



CITY OF GILLETTE

www.gillettewy.gov

ADMINISTRATION

PHONE 307-686-5203

MEMORANDUM

TO: Mayor and Members of the City Council

FROM: Michael Cole, City Administrator

RE: General Information

DATE: May 1, 2026

The following meetings are scheduled for the week of **May 2-8, 2026**

Tuesday, May 5th

6:00 p.m. City Council Meeting, Council Chambers

Thursday, May 7th

12:00 p.m. Governor's Luncheon, Cam-Plex Energy Hall

Thursday, May 7th

12:00 p.m. National Day of Prayer Ceremony, Lasting Legacy Park

Thursday, May 7th

**5:00 p.m. Energy Capital Economic Development Annual Event
Cam-Plex Energy Hall**

Friday, May 8th

10:00 a.m. Arbor Day Celebration, Rawhide Elementary School

1. Attached please find **Wyoming Cost of Living Index Fourth Quarter of 2025** dated **April 24, 2026** provided by the **State of Wyoming Economic Analysis Division Department of Administration & Information**.

2. Attached please find a **flyer** regarding **Governor's Luncheon** on **May 7, 2026** at **12:00 p.m.** at **Cam-Plex Energy Hall** provided by **Campbell County Chamber of Commerce**.
3. Attached please find **Downtown Gillette Annual Report** dated **January – December 2025** provided by **Gillette Main Street**.

MC/adw



ADMINISTRATION
& INFORMATION

ECONOMIC ANALYSIS DIVISION

Mark Gordon, Governor | Patricia L. Bach, Director | Wenlin Liu, Administrator

FOR IMMEDIATE RELEASE

Friday, April 24, 2026

Contact: Amy Bittner, Principal Economist

Wyoming Cost of Living Index for the Fourth Quarter of 2025

CHEYENNE - The fourth quarter of 2025 Wyoming Cost of Living Index (WCLI) is now available from the State of Wyoming, Economic Analysis Division. The WCLI consists of two parts, **Inflation**, which measures year-over-year change (annual) and the **Comparative Cost of Living Index** which compares each county's cost of living in one period (not over time) to the statewide average.

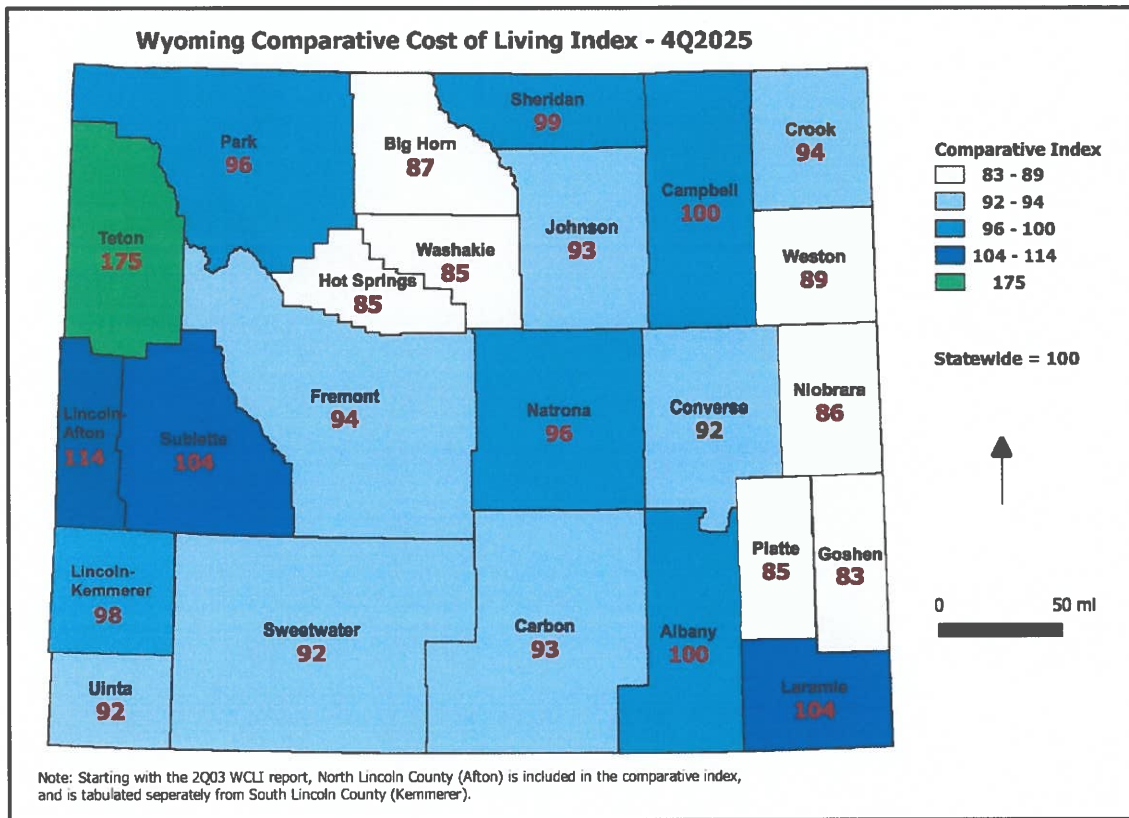
Inflation results:

- All Items Statewide inflation was 3.4%
- Statewide inflation by consumer category:
 - Apparel 7.1%
 - Housing 5.2%
 - Medical 3.7%
 - Food 2.6%
 - Recreation & Personal Care 2.3%
 - Transportation -1.8%
- Regional inflation rates:
 - Northwest 3.7%
 - Southwest 3.7%
 - Southeast 3.5%
 - Northeast 3.4%
 - Central 2.6%

U.S. inflation rate, CPI-U, from December 2024 to December 2025 was 2.7% (Source: U.S. Bureau of Labor Statistics, BLS - Consumer Price Index for all Urban Consumers).

WCLI inflation is reported for the State, by consumer category, and for five regions in the State. Inflation measures year-over-year price changes in six consumer categories. The inflation figures for the fourth quarter of 2025 represent the percent change in the price level of a standard basket

of selected consumer items priced in the fourth quarter of 2025, compared with the price level of the same goods and services recorded one year prior (fourth quarter of 2024).



The Comparative Cost of Living Index represents each county's price level compared to the statewide average (100) during a single period. For the fourth quarter of 2025, the Comparative Cost of Living Index ranked Teton (175) as the county with the highest **All Items** value, which indicates that the cost of living in Teton County was estimated 75 percent higher than the statewide average in the quarter.

Comparative Cost of Living Index values for all counties in Wyoming are listed in Table 1 on page 4. Movement in ranking from a previous survey does not indicate that the price level has increased or decreased in a particular county. Instead, these values reflect relative price levels in each county, *at the time of data collection*, compared with the statewide average of 100. Comparative Cost of Living Index data were also produced by consumer category for every county.

Survey Methodology

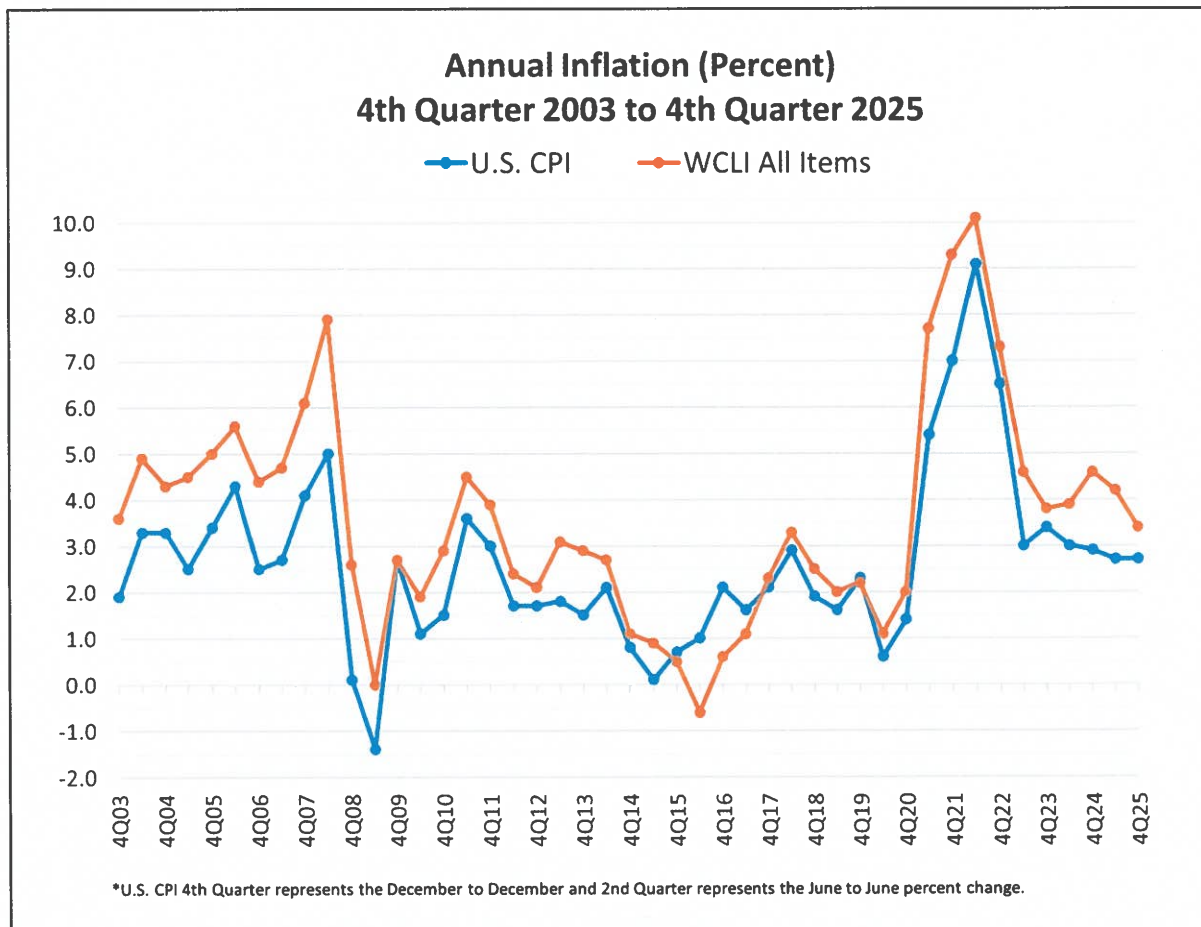
The WCLI is produced biannually, the second quarter and the fourth quarter. Price data are collected in twenty-eight cities and towns in Wyoming and the data are used to build a Comparative Cost of Living Index by county and to estimate overall inflation rates for Wyoming and the five designated regions of the State. A map of the twenty-eight cities and towns where price data were collected is displayed on page 5.

Communities across the State are included in the WCLI based on the following criteria: First, the

largest city or town in each county is priced; additionally, prices are collected in any city or town with populations greater than 5,000 or in cases of a city or town having at least 80 percent of a county's largest community's population. In counties where only one community was priced, those prices were used to represent the entire county. In counties where two communities were surveyed, a population-weighted average of the prices for the two communities was used for the entire county. In addition, starting with the second quarter of 2003 WCLI report, Afton, in Lincoln County, was added as a sampling point through legislative action in 2003. Kemmerer is still priced. Comparative Cost of Living Index numbers are reported separately for Afton and Kemmerer. Beginning with the second quarter of 2004, Afton, has been included in the inflation calculations.

The 140 consumer items surveyed were aggregated into six categories, which were then weighted using item weights from the U.S. Bureau of Labor Statistics (BLS), Consumer Price Index (CPI-U), reflective of their overall importance in the average consumer's budget. These categories, and their respective weight components, include Housing (49.4%), Transportation (16.6%), Food (13.7%), Recreation & Personal Care (8.9%), Medical (8.3%), and Apparel (3.2%).

The data are weighted by population to more accurately represent the price changes experienced by the majority of consumers in Wyoming.



The Division wishes to extend its sincere appreciation to all of the businesses and individuals whose cooperation and assistance made this survey possible.

Table 1 - Wyoming Comparative Cost of Living Index - 4Q25
(Statewide Average = 100)

COUNTY	Index Number by Category:							Recreation & Personal Care
	All Items	Food	Housing	Apparel	Transportation	Medical		
Teton	175	118	238	129	108	108	122	
Lincoln-Afton	114	105	118	113	105	134	105	
Laramie	104	97	112	98	97	94	100	
Sublette	104	117	101	120	105	100	99	
Campbell	100	105	98	103	101	95	104	
Albany	100	102	100	114	99	88	103	
Sheridan	99	101	97	106	102	95	105	
Lincoln-Kemmerer Park	98	106	91	103	100	118	96	
Park	96	104	90	100	103	99	100	
Natrona	96	100	94	91	98	97	99	
Fremont	94	93	89	92	100	116	93	
Crook	94	106	81	104	104	108	109	
Johnson	93	109	83	114	101	96	104	
Carbon	93	96	85	97	99	116	95	
Uinta	92	96	86	100	100	102	91	
Converse	92	97	86	87	98	104	93	
Sweetwater	92	88	86	91	100	108	96	
Weston	89	103	74	102	103	114	99	
Big Horn	87	105	74	89	101	96	95	
Niobrara	86	106	70	102	101	97	101	
Platte	85	91	75	98	100	89	101	
Washakie	85	93	74	101	100	90	100	
Hot Springs	85	97	72	82	102	94	99	
Goshen	83	97	70	106	99	94	89	

Starting with the 2Q03 Comparative Index, Lincoln-Afton was included.

Table 2 - Annual Inflation Rates by Category

QUARTER:	Inflation Rate by Category (Statewide Average):							Recreation & Personal Care
	All Items	Food	Housing	Apparel	Transportation	Medical		
WEIGHTS:	100.0	13.7	49.4	3.2	16.6	8.3	8.9	
4Q19	2.2	0.9	2.7	7.1	1.4	4.0	-0.4	
2Q20	1.1	4.9	2.6	2.7	-7.3	3.0	-1.0	
4Q20	2.0	2.7	3.2	4.0	-3.1	1.9	2.0	
2Q21	7.7	1.9	5.5	4.6	23.3	3.6	8.0	
4Q21	9.3	8.3	7.4	3.3	22.1	4.3	6.7	
2Q22	10.1	15.6	8.6	3.2	16.4	3.9	5.6	
4Q22	7.3	15.1	8.3	3.1	1.3	5.1	5.9	
2Q23	4.6	7.0	6.1	8.2	-1.5	3.8	4.2	
4Q23	3.8	3.8	4.2	3.0	2.2	4.1	5.3	
2Q24	3.9	5.8	4.4	1.3	1.2	4.3	3.2	
4Q24	4.6	5.6	5.6	2.8	3.9	2.9	1.0	
2Q25	4.2	3.7	5.8	4.9	0.4	3.8	2.7	
4Q25	3.4	2.6	5.2	7.1	-1.8	3.7	2.3	

Note: Item weights may not add to 100 due to rounding.

Note: The 2Q99 inflation calculations mark the first time the WCLI used all 23 counties to calculate the inflation rates.

Previously, only 15 counties were used. Starting with the 2Q04 report, the inflation numbers include Lincoln-Afton.

Table 3 - Annual Inflation Rates by Region

QUARTER:	U.S. CPI*	Statewide All Items	Inflation Rate By Region (All Items):				
			Southeast	Southwest	Central	Northeast	Northwest
4Q19	2.3	2.2	2.5	1.6	2.3	1.9	2.5
2Q20	0.6	1.1	1.8	0.2	1.7	-0.2	0.8
4Q20	1.4	2.0	1.9	1.9	2.7	0.9	2.1
2Q21	5.4	7.7	7.2	8.9	7.4	8.1	7.6
4Q21	7.0	9.3	10.2	9.2	7.4	10.4	9.1
2Q22	9.1	10.1	10.5	10.5	10.0	10.2	9.0
4Q22	6.5	7.3	7.2	8.2	7.4	6.7	7.0
2Q23	3.0	4.6	4.3	5.1	4.1	4.2	6.5
4Q23	3.4	3.8	3.3	5.0	2.7	4.1	5.1
2Q24	3.0	3.9	3.3	4.3	3.9	4.1	4.4
4Q24	2.9	4.6	4.0	4.2	5.6	4.8	4.5
2Q25	2.7	4.2	4.2	3.8	4.3	4.3	4.0
4Q25	2.7	3.4	3.5	3.7	2.6	3.4	3.7

Note: The 2Q99 inflation calculations mark the first time the WCLI used all 23 counties to calculate the inflation rates.

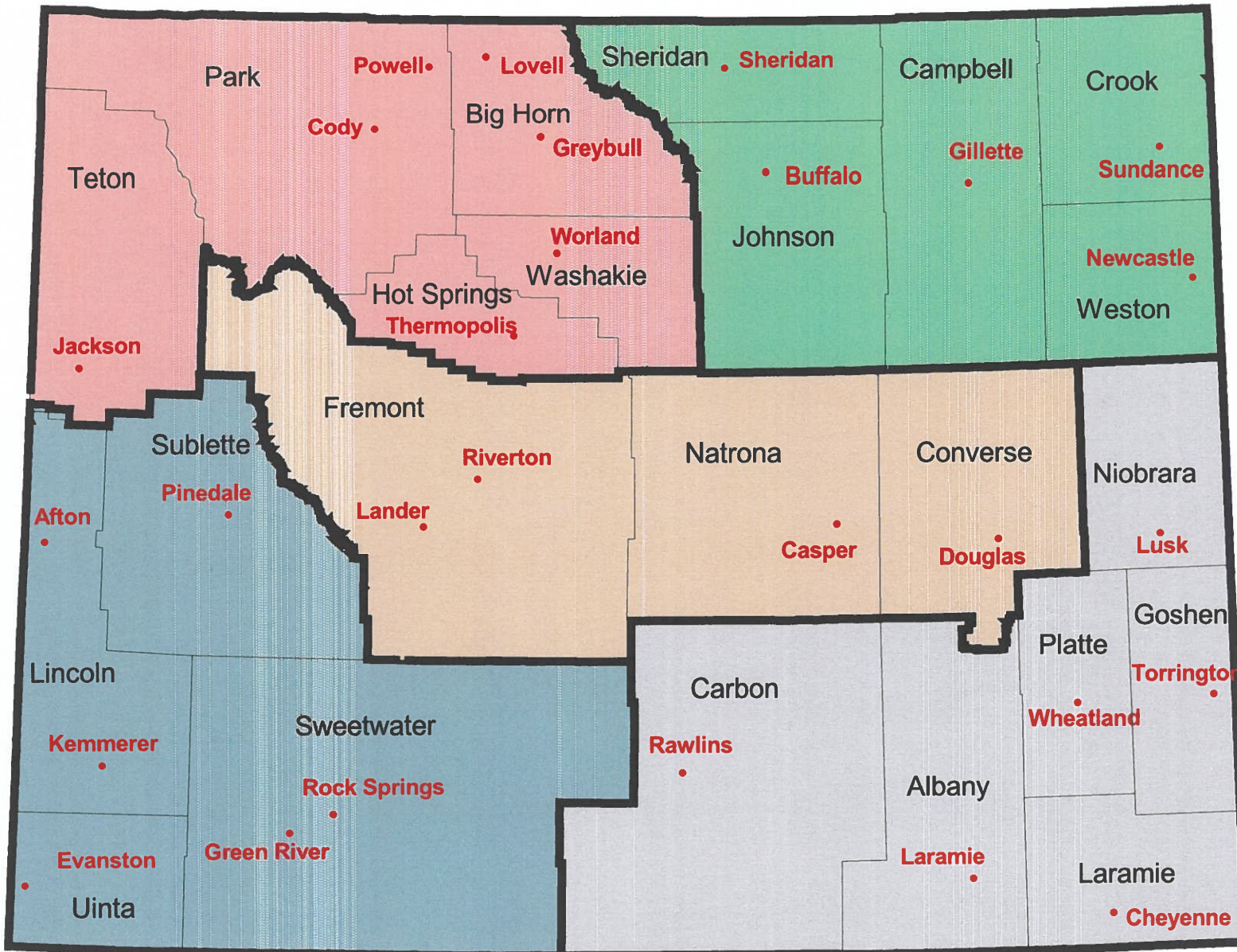
Previously, only 15 counties were used. Starting with the 2Q04 report, the inflation numbers include Lincoln-Afton.

* 4th Quarter represents the December to December and 2nd Quarter represents the June to June percent change in the US CPI-U.

Regional Composition for Inflation Estimate:

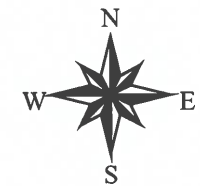
- Southeast:** Albany, Carbon, Goshen, Laramie, Niobrara, and Platte counties.
- Southwest:** Lincoln-Kemmerer, Lincoln-Afton, Sublette, Sweetwater, and Uinta counties.
- Central:** Converse, Fremont, and Natrona counties.
- Northeast:** Campbell, Crook, Johnson, Sheridan, and Weston counties.
- Northwest:** Big Horn, Hot Springs, Park, Teton, and Washakie counties.

Surveyed Communities and WCLI Regions



WCLI Regions

- Southeast: Albany, Carbon, Goshen, Laramie, Niobrara, and Platte
- Southwest: Lincoln (Kemmerer), Lincoln (Afton), Sublette, Sweetwater, and Uinta
- Central: Converse, Fremont, and Natrona
- Northeast: Campbell, Crook, Johnson, Sheridan, and Weston
- Northwest: Big Horn, Hot Springs, Park, Teton, and Washakie



Note: Starting with the 2Q03 WCLI report, North Lincoln County (Afton) is included in the comparative index, and is tabulated separately from South Lincoln County (Kemmerer).

TABLE 4 - AVERAGE RENTAL RATES - 4Q25 & 4Q24

County	APARTMENT (1)			MOBILE HOME LOT (2)			HOUSE (3)			MOBILE HOME (4)		
	4Q25	4Q24	Percent Change	4Q25	4Q24	Percent Change	4Q25	4Q24	Percent Change	4Q25	4Q24	Percent Change
Albany	\$1,001	\$945	6.0%	\$574	\$566	1.4%	\$1,616	\$1,488	8.6%	\$979	\$941	4.0%
Big Horn	\$688	\$624	10.3%	NA	NA	NA	\$956	\$904	5.8%	\$673	\$643	4.7%
Campbell	\$948	\$912	4.0%	\$601	\$557	7.9%	\$1,681	\$1,574	6.8%	\$1,059	\$1,049	1.0%
Carbon	\$798	\$793	0.6%	\$447	\$428	4.4%	\$1,078	\$1,056	2.1%	\$1,000	\$981	2.0%
Converse	\$853	\$824	3.5%	\$342	\$346	-1.0%	\$1,296	\$1,229	5.5%	\$883	\$857	3.1%
Crook	\$824	\$808	2.0%	NA	NA	NA	\$958	\$956	0.2%	NA	NA	NA
Fremont	\$924	\$893	3.6%	\$339	\$323	5.0%	\$1,201	\$1,174	2.4%	\$1,012	\$1,059	-4.4%
Goshen	\$667	\$630	5.9%	NA	NA	NA	\$906	\$923	-1.8%	NA	NA	NA
Hot Springs	\$696	\$681	2.2%	\$385	\$377	2.2%	\$845	\$873	-3.3%	NA	NA	NA
Johnson	\$724	\$686	5.6%	\$333	NA	NA	\$1,356	\$1,414	-4.1%	\$711	\$675	5.4%
Laramie	\$1,269	\$1,199	5.8%	\$647	\$615	5.3%	\$1,762	\$1,676	5.1%	\$1,366	\$1,241	10.1%
Lincoln (Kemmerer)	\$878	\$778	12.9%	NA	NA	NA	\$1,183	\$1,054	12.3%	\$1,144	\$1,057	8.3%
Lincoln (Afton)	\$1,168	\$1,156	1.0%	NA	NA	NA	\$1,657	\$1,623	2.1%	NA	NA	NA
Natrona	\$1,050	\$979	7.3%	\$586	\$527	11.2%	\$1,424	\$1,322	7.7%	\$808	\$763	5.9%
Niobrara	\$569	\$559	1.7%	NA	NA	NA	\$846	\$808	4.8%	NA	NA	NA
Park	\$901	\$850	6.0%	\$432	\$411	5.2%	\$1,361	\$1,295	5.1%	\$1,001	\$962	4.1%
Platte	\$706	\$688	2.6%	NA	NA	NA	\$930	\$912	2.0%	NA	NA	NA
Sheridan	\$907	\$862	5.3%	\$640	\$617	3.8%	\$1,562	\$1,546	1.1%	\$1,191	\$1,200	-0.7%
Sublette	\$1,003	\$925	8.4%	NA	NA	NA	\$1,545	\$1,515	2.0%	NA	NA	NA
Sweetwater	\$764	\$750	1.8%	\$561	\$523	7.2%	\$1,201	\$1,157	3.8%	\$1,052	\$1,015	3.6%
Teton	\$3,476	\$3,366	3.3%	\$1,009	\$909	11.0%	\$4,358	\$4,286	1.7%	\$1,832	\$1,764	3.9%
Uinta	\$905	\$876	3.3%	\$381	\$369	3.3%	\$1,281	\$1,150	11.4%	\$1,015	\$938	8.2%
Washakie	\$677	\$665	1.8%	NA	NA	NA	\$988	\$961	2.7%	NA	NA	NA
Weston	\$738	\$738	0.0%	NA	NA	NA	\$919	\$825	11.4%	\$749	\$677	10.6%
Southeast	\$1,094	\$1,038	5.4%	\$580	\$558	4.0%	\$1,563	\$1,484	5.3%	\$1,178	\$1,086	8.4%
Southwest	\$877	\$844	3.9%	\$521	\$504	3.5%	\$1,301	\$1,231	5.8%	\$1,082	\$994	8.9%
Central	\$992	\$937	5.9%	\$488	\$448	8.9%	\$1,345	\$1,269	6.0%	\$876	\$860	1.9%
Northeast	\$893	\$858	4.2%	\$535	\$505	5.8%	\$1,512	\$1,456	3.9%	\$1,039	\$1,017	2.2%
Northwest	\$1,596	\$1,531	4.2%	\$552	\$513	7.5%	\$2,118	\$2,062	2.7%	\$1,169	\$1,105	5.8%
Statewide Average	\$1,060	\$1,019	4.1%	\$536	\$507	5.7%	\$1,538	\$1,468	4.8%	\$1,068	\$1,011	5.7%

Regions:

Southeast: Albany, Carbon, Goshen, Laramie, Niobrara, Platte
Southwest: Lincoln (Afton), Lincoln (Kemmerer), Sublette, Sweetwater, Uinta
Central: Converse, Fremont, Natrona
Northeast: Campbell, Crook, Johnson, Sheridan, Weston
Northwest: Big Horn, Hot Springs, Park, Teton, Washakie

(1) - Two-bedroom, unfurnished, excluding gas and electric.

(2) - Single-wide, including water.

(3) - Two or three-bedroom, single family, excluding gas and electric.

(4) - Two or three-bedroom, including lot rent.

Note: The regional averages are weighted by population within the region.

(NA) - There were too few observations to report the data.

Governor's Luncheon

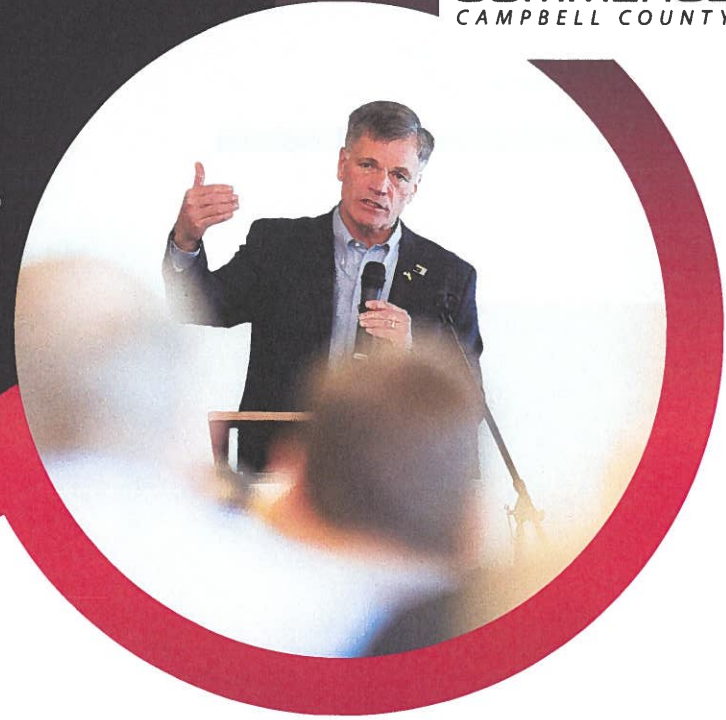
Join us for the Annual Governor's Luncheon featuring Wyoming's 33rd Governor, Mark Gordon. Elected in 2018 and re-elected in 2022 with a historic 79% of the vote, he is a steadfast advocate for Wyoming's independence, fiscal responsibility, and economic growth.

Smart Leadership for Wyoming's Future

SPONSORS



CHAMBER of COMMERCE
CAMPBELL COUNTY



Champion Sponsor



Partner Sponsors



Friend Sponsors

ANB Bank
Campbell County Health
First Northern Bank



When: May 7th, 2026

Where

CAM-PLEX Energy Hall
12:00 PM to 1:00 PM

\$50 Chamber Member
\$60 Non-Chamber Member



307-682-3673



connerl@gillettechamber.com



www.gillettechamber.com

JANUARY - DECEMBER 2025

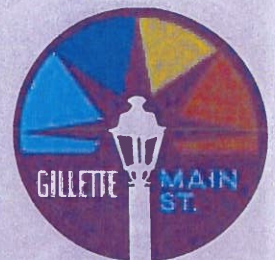


D O W N T O W N
G I L L E T T E

ANNUAL REPORT

PROVIDING ECONOMIC AND SOCIAL OPPORTUNITIES BY
PROMOTING AND STRENGTHENING THE VIABILITY AND
HISTORIC PRESERVATION OF DOWNTOWN GILLETTE.

WWW.GILLETTEMAINSTREET.US



2025 REVIEW: GROWTH & ENGAGEMENT

2025 marked another year of strong momentum for Downtown Gillette. The district added a net four new businesses and one expansion, resulting in 9 net new jobs and \$430,000 in private investment throughout the district.

Volunteerism and community pride were key strengths in 2025. The launch of the Golden Broom Award helped engage volunteers and downtown stakeholders in beautification efforts, contributing to 5,626 volunteer hours valued at \$208,162 and fostering a cleaner, more welcoming downtown.

Events continued to be a strong driver of economic impact and visitation in our downtown district. The Downtown Thursday Night Concert Series experienced a 5% increase in attendance, welcoming 6,300 attendees throughout the season. In addition, the Parade of Lights has grown significantly, now drawing nearly 10,000 attendees and further solidifying its role as one of our community's most highly anticipated and well-attended annual events.

Downtown Gillette strengthened its leadership locally and statewide throughout the year through strategic partnerships and business support initiatives. Gillette Main Street was one of five Wyoming Main Street programs selected to participate in a small business digital coaching initiative, with five downtown Gillette businesses benefiting from a grant funded by Wyoming Main Street and the USDA. GMS also partnered with the City of Gillette to award \$5,000 in Downtown Façade Improvement Grants to downtown businesses, with each organization contributing \$4,500 to support exterior enhancements.

Looking ahead to 2026, continued growth is anticipated with new businesses, ongoing downtown revitalization efforts, and exciting initiatives including 250th celebration events and promotions, the new Historic Edward Gillette State display, the Downtown Storywalk, and expanded historic photo features.



POWERING MAIN STREET

JANUARY - DECEMBER 2025



INVESTMENT STATS

FUNDRAISING
SUPPORT
\$175,581

1 FACADE
IMPROVEMENTS

IN-KIND
SUPPORT
\$77,200

4 NET NEW
BUSINESSES

PRIVATE
INVESTMENT
\$430,000

9 NET GAIN JOBS

3 BUILDING
IMPROVEMENTS

BUSINESS SUPPORT

\$1,300

DOWNTOWN
DOLLARS
PAID

\$5,000

FACADE
GRANTS
AWARDED

Gillette Main Street strengthens downtown businesses from concept to long-term success through façade and sign improvement programs, redevelopment support, design guidance, and targeted grant opportunities. We further advance business growth through strategic marketing, professional development resources, and collaborative partnerships.

VOLUNTEER STATS

5,626 VOLUNTEER
HOURS
(EQUALS 3 FULL-TIME POSITIONS)

\$208k VOLUNTEER
VALUE

WELCOME NEW BUSINESSES!

- **1892** (206 S. Gillette Ave.)
Restaurant & Bar
- **Coal County Candy Shoppe** (219 S. Gillette Ave.)
Unique Candy, Treats, Snacks
- **1935 Refined Western** (301 S. Gillette Ave.)
Western Wear, Jewelry, Home Decor
- **The Nocturnal Tome** (320 S. Gillette Ave.)
Gift & Bookstore
- **4Ever Keepsakes** (309 S. Gillette Ave., Ste.B)
Personalized Items, Florals, Embroidery
- **WebPros Media** (116 S. Gillette Ave.)
Marketing Experts
- **Cinco de Mayo** (103 E. 3rd Street)
Mexican Restaurant



STRENGTHENING THE HEART OF OUR COMMUNITY

As an Accredited Main Street Community, Downtown Gillette's Main Street Program follows the Main Street Approach™, made up of four focus areas, Design, Promotion, Economic Vitality, and Organization. This preservation-based economic development model is practiced by a network of over 1,200 communities nationwide.



DESIGN



Holiday Window Decorating Contest

PHYSICAL IMPROVEMENTS

Annual Downtown Banners. 3rd Street Plaza Improvements: Pavers, Lights, Banners, Self-Watering Hanging Baskets, Large Planters, Downtown Holiday Decor, Downtown Facade Improvement Grant, Annual Cleanup Days, Planter Maintenance, 3rd Street Plaza Mural, Edward Gillette Statue, Gateway Lighting, Gateway Signage, Gillette Ave Tree Lights, Historic Utility Wraps, TravelStory Sidewalk Stickers, LOVE Gillette Sign, StoryWalk Displays



PROMOTION



Trick-or-Treat Gillette Main Street

MARKETING & PROMOTIONS

Downtown Shop Hop, Blizzard Bingo, Love Notes from GMS, Downtown Thursday Night Concert Series, Brews & Cruise, Downtown Yard Sales, WyoGives Day Picnic, Trick-or-Treat Main Street, BOO-FEST, Plaid Friday/Small Business Saturday, Parade of Lights, Winter Walk, Community Dinners, Website, Facebook Pages, Facebook Event Pages, TravelStory Self-Guided Tour, Downtown Guide, Downtown Business Map, Year-Round Marketing



ECONOMIC DEVELOPMENT



1892 Grand Opening

ECONOMIC VITALITY

Downtown Dollars, Building/Business Inventory, Small Business Outreach, Downtown Recruitment & Retention, Downtown Impact Data, Private Downtown Merchant Facebook Group, Business Social Media Sharing, Business Expansions, Building Rehabilitations, Downtown Infrastructure Improvements, Public & Private Investments, Inkind Support, One-on-One Business Visits, Business Climate Surveys, Technical Assistance Referrals



ORGANIZATION



Annual Volunteer Awards

LEADERSHIP & MANAGEMENT

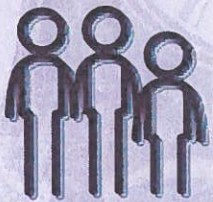
Annual Main Street Accreditation, Transformation Strategies Refresh, Strategic Planning, Board Training, Annual Work Plans, Print Media Partnerships, Fundraising, Grant Management, Friends of Gillette Main Street, Volunteer Recruitment & Management, Downtown Impact Data Collection & Management, Community Involvement, Public & Private Partnerships, Volunteer Committees, Partnerships with Historic Preservation Organizations

2014 - 2025 REINVESTMENT

11 YEARS AS A CERTIFIED
MAIN STREET PROGRAM



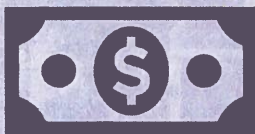
54 net new businesses opened



146 net new jobs created



\$855,001 in private fundraising



\$277,900 in grants



\$521,990 in-kind support



**29,072 volunteer hours
= 14 full-time positions
= \$798,028 value**





FACADE GRANT PROGRAM

In partnership with the City of Gillette, our grant program helps Downtown Gillette business and building owners upgrade their storefronts – boosting property value, strengthening each block, and creating a more vibrant, and welcoming district for all.

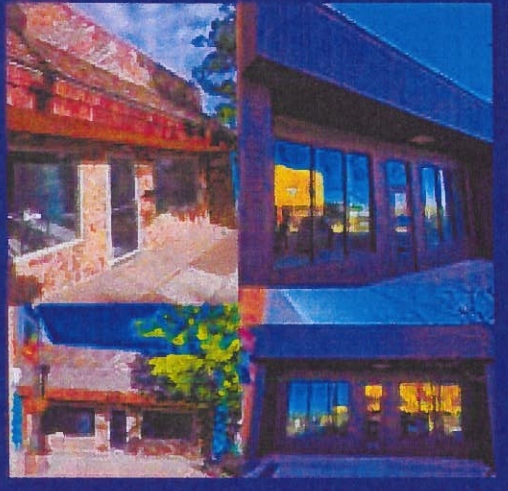
Facade Improvements (Exterior):

- Signage
- Lighting
- Paint
- Awnings
- Walls, Windows, Doors
- Tuck-pointing
- ADA Improvements

LIFETIME PROGRAM STATS

4
Projects
Approved

\$14,117
Total Funds
Awarded



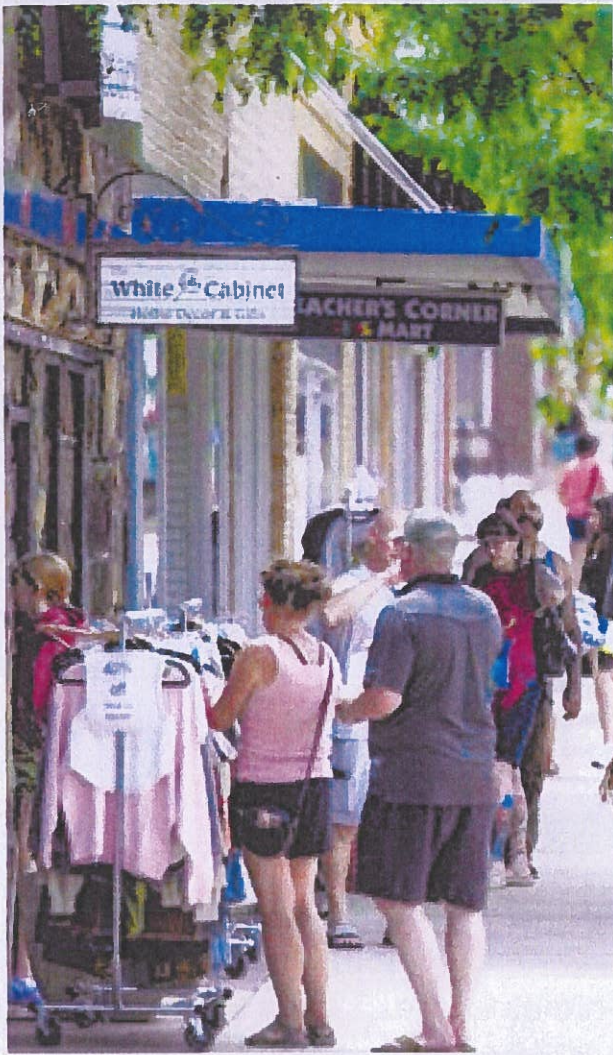
PRIDE OF PLACE

In 2025, Gillette Main Street introduced the **Golden Broom Award**. Each quarter, GMS honors property and business owners who go above and beyond in maintaining clean, attractive storefronts. This lighthearted but meaningful recognition program reinforces shared responsibility and celebrates the everyday efforts that make downtown shine.



GOLDEN BROOM AWARD





MAIN STREET IMPACT & REACH

January - December 2025



**10,072 Visitors
to Downtown
Visitor Center**



1,179 Coal Mine Tours
Originated out of the Downtown
Gillette Visitor Center



804K (INCREASED 10%
OVER LAST 3 YEARS)
People to Downtown
20+ Events/Promotions



**1,627 Self-Guided
Historic Walking Tours**



**630 Guided Historic
Downtown Walking Tours**



Media Reach
Website Views: 4K
Website Visits: 3K
Social Media Reach: 1.84M
Social Followers: 16K
(3 Facebook pages, 1 Instagram, 1 LinkedIn)

The Downtown Gillette Main Street Program is a private 501c3 non-profit organization. The program is led by a team of three staff and eight board members and supported by standing committees and volunteers.

The program is an Accredited Member of Main Street America and Wyoming Main Street.

Gillette Main Street provides economic and social opportunities by promoting and strengthening the viability and historic preservation of Downtown Gillette.

GILLETTE MAIN STREET BOARD

Derek Smith, Board President
Andrea Strand, Board Vice President
Megan Bailey, Board Secretary
Becky Eischeid, Board Treasurer
Alisa Engler, Board Member

Erika Prella, Board Member
Cathy Schuh, Board Member
Nancy Watson, Board Member
Jim West, City of Gillette Liaison (Ex-Officio)

Staff: Jessica Seders, Executive Director/CEO
Shannon Barabas, Program Staff Associate
Susie Grant, Community Engagement Coordinator
Stephanie Murray, Office Manager



DOWNTOWN GILLETTE BUSINESS SPOTLIGHTS

SOLE MATES



Located at 222 S. Gillette Avenue in the heart of Downtown Gillette, Sole Mates has long been a trusted destination for quality footwear, apparel, and accessories. Known for carrying respected brands like Keen, Dansko, Birkenstock, and UGG, the store offers customers stylish and comfortable options for both everyday wear and outdoor adventures.

In 2025, Sole Mates entered an exciting new chapter under the ownership of Jana Reynolds, who continues the store's tradition of friendly service and personalized shopping. With a strong commitment to both customers and our community, Sole Mates remains an important part of Downtown Gillette's welcoming retail environment.



SOLE MATES
APPAREL AND FOOTWEAR

WEBPROS



WebPros, now located at 116 S. Gillette Avenue, recently relocated to Downtown Gillette, bringing its expertise in digital services and web development to the heart of our community. The company provides website design, hosting, and online solutions that help businesses build a strong and effective online presence.

With its move downtown, WebPros joins a growing number of businesses choosing to invest in Gillette's historic district. Their presence contributes to the continued growth and diversification of our downtown business community.

Businesses like WebPros help strengthen downtown Gillette by bringing innovation, professional services, and new opportunities for local collaboration.

webpros

OUR FRIENDS OF GILLETTE MAIN STREET

DOWNTOWN FRIENDS

DIAMOND LEVEL

City of Gillette
Sole Mates
WebPros Media

PLATINUM LEVEL

Adecco Staffing
Campbell County Chamber of Commerce
Hilltop Bank
Mike Smith Farm Bureau Financial
Pat's Hallmark
Sir Speedy Printing Center
Visit Gillette-Wright
Wyoming Art & Frame

GOLD LEVEL

307 Realty Team
Campbell County Government
EK Jewelers
Envy Salon
First American Title
First National Bank
Ice Cream Cafe
Ida Snead State Farm Insurance
Kindred Souls of Wyoming
Larkspur Home & Gifts
Second on the Avenue
The Local
The Railyard Restaurant
Wyoming Medical Spa + Wellness

SILVER LEVEL

4Ever Keepsakes, LLC
1935 Refined Western
Arrow Printing & Graphics
Bennett, Weber & Hermstad
Big Lost Meadery & Brewery
Cinco de Mayo Restaurant
Elevated Pelvic Health
First Northern Bank
Free Indeed Counseling Services, LLC
Frontier Auto Museum
Home of the Hot Mess Cookies
Lula Belle's Cafe
Nocturnal Tome
Pat Avery Real Estate
Teacher's Corner/Kid's Mart
The Balcony
The Rockpile Museum
The Urban Basket
The White Cabinet

COMMUNITY FRIENDS

DIAMOND LEVEL

7Bar7 Ranch
Devon Energy
EOG Resources
Rick & Becky Eischeid
Jody Ewing
Northeast Wyoming Regional Airport
Powder River Construction
Donny & Cathy Schuh
Scott Brothers Electric
Van Ewing Construction

PLATINUM LEVEL

Collins Communications
Edd & Melanie Collins
Campco Federal Credit Union
Hand Therapy of Wyoming
Paintbrush Services
Project Works LLC

GOLD LEVEL

Dr. Attila & Shannon Barabas
Black Water Environmental
Compression Leasing Services
Davis ENT Specialists
Employment Testing Center of Wyoming
Reg & Jeanne Haakinson
HUB International - Gillette
Rick & Stephanie Murray
Mary Jane Melgaard
Pinnacle Bank
Sam & Lisa Saunders
Todd & Jessica Seders
Brian & Staci Shippy
Derek & Revea Smith
Town of Wright



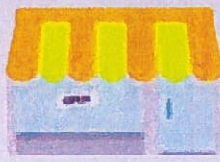
2026 GILLETTE MAIN STREET DOWNTOWN ANNUAL REPORT

(from 2025)

MAIN STREET

117
FRIENDS
OF
GILLETTE
MAIN
STREET

49
DOWNTOWN
BUSINESSES
JOINED



(OUT OF 137)

5,626 VOLUNTEER
HOURS



3 FULL-TIME POSITIONS

&
INVESTMENT VALUE OF **\$208,162**

25 BUSINESSES
OUTSIDE OF
DOWNTOWN
JOINED

20+
DOWNTOWN EVENTS
& PROMOTIONS

GRANTS FROM
GILLETTE MAIN STREET
TO DOWNTOWN BUSINESSES

\$5,000



DOWNTOWN FACADE IMPROVEMENT
GRANTS AWARDED
TO DOWNTOWN BUSINESSES

43 INDIVIDUALS
& FAMILIES
JOINED



804,000
PEOPLE TO
DOWNTOWN GILLETTE

5,000

DOWNTOWN
GUIDES
DISTRIBUTED
FEATURING 25
COUPONS FROM
DOWNTOWN
BUSINESSES



HISTORICAL
DOWNTOWN
WALKING TOURS

630

1,627 TRAVELSTORIES
WALKING TOUR
APP USERS

COAL MINE TOURS
ORIGINATED OUT OF
DOWNTOWN GILLETTE
VISITOR CENTER



1,179



10,072

VISITORS TO THE
DOWNTOWN GILLETTE
VISITOR CENTER

MEDIA REACH



4K
WEBSITE VIEWS

3K
WEBSITE VISITS

1.84M
SOCIAL MEDIA
REACH

16K
SOCIAL MEDIA
FOLLOWERS

(FACEBOOK, PAGES, INSTAGRAM, LINKEDIN)



\$1,300

DOWNTOWN DOLLARS
PAID BY GMS TO
DOWNTOWN MERCHANTS

Since 2014, the GILLETTE MAIN STREET PROGRAM and DOWNTOWN GILLETTE have had:



11

YEARS AS A
CERTIFIED MAIN
STREET PROGRAM



\$277,900
GRANT
DOLLARS

146



JOBS CREATED

\$521,990 
THROUGH IN-KIND SUPPORT

54

BUSINESSES
OPENED



29,072 VOLUNTEER
HOURS

14 FULL-TIME POSITIONS

&
\$798,028
IN INVESTMENT



TOTAL

WYOMING BUSINESS COUNCIL
BUSINESS READY COMMUNITY GRANTS
SUPPORT FOR DOWNTOWN GILLETTE:

2015 - 3RD STREET PLAZA RESTROOMS & PARKING LOT \$245,642

2014 - CREATION OF THE 3RD STREET PLAZA \$500,000

2014 - GILLETTE AVENUE IMPROVEMENT PROJECT \$1,000,000

TOTAL FOR ALL THREE: **\$1,745,642**



\$855,001
IN FUNDRAISING EFFORTS
THROUGH EVENTS, ETC.

