

Main Street Manager Report  
April 27, 2016

*Outreach, Meetings and Events*

1. **Jon Schallert Webinar Series** – Sessions four and five were presented to participating businesses on April 18<sup>th</sup> and April 25<sup>th</sup>. The webinars shown were “Social Networking Beyond Facebook: Foursquare, Flickr and You Tube”, and “Understanding the Five Commuter Time Zones”. Although business turnout was smaller than the previous three sessions, the discussions proved to be very engaging. There are two more sessions remaining and those business owners attending have agreed to assist with an advertising plan representing the businesses in the CCD, as a capstone project.
2. **Wet Mountain Western Pilgrimage, Car Show, Art Walk** - Working with stakeholders on the development of a biannual event with the first soft opening to be held September 16, 17 and 18. Events will occur in September and May with Main Street as being the anchor with participation from the Jones Theater, All Aboard Westcliffe and Silver Cliff Museum, about valley movies, railroad and mining heritage and Bear Basin Ranch, Music Meadows and Beckwith Ranch providing itineraries of activities introducing the ranching heritage. Continuing communications and assistance with Sue Barton for the Car Show. MSM will be assisting with advertising and publicity. Worked with Sangre Art Guild, Linnea Curtland, regarding an Art Walk ad on event for Brew with a View. To date there will be six galleries participating including 3<sup>rd</sup> Street Gallery.
3. **Meetings** - MSM attended 19 meetings throughout April. Notable meetings include two DOLA MSM Think Tank meetings, Tourism and Outdoor Recreation State Sector meeting for supporting partners, Southern Colorado Economic Development Board meeting, agritourism summit, Barbara Sutton from Club America and a meeting with Gerald Merfeld and Bill Gillette.

*Administrative*

1. Volunteer Meet and Greet scheduled – Planning and promotion of a meet and greet connecting events volunteer coordinators and needs with volunteers matching skills and interests
2. Preview and create talking points for facilitation of webinars.
3. Communications with Ryan Noel, Beanstalk Festival about program ad space, transport of patrons to CCD, and sharing of database for services info purposes.

*Advertising*

1. Press release for volunteer event to local papers and radio station.
2. Facebook – 7 posts resulting in a reach of 5,723, 37 shares, 132 likes.
3. Worked with High Mountain Hay Fever to create copy for a full page ad in the Chieftain Visitor’s Guide that CART and High Mountain Hay Fever will be sharing.

*May Projects*

1. Volunteer Meet and Greet
2. Listing grant funding info on master spreadsheet – Grant funding for MSM Initiative
3. Working with businesses on ad campaign for CCD (webinar capstone)
4. Support of Brew with a View and Art Walk
5. Continued support of Car Show and Wet Mountain Western Pilgrimage