

VOL. 9

# THE MAIN THING

Community  
Pride in  
Challenging  
Times



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



*“Alone we can do so little, together we can do so much.” – Hellen Keller*

Despite so much unrest and uncertainty in the past year, we have also seen incredible amounts of kindness, unity, and community pride. Several of our Main Street cities and towns have strengthened community pride by embarking on some amazing projects that could only be accomplished with the help of the individuals who live there.

Together, community members have raised astounding amounts of money, spread happiness and joy, and found even more reasons to take pride in their hometown. Their stories are inspiring and motivating.

Learn how to encourage similar community involvement in our accompanying [How-To Guide](#).



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Humanity Restoration Crew

## 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.

# PARK PAVILLION

**RIDGWAY CREATIVE MAIN STREET**

COORDINATOR: DIEDRA SILBERT



## PROBLEM



An anonymous donor approached the Town to build a pavilion in the Ridgway Athletic Park. While that doesn't sound like much of a problem, these funds were offered as a \$3 to \$1 match to add shelter from rain and sun to the existing amenities of tennis courts, soccer fields, and restrooms. Reaching community members to raise funds during a pandemic became a challenge.

### Who was involved:

- Two major community donors
- Ridgway Creative Main Street
- Town of Ridgway & Shay Coburn, Town Planner
- Alpine Bank
- Stakeholders of the athletic park

## SOLUTION



- Reach out to stakeholders of the facility and athletic park and provide them with information to distribute to their contacts
- Open an account with Alpine Bank to directly deposit and manage donations
- Utilize Town social media, e-blasts, Town Council, and Town committees to spread the word



“The Town couldn’t resist the opportunity to make this happen. The efforts exceeded expectations!”

—Diedra Silbert, **Ridgway Creative Main Street**

## OUTCOMES



**\$486,560**

RAISED, PLUS IN-KIND DONATIONS



**41**

COMMUNITY VOLUNTEER HOURS FOR STAINING AND PAINTING



**2,872**

SQUARE FOOT PAVILION WAS CONSTRUCTED

# PENINSULA PURCHASE

## LAKE CITY DOWNTOWN IMPROVEMENT & REVITALIZATION TEAM (DIRT)

COORDINATOR: KRISTINE BORCHERS



### PROBLEM



During a community survey in pre-pandemic February 2020, residents expressed a desire for increased access to Lake San Cristobal. Hinsdale County wanted to acquire the privately owned peninsula and islands to protect them and expand County's boat launch facility. They had been seeing a steady increase in tourism for the past summer seasons and the busiest real estate market in 50 years.

#### Who was involved:

- Hinsdale County
- Trust for Public Land
- Friends of Lake San Cristobal
- Ben Brownlee Memorial Fund
- Lake City DIRT
- GOCO (Great Outdoors Colorado)

### SOLUTION



- Conduct a community survey
- Solicit donations from families, businesses and organizations
- Garner support from visitors, residents and second homeowners
- Apply for a GOCO Grant



“The peninsula is a loved location and we were fortunate to bring the project together!

— Kristine Borchers, **Lake City DIRT**

## OUTCOMES



**10.33**

ACRES OF LAND ON THE PENINSULA AVAILABLE FOR PUBLIC USE



**\$218,000**

IN PRIVATE CONTRIBUTIONS RAISED



**\$1.305**

MILLION IN GOCO GRANTS ACQUIRED

# BEAUTIFUL BENCHES

CORAZON DE TRINIDAD  
HISTORIC MAIN STREET

COORDINATOR: PENNY SAEEDI



## PROBLEM



Trinidad doesn't have enough places to sit in the Town and looked for ways to incorporate more artwork.

### Who was involved:

- Corazon de Trinidad Historic Main Street
- Local artists
- DOLA Colorado Main Street Mini-Grant

## SOLUTION



- A previous project of painted pianos and murals in the Town served as inspiration.
- Trinidad Main Street Board decided to add decorated benches to their local infrastructure.
- Students from local schools played a role in building the benches, and local artists painted them.



“Our town is beautiful, but does not have enough artwork or places to sit.”

— Penny Saeedi, **Trinidad Historic Main Street**

## OUTCOMES



**12**  
BENCHES PLANNED  
FOR SPRING 2021



STUDENTS SEE THEIR  
CREATIONS AROUND  
TOWN AND TAKE  
PRIDE IN THEIR WORK



LOCAL ARTISTS ARE EMPLOYED FOR A COMMUNITY PROJECT



# PARTNER SPOTLIGHT

## CITY OF RIFLE'S HUMANITY RESTORATION CREW

If you pass through the City of Rifle and see people in shirts with bright, yellow smiley faces running through town waving to passersby and spreading positivity, you are witnessing the community's Humanity Restoration Crew in action! If you are located a little far from Rifle, you can watch the incredible music videos [online here](#).

"For years, our City Manager Scott Hahn has noticed that, with technology becoming a mainstay in our lives, we've started to lose that connection with one another that makes us human – makes us a community," Rifle Main Street Coordinator Kim Burner said. "With the physical distancing and mask-wearing brought by the pandemic, the lack of connection was becoming even worse. We decided it was time to do something about it."

After many hours of brainstorming, the Rifle Humanity Restoration Crew was born. Its purpose? To remind the world to be kind to one another.

In addition to the fun music videos that the crew posted online, they conduct "Hello Rodeos." Members of the Humanity Restoration Crew go out onto the street and wave to people and say hi. They hold signs wishing people a good day or other positive messages. They created yard signs, car magnets and buttons that can be seen all over



town. "We've had comments from people all over the country who wish their town would do something similar," Kim said.

Spread the joy in your area! All it takes is a friendly wave or "hello" to make a difference. Watch the newest video, coming out at the end of March, [here](#).

Want to start a Humanity Restoration Crew in your own community? Check out this issue's accompanying How-To Guide for tips from the Rifle pros themselves.