



RAWLINS DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET

What's Up in Downtown?

January 2012

A monthly e-newsletter for downtown businesses and the community of Rawlins

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WORKING WITH US

Please feel free to attend our board or committee meetings at the Rainbow Te-ton Entrepreneur Center at 116 4th St.

Board: January 10th at 7a

Design: Cancelled in Jan.

Economic Restructuring: January 19th at 12:15

Thank You Celebration This Friday!

On Friday, January 6th, Rawlins DDA/Main Street would like to invite all downtown business owners and employees, downtown building owners, and our wonderful volunteers for a *Drop-In Thank You Celebration* from 3:00-6:30p. Stop by, catch up, and enjoy wine and snacks.

On the same note, we would like to say thanks to all the downtown businesses. From staying open till 8 on Thursdays, to explaining Shop *Downtown*, *Win Big* rules, to decorating your flowerpots and businesses for the holidays, your participation is what makes our programs actually work for your business and the community. Thanks!

What Is That in My Flower Pot?

There have questions around the community about our decision to change from live flowers in the summer to high-quality plastic greenery in the flowerpots. We would like to take this time to share why this was done as well as additional information on the flowerpot project.

We really loved the live flowers, but they were very hard to maintain in our dry weather. The flowers cost quite a bit per pot, and downtown businesses had to water the flowers provided to them by DDA/Main Street. Since they required so much water, many of these expensive flowers would look sad by mid-July. For the money spent, we wanted to do better.

We decided to invest in something to place in the pot that would look good throughout the year, not just from June-early September. After much research, we found the high-quality greenery, which should stay looking good for at least 3 years, even in our harsh climate. Although it was not cheap, this money was spent on something that will last for years, not months, and does not die when not watered enough.

Although we provide both the flowerpots and the greenery, please feel free to add decorations in conjunction with the greenery to your pot. This can include anything from seasonal decorations, live or plastic flowers, plain rocks or other accents. If you choose to take out the greenery, please return it to the pot after your temporary decorations are removed.

Marketing and Retail Strategies: TBA
Organization: TBA

Passion & Pride Ball Planning Kick-off:
February 7th from 6-7:30p
at the Depot East Room

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Our plans for the flowerpots are just beginning. Ideas that are being considered include solar lights, metal decorations and more. The Design Committee, which meets on the first Thursday of the month at 5:30p at RTEC (next meeting February 2nd at 5:30p), would welcome your feedback or ideas either at the meeting or through a reply email.

Remember, these flowerpots are in front of your business, reflecting on your business and our community. Please take pride in these costly decorations and keep them looking great!

Writing a Business Plan and Learning New Tax Laws for 2011

This month there are two classes: *Overview of 2011 Income Tax Law Changes* (Webinar) and *Writing a Business Plan* (at RTEC).

For the *Overview of 2011 Income Tax Law Changes*, Steven R. Phillips, a CPA in the State of Colorado will present an overview of the 2011 Income Tax laws that will impact filing of income tax returns for the 2011 tax year. Presented by the Small Business Development for free on January 5th from 2-3p. Register at <https://www1.gotomeeting.com/register/535923896>

Rawlins DDA/Main Street is continuing our monthly business classes, which take place each 2nd Thursday of the month at 5:30p, with *Writing a Business Plan* with Jim Drever of the Small Business Development Center. Business plans are helpful both for those just starting a business and for those with an established business looking to expand. This free class will be on January 12th from 5:30-7p at the Rainbow Te-ton Entrepreneur Center at 116 4th St. Please call 328-2099 or visit <http://www.wysbdc.org/events.aspx> to register.

Your Feedback Please!

Now that the holiday rush is over, please sit down and contemplate a question for us – How can Rawlins DDA/Main Street improve our organization and help your business more? We will be planning for our new year in mid-January and we want your input! What do you think of our programs? Classes? Design Ideas? How could we help you improve your business and bring more people through the doors?

We want to hear all of your ideas and feedback - positive, negative, or in-between. Although we will take input from phone calls, written responses are preferred as they will be easier to share with our board and other volunteers. Responses received by January 12th will be used at our Board Retreat.

Please send to: Rawlins DDA/Main Street
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Rawlins DDA/Main Street's mission is to empower the community to preserve our history and build our future through economic development, downtown promotions, beautification and historic preservation.