



Colorado Main Street

Benefits of Participation in the Colorado Main Street Program: Services provided by the Department of Local Affairs

Service	Description	Candidate	Main Street	Graduate
General Technical Assistance Services				
Main Street Program Liaison	DOLA acts as liaison and facilitates communication between the community, other Colorado Main Streets, Downtown Colorado, Inc., and the National Trust For Historic Preservation Main Street Center.	√	√	√
On-call technical assistance	Provide over the phone or via internet advice and technical assistance as requested by the community, within the scope of available resources and expertise.	√	√	√
Capacity Building	Assist the local program in capacity building efforts, including assisting the program to work with their local governments and other partners. Assistance may include additional meetings with DOLA regional or Main Street staff, foundations, other state agencies or established Main Street Communities or the sharing of best practices.	√	√	√
Fundraising Capacity	Assist the local program in developing fundraising capacity to diversify local budgets. Assistance may include additional meetings with DOLA regional or Main Street staff, foundations, other state agencies or established Main Street Communities, or the sharing of written best practices.	√	√	√
Heritage Tourism Content	As resources permit, develop heritage tourism content for placement on state and local websites.	√	√	√
On-Site Technical Assistance Visits				
Resource Team Visit	For new Main Street programs, conduct a multi-disciplinary technical assistance visit and produce a report meant to serve as a strategic plan for the beginning year(s) of the program.		√	
Candidate Assessment	Conduct an on-site annual review of the Candidate's progress towards becoming a Main Street Community	√		
End-of-Year Assessment	Conduct an on-site annual review of the program's work in the four points and in meeting the national Main Street accreditation criteria.		√	√
Preservation Architect	Access to services of a preservation architect, for façade schematics, assessments, training and in-fill design work.	√	√	√

Training				
Start-Up Visit	On-site visit for development of vision, mission statement, goals, objectives, committee start up and organizational development; includes Main Street 101 training. Conducted at the end of the first year in the Candidate program.	√		
On-Site Training	Conduct on-site training sessions in the community. This could include training for one of the four committees, a facilitated board retreat, or a visioning session to identify goals, objectives and workplans for the organization. This training could also be combined with a training with the historic preservation architect.		√	√
Board/ Manager Orientation	Conduct orientation for new board members and new program managers, either on-site, via webinar, or in Denver.		√	√
Quarterly Managers' Meetings	Hold four quarterly meetings addressing the four points of design, economic restructuring, organization, and promotions for local managers.	√	√	√
Identify Partnerships & Resources				
Facilitate Connection to Resources	Connect local programs with partner services and resources from non-profits, other state agencies, federal agencies, private foundations and for-profit businesses.	√	√	√
Communications				
Colorado Main Street Newsletter	Quarterly newsletter providing Main Street updates, timely tips for local programs, calendars of events, and more.	√	√	√
Publicity	Facilitate and promote ongoing press coverage of the Colorado Main Street Program and its individual local programs.	√	√	√
Sharing Success	Post success stories and testimonials on the DOLA website and share links to the National Trust Main Street Center and other state coordinating programs.	√	√	√
Social Media	Maintain the Colorado Main Street Facebook page to promote the activities of local programs	√	√	√
Other Services				
Resource Materials	Provide access to resource materials on downtown revitalization and specifically organization, design, promotion and economic restructuring.	√	√	√
Quarterly report review	Review quarterly reports, compile reinvestment statistics, and provide guidance and advice.	√	√	√
Bench-marking	Establish benchmarks with the Candidate Program to ensure a successful application	√	√	√
		<p>The above services are provided in part through a generous grant from History Colorado, the State Historic Fund.</p>		