

SUMMER
2022

THE MAIN THING

Developing Dynamic Districts

Photo by: Danielle Zimmerer Photography



COLORADO
Department of Local Affairs
Division of Local Government



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Developing Dynamic Districts



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TOWN OF RIDGWAY



FARMERS MARKET
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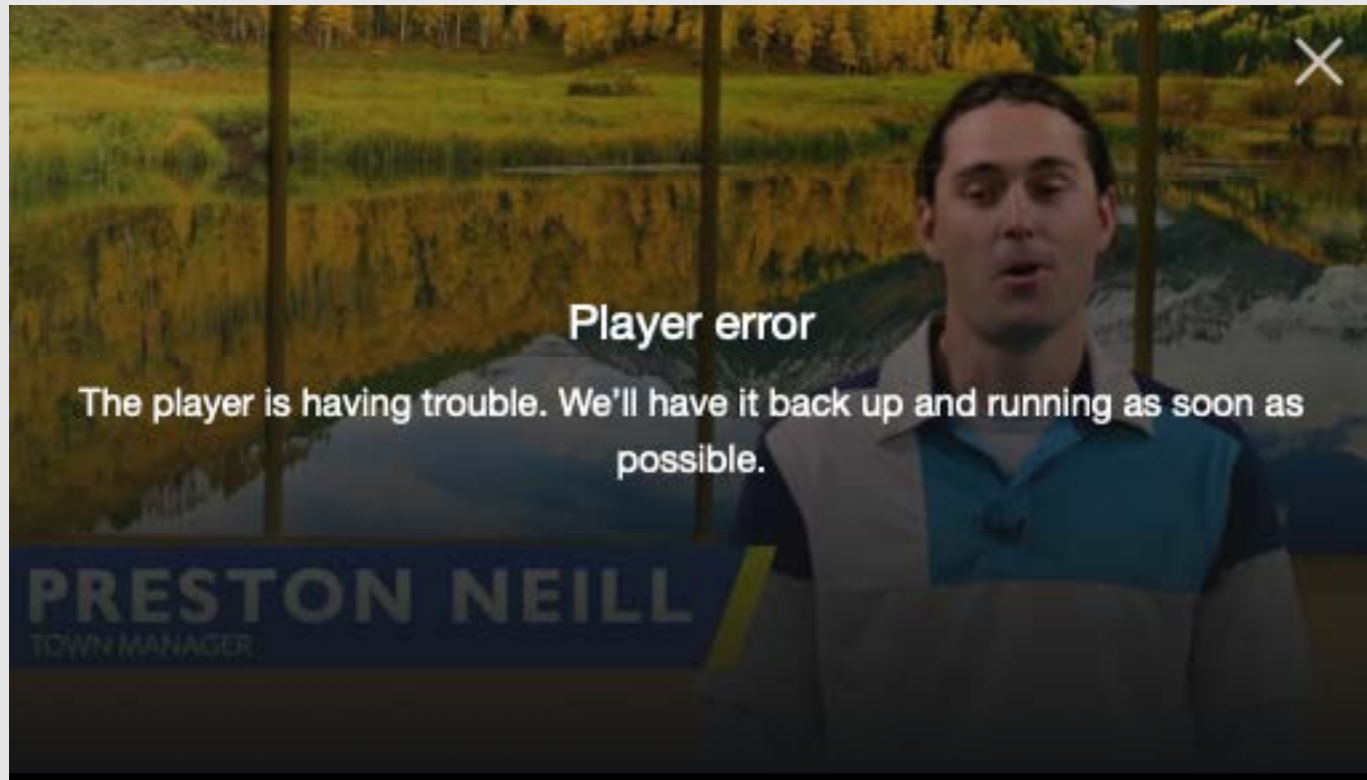
VIDEO HIGHLIGHT

TOWN OF RIDGWAY

MAIN STREET MANAGER: TERA WICK



VIDEO HIGHLIGHT | RIDGWAY



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CITY OF STEAMBOAT SPRINGS

MAIN STREET MANAGER: LISA POPOVICH

Growing businesses with a Farmers Market.



Photo by: Danielle Zimmerer Photography

WHAT »

HOW »

QUOTE »

TIP »

Since 2015, Steamboat Springs has grown its Farmers Market from 45 vendors to 145, with six of those vendors opening brick-and-mortar stores in downtown. The Farmers Market brings numerous people into the downtown, and was responsible for \$1.2 million in direct sales and \$1.4 million in indirect sales in 2021. Locals can do most of their weekly grocery shopping at the market — getting eggs, chicken, vegetables, cheese...even yak meat! Visitors tend to spend more with local vendors and businesses lining the street.

WHAT



Growing businesses with a Farmers Market.



Photo by: Danielle Zimmerer Photography

WHAT »

HOW »

QUOTE »

TIP »

The Colorado Main Street program provided funding to engage the community in a re-imagining of Yampa Street. Changes and improvements were made to reduce the speed limit to 15 mph, sidewalks were expanded, and the town provided additional access to the river for tubing and fishing, plus added benches and art into the parks. The market draws so many people and vendors that local businesses have seen an increase in sales. The downtown area is also now in a strong position to compete with neighboring retail areas and future development. Steamboat Springs Main Street uses proceeds from the Farmers Market to run the organization and continue beautification efforts and advertising.

HOW



Growing businesses with a Farmers Market.



WHAT »

HOW »

QUOTE »

TIP »

It has turned into a place for incubation of business and is really the social hub of town for our residents and visitors.

— Lisa Popovich, **Executive Director,**
Main Street Steamboat Springs



Growing businesses with a Farmers Market.



WHAT »

HOW »

QUOTE »

TIP »

TIP: Understand the needs of your community and your vendors and try to balance the two. Listen to people's suggestions, no matter how crazy, because eventually, they will make sense. Be as flexible as you can without making yourself crazy. You are only limited by your own imagination, so expand your thinking by talking to people.



TOWN OF WINDSOR

MAIN STREET MANAGER: MATTHEW ASHBY

CONTRIBUTOR: JOSH OLHAVA

Creating a vision with results.



WHAT »

HOW »

QUOTE »

TIP »

The DDA (Downtown Development Authority) in Windsor and Colorado Main Street worked together to conduct an Entertainment District Study. Through the results, Windsor was able to identify that restaurants located at the Windsor Mill were seeing the viability of implementing an entertainment district within the 300 block of the DDA boundaries. The study also provided background research and conceptual ideas that could expand streetscape enhancements, wayfinding improvements, and identify community needs that would build the entertainment district.

WHAT



Creating a vision with results.



WHAT »

HOW »

QUOTE »

TIP »

Although the momentum of revitalizing the Windsor Mill was beneficial for Windsor, challenges did appear. Windsor has a very unique downtown where two highways bisect the downtown district. A railway corridor creates a physical barrier, and a lake and park are located adjacent to the district. These features create tremendous opportunities for the entertainment district but also challenges when navigating the downtown area. With the help of Main Street, Windsor was able to reference the overarching vision presented in this study to move forward with individual component action steps.

HOW



Creating a vision with results.



WHAT »

HOW »

QUOTE »

TIP »

Having a schematic vision or feasibility study can provide the continued direction needed for projects that extend over multiple years.

— Matthew Ashby , **Main Street Manager**



Creating a vision with results.



WHAT »

HOW »

QUOTE »

TIP »

TIP:

It's important for any destination to have a safe, attractive, and inviting environment. Work with residents, visitors, and downtown businesses and property owners to identify needs through surveys and studies.



TOWN OF MONTROSE

MAIN STREET MANAGER: KENDALL KRAMER

Celebrate success at each step.



WHAT »

Block 93 is an alleyway and city parking lot that will

HOW »

QUOTE »

TIP »

be revitalized into a welcoming, attractive event space and pedestrian corridor. It will transform the 300 block of Main Street in Montrose with seating areas, trees, and infrastructure for food trucks. In 2021, Montrose had a block party — with food trucks, lights, and vendors — at the site of a future revitalization project to show its potential.



Celebrate success at each step.



WHAT »

HOW »

QUOTE »

TIP »

During the development of Block 93, Colorado Main Street provided consulting services to reimagine and design the improvements of this project. However, like so many communities, Montrose has been affected by rising costs and supply chain delays, meaning Block 93 isn't as far along as the city may have hoped. Even though the site isn't complete, they are able to still hold events in the space and get people excited for what's to come.

This summer, the DART (Development And Revitalization Team) Board hopes to finish installing sewer infrastructure and repaving the alley and parking lot. In August, they'll have another business after-hours event and block party to get people involved and excited!



Celebrate success at each step.



WHAT »

HOW »

QUOTE »

TIP »

We want folks to come downtown and spend time there and shop. It's residents but it's also visitors. We want to create a destination in our downtown. The more amenities you have, the more likely you are to attract people to your downtown.

— Kendall Cramer, **Community Program Manager for DART**



*Celebrate success
at each step.*



WHAT »

HOW »

QUOTE »

TIP »

TIP:
Get local businesses involved and listen to their ideas. Montrose was able to partner with local business owners to work on façade improvements, plant trees, and install historic streetlamps. The project was moved along quicker with the assistance of businesses.



HOW-TO GUIDE

How to build up your district and areas over time.



IDENTIFY PARTNERS

1

Who are the people and organizations that will help you move projects forward? Look for stakeholders who would also benefit from the beautification efforts and further developed areas in downtown such as local businesses or events.

WORK TOGETHER

2

Once you've identified your partners, work with them to get a project moving! Can you provide façade grants or incentives to business owners or otherwise support them to get something off the ground?

GET CREATIVE

3

Your residents may have some wild ideas, and they can make an event or a new space super cool! As Lisa Popovich of Steamboat Springs says, "Bad ideas are only good ideas that are not fully formed."



HOW-TO GUIDE

How to build up your district and areas over time.



CELEBRATE THE SMALL STEPS

4

Development projects can take years. Keep the energy going by celebrating each phase. Maybe the space can be utilized differently before all the pieces are complete. Then, make a plan to get the next step done! This will keep stakeholders interested and invested in the final product.

GENERATE EXCITEMENT

5

It's no secret that a lot of planning goes into development projects, and to outsiders, it can look like nothing is happening! Be transparent with business owners and residents about goals, and timelines, and let them know when steps are completed behind the scenes.

