

Economic Restructuring Committee

Protecting our *Past...*

Strengthening our *Present...*

Guiding our *Future...*

The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

Main Street strives to make a difference in the lives of our residents by providing our community the opportunity to revitalize the commercial business district through economic development and historic preservation.

Main Street merchants, building owners, and local government officials will learn how to promote our downtown business district by; making their buildings look attractive and functional, marketing their goods and services, and attracting new customers and business while maintaining high levels of customer service.



Would you like to be a volunteer for one of our committees?

Would you like to make a difference in our community?

Please Contact:
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Our Mission

To preserve and enhance historic downtown Sheridan to ensure future prosperity.

Our Vision

The Downtown Sheridan area will serve as the heartbeat of the community where people come together to enjoy the convenience and friendliness of hometown businesses, local services, specialty and convenience shopping and unique recreational and cultural activities. Our downtown will be the pride of our community providing both financial and intrinsic value, a popular destination for visitors as well as new businesses and residents while preserving our historical assets.

Economic Restructuring Committee

Downtown Sheridan Association

What does the Economic Restructuring Committee do?

The job of the Economic Restructuring Committee (ERC) is to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment property. The ERC must develop a thorough understanding of the district's economic condition and its best opportunities, focusing on incremental changes that gradually improve the area's economic foundation and eventually make large-scale investment possible. The ERC's five major responsibilities are:

- Learning about the district's current economic condition and identifying opportunities for market growth.
- Strengthening existing businesses and recruiting new ones.
- Finding new economic uses for traditional Main Street buildings.
- Developing financial incentives and capital for building rehabilitations and business development.
- Monitoring the economic performance of the district.

You will be pulling together a large and influential group, and vibrancy of the economic development vision and plan you establish will be the source of satisfaction for your committee—and a point of pride for your community. On the ERC you will regularly find yourself:

- **Holding Meetings**—to analyze data, develop strategies, measure progress, and brainstorm ideas

- **Visiting business people**—to get their ideas, find out how their businesses are doing, and update them on plans
- **Talking with the media**—to answer questions, give them fresh news, or gather data
- **Coordinating groups**—to help conduct surveys or meet with potential business prospects
- **Meeting with financiers**—to develop incentive programs and identify sources of capital for building rehabs and business expansions
- **Working with realtors, developers, and property owners**—to plan real estate improvement projects.

Expectations for Committee Members

Members should at minimum expect to:

- Commit to at least one year of service
- Meet with committee once a month
- Volunteer 3-5 hours a month
- Attend all training sessions
- Learn the Main Street Approach
- Recruit and orient new members
- Take responsibility for projects
- Report all volunteer hours to the Downtown Sheridan Association office

Expectations for Committee Chair

Chair should meet all requirements above AND:

- Volunteer 6-12 hours a month
- Organize the committee's work plan
- Call and run committee meetings
- Delegate tasks to responsible members
- Appoint and oversee any subcommittee
- Report on Board issues to committee
- Attend the monthly Downtown Sheridan Association board meeting to report committee activities

Who typically serves on the Economic Restructuring Committee?

Likely Candidates are:

- Merchants
- Property owners
- Realtors
- Mortgage bankers
- Consumers
- Marketing professionals
- Developers
- Stock brokers
- Business students
- Representatives of small business development centers

