

Colorado Main Street Program: How can it help my downtown?

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The contents of this presentation reflect the view of the presenter, not of CML. 

Benefits of Main Street

- Proven methodology
- Provides structure and accountability
- Preservation of historic resources and unique assets
- Part of a much larger network
- Resources and technical assistance

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2015 Reinvestment Statistics

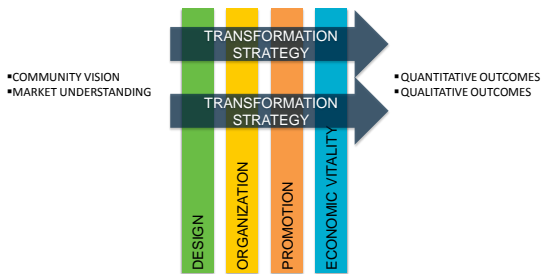
- 14 Colorado Main Street Communities:
- Created **266 net full-time jobs & 111 net part-time jobs**
 - Created **98 net new businesses**
 - Completed **98 rehabilitation projects**
 - Invested **\$19,697,484** publically & **\$33,606,632** privately
 - Contributed **21,266 volunteer hours**

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The Approach



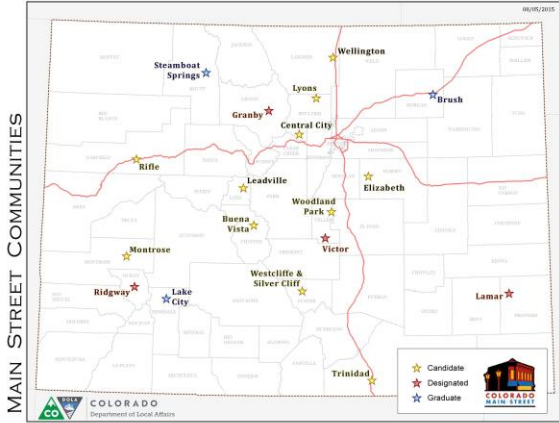
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Guiding Principles

- Capitalizing on Existing Assets
- Incremental
- Change
- Quality
- Self Help
- Action Oriented
- Comprehensive
- Public-Private Partnerships



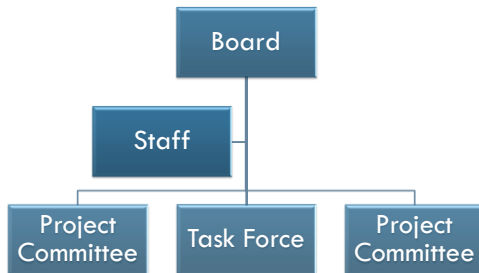
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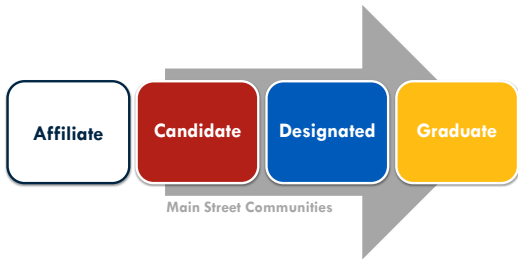
Main Street Organization Types

Org. Type	Benefits	Challenges	Examples
501(c)	<ul style="list-style-type: none"> Can be associated with any other org. type Can receive \$ easily 	<ul style="list-style-type: none"> Have to have capacity to develop and manage 	Lake City, Steamboat, 'Cliffs, Wellington
Chamber	<ul style="list-style-type: none"> Similar missions – business promotions Merge with existing org. 	<ul style="list-style-type: none"> Keeping service equally distributed (member vs. non-member) 	Brush, Granby
Town/City	<ul style="list-style-type: none"> Great town support by providing staff and infrastructure funding Great incubator for the program 	<ul style="list-style-type: none"> Can be viewed as top down rather than volunteer driven 	Lyons, Ridgway, Rifle, Trinidad, Victor, Lamar, Buena Vista, Woodland Park, Central City, Elizabeth
Downtown Development Authority (DDA)	<ul style="list-style-type: none"> Have a funding source May have the same boundary 	<ul style="list-style-type: none"> Can split the focus: new development vs. preservation Main focus is on development 	Montrose
Econ. Dev. Org.	<ul style="list-style-type: none"> Partnerships Changing industry 	<ul style="list-style-type: none"> Focus mostly on primary jobs 	Leadville

Main Street Structure



Tiered Program



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Affiliate

- Be part of the network
- Learn more about the program
- Hear about available resources
- Maybe prepare to apply to become a Candidate
- Application is on our website



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Services for Candidates

- Training
- Work planning facilitation
- Annual mini-grants
- Scholarships
- Technical assistance
- Preservation architectural assistance
- Resources
- And more...



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Requirements for Candidates

- Apply and get accepted
- Sign an annual MOU
- Implement the Main Street approach
- Work to preserve historic resources
- Attend trainings
- Submit quarterly reports
- Submit an annual work plan
- And more...



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Success Story - Wellington

- Downtown group began in 2011
- Starting learning about Main Street in 2012
- Applied, not accepted
- Got to work!
- Accepted in 2015 with formed non-profit, funding, work plan, etc.
- Have received SHF grant, summer concerts, new brewery, and more...



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Success Story - Ridgway

- Accepted in 2012
- Hired a Main Street & Creative District director
- Designated in 2014
- Signage all around town
- RAMP Up Ridgway!
- Host regular Moonwalks
- Town is buzzing



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Success Story - Brush

- Joined 2001
- Became a Graduate in 2014
- Retain continuity through change
- Great partnerships throughout the community
- Decrease in vacancy rate

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Benefits of Main Street

- Preserve your unique character and historic resources
- Connect to a larger network
- Maintain structure and be accountable
- Availability of resources and technical assistance
- **Revitalize the heart of your community!**

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Resources

- Colorado Main Street: (Program Manual) www.colorado.gov/dola/main-street-story
- National Main Street Center: <http://www.preservationnation.org/main-street/>
- Like Colorado Main Street and DOLA on Facebook 
- Follow DOLA on Twitter 
- Sign up for our quarterly newsletter

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Questions?

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