

FALL
2021

THE MAIN THING

—
Resiliency and
Innovation



COLORADO
Department of Local Affairs
Division of Local Government



FALL 2021 | THE MAIN THING

Resiliency and Innovation

THE
MAINTHING

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FALL 2021 | **THE MAIN THING**

SHOP SMALL, SHOP LOCAL

TOWN OF WOODLAND PARK

MAIN STREET MANAGER: GAIL WINGERD



PROGRAM »

Woodland Park has utilized the tools provided by American Express for the nationwide [Small Business Saturday](#) celebration and taken the concept to the next level!

Each year, Woodland Park Main Street and Woodland Park Chamber of Commerce apply to be champions of the program. As a result, they receive lots of swag and items to help promote the campaign.

With their combined swag, Main Street can stuff 100 canvas tote bags with goodies to give to the first 100 patrons in Woodland Square on Small Business Saturday.



SHOP SMALL, SHOP LOCAL

TOWN OF WOODLAND PARK

MAIN STREET MANAGER: GAIL



GOALS »

GOAL

To create a more interactive experience that encourages local shopping and gets customers in the doors of more stores they might not have walked into otherwise.

RESULT

Partnering with the Chamber and consulting with local businesses earned Woodland Park a spot as one of 10 communities recognized by American Express nationally. "One thing that's made it a stronger promotion is that the Chamber and Main Street have partnered together," Gail noted.



SHOP SMALL, SHOP LOCAL



TIPS »

Partnerships and **teamwork** are huge! “It’s always great to get somebody involved that will **benefit** from the promotion, such as a local business owner,” Gail said. Seek out the feedback and **ideas** from someone with a different **perspective**.



SHOP SMALL, SHOP LOCAL



QUOTE »

It's really about supporting these local small businesses – stop going to the big box stores and going online, support your local businesses!

— Gail Wingerd, **Main Street Manager**



ELF HUNT

TOWN OF WINDSOR

MAIN STREET MANAGER: MATT ASHBY
CONTRIBUTOR: JOSH OLHAVA



PROGRAM »

Inspired by the Elf on the Shelf holiday tradition, Windsor draws residents into downtown businesses by inviting them to track down hidden elves. 2021 will be the 6th annual Elf Hunt.

“People just love the elf!”

— Matt Ashby



ELF HUNT



GOALS »

GOAL

Shop owners hide elves in the stores, which encourages shoppers into their downtown businesses. Once shoppers have found all the elves and completed their game cards, they can enter to win a prize.

RESULT

Loved by local shops, the event not only increases overall traffic, but new customers learn about the different Windsor businesses. Year after year, more businesses join in. In 2020, about 30 businesses were involved and 150 people participated.



ELF HUNT



TIPS »

TIP: **Keep it simple!** Participants write in the general location of the elves. No stamping or sign-off is required by the shop owners so that they can **focus** on making sales.



ELF HUNT



QUOTE »

Every year, our shop owners hear from people who have lived in Windsor for years but didn't know about a particular store. This is a fun way to promote our local businesses.

— Matt Ashby, **Main Street Manager**



ELF HUNT



TESTIMONIAL »

Dan Stauss, **Memory Lane Antiques**



“With the promotions such as Small Business Saturday and especially the Elf Hunt, we see a great response with families. It’s great to have families come into shops because you not only get the adults shopping, but the kids get fired up and involved, too! Just to see the excitement on the kids’ faces and the family dynamics is fun to watch. It’s encouraging because families are the foundation of our community. With Main Street having such great programs, it just solidifies that for our businesses.”



RESTAURANT WEEK

TOWN OF STEAMBOAT SPRINGS

MAIN STREET MANAGER: LISA POPOVICH

(Winner of Navigator Award Nonprofit Leader of the Year)



PROGRAM »

For one week during Steamboat Springs' shoulder season (that time between summer vacations and ski season), Main Street Steamboat promotes Restaurant Week. Any restaurant in the town can participate and provide a special for both visitors and locals to come and sample their unique cuisine.



RESTAURANT WEEK



GOALS »

GOAL

Steamboat was looking to create an event during the off-season that would drive sales tax dollars and occupancy.

RESULT

Restaurant Week has become so popular that it has changed Steamboat's shoulder season. "People start calling me in August to find out what the specials are for the end of September," Lisa says. "So, it has worked." Typically, they have about 50% participation from local restaurants!



RESTAURANT WEEK



TIPS »

“Don’t overthink it!” Lisa Popovich says. Make participation **easy** for the restaurants – ask them to create a special of things already on their menu (many opt for an appetizer, entrée, and dessert combination to provide a **sampling** of items for newcomers) and then cover advertising costs.



RESTAURANT WEEK



QUOTE »

It's easy! I'm surprised that more Main Street communities don't do it.

— Lisa Popovich, **Main Street Manager**



RESTAURANT WEEK



TESTIMONIAL »

JJ Johnson, **Rex's Family of Restaurants** ★★★★★

"The restaurants create specials that highlight the season, locally sourced products, and their individual skills. The businesses generate more revenue, and the customer benefits from an interesting and creative experience. I feel like in past years, this has been a 'thank you' to our customers. Now it is that and a 'thank you' from our customers for surviving the past year and a half."



HOW-TO GUIDE AND TIMELINE

PLANNING A MAIN STREET PROMOTION

PLAN IT OUT

1

Our Main Street Managers agree that it's best to begin planning your promotion 2-3 months out from the kickoff date.

SHARE ONLINE

3

Create a landing page with an easy-to-follow URL and share it far and wide. Encourage participating businesses to share it on their platforms, too.

BUSINESS COMMUNICATION

2

Start with communication with the local businesses. If this is a brand-new promotion, it might help to meet with business owners in person to explain the promotion and let them know how to get involved. Having the businesses in the loop and getting their feedback/opinions is a crucial first step!

DIRECTORIES ARE KEY!

4

Create an updated map or directory of participating shops to help guide people to their new favorite place!



HOW-TO GUIDE AND **TIMELINE**

PLANNING A MAIN STREET PROMOTION



THREE MONTHS OUT	SIX WEEKS TO TWO MONTHS OUT	ONE MONTH OUT	WEEK OF
Organize the group/committee to help put on the campaign	Communicate with participating businesses and begin design of collateral	Begin promoting, share with residents/shoppers, update the website with details, add to local event calendars, and email reminders	Heavily promote on social media, email communications, website, provide businesses with posters/stickers/materials they need

MANAGER SPOTLIGHT

KALLIE COOPER

WELLINGTON MAIN STREET

RECIPIENT OF NORTHERN COLORADO
40 UNDER 40 AWARD

The award recognizes 40 emerging business leaders under 40 years of age who are making a mark on their communities through professional success and volunteer activities.



About Kallie:

“As the executive director of the Wellington Colorado Main Street Program, I oversee all day-to-day operations of our program. I started with the program part-time in May 2019, just to help with events and promotions. And then took over as executive director in September of that year.”

What do you love about Wellington?

“Wellington is super special. It is small, but it’s growing, and it has the most amazing community support. The people that reach out, participate in our events, come out to support local businesses, and volunteer with our program – they’re amazing.”



MANAGER SPOTLIGHT

KALLIE COOPER

WELLINGTON MAIN STREET

What is it like being a Main Street Manager?

“As a Main Street Manager, it’s important to know each business in your downtown. Being able to cater to their needs is something that I take a lot of pride in. When things like grant funds become available, I know that sending an email to business X is effective. But I may have to visit business Y that doesn’t check email as often. It’s important to me to support them in the way that is most meaningful to them.”

What has been the most rewarding part of your job?

“At the end of last year, we did a review of the whole year. To hear those individual touches we did to each unique business, the phone calls we made, when we stopped in, the emails, the support, how much it meant to them - that’s what makes this job so special. That’s the best part: being able to invest in my community and make a difference.”



MANAGER SPOTLIGHT

KALLIE COOPER

WELLINGTON MAIN STREET

What do you hope for in the future of Wellington?

I have a seven and a nine-year-old, and I want to build a community for them that they can grow up being proud of and that they grow up knowing that because of what I did as a Main Street Manager, it helped build a better place for them. And that's how I feel about our local businesses and the rest of our community as well. I get the chance to invest in my community, put my heart and soul into it, and put everything I have into the community to be a better place for them. Because when the heart of your downtown grows and it's thriving, everything else around it thrives.



VIDEO HIGHLIGHT

TOWN OF WELLINGTON

