



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: December 09, 2024
SUBJECT: 2025 MSBOD Workplan and Budget

SUMMARY

Staff has put together a draft 2025 Workplan to be reviewed and approved or revised by the MSBOD.

Please review all tasks in the draft workplan for items that individual MSBOD would like to champion with or without the assistance of Staff.

BUDGET



The Board of Trustees has approved the MSBOD budget at \$25,000 for 2025 which includes \$8,000 for the Main Street 5K and Color Run. This does not include the Friday Night Market budget which has been given its own line item. Staff has allocated the \$25,000 based on the draft 2025 Workplan and previous discussions with the MSBOD.

STAFF RECOMMENDATION

Staff recommends the MSBOD approve the 2025 Workplan and Budget as presented or approve with revisions.

ATTACHMENT(S)

2025 Workplan
2025 Budget

<div><div></div><div></div><div></div></div> <div>DRAFT 2025 MSBOD Work Plan</div>								
FOUR POINTS CATEGORY	STRATEGIC PRIORITY	PROJECT	ACTIVITIES TO START	Timing (Q1-Q4)	Lead, Support	STATUS	Success Measure	BUDGETING (cost estimate, grant, sponsorship, donation)
Organization	Planning, Operations & Administration	Training	Attend two of the four quarterly trainings provided by DOLA	Quarterly	Main Street Manager, Alex, Board	Staff send training opportunities to		\$7,500: DOLA Scholarship; MS BOD; DOLA technical assistance
			Main Street Manager's Summit	November	Main Street Manager, Alex, Board	Pending DOLA		
			Main Street NOW Conference	March	Main Street Manager, Alex, Board	Register and make reservations for		
			Downtown Colorado Inc. In the Game Conference	April	Main Street Manager, Alex, Board	Register and make reservations for		
			Main Street Communities Field Trip	April	Main Street Manager, Alex, Board	Schedule with DOLA		
		Annual Main Street Program Planning	Review multi-year strategic plan	Ongoing	Main Street Manager, Alex, Board			
			Annual budget preparation and submission to BOT	August	Main Street Manager, Alex, Board			
			Submit annual workplan to DOLA and BOT	December	Main Street Manager, Dianna, MSBOD			
		Operations/Administration	Quarterly reporting to BOT	Quarterly	Main Street Manager, MSBOD			
			Election of officers	December	Main Street Manager, Alex, MSBOD			
			Designated meeting posting place	1st meeting in January	Harmony			
			Submit annual mini-grant application	As needed	Main Street Manager, Dianna, MSBOD			
			Redeem annual scholarship from DOLA system	As needed	Main Street Manager, Dianna, MSBOD			
			Redeem annual mini grant from DOLA system	As needed	Main Street Manager, Dianna, MSBOD			
			Host DOLA site visit	November/December	Main Street Manger, Alex, Board members			
			Report quarterly business stats to Main Street Board	Quarterly	Main Street Manager, Alex, Dianna			
			Submit quarterly reports to DOLA	Quarterly on the 15th	Main Street Manger, Dianna			
			Submit annual report to BOT	January	Main Street Manger, Dianna, Board			
			Retain membership of National Main Street Center	January	Main Street Manager, Alex, MSBOD			
			Story map	Ongoing	Main Street Manager, Alex, MSBOD			
			Webpage/ social media maintenance	Ongoing	Main Street Manager, Dianna, Main Street Intern			
			Coordination with local stakeholders (SBDC, Parks and Recreation, ENG, ECC, EACC, Elizabeth area business owners and residents)	Ongoing	Main Street Manager			
			Coordination with local, state, and federal agencies (BOT, ToE advisory boards, Elbert County, CTO, DOLA)	Ongoing	Main Street Manager			
			Maintain business inventory	Ongoing	Dianna			
			Maintain property inventory	Ongoing	Dianna			
			Main Street Networking Event(s)	February, September	Tedd, Linda, Staff	Need to schedule with EBC		\$500
Economic Vitality	Cultivate community wide partnerships to align shared goals and increase impact.	Connect businesses to resources (marketing, grants, education/training, consultants), serve as clearinghouse for small businesses.		Ongoing	Linda, Brandon, Carrie, Jeff			
			Create Strategy	Q1 2025	Brandon and Carrie			
			Meeting with the Chamber	Q4 2024 - Q1 2025	Brandon			
			Shop Local Campaign - 80107 Campaign	Q4 2024 - Q1 2025	Linda	Discussion to start in 2024		
		Streamline application/review process.	Quarterly meeting with Staff to make progress and report back to MSBOD	November, 2024	Linda, Brandon, Carrie, Jeff	Dianna		
			Liquor Licensing	Q1 - 2025	Tedd	Dianna		
			Land Use Process	Q2 - 2025				
			Hold Event on Main Street	Q2 - 2025				
		Façade Improvement Program Grant to support Main Street business improvements.						
			Committee member to provide feedback on the proram post award decision being made.	Ongoing	Committee Member			
			Promotion to eligible properties	2nd and 4th Quarter	Jeff			
			Promotion community wide (newspaper, etc)	2nd and 4th Quarter				
Promotion	Create 80107 awareness of Main Street and promotion to residents.	Support/Lead Community Events: Friday Night Markets, Family Fun Run, Mayors Tree Lighting	Mayor's Tree Lighting: Event Coordination/supplementation	January	Tedd, Linda, Staff, Carrie			
			Friday Night Market: Secure interns/volunteers to facilitate market & decide on stipend; Sales feedback; headcount; administer surveys at the door	Q1-Q2	Brandon			
			Friday Night Market:- Promote Main Street Business Owners to stay open during markets	Q1	Tedd, Linda, Staff, Carrie			
			5K/Family Fun Run:	March-September	Tedd, Linda, Staff, Carrie			
		Leverage area events as an opportunity to attract people to Main Street.	5K/Family Fun Run:	Race Day Participation	ALL			
				Ongoing	Carrie			
			Rodeo Booth	Q1-Q2, Stampede				
		Continue to develop the Main Street Program website and provide a community calendar of	Elizabash - Archway unveiling	Q1-Q2, Elizabash				
				March-June, 2025	Brandon, Carrie, Linda			
			Sign-up Promotion Meeting	Q1 - 2025				

		events, promotions and activities along Main Street.	Community Partners to sign up	Ongoing				
			Photography/Promotions	Ongoing	Jeff	Dianna		
		Secure an intern to support social media marketing and management.	Promote and interview (EHS)	April	Staff			
		Junior Main Street Program	Establish a Junior Main Street Program (EHS Students)	TBD	Tedd, Carrie			
		Main Street Ornament Program	Recap	January	Michael, Jeff			
			Choose Design	April-May	Full Board			
			Order	July	Dianna			
Promotion	Cultivate community wide partnerships to align shared goals and increase impact.	Continue to foster communications with Board of Trustees to share the Value, Activities and Impact of Main Street	Potential for joint trip to another CO Main Street, Staff could coordinate with the Main Street Manager for a tour (Windsor, Wellington, Brush; HUGO for a quick trip)	TBD		Look for Grants to support		
			Potential for Private Historic Walk in Town	TBD		Discuss with HAB		
					Carrie, Linda, Tedd			
			Potential for "soft opening" to Spooky Walk			CONFIRM with MSBOD for staffing, Town Staff not able to support another event		
		Continue to foster communications with outside organizations – Value, Activities and Impact of Main Street	Potential for sponsoring Chamber GALA or Golf Event	TBD				
			Potential for "Closed"/exclusive networking event at EBC for partners	TBD				
			Attend other organization's Board Meetings (Discuss further with full board)	TBD				
Design, Economic Vitality	Encourage Infill and Reinvestment along Main Street	Construct streetscape plan improvements	Complete Construction	May, 2025	Linda, Brandon, Carrie Main Street Manager			
			Discuss art installations, book trails, etc; potential for working Elbert County Artist Guild?		Jeff			
		Gesin lot development						
			Discuss plan for RFP, RFQ, or subdivision	Q1, 2025	Linda, Kurt			
			Implement Plan	Q2-Q3, 2025				
		Main Street Station						
			Business Promotion, Vendor Space Promotion	Q1 2026				
		Main Street Archway, CDOT Signage	RFP for Sign Fabricator	Completed	Brandon, Michael			
			Complete Design	Q1 2025				
			Complete Construction	May, 2025				
			CDOT Signage at SH-86 and I-70	Q1-2026				
		Support Town’s Parks, Trails, and Open Space Master Plan/ Running Creek Park	Advocate for implementation of key projects that promote connectivity to Main Street District (Take Surveys and provide feedback)	July, 2024 - May, 2025	Kurt, Michael			
			Focus Group, Fall	Completed				
			Focus Group, Spring 2025	Q1 - Q2, 2025				
		Main Street Flower Plantings	Adopt a pot program discussion	Q1, 2025	Michael, Jeff			
			Select and plant	May				
			Master Gardners, Elbert County	2025-2026				
			Potential for a joint pot program, Chamber, Business owners	2025-2026				
Future Projects for Integration Into Plan		Include sections of SH-86 in Main Street program (Elbert St to Garland St)	Able to seek additional grant funding for walkability improvements	2025				
		Create DDA or BID	Increase potential revenues from current or future commerce on SH-	2026				
		Create Non-Profit for donations (Friends of Main Street)	Ability to separate from the Town Government over time	2025				
		Assist with TAP Funding request		2026				
		Future Streetscape project on SH-86		2027				
		Parking Lot Parklets on Main Street - EHS						
		Collaboration, Library, etc	Includes students in planning process and drives youth to Main Street	2025				
		Pursue Colorado Creative Communities District	Collaboration with Elbert County Artist Guild (Cynthia Thye), MSBOD,	2026				
		FUTURE PR initiatives (Chamber Lemonade Event?)	Collaboration with Elizabeth Area Chamber of Commerce	2026				



UPDATED BUDGET DECEMBER 05, 2024

ELIZABETH MAIN STREET PROGRAM BUDGET 2024			
2024 MSBOD BUDGET TOTALS (\$23,000 BUDGETED)			
	ALLOCATED	REMAINING TO BE SPENT	YTD
TRAINING	\$5,470	\$ 959.21	\$ 4,510.79
ANNUAL MEMBERSHIP	\$500	\$ 125.00	\$ 375.00
NETWORKING EVENT	\$250	\$ 250.00	
FLOWER PLANTINGS	\$750	\$ -	\$ 750.00
MAPS AND MATERIALS	\$200	\$ 200.00	
ORNAMENT PROGRAM	\$2,000	\$ 355.50	\$ 1,644.50
SOCIAL MEDIA ADVERTISING	\$600	\$ 600.00	
FNM VENDOR SCHOLARSHIP	\$330	\$ 330.00	
LOCABLE	\$4,900	\$ -	\$ 4,900.00
SWAG	\$0	\$ -	
MAIN STREET 5K AND COLOR RUN	\$8,000	\$ 713.00	\$ 7,287.00
TOTAL	\$23,000	\$ 2,819.71	\$ 12,180.29

ELIZABETH MAIN STREET PROGRAM BUDGET 2025			
2025 MSBOD BUDGET TOTALS (\$25,000 BUDGETED)			
	ALLOCATED	REMAINING TO BE SPENT	YTD
TRAINING	\$7,500	\$ 7,500.00	\$ -
ANNUAL MEMBERSHIP	\$500	\$ 500.00	\$ -
NETWORKING EVENT (2)	\$500	\$ 500.00	\$ -
STAMPEDE BOOTH	\$500	\$ 500.00	\$ -
MAPS AND MATERIALS	\$200	\$ 200.00	\$ -
ORNAMENT PROGRAM	\$2,000	\$ 2,000.00	\$ -
SOCIAL MEDIA ADVERTISING	\$600	\$ 600.00	\$ -
FNM VENDOR SCHOLARSHIP	\$330	\$ 330.00	\$ -
LOCABLE	\$2,000	\$ 2,000.00	\$ -
SWAG	\$870	\$ 870.00	\$ -
MAIN STREET GRAND REOPENING	\$2,000	\$ 2,000.00	\$ -
MAIN STREET 5K AND COLOR RUN	\$8,000	\$ 8,000.00	\$ -
TOTAL	\$25,000	\$ 25,000.00	\$ -