AGENDA
CITY OF LARAMIE, WYOMING
CITY COUNCIL WORK SESSION
CITY HALL
May 10, 2016 6:00 pm

City Council Meetings are open to the public. Requests for accommodations from persons with disabilities must be made to the City Manager's Office 24 hours in advance of a meeting.

1. WORKSESSION

1.A. Upcoming Council Meetings

Documents: May-10-16 Upcoming Meetings.pdf

2. Public Comments

3. WORK SESSION: Laramie Main Street Alliance Annual Report [Jordan/Main Street]

Documents: 2014 - 2015 LMSA Report for City Council May 2016.pdf

4. City Council Updates/Council Comments

5. Agenda Review

6. WORK SESSION: Budget Discussion - Enterprise Funds [Brown]

7. Public Comments

<u>UPCOMING COUNCIL MEETINGS</u> **May 10, 2016**

All meetings at City Hall, 406 Ivinson Street, unless noted.

May 10, 2016

6:00 p.m. – Work Session:	Public Comments
6:00 p.m. – Work Session:	Laramie Main Street Alliance Annual Report
6:00 p.m. – Work Session:	Budget/Enterprise Funds
6:00 p.m. – Work Session:	City Council Updates/Council Comments
6:00 p.m. – Work Session:	Agenda Review
6:00 p.m. – Work Session:	Public Comments

May 12, 2016

6:00 p.m. – Work Session:	Budget/Enterprise Funds

May 16, 2016

6:00 p.m. – Work Session:	Budget/Government Funds

May 17, 2016

6:00 p.m. – Pre-Council
6:30 p.m. – Regular Meeting

May 19, 2016

6:00 p.m. – Special Meeting:	Budget
6:00 p.m. – Work Session:	LCBA Annual Report
6:00 p.m. – Work Session:	Budget

May 24, 2016

6:00 p.m. – Special Meeting:	Budget
6:00 p.m. – Work Session:	Public Comments
6:00 p.m. – Work Session:	Budget
6:00 p.m. – Work Session:	City Council Updates/Council Comments
6:00 p.m. – Work Session:	Agenda Review
6:00 p.m. – Work Session:	Public Comments

June 7, 2016

6:00 p.m. – Pre-Council
6:30 p.m. – Regular Meeting

June 14, 2016

6:00 p.m. – Special Meeting:	Budget Adoption
6:00 p.m. – Work Session:	Public Comments
6:00 p.m. – Work Session:	Jacoby Golf Course Community Impact
6:00 p.m. – Work Session:	City Council Updates/Council Comments
6:00 p.m. – Work Session:	Agenda Review
6:00 p.m. – Work Session:	Public Comments

June 21, 2016

6:00 p.m. – Pre-Council
6:30 p.m. – Regular Meeting

<u>UPCOMING COUNCIL MEETINGS</u> **May 10, 2016**

All meetings at City Hall, 406 Ivinson Street, unless noted.

June 28, 2016

6:00 p.m. – Work Session:	Public Comments
6:00 p.m. – Work Session:	City Council Updates/Council Comments
6:00 p.m. – Work Session:	Agenda Review
6:00 p.m. – Work Session:	Public Comments

July 5, 2016

6:00 p.m. – Pre-Council
6:30 p.m. – Regular Meeting

July 12, 2016

6:00 p.m. – Work Session:	Public Comments
6:00 p.m. – Work Session:	City Council Updates/Council Comments
6:00 p.m. – Work Session:	Agenda Review
6:00 p.m. – Work Session:	Public Comments

July 19, 2016

6:00 p.m. – Pre-Council
6:30 p.m. – Regular Meeting

July 26, 2016

6:00 p.m. – Work Session:	Public Comments
6:00 p.m. – Work Session:	City Council Updates/Council Comments
6:00 p.m. – Work Session:	Agenda Review
6:00 p.m. – Work Session:	Public Comments

State of the District, 2014 - 2015

HISTORY

In the Spring of 2005, Laramie adopted a holistic, community driven approach to revitalizing traditional downtown commercial cores developed by the National Trust for Historic Preservation, now the National Main Street Center. One of the original pilot communities in Wyoming, Laramie has documented growing success by utilizing the Main Street Four Point Approach. By focusing on not only the needs of local businesses in the district, but also the character and maintenance of the historic structures where businesses reside, as well as nourishing the unique social qualities of the district, the Laramie Main Street Alliance (LMSA) has spurred a renewed interest and growth in downtown Laramie.

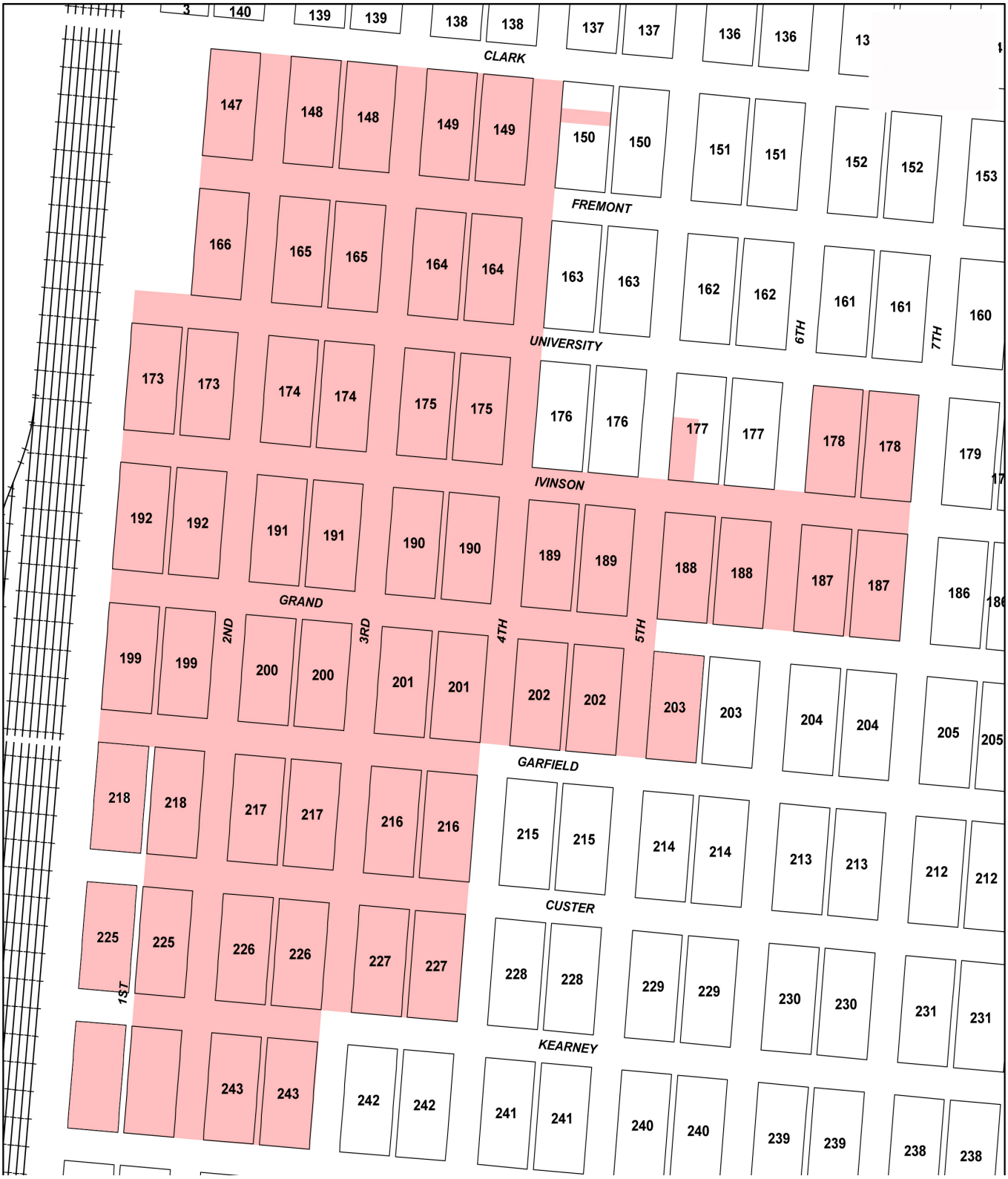
MISSION

Laramie Main Street Alliance strives to preserve historic downtown Laramie while enhancing its economic and social vitality. As a 501 (c) 3 not-for-profit, our services are FREE for any business or building owner in the Downtown Development Authority district.

VISION

It is our vision that downtown Laramie will be an attractive, vibrant destination for community residents and visitors. That downtown will offer ample dining, shopping, living, entertainment and cultural and educational opportunities while remaining a welcoming, pedestrian-friendly neighborhood. The downtown will reflect the civic, academic, economic, social and cultural vitality of the entire community while highlighting the historic quality of its traditional architecture and railroad history.

The Downtown Development Authority District



APPROACH

Working within the four key areas of downtown revitalization, we have created and coordinate with the following volunteer driven committees:

ORG	The **ORGANIZATION** team is charged with bringing resources, both manpower and financial, into the program. Through fundraising initiatives, outreach, communication and events, the ORG committee acts as the human resources arm of Main Street.
DESIGN	The **DESIGN** committee works to make visual improvements to downtown through good design compatible with historic features. As requested, the Design team works with the City of Laramie Planning Department to review downtown improvement projects as new construction and renovations occur.
ECONOMIC	The Downtown Development Authority, who recently merged with our **ECONOMIC RESTRUCTURING** team, helps existing businesses grow and expand, recruits new businesses into the district and revitalizes underutilized properties.
PROMOTION	Our **PROMOTION** team tells the story of downtown through focused branding strategies and enhances the image of downtown through special events, traditional and social media marketing.

SERVICES

We offer the following services, FREE of charge to any building or business owner in the downtown district. Annually, over 200 businesses use these services.

BUSINESS DEVELOPMENT

- Confidential Business Coaching and Advice
- Business Plan Review
- Business Location Services (to help new businesses rent or purchase space)
- Property Listing Service (to help existing businesses sell or lease space)
- Lease Negotiations
- Assistance with the Sale of Businesses
- Business Workshops and Seminars
- Advertisements for Job Openings
- Referrals to Wyoming Small Business Development Center, Wyoming Business Council and Wyoming Women's Business Council
- A Point of Contact and Cheerleader for All Downtown Businesses

HISTORIC PRESERVATION GRANTS & BUILDING CARE

- Review of Interior and Exterior Building Construction Plans
- Assistance Navigating City Permitting and Requirements
- Façade Grants and Second Story Redevelopment Grants
- Historic Architecture Assistance Fund
- Wyoming Main Street Challenge Loans

ADVERTISING & OUTREACH

- Traditional Marketing like our e-news with 3,000 subscribers
- Marketing Assistance through One-on-One Coaching and Workshops
- Aggressive Social Media Marketing with over 9,000 followers
- Main Street Monday with Hits 106
- Assistance Hosting a Special Event or Promotion
- Events that Draw Shoppers Downtown

AESTHETICS & DESIGN

- Laramie Mural Project
- Bike Racks
- Banners
- Holiday Lights
- Window Display Contests
- Community Clean Up Day
  Downtown Design Guidelines

2014 – 2015 REINVESTMENT STATISTICS

Renovation Projects	**66**
Reinvestment Value	**$1,833,656**
New Construction Projects	**1**
Reinvestment Value	**$35,500**
Public Improvement Projects	**7**
Reinvestment Value	**$88,168**
Net Business Gain	**20**
Net Job Gain	**178**
Program Expenses*	**$298,214.77**
Program Income*	**$330,982.76**
Volunteer Hours	**8,551**
Value of Volunteer Hours	**$19,052.23**
Total Reinvestment	**$2,344,509.23**
Reinvestment Per Dollar Spent by Laramie Main Street	**$7.86**

*While our general operations average between $80,000 and $90,000 a year, this total also includes grants and earmarked donations for economic development and physical improvement projects downtown.

NEW & EXPANDED BUSINESSES

A total of 28 new businesses and 17 existing business expansions led to the creation of 178 net new jobs between January 2014 and December 2015.

New Businesses

- Abundance Creative Arts
- Coal Creek TAP
- Grand Stylist
- Gem City Bead & Stone Co.
- H+S Coffee Roastery
- Happy Jack Software
- Hero Depot
- Imagine Studios
- Infinite Balance
- Iron Monkey
- Laramie Hearing Aid Clinic
- Luna Salon
- Martin's Barber Company
- Michaud Real Estate
- Room to Grow
- Serendipity Confections
- Shocktoberfest
- The Bent and Rusty Cotton Company
- The French Place
- The Great Untamed
- Turning Leaf Realty
- Schiel Law
- Seneca Creek Photography
- Snowy Range Instruments
- Studio Thrive
- Up in Smoke II
- Wojtek Distillery
- Wyoming Children's Society

Expansions*

- Altitude Chophouse & Brewery
- Chalk n Cheese
- Curiosity Shoppe
- Handel IT/Ludwig Photography
- Library Sports Grille and Brewery
- Luna Salon
- NU2U Thrift & Consignment
- Poppy's
- Season's Clinic
- Steam Vapour Co.
- Sweet's Cakes and Pastries
- Sweet Melissa's Vegetarian Café
- The Bent and Rusty Cotton Company
- The Chocolate Cellar
- Verizon Cellular
- West Inc.
- Wyo Theater

* Expansions are documented anytime a business grows, adds jobs or invests a significant amount of finacial resources into their building or product.

2015 - 2016 Laramie Main Street Alliance Board

*** Positions on the Executive Committee are appointed annually**

Jerry Schmidt, Past Chair
307-721-9226 home
307-760-5695 cell
jjschmidt@bresnan.net

Jodi Shea, Chair*
Lawyer, Pence and Mac
307- 745-3626 office
307-760-4456 cell
jshea@penceandmac.com

Heidi Schutterle, Vice Chair*
Owner Mountain Valley Properties
307-742-3000 office
307-760-2095 cell
heidi@mvprealestate.com

Joney Wilmot, Secretary*
307-745-4420 home
307-760-2813
Jwilmot4@aol.com

Sarah Shivy, Treasurer*
970-407-0426 x1004 office
sarah@hivizsights.com

Cyndi Martin, DLBA Liaison
307-742-1800 work
mycopperkettle@yahoo.com

Kim Vincent, ORG Chair
Co-Owner, The Herb House
307-760-7018 cell
307-742-9696 work
kyvincent@bresnan.net

Jessica Flock, Design Chair
Co-Owner, The Pedal House
307-742-5533 work
jessicaflock@hotmail.com

Anne Alexander, DDA/ER Chair
307-766-3677 work
aalex@uwyo.edu

Lori Kirk, At Large
Owner, Cowgirl Yarn
307-755-9276 work
307-760-6968 cell
kirk@lonetree.com

Paul Weaver, City Rep
Vice Mayor, City of Laramie
307-742-2471 work
pweaver@cityoflaramie.org

Mark Collins, UW Rep
Associate VP, University of Wyoming
307-766-4196 office
mcollin7@uwyo.edu

STAFF:
Trey Sherwood, Executive Director
207 Grand Ave., 307-760-3355
downtownlaramie@gmail.com

Carly Ann Anderson, Program Coordinator
207 Grand Ave., 307-214-7747
carlyannmanderson@gmail.com

Michael McCammon
Economic Redevelopment Intern
202-258-5009
mmccamma@uwyo.edu

GOALS

The board recently reviewed its core goals to provide a common vision to guide our services and revitalization efforts downtown.

- Strengthen community pride of the downtown and its role as the central business district and increase sustainable commercial activity in the downtown for the benefit of Laramie and Albany County.
- Make the traditional downtown a vibrant, attractive heart of the community.
- Enhance the image of downtown as a lively, dynamic destination while incorporating the rich history of the city and its downtown core.
- Increase awareness, support, and inclusion of downtown property owners, residents, businesses, volunteers and committees to pursue a common vision for future downtown improvements and the Laramie Main Street Alliance's overall mission and vision.
- Create a sustainable revenue source to support all the goals of the Laramie Main Street Alliance.
- Continue to implement the 2012 Downtown Development Plan.

PRIORITY PROJECTS

For our 2014 - 2015 fiscal years, the board developed a set of priority projects based on our 2012 Downtown Development Plan and feedback from the community.

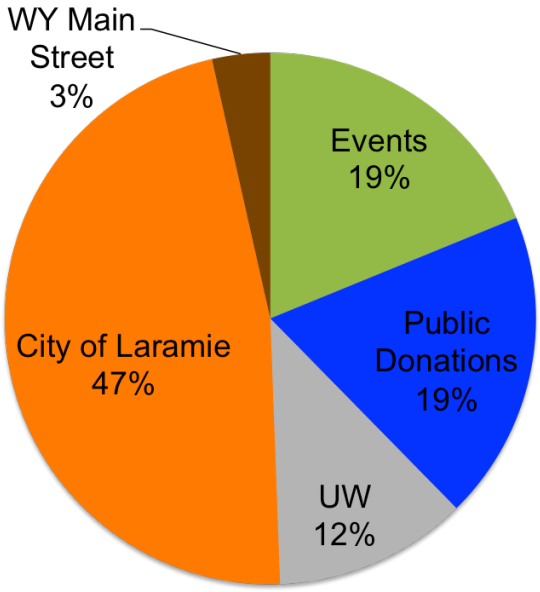
1. Redevelopment the former Empress/Fox Theater lot
2. Finish installation of the artistic, yet function bike racks
3. Support for more public art
4. Lay groundwork for improvements to Third Street
5. Grow our Façade and Second Story Redevelopment Grant program to provide additional resources to private property owners wishing to make improvements to their buildings.

PROJECTS IN THE QUEUE

6. Finish installing lights downtown that create ambiance and welcome shoppers
7. Redevelopment of additional underutilized or abandoned space downtown (like the collapsed building at 404 S. 2nd Street)
8. Improve parking downtown
9. Offer support for multi model forms of transportation downtown
10. Strengthen our promotions to attract more shoppers into the district and into local businesses

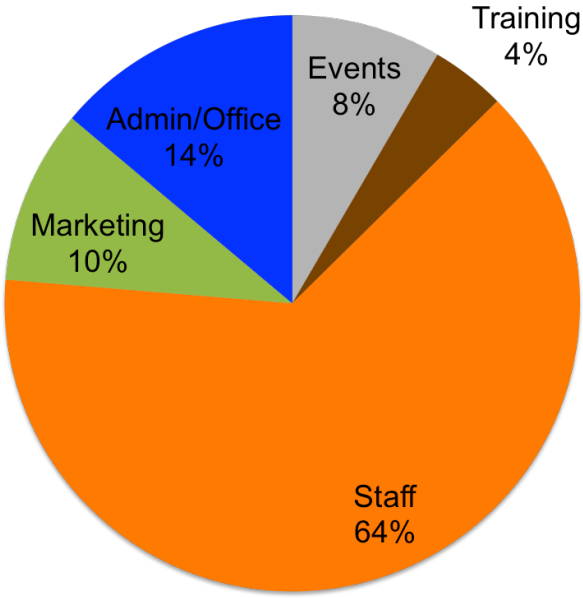
INCOME & EXPENSES

OPERATIONAL INCOME

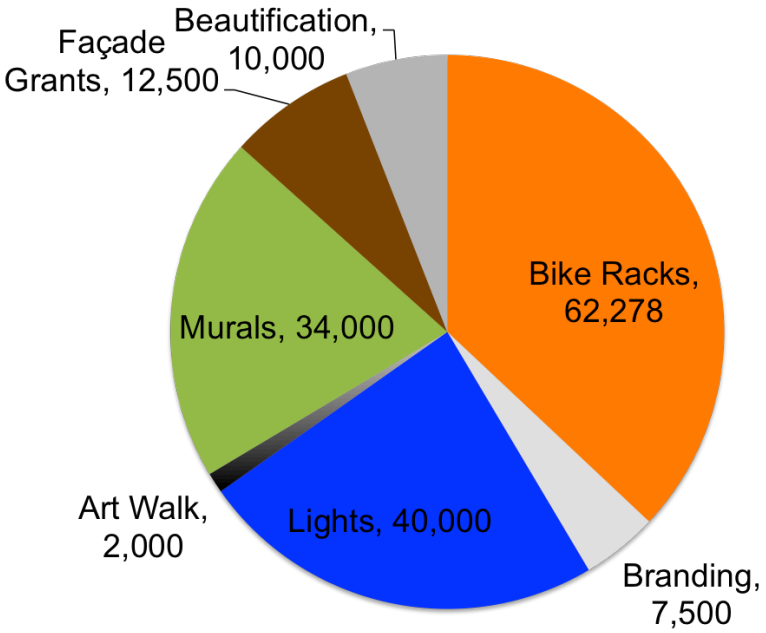


AMOUNTS: $40,000 from the City, $32,000 from Fundraising, $10,000 from the University of Wyoming and $3,000 from Wyoming Main Street.

OPERATIONAL EXPENSES



GRANTS & DONATIONS EARMARKED FOR PROJECTS



TOTAL: $168,278 raised over the last five years (this does not include projects that have been completed and closed out, like the First Street Plaza).
PENDING: $3M for Empress, $500,000 for Third Street, $40,000 for Public Art

COMMUNITY PARTNERS

- Albany County Tourism Board
- City of Laramie, Council and Staff
- Downtown Laramie Business Association
- Laramie Chamber Business Alliance
- Laramie Plains Museum
- Laramie Public Art Coalition
- National Main Street Center
- Wyoming Business Council
- Wyoming Main Street
- Wyoming Small Business Development Center
- Wyoming Women's Business Center
- University of Wyoming