

## **STORYTELLING & EXPERIENCED BASED RETAIL**

Showcase the culture, diversity & entrepreneurs of downtown by interviewing business owners, employees, residents & district champions. Utilizing photos, short form videos & our podcast, we will invite the community to engage in the authentic stories of the district.

## **BEAUTIFICATION & BUSINESS SUPPORT**

As WYDOT makes improvements to Third Street in 2025, we are preparing to support businesses through construction & by working with Laramie Public Art & the City to beautify the street with public art, lights & signage. We are committed to making Third a welcoming corridor that feels less like a busy highway & more like a part of downtown.

## **IMPROVED PARKING & WAYFINDING**

Working with Laramie Public Art, our staff & volunteer parking ambassadors are installing new public parking lot signage. In addition, with the City & Visit Laramie, we are installing directional signage to help visitors access downtown shops, restaurants & all day parking lots. Attractive, easy to read signage will improve the visitor experience & visibility of local cultural assets, supporting a vibrant downtown.

## **HOUSING & ADAPTIVE REUSE**

With a demand for more housing & commercial space downtown, we will support public-private partnerships to develop vacant lots, adapt buildings for new uses & add residential units to the district. By understanding the market & consumer demand, we will breathe new life into underutilized spaces which will in turn, bring more people & income into existing businesses.

## **MEMORY MAKING SPACES & EVENTS**

We want our events, from the Farmers Market, Brewfest, International Flavor Festival, Small Business Saturday & the holiday parade, to be both memorable for the community & financially beneficial for local businesses. Thus, we will work to improve our promotions & public spaces, from Laradise Lane, the First Street Plaza & the public parking lots, so they enhance the economic & social vitality of the district.