

2014



COLORADO
MAIN★STREET

ANNUAL REPORT



COLORADO

Department of Local Affairs

Division of Local Government

Community Development Office



COLORADO MAIN STREET 2014 ANNUAL REPORT

YEAR IN REVIEW

It has been a banner year for the Colorado Main Street program and its participating communities. More services have been added to keep up with the growing demand from the local communities, our communities have reached amazing numbers with their reinvestment statistics and we have gained even more support and momentum! Please read the below report for more details from 2014. Thank you Main Street communities for your hard work—it really has been a great year!!!

NEW COMMUNITIES

This year, the Colorado Main Street program had its most competitive application cycle yet. Six great communities applied to the program. Unfortunately, due to program resources, we were only able to accept the two most competitive communities: Buena Vista and Woodland Park. Both communities joined the program in August. We are excited to have them become a part of the program and expect good things from both communities. To better serve all of Colorado's communities and expand the network we piloted a new Affiliate tier this year. The four communities that were not accepted into the program were invited to join this Affiliate tier. We have already begun to see great things from the Affiliate group!



Activation Meeting in Buena Vista



Woodland Park Main Street Board

COMMUNITIES' STATISTICS

2014 was a record breaking year for Colorado Main Street communities! **139** direct, net, full-time jobs and **70** direct, net, part-time jobs were created. This is a **54%** increase in net full-time jobs and a **27%** increase for net part-time jobs from last year. **48 net new businesses** opened throughout Colorado Main Street communities. Additionally, Main Street communities created over **\$6.9 million in public investment** and almost **\$30.1 million in private investment**. This



means that for every \$1 of public funds invested, \$4.45 was invested by the private sector - a **1:4.45 ratio**. Also important to highlight is that 86% of the public investment is coming from the Candidate communities and 93% of the private investment is coming from the Designated and Graduate communities. This is an indicator that investing public funds early in the Main Street communities' program infrastructure is creating more investment from the private sector as local programs mature. Our communities have also **tripled the number of building rehabilitations** from 20 in 2013 to 61 in 2014. The number of **Main Street sponsored events doubled**. The number of **volunteer hours increased 170%** with basically the same number of volunteers. That means communities are invested in the work being done in our communities and are supporting it with their time. Between the direct jobs created and the public and private investments made, an estimated **665 direct, indirect, and induced jobs were created**.

2014 COLORADO MAIN STREET YEAR END STATISTICS



The 3 Graduate, 4 Designated, and 5 Candidate Colorado Main Street communities accomplished the following in 2014:

ECONOMIC RESTRUCTURING

Graduate and Designated Main Street communities contributed to 75% of the new businesses this year and 58% of the new full and part time jobs.

48
NEW
BUSINESSES

139
FULL TIME
JOBS

70
PART TIME
JOBS

PROMOTION

While 65% of the events this year were held by the 7 Graduate and Designated communities, 83% of the total attendees were from those same events.

168
EVENTS

58,943
ATTENDEES

ORGANIZATION

The 7 Graduate and Designated Colorado Main Street communities contributed to about 55% of the following volunteer statistics:

Volunteers 1,295

Volunteer Hours 19,994

TOTAL VALUE \$501,841

DESIGN

The 7 Graduate and Designated Main Street communities accounted for 93% of the private investments while Candidate communities accounted for 86% of the public investment.

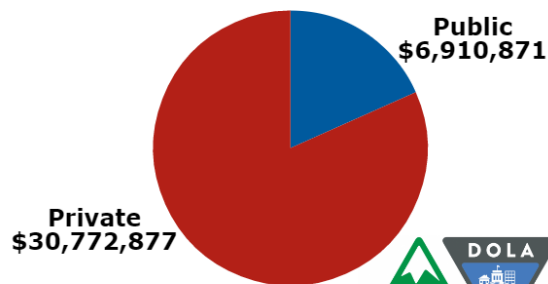
BUILDING INVESTMENTS: \$7,162,253

16
FACADE
IMPROVEMENTS



61
BUILDING
REHABILITATIONS

TOTAL PUBLIC AND PRIVATE INVESTMENT: \$37,683,748



These statistics are based on the 87.5% of Colorado's Main Street communities reporting to date.

*Image created with Pictochart.



PROGRAM DEVELOPMENT

PROFESSIONAL DEVELOPMENT

Professional development is vital for keeping up-to-date with the latest trends, strategies, and topics. One or more of the Colorado Main Street staff attended the following professional development courses/conferences in 2014:

- International Economic Development Council (IEDC)
- National Main Street Conference
- Downtown Colorado Inc. Annual Conference
- National Preservation Conference
- AIA National Convention
- AIA Colorado Design Conference
- APA Colorado Annual Conference
- Crucial Conversation Training
- Numerous webinars addressing various Main Street topics



NEW TO THE PROGRAM IN 2014

This year was a great building year for the Colorado Main Street program. The following was achieved this year in addition to the regular program efforts.

- Another successful grant award from the State Historical Fund to retain our Main Street Architect.
- Awarded the first annual Main Street of the Year Award. The 2014 Main Street of the Year award went to Lamar.
- Biz Walks – in order to better understand the business community within the local programs, the Main Street team developed a business visitation program in partnership with our local Main Street programs. We ask three simple questions: What do you like about doing business on Main Street? What don't you like about doing business on Main Street? If you could



change one thing, what would it be? We then tally the results and provide feedback and recommendations for the community based on what we heard from their businesses. Main Street staff completed two successful Biz Walks this year in The 'Cliffs and Granby and plans to complete a few more in 2016.

- Awarded four Excellence in Preservation awards for Historic Preservation month in May. These awards were given in coordination with History Colorado to Lake City, Lamar, Trinidad and Victor.
- Started regular Main Street Managers' Think Tanks. These are monthly conference calls open to all Main Street managers to discuss hot topics and learn best practices from each other.
- Created additional tools and/or guides for communities to use, like the Getting Started Checklist, Transition and Succession Planning Guide and Stakeholder Analysis. These tools were created to help guide communities through important processes.
- Colorado Main Street Staff also revised prerequisites, requirements, available services and best practices for all tiers to provide more guidance for communities. A new Affiliate tier has been in the pilot phase since August 2014. This work is not yet complete but will be officially launched July of 2015.
- As part of a DOLA Division of Local Government effort, Main Street began to survey attendees of events and trainings to obtain feedback on the services provided. Of the 50 people who responded to our surveys on Boot Camp and Quarterly Trainings, 49 of them would recommend the training to others. 46 out of 50 rated the training "Excellent" or "Good" in terms of how useful and valuable the information presented was and in terms of effectiveness of the presentations. We also surveyed all of the Main Street managers to ask about the services they receive throughout the year. 12 of 13 rated the support and services they receive from staff as "Excellent."



2014 REPORT CARD

The following report card expresses the Colorado Main Street program's goals for 2014, what was accomplished in the year and a grade for each goal. The program reached every goal set for 2014 in addition to the "New to the Program in 2014" items listed above.

REPORT CARD 2014		
GOAL FOR 2014	GOALS COMPLETED	GRADE
MAIN STREET COMMUNITIES 2014		
Accept no more than 2 new communities in to the program	Accepted 2	A
PROGRAM DEVELOPMENT		
Continue to support partner organizations	✓	A
Attend 3 professional development trainings for each staff	✓	A
Host 3 Main Street Advisory Board Meetings	✓	A
Retain the Main Street Architect through the SHF grant	✓	A
Publish 4 quarterly newsletters	✓	A
Increase Facebook use by 20 "likes"	Started year with 167, ended with 304	A+
Create an Affiliate Main Street tier	Piloting	
Track Main Street staff's outreach	✓	A
TECHNICAL AND FINANCIAL ASSISTANCE		
*Review or facilitate 10 annual work plans	12	A+
Conduct 10 year end assessments	12	A+
Host 4 Quarterly Main Street Managers' Trainings (2 in person and 2 webinars)	4	A
Organize and produce 1 Resource Team visit and report	1	A
*Produce 4 webinars	11	A+



REPORT CARD 2014

GOAL FOR 2014	GOALS COMPLETED	GRADE
*Increase performance in 10 national program accreditation standards throughout the local Main Street communities	13	A+
Provide 3 scholarships for the National Main Street Conference (partial and full)	8	A+
Award mini-grants to communities (fiscal year 14-15)	12	A
Participate in and help 2 communities fund Community Assessments	4	A+
Create 2 community profile sheets in partnership with the State Demography Office	5	A+
*Provide technical assistance in the Four Points to 12 communities	26	A+
Host 2 Main Street Boot Camps	1 regular and 2 mini	A
Reach out to 10 new communities with a Main Street 101	9	A-
Present at 5 conferences, workshops and/or classrooms	9	A+
*Part of the Division of Local Government's Strategic Plan		



2015 PROGRAM GOALS

Below are the Colorado Main Street program's goals for 2015.

GOALS FOR 2015		
GOAL FOR 2015	GOALS COMPLETED	GRADE
MAIN STREET COMMUNITIES 2014		
Accept about 2 new communities in to the program		
PROGRAM DEVELOPMENT		
Continue to support partner organizations		
Attend 3 professional development trainings for each staff		
Host 3 Main Street Advisory Board Meetings		
Retain the Main Street Architect through the SHF grant		
Publish 4 quarterly newsletters		
Increase Facebook use by 75 "likes"		
Launch the Affiliate Main Street tier		
TECHNICAL AND FINANCIAL ASSISTANCE		
*Review or facilitate 14 annual work plans		
Conduct 14 year end assessments		
Host 4 Quarterly Main Street Managers' Trainings		
*Produce 4 webinars		
*Increase performance in 10 national program accreditation standards throughout the local Main Street communities		
Provide 10 partial and/or full scholarships for training (i.e.: National Main Street Conference, CPI Conference, DCI conference, etc.)		
Award mini grants to communities (fiscal year 15-16)		

To be determined in 2016

GOALS FOR 2015

GOAL FOR 2015	GOALS COMPLETED	GRADE
Participate in and help 2 communities fund Community Assessments	in 2016 determined	To be
Create 2 community profile sheets in partnership with the State Demography Office		
*Provide technical assistance in the Four Points to 14 communities		
Host 2 Main Street Boot Camps		
Reach out to 5 new communities with a Main Street 101		
Present at 5 conferences, workshops and/or classrooms		
*Part of the Division of Local Government's Strategic Plan		



COMMUNITY REPORTS

BRUSH

The following is a list of highlights and major accomplishments for the year.

- Brush became a Graduate Main Street community
- Named an All-American City by the National Civic League
- Completed a resource team visit and report to define long-range goals and projects
- Began hosting Business After Hours
- Started to update bylaws, policies and procedures and job descriptions
- Secured a \$5,000 grant from the Anschutz Foundation to help pay for administrative costs
- Hosted many community visits to showcase the Chamber/Main Street efforts and successes
- Hosted many successful events and revised one event to a Demolition Derby
- Sold \$52,000 worth of Brush Bucks and hosted a Shop Brush First campaign
- Created a texting campaign to promote local businesses and specials
- Met all of the National Accreditation criteria set by the National Main Street Center

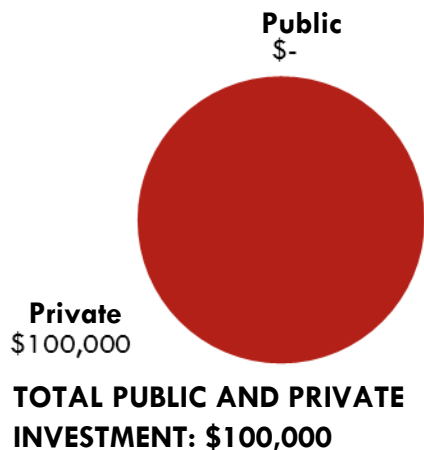
Mini-Grant

Brush dedicated their mini-grant to many different things this year including items to support community events like an event tent, street intercom/music system, and trash receptacles. Additional funds are dedicated to training seminars on the point of marketing and window displays for vacant buildings that promote Brush! With the \$10,000 from DOLA, they leveraged a match of \$16,667!

Receiving Graduate Main Street Status



2014 YEAR END STATISTICS



Volunteers	151
Volunteer Hours	462
TOTAL VALUE	\$11,596



THE 'CLIFFS

The following is a list of highlights and major accomplishments for the year.

- Hosted a successful second annual Brew with a View and Vino Too festival
- Secured funding hire a Main Street Manager who is responsible for events and marketing
- Launched a new website
- Obtained funding for period lighting for the Main Street
- Continuing to improve the relationship between the two towns
- Transitioned to a project based board this year which works better for CART
- Completed a Biz Walk with assistance from DOLA
- Met five out of ten National Accreditation Criteria set by the National Main Street Center

Mini-Grant
 The mini-grant this year was used to obtain eight period lights for downtown. The funds from DOLA were used to purchase two of the lights and this leveraged Black Hills Energy to purchase another six. The \$5,000 mini-grant leveraged \$6,250 in matching funds from the local Main Street program (CART) and Black Hills Energy.

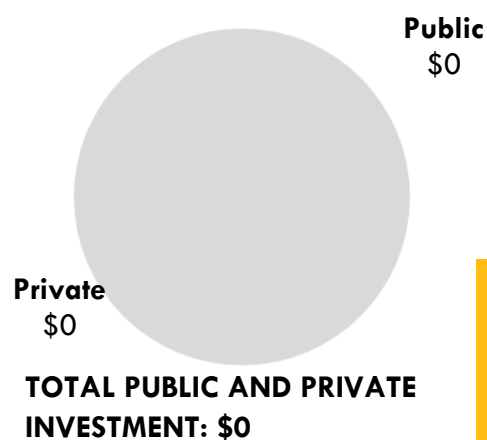


The Biz Walk Team



Brew with a View and Vino Too festival

2014 YEAR END STATISTICS



Volunteers	104
Volunteer Hours	934
TOTAL VALUE	\$23,453



GRANBY

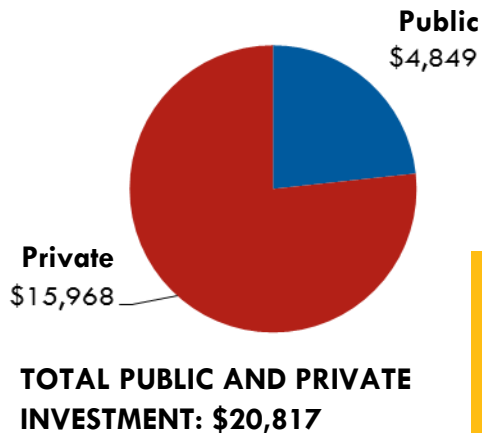
The following is a list of highlights and major accomplishments for the year.

- Rebuilt the program after a transition period including reactivating all committees
- Secured funding for year-round white lighting and holiday/winter lighting
- Completed a Biz Walk with assistance from DOLA
- Continued success of the façade improvement program
- Hosted two successful events: Fourth of July events and Trick-or-Treat Main Street
- The design committee has become very active this year
- Have a great working relationship with Grand Enterprise Initiative and the SBDC
- Met nine out of ten of the National Accreditation Criteria set by the National Main Street Center

Mini-Grant
 The mini-grant was used to fund directional (entryway) signs to the community. It has been a bit difficult to get approval from CDOT but the project is still moving forward. With the \$7,000 from DOLA, the Town of Granby will contribute \$9-11,000 to finish the project.



2014 YEAR END STATISTICS



Volunteers	93
Volunteer Hours	1,665
TOTAL VALUE	\$41,779



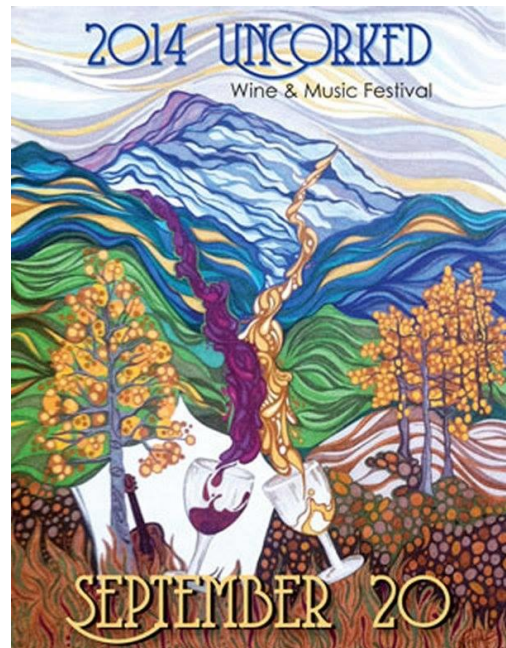
LAKE CITY

The following is a list of highlights and major accomplishments for the year.

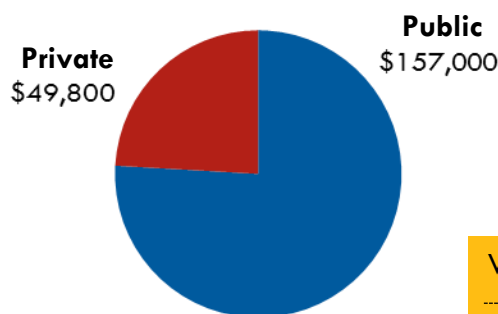
- Hosted a very successful Uncorked Wine and Music festival that serves as a great model of a signature event for all Colorado Main Street communities
- Served as a resource for surrounding communities and other Main Street communities
- Hosted a social media training with a partial sponsorship from DOLA
- Secured funding and installed 78 new feet of boardwalk
- Continued efforts on the Ute Ulay historic mining site
- Secured funding for the Hinsdale County Courthouse
- Maintained a positive media presence through social media and press releases
- Worked and will continue to work regionally on the Rio Grande Watershed Emergency Action Coordination Team (RWEACT) that was created in response to the West Fork Complex fire
- Met all of the National Accreditation criteria set by the National Main Street Center

Mini-Grant

A portion of the mini-grant was used for the immediate but temporary stabilization of the historic Assayer's Office to prevent further damage to the building until additional funding can be obtained. The other portion of the mini-grant was used to obtain and install wayfinding and heritage signage at the Ute Ulay and in Lake City downtown to connect the two historic areas. The \$10,000 mini-grant leveraged \$2,500 in cash as well as \$2,500 in kind from Hinsdale County.



2014 YEAR END STATISTICS



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$206,800



Volunteers	n/a
Volunteer Hours	1,884
TOTAL VALUE	\$47,288



LAMAR

The following is a list of highlights and major accomplishments for the year.

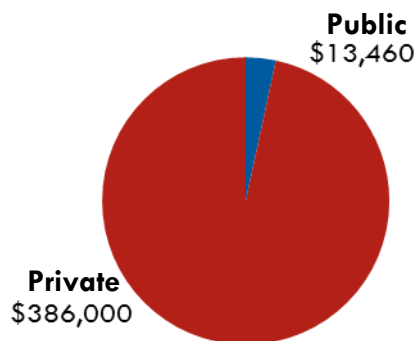
- Awarded 2014 Main Street of the Year!
- Engaged more board members to attend training
- Ten successful architectural assistance building visits with the Main Street Architect
- A successful first annual Hotter than Hell Music and Arts Festival
- Worked closely with the City of Lamar to define a clear vision for the role and growth of the local Main Street program
- Planning for a major street construction project to be completed by CDOT in 2015
- Completed Market Niche Assessment
- Continuation of several active program and partnerships: Southeast Colorado Enterprise Development Inc., the Urban Renewal Authority and the electronic recycling program
- Partnership with University Technical Assistance program for design of a community area to be used as an event area
- Met all of the National Accreditation criteria set by the National Main Street Center

Mini-Grant

This year's mini-grant was used as a continuation of the previous year's mini-grant to complete streetscape enhancements. This includes painting banner/light poles in the downtown area and adding banners to them. The \$7,000 grant leveraged a match of \$1,750 from the City of Lamar.



2014 YEAR END STATISTICS



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$399,460



Volunteers	187
Volunteer Hours	353
TOTAL VALUE	\$8,860



LYONS

Lyons was devastated by a flood in September of 2013. Given these events, this year was spent on recovery. The Main Street Four-Point Approach® was used to provide a framework for economic recovery efforts and the



the Main Street team spent a lot of time facilitating recovery planning efforts. In addition, the Main Street Architect dedicated time to assisting with efforts to save the historic library. Due to these recovery efforts you can see a lot of public and private funds were invested in the community this year. It is incredible that after such devastation they have come out, just over a year later, with more businesses and jobs than before.

Mini-Grant

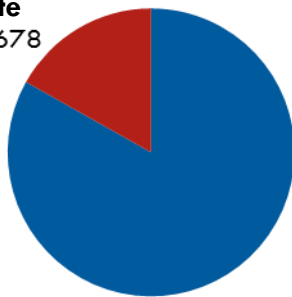
The 2014 mini-grant is being used to assess which special district may best help the town, businesses, and other downtown stakeholders. The DOLA mini-grant of \$5,000 is leveraging \$1,250 in matching funds from the town. The intent is to find a structure and funding mechanism to support the local Main Street program into the future.



Arts Culture and Heritage Recovery Working Group

2014 YEAR END STATISTICS

Private
\$1,014,678



Public
\$5,000,420



**NET NEW
BUSINESSES**



**NET FULL
TIME JOBS**



**NET PART
TIME JOBS**

**TOTAL PUBLIC AND PRIVATE
INVESTMENT: \$6,015,098**

Volunteers	167
Volunteer Hours	6400
TOTAL VALUE	\$160,640

1 **EVENTS**

300 **ATTENDEES**



MONTROSE

The following is a list of highlights and major accomplishments for the year.

- Montrose went through a lot of changes this year in terms of Executive Directors for the DDA/Main Street – near the end of the year a new director was brought on board
- The Board also had significant turnover this year and has many new members
- The cost savings from the director’s salary went to helping promotion committee projects
- Despite all this turnover, Montrose added 54 net new full-time jobs this year
- Met three out of ten of the National Accreditation Criteria set by the National Main Street Center

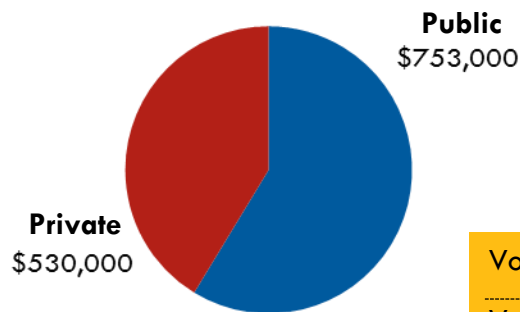
Mini-Grant

The 2014 mini-grant is being used to manufacture and install a downtown wayfinding signage system. These signs will help direct visitors and locals throughout the downtown area. The DOLA mini-grant of \$5,000 leveraged a \$1,250 match from the City of Montrose.



Main Street staff with new Executive Director, Lance Michaels, and his silly award “New Kid on the Block”

2014 YEAR END STATISTICS



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$1,283,000



Volunteers	124
Volunteer Hours	852
TOTAL VALUE	\$21,385



RIDGWAY

The following is a list of highlights and major accomplishments for the year.

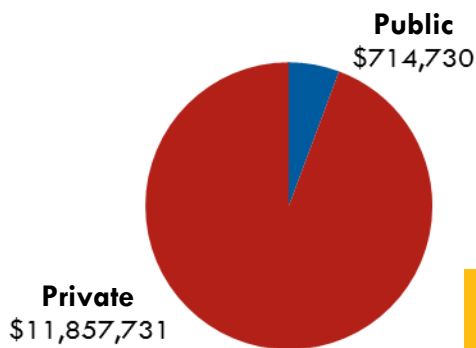
- Ridgway became a Designated Main Street community this year
- Worked in partnership with the Creative District to host monthly Moon Walks – a unique take on First Friday Art walks
- Completed a façade improvement to one of the downtown historic buildings
- The community passed a \$1.9 million bond for downtown street and infrastructure improvements that will be implemented as part of the RAMP project, major infrastructure improvements in downtown
- In preparation for the RAMP project, the economic restructuring committee developed a business survey for all affected businesses in addition to town efforts to strategize on keeping businesses strong during construction
- Attended Sonoran Institute’s Community Builders Leadership Institute in Glenwood Springs
- Met all but one of the National Accreditation criteria set by the National Main Street Center

Mini-Grant
 Mini-grant funds will be used to design, construct and install a comprehensive wayfinding signage network for pedestrians. This will complement the auto-oriented wayfinding signs that were installed last year. The \$7,000 from DOLA will be used in combination with \$2,500 from Colorado Creative Industries and \$25,000 from the Town of Ridgway to complete this project!



Team Ridgway hard at work at the Community Builders Leadership Institute

2014 YEAR END STATISTICS



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$12,572,461



Volunteers	56
Volunteer Hours	5,389
TOTAL VALUE	\$135,258

26 EVENTS
12,981 ATTENDEES



RIFLE

The following is a list of highlights and major accomplishments for the year.

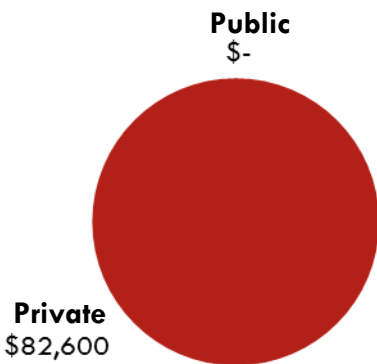
- The city took the lead on the local Main Street program after staff turnover at the EDC where the program was formerly housed
- Re-opened the Ute Theater and hosted many events
- The city is working on a housing project downtown that would create 30-40 affordable housing units
- Hosted successful Farmer's Markets and First Friday events that bring the community together
- Started a downtown business survey to collect information on business assistance needs and design desires
- Met all but one of the National Accreditation criteria set by the National Main Street Center

Mini-Grant

This year's mini-grant builds on the previous year's with improvements to the Farmer's Market site. This year's improvement will include construction and installation of a shade structure and seating for the market. The DOLA mini-grant of \$5,000 will leverage \$3,328 in funds from the City of Rifle.



2014 YEAR END STATISTICS



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$82,600



Volunteers	64
Volunteer Hours	777
TOTAL VALUE	\$19,503



STEAMBOAT SPRINGS

The following is a list of highlights and major accomplishments for the year.

- Successfully moved the Farmer’s Market to a new location on Yampa Street
- Hosted a BID election that just barely failed
- Hosted new Steamboat Style fashion shows
- Achieved a National Registered Historic District designation
- Maintained a great partnership with the city
- Made improvements to Yampa Street to help extend the pedestrian friendly feel of the Main Street district
- Hosted the largest ever Light Up the Night event
- Published new events e-newsletters that are shared with all visitor lodging outfits
- Hired part time administrative help and a social media assistant
- Met all ten of the National Accreditation criteria set by the National Main Street Center

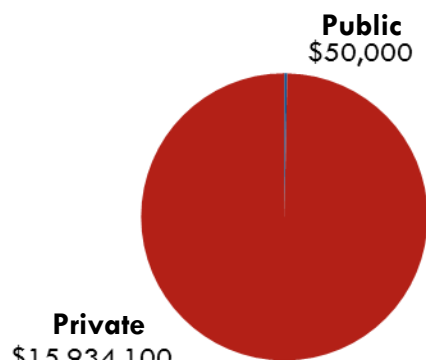
Mini-Grant

The mini-grant will be used to add directory signage to the existing bus shelters. This signage will help direct guest and locals to business and attractions located within the district, even those off of the main street. The \$10,000 DOLA mini-grant will leverage \$2,500 in matching funds.



Steamboat’s Light Up the Night event
(Source: MainStreet Steamboat Springs Facebook page)

2014 YEAR END STATISTICS



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$15,984,100



Volunteers	133
Volunteer Hours	283
TOTAL VALUE	\$7,103

24 EVENTS
17,860 ATTENDEES



TRINIDAD

The following is a list of highlights and major accomplishments for the year.

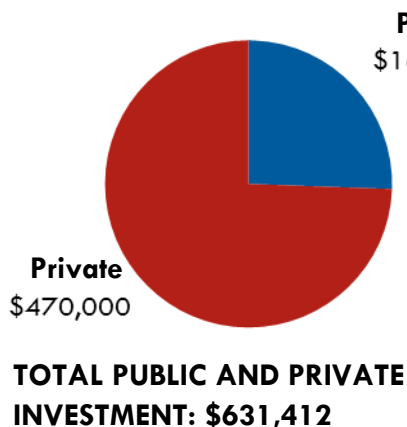
- Some of the local Main Street efforts have been delayed this year due to transition of the City Manager position
- Adopted new building codes and amendments to the adopted building codes
- Initiated Certified Local Government efforts including gaining support from the council and many learning/working sessions
- Began “Trinidad Conversations” on multiple Main Street topics to gain interested volunteers and work plan ideas
- Utilized architectural assistance for downtown buildings
- Received the Governor’s Award for Downtown Initiatives from Downtown Colorado, Inc.
- Creation of a façade incentive program in coordination with Colorado Creative Industries
- Increased coordination with the Tourism Board and Creative District initiatives
- Received a REDI grant for a feasibility study to address three sectors: hemp manufacturing, meat processing and gunsmith related activities
- Met three of the National Accreditation criteria set by the National Main Street Center

Mini-Grant

Trinidad’s mini-grant was used to hire a consultant to help with local building code updates including encouraging historic preservation and conducting many public meetings for input. The \$5,000 grant was matched with \$3,500 from the City of Trinidad.



2014 YEAR END STATISTICS



Volunteers	133
Volunteer Hours	42
TOTAL VALUE	\$1,054



VICTOR

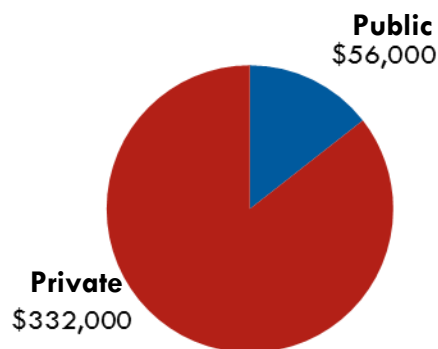
The following is a list of highlights and major accomplishments for the year.

- Victor became a Designated Main Street community this year
- Increased Main Street Manager position from part-time to full-time
- Continued to use the AmeriCorps OSM/VISTA program and have had great success with Missy and now Kyle
- Made improvements to wayfinding signage, shuttle services with new trolley stop, façade improvements and the development of the public plaza
- Utilized architectural assistance services including for the Miner’s Union Hall fire aftermath
- Hosted successful and creative events such as the Burro Race, Steampunk and Sinkhole de Mayo
- Hosted marketing training and maintained an excellent Facebook presence
- Started a business survey and property inventory
- Met all of the National Accreditation criteria set by the National Main Street Center

Mini-Grant
 The mini-grant was used to engineer and construct an exterior stair at the public park. This stair case will help with connectivity to the rest of downtown. The \$7,000 mini-grant was matched with \$2,000 from the City of Victor.



2014 YEAR END STATISTICS



TOTAL PUBLIC AND PRIVATE INVESTMENT: \$388,000



Volunteers	83
Volunteer Hours	953
TOTAL VALUE	\$23,920



THANK YOU!

We appreciate the support and leadership our boards, managers, partners, and supporters have shown the Colorado Main Street program. We look forward to our continued partnerships in 2015 and beyond.

A special thanks to the following organizations and people:

- The DOLA team – Kim Hernandez, Howard Semones, the Demography Team, the Accounting Team, and others.
- Colorado Main Street Advisory Board Members – Mike Braaten, Jane Daniels, Roxanne Eflin, Thomas A. Gougeon, Shawna Hodge, Margaret Hunt, Alan Matlosz, Jennifer Orrigo Charles (interim), Mark Radtke, and Steve Turner.
- Volunteer speaker – Tripp Muldrow.
- Our partners at:
 - History Colorado and the State Historical Fund
 - Colorado Department of Transportation (CDOT)
 - Colorado Department of Public Health and Environment (CDPHE)
 - Colorado Department of Natural Resources (DNR)
 - Downtown Colorado, Inc. (DCI)
 - Office of Economic Development and International Trade (OEDIT) and Colorado Creative Industries (CCI)
 - Sonoran Institute
- Intern – Liz Gwinn.