

## Our Vision

The Rock Springs Main Street/Urban Renewal Agency target area will serve as the heartbeat of the community where people come together to enjoy the convenience and friendliness of hometown businesses, local services, specialty and convenience shopping and unique recreational and cultural activities. Our downtown will be the pride of our community providing both financial and intrinsic value, a popular destination for visitors as well as new businesses and resident while preserving our historical assets.

The target area of the Urban Renewal District is divided into four distinct areas as follows:

- Old Fair Grounds
- East Flat
- Historic Downtown
- West Flat

Each area makes its own contribution to the character and potential of the renewal district. The URA will establish and work with its committees and various task forces of property owners, public agencies and concerned citizens in each of the four areas to develop detailed plans that will provide a means for exploring in greater detail design and development opportunities, and concepts for directing future public and private development, and for



Rock Springs  
Historical Museum

**Would you like to make a  
difference in our community?**

**Would you like to be a  
volunteer for one of our  
committees?**

### **Please contact:**

**Lisa Mueller or Katie Pastor**

**Rock Springs Main Street / Urban Renewal Agency**

**450 South Main Street**

**Rock Springs, WY 82901**

**307.352.1434**

**[www.downtownrs.com](http://www.downtownrs.com)**



Brochure designed in cooperation  
with Green River Main Street

# What is Main Street?

## Our Mission

The mission of the Urban Renewal Agency, Rock Springs Main Street is to foster the economic and social vitality of downtown Rock Springs, while accentuating its unique heritage. In addition, our mission is to foster the preservation of the historic character and cultural heritage of Rock Springs.



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# Four Point Approach

*Protecting our past...*

*Strengthening our present...*

*Guiding our future...*



The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

Main Street strives to make a difference in the lives of our residents by providing our community the opportunity to revitalize the commercial business districts through economic development and historic preservation.

Main Street merchants, building owners, and local government officials will learn how to promote our downtown business district by; making their building look attractive and functional, marketing their goods and services, and attracting new customers and business while maintaining high levels of customer service.

## Design

Improving downtown's image by enhancing its physical appearance.

### Focus:

- Building renovations
- Physical improvements
  - Streetscape
  - Banners
  - Signs
  - Ornamental Decoration
- Planning and zoning
- Parking and transportation
- Visual merchandising
- Graphics

## Promotion

Marketing downtown's unique characteristics to shoppers, investors, new business, tourists and others.

### Focus:

- Retail sales
  - Cooperative
  - Cross-retail
  - Niche
- Special Events
  - Community heritage
  - Special holidays
  - Social events
  - Image building
- Image
  - Advertising
  - Collateral materials
  - Media relations

## Organization

Building consensus and cooperation among the groups that play roles in the downtown.

### Focus:

- Partnerships
- Volunteer Development
  - Recruit volunteers
  - Supervise volunteers
- Communications
  - Promote the program
  - Reward good work
  - Write press releases
- Funding
  - Raise money
  - Manage finances

## Economic Restructuring

Strengthening the existing economic base of downtown while diversifying it.

### Focus:

- Business retention
- Business recruitment
- New economic uses
- Financial incentives
- Market information
  - Condition and identify growth
  - Monitor performance of the district

## Design

### Monthly Meeting

3rd Wednesday of every month

6:00 pm

Urban Renewal Agency  
450 South Main Street

## Promotion

### Monthly Meeting

1st Wednesday of every month

5:30 pm

Location determined each month

## Organization

### Monthly Meeting

1st Monday of every month

5:30 pm

Urban Renewal Agency  
450 South Main Street

## Economic Restructuring

### Monthly Meeting

4th Wednesday of every month

1:00 pm

Coyote Creek Steakhouse  
404 North Street