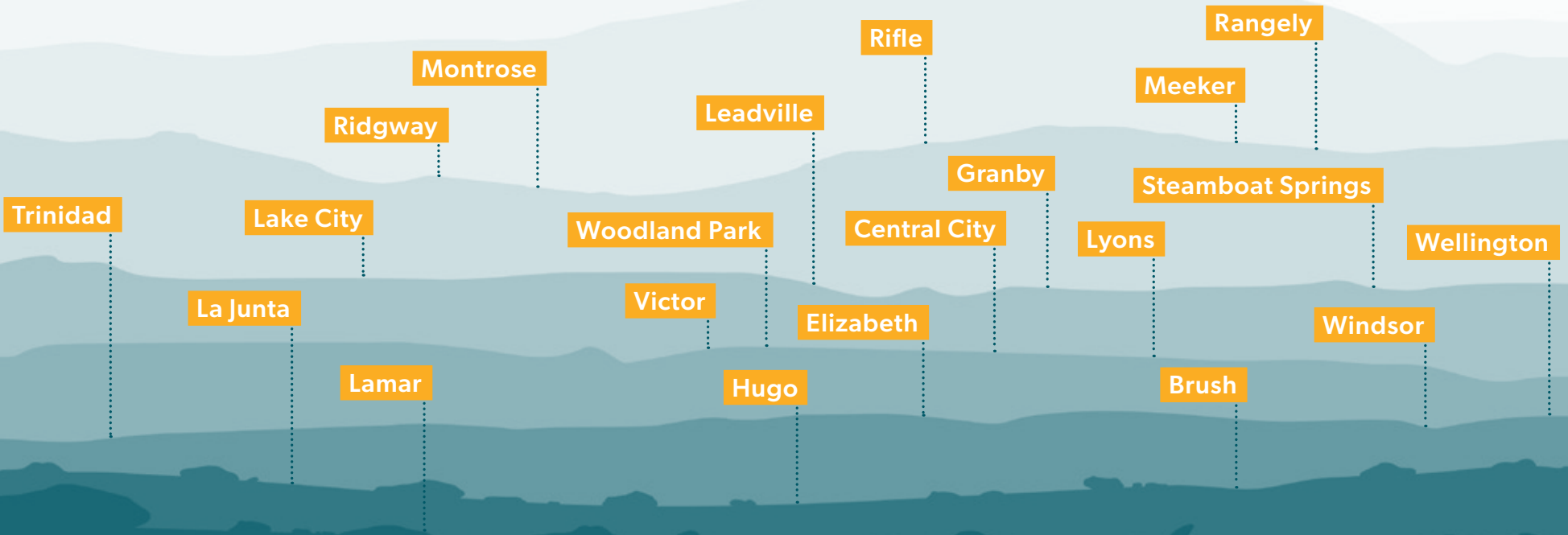


# THE MAIN THING

# REFLECTION & RESURGENCE

YEAR IN REVIEW - JULY 2021



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



Our 21 Colorado Main Street communities have accomplished quite a lot in the past year. It was an uncertain time that required a harsh look at budgets, quick-thinking solutions, and working long hours to apply for grants and meet deadlines. This edition of *The Main Thing* is both a reflection on all our managers have accomplished and a celebration of the resurgence we've experienced across our state. Here's to a great year of growth!

# FEATURED PROJECTS

2020-2021

- 3 CITY OF **BRUSH** | CITY OF **CENTRAL**
- 4 TOWN OF **ELIZABETH** | TOWN OF **GRANBY**
- 5 TOWN OF **HUGO** | CITY OF **LA JUNTA**
- 6 TOWN OF **LAKE CITY** | CITY OF **LAMAR**
- 7 CITY OF **LEADVILLE** | TOWN OF **LYONS**
- 8 TOWN OF **MEEKER** | CITY OF **MONTROSE**
- 9 TOWN OF **RANGELY** | TOWN OF **RIDGWAY**
- 10 CITY OF **RIFLE** | CITY OF **STEAMBOAT SPRINGS**
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- 12 TOWN OF **WELLINGTON** | TOWN OF **WINDSOR**
- 13 CITY OF **WOODLAND PARK** | GRANT SUMMARY



## 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.

# CITY OF BRUSH



COORDINATOR:  
**Theresa Leake**



*The Main Street program is a great program. As a new director, it does take some time to understand, but there are great possibilities that come with these resources and connections!*

### **Biggest Main Street Accomplishment:**

Brush created new street banners for light poles to replace the old, tattered ones – refreshing look for downtown! Brush also successfully launched a new and updated website.

### **About the Project:**

Replacing street banners is just one step in continued improvement of Brush's downtown. The Brush Main Street program is working with the City of Brush to develop a year-round light plan and continue upgrades for the Sands Theatre to preserve the historic building.



# (CITY OF CENTRAL) CENTRAL CITY



COORDINATOR:  
**Lisa Roemhildt**



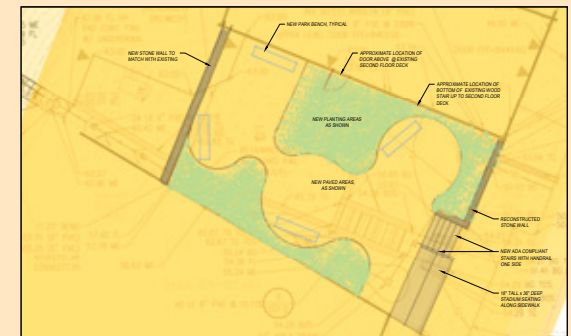
*Working with the Colorado Main Street Program has been so seamless! The consulting, funding, and architectural design assistance have been incredibly timely and pushed forward several projects, and a board retreat and updates to our strategic plan really sped up the orientation process for new board members. We love the support from COMS!*

### **Biggest Main Street Accomplishment:**

Central City secured a \$50,000 Revitalizing Main Streets grant from CDOT to activate a vacant lot as a pocket park. This contributed to the City's response to COVID-19 and their goal to offer more outdoor spaces within the community.

### **About the Project:**

The project is underway and will be completed in the summer of 2021. There will be improvements to the park entrance and terrace, and new benches and bike racks. Other site improvements include a retaining wall in the back to improve safety.



# TOWN OF ELIZABETH



COORDINATOR:  
**Grace Erickson**



*The Main Street program has been supportive and highly creative with concepts and funding opportunities that encourage and assist both our Main Street businesses and the Town of Elizabeth.*

### **Biggest Main Street Accomplishment:**

The Town of Elizabeth's Main Street thrived during the past year. Elizabeth remained resilient and did not lose one Main Street business due to the pandemic. Elizabeth also installed electric connectivity to their outdoor event space/dining lot.

### **About the Project:**

Elizabeth used their 2020 mini-grant through DOLA Main Street to add electric connectivity to the event lot. This exciting addition eliminated the need for extension cords for lighting and vendors. The outdoor area was even better equipped to serve the public during the time of COVID-19, when available outdoor spaces were crucial to keeping businesses and restaurants open.



# TOWN OF GRANBY



COORDINATOR:  
**Lauren Huber**



*I am so thankful for the support of the Main Street Program this past year as a brand-new director. It made [the year] manageable.*

### **Biggest Main Street Accomplishment:**

Granby's most significant accomplishment over the past year was everyone in the community rallying together to support each other. There were a lot of unknowns at the outset of the pandemic, but the residents of Granby made it an instant 'come-together' experience. One example of this was that the Town was still able to hold its 33rd Annual Three Lakes Ice Fishing Tournament, despite the pandemic.

### **About the Project:**

The tournament is an important tradition for the community, and the Town was able to make some significant adjustments to hold it safely. Main Street leaders were able to exceed their goals for both funding and attendance. It was a critical boost for both the Town's economy as well as morale.



# TOWN OF HUGO



COORDINATOR:  
**Gillian Laycock**

“*[The past year has been] an incredible experience in leadership and support with a proven direction forward for towns like ours who want to survive and need the help. It’s been a privilege to be brought into this fold.*”

### **Biggest Main Street Accomplishment:**

Hugo was accepted as an official Main Street community and received several grants for the Town to improve community amenities. Hugo also executed its Prairie Yuletide event, a festival of lights in the railroad park, done “Hugo-style.” It was incredible to have that happen for the community after such a long, hard year.



### **About the Project:**

Hugo is about halfway through two projects funded by a CDOT Revitalizing Main Streets grant. The Town is making improvements and accessibility upgrades on Main Street and around the municipal swimming pool, including benches, bike racks, and a fix-it station.

# TOWN OF LA JUNTA



COORDINATOR:  
**Cynthia Neib**

“*The minds behind the Main Street program – including Larry, our Main Street Architect, Traci, our Main Street Specialist, and Gayle, our Main Street Coordinator – have made revitalization a reality rather than an idea.*”

### **Biggest Main Street Accomplishment:**

Many visible changes have occurred in the City of La Junta this past year. A significant accomplishment includes a CDOT grant for revitalizing Main Street.

Another great accomplishment was bringing on two new board members, both of whom have creative industry backgrounds. Thanks to their input, the outlook is bright for La Junta to become a creative district and help promote the Town’s cultural creatives.

### **About the Project:**

La Junta used the CDOT Revitalizing Main Streets grant to convert a vacant lot into a dynamic park. LiveWell Park will include a canopied area built with reclaimed historic timbers, artwork including a mural designed and created by artists within the community, a labyrinth, and misting stations to keep park-goers cool during hot weather.

This vision has become a reality thanks to the remarkable collaborative efforts of the community. “The Main Street connection has made this all possible,” said Neib. “We work hard, and our hard work has paid off.”



# TOWN OF LAKE CITY



COORDINATOR:  
**Kristie Borchers**

“  
***Our Main Street program rises over and over again to meet the next challenge with innovation and heart. Our greatest strength is adaptability. And we have that in spades.***

### **Biggest Main Street Accomplishment:**

Lake City’s Downtown Improvement and Revitalization Team (DIRT) maintained steady leadership and moved planned Main Street projects forward.



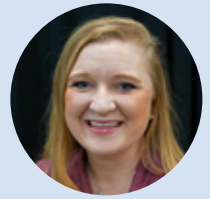
### **About the Project:**

DIRT accomplished numerous projects throughout this past year, including initiating a community survey, raising funds to support local employees in need through Lake City Bucks, distributing flowers throughout the Town of Lake City to beautify and add cheer to the community, and welcoming a record-breaking number of visitors to the Town both safely and effectively.

During this time, Lake City/Hinsdale County was the only one of Colorado’s 64 counties that remained in the lowest level of COVID-19 cases and transmission.

“At the end of our second year spent in a disaster state, we emerged stronger as a community and armed with even more skills to face challenges together,” Borchers said.

# CITY OF LAMAR



COORDINATOR:  
**Morgan Becker**

“  
***It’s definitely been an innovative and resilient past year. We’ve had a lot of different ideas that we’ve put into action.***

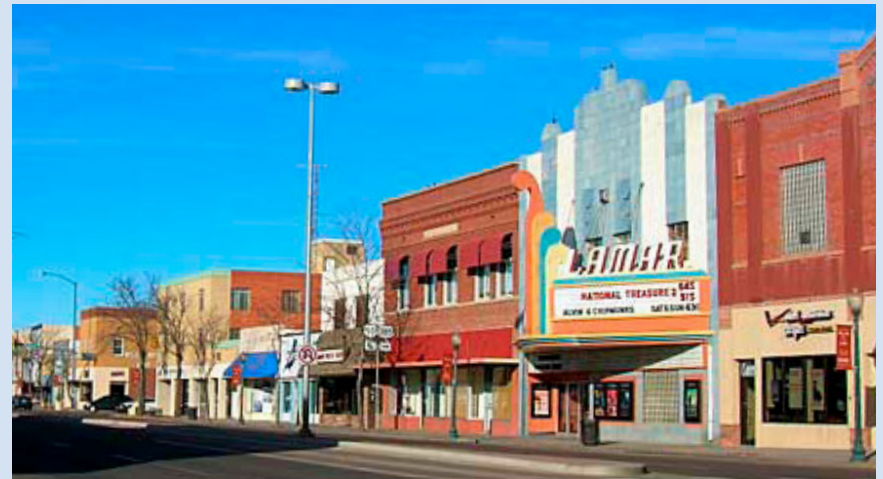
### **Biggest Main Street Accomplishment:**

Lamar received two \$50,000 Revitalizing Main Streets grants from CDOT to assist with infrastructure improvements.

### **About the Project:**

The grant has allowed the City to add bike trail connections and make sidewalk and pocket park improvements to increase handicap accessibility and enhance the outdoor dining experience. The grant also provided funds to add outdoor lighting, bike repair stations, and installing an outdoor firepit.

Lamar also received a grant that enabled the City to distribute face masks and hand sanitizer to local businesses that may not have otherwise afforded them.



# CITY OF LEADVILLE



COORDINATOR:  
**Nancy Bailey**



*I was involved with the Main Street Program starting in 2020 and was amazed at the community collaboration during COVID-19. We really pulled together as a community, and I couldn't be prouder to represent Leadville!*

### **Biggest Main Street Accomplishment:**

Despite COVID-19, Leadville was the shining star for community collaboration and helping fellow neighbors. Businesses and community members supported the Share the Love online auction in spring and fall to raise more than \$50,000 for small businesses and local organizations within Lake County.



### **About the Project:**

The online auction was created to help Leadville local businesses sell and promote their goods and services through an online portal. All of the proceeds went directly back to the businesses, and all fees were covered by the Economic Development Corporation (EDC), City of Leadville, and Chamber of Commerce. Additionally, more than \$250,000 in relief grants from Lake County, the City of Leadville, and Leadville Lake County EDC went directly to Main Street business owners.

# TOWN OF LYONS



COORDINATORS:  
**Brianna Hoyt & Kim Mitchell**



*COVID-19 brought new challenges to small rural communities like Lyons. The Colorado Main Street program offered much-needed support while navigating the changes.*

### **Biggest Main Street Accomplishment:**

Keeping local businesses afloat during the pandemic through relief funds.

### **About the Project:**

In March 2020, Boulder County experienced its first COVID-19 shutdown. The Lyons Main Street Board quickly revised the Revolving Loan Fund (RLF) application to include zero-interest and a three-month grace period. The goal of this was to help the Town's businesses cope with the new restrictions.

In 2020, \$124,000 in COVID-19 relief loans were awarded to 14 businesses, with \$65,000 paid back to date. This funding can now be used for additional loans. The RLF has more than \$30,000 in loan funds available for local businesses.



Lyons Main Street staff have also helped to fairly and equitably distribute \$200,000 in CARES Act funding to small businesses in need.

# TOWN OF MEEKER



COORDINATOR:  
**Stephanie Kobald**



*The Main Street Program has been instrumental in organizing people and ideas by providing the funding and support for projects that enliven our downtown.*

### **Biggest Main Street Accomplishment:**

This past year, Meeker achieved the status of Designated Community and installed light pole banners along Main Street.



### **About the Project:**

The light pole banners along Main Street are a colorful addition to the downtown area. The intersection banners display 20 unique artworks created by the Meeker High School art students and images of Meeker featuring recreation, history, scenery, and significant events.

On the smaller light poles along the street, the banners depict six culturally significant places or events, including the White River Museum, Meeker Historic District, Milk Creek Battlefield, Rio Blanco Rural Schools, Meeker Classic, and Range Call Celebration.

# CITY OF MONTROSE



COORDINATOR:  
**Kendall Cramer**



*I am continually impressed with the level of collaboration that exists within our community. One example of this collaboration is a partnership with locally based Colorado Yurt to 'Tipi the Town' during the pandemic by providing tipis to local restaurants to expand seating capacity. At the end of the day, we want to have a robust economic climate where businesses can succeed. Partnerships with local businesses are essential to ensuring this success.*

### **Biggest Main Street Accomplishment:**

The coronavirus pandemic drastically impacted programs and events, but the City was fortunate to be able to support local businesses through its COVID-19 Emergency Loan Fund.

### **About the Project:**

The City's Development and Revitalization Team (DART) and City Council provided 22 loans to assist businesses throughout the city that had been severely impacted by COVID-19. These loans totaled \$100,400. Through its allocation of CARES Act dollars, the City could forgive all of the loans, removing a potential burden for local small businesses.





# CITY OF RANGELY



COORDINATOR:  
**Jeannie Caldwell**

“*We haven’t been a Main Street community for quite a year yet, so everything about the Main Street program is new and exciting! Colorado Main Street is a plethora of information and support. This program is already making a great difference in our community!*”

### **Biggest Main Street Accomplishment:**

Receiving two CDOT Revitalizing Main Street grants for \$50,000 each to make improvements within the Town. “We’ve only been a Main Street community for seven months, and we feel like we have had so many accomplishments already!” Caldwell said.



### **About the Project:**

One of the grants is for widening the sidewalk in front of the Town Hall and installing a pocket park between Town Hall and the library. Benches will be installed, along with a trash receptacle and bike tower.

The other grant is for a project to repave the Kennedy Drive walking path and add a new bench.

# TOWN OF RIDGWAY



COORDINATOR:  
**Diedra Silbert**

“*The support Ridgway received from Colorado Main Street included funds, technical assistance, and major staff encouragement in our efforts to move our gateway Heritage Park improvement project forward and to reorganize our community engagement structure.*”

### **Biggest Main Street Accomplishment:**

Bringing two new citizen stakeholder groups together to collaborate and form plans more effectively for the City’s Main Street area. This includes finding a solution to a previous dilemma about the current Visitor Center.

### **About the Project:**

The stakeholder group agreed to recommend that Town Council choose a solution that allows for self-service and staffing without a new building. At the same time, the Town is removing the current structure that is not inviting to visitors.

These meetings brought together representatives of the Town Council and the Chamber of Commerce Board, business owners, citizens, and community-based organization members. The result was a collaborative conversation about a key site next to downtown.



# TOWN OF RIFLE



COORDINATOR:  
**Kim Burner**

“*Having support at the local and state level and having peers you can call on for advice has made all the difference - it’s one of the strengths of the Main Street program.*”

### **Biggest Main Street Accomplishment:**

Working with the City, Rifle’s Main Street program distributed \$480,000 in forgivable loans to keep small businesses open.



### **About the Project:**

The Greater Rifle Improvement Team (GRIT) ensured both money allocated from the City, as well as the CARES Act, reached local businesses. This involved personally contacting small, local businesses to notify them of this opportunity and, where necessary, helping them fill out the application.

“It meant knocking on the doors of every business in the area,” Burner said. The process involved a lot of work, but the payoff has been enormous.

“It matters on several levels,” Burner said. “First, so that the community continues to have services. It also matters to the City because sales tax is an important part of City revenue. It also keeps many people in the community working. We only had one business close this past year due to the pandemic.”

# CITY OF STEAMBOAT SPRINGS



COORDINATOR:  
**Lisa Popovich**

“*My experience with the Main Street program prepped me for this exact situation [the pandemic]. It allowed us to show [the community] what we could do. They loved all the experiences we planned and appreciated that we made sure they were ‘pandemic-friendly.’*”

### **Biggest Main Street Accomplishment:**

Despite the COVID-19 pandemic, Steamboat Springs was able to safely keep its farmers’ market open this entire past year.

### **About the Project:**

Keeping the market open meant that local farmers and ranchers were still able to sell their produce and products. The market provided a safe place for the community to shop, and through it all, have some sense of normalcy. “It was still different from how we ran it before, but at least people could still wave to each other,” Popovich explained.

“We are extremely social people. That’s why people move to Steamboat Springs.”

The market averaged 3,200 people a week, even with COVID-19 protocols in place. This resulted in \$2.1 million in sales over the year, amounting to between \$30,000 and \$40,000 in sales tax revenue for the City.



# CITY OF TRINIDAD



COORDINATOR:  
**Penny Saeedi**



*I find that [this] program is so encouraging, exciting, and positive.*

### **Biggest Main Street Accomplishment:**

A Revitalize Main Street CDOT grant that will allow the City to make a number of critical improvements, including installing wayfinding signs, light posts, and benches designed by local artists.



### **About the Project:**

The CDOT grant is something that the Main Street program of Trinidad qualified for through its cooperation with the City to reach mutually beneficial goals. The installation of wayfinding signs should make a big difference in the community for visitors and residents alike.

“There are many exciting places in our City that many visitors may be unaware of,” Saeedi said. “These signs will help them spend more time in the city and the vicinity. It’s a long-term economic strategy.”

# TOWN OF VICTOR



COORDINATOR:  
**Kim Lottig**



*The Main Street program is brilliant. It combines staggeringly valuable resources with the mobilization of local passion. For over eight years, it has paved the way for Victor visionaries to realize creative goals toward a higher quality of life, and its momentum is gaining.*

### **Biggest Main Street Accomplishment:**

In 2020, the Town of Victor finished a project that had been in progress since 2019. Victor Main Street created a replica of the archway ironwork at the Miners Union Hall, a structure built in 1901 that served as a meeting place and safe haven for members of the Western Federation of Miners. It shielded lives during the 1904 Colorado Labor Wars and continued to collect varied stories throughout its colorful history until an electrical fire nearly annihilated it in 2017.

### **About the Project:**

The archway has significant historic meaning for Victor, and the locally-forged ironwork replica has reinvigorated the community’s reverence for this significant building and has instigated an exciting discussion about its future potential. The project has increased traffic flow downtown, community support, and participation.



# TOWN OF WELLINGTON



COORDINATOR:  
**Kallie Cooper**

“*This last year, especially with everything that happened in 2020, I was blown away by the resiliency in the community. We got to be a part of keeping our businesses open and thriving. Maintaining connections with those business owners was more important than ever.*”

### **Biggest Main Street Accomplishment:**

Thanks to dedicated work over the years, Wellington’s Main Street earned Graduate Level status.



### **About the Project:**

The new status of Wellington’s Main Street program sets a standard for other Colorado Main Street communities to strive toward. Reaching Graduate Level requires several objectives, including a solidified budget program, a detailed succession, and a longevity plan.

“It means that we have developed all of the necessary

documents, operating materials, and organizational tools so that now we can be an example to other communities,” said Cooper. “We can use all of the things we’ve done so that we can have a standard for other communities to work toward. And it increases the responsibility on our part to continue to be an example.”

# TOWN OF WINDSOR



COORDINATOR:  
**Matt Ashby**

“*2020 was a challenging year for community development professionals. Although we were constantly in problem-solving mode, the ability to help our neighbors is the reason we’re in this business.*”

### **Biggest Main Street Accomplishment:**

Windsor Main Street program rolled out more than a half-dozen fresh initiatives – from a virtual shopping tour to Windsor Warming Huts (greenhouses) for local restaurants. “It’s tough to choose just one,” Ashby said.

### **About the Project:**

The Windsor Warming Huts are one of the most visible and challenging success stories. The program fought against supply chain issues, had to work with building and fire officials to comply with codes, and provide heat and lighting to the units. “Ultimately, we came up with a solution that was elegant, functional, and timeless,” Ashby concluded.



# CITY OF WOODLAND PARK



COORDINATOR:  
Gail Wingerd

“*I feel like it was a huge accomplishment for us to help support our local businesses during the pandemic. We created activities to encourage people to get out and shop local.*”

### Biggest Main Street Accomplishment:

Woodland Park was able to still hold certain activities and sidewalk sales downtown and rally the residents to become involved and support and love local. “To me, that’s the best thing that Main Streets can do,” said Wingerd.



were able to promote themselves better and gain traction with residents during the pandemic.

### About the Project:

The Woodland Park Main Street program created activities to incentivize shopping local. This involved the City partnering with nonprofit entities to help local business owners.

These nonprofit organizations helped businesses with creative ideas and events such as window display contests and “Shop Small Saturday.” As a result, businesses

# FEELING GRANT-FUL

A big thank you to the Colorado Department of Transportation (CDOT) for awarding so many of our Main Street communities with grants during the past year! Together, our official Main Streets were awarded just over \$1,000,000 in grants to improve their downtowns.

COMMUNITY	AWARD	DESCRIPTION
Central City	\$50,000	Outdoor parklet in vacant property downtown
Hugo	\$50,000	Sidewalk improvements/ADA accessibility on downtown block
Hugo #2	\$50,000	Parklets
La Junta	\$49,815	Construction of LiveWell Park in downtown (concrete pad, table, chairs, umbrellas)
La Junta	\$65,662	Bikeshare program
Lake City	\$50,000	Paving for one block of downtown to make it more accessible for pedestrians and access to businesses
Lamar	\$50,000	Improvements to downtown sidewalks and ADA accessibility for improved walking/biking
Lamar #2	\$50,000	Lamar bike path and pocket park improvements
Lyons	\$150,000	Installation of downtown pedestrian lighting
Montrose	\$50,000	Addition of park next to City Hall. Closing street and expanding outdoor seating
Rangely	\$49,971	Sidewalk improvements and ADA accessibility
Rangely #1	\$50,000	Bike path from college to downtown
Rangely #2	\$39,000	Bike paths
Ridgway	\$50,000	Street improvements such as marking bike lanes, crosswalks and stop bars
Rifle	\$50,000	Sidewalk improvements to improve walkability and bikeability
Wellington	\$150,000	Streetscape design and downtown pedestrian lighting
Windsor	\$50,000	Installation of parklets/outdoor seating
Windsor #2	\$50,000	Winterization of outdoor spaces (2nd application)
Windsor #3	\$145,000	Wayfinding and signage (using Main Street mini-grants)

**TOTAL = \$1,249,448**