



Dubois Main Street, Inc.

501c3

2010-2011 Annual Report

A Part-time Main Street Program/Office: Dubois Population 962

**Prepared by the Board of Directors & the four contributing committees:
Organization, Design, Economic Restructuring, and Destination Dubois (Promotion)**

**706 Meckem Street
Dubois, WY 82513
Phone: 307- 455 - 2700**

Dubois Main Street, Inc.

- Mission Statement -

The mission of the Dubois Main Street Program is to promote and preserve the unique cultural heritage of Dubois, and to foster and support economic development activities.

- Vision Statement -

Dubois will be an attractive, thriving destination for community residents and visitors. The town will offer ample dining, shopping, cultural and educational opportunities while retaining its authenticity and charm.

- Goals -

1. Increase sustainable retail/commercial activity in the town through assistance and educational opportunities for small business owners.
2. Increase the amount of shoppers and visitors to Dubois through the development of a strategic marketing plan for the community.
3. Increase awareness, support, and participation of small business owners, residents, property owners, volunteers and committees to pursue the Dubois Main Street Program's overall mission and vision.
4. Enhance the image of the downtown as a lively, dynamic destination while retaining the rich history and colorful past of the town.
5. Create a sustainable revenue source to support the goals of the Dubois Main Street Program.

The specific objectives, activities, timeline, responsibility and budget on the following pages reflect the incremental steps that Dubois Main Street, Inc.'s Board of Directors, committees, staff and volunteers will focus on to accomplish the above goals, mission, and vision.

- Board of Directors -

President: Jan Holloway
Vice-President: Frank Welty
Secretary/Treasurer: Tammy Lucas

Board members: Sheryl Chimenti
Janean Hawk
Norman Winter

At Large Board members: Linda Burton
Jeff Sussman
Press Stephens
Lynn Cunningham

- Dubois Main Street Program Staff -

Executive Director: June Bonasera

ORGANIZATION COMMITTEE PLAN OF WORK

Dubois Main Street, Inc.

Mission

To aid and assist in the development and completion of program projects in partnership with the Dubois Main Street, Inc. committees and other community partners.

Fundraising/Finance

Objective 1: Raise funds to support Dubois Main Street, Inc.'s goals:

- 1.1: Establish stable funding sources
- 1.2: Define short and long-term strategies for fundraising
- 1.3: Consider an annual fundraising campaign and event
- 1.4: Create an annual report to distribute as needed

Volunteer and Partnership Development

Objective 2: Develop partnerships to implement Dubois Main Street, Inc.'s 2010/2011 Plan of Work

- 2.1: Help identify new community partnerships and volunteers needed for DMS committees and projects
- 2.2: Schedule Main Street training with the Wyoming state office or other professional/consultants to provide information, direction and "next step" applications specific to our volunteers & board

Communication and Public Relations

Objective 3: Promote the Dubois Main Street Program

- 3.1: Coordinate regular monthly committee meetings on the fourth Thursday of every month at 6:30 p.m. at the DMS office
- 3.2: Write a minimum of 6 press releases in the Dubois Frontier promoting work being accomplished by Dubois Main Street. Refer readers to our website www.duboiswyomingmainstreet.org for information about our organization.
- 3.3: Communicate and encourage downtown businesses, property owners, and community investors on a regular basis via email to be informed, educated and involved with DMS projects. Invite businesses to visit our website www.duboiswyomingmainstreet.org for more information and links to newsletters by small business experts, and Wyoming organizations offering free business services.
- 3.4: Fund and schedule advertisements to promote completed DMS projects and offer community wide "thank you" for DMS events and projects

Accomplishments in 2010

Prepared and submitted a **grant application** to the Wyoming Cultural Trust to assist in funding the programming budget

Developed a **Challenge Grant program** to encourage Dubois business owners to invest \$2000 annually for a 3 year period

Prepared and submitted a total of 8 press releases, 3 articles, and two captioned photos in the Dubois Frontier **promoting work accomplished by Dubois Main Street**. All referred readers to our website www.duboismainstreet.org for information about our organization

Funded 2 advertisements to **promote completed DMS projects** and offer community wide “thank you” for DMS events and projects

Organized a holiday **Donor & Volunteer Appreciation Party** to thank our donors, volunteers and to reveal our True West Magazine Number 2 Ranking in the 2011 Top Ten Western Towns Awards

Management of www.duboismainstreet.org which informs Dubois businesses owners about DMS programming, events, and links to free advice from small business experts and our partners websites.

Management of a Dubois Main Street, Inc. Facebook site

Goals for 2011

Prepare and submit **grant applications** to the Wyoming Cultural Trust Fund to assist in funding operating and programming budgets

Continue to develop a **Challenge Grant program** to encourage Dubois business owners to invest \$2000 annually for a 3 year period

Continue to prepare and submit press releases, articles, and captioned photos in the Dubois Frontier **promoting work accomplished by Dubois Main Street**. All will refer readers to our website www.duboismainstreet.org for information about our organization

Fund advertisements to **promote completed DMS projects** and offer community wide “thank you” for DMS events and projects

Continue to organize a Holiday **Donor Appreciation Party** to thank our donors and volunteers.

Host second annual National Day of the Cowboy celebration as a signature event and **DMS fundraiser**

Host “A Taste of Dubois” in March, April & May as a **DMS fundraiser**

Continue to manage www.duboismainstreet.org which informs Dubois businesses owners about DMS programming, events, and links to free advice from small business experts and our partners websites.

Continue to manage the Dubois Main Street, Inc. Facebook site

ECONOMIC RESTRUCTURING COMMITTEE PLAN OF WORK

Dubois Main Street, Inc.

Mission

Within the Dubois Main Street Program, the responsibility of the economic restructuring committee in the downtown is to educate and support Dubois existing businesses, and to work towards broadening Dubois economic base.

Infrastructure operation and development

Objective 1: Improve physical resources of Dubois

- 1.1: Coordinate committee meetings once a month every second Wed. at 1pm at the DMS office
- 1.2: Increase awareness about the available economic resources through DMS with a minimum of 2 press releases.
- 1.3: Offer networking assistance to new and existing businesses interested in the downtown area

Business Assistance and Recruitment

Objective 2: Strengthen existing businesses and recruit new ones based on market analysis/needs. Recruit businesses to Downtown that fulfill an *unmet consumer need&employment option* that will enhance current Downtown business.

- 2.1: Encourage businesses to attend business seminars (i.e. Main Street 101/201 when offered, workshops in partnership with Wyoming Entrepreneur.biz and Destination University)
- 2.2: Host an annual small business workshop series and encourage business owners to attend
- 2.3: Identify good business practice information that could be shared with businesses and link to references on www.duboiswyomingmainstreet.org
- 2.4: Develop a short term/long term business recruitment strategic plan

Financial Assistance

Objective 3: Help secure revenue stream for downtown

- 3.1: Direct businesses owners to financial help through 2 press releases per year and information posted on www.duboiswyomingmainstreet.org

Accomplishments in 2010

Facilitated enrollment of Dubois businesses in 12 months of small business expert Jon Schallert's **Destination University**, an online small business improvement program taught via webinars, each presented by national experts in their fields.

Updated our website www.duboiswyomingmainstreet.org monthly to provide ongoing access to small business experts and state funding/programming opportunities as **educational and financial support** to Dubois business owners

Directed businesses owners to financial help through **2 press releases** in 2010 and information posted on www.duboiswyomingmainstreet.org

Goals for 2011

Continue to update our website www.duboiswyomingmainstreet.org on a monthly basis to provide ongoing access to small business experts and state funding/programming opportunities as **educational and financial support** to Dubois business owners

Enroll Dubois businesses in the 4 remaining months of Destination University, Jon Schallert's on-line small business improvement class to provide **educational support and plan 2 new workshops in partnership with WyomingEntrepreneur.Biz**

Continue to direct businesses owners to financial help through **2 press releases** in 2011 and information posted on www.duboiswyomingmainstreet.org

Develop and print a Dubois business relocation/business destination postcard

DESIGN COMMITTEE PLAN OF WORK

Dubois Main Street, Inc.

Mission

To improve the physical appearance of the downtown

Building Improvements

Objective 1: Encourage incremental restoration of the downtown historic buildings

- 1.1: Consider working with SHPO, WMS, and/or consultants to add or assist in adding specific buildings to National Registry

Design Education and Technical Assistance

Objective 2: Make property and business owners aware of the available resources

- 2.1: Continue to encourage building owners to apply for Architectural Assistance Grants and help building owners with submission of their applications to WMS
- 2.2: Consider hosting a workshop to distribute/discuss improvement and maintenance of historic structures, have a slideshow of improvements

happening in other Main Street Communities and other slides of suggestions, ideas, etc. Outline incentive programs, tax credits, and funding sources available for improvements, obtain grants for incentives.

- 2.3: Create and make available the library of resources, samples, photos and templates to businesses considering exterior and façade improvements; be a sounding board for people to share ideas and seek approval for improvements

Design Regulation and Enforcement

Objective 3: Adopt Design Guidelines

- 3.1: Work with City Council and the Planning Commission to obtain a resolution adopting the guidelines and inform business owners about the guidelines.
- 3.2: Implement an incentive program for those property/business owners who comply with the design guidelines while making improvements.

Accomplishments in 2010

Submitted one press release **educating Dubois property owners** about the Historic Architecture Assistance Program and Main Street Low Interest Loan Program.

Assisted 1 Dubois property owners to seek Wyoming Main Street Architectural Assistance Grants. One property owner received an architectural report from Dubbe-Moulder Architects in late August 2010.

Developed **Design Guidelines for the town of Dubois**, with an incentive program to encourage building owners to voluntarily adhere to the guidelines.

Held a "Name that Historic Dubois Dude Ranch" contest on our Facebook site. The first person to identify 5 historic ranch names in row correctly won a \$25 gift certificate to a downtown store.

Goals in 2011

Work with City Council and the Planning Commission to obtain a resolution adopting the **Design Guidelines** and inform business owners about the guidelines

Implement an incentive program for those property/business owners who comply with the design guidelines while making improvements

Continue to encourage additional building owners to apply for Architectural Assistance Grants, WMS Challenge Loans for building improvements and help property owners with submission of their applications to WMS

Continue to work towards the restoration of one of historic building and document the process.

Consider working with SHPO, WMS, and/or consultants to add or assist in **adding specific downtown Dubois buildings to the National Registry**.

Consider hosting a 2 part workshop on storefront, window display, and merchandising display design for Dubois business owners.

PROMOTION COMMITTEE PLAN OF WORK

Dubois Main Street, Inc.

Mission

To plan and implement a collaborative marketing strategy for the town of Dubois in an effort to promote our tourism industry and stimulate economic growth.

Image Development / Marketing Strategy

Objective 1: Create a positive image of the Downtown

- 1.1: Coordinate quarterly committee meetings for Destination Dubois: one for strategic planning and budget approval for the following year, and the other 3 for fundraising status
- 1.2: Continue to partner with the WRVC which produces and distributes press releases at no cost
- 1.3: Focus on free advertising opportunities including Facebook and website postings and links
- 1.4: Increase awareness of what our downtown has to offer via our web site www.duboiswyoming.org, underwriting magazine articles, brochures and e-newsletters. The strategy also includes demonstration of our unique western cultural heritage

Destination Dubois Accomplishments in 2010

Development and management of Destination Dubois, a \$30,000 community marketing campaign funded by a combination of Fremont County lodging tax dollars and **donations from individual businesses**.

There is advertising strength in a combined marketing effort by our community. If you don't believe us, just read the words of Diane Shober, director of Wyoming Travel & Tourism when she stated "I am particularly enthusiastic over the job done by Dubois Main Street in its campaign of Destination Dubois. It is a model program and I use it as a positive example of how communities can market themselves when making presentations throughout Wyoming and the country".

Publications Dubois Main Street/Destination Dubois advertised in for 2010

- "99 Things to do in Yellowstone Country/ www.YellowstonePark.com
- Wyoming Travelers' Journal/ www.wyomingtourism.org
- True West Source Book
- True West Magazine –Top 0 True Western Towns Issue
- Ulitimate Wyoming
- SnoWest Magazine

- Peaks & Plains –winter issue ad & underwrote Winter in Dubois article

Continued monthly updates to www.duboistryoming.org

Development and distribution of 6 issues of the Downtown Dubois Dispatch per year –An e-newsletter promoting Dubois as a cultural and heritage travel destination as well as promoting Dubois Main Street’s programs and events

Goals for 2011

Publications Dubois Main Street/Destination Dubois will advertise in for 2011

- “99 Things to do in Yellowstone Country/ www.YellowstonePark.com
- Wyoming Travelers’ Journal/ www.wyomingtourism.org
- True West Magazine –Top Ten Western Towns Issue

Continue to make monthly updates to www.duboistryoming.org

Develop and distribute 4 issues of the Downtown Dubois Dispatch per year –An e-newsletter promoting Dubois as a cultural and heritage travel destination as well as promoting Dubois Main Street’s programs and events

Retail Development

Objective 2: Develop a well-coordinated program of retail activities in the downtown

- 2.1: Continue and expand the DMS “walk-about” tour where board members and the DMS director visit with store owners throughout the year and talk about their ideas for new retail activities
- 2.2: Encourage businesses to have consistent hours and consider expanding more weekend and evening hours
- 2.3: Enroll the business community in Destination University through April 2011 and host a 2 part storefront, window display, merchandising display workshop.

Special Events

Objective 3: Develop traffic-building events in the downtown that include music, food, overlapping activities, appeal to all ages and offer something free

- 3.1: Host the first annual “Taste of Dubois” event in the months preceding the summer tourist season.
- 3.2: Expand the Second Annual National Day of the Cowboy Event as our signature annual Dubois Main Street fundraising event in July
- 3.3: Support and partner with Dubois organizations sponsoring annual special events and provide marketing assistance through website postings on www.duboistryoming.org, DMS Facebook postings and exposure on our e-newsletter.

Merchant Relations

Objective 4: Improve public relations among business owners

- 4.1: Continue and expand the DMS “walk-about” tour where board members and the DMS director visit with store owners throughout the year and talk about their businesses, their needs and listen to their ideas

- 4.2: Provide marketing tools to provide to their customers at no cost including, Downtown Historic Walking Tours/Shopping Guides, True West Top Ten Towns Magazines, travel destination postcards, etc.

Accomplishments in 2010

Hosted first annual **National Day of the Cowboy celebration** event

Organized the US Capital Christmas tree visit in Dubois-which brought an large number of local community members out to dine and shop.

Organized the WY Travel & Tourism sponsored Familiarization tour in Dubois- which consisted of 42 European travel professionals who book thousands of Rocky Mountain/Yellowstone vacation packages each, per year.

Provided merchants, motels, guest ranches and restaurants **free promotional materials** (Downtown Walking Tour/Shopping Guides, True West Source Books, Peaks & Plains Magazines) in person, and used that opportunity to visit with store owners and talk about their businesses, their needs and listen to their ideas

Successfully nominated Dubois for True West Magazine’s Top 10 True Western Towns in 2011 in partnership with the Dubois Museum and WRVC- Dubois is ranked Number 2

Goals for 2011

Host second annual National Day of the Cowboy celebration as a signature event and **DMS fundraiser**. Although this will be a fundraising event (organization committee) for DMS, it will also increase foot traffic to the downtown.

Continue to provide merchants, motels, guest ranches and restaurants **free promotional materials** (Downtown Walking Tour/Shopping Guides, True West Top 10 Western Town issue, travel destination postcards) in person, and use that opportunity to visit with store owners and talk about their businesses, their needs and listen to their ideas

Host an “Open for Business” **sign contest** in the Downtown (based on the National Main Street video).

Host ‘A Taste of Dubois’ in March, April, and May

Continue to manage a Dubois Main Street, Inc. Facebook site

Nominate Dubois for True West Magazine's Top 10 True Western Towns in 2012 in partnership with the Dubois Museum and WRVC