

## Laramie Main Street Pandemic Recovery: A 2020 Overview

Downtown Laramie is the heart of our community, a place where businesses form and thrive, where people come together. A healthy commercial district is a harbinger of a healthy city.

In 2020, in response to the pandemic, Laramie Main Street stepped up to provide direct assistance to locally owned businesses by offering support for grant and loan applications, access to state and federal recovery resources, worked with the City of Laramie to make improvements to outdoor public spaces, followed CDC guidelines to host safe events like the Farmers Market and Pop Up Art Walk, leveraged partnerships with social service agencies, and amplified a call to shop local to help businesses survive and thrive.

- In 2020, we provided 300 individual business support sessions
- Hosted 15 online networking, listening sessions and trainings
- Cross promoted 30 trainings hosted by our economic development partners
- Hosted monthly of shop safe, shop local promotions
- Assisted 10 net new businesses in opening during the pandemic which created 49 net new jobs
- Hosted 67 ag and craft entrepreneurs at the Laramie Farmers Market
- Helped 20 local artists set up pop-up shops at downtown businesses, spurring the creative economy

Small businesses in downtowns rely on Main Street programs for support. In fact, 91% of Main Street programs nationwide report an increased demand for business support services.

- 290+ businesses in the historic district providing jobs for 3,500+
- \$32,000 worth of downtown gift certificates circulated in 2020
- \$40,000 in Cowboy Cash spent downtown in 2020
- Another \$35,000 will be issued during the summer of 2021

Main Street programs are grassroots, community led efforts to revitalize local economies. During the pandemic, we partnered with individuals and social service agencies to support and stabilize small businesses.

- Individuals contributed 1,153 volunteer hours to downtown revitalization valued at \$29,277
- With United Way, we provided \$53,000 worth of payroll grants that supported 37 downtown businesses, 118 FT and 328 PT positions
- We engaged in 90 “civic engagement” economic recovery strategic meetings with partner organizations