Mom and Pop town, the Ice Cream Café and is a family experience. They're so proud of their work that they skipped cake at Andrea's wedding to serve their homemade ice cream. "We are expanding into other towns and states with wholesaling our ice cream, and looking to a future of traveling with our ice cream trailer – and maybe one day opening another store somewhere else!" Andrea said.





The Pathfinder International Camporee is the largest Christian evangelical youth gathering in the world with an estimated 55,000 attendees from 106 countries. And it will be happening in Gillette August 5 – 11, 2024.

Seventh Day Adventist youth ages 8 – 14 and their families gather every five years to play, learn and worship together. The Seventh-day Adventist Church is an Adventist Protestant Christian denomination which is distinguished by its observance of Saturday as the Sabbath, and its emphasis on the imminent Second Coming of Jesus Christ.



The Camporee will be headquartered at The Cam-Plex Multi-Event Facilities, but it won't be contained within the Cam-Plex grounds. With 55,000 attendees – which will more than double the population of Gillette and increase Wyoming's population by 15% during the week – all of Gillette and Wright will be active and buzzing with domestic and international visitors, many of whom have never been to the United States previously.

Please join us and the Camporee attendees downtown for activities, contests, demonstrations and family fun August 5 – 11, 2024. For more information, visit <https://visitgillettewright.com/pathfinder-camporee/>.

Momma Johna's
CAKES & COFFEE

114 S Gillette Ave (307) 670-4789

Coupon good for one
FREE CUPCAKE!

Teacher's Corner/Kid's Mart

An Invitation to Play & Learn



10% OFF

any purchase of \$25 or more with this coupon

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facebook.com/TCKM2000



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Get 1
Free**

silicone ring



217 S Gillette Ave

307-660-9174

www.ekjewelers.com



ADMISSIONS



BUY ONE GET ONE FREE

Pat's 
Hallmark
GOLD CROWN

**30% OFF
ONE ITEM**

200 S GILLETTE AVE | (307) 686-1296

Excludes Hallmark Keepsake Ornaments. Expires Dec. 24, 2022.

307-257-5186

309 S. Gillette Ave. B
Gillette, WY 82716

**Buy one Cinnamon roll
get one 50% off**

Katie J's
Cinnamon Rolls & More

Free Gift With Purchase of \$10 or more



maggie designs

219 S Gillette Ave - Gillette, WY 82716
shopmaggiedesigns.com

Boutique Women's Clothing
Wyoming Gifts - Local Artisans

WYOMING ART  FRAME

FINEST LOCAL ARTISTS IN THE REGION

45 YEARS OF EXCELLENCE IN CUSTOM
FRAMING

**10% OFF CUSTOM
FRAMING**

DOWNTOWN GILLETTE
WWW.WYOMINGARTFRAME.COM
(307) 686-7049

Teacher's Corner/Kid's Mart

An Invitation to Play & Learn



10% OFF

any purchase of \$25 or more with this coupon
213 S Gillette Ave., Gillette
307-686-9231
facebook.com/TCKM2000

Momma Johna's

CAKES & COFFEE

114 S Gillette Ave (307) 670-4789



Coupon good for one
FREE CUPCAKE!

205 ROSS AVE. GILLETTE

OPEN

10AM - 5PM MON-SAT

AMERICANA MUSEUM

HOT & ICED COFFEE DRINKS

VINYL RECORDS & LOUNGE

www.frontierautomuseum.com



**Buy 1
Get 1
Free**

Silicone rings



217 S Gillette Ave
307-660-9174

www.ekjewelers.com



**Buy one Cinnamon roll
get one 50% off**

Katie J's

Cinnamon Rolls & More

Pat's

Hallmark

GOLD CROWN

30% OFF ONE ITEM

200 S GILLETTE AVE | (307) 686-1296

Excludes Hallmark Keepsake Ornaments. Expires Dec. 24, 2022.

WYOMING ART & FRAME

FINEST LOCAL ARTISTS IN THE REGION

45 YEARS OF EXCELLENCE IN CUSTOM
FRAMING

**10% OFF CUSTOM
FRAMING**

DOWNTOWN GILLETTE
WWW.WYOMINGARTFRAME.COM
(307) 686-7049

Free Gift With Purchase of \$10 or more



maggie designs

219 S Gillette Ave - Gillette, WY 82716
shopmaggiedesigns.com

Boutique Women's Clothing
Wyoming Gifts - Local Artisans

envy
SALON

10% OFF
GIFT CERTIFICATES

FREE DRINK

THE
LOCAL

DOWNTOWN GILLETTE WY

16oz. With purchase of
Breakfast or Lunch



10% OFF
ICE CREAM CONES
the best scoop in town!

Home-made ice cream

222 South Gillette Ave Gillette, WY 82706
(307) 686-8110
theicecreamcafe907.com

Hands
on
Pottery

\$5.00
OFF

EVERY \$40 FOR
POTTERY PAINTING
IN STORE

Expires Dec. 30, 2022. Cannot be combined with other offers.

the
vintage
twine

\$10 off a purchase
of \$50 or more
www.thevintagegetwine.com

Expires 09/30/22



RAIL YARD
Bar & Grille

20%
OFF

GILLETTE
MAIN STREET

FREE DRINK

**THE
LOCAL**

DOWNTOWN GILLETTE WY

16oz. With purchase of
Breakfast or Lunch

envy
SALON

10% OFF
GIFT CERTIFICATES

Hands
on
Pottery



**\$5.00
OFF**

EVERY \$40 FOR
POTTERY PAINTING
IN STORE

Expires Dec. 30, 2022. Cannot be combined with other offers.



10% OFF
ICE CREAM CONES
the best scoop in town!

Home-made ice cream

202 South Gillette Ave Gillette, WY 82706
6097686-8110
theicecreamcafe307.com



RAIL YARD
Bar & Grille

**20%
OFF**

the
vintage
twine

**\$10 off a purchase
of \$50 or more**

www.thevintagetwine.com

Expires 09/30/22


GILLETTE
MAIN STREET

Since 2014, the **GILLETTE MAIN STREET** program and **DOWNTOWN GILLETTE** have had:



\$189,000
IN GRANTS &
CONTRACTUAL
FUNDING



7 YEARS
AS A CERTIFIED
MAIN STREET PROGRAM

\$191,000 
THROUGH IN-KIND SUPPORT



89 NEW
JOBS
CREATED



31 BUSINESSES
OPENED



\$347,000

IN FUNDRAISING EFFORTS
THROUGH EVENTS & MORE

15,500 VOLUNTEER
HOURS
WHICH EQUATES TO
\$371,000
IN INVESTMENT



**TOTAL WBC BRC SUPPORT
FOR DOWNTOWN GILLETTE:**

2015 - 3RD STREET PLAZA RESTROOMS & PARKING LOT: **\$245,642**

2014 - CREATION OF THE 3RD STREET PLAZA: **\$500,000**

2014 - GILLETTE AVENUE IMPROVEMENT PROJECT: **\$1,000,000**

TOTAL FOR ALL THREE: **\$1,745,642**

DOWNTOWN BUSINESS LISTINGS

1st Baptist Church

501 S. Gillette Ave.
307-682-4816

307 Law office

222 S. Gillette Ave., Suite 701
307-257-6368

307 Nutrition

206 S. Gillette Ave.
307-363-3322

Abovo Hair

407 S. Gillette Ave.
307-686-5766

All Balanced Bookkeeping

311 S. Gillette Ave.
307-686-1380

American National Insurance

320 S. Gillette Suite 1
307-670-8333

Arrow Printing & Graphics

320 S. Gillette Suite C
307-687-0196

Bennett, Weber & Hermstad

319 S. Gillette Ave., Suite 200
307-682-5250

Big Lost Meadery & Brewery

105 S. Warren
307-670-8100

Big Lost Venue

106 S. Gillette Ave.
307-680-7373

Braccetto's Salon

101 East 2nd St.
307-686-7731

Breanna's Bakery

208 S. Gillette Ave.
307-686-0570

Caiti Jackson Photography

320 S. Gillette Ave., Suite 1B
307-660-1580

Campbell County**Chamber of Commerce**

314 S. Gillette Ave.
307-682-3673

Campbell County Convention & Visitors Bureau

314 S. Gillette Ave.
307-686-0040

Campbell County Courthouse

500 S. Gillette Ave.
307-682-7283

Campbell County Government

505 S. Gillette Ave.

Carter Law Office PC

315 S. Gillette Ave.
307-682-9349

Cathey Consulting

400 S. Gillette Ave., Suite 106
307-685-8235

CellOnly - Verizon

205 S. Gillette Ave.
307-696-5778

The Center Bar

110 S. Gillette Ave.
307-685-8047

CMG Financial

113 S. Gillette Ave., Suite 210
307-215-7906

Choice Advertising

320 S. Gillette Ave., Suite 2
307-682-1836

Cole Sports, LLC

320 S. Gillette Ave., Suite A
307-682-1302

Collection Professionals

212 S. Gillette Ave.
307-682-0674

Consolidated Engineers, Inc

400 S. Gillette Ave.
307-682-0768

Cotton Law Office, PC

222 S. Gillette Ave., Suite 601
307-682-9887

Crown Products & Services

319 S. Gillette Ave., Suite 303
307-696-8175

Cutie Pies

400 S. Gillette Ave., Suite 104
307-689-8971

Daly & Sorenson, Attorneys

510 S. Gillette Ave.
307-682-5141

DCT Energy Services

113 S. Gillette Ave., Suite 215
307-871-0246

Denton Knapp, Candidate US House of Representatives

311 S. Gillette Ave.
307-689-1955

Done Right Cleaning, LLC

400 S. Gillette Ave., Suite 109
307-257-2670

Doug Lesley, P.C., Attorney

319 S. Gillette Ave., Suite 300
307-682-4231

Downtown Pediatrics

601 S. Gillette Ave.
307-217-6011

Dunlap Photography

425 S. Gillette Ave.
307-686-3094

Dust Fairy Cleaning

113 S. Gillette Ave., Suite 206
307-363-3555

E&B Natural Resources

222 S. Gillette Ave., Suite 502
307-686-2082

EK Jewelers

304 S. Gillette Ave.
307-363-4010

Elevated Pelvic Health

603 S. Gillette Ave.
307-682-2500

Energy Capital Habitat for Humanity

603 S. Gillette Ave.
307-228-0024

Envy Salon

306 S. Gillette Ave.
307-686-3188

Farm Bureau Financial

309 S. Gillette Ave.
307-682-3836

Felicia Jane Pilates

320 S. Gillette Ave., Suite B1
307-363-0124

Fiesta Tequila

311 S. Gillette Ave.
307-686-8010

First American Title

406 S. Gillette Ave.
307-682-7262

First Interstate Bank

222 S. Gillette Ave.
307-686-4700

First National Bank

319 S. Gillette Ave., Suite 100
307-686-3300

Flair & Skin Care Studio

400 S. Gillette Ave., Suite 103
307-660-3333

George Amos Memorial Building - Campbell County

412 S. Gillette Ave.
307-687-6355

Gillette Avenue Apartments

600 S. Gillette Ave.
307-682-3502

Gillette Main Street

319 S. Gillette Ave., Suite 264
307-689-8369

Gillette Railyard, LLC

113 S. Gillette Ave., Suite 202
307-682-3502

Grand Lodge A.F @ A.M. of WY

407 S. Gillette Ave.
307-682-4704

Hands on Pottery

122 S. Gillette Ave.
307-257-2472

Hayden Outdoors Real Estate

411 S. Gillette Ave.
866-741-8323

Head Hunters

200 S. Gillette Ave.
307-682-7069

Hellions, LLC

113 S. Gillette Ave., Suite 234

Hope Counseling Services, LLC

113 S. Gillette Ave., Suite 242
307-689-9090

Hurich Law Office

603 S. Gillette Ave.
307-686-2451

Ice Cream Cafe

202 S. Gillette Ave.
307-686-8110

Infield Vector

400 S. Gillette Ave., Suite 107
307-228-1099

JTE Services

113 S. Gillette Ave., Suite 200

**Just Criminal Law
with Christina Williams**

604 S. Gillette Ave.
307-686-6556

K2 Technologies

400 S. Gillette Ave.
307-686-3025

Katie J's

309 S. Gillette Ave., #B
307-257-5186

Kennedy Oil

222 S. Gillette Ave., Suite 300
307-682-1629

Law Firm of J. Stan Wolfe

222 S. Gillette Ave., Suite 500/501
307-682-2151

Lift Fitness Studio LLC

212 S. Gillette Ave.
307-752-2858

Living Water Produce

116 S. Gillette Ave.
307-689-1378

The Local

300 S. Gillette Ave., Suite 1100
307-696-8208

***Wild June Boutique**

(inside the Local)

Lubnau Law Office, PC

300 S. Gillette Ave., Suite 2000
307-682-1313

Lula Belle's Cafe

101 S. Gillette Ave.
307-682-9798

LW Survey Company

222 S. Gillette Ave., Suite 504
918-935-2741

Magpie Designs

219 S. Gillette Ave.
307-682-2124

Mary's Mountain Cookies

400 S. Gillette Ave.
Coming Soon

The Man Cave Salon

104 S. Gillette Ave.
307-689-8368

MIG Labs

400 S. Gillette Ave., Suite 105

Momma Johna's Cakes & Coffee

114 S. Gillette Ave.
307-670-4789

Montgomery Bar

100 S. Gillette Ave.
307-682-4516

Nelson Brothers

222 S. Gillette Ave., 4th Floor
307-686-6269

New York Life/NYLIFE Securities

222 S. Gillette Ave., Suite 705
307-686-0580

The Nick Cater Law Firm

315 S. Gillette Ave.
307-682-9349

Pain for Sale

201 S. Gillette Ave.
307-682-7227

Pat's Hallmark Shop

200 S. Gillette Ave.
307-686-1296

Paws and Claws

407 S. Gillette Ave.
307-660-0680

Pronghorn Trader

120 S. Gillette Ave.
307-682-3006

The Railyard Restaurant

113 S. Gillette Ave.
307-682-7245

RapsCALLIONS Barbershop

223 S. Gillette Ave.
307-257-7557

Reiniets Financial Planning

319 S. Gillette Ave., Suite 302
307-686-3382

Rick Herb Law Office

222 S. Gillette Ave., Suite 310
307-682-0215

Ringer Law, PC, Attorney

319 S. Gillette Ave., Suite 271
307-682-2255

Robert J O'Neil Law

409 S. Gillette Ave.
307-685-3686

Ronita's Hair Care

222 S. Gillette Ave., Suite 100
307-685-7171

RPM Global

319 S. Gillette Ave., Suite 261 & 262
307-682-2285

Seconds on the Avenue

203 S. Gillette Ave.
307-682-3129

Shimmick

113 S. Gillette Ave., Suite 201
307-686-5034

Sir Speedy

300 S. Gillette Ave., Suite 100
307-682-0077

Sole Mates

222 S. Gillette Ave.
307-685-2612

**South Douglas Highway,
Water & Sewer District**

400 S. Gillette Ave., Suite 200
307-685-8235

Steven Titus Law

207 S. Gillette Ave.
307-257-7800

Stepstone Counseling, LLC

306 S. Gillette Ave., Suite B
307-222-7952

Structural Dynamics. LLC

206 1/2 S. Gillette Ave.
307-682-2605

Submersible Pumps, Inc.

113 S. Gillette Ave., Suite 228
888-223-0082

Sundance Law, P.C.

311 S. Gillette Ave.
307-283-3866

Teacher's Corner/Kids Mart

213 S. Gillette Ave.
307-686-9231

Twin Spruce Junior High

100 E. 7th St.
307-682-3144

University of Wyoming Campbell

412 S. Gillette Ave.
307-682-7281

The Vintage Twine

217 S. Gillette Ave.
307-257-2706

The White Cabinet

211 S. Gillette Ave.
307-363-5379

Wyoming Art & Frame

310 S. Gillette Ave.
307-686-7049

YTT Bridal & Formal Wear

221 S. Gillette Ave.
307-686-4919
*CLOSING IN JULY

Zip Printing

112 S. Gillette Ave.
307-682-1711

Historic Downtown Gillette, WY

(PHOTOS COURTESY OF THE ROCKPILE MUSEUM)



American Legion Rodeo Parade
proceeding down Gillette Avenue
as seen from the roof of the
Goings Hotel on Fourth of July
weekend. Year Unknown.
Circa 1940

Mixer Day BBQ
on Gillette Avenue, circa 1965.
Pictured behind the crowd is the
west 200 block of Gillette Avenue

Fourth of July Rodeo Parade
on Gillette Avenue in 1945



Historic Downtown Gillette, WY



Gillette Avenue

in approximately 1983 showing the construction of the seven story addition to Stockmens Bank



Historic Walking Tour Info at visitgillette.com

Campbell County Convention and Visitors Bureau & Gillette Main Street
307.686.0040 • 314 S. Gillette Avenue

64 MILES FROM DEVILS TOWER NATIONAL MONUMENT
DURHAM BISON RANCH & COAL MINE TOURS
LODGING, DINING & ENTERTAINMENT
HISTORIC DOWNTOWN



POWER TRIP

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your spirit.

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