



March 15, 2021

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Laramie Main Street Association (LMSA) supports the proposed reestablishment of summer strategies including the Open Container District, Hollyhock Commons, 1st Street Plaza activation, and the right of way encroachments for outdoor dining and the sidewalk sales permits. We believe that continuing to offer enhanced outdoor strategies will assist businesses during COVID-19 recovery. Although some restrictions are being eased, recovery will continue for an extended period. On a national level, these strategies have been studied and suggested as COVID-19 recovery design strategies from Main Street America in their [Supporting Recovery Through Design Briefs](#).

We believe the benefits of these initiatives include:

- Increased capacity for restaurants, cafes, or eateries recovering from the limited seating restrictions
- Opportunity for increased alcohol sales for restaurants, bars, breweries, and distilleries
- Expanded retail space & unique shopping offerings for retailers
- Increased opportunities for the community to gather downtown
- Beautification of Downtown from Hollyhock planters and artwork
- Providing unique marketing messaging for the Downtown district

We have received feedback that these initiatives are of interest to both the general public and downtown business owners. In a January social media post recapping initiatives from 2020, Hollyhock Commons received the most interactions with the majority of comments in support of bringing back the outdoor dining area. And in a consumer survey last August about the open container district, 57.7% of consumer respondents felt they spent more time downtown and 58.9% felt they spent more money downtown during open container hours.

We support these initiatives for the summer of 2021 and believe they will assist downtown businesses in their recovery from COVID -19.

Sincerely,

Chaz Avila, Board Chair
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