

MAIN STREET MANAGER REPORT

August 2016

Outreach, Meetings and Events

Sixteen meetings and events attended. Notable meetings included the following.

1. Executive Director of DIRT, Christie Borchers – Lake City's equivalent of CART. Christie has served in the position for 10 years and provided important information about functioning and sustaining of DIRT and relationship with Colorado Main Street Program. DIRT/Lake City is a pilot to the National Main Street Initiative.
2. Rural Philanthropy Days (RPD) Workshop – Hosted by Butch Gemin, information was provided regarding what to expect at the RPD event with potential donor organizations and how to prepare the "ASK," the abbreviated pitch preliminary to grant submission.
3. Southern Colorado Economic Development District – Custer County assessment. Sponsored by CART, West Custer Library and Custer County government. Well attended with 25 participants, the interactive meeting included a PowerPoint presentation hosted by Executive Director, Edie McLish. Participants answered several Custer County focused economic development questions and results were calculated and posted. The assessment results will be compiled and made public. Residents will have the opportunity to discuss the results at a return meeting with Edie.
4. RPD Grant Writing workshop – Assistance with which funding organizations are a best match for CART and how to best prepare grant applications for submission.
5. Various additional meetings with Wet Mountain Western Pilgrimage, Custer County Economic Development Corporation, Realtors, and CC Chamber.

Administrative

1. Development of PowerPoint presentation for SCEDD assessment.
2. Report about DIRT and meeting with Christie Borchers highlighting important and helpful information.
3. Creation of press release information for Wet Mountain Western Pilgrimage (WMWP) and SCEDD assessment.
4. Solicitation and peripheral messages for WMWP volunteers.
5. Completion of Cliffs gift certificates and placards.
6. Form submission for securing Lake DeWeese for Ice Fishing Tournament

Advertising and Promotions

1. FaceBook – Two sites (Cliffs Commercial District and WMWP) Cliffs – 8,915 reach, 339 likes, 38 shares. WMWP – 9,339 reach, 224 likes, 44 shares. Total: 18,254 reach, 563 likes, and 82 shares.
2. Free publicity – Total of 6 articles in Wet Mountain Tribune, Sentinel, Pueblo Chieftain, Colorado Springs Gazette. Postings on Gazette online calendar and CHEC Colorado home schooling calendar.