



COLORADO

Department of Local Affairs

Colorado Main Street: Grand Lake Board of Trustees Meeting

March 9, 2026

Main Street Team

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History of Main Street

1950s-1960s: Problem

Rise of suburban sprawl and shopping malls led to blight, disinvestment, and demolition of America's downtowns.



1980s: Response & Goal

The National Trust for Historic Preservation created the Main Street Approach to test new revitalization strategies.

Goal: Preservation-based, community-driven revitalization of downtowns through a 4-point approach.

Present: Results

Economic life in traditional commercial districts by preserving their character.

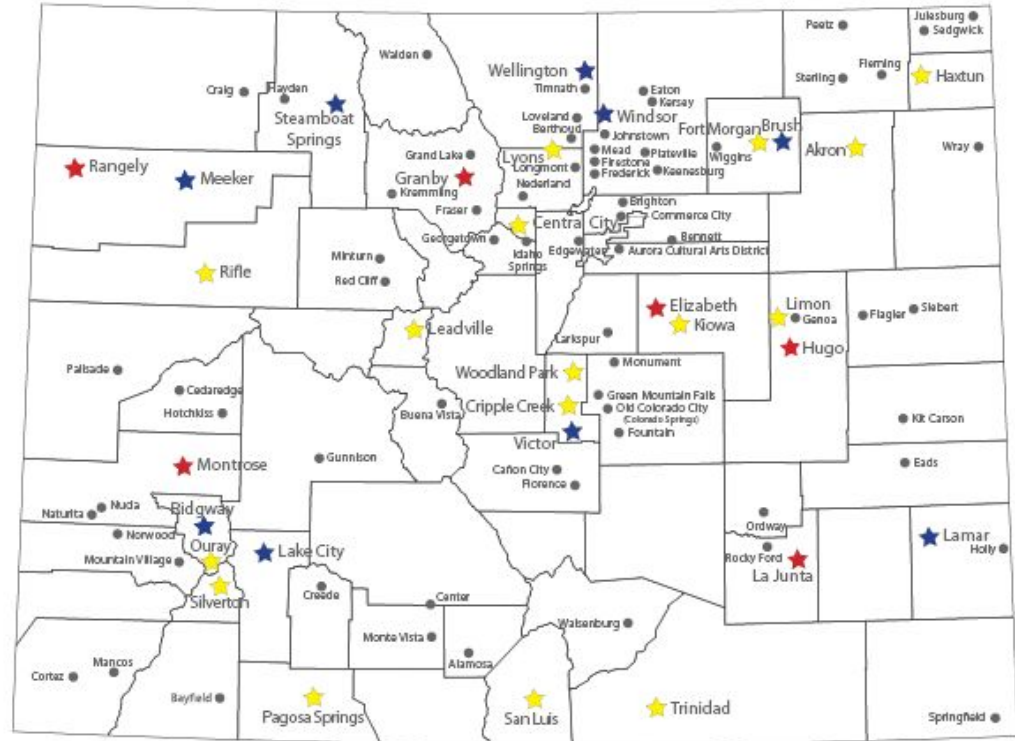


45 years of proven results

Colorado Main Street

31 official communities;
68 aspiring communities
Housed in the Department of
Local Affairs

**Supporting Rural Colorado
Communities**



★ Exceptional ★ Excelling ★ Achieving ● Aspiring

Main Street Approach

Organization

Design

Promotion

Economic Vitality



Organization

Community-led downtown revitalization

- Bringing the community together
- Establishing a vision, mission, and strategic priorities



Organization: Community Interests

Municipality

- Comprehensive plan (2022)
- Master Plan (incl parks-2018)
- Transportation Plan (underway)

Partners

- EcoDev (GCED)
- Civic (Rotary, Amer. Legion)
- Cultural (GLCD, Historical Orgs, Library)
- Other: Rec District, Women/Men's Clubs

Building and Business Owners

- Retail/Restaurants
- Built environment
- Reasons to come downtown

Residents

- Live
- Work
- Play



Organization: How?

Vision

- Describes what you areas building toward in the future

Mission

- Outlines all the things you are doing in the present to reach that goal

Strategic Plan

- Defines strategy and direction
- Establishes goals

Work Plan

- Takes goals and establishes strategies and actions to achieve them



Colorado Main Street can assist you in developing your plan for the future



Design

Attractive place where people want to be

- historic preservation
(buildings and businesses)
- walkability / accessibility
- placemaking



Design: Historic Preservation

Identify & Designate

- Local committee/commision
- Local, State, or National level of significance
- Designation supports revitalization



Protect & Improve

- Preservation standards
- Sensitive improvements
- Restores authenticity
- Supports local economy



Design: Walkability & Accessibility

Safety

- Traffic-calming
- Reduce pedestrian risk
- Bicycle lanes
- Lighting

Accessibility

- Many people experience limited mobility in their lives
- Allow everyone to participate in downtown

Support Businesses

- Shoppers arriving by foot or bike spend 8.5% to 25% more than those arriving by car

Public Health

- Walking and biking happen in safe and pleasant places
- 47% of people more likely to be active with sidewalks

Healthy Environment

- Walking, cycling, and transit reduce pollution
- Trees and flowers good for the air and mind

Quality Development

- Dense development generates more tax revenue per acre



Design: Placemaking

Design for People

- Integrate diverse opinions into a cohesive vision

Programs and Uses

- Translate the vision into space and activity

Great Spaces

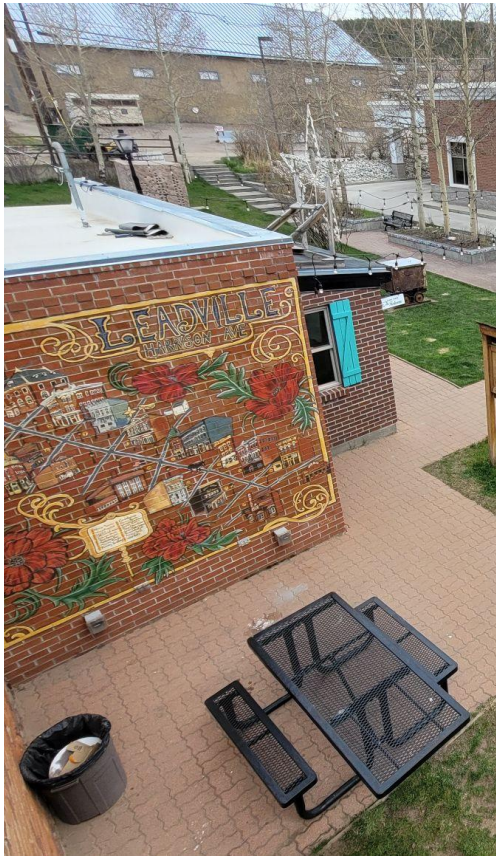
- Sociability
- Activity
- Comfort
- Public Art

Wayfinding

- Access and linkage
- Highlight points of interest and help people locate them



Design: Placemaking



Promotion

Identity and Image

- History
- Architecture
- Cultural
- Creative
- Businesses
- Outdoors



Promotion: Identity and Image



Promotional Videos!



Promotion: Events



Economic Vitality

Supporting Business

- Retention and Expansion
- Encouraging Investment
- Training and Resources

Grand Lake Space to Create!



Economic Vitality: Data-Driven

Market Analysis

- What do you offer?
- Where are you leaking to other communities?

Buildings/Businesses

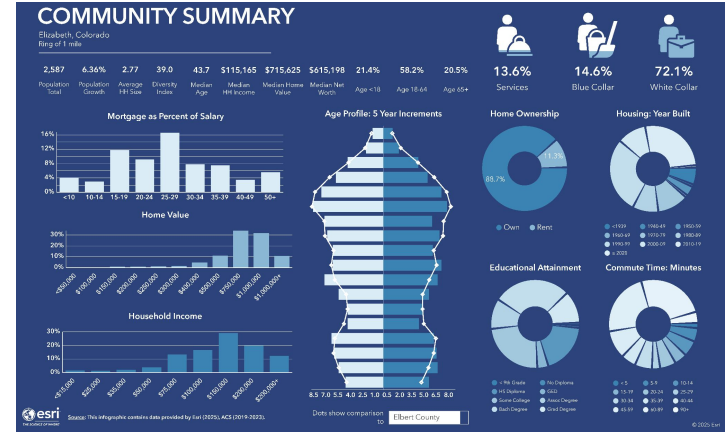
- Building stock?
- Businesses?
- Owners?
- Vacancies

Demographics

- Who are your residents?
- What is your regional market?
- Who else might you attract?

Focus Groups/Surveys

- What do your residents and stakeholders see as a need or opportunity?



Colorado Main Street Program

Webinar – Market Analysis and Opportunity Assessment Users Guide
January 2020



Economic Vitality: Real Estate

Housing

- The power of mixed-use
- Workforce housing

Adaptive Use

- Existing buildings can serve new functions

Infill

- Appropriate design to activate empty space



Being an Official Colorado Main Street



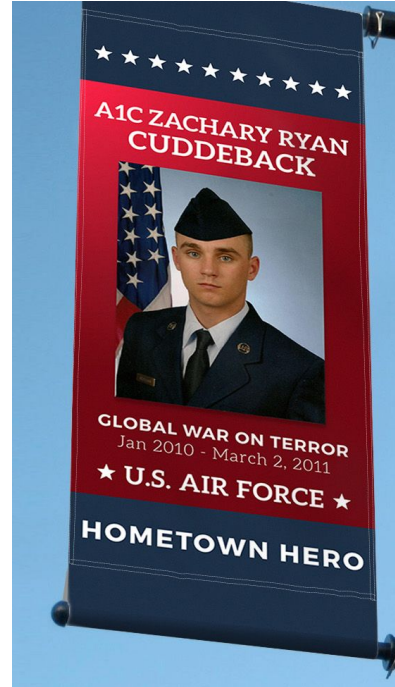
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Colorado Main Street: Benefits

Mini-Grants & Scholarships

- Tangible investments in your community
(Achieving Level: \$25,000 for 5 years)
- Professional development
(\$15,000 for 5 years)



Colorado Main Street: Benefits

Consulting Services & Technical Assistance

- Consulting pool for targeted projects
(Initial services: Strategic Plan and Branding, \$10,000-\$25,000/community)
- On-call staff
- Monthly office hours
- Professional architect to assist building-business owners

**Uplift Meeker Main Street Program
2025-2028 Strategic Plan**

The Uplift Meeker Main Street Program Strategic Plan 2025-2028 is a three-year roadmap developed by the Board of Directors for Uplift Meeker, a community based organization created in partnership with the Town & the Local Chamber of Commerce. Our Board of Directors includes local community members, business owners and tenants, and civic minded professionals whose partnership serves as a unifying force committed to enhancing and maintaining the heart of Meeker.

Uplift Meeker's 2025-2028 Strategic Plan identifies our organizational mission and purpose and articulates our vision for the future. Our plan provides Program focus by defining four strategic priorities. These strategic priorities will be advanced by completing specific projects in the heart of Meeker through partnerships, collaboration and volunteer support.

Vision:
"We imagine our town full of life – welcoming, connected and proud of its roots."

Mission: We proudly foster economic growth in the heart of Meeker, where we work to preserve the Town's unique charm, support local businesses, and nurture a thriving, vibrant community for all to enjoy.

Main Street Program Four Point Framework for Community Revitalization

Economic Vitality → Design → Promotion → Organization

Uplift Meeker's Strategic Priorities define our program's focus and are aligned with the Colorado Main Street Community Four Point Approach for Community Transformation. The Uplift Meeker Board of Directors leverages key partnerships and resources to advance each Strategic Priority.

Strategic Priorities

1. Boost business engagement and activity in the heart of Meeker.
2. Tell our Story – Promote the value and impact of the Main Street program (Uplift Meeker) and its role in supporting community vitality.
3. Implement projects that preserve, enhance and connect people to the heart of Meeker.
4. Collaborate with the town and partner organizations to align resources and achieve greater impact.

Projects to Advance Priorities

Uplift Meeker leads and advocates for transformative projects that are supported by and rely on the energy and commitment of the Town, local businesses, community organizations and our volunteers who whose work elevates pride in our community.

Boost business engagement and activity in the heart of Meeker.

Projects

- Launch a local business survey focused on exploring "5 big things" we can do to promote and support business success in the heart of Meeker.
- Promote and support development of collaborative events hosted by business owners.
- Install and program a digital, interactive message board in the heart of Meeker.
- Support & collaborate with Town on relocation & welcoming guide.

Tell Our Story – Promote the value and impact of the Uplift Meeker Main Street program and its role in supporting community vitality.

Projects

- Develop a promotions and marketing plan.
- Increase social media presence.
- Refresh Uplift web site and regularly update.

Implement projects that preserve, enhance and connect people to the heart of Meeker.

Projects

- Create a signage plan that defines various types of signage and locations and integrates creative and artistic elements.
- Identify opportunities and funding for pop-up art locations and permanent installations that celebrate our heritage and creative spirit.
- Explore opportunities to work with the Town and DOLA to secure a facade improvement grant for local businesses for facade improvements, painting, frontage facelifts.
- Support private business owners in their pursuit of different grant opportunities that enhance economic vitality.
- Research & identify funding opportunities to design streetscape improvements that help to guide people to the heart of Meeker (landscaped medians, bulb outs, street trees).

Collaborate with the town and partner organizations to develop and align resources and to achieve broader community impact.

Projects

- Host a partnership meeting to share and further define roles & responsibilities of various community organizations and partners working to support the preservation and enhancement of Meeker.
- Work with the Town and other regional partners to develop a comprehensive economic development strategy.
- Host quarterly collaboration meetings with the Chamber, Town, County, and other related organizations to support activities, share resources and implement agreed projects.
- Leverage other town events and activities to cross promote Uplift Meeker and the heart of Meeker.
- Broaden Uplift Meeker Board to get more diverse representation and multi-generational participation.
- Create a structure and foundation to grow the Uplift Meeker volunteer program.



Colorado Main Street: Benefits

Training & Networking

- Library of resources
- Annual visits
- Site visits
- Presentations to council or board, stakeholders, public
- Webinars
- Listserv
- Grant review, letters of support



Colorado Main Street: Results (2025)

Increase vitality

Net New Businesses

- 87

Augment Opportunity

Net New Jobs

- 192 FTE
- 111 PTE

Improve Appearance

Façade Work

- 65

Sustainable Development

Public-Private Investment

- ~\$159.4 million



Colorado Main Street: Results (2025)

Increase Community Pride

Events

- 277
- ~330,000 attending

Add Capacity

Volunteer Hours

- 15,582
- \$603,657 value



Colorado Main Street: Results

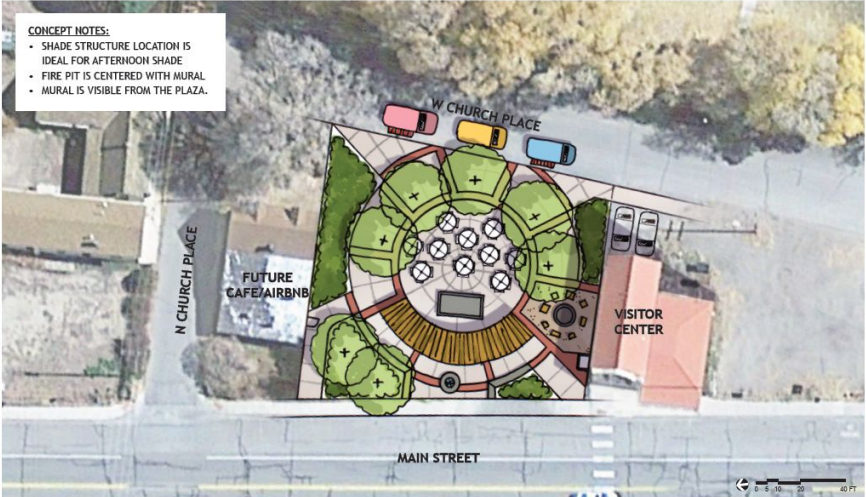


- KEY**
1. Band Stages
 2. Grills + Food Prep
 3. New Coffee Shop
 4. Movie Screen
 5. Fire Pit
 6. Food Truck Parking
 7. Water Feature
 8. New Tree + Garden
 9. Visitor Center Entry
 10. Seating
 11. Pergola

AVRES
300 217 Pine, P.O. Box 3, Lead, WY 82801, Phone: 307-461-1000
 300 217 Pine, P.O. Box 3, Lead, WY 82801, Phone: 307-461-1000

SAN LUIS PLAZA | DU STUDENT CONCEPT

Project Address | 406 Main Street, San Luis, CO 81152



- CONCEPT NOTES:**
- SHADE STRUCTURE LOCATION IS IDEAL FOR AFTERNOON SHADE
 - FIRE PIT IS CENTERED WITH MURAL
 - MURAL IS VISIBLE FROM THE PLAZA.

AVRES
300 217 Pine, P.O. Box 3, Lead, WY 82801, Phone: 307-461-1000
 300 217 Pine, P.O. Box 3, Lead, WY 82801, Phone: 307-461-1000

SAN LUIS PLAZA | CONCEPT B

Project Address | 406 Main Street, San Luis, CO 81152



Colorado Main Street: Results

Highlights:

- UTA completed conceptual design
- MS provided Architectural support to augment concept
- MS hired consultant to complete construction documents
(\$52,300)
- San Luis awarded DOLA EIAF grant **\$1M** to build
- Spring 2025: Activated!



Colorado Main Street: Requirements

In a nutshell:

- Embrace the Main Street Approach
 - Local lead (“Main Street Manager”)
 - Steering committee or board
 - Community-driven vision, mission, and strategic plan
- Support
 - Local government
 - Key partners
 - Community
- Reporting and Professional Development
 - Quarterly narrative and statistics reports
 - Attend summit and national conference, webinars and meetings



Colorado Main Street: First Steps

- Aspiring Application and Municipal Letter of Support
- Community Awareness
 - City/Town Board or Council
 - Other Key Partners
 - Open House
- Determine Home of Program and paid “Main Street Manager”
- Vision, Mission, and Strategic Plan
- Achieving Application

Colorado Main Street is here to help every step along the way



***Small really does matter: Small steps,
small businesses, small deals, and small developments
can add up to a big impact.***

- Ed McMahon,
Former Board President of Main Street America

***There is simply no more cost effective economic
development program of any type, on any scale,
anywhere in the country than Main Street.***

- Donovan Rypkema,
Author of *The Economics of Historic Preservation*



Thank you



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