



COLORADO
Department of Local Affairs
Division of Local Government



COLORADO MAIN STREET 2021 ANNUAL REPORT

Colorado Main Street is funded in part by



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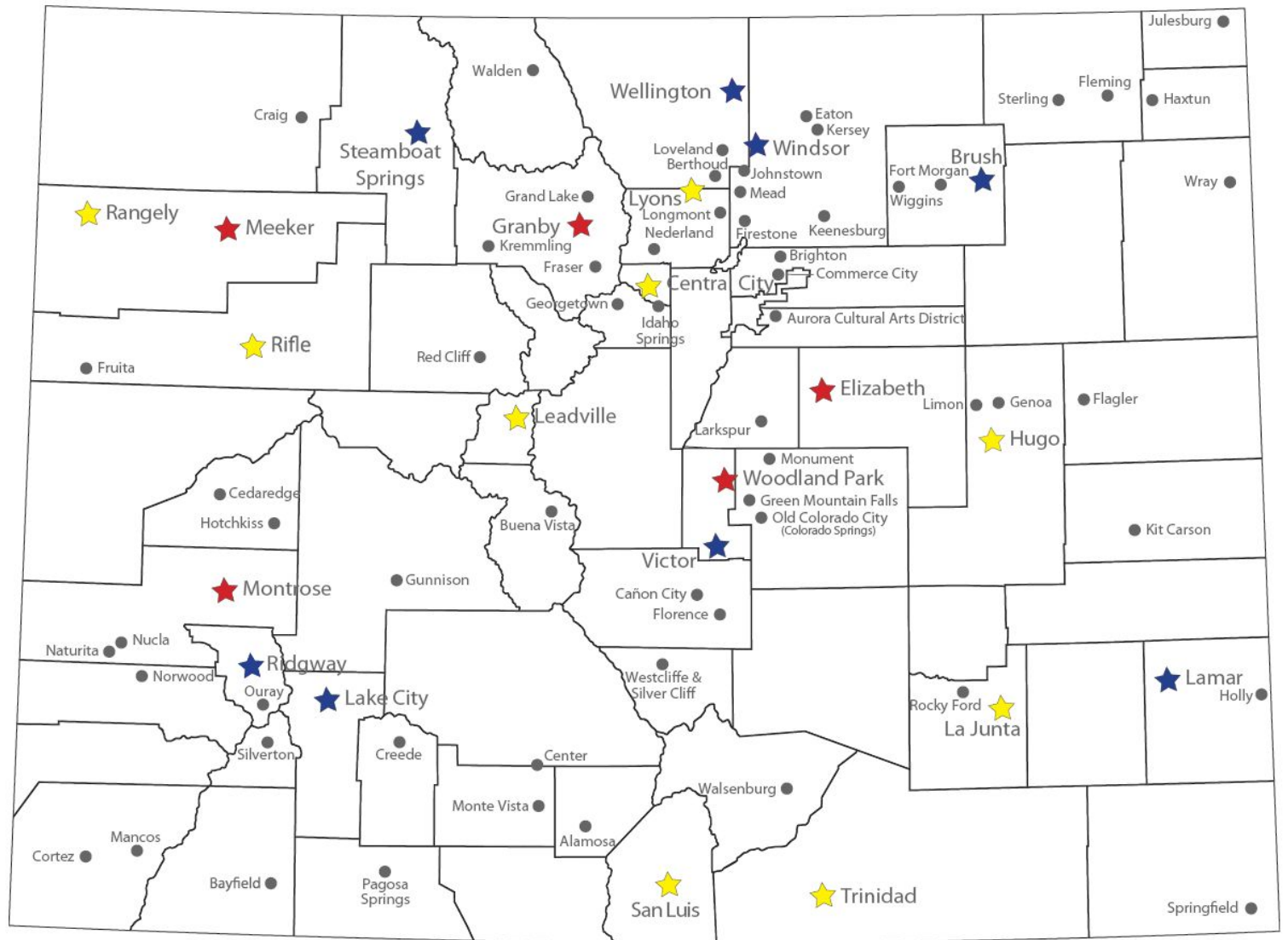
Communities

In 2021, COMS added

- 30 Affiliates
- 1 Official (San Luis)

Bringing the total Colorado Main Street network to:

- 60 Affiliates
- 9 Candidates
- 5 Designated
- 8 Graduates



Technical Assistance & Training

248 instances of substantial technical assistance

29 Colorado Main Street events with a total of **789** in attendance

9 partner-hosted presentations with **450** in total attendance

Consulting, Mini-Grants, Scholarship

~\$432,000 in consulting funds helped with mission/vision/strategic plan, branding, wayfinding, park design, gateway design, public engagement campaign, communications, website, market study

* Also helped to provide match for EDA Regional Roadmaps

\$121,308 in mini-grants helped pay for parklets and park improvements, murals, signage, brochures, benches, website, downtown stage, EV station, lighting, ADA accessibility, historic ironwork, through-lots and alley improvements, watering equipment

Only **\$6,386** in scholarships was used, as required training was still virtual

Communications and Outreach

2,007 Facebook followers

8 issues of the Main Thing (average circulation of **575** per issue)

4 quarterly newsletters (average circulation of **573** per issue)

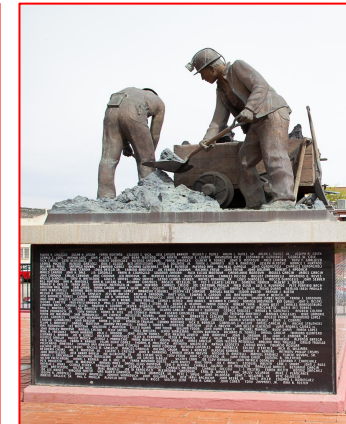
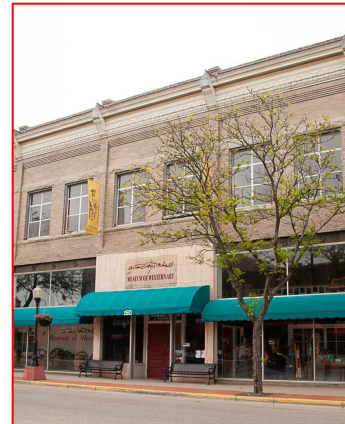
469 listserv interactions, including **weekly** COVID recovery emails and **monthly** opportunity emails

NEW! Celebrating Main Street

500 responses

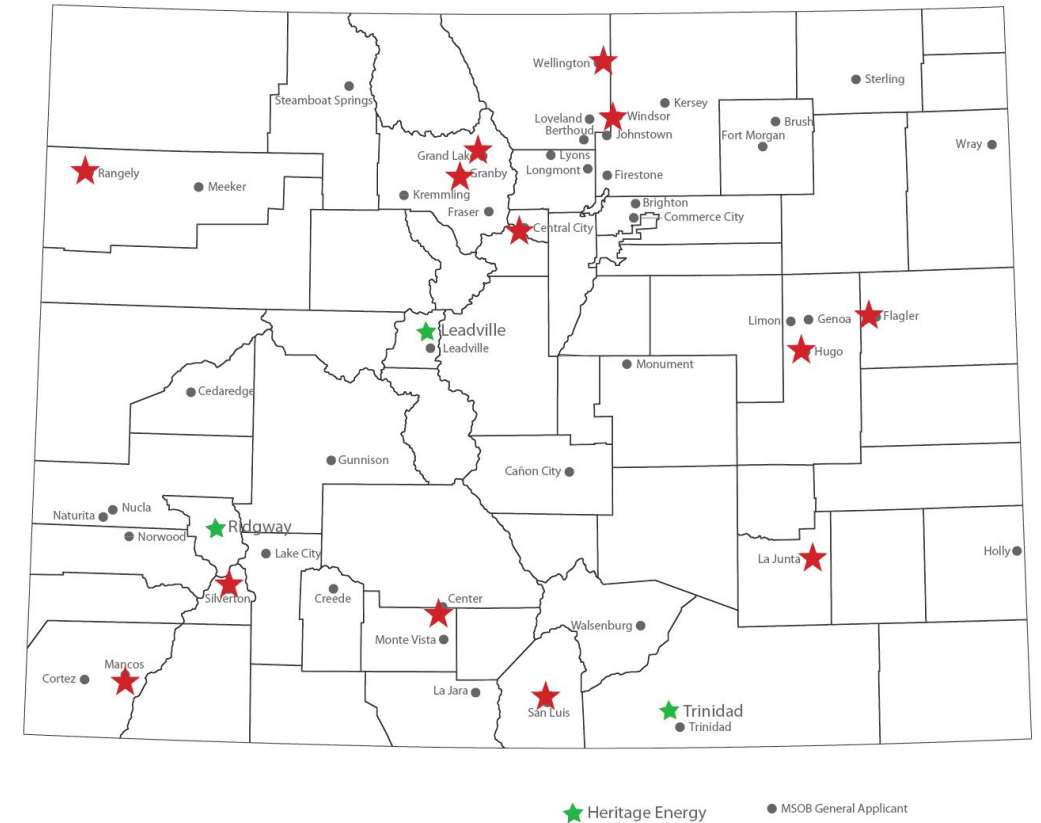
representing all **21** communities

Bricks
Postcard
Charming Fun
Impressive Amazing
Historical
Colorful Unique
Quaint
Skateland
Funtastical

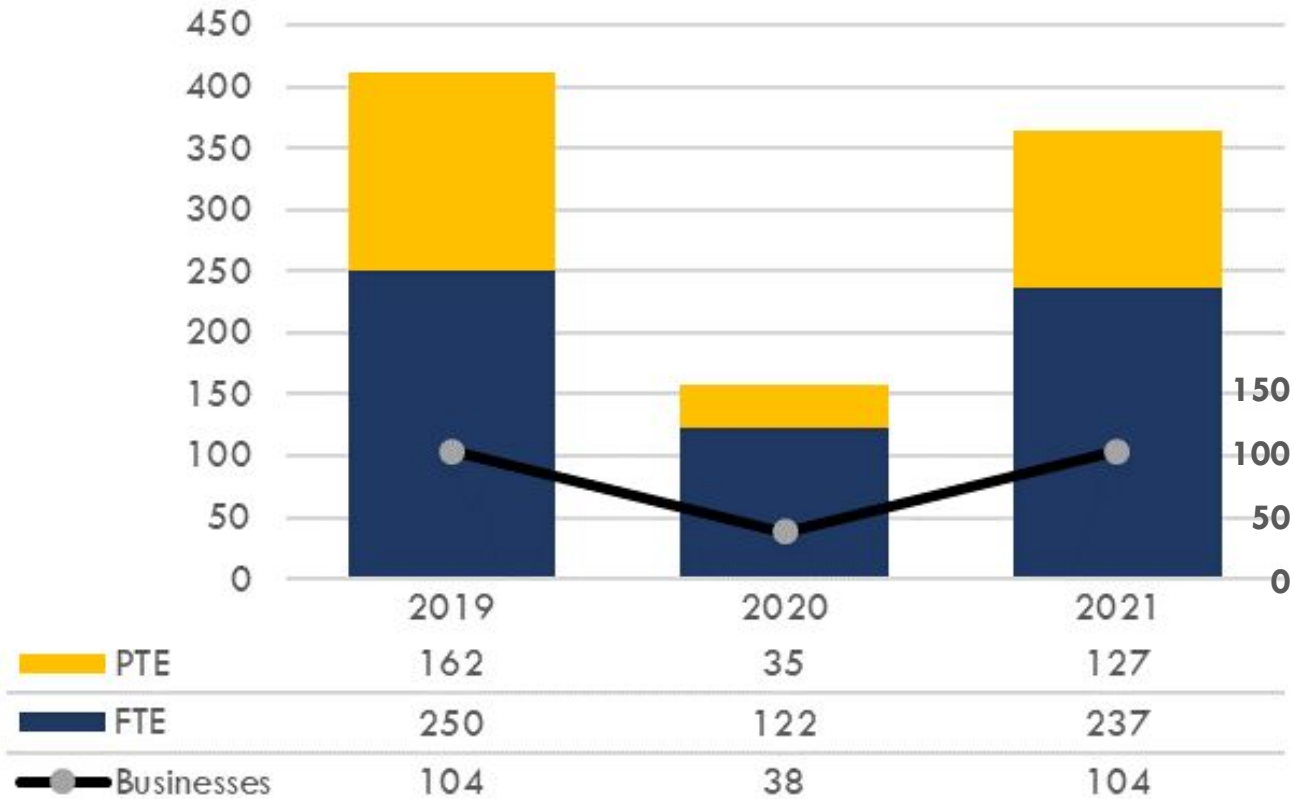


NEW! Main Street: Open for Business

16 grant awards
representing **102** projects
including **65** disadvantaged
business enterprises
for **\$6.72 million**

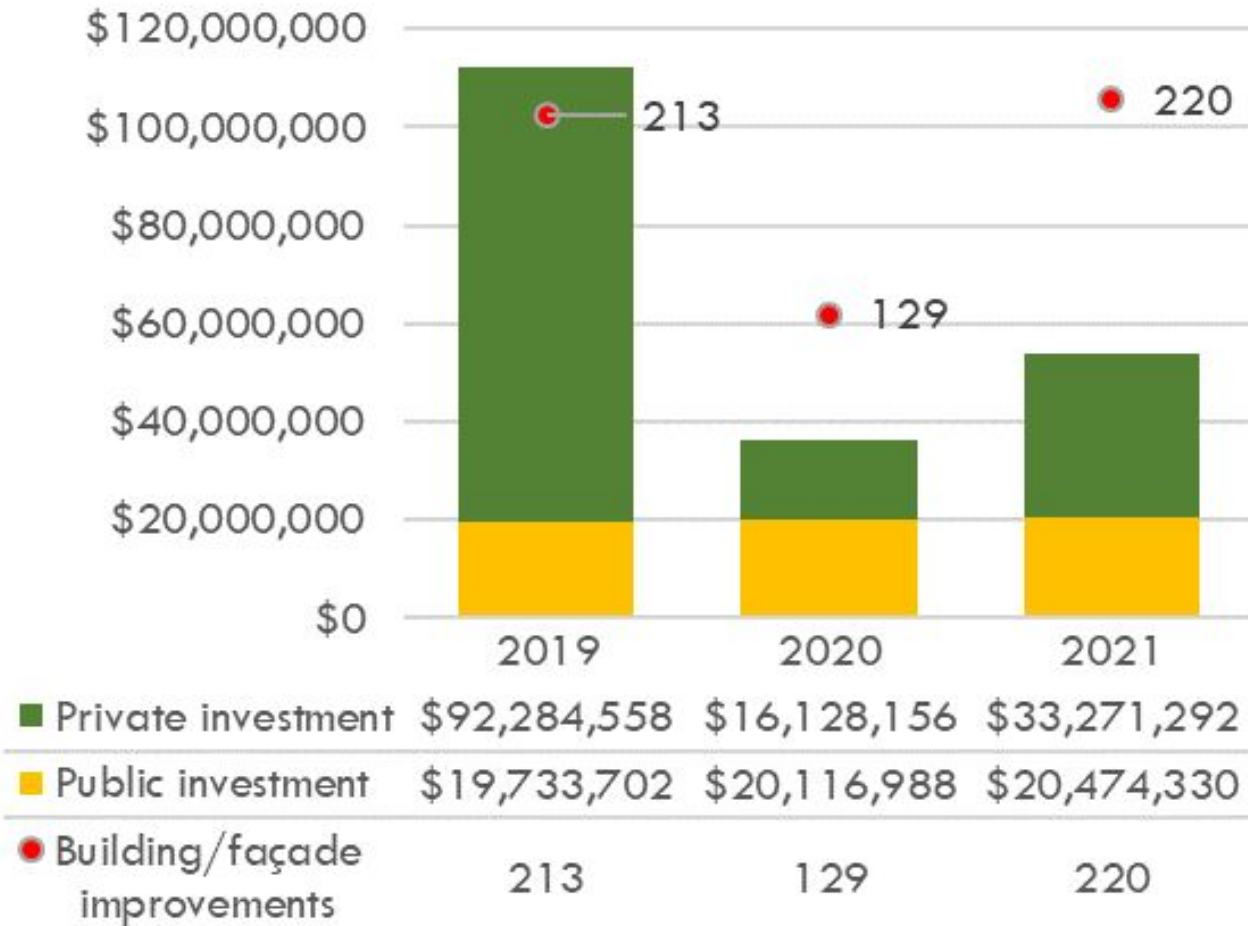


RESULTS! Net New Jobs & Businesses



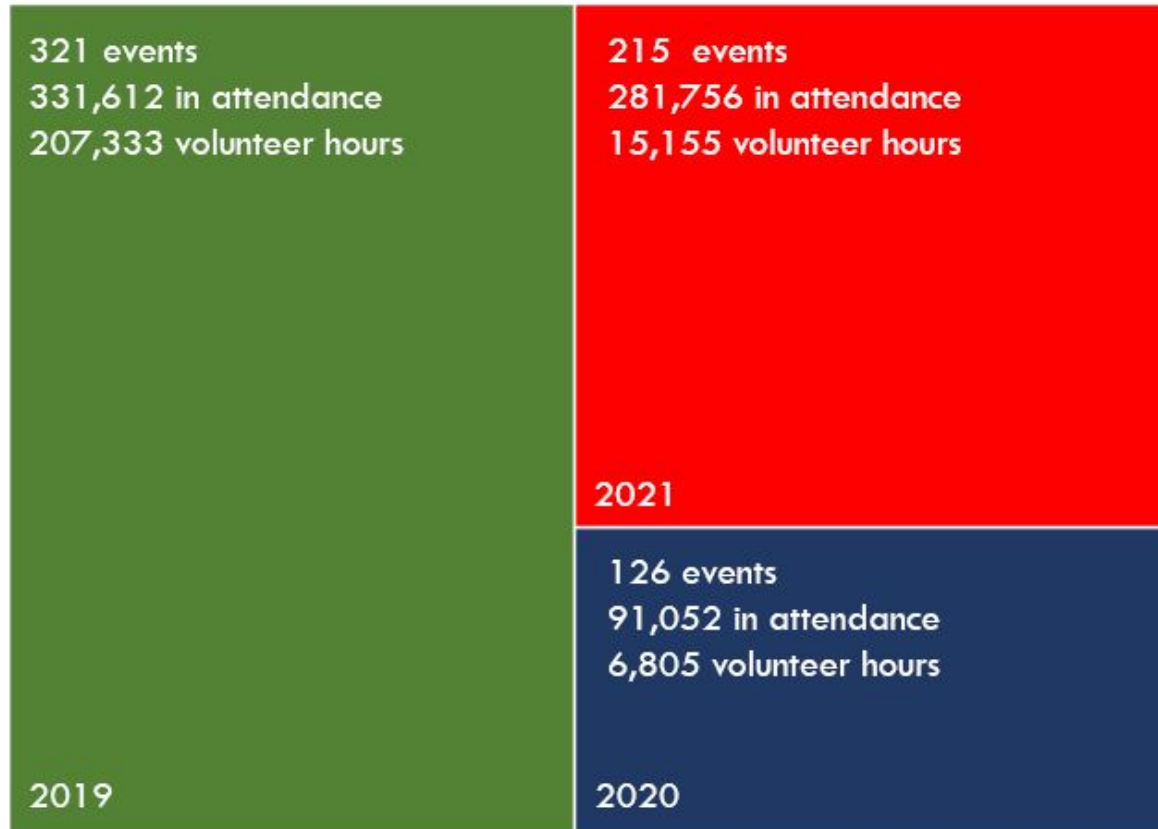
While the effects of the world-wide pandemic are clearly seen in this data, it is encouraging to note that Colorado's Main Streets increased the number of full- and part-time jobs, as well as net new businesses, throughout the the past three years.

RESULTS! Public & Private Investment



While the number of building and facade improvements have reached pre-pandemic numbers, the amount of investment in both the private sector is still lagging.

RESULTS! Events and Volunteers



As the safety of gathering in numbers is beginning to return in 2022, it is not surprising to see that events are slower to rebound. The past two years combined roughly equate the numbers from 2019, yet fall far short in volunteer hours.