

VOL. 7

# THE MAIN THING

Partnering  
Together



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



*We all get by with a little help from our friends.*

You may have a great idea that benefits your community and local businesses, but how do you get it past the idea stage? Bringing these solutions to reality takes collaboration between many other friends of your community.

Colorado Main Streets are no stranger to the power of partnerships. This issue of *The Main Thing* features examples and case studies of how several of these programs have worked with their local governments and partner organizations to create programs and support businesses.

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

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## 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.

# ENHANCING STOREFRONTS

**TOWN OF MEEKER**

COORDINATOR: STEPHANIE KOBALD



## PROBLEM



Over time, storefronts begin to age, which can detract visitors and cause a decrease in revenue. Maintaining the curb appeal of a storefront can be costly and time-consuming. The Town of Meeker wanted to encourage local businesses to continue the upkeep and enhancements of their storefronts, but reaching these business owners and helping

them to invest in their business wasn't easy. The Town needed a budget and a way to communicate with business owners.

### Who was involved:

- The Town of Meeker
- Main Street Meeker

## SOLUTION



- Form a grant program in which the Town matches up to \$5000 for an individual project. (The grant simultaneously allows the Town to meet its economic development goals while also helping to enhance businesses.)

- Market the grant program, with Main Street producing collateral such as brochures and meeting with business owners.
- Give business owners examples of how they could improve their facades with the program.



“ I think businesses appreciate that the Town goes out of its way to create this program to provide additional support for their success.

— Stephanie Kobald , Main Street Meeker

## OUTCOMES



BUSINESSES CAN TAKE ON PROJECTS THAT THEY WOULDN'T HAVE OTHERWISE BEEN ABLE TO FINANCIALLY



12-18 IMPROVEMENT PROJECTS EACH YEAR ADD TO THE VITALITY AND CURB APPEAL OF MEEKER'S DOWNTOWN



BUSINESSES HAVE BEEN ABLE TO EXPAND THEIR SERVICES, HELPING ENSURE THEIR SUCCESS



PROJECTS COMPLETED IN 2019 WITH HELP FROM THE GRANT PROGRAM TOTALED \$637,632

# TRANSFORMING EMPTY SPACES

## TOWN OF ELIZABETH

COORDINATOR: GRACE ERICKSON



### PROBLEM



Due to the pandemic, restaurants were not allowed to use their indoor dining areas fully. They needed expanded outdoor spaces to allow people to dine safely and ensure more profitability, which Town ordinances did not permit.

#### Who was involved:

- The Board of Trustees of the Town of Elizabeth
- The Town of Elizabeth
- Main Street Elizabeth

### SOLUTION



- Issue waivers to temporarily remove some of the processes that would otherwise be required during normal times.

- The Board waived fees to make the transition easier for businesses.
- The Board allowed alcohol consumption on an empty lot.



“Our town boards have taken an accommodating approach toward businesses during this rough time. I found that communication has increased between the public and private sector and solutions are being explored to problems that existed long before the pandemic.”

— Grace Erickson, Main Street Elizabeth

## OUTCOMES



AN EMPTY LOT OWNED BY THE TOWN BECAME A PUBLIC EVENT SPACE, COMPLETE WITH ADIRONDACK CHAIRS, PICNIC TABLES, A PORTA-POTTY, AND A HANDWASHING STATION



BECAUSE THE WAIVER IS FROM SECTIONS OF THE MUNICIPAL CODE, IT APPLIES TO ALL APPLICABLE OPERATIONS WITHIN THE TOWN LIMITS, AND BUSINESSES DO NOT NEED TO OPT IN OR OUT



FOOD TRUCKS WERE STATIONED AT THE LOT THROUGHOUT SUMMER AND EARLY FALL

# COORDINATING A MOVEMENT

CITY OF STEAMBOAT SPRINGS

COORDINATOR: LISA POPOVICH



## PROBLEM



The pandemic caused a need for rapid solutions and quick adaptations for community members and local businesses. Businesses were unable to afford their leases due to a lack of revenue, and much of their workforce was forced to leave the ski town.

### Who was involved:

- Main Street Steamboat
- City of Steamboat Springs
- Routt County
- Chamber of Commerce
- Community members

## SOLUTION



- Define roles of numerous organizations to take on different roles for several outcomes.
- Expand outdoor seating for restaurants, waive fees, and pass temporary ordinances.
- Create the SOS (Save Our Season) campaign to slow the coronavirus spread.
- Work with nonprofits: Love Local collected donations to purchase gift cards for local restaurants, and Lift Up, the local food bank, then distributed the cards to those who needed them.



“Whenever someone wants to help, I think it’s important to let them. I’ll help you behind the scenes to make it happen so that we can actually make a difference.

— Lisa Popovich, **Main Street Steamboat**

## OUTCOMES



A FACEBOOK PAGE DEVOTED TO SUPPORTING LOCAL RESTAURANTS GAINED A FOLLOWING OF MORE THAN 5,000 PEOPLE.



THE SAVE OUR SEASON (SOS) CAMPAIGN ENCOURAGED RESIDENTS TO STEP UP FOR THEIR COMMUNITY BY KEEPING THEIR DISTANCE AND WEARING A MASK



MORE THAN \$100,000 IN DONATIONS WAS GIVEN TO LOVE LOCAL, PROVIDING SOME REVENUE TO RESTAURANTS



RESIDENTS SUPPORTED LOCAL BUSINESSES DURING THE HOLIDAY SEASON



# MANAGER SPOTLIGHT

*In the spotlight of this edition, we are featuring Hugo Main Street Manager Gillian Laycock. She is currently serving her third year as a Trustee for the Hugo Town Board. Gillian's commitment to the development of the Main Street program is manifested through the revitalization of Hugo.*



GILLIAN LAYCOCK

Gillian manages a dedicated team of volunteers who are also passionate about the Hugo community's economic revitalization and prosperity. Gillian and her team played a large part in developing the Prairie Yuletide event this year – an all-inclusive outdoor community celebration. “We selected the name and approach to authentically represent who we are as a community. We are proud of our prairie landscape and our Pioneering Plains culture and heritage. We seek to celebrate and represent this in everything we do,” Gillian said.

They collected donations and a grant from the Lincoln County Tourism Board to help create themed vignettes throughout the town. They used old Christmas trees, donated fabric and burlap sacks from the local grocery store to create whimsical gnomes, and wood pallets from local hardware stores to make a pallet tree forest. Families and businesses were invited to decorate the trees, further creating community involvement and the result was a beautiful public art installation. “It has also helped provide a reminder and greater sense of togetherness for our community, which has been difficult to experience over this past year,” Gillian said.

After almost one year in the Main Street program, Hugo has achieved an enormous amount! Many of those successes are in the form of over \$100,000 in grant awards that will be carried out in 2021.

