



Colorado Main Street

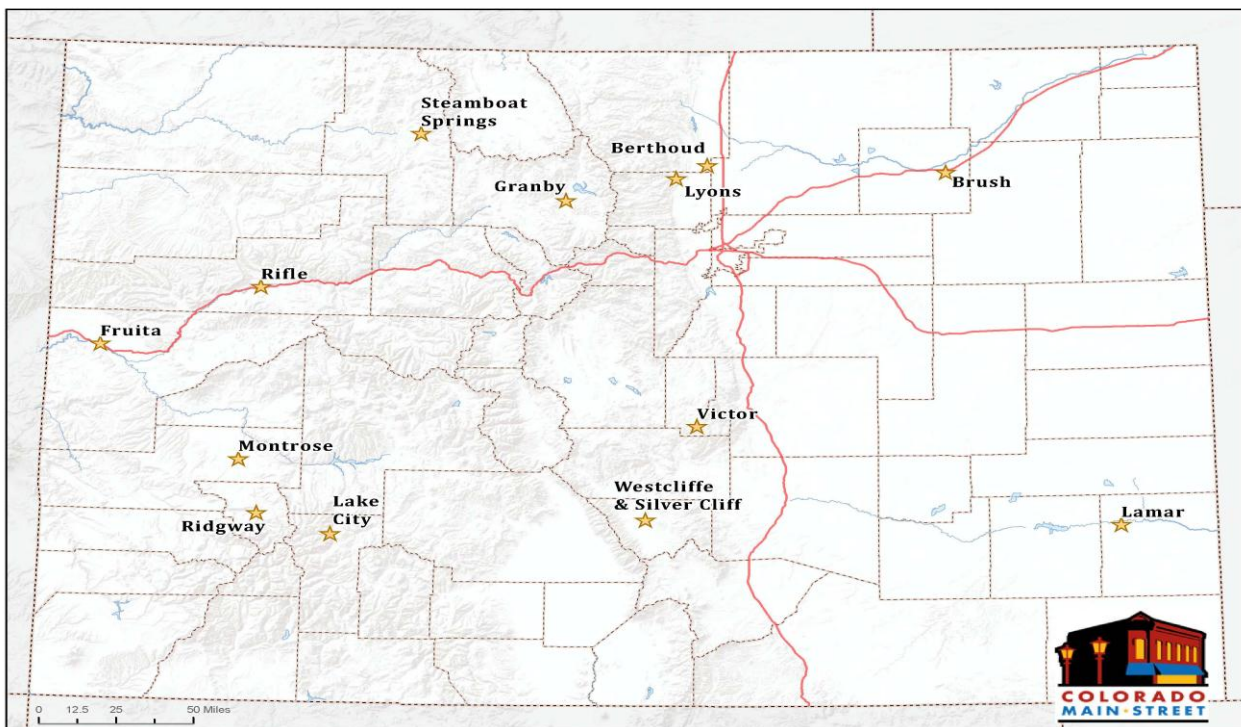
Year End Summary

2012



2012 Colorado Main Street Program Summary

In 2012, the Colorado Main Street Program experienced significant positive transition. At the national level, the Main Street Center is transitioning to become an independent subsidiary of the National Trust for Historic Preservation. At the state level, new staff joined the team. At the local level, five new communities joined the program, as well as several new managers and new local board members. Most importantly, we have seen a new and positive energy around the program. We are proud of the many accomplishments in both the local and the state programs. Below is a summary of our work in 2012 and what we hope to achieve in 2013. We appreciate the support and leadership our boards, managers, partners, and supporters have shown the Colorado Main Street Program. We look forward to our continued partnerships in 2013 and beyond.



Community Information



The Colorado Main Street Program accepted five new communities into the program: “The Cliffs” Commercial District (Westcliffe and Silver Cliff, two communities joined by their Main Street), Fruita, Montrose, Ridgway, and Victor.

After evaluating the relationship between the various entities working towards downtown revitalization in the City of Arvada, they elected to leave the program. Arvada was a great asset to the program and we hope they will continue to develop a downtown model which incorporates the Four Point approach.

2012 Year End Statistics

As a requirement of the program, Main Street communities track statistics about: job creation, new businesses, and investment in their Main Street district. They also track volunteer hours and count attendees at Main Street events. The numbers below are reported from the five Designated and Graduate communities. Our eight Candidates also track this information as well, but because they are just getting started, we don’t include their statistics. We use this information to measure the health of the community and the local program. In 2012 private investment has been the highest since the program has been with DOLA!

Full Time Jobs Created	47
Part Time Jobs Created	24
New Businesses Gained	15
Private Investment:	\$1,141,305
Public Investment:	\$2,567,294
Volunteer Hours	10,048 valued at \$221,346
Event Attendees	69,167 at 54 various Main Street events



Technical Assistance Provided

Technical assistance is at the core of the services we offer to our Main Street communities and communities who are interested in becoming a Main Street Community.

- Conducted eight Year-End Assessments: Brush, "The Cliffs ", Granby, Lake City, Lamar, Rifle, Steamboat Springs, and Victor. Year End Visits allow staff to review the performance of the local program and to make recommendations to the local program.
- Organized four Quarterly Main Street Managers' Training (one in each point). Trainings are held throughout the state and held in partnership with Downtown Colorado Inc.'s (DCI) Downtown Institutes.
- Provided technical assistance in the Four Point Approach:
 - Organization: Berthoud board training; Wellington facilitation of work planning process; Granby new staff training
 - Economic Restructuring: Victor visioning
 - Promotion: "The Cliffs" visual merchandising training
 - Design: Architectural services and design services for Montrose, Lamar, and Victor; Lamar design committee training
- Organized and produced one Resource Team visit and report for Ridgway. As an existing Main Street community Ridgway was eligible to receive this technical assistance from the Department of Local Affairs Main Street Program. This service provided the community with a formal report with recommendations for their historic district and Main Street program. Additionally, the report provides an action matrix which breaks out responsibilities, tasks, and timelines for the next three to five years. A Resource Team represents approximately one hundred and fifty hours of staff time.
- Participated in six Community Assessments in partnership with DCI: Idaho Springs, Fruita, Silverton, Sterling, Trinidad, and Walsenburg. Assessments provide guidance to communities who may be interested in joining the Main Street Program. Approximately



fifty hours of staff time are associated with each visit. As funding permits, Department of Local Affairs provides financial assistance to the community on a reimbursement

- Provided outreach and trainings to sixteen additional communities: Craig, Estes Park, Hayden, Hugo, La Junta, Las Animas, Milliken, Pueblo, Rocky Ford, Saguache, San Luis, Sterling, Trinidad, Walsenburg, and Wellington.
- Presented at five conferences and workshops: Colorado Preservation Inc. Annual Conference; CML Small Communities, CSU 401 Economics, DCI Annual Conference and four DCI Downtown Institutes, and Rural Philanthropy Days-Brush.

Program Development



- Conducted two Advisory Board meetings.
- Produced four Main Street newsletters.
- Awarded fourteen mini grants valuing \$122,000. Grant funds which went to Main Street communities, help support their projects.
 - Established new process for Colorado Community Assessments in partnership with Downtown Colorado Inc. (DCI) and Office of Economic Development and International Trade (OEDIT).
- Wrote and submitted three grant applications: Anschutz Family Foundation, National Trust for Preservation, and State Historic Fund. Awards received from the National Trust for Preservation and State Historic Fund.
- Produced two webinars: Choosing the Right Tax-Exempt Status; Achieving and Maintaining Tax Exempt Status.
- Developed a new logo for the Main Street Program.

Professional Development

- International Economic Development Council (IEDC) Marketing your community, track for certification (CEcD)
- National Main Street Conference
- Colorado Rural Development Council's Entrepreneurship Marketplace

Relationship Building



Partnerships and Collaborations: Colorado Brownfield, Colorado Creative Industry, Colorado Municipal League, Colorado Preservation Inc., Colorado Rural Development Corp., History Colorado, including the State Historic Fund Advisory Board, Office of Economic Development and International Trade, Scenic By-way Commission, and Wheat Ridge 20/20.

Colorado Main Street Program Goals for 2013

- Participate in and help communities fund Community
- Organize and produce two Resource Team visits and reports
- Conduct ten Year End Visits
- Conduct eight Annual Work Planning Facilitations
- Accept up to three new communities into the program
- Hold four Quarterly Main Street Manager Meetings
- Support DCI with the Annual Downtown Conference
- Attend three professional development trainings for each staff member
- Continue to support partner organizations
- Reach out to ten new communities with a Main Street 101
- Lead four Advisory Board meetings
- Hire an architect through the SHF grant
- Provide twelve trainings to Main Street communities in the Four Points
- Write and produce four newsletters
- Produce four webinars
- Create ten community profile sheets in partnership with State Demography Office
- Work with Main Street Communities to move to the next tier: one to Graduate Status , and two to Main Street Designation from Candidate status

