

MAIN STREET MANAGER REPORT

May 2016

Outreach, Meetings and Events –

1. **Jon Schallert Webinar Series** – Presented the last two webinars in the seven session/14-week series on May 9th and 23rd. The series has ended because the business owners are preparing for the summer season influx. The outcome of the final discussion leaned towards the business owners wanting to be involved in the reorganizing of the chamber. This was discussed with the chamber board, who is willing to meet with the business owners to discuss the possibilities.
2. **Car Show** – Meetings with Sue Barton to review progress. Website is active, donations and registrations are being solicited, posters placed, music scheduled, T-shirts, awards, and placards have been ordered. Several vendors have committed to the event. Sue is still seeking sponsors. An organizing meeting will be held on June 6.
3. **Art Walk** – The Art Walk was scheduled to overlap and follow Brew with a View. Seven galleries participated. After a debrief, it was decided that the two events were not compatible and future Art Walks should be considered, but held separately.
4. **Volunteer Meet and Greet** – Was held May 18. 27 events coordinators and prospective volunteers participated. Volunteers signed up for 36 positions at 10 events including ongoing admin assistance for MSM and chamber visitors center. Coordinators have received the volunteer information, and the volunteers have been added to the master spreadsheet.
5. **Wet Mountain Western Pilgrimage** – Attended stakeholders' meetings and plans are advancing for the soft opening scheduled for September 16th, 17th and 18th. The plan was presented to a small audience including Jim Little, Commissioner Kattnig and Bill Gillette, who were asked to speak their thoughts. The program is being very well received.
6. **Other Meetings** – Tourism Board, Custer County Chamber of Commerce Board, Custer County Economic Development Board, Southern Colorado Economic Development Executive Director, DOLA Main Street Coordinator.

Advertising –

1. **Brew with a View and Volunteer Meet and Greet** – Five paid ads and two press releases to the Sangre de Cristo Sentinel and Wet Mountain Tribune. Brew with a View press release to Chieftain and KLZR. Letter to the editor Volunteer Meet and Greet follow-up in the Tribune.
2. **Facebook** – 12 posts with 11,929 reach, 338 likes, and 92 shares. Organic reach for the last boost was 5,019 out of a reach of 6,978, indicating that the MSM page likes are creating visibility.

Administrative –

1. Previewed and created talking points for webinars.
2. Communications, preparation of events forms, volunteer forms and documentation of results for volunteer event.
3. Letter prep for Custer Community Foundation.
4. Maintenance of spreadsheets.

Upcoming Projects –

1. Work with Sue Barton on publicity and volunteers for Car Show.

2. Work with Brent Bruser on marketing plan, fee administration and volunteers for Wet Mountain Western Pilgrimage.
3. Discuss potential Uptown Action Team with uptown businesses.
4. Research for ad campaign for 'Cliffs Commercial District
5. Follow-up with Silver Cliff plans for skating rink
6. Research for grants for MSM operations