



Fountain Urban Renewal Authority

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PRESS RELEASE

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The Fountain Urban Renewal Authority (FURA) is pleased to announce a new Small Business multi-year tenant lease at its Woodman Hall property located at 102 N. Main Street in Fountain Colorado to occupy 100% of the ground floor as a restaurant.

The small business tenant is [Sonora's Prime Carniceria & Taco Shop](#), which is family-owned with a decade of operations in Arizona and Colorado markets. The downtown Fountain location will be its fifth location expansion for the business, established by owners Jazmine Fletes and Omar Teyechea.

Over the course of several months, the partnership between FURA and Sonora's came into focus in site selection efforts to establish a fifth location in Southern Colorado. In daily commutes along the front-range with business service deliveries Sonora's has earned a strong following among the military citizens which are comprised of Fort Carson Army, Peterson Space Force, and Schriver Space Force installations' patrons requesting a nearby location. With real estate broker assistance provided by Westend Properties, the ideal location came into focus in downtown Fountain.

The Sonora's Prime business model is to offer a family-friendly environment with fresh produce, a butcher meats counter, general store, and a full-service dining restaurant of freshly prepared meals. The owners invest in their local communities as strong community partners and take high pride in providing an elevated level of customer service by staff. The Fountain location will be no exception with a tentative grand opening in early 2026.

"FURA is excited to welcome Sonora's Prime to our historic, 1905, Woodman Hall property in the epicenter of downtown Fountain, across from City Hall. The family-friendly and affordable Mexican-style restaurant and mercado store will serve our Fountain community well, as FURA continues its efforts to enhance the town's offerings and attractiveness to its citizens and neighbors." – quote by FURA Chairman Bill McMaster.

Sonora's Prime History:

"Our story began many years ago with our grandfather Jose Flores. He lived in a small town in Mexico called Juchitlan. From a very young age he worked in his father's fields and Carniceria. He did everything from butchering to the front counter service. Now, his granddaughters continue the tradition. Many years later in a small town of Tarachi, Sonora was a young man who left Mexico to pursue his dreams and after many years of hard work he opened the first Carniceria in 2015. As the two families came together, they opened their very 1st Sonoras Meat Market in Pueblo CO." – quote by Jazmine Fletes.

1905 Woodman Hall History:

Woodman Hall was originally constructed in 1905 by Joseph Cullen Root, founder of Woodmen of the World, a missionary organization dedicated to service, fraternity, and communal support. The early missionary halls erected by Woodmen of the World were scattered across the country, functioning as communal gathering places with a sense of purpose. The fraternity members would meet upstairs to perform their proceedings, which left the main level and basement space open for commercial purposes. During these early decades, the ground floor space mainly functioned as a mercantile store under the Gore Mercantile Company, owned by CA Gore and Henry Link, Fountain's first mayor. Patrons would arrive on horseback, tying their horses to hitching rings along the south sidewalk, known as Ohio Avenue, while they shopped around town.

As the decades passed, Woodman Hall evolved, mirroring the changing needs of the community. The ground floor transformed from a mercantile store into a butcher shop and grocer, a furniture store, and even the town's post office. The upper level, too, saw reinvention, shifting from a meeting hall to a performance theater, a roller rink, and eventually residential apartments by the mid-1980's. The Fountain Urban Renewal Authority purchased the property in 2018 with a mission to honor its past heritage with a series of upgrades towards adaptive reuse for small business commercial tenants to best serve the growing community of Fountain. – provided by Kimberly Bailey, Executive Director.

State of Colorado Urban Renewal Statute C.R.S. 31-25-101

Under the Urban Renewal State Statute, it defines a purposeful mission towards blight remediation as plans are intended to improve safety and economic vitality in blighted areas. As such, FURA tailors programs of support with regards to infrastructure and/or revitalize key assets in the community which lie idle or underserved through an offering of public-private partnership programs and tax-increment project capacity funding.

FURA's mission is to avail opportunities which cultivate a quality "sense of place" and encourage new business development for a resilient local economy. Please visit www.FURACO.org to learn more about our projects; whereby, to revitalize, partner, and fund to cultivate a Sense of Place for development.

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