

## **Downtown Sheridan Association Executive Summary**

### **Background:**

For the past thirty-one years, the Downtown Sheridan Association has continued to maintain the high standard of performance to which the Main Street program guidelines require for continued Certified Main Street status. The organization's performance is annually evaluated by the Wyoming Main Street Program, which works in partnership with the National Main Street Center to identify the local programs that meet ten performance standards. These standards set the benchmarks for measuring an individual Main Street program's application of the Main Street Four Point Approach® to commercial district revitalization. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress and preserving historic buildings.

### **Four Point Approach:**

1. **Historic District Promotions Committee:** "Promotes the downtown" to position the downtown as the center of the community while creating a positive image that showcases a community's unique characteristics.
2. **The Design Committee:** Supports a community's transformation by enhancing the physical and visual assets that sets downtown apart.
3. **Economic Vitality Committee:** Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses catalyze property development.
4. **The Organization Committee:** Create a strong foundation for a sustainable revitalization effort, cultivating partnerships, community involvement and resources for the district.

### **Other Committees:**

1. **Downtown Development Authority (DDA)** – Created in 2015 to assist the City of Sheridan and Downtown Sheridan Association to make improvements in the downtown Sheridan area. Focuses on projects that have benefit for the entire community to grow and strengthen and promote the economic health and vitality of downtown Sheridan.
2. **Sheridan Public Arts:** Created in 2001 by Mayor Jim Wilson to promote and select work of art for Grinnell Plaza and other areas of the City. They fund the on-loan program with an annual budget received from the City of Sheridan and raise funds for permanent acquisitions.

### **Breakdown of requested funding for 4 years:**

Events & Promotions: Farmers Markets, 3<sup>rd</sup> Thursday Street Festival, Flowers on Main Street, Main Street committees, Sheridan Public Arts Committee and Downtown incentives = **\$168,000**

In addition, the following is for additional funding to further develop Historic Downtown Sheridan as a destination. Note: consistent with recommendations from Downtown Sheridan Business Plan (2012) and Sheridan County Land Use Plan (2016).

Public Spaces: Complete Wayfinding (signage) project: \$200,000, Match/leverage Grant through the WBC & additional improvements (ex. Grinnell Plaza, Smith Street Alley, Placemaking, "Right Sizing") \$50,000 x 4 years = 200,000 for total of \$400,000. Additional parking opportunities \$250,000 X 4 years = \$1,000,000.

Economic Development programs – City building permit incentives \$25,000 X 4 years = \$100,000.

**SECTION I: Cover Sheet**

**Application for City of Sheridan One Cent Funds  
Fiscal Years 2020-2023  
(July 1, 2019 to June 30, 2023)**

**General Information**

Name of Organization: Downtown Sheridan Association Phone Number: 307-672-8881  
Contact Person: Zoila Perry Address: 121 S. Main Street  
Amount of Funds Requested: \$1,668,000  
Email: zoila@downtownsheridan.org

Describe the principal purpose of your organization:

The Downtown Sheridan Association has existed since 1985. Our mission is to preserve, enhance and promote Historic Downtown Sheridan to ensure future prosperity. These goals are accomplished through long term planning, implementation of the plans and promotion of the area through community involvement and sponsorship of activities.

List the names of Board Members and Officers:

- Peg Martin, President
- Jim Mowry, Secretary
- Megan Cook, Treasurer
- Chris Carroll
- Jami Kessner
- Spencer Kraft
- Shannon Kuzara
- Steve Kuzara
- Jonny Law
- Jay Martinson
- Robby Smith

**Declaration:** I hereby certify that the information give in this application for One Cent funding is true and correct to the best of my knowledge.

Agency Director		Zoila Perry	1/22/18
	Signature	Print Name	Date
Board President		Peg Martin	1/22/18
	Signature	Print Name	Date

## **SECTION II: *Fact Sheet* –**

*Please keep responses to questions below to a single page*

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### **Organizational History and Mission**

Provide a brief history of your organization in Sheridan County, including services provided to area residents and your organization's Mission Statement.

The Downtown Sheridan Association was founded in 1985 and became incorporated as part of the Main Street Program in 1987. DSA follows the approach set by the National Main Street Program. Our Mission is "To preserve, enhance, and promote historic downtown Sheridan to ensure future prosperity". The key is to improve the image of our community's downtown through a balanced and comprehensive process that requires incremental improvements in four areas: Organization, Promotion, Design and Economic Vitality. Through our committees we focus on building renovations, physical improvements, marketing new opportunities, developing new public spaces, visiting merchants and creating retail promotions. In addition, we put on the Annual Wine Fest, 3<sup>rd</sup> Thursday Street Festival in the summer, Farmers Market (14 weeks straight) and Goose Creek Polo Cup. We also plant and maintain the 225 flowers baskets that adore Main Street all spring and summer.

### **Funding Requested**

*Briefly explain how the funds will be used and why public funds are necessary to accomplish this goal. Some discussion items to cover in this section may include: **Whether or not the funding request has increased from prior years; Whether or not this is a one-time or on-going request; The description of any large program or staff expansion set to occur; Any large equipment or other fixed assets that will be purchased; How your project relates to city or county goals or improves the overall quality, character or health of the community; and Whether or not funding will be used to leverage additional monies for your organization either through grants or other means***

We are requesting our funding to be increased as we continue to develop Historic Downtown Sheridan. Public funds are necessary to successfully continue running our events, programs and promotions such as the 3<sup>rd</sup> Thursday Street Festival, Sheridan Farmers' Market, Flowers on Main Street, quarterly promo events, Sheridan Public Arts Program, Stream restoration project Phase 3 at the chutes, Way Finding Phase 2, develop public spaces, parking opportunities, building permit incentives, and maintaining the Community Room/public restrooms. The funds requested are for on-going activities and many more. The office is currently staffed with one full-time Executive Director, and 4 part-time employees and one intern. A goal would be to have two full time employees in the near future. All of our projects improve the overall quality of our downtown as we continue to look for opportunities to promote our beautiful historic downtown, by supporting our downtown business and the Sheridan community. Funding received will be used to leverage additional monies for our organization for grants such as the National Main Street Program and the Wyoming Business Council. (Please see the Executive Summary for funding breakdown).

**SECTION III. Financial Information -**  
**Please keep responses to a single page. (Responses must utilize this form)**

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Balance Sheet as of December 31, 2017:

<i>Assets (Current)</i>	<i>Total</i>	<i>Liabilities</i>	<i>Total</i>	<i>Other Financial Information You Wish to Include:</i>
<i>Cash:</i>	<i>\$30,850.48</i>	<i>Payables:</i>	<i>\$7,439</i>	
<i>CDs, etc.:</i>	<i>\$60,000</i>	<i>Withholding:</i>	<i>\$1,426.50</i>	
<i>Receivables:</i>	<i>\$3,264</i>	<i>Long Term:</i>	<i>\$</i>	
<i>Fixed</i>	<i>\$19,117.64</i>	<i>Promissory Notes:</i>	<i>\$</i>	
<i>Equipment</i>	<i>\$27,825.14</i>	<i>Mortgage:</i>	<i>\$</i>	
<i>Building</i>	<i>\$0</i>	<i>Owner's Equity:</i>	<i>\$152,272.55</i>	
<i>Less Depreciation</i>				

**SECTION IV. Budget Information -**  
***Please keep responses to a single page. (Responses must utilize this form)***

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***Revenue***

	<b>Amount</b>	<b>Secured or pending?</b>
City of Sheridan One Cent	<b>\$26,666.75</b>	<b>secured</b>
Sheridan County One Cent	<b>\$9,200</b>	<b>secured</b>
Donors	<b>\$51,150</b>	<b>pending</b>
Fundraisers	<b>\$110,485</b>	<b>pending</b>
Interest		
Other – Membership dues	<b>\$28,000</b>	<b>pending</b>
Other – General donations	<b>\$4,000</b>	<b>pending</b>
Other		
Other		
<b>Total Estimated Revenue</b>	<b>\$229,501.75</b>	

***Expense***

	<b>Amount</b>	<b>Comments</b>
Salary, Director	<b>\$43,000</b>	<b>yearly</b>
Salary, Other(s)	<b>\$53,285</b>	<b>yearly</b>
Benefits	<b>\$2,400</b>	<b>yearly</b>
Rent	<b>\$</b>	
Utilities	<b>\$4,000</b>	<b>yearly</b>
Client Service	<b>N/A</b>	
Client Aid	<b>N/A</b>	
Equipment		
Other – Event Expenses	<b>\$113,500</b>	
Other – Insurance	<b>\$5,399</b>	
Other – Office Supplies/new copier	<b>\$7,917.75</b>	
Other		
<b>Total</b>	<b>\$229,501.75</b>	<i>This figure should match Estimate Revenue line above.</i>

**SECTION V: Report for Prior Awardees Only-**  
*Please keep responses to questions below on a single page*

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**Complete this section if your agency has previously been awarded One Cent Funding for July 1st 2016 to June 30<sup>th</sup> 2017:**

**Amount Awarded?** \$48,654.88

**Have you used all of the funds awarded?**  Yes  
 No

**Briefly describe the impact that the previous award has had on your program, project or organizational operations. Some discussion items to cover in this section may include:**

- *Number of persons served and demographics of persons served (income level, age, race, etc.)*
- *Describe the overall impact of these funds on your program, project or organization*
- *If your agency has not yet to spent all of the awarded funds, please briefly describe your plans to expend the funds by the end of the fiscal year*
- *Did your agency use One Cent funding to leverage additional funds, either through grants or other means?*

With the assistance of the One Cent funding, we continue to carry out of mission “To preserve, enhance, and promote historic downtown Sheridan to ensure future prosperity”. As of November 30<sup>th</sup>, we had 711.50 hours invested by our Board of Directors; 1,119 hours are event related, and other volunteer hours equal 161.50. We had businesses take advantage of our incentive programs. We host quarterly promotions for businesses to participate and bring shoppers to their stores. We continue to work on a Destination Downtown Campaign to develop downtown as a destination.

In addition, we used One Cent funding to help market & facilitate the building permits, landfill fees and development consulting which created more than 1.8 million in private Downtown improvements/construction/remodeling. In addition, we used the funds to assist with matching grants for the Wayfinding project through the Wyoming Business Council.