



COLORADO MAIN★STREET

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REFLECTING BACK, THINKING FORWARD

BY THE MAIN STREET TEAM



Johanna and Gayle from the Colorado Main Street team pose on the porch of the Granby Chamber of Commerce during an annual visit, surrounded by festive decorations.

As this year enters its final month, it's an opportune time for our Main Street team to reflect back and think forward about our role and privilege at the state level of supporting downtown revitalization efforts across Colorado.

2017 was a busy year for our program. This spring we welcomed a new Coordinator, Gayle Langley. With boots-on-the-ground Main Street leadership in Granby, she's an invaluable member of the team who knows how to get things done. We also embraced a very talented new advisory board member, Traci Stoffel, who you'll read about in the Spotlight section below. Our volunteer engagement, partnership and community building, and communications toolkits were released and made available on our website. As a statewide community we've grown, adding seven new Affiliates. To improve flexibility and access to the Candidate tier, we now review applications in April, July, and December.

For 2018, we're looking forward to helping our existing Main Street communities build capacity to advance in the program, and growing Colorado Main Street to encompass more cities and towns. To achieve this, we're beginning the process of hiring a new Main Street Architect to fill the irreplaceable Tim's (read his parting words of wisdom in a following section) role providing preservation architectural services to Main Street communities. We'll also be onboarding a consultant who will support communities with contract and project management to ensure projects meet their needs and expectations. Our team will also be working on developing new tools to help Main Street communities 'tell their story' and build community support for their efforts. Finally, our team has special interest in and will be exploring collaboration opportunities involving our partners in the small business and healthy community arenas to advance Colorado's downtowns.

Thank you for being part of our Main Street community and helping us realize our vision of thriving downtowns across Colorado.

ON THE ROAD WITH MAIN STREET

BY THE MAIN STREET TEAM

Each year, the Colorado Main Street team conducts an annual visit with each community to check in on progress, celebrate successes and identify ways to overcome challenges. These visits are one of the best parts of our job, allowing us to interact directly with Main Street and other community leaders to recognize past accomplishments and continue momentum toward future ones. We're coming to the tail end of our time on the road. Here are a few community highlights from the year's annual visits so far:

BRUSH! Two-hundred seats were purchased for the historic Sands Theater in downtown Brush! Volunteers will install the seats, some of which are destined for the VICV, or Very Important Chamber Volunteers, section. The old theater seats were sold to local individuals and businesses as a fundraiser.

MONTROSE: Almost 40 interested stakeholders - city officials, business owners, partner organization representatives, and community members - participated in a Main Street workshop including program basics presentations and facilitated board training and strategic planning sessions.

RIDGWAY: After more than a year of construction, the \$12.5 million Ramp Up Ridgway Project was completed. The project upgraded vehicle and pedestrian roadway infrastructure and provided streetscape elements such as furnishings, landscaping, and lighting.

STEAMBOAT SPRINGS: Main Street Steamboat Springs hosted a wildly successful restaurant week in which 70% of local restaurants participated. Through purchased web impressions and geo-targeted Facebook ads, they generated 25,000 hits in the first week.

WINDSOR: Windsor is recovering and regrouping from the devastating fire that burnt down the historic mill. The developer, businesses and stakeholders are all rallying together to rebuild a new landmark at the critical intersection on Main Street.



Trinidad Main Street leaders share a meal with Colorado Main Street staff. Trinidad was awarded tax credits for their downtown Space to Create project, and was just named Colorado's 60th Certified Local Government.



Meeker Main Street leaders gather during an annual visit. Over the past six months, they have identified new partnerships, leveraged resources, held family-friendly events, rolled out a new brochure and completed a downtown wayfinding proposal.

MANAGER SUMMIT HIGHLIGHTS

BY THE MAIN STREET TEAM



Colorado Main Street Managers participate in a negotiation exercise as part of training offered at the second annual Manager Summit in Woodland Park.

Main Street Managers from around Colorado gathered in host community Woodland Park on Nov. 26-27 for the Manager Summit, an opportunity to connect, share, and learn. Attendees received the latest updates and got acquainted with new resources from the Colorado Main Street program, participated in interactive training on negotiation and community branding, and heard insights into downtown co-working spaces and working with CDOT in their revitalization efforts. There was plenty of social time, too - Managers wished Main Street Architect Tim Stroh a fond farewell over dinner at the Historic Ute Inn and toured Victor, a Main Street community with a fascinating past and bright future. Thanks to everyone who made the second annual Manager Summit a success!

“ I AM NEW TO MAIN STREET AND THIS WAS MY FIRST CONFERENCE. I LEFT FEELING TOTALLY JAZZED ABOUT MY NEW JOB AND CAREER PATH, AND BROUGHT THAT ENERGY BACK TO MY PROGRAM WHERE I FEEL I AM ABLE TO MOVE FORWARD WITH DIRECTION AND PURPOSE THAT I HAD NOT PREVIOUSLY HARNESSSED. ”

After more than four years of dedicated service to the Colorado Main Street program and communities, our Main Street Architect Tim Stroh is moving on to pursue other endeavors. In recognition of his commitment to this important work, and the impact he's made all across the state, we asked him to leave our newsletter readers with a few words of parting wisdom.

As this chapter of my career comes to a close I've been asked to reflect on the last 4-plus years of Main Street experience. I could summarize the miles, meetings, conferences, trainings, drawings, phone calls and emails. I should really be figuring out how many cups of coffee and bacon covered maple donuts consumed, cartoons drawn, and world problems solved in the course of any community visit. Did someone say karaoke?

Reflection can be a rollercoaster and it feels like I should write a book or create a sitcom about all of the experiences we've shared. Instead I'll be serious for a moment and leave you with a piece of wisdom which has guided much of my work in Main Street. It's a piece of advice a friend gave me when I started with the Main Street Program, "Spend as much time in the communities as you can." For those of you who live in our communities, you are making it happen every day. For those of us who get to help you, we are fortunate to have the opportunity to be part of your community during that brief instance of time.

I appreciate the opportunity I have had to work with all of you and look forward to staying in touch.

Thank you.



Tim Stroh listens as Colorado Main Street Managers, leaders, consultants and staff share fond stories of working with him throughout the years at a farewell dinner celebration.

SPOTLIGHT: TRACI STOFFEL

BY TRACI STOFFEL AND THE MAIN STREET TEAM

The Colorado Main Street program has an 11-member Advisory Board whose role is four-fold: advocate for the Colorado Main Street program; advise on Candidate applications, tier advancement, and awards; attend meetings to provide program guidance; and assist in service delivery. Our newest board member, Traci Stoffel, fills the municipal representative position on the board as the Colorado Municipal League's Communications & Design Specialist.

Q: How did you get involved with the Main Street movement?

A: My first exposure to the Main Street movement came while working for the statewide historic preservation organization, Colorado Preservation Inc., where I learned the basic tenets of the program from its members, conference, and magazine. I have been able to continue to work with and learn from the program in my current position at the Colorado Municipal League, seeking the expertise of both statewide program staff and local directors for articles and information.

Q: What have you learned from your previous experience (professional and personal) that you bring to this role?

A: Professionally, through my work at both Colorado Preservation Inc. and the Colorado Municipal League, I bring a healthy respect for the Main Street Program, a belief in the power of community vision, and knowledge of the benefits of historic preservation. Personally, I bring a love of Colorado's downtowns, history, and small businesses.

Q: What are you most looking forward to about serving on the Colorado Main Street Advisory Board?

A: I look forward to getting to work with fantastic professionals in helping local leaders to provide - as Main Street America puts it - "a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong."



Traci Stoffel, the newest member of Colorado Main Street's Advisory Board.



COLORADO MAIN★STREET

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