

WINTER
2022

THE MAIN THING

Main Street
in Action



COLORADO
Department of Local Affairs
Division of Local Government



Main Street in Action



 CASE STUDY

 HOW-TO | TIMELINE

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 VIDEO

TOWN OF SAN LUIS

MAIN STREET MANAGER: SUSAN SANDERFORD

How did you become a Main Street community?



WHY »

San Luis, the oldest town in Colorado, decided to start the process to become an official Main Street community when Susan Sanderford, Town Manager, noticed that nothing had been done in the downtown area for years. “In the past 20 years, we had lost businesses due to retirement, and there were no improvements in the downtown area, and so we wanted to focus on developing Main Street to improve and revitalize it,” she said. Moving from the Affiliate level to the Candidate level would allow the town to earn more grants and develop a team to make the program work.



How did you become a Main Street community?



HOW »

San Luis became an Affiliate of the Main Street Program several years ago, but officially started becoming a Candidate in the spring of 2020. Susan rallied together a committee, got a historic preservation ordinance in place, and went through training. Colorado Main Street provided a workshop to the committee, technical assistance to develop a strategic plan and establish a solid foundation, and soon thereafter, San Luis completed all the steps to apply officially. San Luis was accepted as a Candidate in July 2021.



How did you become a Main Street community?



QUOTE »

We wouldn't have been able to do it without Traci and Gayle; they've been invaluable in encouragement and cheerleading and were so excited about the small little town becoming a Candidate. We were looking forward to becoming a full-fledged Main Street!

— Susan Sanderford, **Town Manager and Main Street Manager**



How did you become a Main Street community?



TIP »

Susan's advice for future Main Street Managers is to understand that you have many requirements – reports to write, workshops to attend, national conferences, and communication. It may seem daunting at first, “but now that I’m more comfortable with the process, I’m excited about it!” Remember that you have a support network within the program!



TOWN OF LA JUNTA

MAIN STREET MANAGER: CYNTHIA NIEB

How do you leverage funds and get the most out of your Main Street membership?



WHY »

Executing and managing grant applications can be a big job that requires incredible organization, but the payoff can be incredible! La Junta has funded almost an entire park with an extensive combination of grants totaling more than \$1.4 million.



How do you leverage funds and get the most out of your Main Street membership?



HOW »

- **Seek out grants** – Colorado Main Street emails opportunities monthly, the Colorado Resiliency Office stays current on recovery funds, and the Community Resource Center’s Colorado Grants Guide is always a great resource.
- **Track grants in a spreadsheet.** Include the grant, deadlines, the contact person and their information, what it is for, what it won’t fund, what it will fund, and what it matches in the application.
- **Apply for multiple grants per project.** “That’s how you leverage!” Cynthia said.
- **Many grants require a local match,** so be sure to check if it can be in-kind. Sometimes, you can use someone’s services (such as installing something) as an in-kind match.

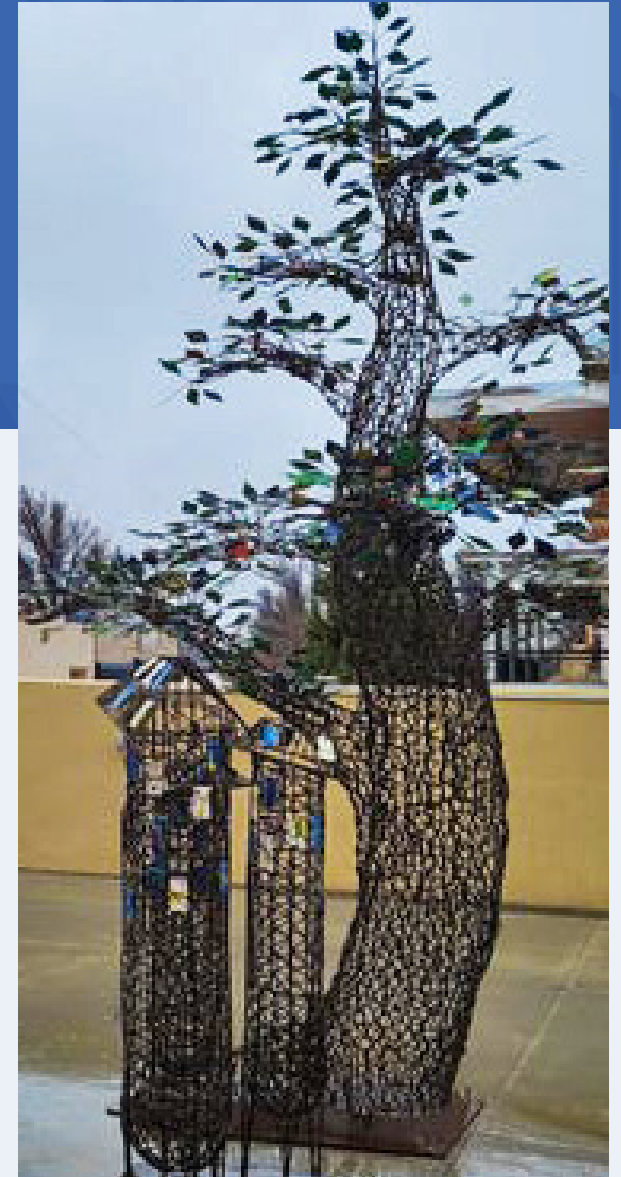


How do you leverage funds and get the most out of your Main Street membership?

FEATURE »

LIVEWELL PARK

This pocket park is estimated to be finished in early 2022. Funded by the Colorado Department of Transportation Revitalizing Main Street grant, it features musical instruments, colorful lighting, murals portraying unsung heroes, and even a sculpture titled The Wishing Tree, in which visitors can drop a pebble down the trunk and make a wish.



How do you leverage funds and get the most out of your Main Street membership?



TIP »

If you are struggling to leverage all the grants available, **reach out** to your fellow Main Street network! Managers across Colorado may have applied to the same grant, done similar projects, or can let you know what works for them.



TOWN OF LAKE CITY

MAIN STREET MANAGER: KRISTIE BORCHERS

How do you use the program for consulting services or mini-grants to implement?



WHY »

- Main Street communities can work with Colorado Main Street to bring in expert consultants to perform in-depth research and analyses before embarking on a project.
- Colorado Main Street handles the proposals and pulls from a pre-approved contractor list.
- Smaller rural communities have an opportunity to connect with top quality consultants that are then in their corner and familiar with the community in the case of future projects.
- Lake City utilized consulting services to provide a parking study, signage and wayfinding plan, strategic plan, and website design.



How do you use the program for consulting services or mini-grants to implement?



HOW »

- Main Street communities can determine the parameters in which they need consultant assistance. If the project fits within the program and within the community's strategic goals, Colorado Main Street and the community will work together to develop a request for proposals from a pre-qualified list of consultants.
- Colorado Main Street enters a subcontract with the consulting group and oversees the grant and reporting. "This makes it so much easier for a community that often struggles with capacity," Kristie said.

HOW TO



How do you use the program for consulting services or mini-grants to implement?



QUOTE »

There's this great advocate with DOLA and Colorado Main Street program with virtually every aspect of where and what we want to do in our community. As a Main Street Manager and commissioner, I feel we wouldn't be able to do this work without DOLA and its Colorado Main Street program as our partner.

— Kristie Borchers, **Hinsdale County Commissioner Chair and Main Street Manager**



How do you use the program for consulting services or mini-grants to implement?



TIP »

Use **technical assistance** to learn more about your project or goal, and then use the mini-grants to fund the project! This allows for the “most impactful uses of those dollars and ensures you’re not just spending money willy-nilly,” Kristie said.



HOW-TO GUIDE AND TIMELINE

HOW TO BECOME AN OFFICIAL MAIN STREET COMMUNITY

BECOME AN AFFILIATE **1**

Being an Affiliate holds no obligation for the town, but it does put you into a network of aspiring Main Streets. [Join today!](#)

2

BUILD COMMUNITY SUPPORT **3**

Talk to potential partners, elected officials and businesses about Main Street.

ORGANIZE **4**

Determine where the Main Street program will live – the town, DDA, chamber?

APPLY **5**

[Reach out](#) to Colorado Main Street staff for help with your application.



HOW-TO GUIDE AND **TIMELINE**

HOW TO BECOME AN OFFICIAL MAIN STREET COMMUNITY

TODAY

If you are not already an Affiliate, the [application](#) takes only 10-15 minutes to complete. A confirmation letter from the town can come from any municipal staff member or official.

IN A FEW WEEKS

[Contact staff](#) to present to stakeholders. The Colorado Main Street team can usually get something on the calendar with you within a couple of weeks.

OVER A COUPLE OF MONTHS

The [Main Street Approach](#) is all about establishing a vision for your downtown. The more your potential partners buy into the program, the greater your success – both in your application and in your long-term goals.

WHEN YOU ARE READY

An exact date for when you have your organization in place and ready to apply varies from community to community, but six months to a year is a reasonable expectation. Remember – The Colorado Main Street team is [here](#) to help throughout the process!



VIDEO HIGHLIGHT

TOWN OF HUGO



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