

MAIN STREET MANAGER REPORT

September 2016

Outreach, Meetings, and Events

Seventeen meetings and events attended – Notable meetings include the following.

- MSM presentation to the Rotary
- Meetings to discuss strategic planning consultation with Kathy Reis, MSM, and DOLA Main Street. Of the three proposals submitted the PUMA (Progressive Urban Management Associates), was selected as the best fit for CART needs. Decision was made by CART to follow through with the consultation whereby DOLA will be paying the \$15,000 in expenses to PUMA, to assist CART with a 3-5 year strategic plan and presentation to community. Consultation phases will begin in October.
- Communications with Denise Stepto, Colorado Main Street Director of Media and Communications, to provide informational assistance with PR for Dark Skies upcoming media visits. Information passed along to Butch Gemin.
- Meeting with Commissioner Kattnig and Kathy McCurdy, Assistant Site Locator, for filming of the movie "Hostiles." Concern was lack of lodging for the 150 cast and crew needed September 25-28, as lodging facilities in county had been exhausted. In an effort to keep business in community, MSM researched and provided a listing of all *Vacation Rentals By Owner* lodging in the county available for dates indicated.
- Final stages meetings and debrief for Wet Mountain Western Pilgrimage. Approximately 225 - 250 attendees with a *duplicated* headcount of approximately 1,000 at venues, according to a compiled report from venue partners. 85% of participants were either full-time or part-time residents. Business survey reviews were mixed regarding increased foot traffic and sales, for pilgrimage/marathon weekend. Planning for next year will include how to best extend reach.
- Attending Rural Philanthropy Days September 28th – 30th, to seek funding for operating expenses for CART.

Administrative

- Spreadsheet development and tracking for registration, donor, and volunteer information for WMWP. Volunteer recruitment, scheduling, and facilitation for event. Additional press release work.
- Presentation development for rotary.
- Provided Discover Guide and informational materials to Club America for marathon goody bags.
- Assisted Kathy Reis with development of "The Ask" for rural philanthropy days.

Advertising and Promotions

- FaceBook – MSM Cliffs Commercial District and pilgrimage sites combined totals – Reach - 12,657, Likes – 475, Shares 27.
- Advertising and publicity – 4 pages in Wet Mountain Tribune for pilgrimage, and weekly publicity. Three articles in the gazette and two in the chieftain. Ongoing sponsorship ads on KLZR and KRCC.
- Ad creation for Frontier Pathways Scenic Byways annual calendar.