



## ABOUT COLORADO MAIN STREET


The Colorado Main Street Program offers support for community-led downtown revitalization. We help communities thrive by providing a customizable framework to focus efforts, energy, and resources to create a more vibrant community. Proven revitalization strategies and organization help communities identify and leverage opportunities and resources. By focusing on current community strengths and assets, the Colorado Main Street Program is a catalyst to move you forward, one step at a time.

The Colorado Main Street program, housed within the Department of Local Affairs, has the mission to coordinate resources and technical assistance for communities seeking to revitalize their historic downtown commercial districts based on their unique needs.


**OUR MISSION:** Strengthen our Colorado communities by assisting them with implementing the Main Street Approach and helping them revitalize and preserve their historic downtowns and build economic resiliency.

**OUR VISION:** Healthy and vibrant downtowns that enrich local businesses, embrace history, and enhance their unique sense of place.


## THE MAIN STREET APPROACH

 **ORGANIZATION** gets everyone working toward the same goal and assembles the appropriate human and financial resources to implement a Main Street revitalization program.


- A governing board, volunteers, and specific project committees for a volunteer-driven program.
- A Main Street Manager to coordinate the work and be a point of contact, both for locals and the state program.

 **PROMOTION** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play, and invest in the Main Street district.

- Market unique characteristics with an effective promotional strategy forges a positive image.
- Improve consumer confidence and encourage commercial activity and investment.

 **DESIGN** puts Main Street into top physical shape, rehabilitating historic buildings, encouraging appropriate new construction, and developing sensible design management and planning.

- Capitalize on assets — such as historic buildings and pedestrian-oriented streets.
- Create an inviting atmosphere (attractive window displays, street furniture, signs, sidewalks, lights and landscaping)

 **ECONOMIC VITALITY** strengthens a existing economic assets while expanding and diversifying its economic base to create jobs, respond to consumer needs.

- Sharpen competitiveness of existing business owner.
- Foster entrepreneurial start-ups and expansions and recruit compatible new businesses and economic uses.



## PROGRAM REQUIREMENTS AND BENEFITS

To become an official Main Street program, a community must establish a steering committee or board of directors, ensure that volunteers know the basics of the Main Street Approach, have a multi-year strategic plan for their downtown, raise community awareness of these efforts, and demonstrate support from the public and private sectors.

It is not unusual for the application process to become an official Main Street community to take a year or more.

Benefits include mini-grants, scholarship funding, consulting services, and targeted technical assistance.

## FOR MORE INFORMATION

Visit [cdola.colorado.gov/main-street](http://cdola.colorado.gov/main-street) or contact staff:

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