

# THE MAIN THING

## Adapting for Winter





*Oh the weather outside is (almost) frightful,  
but our downtown is still delightful!*

After a challenging year with many activities still restricted, there is a tough winter ahead. Now communities are starting to think about how they can prepare their downtowns to be appealing and inviting in the winter, making the end of 2020 a little more enjoyable for everyone.

In this issue of the *The Main Thing*, we are highlighting several Colorado Main Street communities that are finding ways to support their local businesses and residents as the weather turns colder – whether that means carrying on safely with a beloved tradition or finding creative ways to get people out of their homes.

Implement similar projects using our accompanying [How-To Guide](#).

#### ABOUT THE MAIN THING

During these times, focus can sometimes be tough to come by. *The Main Thing* is a collection of resources compiled by **Colorado Main Street** to highlight innovations, give a thumbs-up to local practitioners and encourage the spread of positive news.



## IN THIS ISSUE

- 2 Steamboat Springs Restaurant Week
- 4 Lyons' Spooktacular Event
- 6 Granby Annual Ice Fishing Tournament
- 8 Leadville's Outdoor Spaces

# RESTAURANT WEEK

CITY OF STEAMBOAT SPRINGS

COORDINATOR: LISA POPOVICH



## PROBLEM



Local businesses in Steamboat Springs rely on the city's annual Restaurant Week to introduce visitors to new cuisine and gain repeat customers through discounts. But with in-person dining limited this year, how could Main Street Steamboat Springs still have this event while adhering to State COVID-19 guidelines?

### Who was involved:

- Main Street Steamboat Springs & Volunteers
- Steamboat Springs Restaurant Association

## SOLUTION



To maximize Restaurant Week (Sept. 25 - Oct. 4) for the local businesses, Main Street Steamboat Springs:

- Adapted the offerings to include more to-go options – patrons could now enjoy fine food from the comfort of their homes.
- Engaged with and educated local restaurants to share the changes and get them on board.
- Modified liquor laws so alcohol could be paired, purchased, and taken home with meals.
- Added a “Dine Out to Help Out” component for patrons to donate to a fund that supports local restaurants and their employees.





“

We started the planning process for this event in May to make sure we had enough time to work with all the restaurants. But all the planning was worthwhile to support our local businesses. — Lisa Popovich, Main Street Steamboat Springs

## OUTCOMES



30

RESTAURANTS PARTICIPATED



45

DISCOUNTS WERE OFFERED



3

LODGING COMPANIES OFFERED DISCOUNTS

### Next Up for Main Street Steamboat Springs

To further tell the stories of local restaurants, Main Street Steamboat Springs is producing a “Steamboat Eats” show to air on the local TV station, MTN TV.



## TEST RUN

RESTAURANTS WERE ABLE TO DO A “TEST RUN” OF LARGE TO-GO ORDERS BEFORE THE BUSY WINTER SEASON

# LYONS' SPOOKTACULAR EVENT

TOWN OF LYONS

COORDINATOR: BRIANNA HOYT



## PROBLEM



Who wants to be the one that breaks it to the kids of Lyons that their favorite Halloween event, Spooktacular, won't be the same this year? Or, is there a way to modify this traditional event to better suit the current situation and ensure the kids still get their fill of candy and fun?

### Who was involved:

- Town of Lyons & Lyons Main Street Program
- Economic Vitality Commission
- Economic Development Department
- Special Events Coordinator
- Lyons Chamber of Commerce

## SOLUTION



- Worked with partners to find ways to modify the event.
- Extended the event length to two weeks to avoid large crowds and practice social distancing.
- Asked local businesses to offer discounts and prizes to further encourage people to come downtown.



Photo taken at the 2019 Spooktacular Parade

“  
*Spooktacular has become a staple in Lyons, and we all need something fun to look forward to this year. We worked hard with our partners to get creative and find ways to still make it happen.* — Brianna Hoyt, Lyons Main Street

# OUTCOMES



HAUNTED COURTYARD  
OUTSIDE OF TOWN HALL WITH  
A SOCIALLY DISTANT MAZE



2 HALLOWEEN HUNTS  
AROUND DOWNTOWN  
AND NEARBY PARKS



VIRTUAL COSTUME  
AND SCARECROW  
CONTESTS



WEIGHT-GUESSING CONTEST  
WITH A LOCALLY-GROWN  
OVERSIZED PUMPKIN



BUSINESSES PARTAKING  
IN THE FESTIVITIES



VOLUNTEERS HELPING  
CREATE SPECIAL  
DECORATIONS FOR PHOTOS

CASE STUDY #2 (CONTINUED)



# ANNUAL ICE FISHING TOURNAMENT

**TOWN OF GRANBY**

COORDINATOR: LAUREN HUBER



## PROBLEM



The 33rd Annual 3 Lakes Ice Fishing Contest (Jan. 29-31) seems like a no-brainer for a coronavirus-safe event – outdoors and distant. Looked at more closely, however, and questions arise. How can typical celebrations and other gatherings be done safely? How could local businesses get involved to entice event participants to visit their stores while there?

### Who was involved:

- Granby Chamber of Commerce & Main Street Program
- Town of Granby
- Grand County Public Health

## SOLUTION



- Verified with Grand County Public Health that the event could take place.
- Found new ways for businesses to participate and create buzz for downtown during a typically slow time of year.
- Conducting all participant registration online.
- Establishing extra precautions for the weigh stations.
- Holding opening and award ceremonies virtually.



“Registration opened recently, and we have gotten a great response so far! People look forward to participating in the tournament every year and are still excited to participate even with the few changes we’ve had to make to ensure safe distancing. — Lauren Huber, Granby Main Street

## OUTCOMES



COMMUNICATION IS CLEAR AND UPFRONT ABOUT THE EVENT ADAPTATIONS AND WHAT PARTICIPANTS CAN EXPECT



LOCAL BUSINESSES CONTRIBUTING TO WELCOME BAGS TO ENTICE PEOPLE TO VISIT DOWNTOWN



GRANBY BAIT N TACKLE SHOP PLANS TO BE OPEN 24 HOURS A DAY DURING THE EVENT TO MEET DEMAND



# LEADVILLE'S OUTDOOR SPACES

TOWN OF LEADVILLE

COORDINATOR: CHAD MOST



## PROBLEM



Living in a mountain town may be breathtaking, but winters can be long – residents of Leadville know how this goes. But with the pandemic, winter will be even tougher this year when activities and indoor capacities are limited, and social isolation is a real concern. With that in mind, how can Leadville activate their downtown space and help people get out of their homes this winter?

### Who was involved:

- Town of Leadville and Leadville Main Street Program
- Lake County Public Library
- 8 80 Cities and the Winter Mission Program

## SOLUTION



- Pending grant application approval, will be purchasing outdoor heaters in partnership with Lake County Public Library to be reserved and borrowed by local businesses through the library's "gear checkout" platform.
- Making a previously installed fire pit in a community park more accessible.



“

*We're a small team here in Leadville but we have a lot of ideas on how to help the community. We need to rely on relationships with others to make innovative ideas a reality.*

— Chad Most, Leadville Main Street

## OUTCOMES



OPPORTUNITY TO STRENGTHEN LOCAL RELATIONSHIPS AND FIND CREATIVE WAYS TO WORK TOGETHER



A SAFE OUTDOOR AREA WHERE RESIDENTS CAN GATHER AND FEEL LESS ISOLATED