



**COLORADO**  
Department of Local Affairs  
Division of Local Government



# MAIN STREET APPROACH AND PROGRAM: GRAND LAKE

DECEMBER 11, 2023

# Introduction

- Gayle Langley, Main Street Coordinator  
[gayle.langley@state.co.us](mailto:gayle.langley@state.co.us), 720-498-0563
- Traci Stoffel, Main Street Specialist  
[traci.stoffel@state.co.us](mailto:traci.stoffel@state.co.us), 720-467-4327
- Larry Lucas, Main Street Architect  
[larry.lucas@state.co.us](mailto:larry.lucas@state.co.us), 720-402-9303
- Jessica Rupe, Grants Administration  
[jessica.rupe@state.co.us](mailto:jessica.rupe@state.co.us), 720-557-4902



**National Main Street  
Center**  
a subsidiary of the  
National Trust *for* Historic Preservation

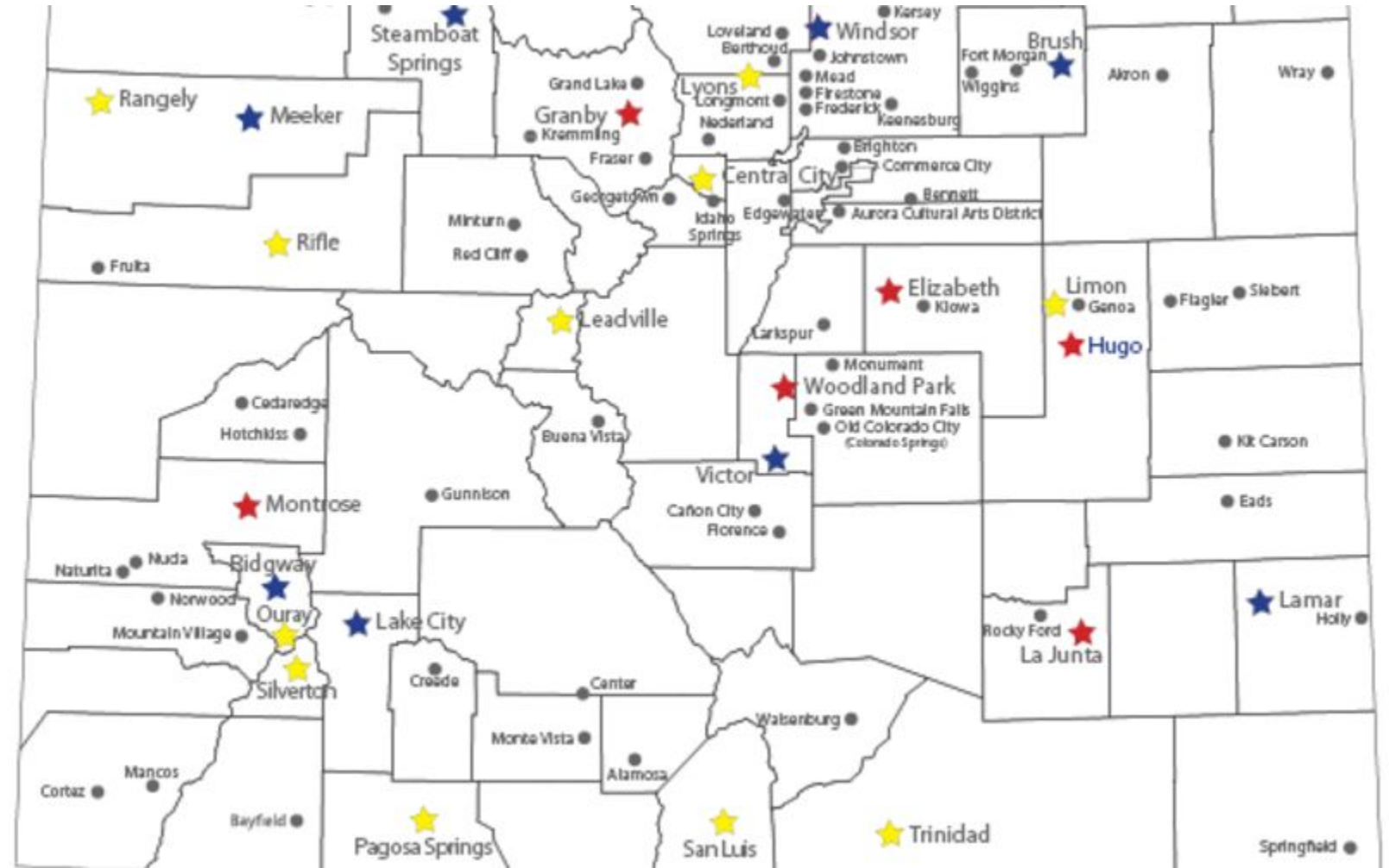


## The Main Street Movement:

- More than 1,400 communities nationwide
- Colorado: 25 official communities throughout state and over 70 affiliate communities (Grand Lake is an affiliate)
- Colorado Main Street, housed within the Department of Local Affairs, is Colorado's coordinating program

# Official Main Street Communities

- [Brush](#)
- [Central City](#)
- [Elizabeth](#)
- [Granby](#)
- [Hugo](#)
- [La Junta](#)
- [Lake City](#)
- [Lamar](#)
- [Leadville](#)
- [Limon](#)
- [Lyons](#)
- [Meeker](#)
- [Montrose](#)
- [Ouray](#)
- [Pagosa Springs](#)
- [Rangely](#)
- [Ridgway](#)
- [Rifle](#)
- [San Luis](#)
- [Silverton](#)
- [Steamboat Springs](#)
- [Trinidad](#)
- [Victor](#)
- [Wellington](#)
- [Windsor](#)



# Benefits of Being an Official Main Street



## Mini-Grants

- Start at \$2,500 / year
- Invest in tangible benefits to your community

## Scholarships

- \$2,200 per year to attend required training
- Invest in professional development

## Consulting Services

- Administered by Colorado Main Street
- General organizational assistance
- Specific needs

## Technical Assistance

- Full-time architect on staff to guide preservation and design
- Other full-time staff to connect to resources and provide advice

## Education

- Regular webinars
- Library of resources

## Network

- Connect with other managers across the state and nation





## The Four Points of the Main Street Approach

### Organization

- Point of Contact
- Stakeholders
- Community Input

### Design

- Historic Preservation
- Walkability
- Attractive Downtown

### Promotion

- Events
- Marketing

### Economic Vitality

- Support Existing Businesses
- Attract New Businesses

# The Main Street Approach: Organization



## Organization

- Point of Contact
- Stakeholders
- Community Input

## Design

- Historic Preservation
- Walkability
- Attractive Downtown

## Promotion

- Events
- Marketing

## Economic Vitality

- Support Existing Businesses
- Attract New Businesses

# Where?



## Municipality

- PRO: Capacity
- PRO: Infrastructure
- CON: Top-down?

## District

- PRO: Sustainable funding
- CON: Focus on new development?

## Nonprofit

- PRO: Mission-driven
- CON: Capacity

## Chamber

- PRO: Similar mission
- CON: Membership and district boundaries

## EDC

- PRO: Economic development professionals
- CON: Focus on new jobs?



# 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

# The Main Street Approach: Promotion



## Organization

- Point of Contact
- Stakeholders
- Community Input

## Design

- Historic Preservation
- Walkability
- Attractive Downtown

## Promotion

- Identity and Image
- Events
- Marketing

## Economic Vitality

- Support Existing Businesses
- Attract New Businesses

# Identity & Image



## Unique Characteristics

- History: Agricultural? Mining? Transportation?
- Architecture: Victorian? Mid-Century Modern? Brick? Adobe?
- Cultural: Hispanic? German? Global melting pot? Museums?
- Creative: Public art?
- Businesses: Maker spaces? Iconic stores and restaurants?
- Outdoors: Rafting? Bird watching? Biking?

# Audiences



## Public

- Specialness
- Memories
- Community

## Owners

- Prosperity
- Place matters
- Investment

## Donors

- Wise investment
- Leave a legacy
- Raise awareness

## Volunteers

- Make a difference
- A part of something
- Fun and rewarding

## Government

- Growing tax base
- Leverage improvements
- Voter opinions



# Events

Whether directly managed or working through partners, events can bring people to Main Street while reinforcing the downtown brand





# The Main Street Approach: Design



## Organization

- Point of Contact
- Stakeholders
- Community Input

## Design

- Historic Preservation
- Walkability
- Attractive Downtown

## Promotion

- Events
- Marketing

## Economic Vitality

- Support Existing Businesses
- Attract New Businesses

# Historic Preservation



## Economic Benefits

- Jobs
- Reduce/Reuse
- Authentic Downtowns
- Heritage Tourism

## Incentives

- State Historical Fund
- Tax Credits
- Low Interest Loans
- Stacking Funds

## Architectural Assistance

- On staff at DOLA

# Walkability



Support Businesses and  
Quality Development



Increase Safety and Accessibility



Improve Health

# 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 & Linkage
- Highlight points of interest and help people locate them



# The Main Street Approach: Economic Vitality



## Organization

- Point of Contact
- Stakeholders
- Community Input

## Design

- Historic Preservation
- Walkability
- Attractive Downtown

## Promotion

- Events
- Marketing

## Economic Vitality

- Support Existing Businesses
- Attract New Businesses



# Data-Driven



## Market Analysis

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

## Building/Business Inventory

- What is your building stock?
- What are your businesses?
- Who are the owners of the buildings and businesses?
- 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?

# Supporting Businesses



Business Retention and Expansion



Encouraging Investment



Training and Resources

# Real Estate



## Housing

- The power of mixed-use
- Workforce housing

## Infill

- Appropriate design to activate empty space

## Adaptive Use

- Existing buildings can serve new functions

# Return on Investment



Quarterly Reports



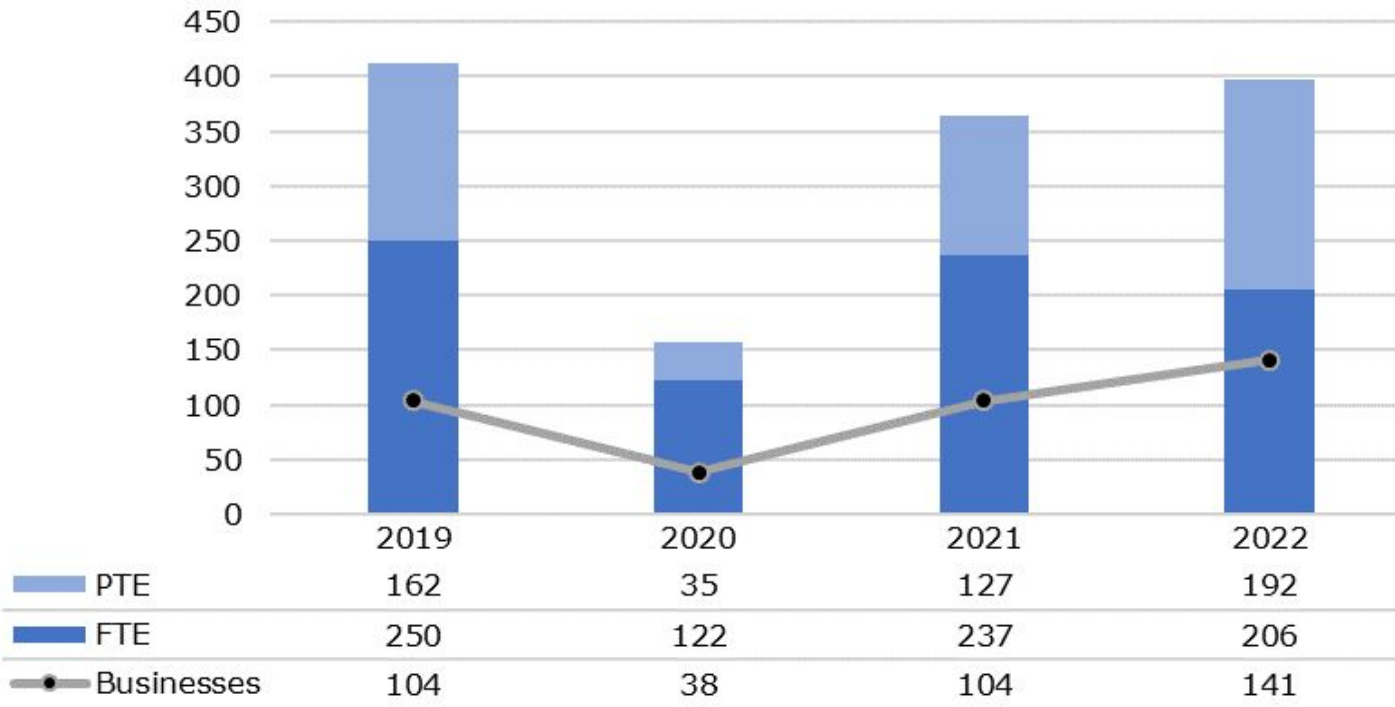
Jobs Gained



New Businesses



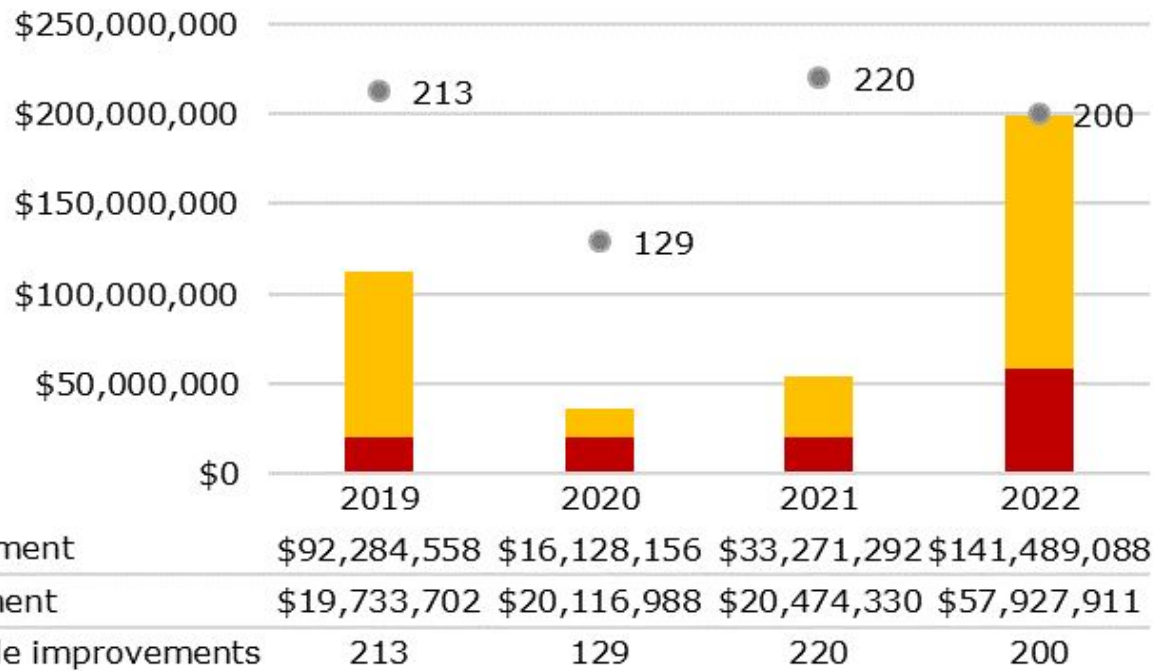
Community Investment



## Net New Jobs & Businesses

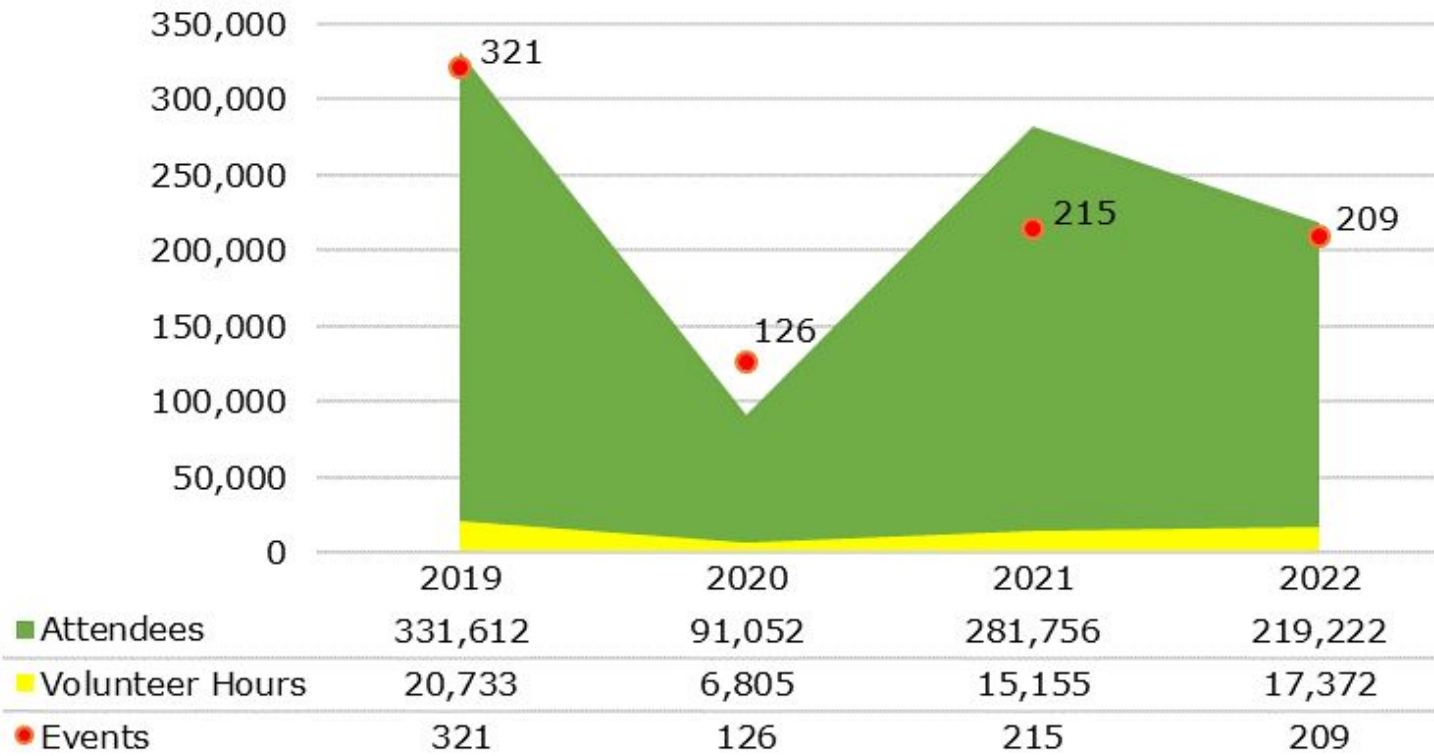
While the effects of the world-wide pandemic are clearly seen in this data, it is encouraging to note that Colorado's Main Streets increased the number of full- and part-time jobs, as well as net new businesses, throughout the the past three years.





## Public & Private Investment

While the number of building and façade improvements have reached pre-pandemic numbers, the amount of investment in the private sector is still lagging.



## Events & Volunteers

As the safety of gathering in numbers is beginning to return in 2022, it is not surprising to see that events are slower to rebound. The past two years combined roughly equate the numbers from 2019, yet fall far short in volunteer hours.



***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*