

2013



COLORADO
MAIN★STREET

ANNUAL REPORT



Colorado Department of Local Affairs
Division of Local Government
Community Development Office



COLORADO MAIN STREET 2013 ANNUAL REPORT

YEAR IN REVIEW

The Colorado Main Street program experienced another year of significant positive transition. At the national level, the National Main Street Center, Inc. has transitioned to become an independent subsidiary of the National Trust for Historic Preservation. At the state level, new staff joined the team, both a Main Street Architect and a Main Street Specialist. At the local level, two new communities joined (or will join) the program, as well as several new managers and new local board members. In addition to regular Colorado Main Street program work, staff has also helped with recovery efforts from the September flooding and will continue to do so into 2014.

Throughout the year we have seen continued positive energy around the program and downtown revitalization. We are proud of the many accomplishments in both the local and the state programs. This year the Colorado Main Street program has worked with more than 32 communities and presented more than 12 times, reaching out to over 2,000 people! Below is a summary of 2013 for the local programs and the state program as well as state program goals for 2014.

MAIN STREET COMMUNITIES 2013

NEW COMMUNITIES

While there were five applications this year, the Colorado Main Street Program accepted two new communities into the program: Trinidad and the Five Points neighborhood in Denver. While Five Points continues to wait for the resolution from the City and County of Denver, Trinidad has already hosted an activation meeting to kick-start the program. Both of these communities will be an asset to the Colorado Main Street program and we are happy to have them join. The few that were not accepted into the program continue to build capacity with assistance from the Colorado Main Street staff. The Town of Berthoud elected to leave the program this year and focus their efforts on strengthening their Chamber.



COMMUNITIES' STATISTICS

As a requirement of the program, Main Street communities track statistics about job creation, new businesses, public and private investment, volunteer hours, Main Street events, and much more. This information is used to measure the health of the commercial district and the local program. While the 2012 statistics were only reported for the five Graduate and Designated communities, this year the statistics are reported for 11 out of 13 Colorado Main Street communities (with some quarterly reports missing of course). In 2013 the creation of new businesses more than tripled and new full and part time jobs nearly doubled. Almost 4,000 more people attended Main Street events this year and almost 30 new events were held. An additional \$21.7 million were invested in buildings and \$31.8 million more in public and private dollars were invested.

2013 YEAR END STATISTICS

The 2 Graduate, 3 Designated, and 8 Candidate Colorado Main Street communities have accomplished the following in 2013.

ECONOMIC RESTRUCTURING

Candidate Main Street communities contributed to 54% of the new business this year while the Graduate and Designated communities contributed to 58% of the new full and part time jobs.



PROMOTION

While only 42% of the events this year were held by the 5 Graduate and Designated communities, 78% of the attendees were from those same events.



ORGANIZATION

The 5 Graduate and Designated Colorado Main Street communities contributed to about 64% of the following volunteer statistics.

Volunteers	1,250
Volunteer Hours	7,398
TOTAL VALUE	\$162,972

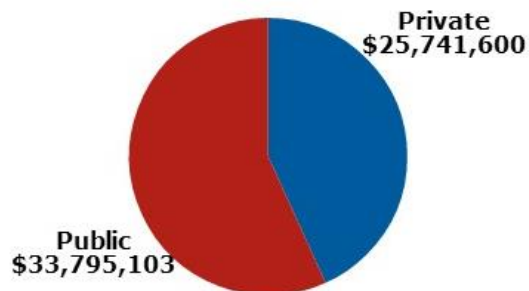
DESIGN

The 5 Graduate and Designated Main Street communities contributed to almost 100% of the building investments and 95% of the total public and private investment.

BUILDING INVESTMENTS: \$22,069,100



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$59,536,703



87% of Colorado's Main Street communities reported these statistics.



PROGRAM DEVELOPMENT

PARTNERSHIPS

Throughout 2013 the Colorado Main Street program partnered and collaborated with the following entities: Colorado Creative Industries to streamline the process for joint Main Street and Creative Districts; Colorado Municipal League (CML) on writing an article and presenting at the Youth Summit; Colorado Preservation Inc.; History Colorado – including the State Historic Fund Advisory Board; Colorado Department of Transportation (CDOT); Office of Economic Development and International Trade (OEDIT); Downtown Colorado Inc. (DCI) on community assessments and trainings; the Mile High Business Alliance on providing merchandising and social media trainings to the Main Street communities; and many more. We value these opportunities for partnerships and collaboration and hope they continue next year.



PROFESSIONAL DEVELOPMENT

Professional development is vital for keeping up-to-date with the latest trends, strategies, and topics. One or more of the Colorado Main Street staff attended the following professional development courses/conferences in 2013:

- International Economic Development Council (IEDC), Retention and Expansion, Real Estate
- National Main Street Conference
- Downtown Colorado Inc. Annual Conference
- National Preservation Conference
- AIA National Convention
- AIA Colorado Design Conference
- JVA Training: Board Recruitment: Finding the Right Nonprofit Leadership
- Numerous webinars addressing downtown revitalization

NEW TO THE PROGRAM IN 2013

This year was a great building year for the Colorado Main Street program. The following items were achieved this year in addition to the regular program efforts.

- Another successful grant award from the State Historic Fund resulting in the hiring of a Main Street Architect, Tim Stroh. Tim has over 14 years of experience working on historic preservation projects throughout rural Colorado. His background includes providing practical education about design, preservation techniques, incentives and benefits, and guideline standards. Tim received his Bachelor's in



Environmental Design and Master's of Architecture from Montana State University in Bozeman, Montana. He is a registered architect in Colorado and Montana as well as an active member with the Colorado American Institute of Architects.

- Hired a new Main Street Specialist, Shay Ives. Shay has over four years of experience working on land use planning projects across the country including historic preservation studies, comprehensive land use plans, development codes, design standards and guidelines, and affordable/fair housing analyses. Shay has a Bachelor's in Environmental Design from the University of Colorado Boulder and a Master's in Urban and Regional Planning from the University of Colorado Denver.
- Provided guidance and training for two interns at DOLA.
- CDOT signs with the Colorado Main Street logo have been delivered to five communities and will be installed in the spring of 2014.
- Due to significant staff turnover in the local programs this past summer Main Street staff developed the first annual Boot Camp training to help all new communities and board members train in the Main Street methodology. It was a practical use of Main Street staff time to train many participants in the program at once.

TECHNICAL AND FINANCIAL ASSISTANCE PROVIDED

Technical and financial assistance is at the core of the services we offer to our Main Street communities and communities who are interested in joining the program. Throughout 2013, the Colorado Main Street program provided the following technical assistance:

- Conducted seven **annual work planning** facilitations to assist local programs with goals and priorities for 2013. The communities included "The Cliffs", Fruita, Lamar, Lyons, Montrose, Ridgway, and Victor.
- Conducted ten **year end assessments**: Brush, "The Cliffs", Fruita, Granby, Lake City, Lamar, Ridgway, Rifle, Steamboat Springs, and Victor. Year end assessments allow staff to review the performance of the local program and to make recommendations to the local program.
- Organized four **Quarterly Main Street Managers' Trainings** (one in each point). Trainings are held throughout the state and held in partnership with DCI's Downtown Institutes.



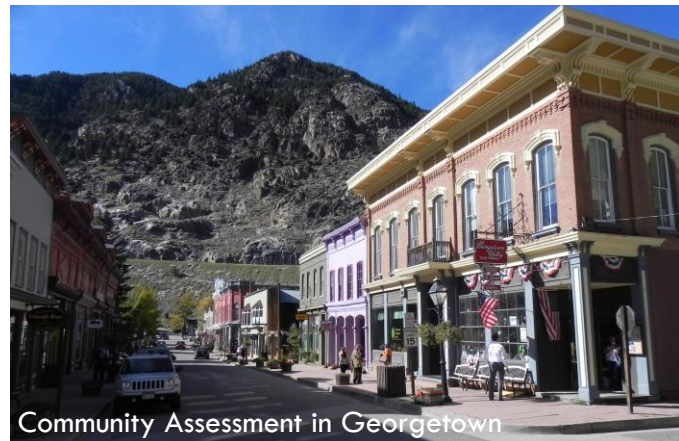
Providing Architectural Assistance in Steamboat

- **Resource Team** visits and reports were not possible this year due to turnover in local program staff. Resource Team visits can really help build capacity in a community as well as a vision for the next five or so years.
- Produced one **webinar** regarding the Five Points Historic District and their presentation to HUD.
- Provided five **scholarships** (both partial and full) to the National Main Street Conference in New Orleans to further Main Street Managers, Board members and volunteers' understanding of the principles of Main Street and best practices.
- Awarded 11 **mini grants** to local Main Street communities, valuing at \$73,000 to help support communities' projects and training efforts.



Mural in Rifle funded by the Mini Grant

- Participated in eight **Community Assessments** in partnership with DCI: Bennett, Buena Vista, Craig, Georgetown, Grand Lake, Kremmling, Sterling, and Trinidad. 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 basis, which helps with the cost of the Community Assessment. Of these Community Assessments in 2013, one resulted in a successful Main Street application.



Community Assessment in Georgetown

- Completed ten **community profile sheets** in partnership with the State Demography Office to assist with laying the framework for Community Assessments.
- Provided **technical assistance** in the Four Point Approach:
 - Organization: Trinidad activation meeting, first ever Boot Camp with 30+ attendees, and Quarterly Organization 101.

- Economic Restructuring: Partnered on Jon Schallert training in Brush, Quarterly Economic Restructuring 101, and Business Recovery Working Group Lyons
- Promotion: Merchandising training in Victor and Quarterly Promotion 101.
- Design: Architectural services and design services for 34 property owners in 11 communities; Steamboat Springs design committee training; Quarterly Design 101; and Arts, Culture and Historic Preservation Recovery Working Group in Lyons.
- Provided **outreach and trainings** to 11 additional communities: Delta, Frisco, Keensburg, La Junta, Louisville, New Castle, Nucla/Naturita, Pueblo, Wellington, Windsor, Woodland Park and others.
- Presented at more than ten **conferences, workshops, and classrooms**: Colorado Preservation Inc. Annual Conference; CML Small Communities and Youth Summit, Colorado State University 401 Economics, DCI Annual Conference and four DCI Downtown Institutes, University of Colorado Denver Historic Preservation class, Economic Development Council of Colorado Basic Course, State Demography Conference, and others.



Main Street 101 in Woodland Park

2013 REPORT CARD

The following report card expresses the Colorado Main Street program's goals for 2013, what was accomplished in the year and a grade for each goal. While there is always room for improvement, the program reached almost every goal set for 2013 as well as some additional accomplishments listed at the end of the table.

REPORT CARD 2013		
GOAL FOR 2013	GOALS COMPLETED	GRADE
MAIN STREET COMMUNITIES 2013		
Accept up to 3 new communities in to the program	2	A
PROGRAM DEVELOPMENT		
Continue to support partner organizations	✓	A
Attend 3 professional development trainings for each staff	✓	A
Host 4 Main Street Advisory Board Meetings	4	A
Hire a Main Street Architect through the SHF grant	✓	A
Publish 4 quarterly newsletters with an estimated reach of 2,000 people	4	A
TECHNICAL AND FINANCIAL ASSISTANCE		
*Conduct 8 annual work planning facilitations	7	B+
Conduct 10 year end assessments	10	A
Host 4 Quarterly Main Street Managers' Trainings	4	A
Organize and produce 2 Resource Team visits and reports (Local program staff turnover prevented this)	0	☹
*Produce 4 webinars	1	☹
Work to move 1 community to Graduate status and 2 to Designated status	0	☹
Participate and help communities fund Community Assessments	8	A



REPORT CARD 2013

GOAL FOR 2013	GOALS COMPLETED	GRADE
Create 10 community profile sheets in partnership with the State Demography Office	10	A
*Provide technical assistance in the Four Points to 12 communities	17	A+
Reach out to 10 new communities with a Main Street 101	11	A+
ADDITIONAL ACCOMPLISHMENTS		
Publications – CML article	✓	
Host Main Street Boot Camp	✓	
Provide architectural assistance	34 property owners, 11 communities	
Improve Facebook and social medial use	Nearly doubled Facebook “Likes”	
Provide scholarships for the National Main Street Conference	5 (partial and full)	
Award mini grants to communities	11	
Conference, workshop, and classroom presentations	10	
*Part of the Department of Local Government’s Strategic Plan		



2014 PROGRAM GOALS

Below are the Colorado Main Street program's goals for 2014.

GOALS FOR 2014		
GOAL FOR 2014	GOALS COMPLETED	GRADE
MAIN STREET COMMUNITIES 2013		
Accept no more than 2 new communities in to the program		
PROGRAM DEVELOPMENT		
Continue to support partner organizations		
Attend 3 professional development trainings for each staff		
Host 3 Main Street Advisory Board Meetings		
Retain the Main Street Architect through the SHF grant		
Publish 4 quarterly newsletters with an estimated reach of 2,000 people		
Increase Facebook use by 20 "likes"		
Create an Affiliate Main Street tier		
Track Main Street staff's outreach		
TECHNICAL AND FINANCIAL ASSISTANCE		
*Review or facilitate 10 annual work plans		
Conduct 10 year end assessments		
Host 4 Quarterly Main Street Managers' Trainings (2 in person and 2 webinars)		
Organize and produce 1 Resource Team visit and report		
*Produce 4 webinars		
*Increase performance in 10 national program accreditation standards throughout the local Main Street communities		

To be determined in 2014



GOALS FOR 2014

GOAL FOR 2014	GOALS COMPLETED	GRADE
Provide 3 scholarships for the National Main Street Conference (partial and full)	in 2014	To be determined
Award mini grants to communities		
Participate in and help 2 communities fund Community Assessments		
Create 2 community profile sheets in partnership with the State Demography Office		
*Provide technical assistance in the Four Points to 12 communities		
Host 2 Main Street Boot Camps		
Reach out to 10 new communities with a Main Street 101		
Present at 5 conferences, workshops and/or classrooms		
*Part of the Department of Local Government's Strategic Plan		

THANK YOU!

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 2014 and beyond.

A special thanks to the following organizations and people:

- The DOLA team – Kim Hernandez, Howard Semones, the Demography Team, the Accounting Team, and others.
- Colorado Main Street Advisory Board Members – Mike Braaten, Jane Daniels, Thomas A. Gougeon, Shawna Hodge, Margaret Hunt, Alan Matlosz, Mark Radtke, and Steve Turner.
- Volunteer speakers – Hazel Hartbarger, Beth Parish, and Gary Petri.
- The State Historic Fund – Cynthia Nieb, Anthony Bui, and Patrick Eidman.
- OEDIT – Kari Linker.
- Creative Districts – Maryo Gard Ewell.
- Interns – Lisa Steiner and David Wise.

