

THE WYOMING RURAL DEVELOPMENT COUNCIL

The Wyoming Rural Development Council is a collaborative public/private partnership that brings together six partner groups: local/regional government, state government, federal government, tribal government, non-profit organizations and private sector individuals and organizations.

WRDC is governed by a Steering Committee representing the six partner groups. The Steering Committee as well as the Council membership has established the following goals for the WRDC:

- *Assist rural communities in visioning and strategic planning*
- *Serve as a resource for assisting communities in finding and obtaining grants for rural projects*
- *Serve and be recognized as a neutral forum for identification and resolution of multi-jurisdictional issues*
- *Promote through education, the understanding of the needs, values and contribution of rural communities.*

The Council seeks to assist rural Wyoming communities with their needs and development efforts by matching the technical and financial resources of federal, state, and local governments and the private sector with local development efforts.

If you would like more information about the Wyoming Rural Development Council and how you may benefit as a member, contact:

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EXECUTIVE SUMMARY

The Resource Team for Pine Bluffs would like to extend their thanks for the warm hospitality we received during our visit. It was wonderful to visit our neighbors and get a better understanding of the community. We learned a lot! It was fantastic to hear so many positives for living in Pine Bluffs and see some of the major themes mirror that. The town officials were generous with their time, and their dedication assisted with the entire process.

Many of the elements are here for Pine Bluffs to have a successful future. First and foremost you told us that the people in Pine Bluffs are the greatest – they help each other out, and there is a great support system in place between friends and neighbors. People are the key to success in any community, and Pine Bluffs will benefit greatly from this asset. Pine Bluffs had a great many successes from the first assessment five years ago, which proves the community can get the things done if they are passionate about the project. To achieve the goals set forth by the community, it will be important to involve the whole community in trying to find ways to accomplish the goals. With each success it will be like a snow ball going down the hill gaining momentum; the people will stay interested and be willing to help Pine Bluffs grow. When everyone gets involved, it is not as overwhelming as when only a few are involved. A few celebrations at the successful conclusion of an activity will lead to a feeling of accomplishment that will carry over into other activities. Tackle smaller jobs first, or break big jobs into phases; this allows for early successes and sparks the momentum.

Each individual must decide what it is that they want to do, what kind of project they want to tackle. There are enough tasks for everyone. Each small step, every accomplishment, no matter how limited, is a movement in the right direction toward achieving Pine Bluffs' goals. It can be done! There is no problem facing Pine Bluffs that cannot be solved by the people living there. It is your choice, your decision, you can do it.

We hope you will find great value in this report and remember any team member is available for you to call to clarify information or provide more information and assistance.

Sincerely,

Kim Porter, Resource Team Leader

PROCESS FOR THE DEVELOPMENT OF THIS REPORT

The Wyoming Rural Development Council (WRDC) has provided a Resource Team to assist the town of Pine Bluffs, Wyoming in evaluating the community's assets and liabilities and in developing suggestions for improving the environment, social and economic future of Pine Bluffs.

The town of Pine Bluffs requested a community assessment from the Wyoming Rural Development Council. Cate Cundall served as the community contact and took the lead in agenda development, logistics and publicity in town for the assessment. Resource team members were selected to visit, interview citizens, business and community leaders; and develop a plan of recommended action for the town. The team members were carefully selected based on their fields of expertise that Pine Bluffs officials indicated would be needed to respond to the problem areas identified.

The Resource Team toured the county and interviewed approximately 266 over a three-day period from September 17 & 18, 2008. The team interviewed representatives from the following segments of the county: General, Church, EMS/Law Enforcement/Fire, Agriculture, Youth, Retail/Business, Senior, Business/Banking, and Local/County/State Government.

Each participant was asked to respond to three questions designed to begin communication and discussion and to serve as a basis for developing the action plan. The three questions were:

- What do you think are the major problems and challenges in Pine Bluffs?**
- What do you think are the major strengths and assets in Pine Bluffs?**
- What projects would you like to see completed in two, five ten and twenty years in Pine Bluffs?**

Upon completion of the interviews, the team met to compare notes and share comments following the three days of intense study. The team then agreed that each team member would carefully analyze what was said, synthesize what they heard with their knowledge of programs and resources, prepare their notes and suggestions, and forward these items to be combined into WRDC's final report for Pine Bluffs.

The oral report was presented to the people of Pine Bluffs on September 18, 2008, and many of the citizens of Pine Bluffs who participated in the interviews were in attendance.

Following the oral report, a formal written report was prepared and presented to Pine Bluffs.



Pine Bluffs, WY - 1920

Source: <http://www.wyomingtalesandtrails.com>

PINE BLUFFS COMMUNITY PROFILE

(Elevation: 5,047)

Pine Bluffs, a small agricultural center on Wyoming's eastern border, was established with the arrival of the Union Pacific Railroad in 1867. Originally called "Rock Ranch," the name was later changed by railroad officials to reflect the ponderosa pine-covered bluffs crowding the long ridge south of town.

By the 1880s, Pine Bluffs had become the major shipping hub for the cattle industry. Herds were driven up the Texas Trail and more cattle boarded trains in Pine Bluffs than anywhere else in the world. Pine Bluffs was incorporated on April 3, 1909 and is now primarily a farming community. Several silos can be seen around town and a variety of crops are grown, which include: alfalfa, amaranth, barley, dry edible beans, corn, grass hay, grass seed, millet, oats, potatoes, sunflowers, sugar beets turnips, and wheat. Animals raised in Pine Bluffs are cattle, sheep, ostrich, camel, llamas, horses, mules, and donkeys.

Before the cowboys and cattle arrived, the Pine Bluffs area was home to numerous Indian tribes. Over 300 teepee rings have been found on the bluffs. Artifacts from these early inhabitants are being uncovered at the Archaeological Dig Site during summer months.

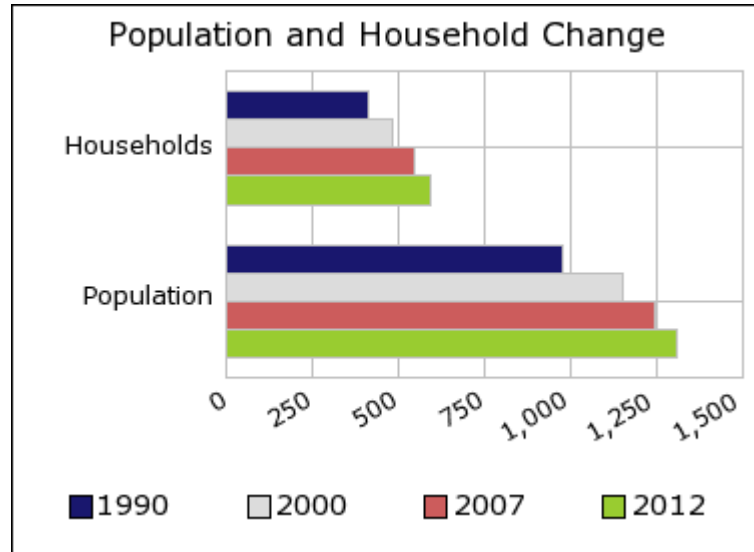
Sources: http://pinebluffs.org/heritage_society_town_history.htm
<http://www.ultimatewyoming.com/sectionpages/sec6/pinebluffs.html>

Pine Bluffs Executive Summary

Population Demographics:

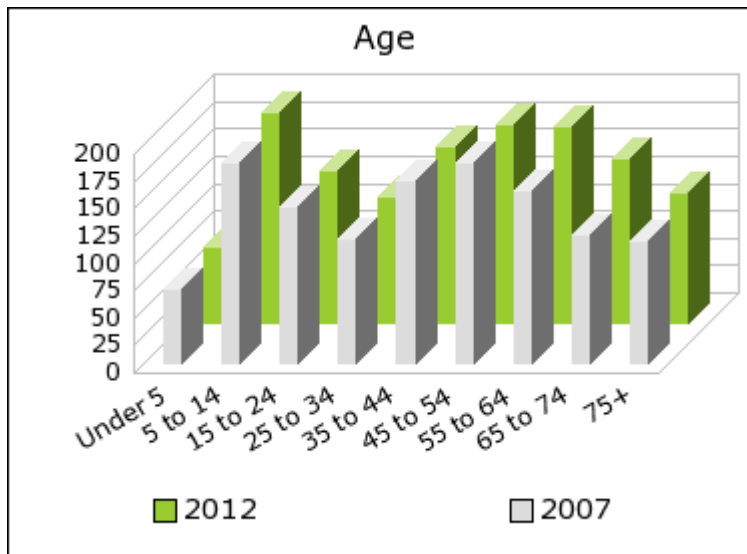
The number of households in Pine Bluffs in 1990 was **414** and changed to **482** in 2000, representing a change of **16.4%**. The household count in 2007 was **547** and the household projection for 2012 is **591**, a change of **8.0%**.

The population in Pine Bluffs in 1990 was **975** and in 2000 it was **1,153**, roughly an **18.3%** change. The population in 2007 was **1,247** and the projection for 2012 is **1,309** representing a change of **5.0%**.



	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	975	1,153	1,247	1,309	18.3%	5.0%
Total Households	414	482	547	591	16.4%	8.0%

Population by Age



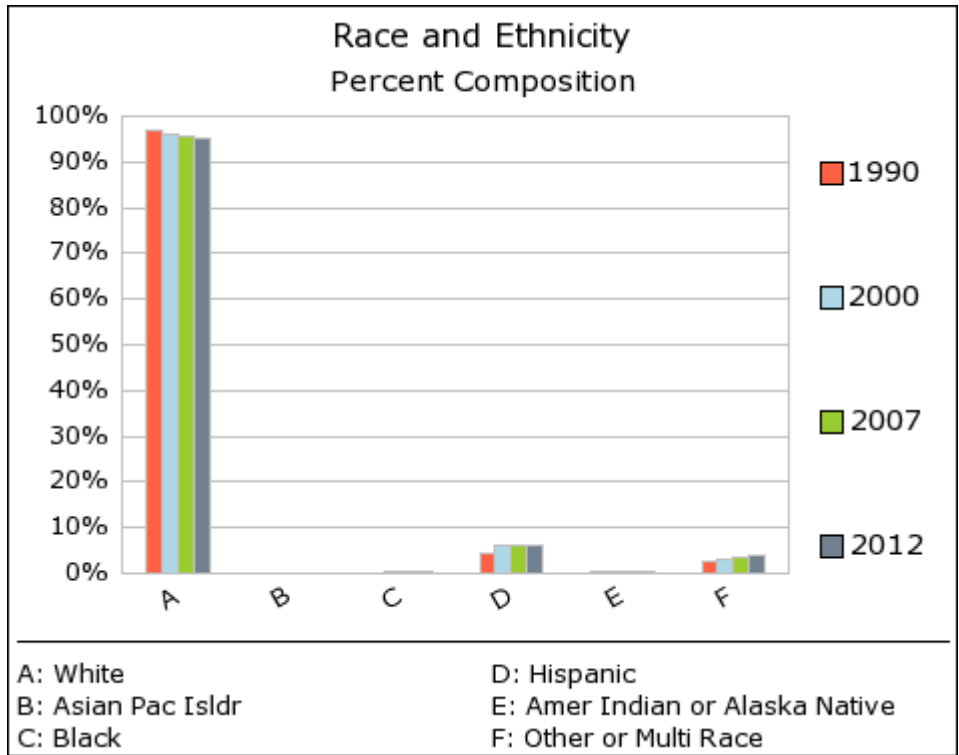
In 1990, the median age of the total population in Pine Bluffs was **37.6**, and in 2000, it was **38.7**. The median age in 2007 was **42.1** and it is predicted to change in five years to **43.6** years.

In 2007, females represented **50.8%** of the population with a median age of **43.8** and males represented **49.2%** of the population with a median age of **40.7** years. In 2007, the most prominent age group was **Age 45 to 54** years. The age group least represented was **20 to 24** years.

Age Groups

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2007 to 2012
0 to 4	75	7.7%	58	5.0%	68	5.4%	70	5.4%	-22.2%	4.1%
5 to 14	146	15.0%	202	17.5%	183	14.7%	193	14.8%	38.2%	5.7%
15 to 19	61	6.2%	95	8.3%	93	7.5%	89	6.8%	56.8%	-4.4%
20 to 24	37	3.8%	45	3.9%	50	4.0%	50	3.8%	22.6%	-1.4%
25 to 34	131	13.5%	110	9.6%	114	9.1%	115	8.8%	-15.8%	1.2%
35 to 44	130	13.4%	179	15.6%	166	13.3%	161	12.3%	37.6%	-3.3%
45 to 54	85	8.7%	164	14.2%	184	14.8%	182	13.9%	92.7%	-1.1%
55 to 64	108	11.0%	106	9.2%	157	12.6%	179	13.7%	-1.3%	14.0%
65 to 74	108	11.1%	99	8.6%	118	9.5%	150	11.4%	-8.3%	26.9%
75 +	95	9.8%	93	8.1%	113	9.0%	119	9.1%	-2.2%	5.5%

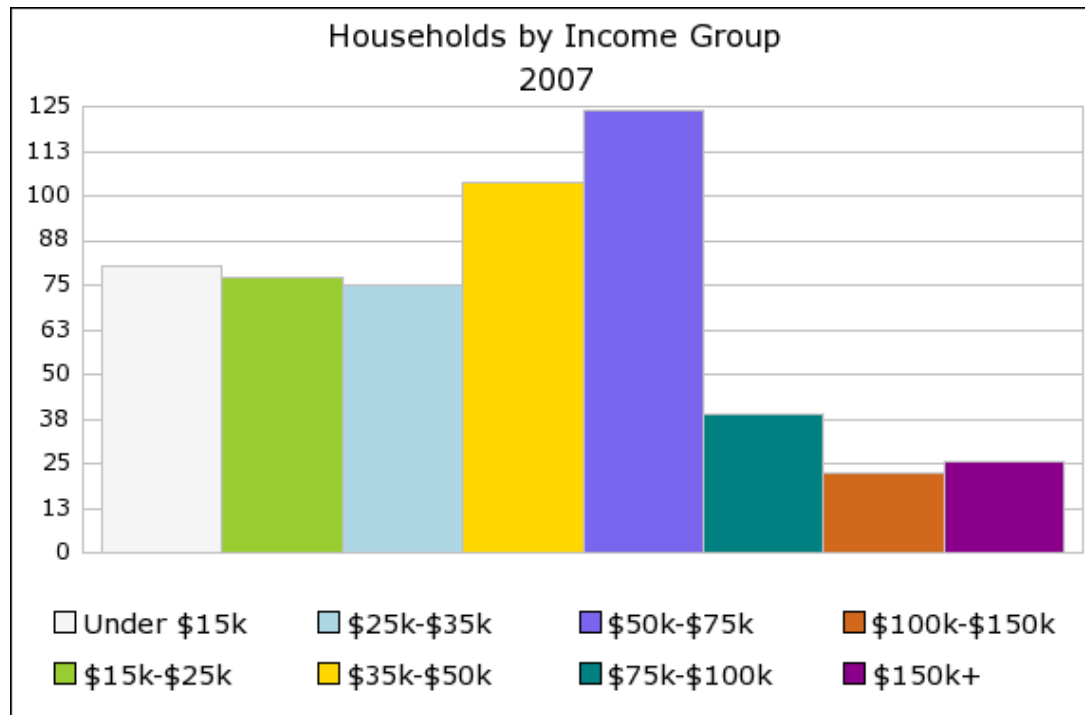
Population by Race/Ethnicity



Race & Ethnicity	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2007 to 2012
White	943	96.7%	1,106	95.9%	1,193	95.7%	1,245	95.2%	17.3%	4.4%
Black	1	0.1%	4	0.4%	5	0.4%	6	0.5%	500.0%	28.6%
American Indian or Alaska Native	5	0.5%	6	0.5%	5	0.4%	4	0.3%	28.6%	-14.3%
Asian or Pacific Islander	1	0.1%	1	0.1%	1	0.1%	2	0.2%	100.0%	50.0%
Other Race	26	2.7%	20	1.7%	24	1.9%	29	2.2%	-23.7%	20.0%
Two or More Races			15	1.3%	19	1.5%	22	1.7%		18.5%
Hispanic Ethnicity	43	4.5%	72	6.3%	78	6.3%	81	6.2%	66.7%	4.4%
Not Hispanic or Latino	932	95.6%	1,080	93.7%	1,169	93.7%	1,227	93.8%	15.9%	5.0%

Households by Income

In 2007 the predominant household income category for Pine Bluffs was **\$50K - \$75K**, and the income group that was least represented was **\$100k - 150K**.



HH Income

Categories	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2007 to 2012
\$0 - \$15,000	138	33.3%	86	17.9%	80	14.7%	78	13.2%	-37.6%	-2.7%
\$15,000 - \$24,999	97	23.4%	84	17.4%	77	14.1%	76	12.8%	-13.5%	-1.9%
\$25,000 - \$34,999	81	19.5%	78	16.2%	75	13.7%	69	11.7%	-3.6%	-7.8%
\$35,000 - \$49,999	55	13.2%	91	18.9%	104	18.9%	108	18.3%	66.7%	4.2%
\$50,000 - \$74,999	26	6.3%	93	19.4%	124	22.7%	136	23.1%	255.6%	10.0%
\$75,000 - \$99,999	15	3.5%	23	4.7%	39	7.1%	58	9.8%	55.0%	49.1%
\$100,000 - \$149,999	0	0.0%	17	3.5%	23	4.1%	34	5.8%	N/A%	51.6%
\$150,000 +	2	0.5%	10	2.1%	26	4.7%	31	5.3%	366.7%	22.9%
Average HH Income	\$29,433		\$40,651		\$55,892		\$69,845		38.1%	25.0%
Median HH Income	\$21,269		\$34,161		\$40,826		\$45,474		60.6%	11.4%
Per Capita Income	\$11,901		\$16,996		\$23,213		\$29,841		42.8%	28.6%

Employment and Business Percent Change

	1990 Census	2000 Census	2007 Estimate	2012 Projection	1990 to 2000	2007 to 2012
Age 16 + Population	743	869	980	1,031	17.0%	5.1%

In Labor Force	425	57.3%	552	63.5%	688	70.1%	720	69.9%	29.9%	4.7%
Employed	398	93.7%	532	96.3%	652	94.8%	681	94.6%	33.4%	4.6%
Unemployed	26	6.2%	17	3.0%	30	4.4%	32	4.4%	-36.8%	4.5%
In Armed Forces	0	0.0%	4	0.8%	6	0.6%	7	0.7%	N/A%	25.0%
Not In Labor Force	318	42.8%	317	36.5%	287	29.3%	304	29.5%	-0.2%	5.8%
Employment in Blue Collar Occupations			258	48.6%						
Employment in White Collar Occupations			273	51.4%						

Housing Units

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Total Housing Units	481		522		584		626		8.7%	7.1%
Owner Occupied	312	65.0%	366	70.1%	446	76.3%	496	79.3%	17.3%	11.3%
Renter Occupied	102	21.2%	116	22.2%	101	17.4%	95	15.2%	13.6%	-6.5%
Vacant	66	13.8%	40	7.7%	37	6.4%	35	5.6%	-39.6%	-5.9%

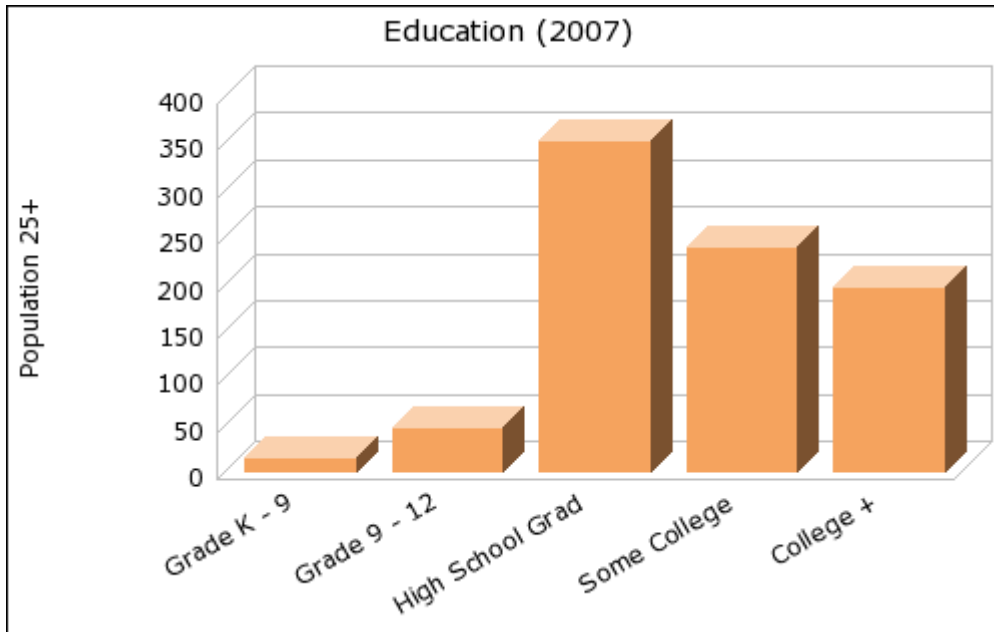
Vehicles Available

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Average Vehicles Per HH	2.10		1.90		2.20		2.60		-10.0%	14.7%
0 Vehicles Available	20	4.6%	28	5.9%	19	3.5%	14	2.4%	39.3%	-26.9%
1 Vehicle Available	106	24.2%	137	28.4%	136	24.9%	135	22.8%	28.8%	-1.1%
2+ Vehicles Available	313	71.1%	316	65.7%	392	71.6%	442	74.8%	1.2%	12.9%

Marital Status

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Age 15+ Population	755		893		995		1,045		18.2%	5.0%
Married, Spouse Present	484	64.1%	564	63.2%	630	63.3%	661	63.2%	16.5%	4.9%
Married, Spouse Absent	6	0.7%	14	1.6%	16	1.6%	17	1.7%	162.5%	8.7%
Divorced	63	8.3%	70	7.9%	79	7.9%	82	7.9%	12.1%	4.4%
Widowed	81	10.7%	71	8.0%	79	7.9%	83	7.9%	-12.0%	5.3%
Never Married	122	16.2%	173	19.3%	193	19.4%	202	19.4%	41.2%	5.0%

	Educational Attainment				Percent Change	
	1990 Census	2000 Census	2007 Estimate	2012 Projection	1990 to 2000	2007 to 2012
Age 25+ Population	658	752	853	906	14.4%	6.3%
Grade K - 8	86 13.1%	48 6.3%	14 1.7%	6 0.6%	-44.8%	-61.9%
Grade 9 - 12	166 25.2%	62 8.3%	48 5.7%	39 4.3%	-62.5%	-18.6%
High School Graduate	212 32.2%	279 37.1%	352 41.3%	392 43.3%	31.6%	11.4%
Some College, No Degree	88 13.3%	195 25.9%	240 28.2%	260 28.6%	122.0%	8.0%
Associates Degree	32 4.9%	49 6.5%	49 5.8%	46 5.0%	51.1%	-7.0%
Bachelor's Degree	52 8.0%	77 10.3%	80 9.4%	76 8.4%	47.4%	-5.2%
Graduate Degree	21 3.3%	39 5.2%	68 8.0%	88 9.8%	83.9%	29.3%



Current year data is for the year **2007**, 5 year projected data is for the year **2012**.

Pine Bluffs Resource Team Members September 17 & 18, 2008

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Pine Bluffs Assessment

Resource Team Agenda Pine Bluffs Five-Year Follow Up Community Assessment September 17 & 18, 2008

Wednesday, September 17

12:00 p.m. to 2:00 p.m.	Lunch with Council, Community Tour and Orientation	Wild Horse
2:00 p.m. to 3:00 p.m.	General Listening Session	Recreation Module
3:00 p.m. to 4:00 p.m.	Church Listening Session	Recreation Module
4:00 p.m. to 5:00 p.m.	EMS/Law Enforcement/Fire Listening Session	Recreation Module
5:00 p.m. to 6:00 p.m.	Dinner	Rock Ranch
6:00 p.m. to 7:00 p.m.	Agriculture Listening Session	Community Center

Thursday, September 18

9:30 a.m. to 10:30 a.m.	Youth Listening Session	High School Commons
10:30 a.m. to 11:30 a.m.	Retail/Business Listening Session	Recreation Module
11:30 a.m. to 12:30 p.m.	Lunch and Senior Listening Session	Senior Citizen Center
12:30 p.m. to 1:00 p.m.	Break	
1:00 p.m. to 2:00 p.m.	Business/Banking Listening Session	Recreation Module
2:00 p.m. to 3:00 p.m.	Local/County/State Government Listening Session	Recreation Module
3:00 p.m. to 6:00 p.m.	Planning	Recreation Module
6:00 p.m. to 6:30 p.m.	Community Dinner	Community Center
6:30 p.m. to 7:30 p.m.	Town Meeting	

Major Themes (What We Heard From What Was Said)

Infrastructure

- Water
- Truck parking
- RV Park
- Housing
- I-80
- Schools
- Daycare
- LCCC
- Medical

Bringing people into town

- Attractions – archeological center, museums and rodeo
- Business services
- More families
- PR
- Signage
- Facilities (i.e. retirement center)

Good People

The third place

- Recreation
- Entertainment – coffee shop, golf, movie, hangout, pool, fitness, cultural, senior center

Beautification

- Clean up – business, residential and balanced enforcement

Business Development

- Jobs – lack of workforce, lack of jobs (teens, professional and liveable wages)
- Chamber/business organization
- New businesses/mid size employer

Communication

- Between citizens and town groups
- Between elected officials and citizens
- Between town and county

RESOURCE TEAM MEMBER REPORTS

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Introduction: It was quite clear from the people that we talked to that people really like living in Pine Bluffs, and everyone is interested in the continued success and growth of the town. It is a tribute to the town of Pine Bluffs and the people who live there that many of the major themes five years ago and the associated goals were met; for example the addition of pharmacy services and a BRC grant for a main street building to name a few. I would encourage everyone to not only look at this report, but the one from five years ago as some of the themes are the same and the older report has some very good information in it also

Pine Bluffs is uniquely situated, as the gateway into Wyoming from the east. The interstate and the railroad are infrastructure that can benefit the town and are the envy of many who would like to have such close proximity to two major sources of transportation.

I want to thank all the city officials and the people of Pine Bluffs for their hospitality. A special thanks to Cate for setting things up and doing a great job getting the word out!

Theme: GOOD PEOPLE

Challenge: This is obviously not a challenge, but an awesome asset. People are what make a town, and we heard over and over how helpful and friendly the people were. We heard that the town really pulls together when there is someone in need and that the people in Pine Bluffs can count on each other.

Solution: The people are the solution! I would encourage the people in Pine Bluffs to become more active in their community. Go out to your town website, <http://pinebluffs.org/>, and keep up with the community events going on in your town and post your events too. We heard lack of communication as a theme, and the people in the town can help solve the problem of lack of communication. Support local businesses as they start up in Pine Bluffs so the businesses can be successful and more services can be available.

Resources: The citizens of Pine Bluffs. Because you love where you live and have a strong sense of community, I think there are people to help with the challenges that need to be addressed. The success of addressing the challenges lies with getting volunteers; this not only allows for buy-in of those living there, but the more people that help the less everyone will have to do, and you will not have people burning out because they are trying to do too much. People need to feel that they have a stake in a project and that they are doing something. Use this very huge asset to get the work done.

Where there is a sense of community, there is a sense of pride. Not everyone is going to agree with every solution, but keep this sense of community and pride in mind while addressing the challenges. This will help people come to a compromise. Keep in mind the work that needs to be done is for the benefit of the entire town and the future of the town

Theme: BUSINESS DEVELOPMENT

Challenge: Business Development/Workforce.

Solutions: It came to light that there are concerns about lack of jobs and lack of workforce or skilled workforce to fill jobs. This suggests that there are jobs in Pine Bluffs, and there is a workforce. The solution is to bring the two together. The city has agreed to add a link to their website for open positions in Pine Bluffs. I would encourage both employers and potential employees to visit this site often and use it as a central location for locating employment opportunities.

Many towns in Wyoming face these same issues and one of the best models I have seen for training the workforce is CANDO (Converse Area New Development Organization). CANDO is an economic development agency that has put together a training center that focuses on training for the industries in their area. They focus on the low-to-moderate income households to train those who would normally not be considered a part of their workforce. They have had great success since they started in 2000, and they continue to grow their resources. Another focus they have is on preparing the youth in their community to be successful in the workforce and tapping into this resource for their community.

Resource:

CANDO

Joe Coyne, Executive Director

130 South 3rd Street

Douglas, WY 82633

307-358-2000

<http://www.candowyoming.com/>

Solution: The satellite service of LCCC is a great resource to assist with training needs. Another great resource for finding quality employees is in the High School. I would form a committee with a member base including local businesses, the high school, and the community college. This puts all the people at the table - the people needing a qualified work force (business) and the people who can train the work force (high school and community college). Brainstorm on what qualifications and training are needed, then work on a plan to meet the training/education goals. Remember, that wages will need to be equitable for the trained staff person in order to retain the employee. The Wyoming Department of Workforce Services is another resource that has the mission to help both employers and employees.

Resource:

Wyoming Department of Workforce Services

Employment Services

David Metzger

1510 E. Pershing Blvd., Cheyenne, WY 82002

307-777-3700

307-777-5870 fax

Theme: INFRASTRUCTURE

Challenge: Water

Solution: The town of Pine Bluffs has a long history of water shortages. Even with the drought waning, it would be a good time to look for long term solutions. Whatever effort the citizens of Pine Bluffs take, this will need to be a community-wide endeavor, as well as a county-wide endeavor. It must be said that the officials of Pine Bluffs have been actively pursuing options and many of the resources that I contacted were already working with the town of Pine Bluffs.

Resources: This news release just came out and may help with funding issues for water.
Released On: October 20, 2008

Water Marketing and Efficiency Grant Funding Opportunity Announced for Fiscal Year 2009 under the Water for America Initiative

Bureau of Reclamation Commissioner Bob Johnson has announced the first funding opportunity for fiscal year 2009 under the Water for America Challenge Grant Program is now available online at www.grants.gov. Reclamation is seeking proposals for cooperative projects that create water banks and markets or improve the water delivery efficiency of a system through conservation or operational improvements.

"Population growth, climate variability, chronic water supply shortages, and increased competition for water will challenge communities in the West," said Johnson. "This initiative is aimed at helping communities address the twenty-first century water challenges and ensure they have adequate water supplies now and into the future."

Water Marketing and Efficiency grants were previously known as Challenge Grants under the Water 2025 Initiative. In previous years, this program funded 137 projects which represented a combined investment of more than \$127 million in water improvements, including a non-federal cost share of \$97.7 million.

The Water for America initiative was developed under Secretary of the Interior Dirk Kempthorne to help state, tribal, and local governments better conserve, manage and develop their vital water resources to meet future challenges and demands. Projects will be selected for funding through a competitive process and should meet the goals of the initiative.

Entities that may submit proposals are irrigation and/or water districts, water authorities of federally recognized Tribes and other entities created under State or Territory law with water management authority. Applicants must also be located in the Western United States or United States Territories.

Proposals must be submitted as indicated on www.grants.gov by January 14, 2009, at 4:00 p.m. MST. It is anticipated the awards will be made during the summer of 2009.

For more information on Water for America visit www.usbr.gov/wfa .

Miguel Rocha
84-52000
Bureau of Reclamation
P.O. Box 25007
Denver, CO 80225-0007
Phone: 303.445.2841
Fax: 720.544.4230

Resources: The Energy & Environment Research Center (EERC), a non-profit branch of the University of North Dakota has a division devoted to water management issues. Groundwater is the largest available source of freshwater for human use. The EERC has more than three decades of experience in groundwater research. It has evaluated the occurrence, transport, and fate of a wide variety of groundwater contaminants at a broad range of sites encompassing extremes in climate and geologic setting. EERC groundwater research is providing a scientific basis for groundwater risk management and regulatory decision making and is leading to better protection of our critical groundwater resource. They do provide services for a charge. It may be worth it to contact this organization to help with long-term solutions.

Dan Stepan, Senior Research Manager
EERC
701-777-5247
dstepan@undeerc.org
<http://www.undeerc.org/centersofexcellence/watermanagement.aspx>

The Wyoming Water Development Commission is another agency, providing assistance through planning and grants. Pine Bluffs has worked with Bruce Brinkman on a few projects, and this work should continue.

Bruce Brinkman
6920 Yellowtail Dr.
Cheyenne, WY 82002
307-777-7626

The City of Cheyenne has begun a project of recycling waste water into class A reused water. This recycled water is used to water golf courses and parks in the city. The town of Pine Bluffs might want to talk with Cheyenne about their project and the possibility of modeling their recycling efforts. It should be noted that this may be a little more difficult than it was in Cheyenne because Pine Bluffs is on well water. The city of Cheyenne and the town of Pine Bluffs also have a mutual aid agreement, and have agreed to help each other out in the time of need with resources and personnel, which will be helpful.

Clint Bassett
2100 Pioneer Avenue
Cheyenne, WY 82001
307-637-6460

The 6th penny sales tax for water projects is another avenue to help the town of Pine Bluffs work on their water issues. These monies will be used to replace undersized lines and loop in the west side of town. There is also money to help locate alternate water sources.

Challenge: Truck Parking

Solution: This one has me stumped. I would suggest that you contact the Southeast Regional Director for the Wyoming Business Council. Tom has a great wealth of contacts, and he may have some ideas or know of some other towns that may have worked on this issue. This came up in every session, and I felt that the citizens and the people who drive trucks were interested in a solution. It may be beneficial to form a committee of those citizens who have a stake in this issue to brainstorm and work on solutions. There may be someone in the town that has a solution, knowing that town better than me. This is not just a local issue, and a solution to this problem may be one way to diversify economic development efforts in the winter. Restaurants and other businesses may benefit if truckers have a place to park their vehicles.

Resources:

Wyoming Business Council
Tom Johnson
Southeast Regional Director
1400 College Drive
Cheyenne, WY 82007
307-635-7735

Challenge: Affordable Housing

Solution: In order to address the housing issue, it would be wise to establish a Housing Authority to serve as a catalyst for addressing the housing issues. This entity could research and develop recommendations and could arrange for a housing assessment to identify specific needs. A non-profit housing authority has access to grant funds that are not available to individuals or businesses. In competing for government grant monies, a grant application often scores higher by including more than one community or county. The more points, the higher the score, the more likely the grant will be funded. Below is a popular model for housing authorities and two housing authorities that may be able to provide information.

Resources:

Billie Kirkham in Riverton has experience setting up housing authorities and helping communities through the process of conducting a housing study and putting together a housing action plan.

Billie Kirkham
Kirkham & Associates, LLC
455 Big Bend
Riverton, WY 82501
307-856-1199

Burlington, VT Housing Authority (popular housing authority model)
<http://www.burlingtonhousing.org/>

Rock Springs Housing Authority
Phone: (307) 352-1471

Teton Wyoming Housing Authority
180 Center Street #7
P.O. Box 714
Jackson, WY 83001
(307) 732-0867

Solution: Another important step in this process is to get a third party market study about the needs for housing in Pine Bluffs, for example is there a need for single family dwellings, multifamily dwellings, rentals, etc. This study will likely be required by many lenders such as WACD. Below are a few of the resources available.

Resources:

Billie Kirkham
Kirkham & Associates, LLC
455 Big Bend
Riverton, WY 82501
307-856-1199

Property Dynamics is another firm that has provided these kinds of studies in Wyoming

Property Dynamics
15625 NE 191st
Woodinville, WA 98072
425-489-9780

Grants may be available from USDA Rural Development for technical assistance. Grants are for self-help housing for public or private nonprofit groups. Applicants must show a need for self-help housing, the professional expertise to supervise a project and a lack of funding to be eligible for this assistance.

Southwest Area Office - Jack Hyde
Acting Rural Development Manager
625 Washington St., Room B
P.O. Box 190
Afton, WY 83110-0190
Phone: 307-886-9001

Solutions: USDA/Rural Development is an excellent resource for all types of loans and grants designed specifically for rural communities. Their mission is “To increase economic opportunity and improve the quality of life for all rural Americans.” They accomplish this mission by offering over 50 government funded loan and grant programs throughout the nation. These programs are administered

through three mission areas which include Housing and Community Facilities, Business and Cooperative Programs, and Rural Utilities. Rural Development's programs are geared to individuals, businesses, non-profits, cooperatives, and local government entities. There are direct loans to low and very-low income families to purchase and repair homes. They also guarantee loans through lenders for moderate-income families in rural areas. Programs are also available to rehabilitate existing houses in order to make them safe and sanitary or to remove health and safety hazards.

USDA/Rural Development

www.rurdev.gov

USDA/Rural Development

208 Shiloh Road

Worland, WY 82401

Phone: (307) 347-2456, Ext. 4

Email: lisa.bower@wy.usda.gov or kelly.jones@wy.usda.gov

Resource: The Wyoming Housing Network is another agency that may be helpful. The mission of the Network is to build stronger communities through increased and sustainable housing opportunities and neighborhood revitalization. For more information on the Network and the programs and services they offer contact:

Greg Hancock, Executive Director,

307-472-5843

ghancock@wyominghousingnetwork.org

Resource: The Wyoming Business Council has a grant for housing related infrastructure activities that leads to affordable, workforce housing. Eligible activities include: rights of way; sewer and water distribution projects; storm water control and drainage facilities; streets, roads and bridges; curbs, gutters and sidewalks; lift stations; traffic signals; street lighting; payment for the additional cost of over-sizing water and sewer distribution lines through or to a subdivision to accommodate future expansion; the purchase of land as necessary to accommodate infrastructure projects; other infrastructure consistent with the purpose of the program including but not limited to the following, if publicly owned: Telecommunications, electric utility lines, gas utility lines, infrastructure required by local government regulation. For more information, contact Julie Kozlowski at julie.kozlowski@wybusiness.org or at (307) 777-2812.

Other Housing resources include:

Wyoming National Association of Housing Redevelopment Officials

www.wyo-nahro.org

Debbie Wilson

P.O. Box 30

Riverton, WY 82501

(307) 851-4518

debw@wyoming.com

Wyoming Community Development Authority

Cheryl Gillum,
Deputy Director/Director of Housing Programs
155 N. Beech Street
Casper, WY 82601
Phone: 307-265-0603
www.wyomingwcdca.com

www.knowledgeplex.org/ (Resource Center for Affordable Housing)

www.fanniemae.com (Fanniemae)

www.hud.gov (Housing and Urban Development)

www.wyominghousingnetwork.org (Wyoming Housing Network)

www.nw.org (NeighborWorks America)

www.rcac.org (Rural Community Assistance Corporation)

www.nhi.org (National Housing Institute)

www.not-for-profit.org/ (Not for Profit Resource Center)

<http://www.nhi.org/> (National Housing Institute)

Challenge: RV Park

Solution: The RV park would normally be a private business, however the school district bought the property and the Town is managing this for them. The Town got a late start in advertising, yet felt they had a good year with good visitation. The Town plans to boost advertising efforts with an earlier start.

Resource: The Division of Tourism may be able to help with signing issues and technical assistance in the tourism arena. Leslie can also tell you more about their Signage and Turnout Grant Program.

Leslie Kedelty
Wyoming Travel and Tourism
Industry Services Manager
1520 Etchepare Circle
Cheyenne, WY 82007
Ph. No. 307.777.2839
Fax No. 307.777.2877
Email: Leslie.Kedelty@visitwyo.gov

Challenge: I-80

Solution: The consensus seemed to be that being next to I-80 was an asset that was not being realized to its full potential. The question of how to get more people to come into the town was posed. The Wyoming Business Council offers a planning grant for things such as feasibility studies and targeted industry studies. The grants can be used to look at things like traffic flow and signage. Pine Bluffs had a grant in 2006, but the money was declined. It may be worth re-looking at this grant once again.

Resource:

Wyoming Business Council
Julie Kozlowski
Economic Development CDBG Program Manager
214 W. 15th Street
Cheyenne, WY 82002
307.777.2812

The Division of Tourism may be able to help with signing issues and technical assistance in the tourism arena. Leslie can also tell you more about their Signage and Turnout Grant Program.

Leslie Kedelty
Wyoming Travel and Tourism
Industry Services Manager
1520 Etchepare Circle
Cheyenne, WY 82007
Ph. No. 307.777.2839
Fax No. 307.777.2877
Email: Leslie.Kedelty@visitwyo.gov

Larry Atwell
Senior Consultant
Align – Organizational Development and Training
A division of Western States Learning Corporation
1401 Airport Parkway Suite 300
Cheyenne, WY 82001
307-635-2550
latwell@wslc.com

Introduction:

The Town of Pine Bluffs staff, elected officials and citizens did a great job of putting together all the necessary local elements to have a successful community assessment. It was evident from the listening sessions that the citizens have great respect for all their fellow citizens even when there is disagreement. It is important that in those areas of disagreement all the town's citizens work to find a solution and learn from the situation. It is also important to remember to accept the final decisions and move forward to build a better and stronger community. I could see a community that was going through that difficult process.

Pine Bluffs finds itself in the same position as almost all communities do at some point. The citizens want more than the size of the population will support under normal terms. That's good though as it encourages some positive growth for the area. However, it does mean that for Pine Bluffs to be successful with most of the citizen's desires it is going to take strong citizen support of the new ventures, whether private or public, or they will just be lost due to being unable to cover the costs.

The Third Place:

The "Third Place" is a term for where people like to spend their time outside of home and work. It can be the library, coffee house, fitness center or recreation center. During the listening sessions we heard a number of comments indicating the desire for something to do. Perhaps many of these can be combined with businesses or groups working together for the benefit of everyone. Studies have indicated that three out of four Americans under the age of 28 say "a cool city is more important than a good job." Improving where a person can call that "Third Place" will help attract the younger workforce and the jobs they desire.

Pine Bluffs really has some great opportunities and some existing fine facilities. A re-look at the possibilities and broader use of some items may be helpful as well as coordinated communication of the things to do, a "Third Place." The Pine Bluffs branch of the Laramie County Library appears very well done and a great asset. Continue to encourage support for that facility and their programming. With the right support they may be able to expand their programming for teens. A coffee shop was mentioned frequently. Working with the private sector businesses to add a nice expanded coffee shop amenity to Pine Bluffs and then supporting it should be a successful operation for someone. It is going to take local support in order to maintain that service. Sheridan Parks Department (307-674-6421) has an ice cream shop in the park during the summer. You might check with them on how that is operated.

The need for a movie theater was mentioned a number of times. It sounds like there is a nice summer program that could be continued in the winter on Friday and Saturday evenings by using a church, school auditorium, the old high school or the community center. Work with a school or church group that could use the movies as a fund raising opportunity.

Fitness Center: Could current recreation facilities be expanded to include fitness equipment? Is there a school facility that could be used? Could the Community Center/Day Care area be used in the future for a fitness center? The director of the fitness facility could also open the Community Center for the youth and this could be some employment for the teens. This may be a situation in which a for-profit concern would partner with the Town to provide certain equipment and some training. Evanston and Kimball both have a fitness center in their community center which operates with a user fee. It sounds like Kimball may be closer to the type facility that Pine Bluffs could have. Cheyenne Regional Medical Center operates a fitness center as a part of their physical rehabilitation efforts and could be a resource for assistance in establishing a good program. Wyoming Physical Therapy, P.C. may be interested in partnering with an organization in expanding their local presence. The Wyoming Business Council may be able to locate community enhancement grants that could assist in developing such a program.

Resources:

Tom Johnson, Regional Director
Wyoming Business Council
1400 E. College
Cheyenne, WY
635-7735
tom.johnson@wybusiness.org

Jane Pfeiffenberger, Director
Cheyenne Regional Medical Center –
Health and Fitness Center
1620 East Pershing
Cheyenne, WY 82001
633-7973

City of Kimball Fitness Center
615 E 3rd Street
Kimball, NE 69145
308-235-3639

Doug Wilson, DPT – Owner
Wyoming Physical Therapy, P.C.
322 Main Street Pine Bluffs
1217 S Greeley Hwy – Ste A Cheyenne
245-3358 772-0955
www.wyophysicaltherapy.com

Swimming Pool: The swimming pool could be covered in the winter and provide water aerobics and lap swimming opportunities for seniors as well as recreational activities for youth, lessons after school hours and possibly even high school competitive swimming, all of which should have some income potential to cover operating costs. In addition to the use factor this could provide some additional teen employment. An initial indication would be that the cost of a structure could be approximately \$100,000 with some installation expenses added to that plus the operational expense. Anya Petersen-Frey with the Small Business Development Center may be able to assist in putting together a business plan for an enclosed pool, and then Tom Johnson at the Wyoming Business Council would be a good resource to assist in developing a funding source to complete the project.

Resources:

Anya Petersen-Frey, Regional Director
Small Business Development Center
1400 East College
Cheyenne, WY 82001
632-6141
sewsbdc@wyoming.com

Tom Johnson, Regional Director
Wyoming Business Council
1400 E. College
Cheyenne, WY
635-7735
tom.johnson@wybusiness.org

Fabric Structures-USA
24 South O Street
Lake Worth, FL 33460
1-800 424-5609

Business Development:

Need for jobs in the community: The teens expressed concerns regarding no jobs for them. There may be a limited number of jobs available in the service station, food service and other service areas. In order to expand this job market it would take a concerted effort on the part of business and government to find areas in which jobs could be filled by teen agers. Doing this may help relieve some of the shortage of workers for other areas.

Resources:

Dave Metzger, Regional Director 777-3700
Yvonne Vigil – Youth Advisor – 777-3720
Yvonne Jacoby – Youth Advisor - 7773079
Cheyenne Workforce Center
1510 E Pershing Blvd.
Cheyenne, WY 82001
www.wyomingworkforce.org

Lack of workforce in the community: Many citizens of Pine Bluffs are driving to Cheyenne to find jobs. A part of this problem may be jobs that pay more and like other Cheyenne businesses it may be necessary for the Pine Bluffs area employers to increase the wage rates. The Chrysalis House, through Peak Wellness Center may be able to supply some employees under the right working conditions. That program might work with Climb Wyoming to see if there are some possible partnerships that could be beneficial.

Resources:

Ray Fleming-Dinneen
Climb Wyoming
1001 W 31st Street
Cheyenne, WY 82001
Ray@ourfamiliesourfuture.org
Web: www.climbwyoming.org
307-778-0094

Brenda Depugh – Business Rep. 777-3729
Heather Tupper – Business Rep. – 777-3728
Cheyenne Workforce Center
1510 E Pershing Blvd.
Cheyenne, WY 82001
www.wyomingworkforce.org

Dave Metzger, Regional Director 777-3700
Andrea Hixon – Business Rep. 777-3704

New mid-sized businesses: It would be beneficial for the entire community if a couple of businesses in the 20-50 employee range could be found or developed. Look for opportunities with smaller manufacturers and local value-added operations that would put the farming background to good use. Finding a business in this size range adds population to the town that will help support a larger variety of retailers.

Resources:

Randy Bruns, President
Cheyenne LEADS
121 W 15th Street Suite 304
Cheyenne, WY 82001
rbruns@cheyenneleads.org
web: www.cheyenneleads.org
307-638-6000

Tom Johnson, Regional Director
Wyoming Business Council
1400 E College
Cheyenne, WY 82007
Tom.Johnson@wybusiness.org
Web: www.wybusiness.org
307-635-7735

Egbert Rail Park
Tom Peters
PO Box 9
Cheyenne, WY 82003
307-630-1515

Chamber of Commerce/Business organization: A chamber of commerce or other business organization can bring about a more cohesive and broadly supported business community. There should be some business and tourism promotion efforts that such an organization can do as a group but can't or won't do individually. By working as a group, specific business training may be possible in Pine Bluffs. Wright and Lusk are approximately the same size as Pine Bluffs and both invest from \$15-20,000 per year for a director working about ¾ time. The chamber might be co-located with some other effort to share a staffing necessity or it could be at the visitors' center to fill that role in addition to organization duties.

Resources:

Jackie Bredthaurer, Director
Niobrara Chamber of Commerce
PO Box 457
Lusk, WY 82225

Luskchamberofcommerce@yahoo.com

Web: www.luskwyoming.com/chamber.html

307-334-2950

Jamie Swingholm, Director
Wright Area Chamber of Commerce
15089 Hwy 387 PO Box 305
Wright, WY 82732

wright@collinscom.net

Web: www.wrightareachamber.org

307-464-1312

Dale Steenbergen, President
Greater Cheyenne Chamber of Commerce
121 W 15th Street Suite 204
Cheyenne, WY 82001

dales@cheyennechamber.org

Web: www.cheyennechamber.org

307-638-3388

Larry Atwell, Senior Consultant
Align – Organizational Development & Training
Div. of Western States Learning Corporation
1401 Airport Parkway Suite 300
Cheyenne, WY 82001

latwell@wslc.com

Web: www.alignwslc.com

307-635-2550

Jo Ferguson
Wyoming Rural Development Council
214 W. 15th Street
Cheyenne, WY 82002
307-777-5812 jo.ferguson@wybusiness.org

Thank you for our time in Pine Bluffs. We were delighted with the tour and the chance to visit the archeological site—what potential!! Pine Bluffs has challenges with the commuting population. Pine Bluffs is blessed with good schools and loyal, committed town leaders.

Challenge: Retail Business

Attracting and keeping viable businesses in a community is a long-time planning effort by members of the town council, real estate community, and residents. We heard many comments about the need for a department/clothing store, a lumber yard, other stores, more restaurants and motels. The start up of the new Commerce Building should enliven Main Street and perhaps bring some new businesses to downtown. The Business and Industry section of the Wyoming Business Council, along with your WBC Regional Director can point you in the right direction for study and action to this problem. The Business Council has access to many tools to jump start this effort: SBDC, Marketing Research, Wyoming Women’s Business Center and others.

Specifically for the retail component that was mentioned numerous times, the town may want to partner with Wyoming Business Council to do some entrepreneur programs such as “How to Start a Business.” WBC can also do market research for any business. Often joint sponsorship and marketing attract more interested parties.

Organizing a Retail Business Group or Chamber of Commerce could help the Town of Pine Bluffs invigorate the downtown area. Recently, several business people in the Town of Ranchester re-grouped to start up their defunct Retail Business Group. They are meeting regularly and throwing out ideas about marketing and getting people to stop and shop on their way through their community. They are also working on strategies to encourage residents to support town businesses.

Another tool to revitalize the downtown development would be to hold monthly “Business After Hours” affairs and/or a Business Fair to attract other business owners and new customers. This is one of Cheyenne Chamber of Commerce events.

For other business expansion the town should support the creation of the new business/industrial park. Business parks have retail, wholesale, manufacturing, and professional services type businesses. Professional services could include private and government office buildings. Your WBC Regional Director can assist in discussions for any research the Town requires to help it to make a decision.

Resources:

Brandon Marshall
Business Retention & Entrepreneurship
Program Manager
Wyoming Business Council
307-777-2820
Brandon.marshall@wybusiness.org

Annie Wood, Sr. Mktg. & Attraction Spec.
Wyoming Business Council
307-777-2844
annie.wood@wybusiness.org

Melinda Johnson, Grant Coordinator
P.O. Box 695
Ranchester, WY 82839
307-655-2283, cell 307-751-5640
Mkj32@hotmail.com

Tom Johnson
Southeast Regional Director
Wyoming Business Council
214 W. 15^h Street
Cheyenne, WY 82002
307-635-7735
Tom.johnson@wybusiness.org

Molly Davis, Manager
Business Ready Communities
Wyoming Business Council
214 W. 15th Street
Cheyenne, WY 82002
307-777-2811
molly.davis@wybusiness.org

Cheyenne Chamber of Commerce
121 E. 15th Street
Cheyenne, WY 82001
307-638-3308

Susan Flobeck, CDBG Economic Development Grant Program Manager
Wyoming Business Council
307-777-2812
Susan.flobeck@wybusiness.org

Challenge: Main Street

Issue: Visuals & Functionality

Solution: The Wyoming Main Street Program is dedicated to providing Wyoming communities with opportunities to strengthen local pride and revitalize historic downtown districts. It strives to improve the social and economic well-being of the community by assisting them to capitalize on their assets and uniqueness. Wyoming Main Street has just introduced a new tier program that will allow smaller communities to participate.

Resource:

Wyoming Main Street Program
Evan Medley, State Program Manager
214 West 15th Street
Cheyenne, WY 82009
307-777-2934

Challenge: Beautification of town

Many comments were heard about vacant, unkempt houses, falling down structures, junk cars and garbage on vacant lots, unmowed lawns, weeds in alleys, and Parsons area cleanup. A community cleanup program could definitely enhance the town. This would be organized by volunteers—challenges could be made among different organizations. This could be a one-time effort or a long-term continual effort. A once-a-year abandoned appliance pickup could help enhance the town's look. There may be some grants available to help this effort: TEAL program at Wyoming Department of Transportation for community beautification and paths. Saratoga, Frannie and Ft. Laramie are among several towns in Wyoming that have formed clean-up committees.

Resources:

Wyoming Department of Transportation

Office of Local Government Coordinator

C.J. Brown

5300 Bishop Blvd. Cheyenne, WY 82002 307-777-4179

cj.brown@dot.state.wy.us

Town of Saratoga, Mayor John Zeiger

PO Box 486, Saratoga, WY 82331

307-326-8335

Town of Frannie

PO Box 72, Frannie, WY 82423

307-664-2323

Town of Fort Laramie, Mayor Richard Monger

100 East Bliss Street

P.O. Box 177. Ft. Laramie 82212

307-837-2711

Challenge: Enforcing ordinances

Solution to enforcing the cleanup ordinances: The first question is, "Do the people of Pine Bluffs even know what the cleanup ordinances are?" Holding a town meeting to explain what the ordinances are and how the town plans to enforce them could be a first step. Make copies of the town ordinances available to anyone that wants them. Maybe even include them in the water bill so that you know everyone got a copy. Letting the community members of Pine Bluffs know what the ordinances are and that the town plans on enforcing them is a vital part in cleaning up Pine Bluffs.

Challenge: Communication

Solution: Several different communication issues came up: 1) Lack of communication among citizens and town groups; 1) Lack of communication between town and citizens; 3) Lack of communication between town and county. Lack of community involvement was also mentioned in the communication comments. A community calendar was suggested. Good use of the local weekly newspaper might help with these issues. A possible recommendation would be to hold town council meetings or workshops when projects appear on the horizon and invite county commissioners. Perhaps those workshops could be facilitated by an outside organization when trying to come up with vision items. We heard both from citizens and leadership that communication is a two-way street. The town leadership would like feedback from the citizens. Perhaps have a comment sheet in place at Town Council Meetings at the sign-in table to return to leadership. It is also necessary to provide information to citizens—even those who commute daily. One community in Wyoming is investigating through Homeland Security General Purpose or Citizens Corp Grants the effectiveness of an electronic board prominently located as community members drive by. Therefore, events and activities could be posted and then used, if necessary, for emergencies. WyDOT may also have some funds for this project.

Resource:

Laramie County Commissioners (Homeland Security Grants)
309 West 20th Street
Cheyenne, WY 82001
Rob Cleveland, Emergency Managements Director
631-4265

C.J. Brown, T.E.A.L
Office of Local Gov't Coordinator
Wyoming Department of Transportation
5300 Bishop Blvd.
Cheyenne, WY 82009
307-777-4179
cjbrown@dot.state.wy.us

For facilitation contact:

Mary Randolph, Executive Director
Wyoming Rural Development Council
214 W. 15th Street
Cheyenne, WY 82002
307-7776430
Mary.randolph@wybusiness.org

Federal Funding Sources for Rural Areas

www.nal.usda.gov/ric/ricpubs/funding/federalfund/fed03.html

Often cultural events can help the unification and communication in the town. The cultural events can be tied to school activities and led by talented instructors. This could help communication among citizens and school personnel. The current local festival perhaps could bring in additional concerts, etc. that would appeal to all ages and add revenues to the town. Expanding the length of the Trail Days might help accommodate the above-mentioned concert idea. Check with Cheyenne Frontier Days Committee Chairmen for ideas and planning information. Wyoming Travel and Tourism could possibly provide aid in events that could attract to Pine Bluffs.

Resources:

Event and concert information:

Cheyenne Frontier Days
Joe Lopez, Chairman of Contract Acts
Jerry Ciz, Chairman of Public Relations
307-381-1600

www.cfdrodeo.com

Marketing Specialist
Wyoming Travel & Tourism
307-777-2881

USDA-RD Community Development Program Publication. As a strategy for economic development, tourism and festivals can be very useful.

<http://ocdweb.sc.egov.usda.gov/technotes/tn5.pdf>

Issue: Railroad Safety

Railroad Tracks. Even though the proximity of the railroad tracks to the town and school and the railroad crossing did not come out in a listening session, the challenge for providing safe crossing procedures and safety rules near the tracks is always useful.

Solution:

The Wyoming Chapter of Operation Lifesaver presents programs to schools and communities every year throughout the State of Wyoming. Wyoming Operation Lifesaver is a non-profit organization that provides education programs to the public. The programs are designed to help prevent and reduce crashes, injuries, and fatalities at the nation's 260,000 public and private highway-rail intersections and on railroad rights-of-way. Wyoming Operation Lifesaver is part of the national program, Operation Lifesaver, Inc.—volunteers dedicated to saving lives by promoting highway-rail intersection safety through education. The goal is to make the public more aware of the dangers that exist on and near railroad tracks. It is recommended that Pine Bluffs and its schools should request that this education program be done about once a year. More information can be found on the website: www.wyomingoperationlifesaver.com Contact the State Coordinator to set up a presentation.

Resource:

Wyoming Operation Lifesaver

[Darrell Real - State Coordinator](#)

P.O. Box 681

342 Highridge Cir.

Wright, WY 82732

Phone (307) 680-0146 | Fax (307) 464-6000

Challenge: Enhancing Attractions and Museums

Issue: Museum Expansion

Solution: Much was said about the potential of the Pine Bluffs Archeological Center. Continued preservation of this area is a must. Any growth that takes place at the Center and in the downtown museum must be done with careful planning. A program that can provide technical assistance in areas of historic preservation is the State Historic Preservation Office. It assists in preserving our state's most valuable historic, places, assets, objects and culture.

Resource:

Wyoming Department of State Parks & Cultural Resources

State Historic Preservation Office

2301 Central Ave.

Cheyenne WY. 82002

Audrey York, 777-6347

Nancy Weidel, 777-3418

Theme: Drug and Alcohol Issues

Challenge: Concerns were identified by the youth themselves about drug and alcohol issues. A significant number of youth in Pine Bluffs cited awareness of problems in this area among their peers. This was also stated by the adults as “underage drinking.”

Solution: Working within existing programs and expanding them to other venues seems the most efficient way to deal with this challenge. The optimum approach for these efforts is to focus on education and prevention. Parental involvement in this process is key to making and sustaining progress.

Resources:

Peak Wellness Center
510 W. 29th Street
Cheyenne, WY 82001
307-632-9362
Karla Meeks, Therapist in both Pine Bluffs and Burns High Schools

Wyoming Department of Health Substance Abuse Division
Felicia Gutierrez
6101 Yellowstone Road, Suite 220
Cheyenne, WY 82002
307 777-3357
Felicia.gutierrez@health.wyo.gov
<http://wdh.state.wy.us/mhsa/index.html>

Robin Gorsuch
WY National Guard State Youth Coordinator
5500 Bishop Boulevard
Cheyenne, WY 82009
307-772-5018
robin.gorsuch@us.army.mil

Introduction: Thank you to everyone who helped coordinate our visit to Pine Bluffs. It was a pleasure to meet so many citizens in your town and to see first hand the numerous strengths of your community. I believe individuals and communities find energy and motivation to accomplish goals by stepping back and looking at what has already been accomplished. As residents of Pine Bluffs, you have a lot of reasons to be proud of your community. A few of the things that especially struck me were the following.

- Bringing pharmacy services to the community.
- Having a quality mini-bus available for use by community groups at a very modest cost.
- Dramatically increasing tourist traffic at the Archeological Dig.
- A top-quality child care center.
- And of course, the great people who live here.

Theme: BRINGING PEOPLE INTO TOWN

Sub-Theme: Visitors

I believe the two most unique attractions in Pine Bluffs are the Archeological Dig and the Shrine.

Solution: Check into the possibility of having a supplemental sign about the Archeological Dig posted with the I-80 Rest Stop signs. This would have to be approved by WYDOT District Traffic Engineer as there are certain requirements attractions need to meet. I spoke with Matt at the Nebraska Department of Roads, Traffic Engineering Office, and he said that if it was approved by Wyoming there would likely not be any problem having a supplemental sign posted on the Rest Stop sign east of Pine Bluffs.

Key Contact Information:

WY Department of Transportation
District Traffic Engineer
3411 S. Third Street
Laramie, WY 82070
Randy Griesbach
307-745-2100

Solution: Post information about the Archeological Dig on the website, "About.com: Archeology" and other archeologically oriented websites. This would bring the dig to the attention of individuals who are interested in this particular type of attraction.

Solution: Maintain extended hours and additional days at Archeological Dig through the use of volunteer or teen summer employment. The use of teens to work at the Dig during the summer would accomplish two priorities at the same time—expanding hours at the Dig and providing summer jobs for local teens. The Workforce Investment Act program at the WY Department of Work Force Services will reimburse an employer for up to 400 hours of work by a teen. There are income requirements for the teen’s household and they have to have at least one “barrier” in their life such as being from a single parent household, dropping out of high school, or being on probation. Living in a remote area may qualify as a barrier.

Key Contact Information:

WY Department of Work Force Services
1510 E. Pershing Blvd.
Cheyenne, WY 82002
Yvonne Vigil
Phone: 307-777-3720

Solution: Establish a Farmers Market. Studies have shown that tourists will stop and stay in towns where there is a Farmers Market. The Business Council has a small grant program for marketing costs associated with Farmers Markets in Wyoming. The Wyoming Department of Agriculture has a Specialty Crop Grant Program to promote youth involvement in Community Gardens and Farmers Markets. The National Gardening Association has small grants for Youth Programs and community gardens.

Key Contact Information:

Wyoming Farmers Marketing Association
P.O. Box 20939
Cheyenne, WY 82003
Renee King
Phone: 307-674-6446 ext. 3509
Questions? Contact Kim Porter at 307-777-6319.

Solution: In a study conducted for Rock Springs by Roger Brooks of Destination Development, he stated that the very best lure to get the traveling public to stop or deviate from their routine travel is to advertise "CLEAN RESTROOMS." This will lure more travelers to the town or city than any other thing, and once the traveler is in the town to use the clean restrooms, signs can be used to encourage them to explore the town further and to shop. The community of Wall, SD, has developed a thriving business by placing many small, economical signs along I-90 advertising free ice water. Clean restroom and ice water are very inexpensive ways to get people to stop in your community. Community Development Block Grant Planning Only grants are available to fund a portion of studies like the one that was done for Rock Springs. Mr. Brooks did a study for the Town of Kemmerer for half the cost of the Rock Springs study. Your local economic development professionals can provide details about these grants. The

TEAL Program could also provide valuable technical assistance and grant monies for projects designed to get fatigued drivers off the road. This program would be a great fit for the development of the Archeological Dig and can provide funds for signage and/or billboards as well as other things.

Key Contact Information:

TEAL Program
5300 Bishop Boulevard
Cheyenne, WY 82009-3340
CJ Brown
Local Program Planner
307-777-4179
Cj.brown@dot.state.wy.us

The town of Pine Bluffs is currently the economic development arm.

Cate Cundall
Town of Pine Bluffs
P.O. Box 429
Pine Bluffs, WY 82082
307-245-3746
pinebluffs@rtconnect.net

Solution: Create a visitor questionnaire to use at the rest area, the Dig and other businesses in Pine Bluffs. This will enable you to identify who stops in Pine Bluffs and why they stop. This information can then be used to target newspaper, TV, radio and internet advertising. For example, if many of your town's guests are vacationers from large cities who are en route to nearby attraction you would buy ads in advertising media that will be seen by these prospective customers. A questionnaire could be attached to an information packet about Pine Bluffs. Creative, attractive bumper stickers might be one item to include in this packet. This would provide free advertising that could cover the whole country. .

Solution: Take advantage of free publicity. This will require someone who knows how to write press releases or is willing to learn. For small towns with small budgets, publicity can be an effective way to reach prospective customers who could never be reached through paid promotion. Publicity usually materializes when some event or characteristic of a town becomes "newsworthy" in the eyes of the media-radio, television, magazine, or newspaper. Smart marketers know that many news stories exist only because someone put forth the effort to write a press release. A press release can often tie in with some of the town's other promotional activities. But the story won't be run if nobody writes it. In order to get larger newspapers to run a story, the writer will need to be familiar with techniques for writing good concise press releases.

Sub-Theme: New Residents

Solution: Post information about Pine Bluffs on web pages, social net-working sites, web-based bulletin boards such as Craig's List and printed media that are targeted at individuals who are thinking of relocating. Information in the previous section on identifying a target audience is important to this strategy as well. High school or college students may be able to provide expertise on web-based methods of advertising.

Key Contact Information:

<http://craigslist.org/>

Theme: THIRD PLACE (for youth)

Concern over the lack of leisure activities for youth and lack jobs for teens were mentioned several times.

Solution: Refer to the paragraph above and contact information for employing youth at the Archeological Dig.

Solution: Hold a photo contest or use PhotoVoice to engage youth and produce publicity for Pine Bluffs. PhotoVoice encourages the use of documentary photography by giving cameras to everyday people to record their lives, enabling them to have control over how they are perceived by the rest of the world while simultaneously learning a new skill. PhotoVoice is an exciting and popular new way for people to get their story out to a larger audience.

Key Contact Information:

<http://www.photovoice.org/>

<http://web1.msue.msu.edu/imp/modtd/33529767.html>

David H. Hogg, formerly of the Department of Marketing, and Douglas Dunn, Extension Rural Development Program, University of Arizona. This publication is part of the Small Town Strategy series produced by the Western Rural Development Center. Other titles in the series include:

- * Helping Small Towns Grow
- * To Grow or Not to Grow: Questions on Economic Development
- * Hiring a Consultant
- * Identifying Problems and Establishing Objectives
- * Basic Grantsmanship
- * Socioeconomic Indicators for Small Towns
- * Community Evaluation for Economic Development

Copies may be obtained from the Extension Service at cooperating universities or from the Western Rural Development Center, Oregon State University, Corvallis, Oregon 97331. Two related series of WRDC publications might also be of interest: the Coping

with Growth series and the Municipal Bonds series. Please write to WRDC for a complete list of available publications.

FINAL COMMENT: In reviewing the Community Assessment that was done in 2005, there are many great recommendations that your community might consider reviewing for further ideas. There are also many great ideas for engaging youth in small communities in the Ranchester Resource Team Report, January 2002 that you can review.

Thanks again for a wonderful time in Pine Bluffs. I look forward to the great things you will do as a community in the future.

Judy Hanson-Weickum
Retired Retailer
313 Saddle Drive
Cheyenne, WY 82009
307-638-8806
Rj3813weikum@bresnan.net

Challenge: Business Development - Retail

Solution: One of the concerns at the listening sessions was lack of a clothing store. Several solutions could be researched.

1. How Powell, WY started their retail co-op. Begin small with basic “wants” and as that succeeds add additional needs such as women’s, men’s, children’s clothing and shoes. To finance this co-op, issue stocks or create a membership which would give some start-up money. When enough capital is obtained, then get a letter of credit from a local bank. Another method of funding is to sponsor farmers’ markets with a portion going to the retail co-op.
2. Determine the kind of merchandise and where to obtain that merchandise. The Denver Merchandise Mart is a resource to obtain inventory. There is also an “off-price” market in Las Vegas as well as in Denver. “Off-price” merchandise would make it beneficial to make a profit.
3. Site—A possible vacant building that could be available.
4. Employees—begin with volunteer help and as money is generated begin paying staff.
5. Advertising—Restaurants could showcase weekly items that the co-op is stocking. Do bumper stickers, posters, direct mailers to locals. Word of mouth through church and civic groups.

Resources:

Powell Mercantile, Inc.
227 N. Bent
Powell, WY 82435
307-754-5888

[Denver Merchandise Mart](#)

www.denvermart.com
451 E 58th Ave # 4270
Denver, CO 80216
(303) 292-6278

Off-Price Specialist Show, Las Vegas, NV info@offpriceshow.com, 262-782-1600

Challenge: Business Development – Archeological Site

Solution: Provisions need to be made either on site or off site for a souvenir corner—fake arrowheads, sage-scented candles, toy Indians, tepees, history books, T-shirts, faux trade beads (strung as a community project). Establish a restaurant with indigenous, Native American foods such as fry bread, tacos, etc. Market tours to Laramie County School District #1 & 2, LCCC. Ft. Collins, Kimball, etc.

Challenge: Business Development - Jobs for Chrysalis House graduates

Solutions: Jobs can be generated for graduates by creating a new business opportunity. Establish a bean harvesting, packaging and retailing business that would develop bean products to be sold. These could include soup mixes for gift baskets.

Resource:

www.womensbeanproject.org

Women's Bean Project

3201 Curtis Street
Denver, CO 80205
303-292-1919

Challenge: Beautification of town

Solution: Create a Task Force to identify the problem and send a notice to offender. The Task Force would then contact the property owner and discuss reason for the condition of property and what can be done to help them.

Have a clean-up weekend with everyone helping those who are unable to accomplish this, followed by a chili feed afterwards that could bring the towns people together for a common goal. Reward could be property of the month featured in store fronts, restaurants, gas stations of before and after pictures which would be positive reinforcement.

Have retired and young people working together in the parks planting flowers and a community vegetable garden and maintaining these. Have a picnic or ice cream social after planting to celebrate. Ask for donations to defray the cost and add revenue to co-op fund. The garden would be maintained by volunteer labor; those contributing would be able to harvest and enjoy the fruits of their labor.

Resource:

Cheyenne Botanic Gardens, Claus Johnson, Volunteer Director

Www. Botanic.org

710 South Lions Parks Drive, Cheyenne, WY 82001, 307-637-6458

WHAT WAS SAID AT THE INTERVIEWS

The Resource Team spent two days interviewing the local residents to hear what they had to say. Those being interviewed were directed to answer three questions:

- ✓ What are the major problems/challenges in the community?
- ✓ What are the major strengths/assets of the community?
- ✓ What projects would you like to see implemented in your community in the next two, five, ten, or twenty years?

We have listed below, without comment, what we heard from those who volunteered to be interviewed.

Question #1: What are the major problems and challenges in your community?

- Future development
- Growth
- Properties not clean**
- Hard for business start up
- Business can't compete with Cheyenne
- No jobs for college graduates
- Getting people involved in community
- Lack of communication and PR*
- Law enforcement not equitable*
- Business in town not supported
- Need a down town
- No pride in town
- Cars on lots
- Need cooperation in maintaining parks, developing parks
- Change in city government
- Snow piled in middle of street
- Snow removal
- Need lower price permit for truck parking
- Disappointed with County Commissioners on garbage and land fill issues
- Mow the alleys
- Lack of adequate wages to keep young people here
- Business development
- Variety of services available (i.e.) specialized healthcare
- Downtown area
- Underage drinking
- Lack of business growth and new businesses
- Lack of jobs

- Water supply
- Close to Cheyenne for local small businesses to thrive
- No clinic open on weekends
- Some private properties look like land fills
- Local restaurants need to clean up
- Lack of good paying jobs to keep people here
- No business to lure people in
- People going to Cheyenne to do their business
- Getting business back into the community
- Lost Chamber, No chamber to help businesses
- Lack of adequate housing for low income*
- Everyone depends on the mayor and town council to do everything for them*
- Lack of community involvement
- Lack of housing – apartments that are two bedroom or more
- Keep people here to shop and support local businesses
- If it doesn't affect the people directly, they don't care or have the time to help
- Getting businesses organized and start a chamber
- Low paying jobs
- Livable wage
- Agree with previous two entries
- Businesses come and go
- Somewhat hard to get involved in community if you don't have children in school
- Lack of stop signs
- Nothing to do
- 10 dittos
- Swimming and hang out at Conoco
- Nothing to do; everyone goes to Cheyenne for entertainment
- Nothing to do, need some place for teens
- No jobs for teens
- Bullying
- More resources—dry-cleaning, photos
- Mainstreet; first impression of WY; not attractive
- Drug problem—25 – 30 hands
- Alcohol problem—60 – 70 hands
- Water*****
- Keeping kids here*
- More retail businesses
- Need more people
- No enough for kids to do
- Need for additional businesses
- Don't want regulations & hassle from govt for new and small business
- Don't support existing business
- Lack good paying jobs*
- Lack of good workforce*

- Govt. regs on water, building, schools*
- Price of gas
- People leaving
- Families needing to be in larger town
- Buildings in disrepair – unappealing
- 22 Vacant houses
- Not knowing what is going on
- Renew Care & Share
- Economic issue
- Town takes over vacant buildings for storage (Takes away a spot for new business,)
- Impressions of town bad because of junk piles, unmowed lawns
- Two years town had gone from well-kept to unkempt
- Price of water
- Grants received but money pocketed
- Same problems as 30 years ago
- Aging community
- No reason to come home
- Water*****
- Empty houses
- More stuff for senior citizens
- Clean up town
- Lack of support for businesses
- Cats and dogs
- Keep businesses going***
- Not enough people to support business, workforce
- Water*
- Nothing to do
- High school needs to go so we can get new gym
- More on Main Street
- Places for kids to hang out besides park or gas station*
- Businesses closing
- Ground Water – Available and reserve
- Land Fill – Recycling availability
- Affordable electric service – maintaining system
- Affordable natural gas
- Town services are good but too expensive
- Truck parking within city limits
- Citizens not taking care of their property (weeds and junk)
- Police need to better direct their efforts—teen drinking, drugs, meth
- Declining population
- Aging population
- Lack of new industry /jobs
- Unsightly homes, yards, businesses especially Main Streets

- Town pick up days for large items for landfill
- Water
- Drawing people and business to community
- Communication/accuracy
- Preparation
- Community Calendar
- So close to metropolitan area much of workforce leaves
- Need edge to attract young people
- Growth
- Slump in property value
- Challenge in cultural aspect
- Lack of interest on volunteerism
- Government
- Lack of Care place
- More participation to address and identify problems
- More people here today
- Lack of current communication among whole community
- Accessible of downtown off I80
- Lack of signage at both exits
- Lack of coordination between eastern Laramie Co communities and whole county
- Distance of commuting to Cheyenne
- Parsons area beautification
- No linkage to town
- Hard to find archeological
- Development of Main Street
- Funding
- Water
- Lack of communication**
- Yards, weeds, truck parking
- Naysayers
- Lack of community feedback*
- Attitude w/two viewpoints
- Apathy
- Deterioration of yards
- Putt, putt golf
- Roller rink
- Arcade
- Town Garage Sale
- Farmers' Market
- Bakery
- Water Availability
- Keeping youth here after high school
- Getting/Keeping Industry/Business

- Place for youth to gather safely
- A big mistake was not keeping NAPA Downtown
- Everyone wanting to go up by I80
- Roads need to be updated, curb appeal
- People coming in from I80 are not impressed as first things they see is Parson's Street
- Down town building waste of taxpayers money
- Fix up old buildings
- Weed whack in the alleys by city and landowners
- Town should take down dead trees (safety as well as looks and ground stumps.)

Question #2: What are the major strengths/assets of the community?

- Infrastructure*
- Streets
- Size*
- Peaceful
- Beautiful
- Good taxes
- Attractions
- Daycare w/preschool
- People**
- General caring for others
- Morals
- Friends
- Water
- Pretty community
- Location
- Nice, friendly people
- School District
- Rest Area
- Community that cares for and meets the needs of those who need it
- Great school system
- Location right off interstate
- Sustained infrastructure
- The vet clinic is so good my family brings animals from Colorado
- Manageable crime rate
- Better than average schools for per capita town
- Pine Bluffs is an orderly, well run town that meets a variety of needs
- Emergency services seem to operate well.
- Town museum definitely add to the attractions found in this part of the country
- People in this town are great
- It's a quiet friendly place
- The High West Energy center
- The school system
- The Railroad, cooperative banks
- Interstate I80
- An honest & hardworking population
- Great town daycare
- Town pool
- Feel safe at night; clean up now and in future
- Golf course – 10 years – it can be a good course

- New playground equipment at park w/basketball courts and adjustable hoops
- Small community
- Great school system
- Town employees, leadership of town council and mayor
- Town comes together when it needs to – helps each other out
- Strong leadership with town council – do lots of planning, very progressive
- Availability to medical and pharmacy services
- Volunteers – fire dept, emt's, etc
- Good schools*
- Proximity to I-80
- LCCC satellite
- Recreation director creativity – movies in the park, etc
- Grocery store and its generous owner – donates a lot to the community***
- Friends
- Tight knit community
- Someone will help you if you need it
- Hard working, good people
- Good internet/cell service
- Everyone gets to know each other
- Low crime rate
- Good gun club
- Education system; go to college smarter; more time with teachers
- Rodeo
- Parks, recreational
- Golf course
- School***
- Close to LCCC & Cheyenne
- Medical, dental**
- Grocery
- Airport
- Good access
- Small town atmosphere*
- Not afraid to be a commuter community
- Raise children in small community
- People within community**
- Old High School on historic register list
- Volunteerism
- No traffic
- Streets well maintained, wide*
- Street signs
- Quality of people
- Top notch teachers
- Firemen, EMS
- Town crew good

- Dentist
- Good place to raise children
- Community Center
- See the sky
- Enjoy nature
- Caring, look out for one another
- Major artery
- Will generate a lot of wind power
- Swing toward energy
- Strength of financial structure of town
- Living in a small community
- People***
- Rec department is very involved*
- Friendly people
- Beauty of the bluffs
- Churches*
- Good weather**
- Good people
- No tornadoes/floods
- Quiet and peaceful
- Schools
- Comfortable place
- Nice people
- Good senior center
- Dentist
- Doctor
- City does good job of managing every day problems
- City Council tries to better down town
- People—friendly, helpful*
- Churches
- Archeological
- Highway 30 and Lincoln Assn
- Rec Module
- Community Center
- LCCC Extension
- Head start*
- Daycare*
- People,
- Town celebration
- Bond
- Child care
- Outreach campus
- Public Library Branch
- Willing to look toward future

- Proximity of Egbert rail siting
- Variety of attractions
- Closeness to Cheyenne
- Infrastructure
- Good town govt
- Location
- Archeological Center
- Location Nice Streets
- Day care
- 24-hour dispatch police center
- EMT
- Fire Dept
- School District
- Strong businesses
- Local medical services, pharmacy
- Parks
- Swimming pool
- Community Center
- Full time rec director
- 6th penny Day Care
- New police cars, equipment
- Sewer and water being replace w/6th penny
- Airport
- Fuel system at airport
- LCCC
- Senior Center
- Laramie County Library – branch
- Texas Trail Market
- UW Family Practice Outreach
- Optometrist
- Pharmacy
- Trail Days
- Swimming Pool
- Safety
- Friendliness
- Community Events
- Churches
- Swimming Pool
- Clean & quiet
- I80
- Churches
- Grocer
- Two banks
- Senior Center

- Rodeo
- Solid, reliable leadership
- Good snow removal
- Constant water quality monitoring
- Very clean/presentable
- Friendly and safe
- Pool
- Condition of streets is great
- Good job of winter street maintenance
- Good support of EMT and Fire Services
- People are awesome, good hearts
- Good school
- Good, caring churches
- As a whole, this is a very clean community
- Community involvement as demonstrated by this program
- Annual pick up of junk is great

Question #3: What projects would you like to see implemented in your community in the next two, five, ten, or twenty years?

- Growth
- Retirement community development
- Recreation for all ages
- Community
- Woodshop
- Beautification of community 2-5 years
- Trim trees
- Mid-growth
- Community Foundation, philanthropy
- Cops that care
- Downtown development 10 years
- Beautification of parks
- More businesses, diversified
- Training projects from older to younger citizens
- Downtown flourishing
- Junk areas gone in every direction
- Farmers' Market
- Active Main Street
- Archeological dig a great resource; add gift shop, restaurant
- Administration publicize ability to build
- Market people off I-80*
- Signage of attractions, i.e. Texas Trail, Christmas event
- Movie Theater
- Soda Shop
- Veterans' memorial
- Signs about individual attractors
- Continued infrastructure improvement
- Cleaning up old 30
- Presentable historical downtown – nice downtown
- A business opportunity that would support a workforce
- Development of the downtown properties
- Retirement of main street rail road crossing
- Expansion of industrial opportunities
- Sound barrier efforts for interstate 80
- New office building and jobs/businesses it will bring in
- Town pool needs trees, waning, landscapes to bring more people in
- New curbs, sidewalks
- Clean up trashy lots of junk cars
- Some streets if not all need to be redone
- A stable economy

- A stable population
- Water well stability short and long term
- Enclose daycare now
- Downtown renewal 5 years
- More businesses in the town to keep people shopping locally
- Archeology attraction going, gift shop
- Chamber started
- Affordable housing
- Expand recreation program into more of a center with exercise stuff, etc
- Give coupons for main street business downtown
- Swimming pool expansion to a water park*
- Get people to come into town and shop
- New stuff, but keep the stuff we have
- Maintain what we have and build on it
- Art council and things like that active again
- More fun things to do
- Good Mexican restaurant
- All the volunteer groups to work together and not be so territorial
- All town buildings full
- Lots of nice, high-paying jobs
- Someone who could employ a lot of people
- Movie theatre
- Women's clothing store
- Quilt and craft store
- New gym
- I manage apartments and sometimes you need something
- Arcade
- Walmart
- More youth interaction
- Get rid of old school
- Community youth group where they can express ideas
- Jobs, something like Clean Harbor so people can stay here
- More youth programs like soccer and athletics
- Heated streets
- Community that stays open all the time; community is kept locked; have to be 21 to get in center
- Something to attract tourists
- Dirt bike track
- Mini race track, mini stock cars
- Enclose swimming pool
- Move involvement in recycling
- Movie theatre
- Drive in—lots of dittos
- Small clothing store

- Ice cream/coffee shop
- Baskin Robbins
- Mall
- New grade school*
- Community to stay
- Place for teens, coffee shop
- Main Street more active
- Better cops
- Plumber
- More progressive to lure people
- Social gathering place
- Thrift shop with good hours
- Pharmacy—better hours
- Assisted Living
- Emergent care
- Create unity and communications*
- Eastern Laramie Archives
- 1500 people in Pine Bluffs
- Light manufacturing business
- New businesses with 60 employees and families
- New web based companies
- Another RV Park
- Town govt needs to put more help to all of town not just Main Street
- More people will bring retail
- Change
- Govt regulation on school
- Wyoming products and home businesses
- Teach adults and kids how to handle money
- Promote town
- Forgiveness
- Active Chamber of Commerce
- Provide needed infrastructure equal opportunities
- Less barriers to entrepreneurs
- Regional Water systems
- Good retirement home
- Improve community center to make more recreational***
- Need more bars
- Retirement home*****
- Palm trees, beach
- More businesses
- Change in government
- More development
- More business
- Casino

- Enclose swimming pool
- Community college extension built
- More stuff downtown
- Kids to be more aware of child molesters
- Starbucks in town
- Clothing store
- Bigger community
- More businesses to community
- Growth
- Housing Study
- Assisted Living & long term care*
- Cultural activities
- Train service
- Passenger train
- Pine Bluffs or Eastern Laramie County Foundation
- Wealth Transfer study
- \$\$\$ to send people to meetings that benefit town
- Follow up on last Community Assessment report
- Growth that is possible
- Active Chamber of Commerce
- Accessible community board—web, etc
- Rural water systems that connects to Eastern part of county
- Comprehensive community plan
- New post office on Main Street
- Redevelopment of Main Street
- More involvement by community as a whole
- Celebrate successes
- New business
- More families with school age children
- Better water management with run off
- Care & Share available to needy families*
- Recycling services
- Dude Ranch
- Bed & Breakfast
- More businesses
- Create more jobs
- More recreation—indoor pool, fitness center, YMCA*
- New equipment for main city park
- Water well
- Teen Center
- Decorate for Homecoming
- Businesses that attract college students
- Small businesses*
- New town hall

- Continued support of town
- Retirement home
- Continued growth
- Main Street fully occupied
- High School
- Archeological Center w/gift shop, food, etc
- Hospital
- Support downtown communities
- Better cooperation w/Cheyenne
- Nice deep wells with endless supply
- All buildings filled with professional jobs
- All houses filled
- Rentals
- Parking area for trucks, well lit and secure
- Enclose the pool for year round use
- Recycling Program
- Walmart
- Update main street off I80
- Signs on I80 stating options of the town
- Paint the town
- Update rundown buildings
- Big sign at Rest Area, on walls of gas stations, at museum, library with maps of what's available in our town to draw people from I80 to stop and shop.
- Mark where churches, Medical, Dental, Vet, parks, Groc, TopDollar are located
- More businesses on Main Street
- "Semi-truck friendly" community. Shuttle from rest area to grocery, post office, church and other town stores and restaurants.
- Sign in rest area letting travelers know what Pine Bluffs has to offer along with shuttle info

20 CLUES TO RURAL COMMUNITY SURVIVAL

1. Evidence of Community Pride:

Successful communities are often showplaces of care, attention, history and heritage.

2. Emphasis on Quality in Business and Community Life:

People believe that something worth doing is worth doing right.

3. Willingness to Invest in the Future:

In addition to the brick-and-mortar investments, all decisions are made with an outlook on the future.

4. Participatory Approach to Community Decision Making:

Even the most powerful of opinion leaders seem to work toward building consensus.

5. Cooperative Community Spirit:

The stress is on working together toward a common goal, and the focus is on positive results.

6. Realistic Appraisal of Future Opportunities:

Successful communities have learned how to build on strengths and minimize weaknesses.

7. Awareness of Competitive Positioning:

Local loyalty is emphasized, but thriving communities know who their competitors are and position themselves accordingly.

8. Knowledge of the Physical Environment:

Relative location and available natural resources underscore decision-making.

9. Active Economic Development Program:

There is an organized, public/private approach to economic development.

10. Deliberate Transition of Power to a Younger Generation of Leaders:

People under 40 regularly hold key positions in civic and business affairs.

11. Acceptance of Women in Leadership Roles:

Women are elected officials, plant managers, and entrepreneurial developers.

12. Strong Belief in and Support for Education:

Good schools are the norm and centers of community activity.

13. Problem-Solving Approach to Providing Health Care:

Health care is considered essential, and smart strategies are in place for diverse methods of delivery.

14. Strong Multi-Generational Family Orientation:

The definition of family is broad, and activities include younger as well as older generations.

15. Strong Presence of Traditional Institutions that are Integral to Community Life:

Churches, schools and service clubs are strong influences on community development and social activities.

16. Sound and Well-Maintained Infrastructure:

Leaders work hard to maintain and improve streets, sidewalks, water systems, and sewage facilities.

17. Careful Use of Fiscal Resources:

Frugality is a way of life and expenditures are considered investments in the future.

18. Sophisticated Use of Information Resources:

Leaders access information that is beyond the knowledge base available in the community.

19. Willingness to Seek Help from the Outside:

People seek outside help for community needs, and many compete for government grants and contracts for economic and social programs.

20. Conviction that, in the Long Run, You Have to Do It Yourself:

Thriving rural communities believe their destiny is in their own hands. Making their communities good places is a pro-active assignment, and they willingly accept it.

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