

SUMMER
2023

THE MAIN THING

ECONOMIC GROWTH ON MAIN STREET



COLORADO
Department of Local Affairs
Division of Local Government



Economic Growth on Main Street



 CASE STUDY

 RESOURCE GUIDE

 SPOTLIGHT

 VIDEO

VIDEO HIGHLIGHT

CITY OF BRUSH



VIDEO HIGHLIGHT | CITY OF BRUSH



SUMMER 2023 | THE MAIN THING

NEXT

CITY OF VICTOR

MAIN STREET MANAGER: JON ZALEWSKI

Creating a destination for Main Street.



WHAT »

Victor or “The City of Gold Mines” is located on the southwest side of Pikes Peak in Teller County. Victor was founded in 1891 and has a population of 380.

- Victor Main Street has partnered with a local non-profit to bring world renowned recycling artist, Thomas Dambo, to Victor. Dambo will lead a group of volunteers to build a troll art installation.
- When completed, it will be an instant draw to visitors and residents. It will also demonstrate the fun and creative side of Victor that is often overshadowed by the town’s mining history.
- The project has shown that being open minded can lead to new opportunities that can benefit an entire community.



Art and economic development intersect to create opportunities.



HOW »

Local entrepreneur, Jeff Helner, initiated the troll project with former Victor Main Street Manager, Kim Lottig. Their goal was to create community art project that would benefit the community and create awareness for Victor.

- Thomas Dambo is famous for his recycled troll installations. He was contacted by Jeff and Kim to initiate the project.
- A non-profit was established to launch the project and manage fundraising efforts.
- Local recycled material and labor were used to create the troll, benefiting the local economy. Once completed, additional opportunities for economic growth will be experienced in tourism, lodging, and dining.



Using community art to connect and engage residents and visitors.



QUOTE »

It is important to look for ways to include all members of your community. If you have something that needs improvement in your community, a community art project will probably improve it. "

— Jon Zalewski, **Town of Victor Main Street Manager**



Creativity and economic growth opportunities can co-exist.



TIP »

“Encourage your board members, associates, staff, business contacts, peers, local art groups – everyone you meet – to gather and discuss the ideas that you unearth. Find creative people and encourage their creativity and passion for art ideas. Encourage them to run with their ideas. Let them.” says Jon Zalewski.



TOWN OF TRINIDAD

CREATIVE MAIN STREET MANAGER: MARGGIE FERRENDELLI

Trinidad prepares for a bright future.

WHAT »

The energy has shifted in Trinidad. The community recognizes potential growth opportunities and is motivated to make positive changes, inspired by the common goal of making Trinidad sustainable for its residents and a welcome spot to visit for those not lucky enough to live here.



Aligning priorities for economic growth.



HOW »

Trinidad became resourceful and pursued several angles to help spark a resurgence, using a combination of private investments and grant funding to finance improvements. One of those grants was \$250,000 from the Main Street Open for Business program to improve two storefront façades including the historic Fox Theatre.

The changing mindsets of community members, city leadership, public boards, and committees introduced a new way of thinking. Tourism became a priority for city leadership. By acknowledging tourism is a key to economic growth and stability, things began to happen for Trinidad.

Hard work by those who respect the history of Trinidad and recognize the importance of tourism pushed positive changes forward for economic growth.



Impacting Main Street and your community, everyday.



QUOTE »



Sometimes it takes a task or challenge to make us stop and think about why we do what we do. It's important to recognize the value of our work and the impact it has on others."

— Marggie Ferrendelli, **Creative Main Street Manager**



Boosting economic growth can be accomplished if you remember three things.



TIP »

Marggie Ferrendelli believes that there are three important pieces to boosting economic growth: “You need three things: a welcoming and attractive environment; well-organized and well-attended community events like street fairs, concerts, or pop-up shops; and you need to promote local businesses by creating advertising campaigns that highlight the unique offerings of each business.” Marggie also reminds us that by seeking grants or funding opportunities to support small businesses in your area you can make significant gains. By implementing these strategies and working collaboratively with other stakeholders in your community, you can help spark economic growth on Main Street and create a vibrant local economy for years to come.



RESOURCE AND REFERENCE GUIDE



RESOURCES

- [Destination Development](#)
- [Rural Technical Assistance](#)
- [Colorado Small Business Development Center](#)
- [Colorado Creative Districts](#)

ASSISTANCE

[Gayle Langley](#), Main Street Coordinator

720-498-0563

[Traci Stoffel](#), Main Street Specialist

720-467-4327

[Larry Lucas](#), Main Street Architect

720-402-9303

[Jessica Rupe](#), Fiscal and Compliance Coordinator

720-557-4902

