



COLORADO MAIN STREET'S CONSULTING SERVICES

Colorado Main Street offers consulting services to official Colorado Main Street communities based on available funding each state fiscal year. These funds, which do not require a match, help cities and towns meet the requirements and progress through the tiers of the program in accordance with their own locally determined annual work plan and strategic plan. Colorado Main Street staff works with each community to tailor the project and select the consultant based on their needs, and administers the contracts.

All consultants are per-qualified by Colorado Main Street. As the State of Colorado enters its new fiscal year, some new consulting services have been added to existing opportunities, all to help the official local Main Street programs achieve results.

GENERAL CONSULTATION

Neutral facilitation brings in a third party to assist with workshops, strategy sessions or negotiations, financing or fundraising, and collaboration to keep momentum on projects.

Outside help is also available to help local programs develop or revisit their **vision and mission statements** as well as to determine a five-year **strategic plan and annual work plan** that alignments with the communities transformational strategies.

Support also is available for Main Street communities to utilize the results of **Pickaxe**, a project of Colorado Main Street to help each downtown tell its story. Tools that can be explored include social media, social media calendars, case studies, and even limited logo redesign.



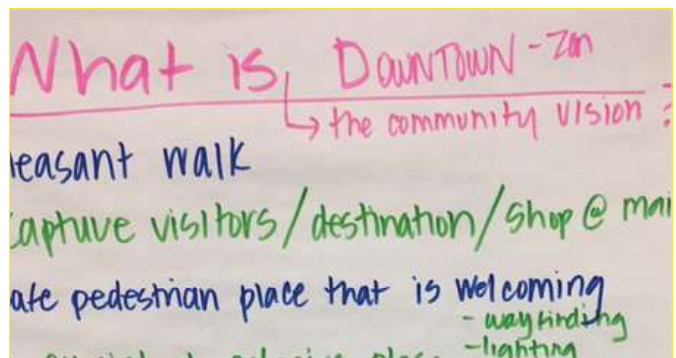
Neutral facilitation in Wellington.



Community engagement in La Junta.



Participants in the Pickaxe Project.



Meeting notes.

A **market analysis and assessment** provides place-based recommendations on strategies to enhance downtown business performance, including a compilation of a building and business inventory for the Main Street district.

Board of directors retreats are tailored for individual needs and goals.

COMMUNITY-SPECIFIC CONSULTATION

Colorado Main Street also recognized that each city and town is unique, and offers consulting assistance on community-specific projects. The following examples demonstrate ways the statewide program can help local programs achieve their goals.

Lake City requested a **feasibility study** for the potential development and operation of a recording and mixing studio.

Steamboat Springs wants to **revision and rebrand** Yampa Street, including a robust community engagement process.

Ridgway is working with a consultant on the development of **construction and bid documents** for Heritage Park and the “Welcome to Ridgway” gateway signs for its visitor center.

Lyons is developing **business recruitment strategies**, engaging local business owners in a robust discussion on what types of businesses they wish to see on Main Street, and then creating targeted business recruitment strategies and an action plan for implementation. In addition, Lyons wants to review its current draft of **design guidelines** and make revisions based on community input, with the hope of adopt by ordinance.

Official Colorado Main Street communities should contact the Main Street team at the Department of Local Affairs if they are interested in any of these consultant services, or have other ideas on how any other ways Colorado Main Street can best serve their communities to help you achieve results.



Musicians in Lake City.



Postcard for public engagement



Planning for Heritage Park in Ridgway.



Downtown Lyons.

MAIN STREET SCHOLARSHIPS AND MINI-GRANTS

In addition to consulting services, Colorado Main Streets offers its official communities scholarships and mini-grants. For more information, contact the program at 303-864-7727.

WE ARE MAIN STREET



We all know that Main Street is so much more than just a place. For close to 40 years, the Main Street movement has been so successful because of the people who have dedicated their time, talents, and energy to improving our downtowns and commercial districts.

As a movement, Main Street is about building community connections and mobilizing citizens from all walks of life around a shared purpose. We want to know what that looks like in your community.

That is why Main Street America is excited to announce the “We Are Main Street” campaign, previewed at the Main Street Now conference in Seattle. We Are Main Street is a platform for everyone to celebrate the people that make Main Streets special and showcase the broad diversity of champions who make these places thrive. Main Street America invites the nation’s Main Street programs to share the stories of their local heroes to help raise the collective program profile.

Materials for the We Are Main Street campaign became available online in August (www.mainstreet.org/blogs/national-main-street-center/2019/07/30/main-spotlight-introducing-we-are-main-street), including both We Are Main Street postcard to bring to summer events and encourage community members to write down what Main Street means to them, snap their pictures, and share on social media with #WeAreMainStreet.

In September, more We Are Main Street downloadable materials will be available, along with an official campaign toolkit. Main Street America will begin sharing special features each month on its website, blog, and social media highlighting Main Street champions.

Take a look at the monthly themes below and start thinking about Main Streeters in your community that you can celebrate along with the nation with the #WeAreMainStreet hashtag.

September: Launch Month. Recognize all the community members who make your Main Street shine by asking them to fill out the We Are Main Street postcard with what Main Street means to them, pose with it in a photo, and share it to social media using #WeAreMainStreet.

October: Community Leaders. From Main Street staff and board members to city leaders and community partners, take this month to celebrate the professionals who are committed to the success of your Main Street.

November: Month of giving thanks! There is no better time than the month of Thanksgiving to share your gratitude for all the people who power your Main Street program in ways both big and small.

December: Small Business Owners & Entrepreneurs. Showcase the hardworking small business owners and entrepreneurs who make your commercial district thrive year-round and remind us why it is so important to shop small during the holiday season.

January: Experience Makers. Whether an artist, musician, maker, performer, or restaurateur, highlight your creative community members who breathe life and character into your downtown.

February: Innovators and Changemakers. Spotlight the people who are pushing the Main Street movement forward in new and creative ways.

March: Youth. Focus on the young people in your community who are leading the future of the movement and making a difference downtown.

April: Volunteers. Celebrate and thank the community members who lend their time and expertise to your Main Street program and make revitalization efforts possible.

May: Preservationists. Highlight the people who are working to preserve buildings and spaces that capture the history of your commercial district.

Stay tuned for more on how to get involved in the We Are Main Street campaign. In the coming months, Main Street America will be rolling out a suite of social shareables, logos, an online swag shop, and more, and inviting you to share your stories for the opportunity to be featured in the national campaign.

AT YOUR ARCHITECTURAL SERVICE

Through a generous grant of History Colorado's State Historical Fund (SHF) grant, Colorado Main is able to have a professional architect on staff who provides historic preservation and design services to officially designated Main Street programs.

The list of services needed for Main Street redevelopment is pretty broad. As provided for by the SHF funding, the Main Street architect provides services in three key areas: technical assistance, education, and advocacy. An abbreviated list of services follows ...

TECHNICAL ASSISTANCE

Preservation research, drawings, and written recommendations in accordance with the Secretary of the Interior's Standards.

Technical preservation guidance, such as site visits, research, recommendations, facilitating connections with programs and consultants, and other means of supporting Main Street historic preservation.

Assist Main Street programs with community engagement and with report writing emergency situations.

Conduct on-site services including property inspections and building/business owner consultations.

Collaborate to provide the best direction for long-term preservation efforts.

EDUCATION

Historic preservation and design training for local Main Street communities, as well as for statewide and national partners' conferences and workshops.

Articles and content for the Colorado Department of Local Affairs and Colorado Main Street newsletters and Facebook pages, and for other partner organizations.

Develop new educational resources that will advance historic preservation in Colorado.

Certified Local Government Training and cursory review of design guidelines.

ADVOCACY

Promote preservation-related projects and programs throughout the state.

Work with educational preservation-related programs interested in or involved with Main Street districts.

Facilitate partnerships between private and public entities in the development of Main Street projects.

Assist communities with guidelines, codes, regulations, and standards promoting historic preservation.

Help Main Street programs and local governments to understand preservation resources and funding opportunities and develop effective project teams, partnerships, and incentives.



Rendering of the Belvidere Theatre in Central City.

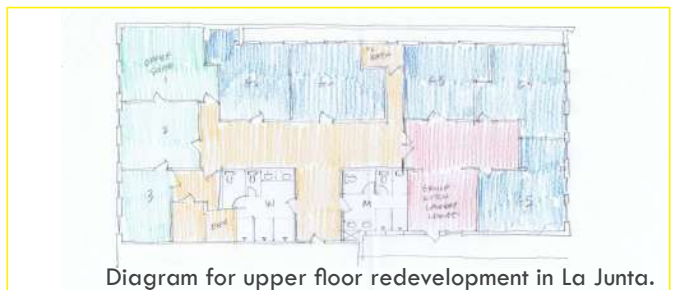
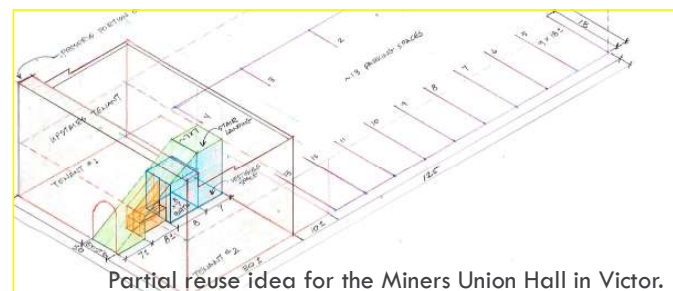


Diagram for upper floor redevelopment in La Junta.



Public right-of-way concept for Woodland Park.



Partial reuse idea for the Miners Union Hall in Victor.

100-PERCENT RENEWABLE MAIN STREET

Where do sustainability and historic preservation intersect? Main Street!

Across Colorado, there is support for demonstrating the compatibility between sustainability and historic preservation. In principal, they are intertwined on levels such as a low-carbon footprint, resiliency, renewability. Main Street communities are in a unique position to explore this powerful redevelopment synergy moving toward the state's goal of 100-percent renewable energy by 2040.

Colorado Main Street staff is developing a plan specific to the unique attributes of Main Street individual properties and districts. The idea is to help historic commercial property owners save energy and add renewable power systems to, in turn, help their towns and the state reduce their carbon footprints.

Guiding an entire Main Street district toward the 100-percent renewable energy goal begins with each property; however, it is local governments that need to take the lead in accessing the crucial funds. Main Street building owners need access to the energy retrofit how-tos and funding incentives. For example, current funding for is available through Colorado C-PACE (Commercial - Property Assessed Clean Energy); however, counties must adopt it before it can be used by their property owners.

Colorado C-PACE (copace.com) is a financing tool that allows commercial and multifamily property owners to finance qualifying energy efficiency, water conservation, and other clean energy improvements on existing and newly constructed properties with repayment of the financing through a voluntary assessment on their property tax bills. The great part is that the energy savings typically pay for these improvements.

Colorado Department of Local Affairs funding (Energy/Mineral Impact Fund and Rural Economic Development Initiative grants) can be used for projects that achieve renewable energy, energy efficiency, and energy conservation efforts; support innovations in renewable energy; achieve multiple objectives and/or serve those with the greatest need; develop plans, studies, and policies that further long-term, large-scale renewable energy generation and energy conservation. Projects considered will be those that respond to needs and opportunities identified by the local government.

At History Colorado, the Certified Local Government program can assist with no-match preservation planning grants, which could provide guidance into a more sustainable approach to overall redevelopment. The Historic Tax Credits program can provide a 20-percent federal and 35-percent state (after Jan 1) reduction on income taxes for qualifying rehabilitation expenses (including proper energy retrofits). Also, the State Historical Fund offers grants up to \$200,000 twice a year that may be used for energy retrofits as part of a plan for high-quality historic preservation.

The National Park Service has produced "Guidelines on Sustainability for Rehabilitating Historic Buildings" (www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf) that will give you insight into how energy efficiency and renewable energy retrofits can fit with the Secretary of the Interior's Standards for Rehabilitation (required for all funding from History Colorado).

Colorado Main Street is here to help your Main Street become 100-renewable energy powered. Contact Larry Lucas, Main Street architect, with any questions at larry.lucas@state.co.us.

THREE STEPS TO A GREENER BUILDING

Per the EPA, the best way to optimize your historic Main Street building's energy performance is through a simple three-stage retrofit process:

- First, improve operations through inspection and maintenance, while educating occupants on overall conservation and power-saving strategies.
- Reduce energy loads with more efficient lighting, "smart" plug and equipment load management, and the exterior building envelope (foundation, exterior walls, window/doors, and attic/roof).
- Finally, upgrade systems (high-efficiency heating, ventilation, air-conditioning, and hot water).

SPOTLIGHT: LISA ROEMHILDT, CENTRAL CITY

What led you to Main Street?

I was drawn to Main Street after having lived and worked primarily in smaller, rural communities that have put a lot of effort into a vibrant downtown. I have long appreciated the time, energy, and investment gone into preserving historic downtown buildings and supporting local businesses. This past year, I had the opportunity to intern as the Main Street advisor while earning my master's degree in public administration. I wanted to continue working in the public sector, whether that be for a local government or nonprofit, and with Main Street Central City, I get the best of both worlds. I am excited to continue working on the City's community development goals as well as supporting the Main Street commission's goals.

What inspires you?

As a hiking and backpacking enthusiast, I find immense inspiration from my outdoor surroundings and I am passionate about the outdoors. I love working in a mountain town such as Central City, where any walk or drive is filled with beautiful views. Central City is moving toward embracing its roots in outdoor recreation, and I look forward to playing a role in this and exploring ways the outdoors can stimulate growth and traffic to our Main Street district.

Describe your leadership style.

I am a firm believer in collaboration and appreciate when different groups and individuals put their heads together to create something great. I have always believed we can accomplish more together and will continue to advocate for collaboration.

What makes you excited about Central City Main Street's future?

I am excited to be part of the Main Street Central City as the City begins embracing historic tourism, outdoor recreation, art, and entertainment to diversify the economy. There are infinite ways that Main Street Central City can support these changes and it will bring a lot of positive outcomes to the community. We just pursued a number of outdoor recreation funding opportunities and initiated a start-up space program to fill a vacant upstairs of a downtown building. I am eager to see where these first steps take us!



SPOTLIGHT: GAIL WENGARD, WOODLAND PARK



What led you to Main Street?

I started with Woodland Park Main Street five years ago when the organization first became an affiliate member. I was hired as a part-time contractor to do minutes at board meetings and perform other administrative duties as needed.

I also volunteered on the Promotions Committee once committees were formed.

What inspires you?

I have been an entrepreneur and business owner most of my adult life and I have owned my own business in Woodland Park for more than 21 years. Because of my business and marketing background, I love to help other businesses succeed and see them fulfill their dreams. When the Main Street program was introduced to Woodland Park I became very excited to be a part of it because of its core values of revitalizing historic downtowns and supporting the local businesses in the district.

Describe your leadership style.

I am all about being a team player and building a team of people around me that are experts in their fields. I strongly believe in collaborating and delegating duties to those who see the vision and want to move things forward in a positive way that will help the organization as a whole. When you have a team that has “buy-in” with the vision and purpose, you create an organization that can do great things together. That is my hope for Woodland Park Main Street.

What makes you excited about Woodland Park Main Street’s future?

I am looking forward to Woodland Park Main Street collaborating with the City of Woodland Park and the downtown business owners to create a more vibrant and pedestrian-friendly downtown for all to enjoy. We now have some new tools in place to help facilitate these possibilities.



GOODBYE!

Annie Lingren is leaving Wellington Main Street to pursue her dreams. Her passion, poise, and vision will be missed by all!

PLAN TO ATTRACT AND KEEP PARTNERS

One of the biggest opportunities for Main Street success is building partnerships. One of the biggest challenges is how to present the opportunity in a way that inspires interest and commitment from a potential partner. Failure to secure valuable partnerships may not be due to lack of interest in a common goal, but because the idea was not presented in a way that interested the potential partner.

If there is a single mistake behind most failed partnership attempts, it is this: Too many groups approach a potential partner with their own cause in mind, rather than exploring how working together will help the other. To Main Street programs, the cause itself — whether pedestrian safety, beautification, or economic viability — seems so compelling that it is reason enough for any partner to get involved. But potential partners need to hear the cause framed in a such a way that it is a solution to their problems, not an addition to them.

To attract the attention of a partner and maintain the partnership over time:

Study your audience: Every partner has specific objectives, unique core values, and targeted audiences. By approaching potential partners with an understanding of their vision, mission, and values, you position a partnership as a benefit rather than a burden.

Distinct point of view. The vibrancy of downtowns rely on many things, and partnerships should align appropriately, whether the focus of the partnership is improving the business economy on Main Street or funding capital improvements to historic buildings. Be specific for an effective partnership.

Customer engagement. Show partners how working together benefits the work that they do. Only then will they commit the time, creativity, and resources.

Creative content. Most organizations need to feed multiple social media channels. Explain how Main Street can help co-create branded content to ease this burden while enhancing the partner's reputation.

Celebrate success. Sharing success stories builds on both partners' reputation, earning loyalty and goodwill for any partner, and sales for businesses.

Metrics. Partnerships are intended to leverage resources. A powerful way to demonstrate success is to measure the impact and value.

Leadership engagement. Designing a role for leadership within partnership efforts, and sharing this engagement with employees and volunteers, can secure greater executive support and offer additional benefits, such as improved employee satisfaction and productivity.

In short, partnerships should be framed in ways that solve existing problems for partners. Once the benefits are clear, partners more readily share their time, expertise, and resources. Without such an approach, the best of intentions and heart-felt commitment can fall on deaf ears, leaving both parties and the community at large the poorer.

Note: Content inspired by a blog by Simon Mainwaring (www.bethkanter.org/7-step-np-plan).



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