

## MAIN STREET MANAGER REPORT 2016

### *Outreach, Meetings and Events*

**High Altitude Horsepower Car Show** – 70 cars registered, 67 cars attending. Children's area was set up with bounce house, face painting and other activities. The children's area was hosted by First Baptist Church and overseen by Glen Shock. Music Meadows, Elin Ganschow was offering horseback rides, and there was a vendor area with eight vendor participants. Club America was offering adult beverages. It was determined during the debrief that the show will need a consistent and strong emcee for the event, additional registration forms and judging forms at the check-in table, and more classes and levels will be added for awards. We now have several people who are interested in serving on a committee for next year's event.

**Wet Mountain Western Pilgrimage** – Itineraries of the 10 participating organizations are set with the exception of two, for which the details are being worked. The promotion phase is underway with a broad marketing plan. Donors/sponsors are being sought through the crowd funding source specifically designed for organizations, Flipcause. The website is being updated continually as information becomes available.

Preliminary discussion for possible balloon and cycling events for coming seasons.

**Other Meetings** – 21 meetings attended including SCEDD and Wet Mountain Fire Protection District to present the idea of taking on the Ice Fishing Tournament. Tourism and Outdoor Recreation has been awarded a 31,000 grant. As a result, Custer County will be receiving promotion in a 4 county promotional piece for wide distribution.

\*\*\*It is important to note my reasons for attending the many meetings. As part of my position, it is important that I learn the missions of the organizations, establish working relationships, and discern how CART can best interface to yield tangible results for our commercial district and the community as a whole. CART has now been cosponsoring with the chamber for several events, CC Economic Development has a better understanding about the expectations they must meet when working with the towns and county, the Tourism Board has a committed representative to assist with an OEDIT consultation planning grant attained by CC Economic Development, to improve and promote the trails system both within the towns and county, and with CART approval, the Tourism Board will be approached by MSM about consideration for funding and development of a lifestyles and business district advertising campaign. I have come to the realization that we need not have a complete understanding of other organizations and their missions, but it is essential to have the ability to communicate with one another to get the job done.

### **Advertising and Promotions**

**Facebook** – 12 posts for car show, High Mountain Hay Fever, Farmer's Market, Silver Cliff Park and ball games, Stampede Rodeo and Jazz in the Sangres Camp, 13,173 reach, 374 likes, 48 shares.

**Advertising** – 5280 Magazine, AAA Encompass Magazine, and Colorado Country Life magazine for Wet Mountain Western Pilgrimage and letter to the editor about MSM position and the role of CART in the community.

### **Administrative**

- Surveying businesses regarding foot traffic in relation to events during the event season. At the end of the season will quantify results and report findings.
- Working on narrative portion of El Pomar grant application for CART/MSM funding for 2017.
- Working with Cathy Snow on the development and promotion of a Main Street Dollars Gift Certificate program to be used for the volunteer participants of our support services and subsequently at CCD business locations.