



COLORADO MAIN★STREET

MAIN STREET NOW 2018 CONFERENCE RECAP

By the Main Street Team

THE SANDS THEATRE THEN AND NOW

By Melody Christensen, Brush! Main Street Manager

UNDERSTANDING CERTIFIED LOCAL GOVERNMENTS IN COLORADO

By Mark Rodman, History Colorado

WELCOME LA JUNTA | WINDSOR AND WOODLAND PARK MOVE ON UP

By the Main Street Team

SPOTLIGHT: LARRY LUCAS, MAIN STREET ARCHITECT

By Larry Lucas and the Main Street Team



MAIN STREET NOW 2018 CONFERENCE RECAP

BY THE MAIN STREET TEAM

The Show-Me State did not disappoint for a group of over 30 Coloradans representing 16 Colorado Main Street communities who gathered in Kansas City, Missouri for the 2018 Main Street Now conference, an event full of learning, networking, and inspiration - with some barbecue and jazz on the side, of course. This annual conference, hosted by Main Street America and Missouri Main Street Connection, drew over 1,600 attendees from across the country with one common passion: downtown revitalization.

It's a daunting task to summarize three content-packed days in a short space, but suffice it to say Colorado Main Streeters came home with pages of notes, lists of ideas, and enthusiasm to spare. A few of the highlights identified during a post-conference debrief call included "place attachment" and how to cultivate it through our efforts as Main Street professionals, manufacturing as a viable economic activity in downtowns, placemaking with a health emphasis and the eight-to-80 concept (if places are designed for the young and the old, they'll be comfortable for everyone), effects of trends such as the mobile workforce on the design and experience of Main Street, and community engagement with an eye toward involving new residents and youth. Of course, the Opening Plenary and a state social (see picture) offered time to enjoy each other's company.

Next year, the Colorado crew will find itself in Seattle on March 25 to March 27, for another conference offering fresh perspectives, energizing connections, and sparks of insight to bring vitality back to the Centennial State's hometowns.



Colorado Main Streeters pictured at a state social gathering during the Main Street Now 2018 conference in Kansas City, Missouri.

THE SANDS THEATRE THEN AND NOW

BY MELODY CHRISTENSEN, BRUSH! MAIN STREET MANAGER

“ THE “AMERICAN BEATLES,” A BAND FROM PUEBLO WHICH EMULATED THE BETTER KNOWN BEATLES OF LIVERPOOL, WAS AMONG THE MOST POPULAR ACTS IN THE MID-1960S.

”



The then-named Emerson Theatre in the late 1950s. In downtown Brush!, the Theatre has been a fixture for over 100 years despite transitions in name, ownership, and entertainment.

First, a bit of history. Built by influential banker Charles W. Emerson, the then-named Emerson Theatre opened in 1916 with 300 seats and an additional 60 in the balcony. In the early 1940s, the building also housed a small café called the “Sweet Shoppe.” Next John Roberts, who also operated two drive-in theaters in the area, acquired the Theatre, however the popularity of the automobile and the drive-in theaters forced it to close due to lack of customers.

In 1958, a young man by the name of Joe Machetta, a native of Aguilar from a family of movie theater operators, took over. He renamed it the Sands Theatre because he was an admirer of the Sands Hotel and Casino in Las Vegas, and replaced the old neon sign with 5 foot vertical, fluorescent lights including 196 “chasing” bulbs outlining the marquee.

Soon after reopening Joe installed a stage and booked live performances. The “American Beatles,” a band from Pueblo which emulated the better known Beatles of Liverpool, was among the most popular acts in the mid-1960s. In the 1990s, some main level seats were removed to provide for wider aisles and roomier, more comfortable seating, and the balcony seating was also closed due to decreased need and mischievous theater goers causing disruptions from the upper level.

That was the history of the Sands Theatre, and this is the future of the Sands Theatre. Roughly a year ago, Joe graciously gifted the Sands back to the community. The Brush Chamber of

THE SANDS THEATRE THEN AND NOW CONT'D

BY MELODY CHRISTENSEN, BRUSH! MAIN STREET MANAGER

Commerce Foundation accepted his gift, which entitled the Theatre to become a non-profit entity. We completed a fundraiser for new seats, painted, and installed buffering carpet. Almost all the labor was donated, and we've had offers for even more. The Foundation is searching for grants to help renovate the Theatre, which despite great care and maintenance requires further improvements. The Theatre is listed on the State Historical Register, and the State Historical Fund has already come for a tour.

We have been open for just over a year with overwhelming community support and are currently showing sometimes sold out movies three times a week. The Theatre is run completely by volunteers, who have given over 2,000 hours of their time. We know the space can be used for much more than just movies. We've considered concerts, theater, dance performances, book signings, poetry readings, comedy shows, weddings, motivational speakers, a rentable venue and so on. We would like to see this building become not only a movie theater, but a community theater.

The reinvented Sands has already been the site of some exciting milestones. It served as a recording studio for a new folk record, and hosted the Boulder International Film Festival with approximately 105 people in attendance. They are planning next year's event and would like to come back, and the film critic who was here is interested in hosting a fundraiser this summer at his Alamo Drafthouse Cinema in Denver. With so much energy and momentum, we're confident the future of the Sands Theatre is at least as bright as its past.



The Sands Theatre hosted the Boulder International Film Festival, attended by over 100 people.

“ THE THEATRE IS RUN COMPLETELY BY VOLUNTEERS, WHO HAVE GIVEN OVER 2,000 HOURS OF THEIR TIME. ”

UNDERSTANDING CERTIFIED LOCAL GOVERNMENTS IN COLORADO

BY MARK RODMAN, HISTORY COLORADO

Colorado Main Street has released a new publication, "Understanding Certified Local Governments in Colorado: A Guide for Commissions, Staff, Main Street Communities, Elected Officials and Community Partners."

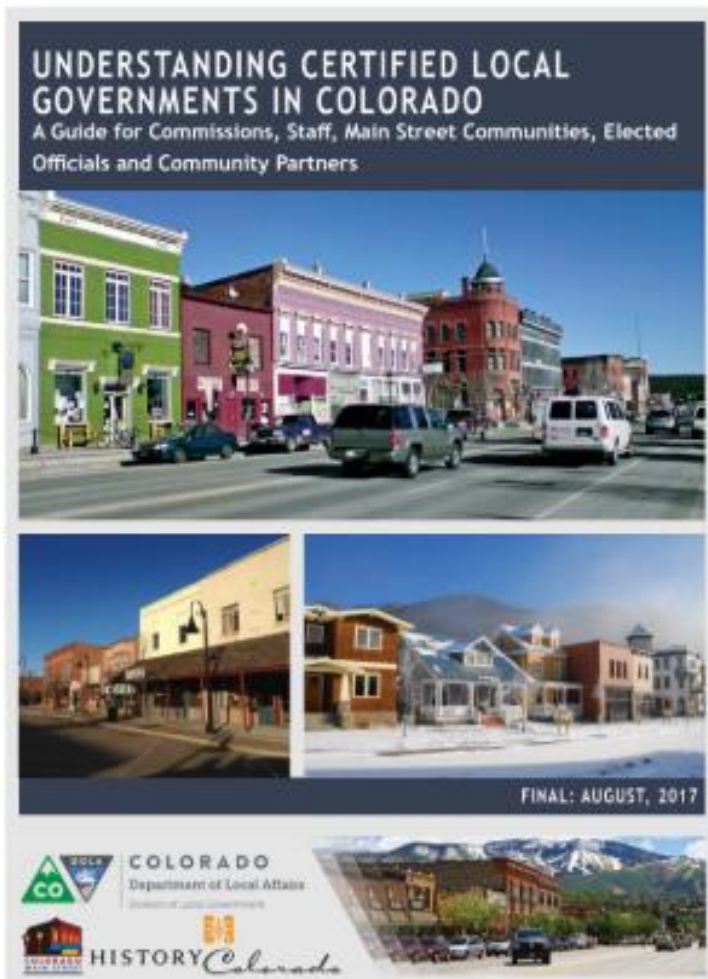
Produced in partnership with History Colorado, this guide provides base information on the structure and operations of Historic Preservation Commissions. The guide is not only useful for the Commissions themselves, but as the title notes, for the many groups and individuals that interact with Commissions. For groups interested in how a Commission or Certification may benefit their local community, the guide provides an excellent overview of the setup, operation and advantages.

**DOWNLOAD THE
GUIDE:**

https://bit.ly/CLG_Guide

**LEARN MORE ABOUT
CLGS:**

https://bit.ly/CLG_Info



PROGRAM UPDATES

BY THE MAIN STREET TEAM

WELCOME LA JUNTA

On behalf of the entire Colorado Main Street community, we'd like to extend a warm welcome to our newest Candidate in the program, La Junta! La Junta has an impressive array of historic, heritage, and cultural assets upon which to build. Their group of core stakeholders represents key community partners and possesses infectious enthusiasm.

They've already made significant progress with downtown beautification, inventory and survey efforts, historic preservation policies and leadership, and more. Their existing plans provide a strong foundation for future progress and we very much look forward to working with them to achieve their downtown revitalization goals. Welcome, La Junta!

WINDSOR AND WOODLAND PARK MOVE ON UP

We're also very excited to announce that two communities have advanced in the Colorado Main Street program tiers! Both Windsor and Woodland Park are now Designated communities and will receive the elevated level of incentives associated with that status. Through their diligent efforts they've demonstrated the leadership, capacity, and motivation to implement the Main Street approach at a higher level.

Windsor has done a fabulous job engaging business owners and other stakeholders throughout their large Main Street district by implementing a volunteer Block Captain Program and hosting regular 'What's Brewing Downtown' events.

Their future efforts will focus on guiding development on the Boardwalk Backlot parcel located near the lake and downtown, and redeveloping the landmark Historic Windsor Mill into an iconic gateway to downtown.

Woodland Park has solidified their role as a community and regional partner by hosting a nonprofit expo attended by 35 area nonprofits and working with the Colorado Springs Visitors Bureau to elevate Woodland Park as a can't-miss destination. They're looking forward to restoring their historic railroad Depot Building, growing their 4th of July celebration (attendance doubled in just one year!), and continuing to log record volunteer hours while championing local businesses.

“

CONGRATULATIONS TO COLORADO MAIN STREET'S NEWEST CANDIDATE COMMUNITY LA JUNTA, AND NEWLY RECOGNIZED DESIGNATED COMMUNITIES WINDSOR AND WOODLAND PARK!

”

SPOTLIGHT: LARRY LUCAS, MAIN STREET ARCHITECT

BY LARRY LUCAS AND THE MAIN STREET TEAM

We're pleased to welcome Larry Lucas, the new Colorado Main Street Architect, to the team! To get to know Larry better, we asked him a few questions. Read on to find out about Larry's deep roots in downtown and his belief in the power of historic preservation to change worldviews.

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

A: Growing up, downtown was a central part of my life! When I was little, Dad renovated a Spanish-revival style building in our Main Street district for his office - where I would help out after school. I also remember parades and Mom taking me shopping for shoes. Years later, with a degree in architecture, I was hired as the "Main Street Architect" for the State of Oklahoma. I served there for over six years before moving to Colorado.

Q: What have you learned from your previous Main Street experience that you'll bring to this role?

A: Lots of the nitty-gritty details of historic preservation. In the big picture, I discovered that downtown historic preservation is the keystone in any community's plan for sustainable development.

Q: When are you the most fulfilled professionally?

A: When I help others understand the importance of historic preservation and they finally "get it." Their worldview changes and they begin to see beyond themselves with an appreciation of their local heritage and the legacy that they will leave.

Q: What are you most looking forward to about being the new Main Street Architect?

A: Working alongside the great people in our Colorado Main Street communities. I know we are going to learn from each other and have fun in the process!



Larry Lucas, Colorado Main Street Architect.



COLORADO MAIN★STREET

CONTACT

Gayle Langley
Program Coordinator
303 864 7728
Gayle.Langley@state.co.us

Larry Lucas, AIA
Main Street Architect
720 402 9303
Larry.Lucas@state.co.us

Johanna Jamison
Community Economic
Development Specialist
303 864 7727
Johanna.Jamison@state.co.us



COLORADO
Department of Local Affairs
Division of Local Government




HISTORY *Colorado*

The Colorado Main Street Program is paid for in part by a History Colorado - State Historical Fund grant.

