

MAIN STREET MANAGER REPORT  
Overview, Planning and Summary      April 1, 2016

**Overview:**

The following is a compilation of achievements from November 2015 – March 2016.

Events – Children’s Holiday Hunt, Celebrate Moonlight in the Mountains and Ice Fishing Tournament. These events achieved various participation levels. In review, MSM should continue to host the events with anticipation of increased attendance as they become established in the community, and fine tune marketing strategies helping to increase profit margin. Finding a parent organization to host the Ice Fishing Tournament would be beneficial for the Main Street Initiative to allow for increased focus on tasks as noted in the business plan.

Meetings – Through board participation and communications, relationships have been established with the Custer County Chamber of Commerce, the Custer County Economic Development Corporation and the Custer County Tourism Board. As a result of these communications, MSM will be participating in a county-wide economic development analysis in April; the chamber and MSM are co-sponsoring an educational webinar series for businesses and the upcoming 4<sup>th</sup> of July weekend car show; consideration regarding designated web page space for the chamber on the CART website is underway; and collaboration is occurring with the tourism board for marketing and promotions efforts for Main Street and upcoming events.

Other noteworthy meetings have taken place yielding the following results: Researched and provided art buyer and grant information to Sangres Art Guild; research establishing the viability of the purchase of a cooling plant for the Silver Cliff Memorial Park Ice Rink; the planning, development processes and startup of a Heritage of Ranching biannual event with Main Street as potential launch site, and collaboration with potential stakeholders. The latter is a result of a prompting for vision identity by the Tourism and Outdoor Recreation State Sector representatives (town and community involvement).

Outreach – MSM has met with many of the ‘Cliffs Commercial District business owners and established relationships in order to better understand individual and service needs. The webinar series is an effort to educate and assist business owners with these needs.

Communications has been made and coordination support offered with potential new and existing events coordinators for Car Show, Bean Stalk Festival, High Mountain Hay Fever and the future Wet Mountain Western Pilgrimage.

**Advertising –**

- 24 ads to 14 print and online media outlets
- 4 press releases to two radio stations and 5 papers
- 5 Newspaper articles in 3 papers
- 36 Facebook posts resulting in a reach of 32,814 and 1,033 likes and shares

**Administrative –**

- Development of spreadsheets necessary to track participation and contact information for all aforementioned events.
- Development of a master spreadsheet through contacts made and consolidation of existing spreadsheets.

- Creation of press releases, flyers, Facebook ads and ads for promotion.
- Ongoing phone and email communications for events coordination, meetings and new and potential opportunities for 'Cliffs Commercial District.

***Moving Forward - Plans and Practices:***

There is much to be accomplished to both fulfill the MSM Business Plan objectives, and best serve the needs of the 'Cliffs Commercial District business owners. To gain a better perspective as to how to do this, I have broken down these responsibilities into the following categories, *Broad, Macro* and *Micro*.

***Broad –***

- Volunteer Base – Create an active volunteer base by hosting a gathering to learn of potential volunteer areas of interest, abilities and availability. Identify key volunteers willing to work as coordinating volunteers for the Arts community, outdoor recreation, media and communications, events coordination and grants and sponsorship. Target date for gathering, 2<sup>nd</sup> week of May.
- MSM Sponsorship and Grants – Research of operations and support grant opportunities for MSM position and initiative. Coordinate with CART to discuss potential sponsors for MSM position and events. Research grant funding application processes, qualifications and deadlines for business, community resources and events funding. Beginning in April.
- Community Continuity - Continue to work with the chamber, tourism board and economic development corporation to create cohesive communications and actions plans in support of the 'Cliffs Commercial District. Ongoing.

***Macro –***

- Annual Events Development, Add-on and Support – Emphasis will be on supporting existing events (Ice Fishing, Brew with a View, Car Show), working with businesses to assist with increasing patronage as ad-ons to events (Bean Stalk Festival, Car Show, High Mountain Hay Fever, Art Hullabaloo, Holiday parade weekend) and to develop large events that will increase foot traffic, returning, and lodging patrons (Wet Mountain Western Pilgrimage, cycling gravel rides and hill climbs, children's fishing/bowling tournament).
- Vision - Collaborate with tourism board, economic development corporation, and chamber to present a concise vision that will attract returning visitors to the valley learning what vision-oriented marketing and promo pieces exist, how to portray the vision, and what marketing pieces need to be created to present the image.  
Continue to work with Town of Silver Cliff with plans to repurpose the skating rink, possible construction of disc golf course, events development at park and plans for promotion.

***Micro –***

- Media education and maintenance – MSM will Learn Word Press necessary for website maintenance, continue with maintenance of 'Cliffs Commercial District Facebook page, and become educated with other forms of social media (Twitter, Four Square, YouTube, Pinterest). Expand existing media contacts spreadsheet to include areas outside a 90-minute radius.
- Training and relationship building - Continue to offer training opportunities and networking events for businesses. Attain bios of business owners for promotional pieces.
- Small Events - Coordinate with businesses to expand annual small events offerings during shoulder seasons.
- Tool Box – Continue to develop contact spreadsheets and create an events spreadsheet with description, dates, contact information, and needs for all annual events.

- Creation of press releases, flyers, Facebook ads and ads for promotion.
- Ongoing phone and email communications for events coordination, meetings and new and potential opportunities for 'Cliffs Commercial District.

***Moving Forward - Plans and Practices:***

There is much to be accomplished to both fulfill the MSM Business Plan objectives, and best serve the needs of the 'Cliffs Commercial District business owners. To gain a better perspective as to how to do this, I have broken down these responsibilities into the following categories, *Broad, Macro* and *Micro*.

***Broad –***

- Volunteer Base – Create an active volunteer base by hosting a gathering to learn of potential volunteer areas of interest, abilities and availability. Identify key volunteers willing to work as coordinating volunteers for the Arts community, outdoor recreation, media and communications, events coordination and grants and sponsorship. Target date for gathering, 2<sup>nd</sup> week of May.
- MSM Sponsorship and Grants – Research of operations and support grant opportunities for MSM position and initiative. Coordinate with CART to discuss potential sponsors for MSM position and events. Research grant funding application processes, qualifications and deadlines for business, community resources and events funding. Beginning in April.
- Community Continuity - Continue to work with the chamber, tourism board and economic development corporation to create cohesive communications and actions plans in support of the 'Cliffs Commercial District. Ongoing.

***Macro –***

- Annual Events Development, Add-on and Support – Emphasis will be on supporting existing events (Ice Fishing, Brew with a View, Car Show), working with businesses to assist with increasing patronage as ad-ons to events (Bean Stalk Festival, Car Show, High Mountain Hay Fever, Art Hullabaloo, Holiday parade weekend) and to develop large events that will increase foot traffic, returning, and lodging patrons (Wet Mountain Western Pilgrimage, cycling gravel rides and hill climbs, children's fishing/bowling tournament).
- Vision - Collaborate with tourism board, economic development corporation, and chamber to present a concise vision that will attract returning visitors to the valley learning what vision-oriented marketing and promo pieces exist, how to portray the vision, and what marketing pieces need to be created to present the image.  
Continue to work with Town of Silver Cliff with plans to repurpose the skating rink, possible construction of disc golf course, events development at park and plans for promotion.

***Micro –***

- Media education and maintenance – MSM will Learn Word Press necessary for website maintenance, continue with maintenance of 'Cliffs Commercial District Facebook page, and become educated with other forms of social media (Twitter, Four Square, YouTube, Pinterest). Expand existing media contacts spreadsheet to include areas outside a 90-minute radius.
- Training and relationship building - Continue to offer training opportunities and networking events for businesses. Attain bios of business owners for promotional pieces.
- Small Events - Coordinate with businesses to expand annual small events offerings during shoulder seasons.
- Tool Box – Continue to develop contact spreadsheets and create an events spreadsheet with description, dates, contact information, and needs for all annual events.

***Summary:***

In my first five months of holding the position of Main Street Manager, I have been grateful for all that have believed in my ability to work with the 'Cliffs Commercial District business owners to create a more positive working environment, with the long-range plan of increasing patronage for their businesses.

I have come to the realization that with a very broad business plan and the many strong ideas and opinions of what needs to be done to make this a reality, I prioritize and choose carefully in order to be focused enough to complete one task at a time.

I am resolute that in time, I will be able to complete all objectives in the MSM Business Plan. I have found that it is difficult to complete them in the order within the plan and that when working with the many entities, there is no cut and dry way to progress quickly but it is a process that must be assimilated.