

SHERIDAN COUNTY
APPLICATION FOR ONE CENT OPTIONAL SALES & USE TAX FUNDS

FISCAL YEARS 2020 TO 2023
(July 1, 2019 to June 30, 2023)

GENERAL INFORMATION:

NAME OF ORGANIZATION: Downtown Sheridan Association **PHONE:** 307-672-8881

CONTACT PERSON: Zoila Perry **MAILING ADDRESS:** 121 S. Main Street., PO Box 13

EMAIL ADDRESS: zoila@downtownsheridan.org

AMOUNT OF FUNDS REQUESTED: \$40,000 (Total amount of the 4-year period)

TAX STATUS: 501c3

DESCRIBE PRINCIPAL PURPOSE OF YOUR ORGANIZATION OR MISSION STATEMENT:

The mission of DSA is to preserve, enhance and promote historic downtown Sheridan to ensure future prosperity.

NO OF BOARD MEMBERS: 11

NAMES OF BOARD MEMBERS:

Peg Martin, Jim Mowry, Megan Cook, Chris Carroll, Jami Kessner, Councilor Alex Lee, Jay Martinson, Jonny Law, Robby Smith, Spencer Kraft and Paula Whitworth

PROVIDE A BRIEFLY HISTORY OF YOUR ORGANIZATION IN SHERIDAN COUNTY, INCLUDING ANY SERVICES PROVIDED TO AREA RESIDENTS:

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. 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, 3rd 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.

BRIEFLY LIST PURPOSE AND OBJECTIVES FOR REQUESTED FUNDS: *(Indicate if the funds are to be used for an operational subsidy or for one-time expenditures such as a project or equipment acquisition or capital improvements; indicate whether other sources are available and been applied for; indicate if you have requested 1% funding from the City of Sheridan and/or the towns of Dayton, Rancharter and Clearmont)*

Continuation of the DSA programs including Farmers Market, 3rd Thursday Street Festival, Public Arts Program, Downtown & Railroad District Walking Tour & Travel Stories Historic Tour, Downtown Economic Development Incentives and updating the Master Plan, stream restoration, flowers on Main Street, Wayfinding Phase 3 and banners on Main Street. Maintaining the community room and public restrooms. Promoting downtown development and sponsoring year-round shop local campaigns. Encouraging local entrepreneurial spirit by providing resources and opportunities to locals at our events and through our website.

BRIEFLY DESCRIBE YOUR ORGANIZATION GOALS AND ESTIMATE THE NUMBER OF PERSON YOU SERVICE IN THE COMMUNITY:

1. Continue to attend the National Main Street Conference and Best Practices Workshop. Attend all quarterly Wyoming Main Street Managers' meetings as well as many of the Wyoming Economic Development Association meetings. Participate in as many other economic development trainings and seminars as possible. – The number of people affected would be all of our downtown merchants, tourist, locals and the community as a whole. Every time we participate in any of the trainings listed above we come back to Sheridan and implement as many ideas as we can.
2. Continue to have promotional campaigns to facilitate participation as well as entice tourist to stay more than a night in Sheridan. The 3rd Thursday Street Festival has achieved that. We have increased our shop local awareness by providing new events that must be marketed to encourage shoppers as well as growth and expansion in local business.
3. Continue to lease copy machine which will print posters and other specialty promotional materials, saving money on printing costs.
4. In our continued effort to provide incentives as well as to preserve our historic beauty, we offer two different grants to local property and business owners interested in renovating their historic building. The first is an architecture consulting visit, the second is matching paint funds. We have budgeted eight total grants or up to \$2,000.
6. Continue to be an active participant in the Downtown Sheridan Streetscape conversations. It is very important to hear business owners, community members and public official's voices heard. - We are representing the whole community.
7. Continue to develop Placemaking places downtown for the whole community to enjoy.
8. Develop an information KIOS for downtown to feature events, business locations and hours, and provide information about the community.

Complete this section if your agency has previously been awarded One Cent Funding for the period of July 2015 through March 2018:

Amount Awarded: \$ 9,200

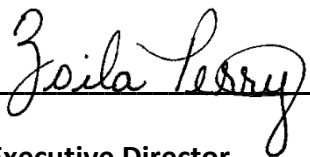
Have all the funds been expended: Yes

Did you receive 1% Optional Tax Funds from the City of Sheridan or the towns of Dayton, Ranchester and Clearmont. If so what amount was awarded: \$26,666.75

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 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 December 30th, we had 740 hours invested by our Board of Directors; 1,119 hours event related, and other volunteer hours of 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.

SIGNED:  _____

Title: Executive Director

Date: May 2, 2018

ADDITIONAL INFORMATION REQUIRED

1. VISIT <https://www.surveymonkey.com/r/SC1CentNonProfit> TO UPLOAD INFORMATION AND PHOTOS REGARDING YOUR ORGANIZATION.
2. PROVIDE A SUMMARY COPY OF YOUR CURRENT FISCAL YEAR BUDGET.
3. PROVIDE A SUMMARY COPY OF YOUR CURRENT FINANCIAL STATEMENT.
4. PROVIDE PAGE 1 OF YOUR MOST RECENT 990 (IF APPLICABLE)