



## "What's Up Downtown"

*The Laramie Main Street E-Newsletter*

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May 2009

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### Downtown Business Notices & Specials

### Trivia Question for May

When was downtown Laramie designated an historic district?

Email or call Laramie Main Street with the answer and you will receive a prize. Trivia questions will appear in every monthly newsletter. Winners will be based on the first correct response we receive. Answer and winner will be announced in the following newsletter.

**Laramie Main Street**  
**307-742-2212**  
[mainstreet@laramiewy.org](mailto:mainstreet@laramiewy.org)

Dear Kim

May has arrived, and thanks to the hardwork and dedication of all the generous volunteers who worked on Community Clean Up Day the town of Laramie could not look better! Laramie Main Street would like to thank everyone who helped with this noble event. There's a lot going on downtown this month -- please read on and mark your calendars. Also be sure to check out our website at [www.laramiemainstreet.org](http://www.laramiemainstreet.org).

Thank you for subscribing to the monthly Laramie Main Street Program e-newsletter -- as always, please call (742-2212) or email ([mainstreet@laramiewy.org](mailto:mainstreet@laramiewy.org)) if you have news for the June newsletter.

### Farmer's Market Begins in July

The annual Downtown Farmer's Market returns! Beginning on Friday, July 3rd, the Downtown Laramie Business Association proudly brings you the Downtown Farmer's Market: a great place to shop, dine, mingle, and just be. The Farmer's Market will run throughout the summer of 2009 every Friday from 2-7pm. The market will take place in the same location, right in the middle of marvelous downtown Laramie.



Any local vendors interested in setting up a booth at the market should contact Celeste Havener of the DLBA at (307)742-9204. Be sure not to miss this unique part of Laramie culture, and to support our

### The Yoga Space

The Yoga Space, 209 S. 1st Street, will be closing May 31/09, for at least a year; engage in the life of your dreams through the various special and weekly offerings for this last month....

Visit the website for all details of upcoming events:

[www.YogaSpaceWyoming.com](http://www.YogaSpaceWyoming.com)

Creating Your Home Yoga Practice Workshop: Sat May 9: 2-5pm.

Sunrise Yoga Series: Tues & Thurs May12-28/09; 7-8am

Living Life On Purpose Course: 4 Wednesdays: May 6-27; 7:15 - 8:45 pm  
Meditations for Joyful Living: 3 Mondays: May 11-25; 7:15 - 8:30 pm

Contact Debbie Mathew with your questions:

[debbie@yogaspacewyoming.com](mailto:debbie@yogaspacewyoming.com) or 742 9461

The Last Hurrah for May 2009! Special Monthly Unlimited Deal \$60; \$50 for full-time Students & Seniors Unlimited passes good for all weekly regular classes, not for Series (Sunrise, Meditation).

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#### SPECIAL MAY RETAIL SALE

Buy 1 item@5% off; 2 items@10%off  
3 items@15% off; 4+ items@20%off  
Retail includes:

Mats (\$18-\$55); Blocks (\$10-\$14); Straps (\$9-\$18); Blankets (\$23-\$30); Eye bags (\$9-\$11); Neck pillows (\$24); Bolsters (\$45-\$80); CD's, Books (\$5-\$49); Mat bags/harnesses (\$11-\$50); Wrist supports (Foam wedge, \$14; Gripitz \$40); Meditation bench (\$80)  
Come in soon for the greatest selection; quantities vary!

local farmers and businesses. We look forward to seeing you downtown Friday afternoons all summer!

### Community Clean Up Day a Smashing Success



Hundreds of volunteers braved the sleet, wind and rain on April 25th, and we all can thank them for the makeover

our town received. Not deterred by the weather or the fact that the event had to be delayed for a week, the volunteers displayed a dramatic sense of pride in their community and deserve a hearty thanks from all who call Laramie home.

The event was sponsored by the Laramie Economic Development Corporation in conjunction with the help of the city of Laramie, the Laramie Boomerang, and the Laramie Main Street Program. All groups worked dilligently to ensure the event ran smoothly, and with a tremendous show of community spirit it certainly did.

The Laramie Main Street Program is proud to have co-sponsored this noble event. We look forward to seeing even more citizens of Laramie and Albany County out next year ensuring their town looks beautiful and cared for. There is a reason Laramie is the envy of the rest of Wyoming: our citizens care about their town and are willing to help make it even better.

The Laramie Main Street Program would also like to send a special thanks to The Coal Creek Coffee Company for generously providing coffee to help warm the many volunteers.

### Community Plaza Update

Summer is almost here, and plans for beginning the first phase of development for the Community Plaza are



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## The City of Laramie

Downtown Street Lighting Project began April 13th 2009.

This summer, the City of Laramie will complete the first phase of upgrading and replacement of the electrical infrastructure to downtown antique street lights as well as replace nineteen light poles with new decorative antique light fixtures. The affected area will be from First Street to the alley between Second Street and Third Street; and from Garfield Street to University Street.

Don't forget to visit [www.ci.laramie.wy.us](http://www.ci.laramie.wy.us) for accurate information about the Downtown Street Lighting Improvement Project.

## Quote from a Laramie Local

becoming more concrete. Ground breaking on the first phase is scheduled to begin in late July. Be sure to check out the progress as Laramie Main Street continues to diligently work to ensure this treasure for the downtown becomes a reality. Soon Laramie will have a forum where our citizens can stroll freely and enjoy the wonderful ambiance of their downtown. Please visit our website at [www.laramiemainstreet.org](http://www.laramiemainstreet.org) to view a brochure describing the outlay of the soon-to-be plaza.

If you would like to donate to the project and help make turn this great idea into a reality, please contact Laramie Main Street at 307-742-2212 or visit our website and click on the donate now icon.

## University of Wyoming Posts Solutions for Difficult Economic Times

"Market conditions are tough right now, but I'm confident things will turn around. Are there strategies I may implement during this slow time to help better position my business for the future?" Steve, Laramie

As a former banker, I find a majority of my friends are bankers, portfolio managers or business service providers. Perhaps that is because of the propensity to see these same individuals at the golf courses and other "social networking" venues I still frequent. My current responsibilities as a business counselor and legal specialist with WyomingEntrepreneur.Biz make for a synergistic partnership with these colleagues.

On the occasions I have to visit with these "finger-on-the-pulse-of-the-economy" friends of mine, I always ask, "What should I be telling my business clients to do in this economy"? The resounding response is -- grow. But that can mean different things to different people. Perhaps my commercial lending compadres are suggesting the time is ripe for a huge expansion loan, but I doubt it. Maybe my investment friends are suggesting I tell you to go diversify your portfolio, but they always say that, so I doubt these tough economic times warrant any special treatment. No, I think what "those in the know" are suggesting is this is a good time to invest in your business.

Investing in your business can mean many things. To me that means working on your infrastructure. We all know infrastructure is just a big word for

"Downtown is one of the reasons I decided to make Laramie my home...I think it's wonderful you are working on downtown. I love going downtown. The shops are the best in town, but what keeps me coming back is the shop owners. It's the only real place in Laramie to get a real understanding of just how welcoming the fine folks of Laramie really are. I feel this is one of Laramie's best gems."

James Jordon, a local resident, wrote these sentiments, which the Laramie Main Street Program could not agree with more. Keep up the excellent work, downtown businesses! You are what make Laramie truly unique!

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**307-742-0932**

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"the nuts and bolts" of your company; new record keeping software, a piece of equipment that needs refurbished/replaced, certification you have put off, even resurfacing the parking lot or a new coat of paint on the office walls. These are all infrastructure.

When business is good you are too busy to worry about those small details. How many times during peak sales did you say to yourself, "I need to take care of {insert problem area here}."

But you never did because you were too busy making money to find time to spend it. Now is the time to reinvest it in the company. With the economic slowdown, slow sales and fear of just covering the bills comes a temptation to withdraw and save every penny.

Problem with that is, we know things will rebound. Already \$1.5 trillion has been earmarked for something called "economic stimulus" nationwide. Whatever that really means, it suggests there will be a lot of money to be spent. When the good times come back, will your business be poised to capitalize? Or will you be woefully unprepared?

One final thought: If you think your business is as prepared for the rebound as it can possibly be and you have employees, consider investing in your greatest asset -- your staff. Employee training is a fairly low-cost, high-return and easy investment in the people who make your business run.

If you are unsure what training your people need, or how to find the training they need, contact a local WyomingEntrepreneur.Biz office for a no-cost consultation.

Whether in equipment, real estate, your business plan or people, an investment in your business today will lead to rewards when the inevitable bounce-back arrives.

The WSBDC is a partnership of the U.S. Small Business Administration, the Wyoming Business Council and the University of Wyoming. To ask a question, call 1-800-348-5194, e-mail [wsbdc@uwyo.edu](mailto:wsbdc@uwyo.edu) or write 1000 E. University Ave., Dept. 3922, Laramie, WY 82071-3922.

Posted on Tuesday, April 21, 2009

Sincerely,  
The Laramie Main Street Program Team

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