

Berthoud Main Street Town of Berthoud Partnership

Preserve and Strengthen Downtown Berthoud



A strong downtown doesn't happen by accident



**The Town is already
investing downtown.**

Let's build on that.



**For every \$1 invested in
a Main Street program,
~\$21 is reinvested locally**



mainstreet.org/our-network/collective-impact

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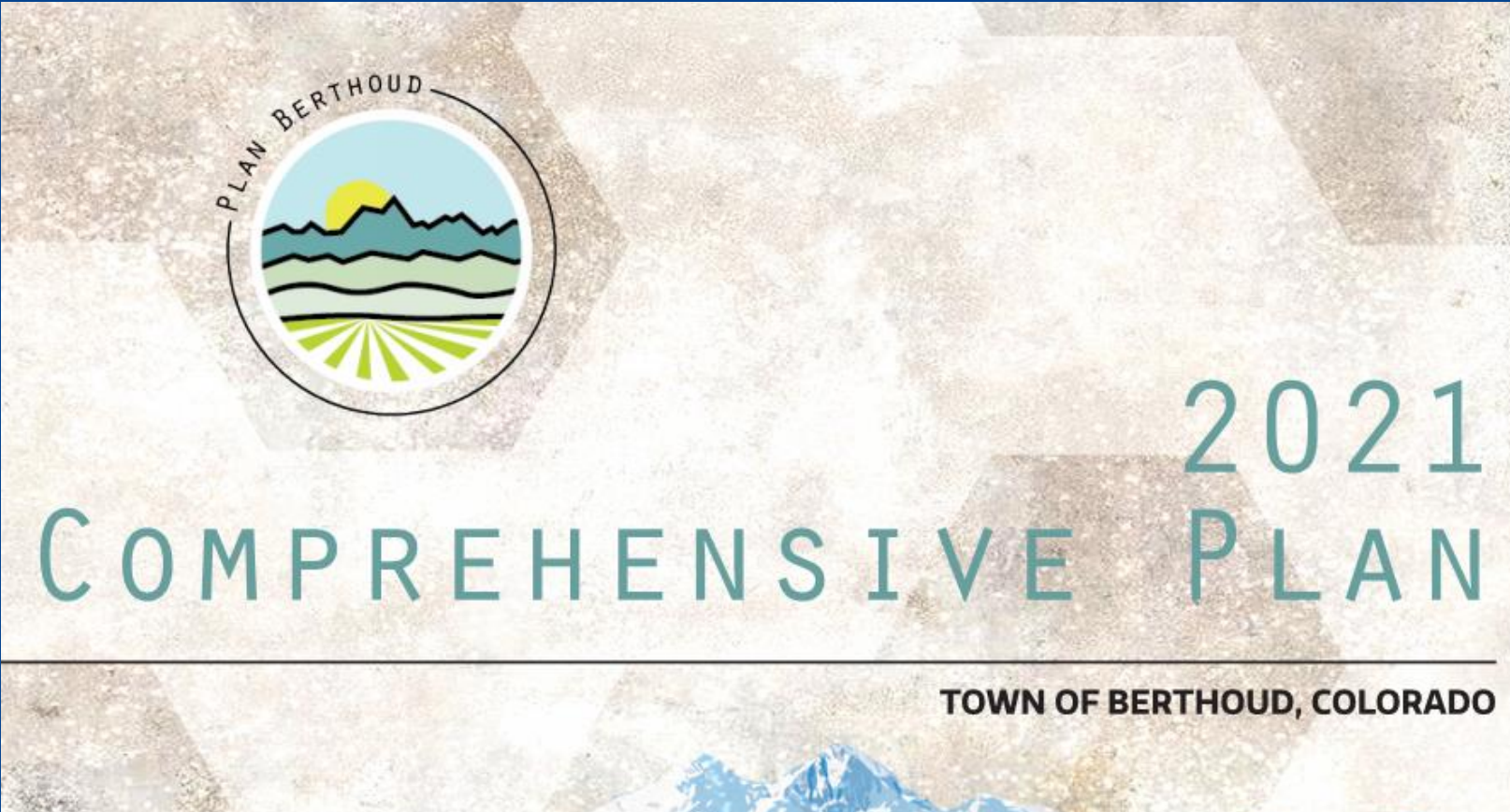


Housed within the Department of Local Affairs



Berthoud Board of Trustees

The municipality is the steward of the community members' vision



Bridge



Berthoud Main Street

Aligning community and Town's vision to preserve and strengthen downtown



Summary of Benefits

Mini-Grants and Scholarships

- Tangible investments in your community **\$5,000 per year**
- Professional development **\$3,000 per year**

Consulting Services & Technical Assistance

- Consulting pool for targeted projects
\$10-\$25,000/community/year
- On-call staff
- Monthly office hours
- Professional architect and Economic Vitality experts for building-business owners

Training & Networking

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



Organization: Services and Benefits

Technical and Consulting Assistance

- Strategic Plan-Work Plan development
- Board Retreats/Development
- Facilitation (growing partnership/collaboration)
- On-call support
- Training webinars

Scholarships

- Annual Statewide Summit
- National Now Conference
- Other professional development opportunities

Ex: Saving Places, DCI In the Game, EDCC



**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 partnership, 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.



Design: Services and Benefits

Technical and Consulting Assistance

- Park/parklet design and construction documents
- Gateway sign design and construction documents
- Parking assessment/analysis
- Alleyway Activation
- Wayfinding (limited)
- Building Inventory
- Historic Building designation
- On-call support
- Training webinars



Design: Architectural Support

recommendations advice mechanical
local historic **history** building-codes
original redevelopment sustainability
funding character lighting rehabilitation awning consultants analysis
regulatory facade development **guidance** signage tax-credits
audit standards drawings windows support systems
design budget planning floorplans **building** insulation
grants paint **preservation** phasing consult
collaborate energy-efficiency restore equipment
color renewables contractors



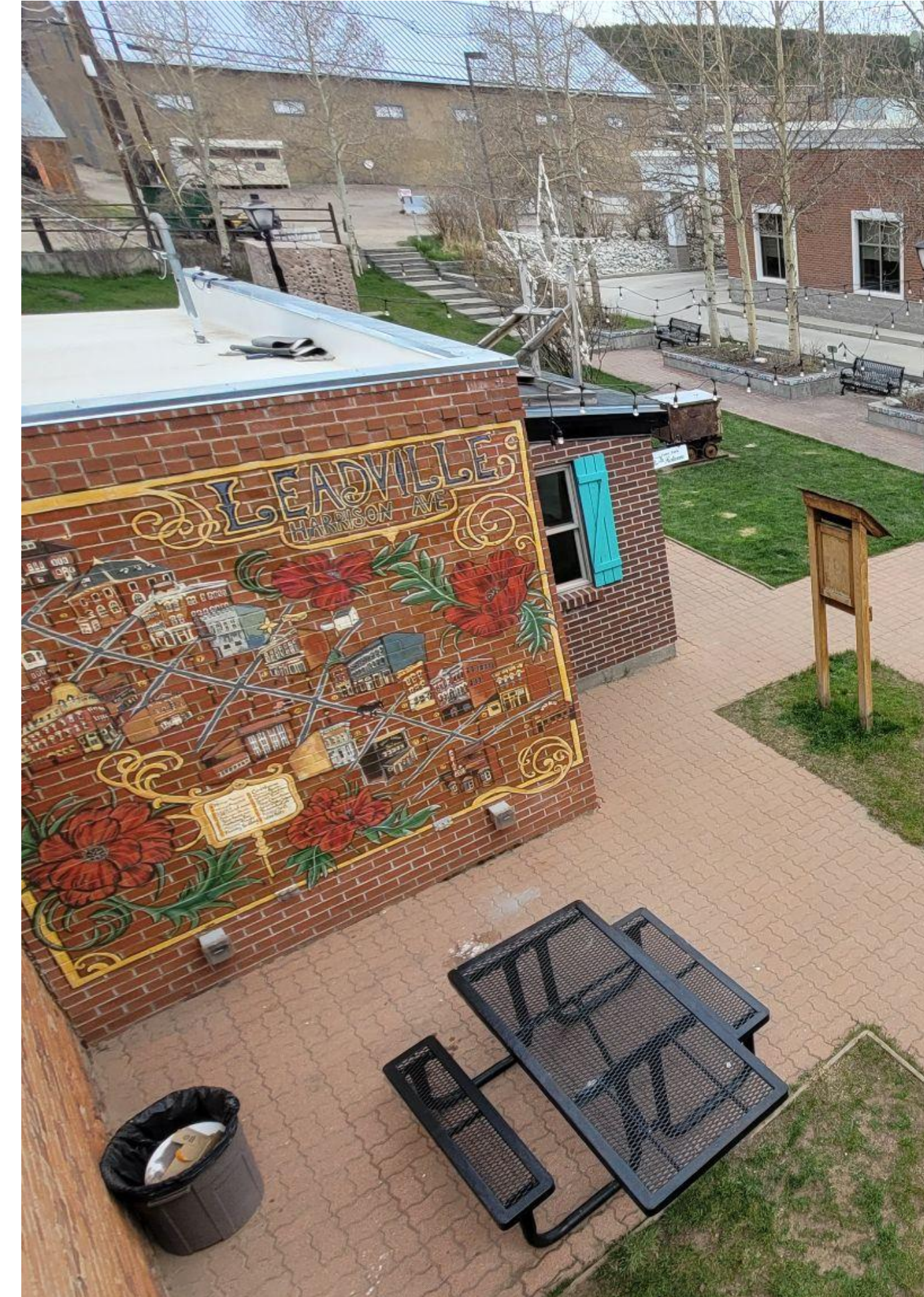
Design: Services and Benefits

Mini-grants

- Placemaking
- Public amenities
- Public art
- Playground equipment
- Banners
- Wayfinding

Scholarships

- Saving Places conference
- National Now Conference
- Other professional development opportunities



Placemaking: Amenities and Elements



Placemaking: Amenities and Elements



Placemaking: Public Art



Promotion: Services and Benefits



Promotional Videos!



Economic Vitality: Services and Benefits

Technical and Consulting Assistance

- Building and Business Inventory
- Grant Incentive toolkit
- Market Analysis
- ESRI Data Analytics
- Redevelopment Analysis-Toolkit
- National Coordinating Program resources
- On-call support
- AI Deployment
- Training webinars



REDEVELOPMENT ROADMAP



Prepared for Limon Main Street with support from the Colorado Main Street Program, a division of the Colorado Department of Local Affairs.



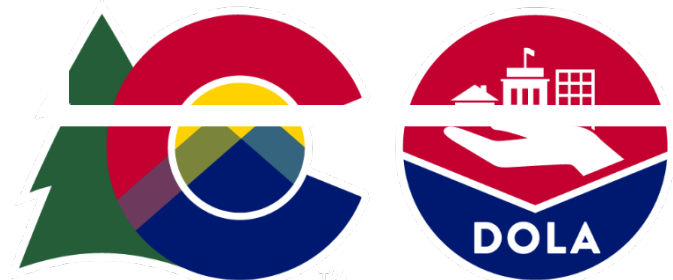
Completed by Ayres Associates
April 2025

***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*

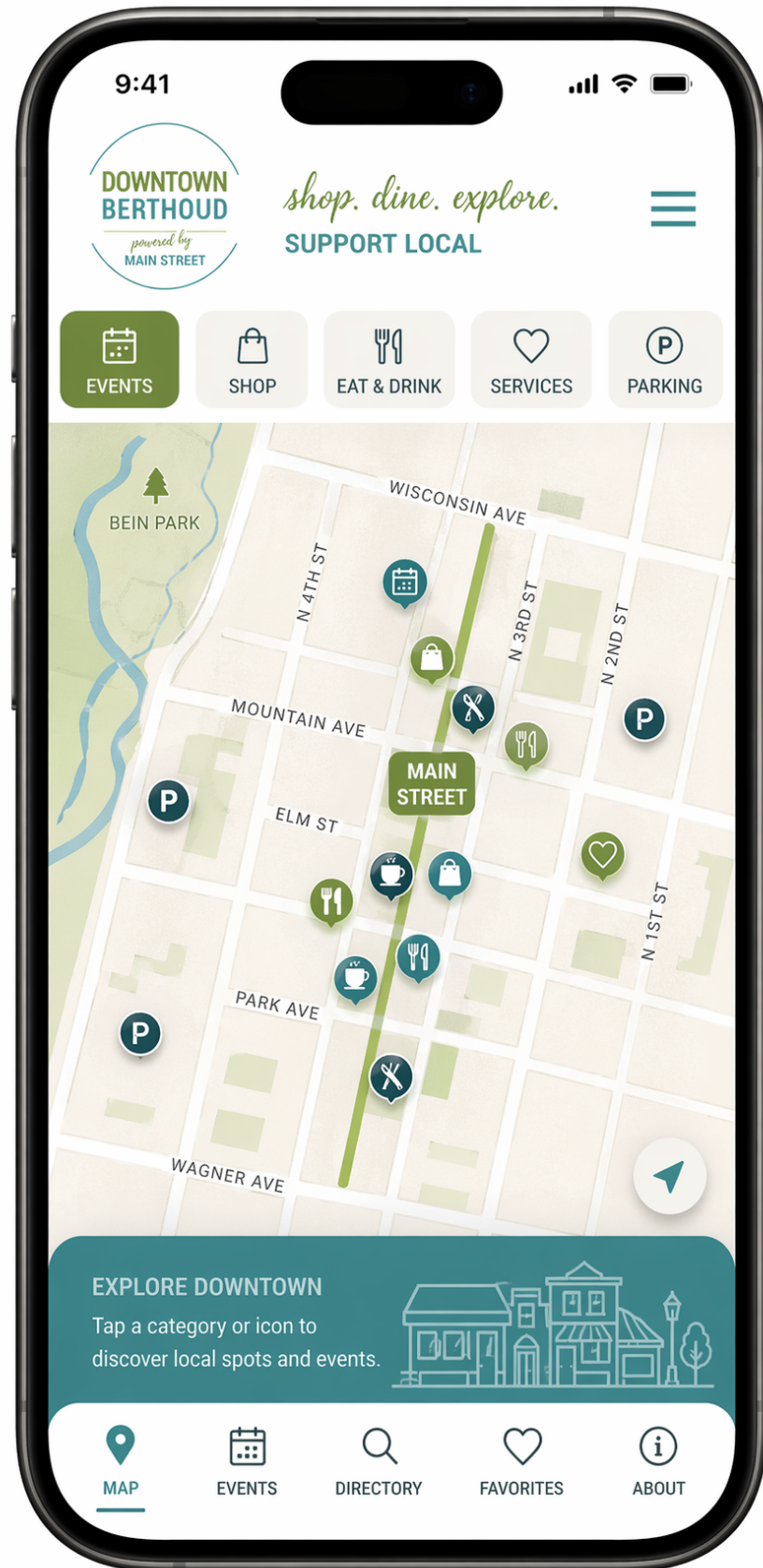




WHAT THIS LOOKS LIKE IN BERTHOUD

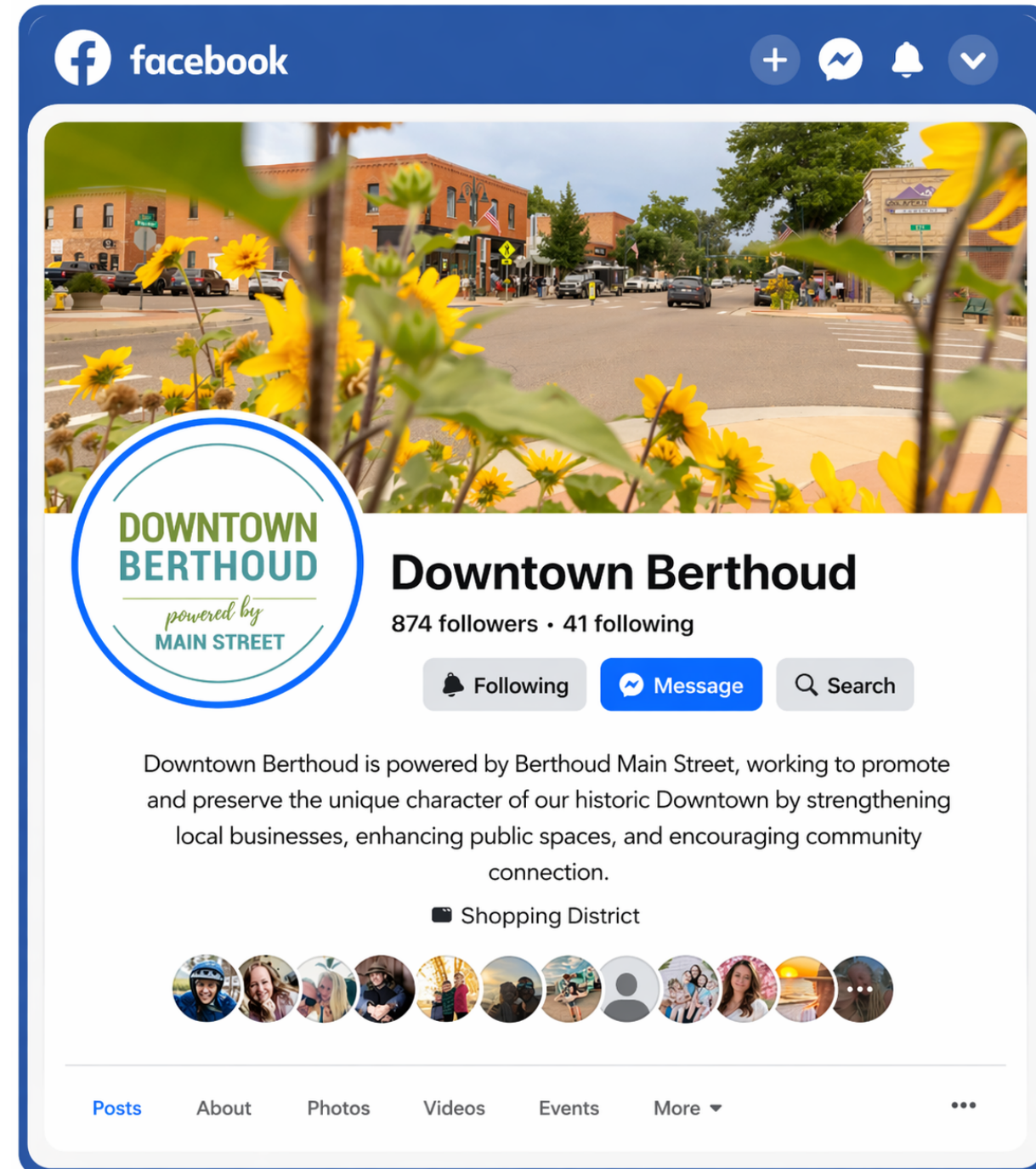


DOWNTOWN APP

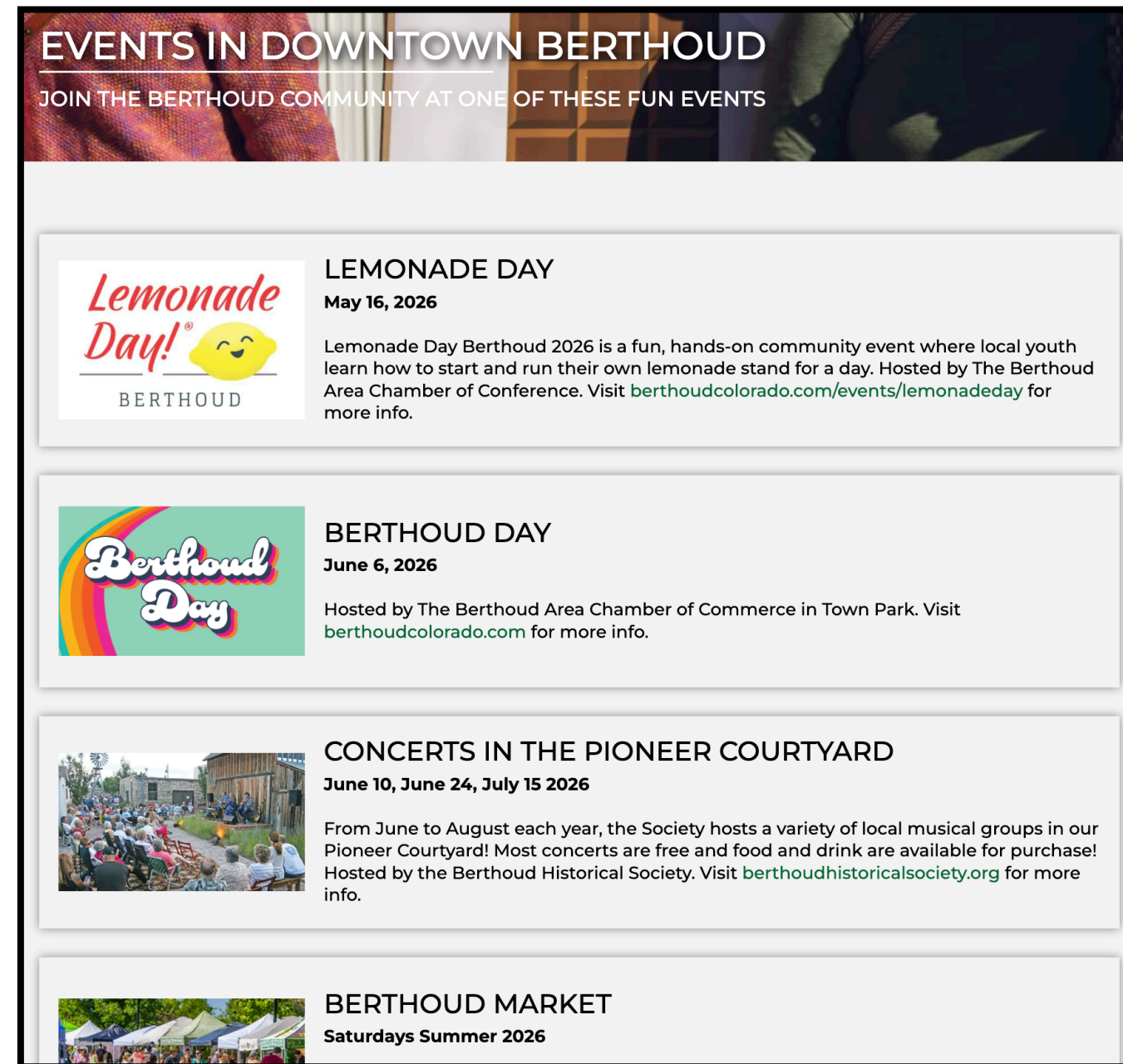


WHAT THIS LOOKS LIKE IN BERTHOUD

SOCIAL ENGAGEMENT



DOWNTOWN EVENT CALENDAR



DOWNTOWN BERTHOUD

powered by
MAIN STREET

TOURISM ARTICLES

WALKING TOUR BROCHURE

ART IN PUBLIC PLACES A WALKING TOUR BERTHOUD, COLORADO

Murals, sculptures, and other creative touches bring color and character to Berthoud's historic buildings, parks, and street corners. This guide highlights our growing collection of public art and celebrates the creativity that continues to shape our community.

We invite you to savor our town's unique artistic flavor as you join in the celebration of Berthoud's **ART IN PUBLIC PLACES!**



THINGS TO DO

The Perfect Summer Saturday in Berthoud

Start your morning in Berthoud with a slow, easy rhythm – or jump right into it. If you're on the move, hop in line at Cocina for a quick grab-and-go breakfast burrito. It's a local staple for a reason. From there, grab coffee and settle in for a bit at Kofe House. If the weather's nice,...

READ MORE →



THINGS TO DO

Step Back in Time: Exploring Historic Downtown Berthoud on Foot

There's something about Berthoud that feels different the moment you start walking. The pace slows, the details stand out, and you begin to notice what makes this downtown special... historic homes turned businesses, original brick storefronts, and spaces that have been part of the community for generations. This is a town best explored on foot...

READ MORE →

PRINTED DOWNTOWN MAP

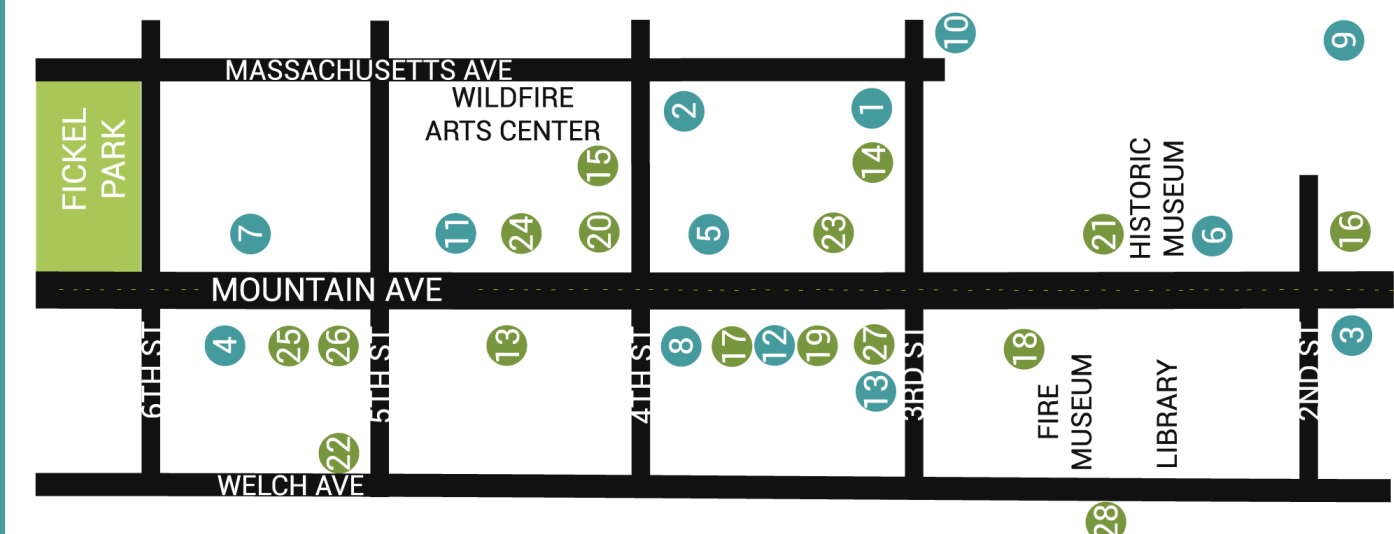
SHOPPING AND ANTIQUES

- 1 CASTLE CLEANING & RUG
- 2 COBBLESTONE CORNER
- 3 HABITAT FOR HUMANITY
- 4 THE HIVE
- 5 HOMESTEAD GALLERY
- 6 INDIGO SKY TRADING
- 7 MARLEY AND MOOSE

- 8 PANTHERS GATE
- 9 PET SUPPLY
- 10 THE RANCHER'S WIFE
- 11 THE SOURCE ZERO
- 12 WISFUL LIVING
- 13 YOU + ME FLORAL

DINE AND DRINK

- | | |
|--------------------------|--------------------------|
| 13 AUSSIE'S POKE PITSTOP | 21 CORNERSTONE CAFE |
| 14 BENNY'S TACOS | 22 ERIC'S NEW ASIAN CAFE |
| 15 BERTHOUD PIZZA | 23 GLASS OF ART |
| 16 B-RAD'S ARCADE | 24 KOFE HOUSE |
| 17 BRADFORDS GRUB | 25 LA CASITA |
| 18 BRICK OVEN PIZZA | 26 RISE ARTISAN BREAD |
| 19 CITY STAR BREWING | 27 SUBWAY |
| 20 COCINA & CANTINA | 28 TURNER'S PIT BBQ |



How can Berthoud Become an Official Main Street Community

Berthoud Main Street is an *Aspiring* Main Street community

Colorado Main Street community requirements:

- Formalized organization structure: 501(c)(3) nonprofit
- Active Board of Directors: Board of 9 Downtown Stakeholders
- Community Awareness
- Paid professional program manager***
- Dedicated support and funding from Town of Berthoud***
 - Sustainable 3 year funding strategy***
 - Formal Resolution from Town Government***
 - Town Liaison



Will you support preserving and strengthening Downtown Berthoud?

Dedicated support and funding from the Town of Berthoud, a formal resolution supporting 3 year sustainable funding strategy

Trustee as Ex Officio Main Street Board member



Preserve and Strengthen Downtown Berthoud



MISSION OUR PURPOSE

Strengthen and preserve the unique character of downtown Berthoud by championing local businesses, celebrating arts and culture, and creating experiences that bring our community together. We honor the historic charm of our downtown while fostering a vibrant walkable district where small businesses and community connection thrive.

VISION OUR ASPIRATION

A downtown that preserves its unique character, strengthens local businesses, honors history, inspires innovation, celebrates the arts, and encourages community connection.