

# THE MAIN THING

Lending a  
Helping Hand



**COLORADO**  
Department of Local Affairs  
Division of Local Government



*Neighbors helping neighbors.  
Cities supporting partners.  
Businesses giving back.*

Amidst the hardship of 2020, there have been bright spots popping up across the state. We could all use heartwarming stories to finish out the year, so this edition of The Main Thing features community projects that went above and beyond to help residents, especially the vulnerable and those at high risk, through a difficult time.

While not all of these case studies are Main Street-specific projects, they highlight initiatives that had a positive impact on local businesses and ways we can all help strengthen the community.

Learn how to implement similar projects using our accompanying [How-To Guide](#).

#### ABOUT THE MAIN THING

During these times, focus can 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.

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# NON-PROFIT & CHILD CARE ASSISTANCE

CITY OF MONTROSE

COORDINATOR: KENDALL CRAMER



## PROBLEM



When the COVID-19 pandemic hit, Montrose saw two parts of the community that were especially suffering – childcare providers and local nonprofits. Both provide essential services to residents, so the City needed to find a way to help these organizations during difficult times.

### Who was involved:

- City of Montrose
- Local nonprofits
- Childcare providers

## SOLUTION



- City Council recognized the dire needs, and directed staff to develop a program to help
- Staff established a grant program to provide financial resources to childcare providers and nonprofits that were in need
- Funds were primarily used to keep workers and children safe and to keep facilities open



“Our nonprofits continue to do amazing work serving the community throughout the pandemic, and our City Council thought it was imperative to support them and local child care providers.

—Kendall Cramer, **Main Street Montrose**

## OUTCOMES



35 GRANTS AWARDED, TOTALING \$555,000



ADDITIONAL \$190,000 TO BE DISTRIBUTED

### USES OF GRANT FUNDING INCLUDED:

- COVID-19 testing
- Personal protective equipment
- Technology upgrades to enable remote work
- Additional tables and chairs to comply with social-distancing
- Reimbursement for revenue loss

# WAIVING WATER FEES

**CITY OF VICTOR**

COORDINATOR: KIM LOTTIG



## PROBLEM



In the small town of Victor, neighbors know neighbors and are always looking for ways to help each other. To combat the tough times brought on by the pandemic, all local organizations, especially the City of Victor, looked for ways to offer assistance.

### Who was involved:

- City of Victor Council and staff

## SOLUTION



- Looked for real and immediate ways to help households deflect the effects of COVID-19
- City Council unanimously supported waiving water and wastewater fees for 3 months
- The City used the General Fund budget to cover lost revenue (about \$60,000) and tightened up spending elsewhere



“Everyone agreed that the lost revenue was secondary to the concern of how residents were going to maintain their households during the pandemic. All departments collaborated to make it happen, and the extra effort was worth it.”

— Kim Lottig, Main Street Victor

## OUTCOMES



HOUSEHOLDS SAVED  
ROUGHLY \$150 EACH  
OVER 3 MONTHS



THE CITY RECEIVED  
MANY NOTES AND  
CALLS OF GRATITUDE  
FROM CUSTOMERS



CUSTOMERS WHO  
WERE BEHIND HAD  
A CHANCE TO GET  
CURRENT ON PAYMENTS



THE MAIN STREET DISTRICT  
AND SURROUNDING  
RESIDENTIAL AREAS FELT  
THE POSITIVE IMPACT

# ASSISTING THE ELDERLY

## TOWN OF RANGELY

COORDINATOR: JEANNIE CALDWELL



### PROBLEM



When the pandemic first hit, Rangely was immediately concerned about their elderly residents and those at high risk of infection. The Town and other local organizations had to start thinking about how to do more to protect their vulnerable populations.

#### Who was involved:

- Rangely Main Street
- Rangely District Hospital
- White River Market
- Various other local businesses and organizations

### SOLUTION



- Rangely District Hospital began offering a “Meals on Wheels” program to deliver food to those in need. Meals were prepared in the hospital cafeteria while it was closed.
- The local grocery store started offering special hours for the elderly to shop.
- The Main Street manager worked with the White River Market manager to set up online ordering. Customers can order and pay online or over the phone, and groceries are brought to your vehicle.



“*Rangely is a great place and I can honestly say the residents look out for each others' needs. When the pandemic started in March there were a lot of unknowns, but many groups stepped up right away to help out.*”

—*Jeanie Caldwell, Main Street Rangely*

## OUTCOMES



GENEROUS DONATIONS HELPED MEALS ON WHEELS TRIPLE THE NUMBER OF MEALS DELIVERED EACH DAY



ONLINE GROCERY ORDERING WAS USED BY MANY FAMILIES AND ELDERLY RESIDENTS



COMMUNITY MEMBERS TOOK ADVANTAGE OF ONLINE OFFERINGS AND LOCAL BUSINESSES SAW INCREASED SHOPPING



# BUILDING COMMUNITY PRIDE

*What is better than putting smiles on the faces of your locals? Many communities are finding fun, creative ways to spread kindness and inspire pride among their residents.*

## LYONS' GRATEFULNESS WALL



What are you grateful for in your town? Lyons had the same question for its residents! The Town created a “Gratefulness Wall” at the Lyons Regional Library where locals were encouraged to write what in Lyons they are most grateful for and post it for all to see. Common answers included public art, live music, parks, and the local businesses.

Grit, grace, and gratitude – that is what Lyons has focused on during the pandemic.

## RIFLE HUMANITY RESTORATION CREW

In a world of technology, people often lose their ability to connect with other humans in real life. Rifle noticed this in 2019 and started working on an internal program to build better connections. This past summer, they decided to bring something to the public – from this the Rifle Humanity Restoration Crew was born!

With the motto “Reconnecting people one wave at a time,” Rifle produced a fun video, held “hello rodeos” to spread positive messages, and created yard signs, car magnets, pins, and other swag items. These positive messages have caused acts of kindness to increase around town. [\[WATCH THE VIDEO\]](#)

