

May 12, 2026 | Board of Trustees Meeting

Mayor Karspeck and Board of Trustees,

Berthoud Main Street is proposing a three-year partnership with the Town of Berthoud to strengthen and preserve the unique character of our historic downtown.



Downtown Berthoud is one of the most important assets in our community. It reflects our identity, supports local businesses, and provides a shared space where residents and visitors gather, connect, and spend time. The Town has already made meaningful investments through holiday lighting, façade and sign incentives, maintenance, and capital projects.

This proposal builds on that foundation through a more coordinated and consistent approach focused on improving the overall downtown environment.

Berthoud Main Street is currently an Aspiring Main Street community working toward formal recognition through Colorado Main Street, housed within the Department of Local Affairs (DOLA).

To become an official Colorado Main Street program, Berthoud must still demonstrate:

- A paid professional program manager
- A sustainable three-year funding strategy
- Formal municipal partnership and Town support

This proposed partnership is designed to help Berthoud meet those requirements while positioning our community to access long-term Main Street resources, technical assistance, and additional funding opportunities.

The Ask

We are requesting a three-year partnership commitment of: **\$85,000 annually**

Berthoud Main Street's projected annual programming budget is approximately \$90,000 annually. This reflects both projected program expenses and revenues (through sponsorships, grants, and fundraising).

This annual program structure includes the following core categories:

- **48% Organizational Operations & Program Management (~\$41K)**
Program manager, insurance, business support, reporting and compliance, and operational capacity required to execute and sustain the program
- **15% Marketing & Communications (~\$13.5K)**
Downtown marketing campaigns (web, social, email, print), business promotion, public awareness and engagement
- **11% Visitor Materials, Downtown Experience Tools & Strategic Program Development (~\$10K)**
Printed maps and public-facing materials, visitor guides and tourism resources, downtown discovery tools, sponsorship development, grant writing, fundraising support, and long-term program growth and development initiatives
- **24% Annual Events & Activations (~\$20.5K)**
Community events, seasonal activations and downtown programming designed to increase activity, foot traffic, community engagement, and year-round visibility

Town investment would provide the foundational operational support necessary to establish and sustain the program, while sponsorships, grants, fundraising, and partnerships would help offset annual event, activation, and initiative costs whenever possible.

Historic preservation, design initiatives, and larger placemaking projects would be pursued collaboratively through separate project proposals, grant opportunities, sponsorships, and future strategic partnerships.

This is not a request to simply fund events. It is an investment in a sustainable annual program that strengthens the downtown environment through coordinated management, promotion, community activation, and long-term economic vitality.

Why This Matters

A strong downtown requires more than isolated efforts. It depends on coordination, visibility, preservation, and sustained investment.

Berthoud already has many of the foundational pieces, but without centralized program structure, opportunities for greater impact, alignment, and outside funding remain limited.

This partnership is designed to:

- Maximize the Town's existing downtown investment
- Strengthen historic preservation and downtown character
- Create a more active, welcoming, and connected downtown environment
- Support local businesses through increased visibility and engagement
- Improve downtown as a shared space for residents and visitors
- Position Berthoud to access additional grants, sponsorships, and outside resources

What This Enables

With dedicated funding and program management, Berthoud can move from individual projects to a coordinated downtown strategy that improves the downtown environment year-round.

This includes:

- Stronger communication and community awareness
- Consistent marketing and tourism promotion
- Greater participation in Town and business initiatives
- Expanded community programming and activation
- Historic preservation and placemaking support
- Long-term sustainability for downtown investment

We appreciate the Town's continued commitment to downtown Berthoud and the opportunity to build on that investment through a strategic partnership.

We respectfully ask for your support of this three-year partnership and \$90,000 annual investment.

Thank you,
Berthoud Main Street