



Small Business Development Resource Guide Downtown Sheridan, Wyoming

This document serves as a guide to new and existing businesses wishing to open or expand within the historic district. Sheridan has numerous FREE services for small businesses, all which are documented in this handbook. Questions? Contact us at 307-672-8881 or email dsaexedir@downtownsheridan.org

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Downtown Sheridan Association strives to preserve historic downtown Sheridan while enhancing its economic and social vitality. As a 501 c 3 non-profit, our services are free to any business or building owner in the Downtown Development Authority boundaries. (roughly - Burkitt Street to 6th Street along Main, Thurmond on the west side and Sheridan Ave. on the East side).

We assist businesses with finding locations, marketing, promotions, retention, expansion, training, historic preservation and design, as well as networking and cross promotion with other entrepreneurs.

Location, Location, Location: if you are looking for a building to rent or purchase, call the Downtown Sheridan Association at 307-672-8881

We have provided this **Design Guidelines 2013*** for use in assisting owners and/or tenants who wish to alter/renovate/upgrade building facades in downtown Sheridan.

Recently, the Downtown Sheridan Association Design Committee provided a copy of the Downtown Design Guidelines to the City of Sheridan building permit department. These guidelines were created to assist owners and/or tenants who wish to alter, renovate and upgrade building facades in downtown Sheridan. Included, is the “Historical Collection” paints by The Sherwin-Williams Company. Chris Powell, manager at our local Sherwin Williams store located at 1281 Coffeen Ave. is familiar with our program and will gladly assist you. In addition to Downtown Sheridan Association working directly with owners/tenants, we currently have two active programs to assist in determining how to implement these guidelines.

The first program allows, at no charge to the owner/tenant, a consultation with a local architect to discuss possible alterations and/or renovations to existing facades. This consultation is limited to two hours, with the Downtown Sheridan Association providing compensation directly to the architect.

The second program is a Downtown Sheridan Association grant to provide partial funding to purchase paint if you incorporate a palette acceptable to the Downtown Sheridan Association. Acceptable colors are not limited to the Sherwin Williams Historical Collection. This palette is intended only to give you an idea of what colors are generally acceptable in historic districts. An electronic copy of these guidelines is available online at <http://www.downtownsheridan.org>. Funding for both of these programs is limited to four applicants per year.

Marketing/Outreach: We post news from any downtown business in our monthly newsletter with 2,000 readers and on our social media outlets.

Email your businesses news dsaexedir@downtownsheridan.org

MARKETING TIPS: Claim your business listing and reach more customers by visiting www.google.com/places. The process is free and takes about 30 minutes.

Discount Wyoming partnership: New businesses to the downtown district receive a \$100 off their first coupon mailer with www.discountwyo.com
Visit the Main Street office for details.

Social Media: If you aren't already on **Facebook** with a significant following, a basic website with a blog might be a better option for you. If you are on Facebook but don't feel your posts are reaching your audience, try paid "boost" posts.

If you have a smart phone, **Instagram** is a growing option for business promotion. It now has more users than Twitter. It is image driven so if you have product that photographs well, this is a great outlet for your message.

If you need assistance with your social media accounts or media relations contact us to set up an appointment, 307-672-8881 or dsaexedir@downtownsheridan.org. If you need assistance improving your website, we suggest you visit with the staff at the SBDC (see below). They can analyze your site and provide you with strategies to garner more traffic. The best part is, their services are also FREE.

Small Business Development Center & Wyoming Entrepreneur

Sustainable Business Practices and Marketing

Strategies Specialist

<http://www.uwyo.edu/sbdc/>

Susan Jerke susan@uwyo.edu

307-682-5232

The **Wyoming Small Business Development Center (SBDC)** consists of multiple offices throughout the state with business consultants who provide basic business education through consulting, classes and webinars, publications, web services, and referrals to related agencies.

The SBDC also includes the Wyoming **Marketing Research Center (MRC)** which offers free market research reports. The **Wyoming PTAC** (procurement technical assistance center) assists businesses who desire to sell products and/or services to the government.

The organization is funded through a co-operative agreement between the University of Wyoming, the Small Business Administration (SBA) and the Wyoming Business Council.

Wyoming Entrepreneur offers **FREE** assistance with business plans, business valuation, eCommerce (web), financial evaluation, international trade, Quickbooks, sustainability and research.

Wyoming Women's Business Center is designed to offer Wyoming's current and prospective women business owners the business assistance they need, including access to business counseling, capital, microloans, training, technical assistance and networking opportunities www.wyomingwomen.org

Debbi Gorski, Executive Director
Laramie Plains Civic Center, Suite 323
710 Garfield Street, Laramie, Wyoming
Phone 307.460.3943 [Email: debk@uwyo.edu](mailto:debk@uwyo.edu)
Mailing address is P.O. Box 764, Laramie, WY 82073

The **Wyoming Business Council** helps entrepreneurs develop their business plan, identify problems, find capital, brainstorm strategies and propel their businesses to a profitable future.

Your regional rep for the Wyoming Business Council is Dave Spencer
Counties: Campbell, Crook, Johnson, Sheridan, Weston
Location: 52 South Main Street Suite 4; Sheridan, WY
Phone 307-689-1320 [email: dave.spencer@wyo.gov](mailto:dave.spencer@wyo.gov)

Wyoming Main Street offers support for Main Street communities throughout Wyoming and is a program of the Wyoming Business Council. Businesses located in Main Street communities have access to the following resources:

Historic Architecture Assistance Fund

<http://www.wyomingbusiness.org/program/historic-architecture-assistance-fund/3996>

The Historic Architecture Assistance Fund will provide the services of architects to the owners of historic buildings or buildings located in Main Street communities to address issues involved with the rehabilitation and use of such properties.

The fund cannot support complete architectural or engineering services needed for a complete rehabilitation project. Typical projects that can be funded include a building assessment, structural analysis, analysis of building code and ADA requirements, and facade and signage schematic design. This fund is meant to support private property owners, who are not eligible for many grant programs. Not-for-profit property owners may also submit applications for fund monies.

Applications may be submitted at any time, but are reviewed quarterly. Quarterly deadlines are: January 15, April 15, July 15, and October 15.

Wyoming Main Street Challenge Loan

<http://www.wyomingbusiness.org/program/loan-programs/1265>

The Wyoming Business Council can participate with a local lender on a loan to a building owner for building improvements to maintain the structure's historical character. The state's portion of the participation may be up to 75% of the loan (maximum of \$100,000) in a shared note and collateral position with the local lender.

For more information about Wyoming Main Street, contact program manager, Linda Klinck at 307-777-2934 or linda.klinck@wyo.gov

Workforce Wyoming

Hiring, Placement, Training and Interview Services - FREE

Contact: Linda Orchard - Manager

61 South Gould Street Sheridan, WY

(307) 672-9775

www.wyomingworkforce.org

Heidi Matthews

Customer Service Advocate

Division of Workers' Compensation

1510 East Pershing Blvd. Cheyenne, WY 82002

(307)-777-5476

Heidi.Matthews1@wyo.gov

Wyoming Workforce Development Fund – Financial Assistance for Employee and Owner Training

<http://www.wyomingworkforce.org/employers-and-businesses/workforce-development-training-fund/Pages/default.aspx>

Historic Tax Credits

The Federal Government offers a program of tax incentives to support the rehabilitation of historic and non-historic buildings for income-producing purposes. This program is one of the Federal governments most successful and cost-effective community revitalization programs. The Wyoming State Historic Preservation Office (SHPO) serves as the liaison between the property owner and the National Park Service (NPS). The goal of this combined endeavor is to encourage preservation of community treasures and increase awareness of the benefits of rehabilitation efforts.

For more info contact: Brian Beadles

Tax Incentive Coordinator for WY State Historic Preservation Office (SHPO)

(307) 777-8594 or brian.beadles@wyo.gov

City of Sheridan, Planning Division

The Planning Division has two major functions: development review and long range planning.

- **Development review:** The development review function entails reviewing and processing subdivision and zoning applications, planned unit developments (PUDs), conditional use permits, variances, and zone changes. Applications are reviewed for compliance with the [Wyoming State Statutes](#), the [Sheridan Municipal Code](#), and other City development standards. Many applications are forwarded to the [Planning Commission](#) and [City Council](#) for consideration and final action.
- **Long-range planning:** The long-range planning function entails writing and updating documents pertaining to the physical development of the City, including zoning ordinances, subdivision and development standards, special corridor plans, and the Comprehensive Plan. Long-range planning documents are formulated through a public process in collaboration with stakeholder groups and committees, the Planning Commission, and the City Council.

Additionally, the Planning Division administers land use regulations in the City including zoning, subdivisions, variances, conditional uses, PUDs, annexations, and long-range planning. The division also serves as staff to the Planning Commission and advises the City Council concerning urban planning, land use studies, urban renewal plans, and other types of planning studies; and in connection therewith to perform technical services. The division also hears and decides appeals of abatement orders to adjust or reverse the determination of any administrative official if necessary and not injurious or detrimental to the public welfare.

For Permits, visit: <http://www.sheridanwy.net/departments/public-works/buidling/building-permits>

Planning Division Staff: Planning Director Robert Briggs can be reached at 307-674-4226.

City of Sheridan Community Development Contacts

Kevin Bare – Building Official - 307-6745941
Robert Briggs- Planning Director - 307-675-4226
Lane Thompson City Engineer – 307-675-4232
Bill Schwabauer – Operations Manager – 307-674-4112
Dan Roberts – Utilities Manager – 307-675-4234
Nicholas Bateson – Director of Public Works – 307-674-6483

City of Sheridan Fire Department – Prevention & Safety

Terry Lenhart, Fire Marshal – 307-674-7244
Robert Dobbs Captain Shift A – rdobbs@sheridanwy.net
Gary Harnish Captain Shift B – gharnish@sheridanwy.net

Greg Luhman Captain Shift C – gluhman@sheridanwy.net

Sheridan County Chamber of Commerce

The Sheridan County Chamber of Commerce is the proactive voice of local business, working for the promotion, protection and prosperity of our members and community.

They can be reached at 171 N. Main Street – Suite D P.O. Box 707 Sheridan, WY 82801 or by calling 307-672-2485

Chief Executive Officer, Dixie Johnson
Director of Program Development, Teresa Detimore
Director of Marketing and Communications, Ryan Koltiska
Director of Operation, Karen Myers
Information Specialist, Janet Shepher

