



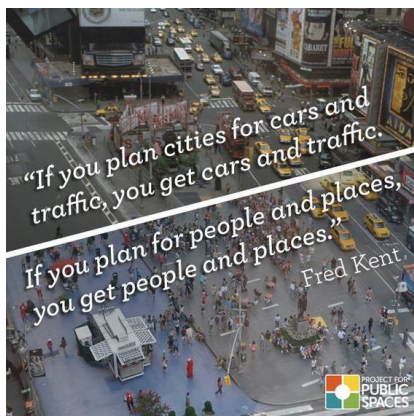
"Success usually comes to those who are too busy to be looking for it."

-Henry David Thoreau

To enjoy the full content of our newsletter, we recommend desktop viewing.

Like our newsletter? Make sure you sign up by July to continue receiving full access!

Strong Businesses Create Strong Communities



Wyoming Main Street's "Placemaking"



The Douglas Alley Street Art Project

Training to Kick Start Community Improvement

65 attendees from around the state of Wyoming will convene in Douglas for training this May.

Placemaking training is a collaborative effort created by two national non-profit organizations; National Main Street Center and Project for Public Spaces. Its primary purpose is to facilitate small community-driven projects in downtown districts by turning “inadequate [areas] into extraordinary” places.

These developmental projects are designed to revitalize downtown areas on a limited basis while communities work towards reaching long-term development goals in all aspects of community life.

Within the State of Wyoming itself, the Wyoming Main Street’s Placemaking program ultimately aims to foster culturally rich town squares with an emphasis on encouraging local congregation in public squares and venues; develop productive business capital for economic growth; garner cultural and historical interests; and generate a self-sustaining economy for the cowboy state.

To reach these goals, this year’s Main Street Placemaker training will offer 65 attendees from differing Wyoming communities the opportunity to visualize new concepts for downtown areas such as old abandoned parking lots, parks, and alley ways.

The training, scheduled to take place over the course of two days, is expected to generate approximately \$15,000+ into the Douglas economy.

Douglas competed for and won the

Welcomes Volunteers and Mural Ideas

Help The Enterprise improve upon some of Douglas' less attractive areas.

Often times when we think of “street art” we envision dramatic spray painted abandoned bridges or train cars.

Street art, also referred to as graffiti, originally created as a means to identify particular gang turfs, has since become poetic diversity amidst emerging street artists.

For example, consider the rise of Banksy and his graffiti street art-with an average sale price of \$100,000; Banksy’s art creates dialogue for even the most pessimistic of art critics.

Today, modern metropolis' have embraced the street art concept to bring about fresh perspectives to old appearances, and offers aesthetically pleasing environments.

For this reason, The Enterprise is seeking out residents, organizations, or clubs to join in helping us improve upon some of Douglas' less desirable areas with local flair and concepts.

The Enterprise has 3 available sites for mural painting-simply prepare your concept on an 8x10 sheet of paper and submit it to us; we will present the idea on your behalf to the City of Douglas for approval.

All types of mural concepts including modern graffiti art are welcome, but please keep in mind your mural idea should remain age appropriate.

Once approved, The Enterprise will provide the necessary paint and tools to help you complete your project. To get started, give us a call at 358-2000.

opportunity to host this prestigious event.



"Graffiti is a Crime" Banksy, 2013

Business On Mountain Time



1st Thursdays Kickoff Success

On May 4th, local businesses congregated downtown to display available products, food, and services to patrons.

Anne Saunders, owner of 2nd St. Yoga, in collaboration with Allure's Megan Tillard, will be hosting Douglas' annual summer 1st Thursdays' events.

The Enterprise stopped by Allure and sat down with Megan Tillard to get the details for members interested in signing up. Megan explained 1st Thursdays originated as Anne's idea in wanting to offer later shopping hours as a means of providing evening shopping opportunities for patrons.

As the event grew to include more vendors, including home-based businesses, 1st Thursdays was then moved outdoors for shoppers to peruse booths in the downtown area.

1st Thursdays now hosts over 80 vendors from a diverse background of businesses throughout the Douglas community, and generates over a 1,000 participants.

If you are wondering whether you should rent booth space, consider Megan's observation on the matter, "As a business owner, I noticed there is an increase in foot traffic in to Allure the

week following each event." She mentioned often times visitors from out of town will stop in after an event to discover in-store items.

In addition to the diverse community atmosphere, 1st Thursdays' events are also fun-filled themes. The 1st Thursday event in May celebrated Cinco de Mayo. Participants and vendors were encouraged to show up in their best Cinco de Mayo attire and decor. Each month has a specific theme.

She further suggested for a successful 1st Thursdays experience, vendors should consider playing music and games, in addition to prizes and drawings. The overall goal of 1st Thursdays is to embrace what the community has to offer from both a social and economic aspect.

There are no fees to reserve vendor space and participation is free for all ages.

For vendor
information
contact Megan
Tillard at Allure
at
(307) 358-8075
or Anne
Saunders at
Peak Fitness
(307) 358-9888.



Megan Tillard, Owner of Allure

Monthly Business Tip:

Entrepreneur.com states the following lessons as 10 essentials for business prosperity:

1. Know your clientele.
2. Create a cash flow ASAP.
3. Always find new ways to keep costs low.
4. Overestimate expenses, underestimate revenue.
5. Focus on sales and marketing strategically.
6. Find ways to exponentially increase profits.
7. Test and measure everything.
8. Accept that learning more equals earning more.
9. Don't discount, instead add value.
10. Get a business coach.

The logo for Business Mountain Time features a stylized mountain range icon above the text. The word "BUSINESS" is in a bold, sans-serif font. Below it, "MOUNTAIN" is written in a smaller, similar font. The word "TIME" is the largest and most prominent, in a very bold, blocky sans-serif font. The entire text is flanked by horizontal lines on both sides.

Let's Network!

There are a Million Reasons to Join, but We'll Keep it Brief.

As a basic member, you will receive the benefits of :

- Networking Opportunities
- Direct Website Link
- Monthly Newsletter
- Membership Plaque
- Notary Service
- Free Conference Room Usage

Upgrade your membership to receive additional business support such as (based on membership selection):

- Facade Grant Eligibility
- Notary Services
- Ribbon Cutting for New Businesses
- Tickets to Annual Awards Banquet
- Event Sponsorship
- Company Banner

For a membership application, please click the following link:

Apply Here!

Did You Know?

The light blue building located at 119 S. 3rd St. was originally a combined mortuary and furniture store from 1906-1947. This unique building is now attributed to the practice of law by the Peasley Law Firm.



About The Enterprise



Conducting Business on Mountain Time

Created in July of 2016, The Enterprise is a member based, not-for-profit organization dedicated to fostering community development and growth. We are a collaborative result of the merging of several former local entities: the Douglas Area Chamber of Commerce, Cando, Main Street Douglas, and the Converse County Visitor Center.

Through our available grant incentive programs, we are effectively able to assist businesses, facilitate community development, improve local marketing efforts, and keep our community informed about local events and activities.

Our Mission:

It is the vision of The Enterprise to showcase Douglas' multi-faceted, thriving Western culture through business diversity and development, historical preservation, and community enrichment.

We believe continuous improvement upon these areas will facilitate economic growth, encourage visitor interest, and provide our growing community an enhanced quality of life.

Online Resources

Upcoming Events

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