



Reimagine Main Street: Open For Business

Colorado Resiliency Office's
Adaptations and Futures Webinar Series

June 25, 2020
11 a.m. to 12 p.m.



COLORADO
Resiliency Office
Department of Local Affairs

Welcome

Please use the chat to communicate any questions for the panelists.

Ensure your microphone is on mute for the duration of the webinar.

This webinar is being recorded and will be posted on the Colorado Resiliency Office's website:
coresiliency.com/adaptations-and-futures-webinar-series



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Agenda

Welcome from Kate Guibert, Rural Prosperity Manager,
Colorado Resiliency Office

Introduction from Gayle Langlely, Main Street Coordinator

Presentations from Panelists (5-7 minutes each)

Q&A with Panelists moderated by Kate Guibert, Rural
Prosperity Manager, Colorado Resiliency Office (15-20
minutes)



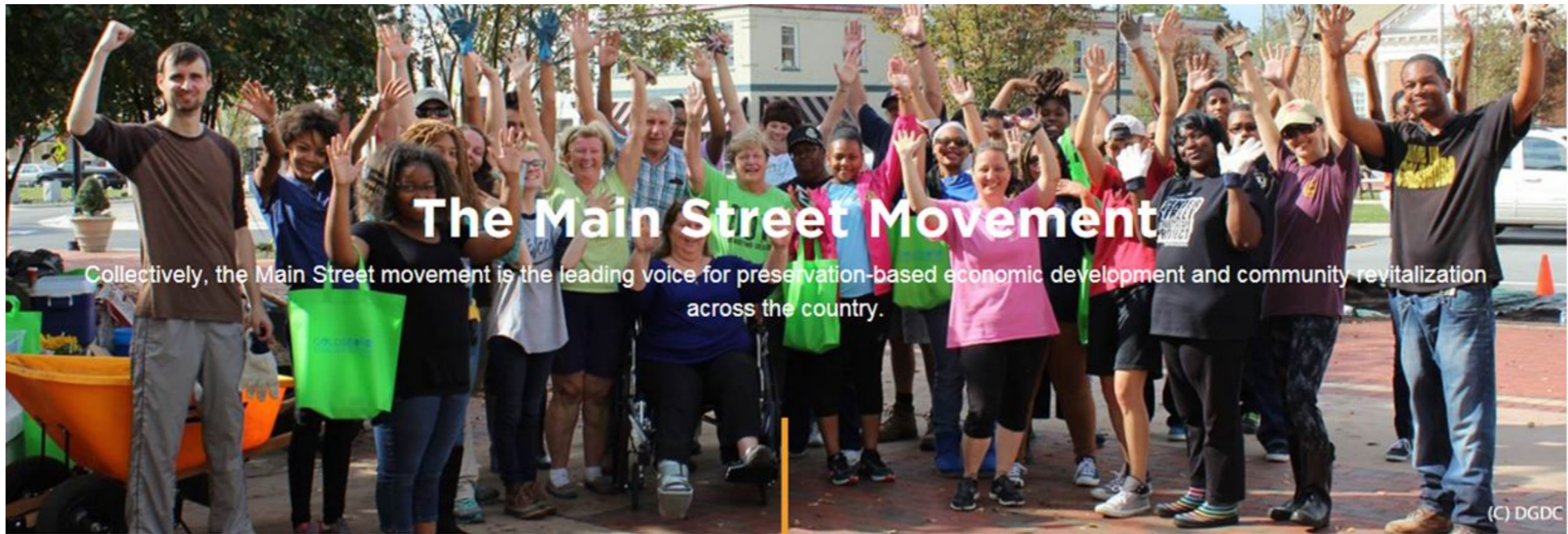
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The Main Street Movement

Collectively, the Main Street movement is the leading voice for preservation-based economic development and community revitalization across the country.

(C) DGDC

COLORADO MAIN STREET

The Main Street Movement



**National Main Street
Center**

a subsidiary of the
National Trust *for* Historic Preservation

More than 2,200
communities
nationwide



**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

Colorado Main Street, housed
within DOLA, is Colorado's
coordinating program



Colorado: 48 Communities
throughout state



The Main Street Program offers support for community-led, community-driven, grassroots, downtown revitalization.

Preservation improves quality of life by:

- Preserving unique heritage
- Creating economic impact
- Building partnerships
- Leveraging opportunities

VALUE AND IMPACT

Organization
(Civic)



**Sense of
Ownership**

Design
(Physical)



**Sense of
Place**

Econ/Vitality
(Economy)



**Sense of
Vitality**

Promotion
(Social)



**Sense of
Activity**



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Cynthia Nieb, Director of Economic Development & Urban Renewal and Manager of the Main Street Program, City of La Junta



Matt Ashby, Executive Director Windsor DDA and Manager of the Main Street program, Town of Windsor

PANELISTS



Kallie Cooper, Executive Director, Wellington Main Streets Program, Town of Wellington

A collection of thin, dark stems with clusters of bright yellow, multi-petaled flowers. The flowers are arranged in a sparse, scattered pattern across the upper half of the image. The background is plain white.

MAIN STREET: OPEN FOR BUSINESS

La Junta, Colorado

La Junta  Colorado

B.P.O.E. **Elks** No. 701

Mileage Chart

| AMTRAK EAST | |
|--------------------|------|
| Dodge City KS | 203 |
| Kansas City MO | 548 |
| Chicago IL | 985 |
| Washington DC | 1765 |
| New York NY | 1990 |

| AMTRAK WEST | |
|--------------------|------|
| Albuquerque NM | 347 |
| Winslow AZ | 648 |
| Flagstaff AZ | 706 |
| Needles CA | 946 |
| Los Angeles CA | 1271 |

←
Ocean City MD
1837 Miles



→
Sacramento CA
1236 Miles



LIVESTOCK

BANK
Las Animas, CO
9-384-6801
Laughlin, CO
9-434-8888
Monte Vista, CO
9-354-7823
-304-5901

Las Animas
Transfer, Inc.
Las Animas - La Junta
LIVESTOCK HAULING
Richard Harris - Las Animas
304-908 or 455-5000

LA JUNTA MILL
ELEVATOR CO.
LA JUNTA, COLORADO
9-443 or 1781 304-4402
GRAIN - SEEDS - SUGAR

ROPER & SON
ANGUS
SHEEP - PERDU
9-434-5111

LA JUNTA MILL
ELEVATOR CO.
LA JUNTA, COLORADO
9-443 or 1781 304-4402
GRAIN - SEEDS - SUGAR

HD. AU.

Microphones and papers on the auction table.

EXIT



Ranching And Farming

A Long History

...

SEATTLE

...

Railroads Built this Town!

Modern Rail, Modern The South To West

HARVEY GIBBS

...

Recreation on the Comanche

National Grassland

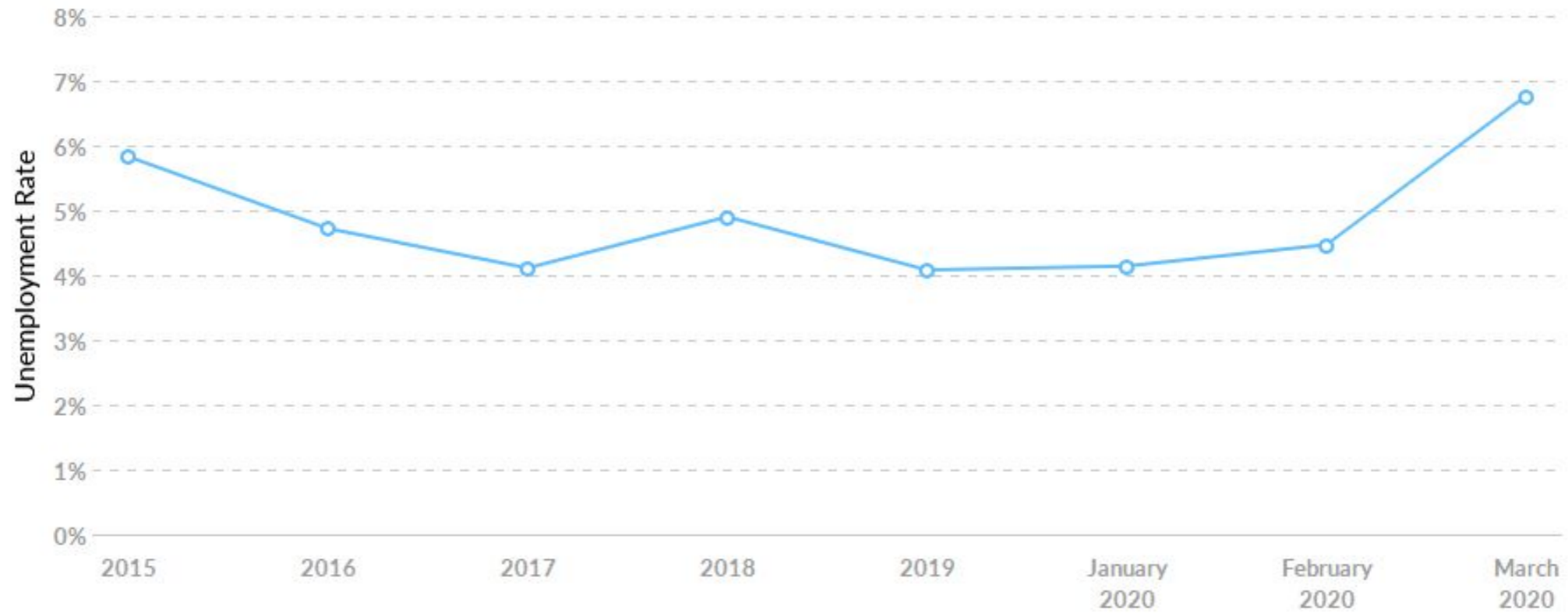
GET INTO THE CANYONS

...

AT&S.F.

Unemployment Rate Trends

Otero County, CO had a March 2020 unemployment rate of 6.77%, increasing from 5.83% 5 years before.



| Timeframe | Unemployment Rate |
|---------------|-------------------|
| 2015 | 5.83% |
| 2016 | 4.72% |
| 2017 | 4.11% |
| 2018 | 4.90% |
| 2019 | 4.08% |
| January 2020 | 4.14% |
| February 2020 | 4.47% |
| March 2020 | 6.77% |



Sorry We're
CLOSED



Klein
maker space



COLORADO SUBLIMATION PRINTING





SHOP

Store Hours



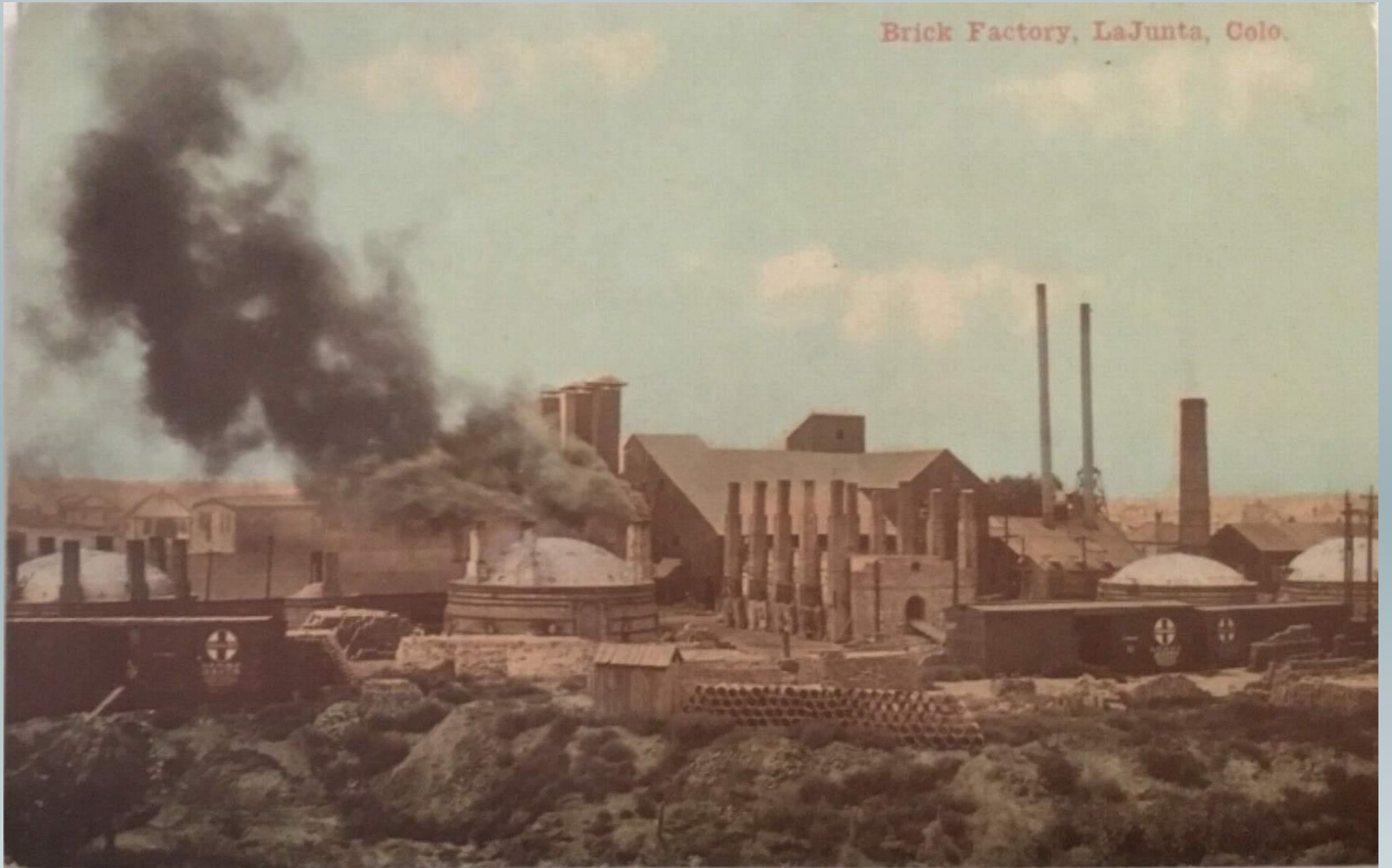
- The Care Act
- Paying Close Attention to Shifts in COVID-19 Cases
- Utilities
- Street Furniture



SE Colorado Recovery Partners



Brick Factory, LaJunta, Colo.





Colorado
Space
Business
Roundtable





Main Street La Junta presents

SMALL BUSINESS MARKETING MADE SIMPLE

JUNE 25, 2020 | 9:00 AM

VIRTUAL

(LOCATION OF YOUR CHOOSING)

AT NO COST TO YOU

Marketing shouldn't be overwhelming, it should be simple (and even fun!)

Join us to learn how to manage marketing effectively, efficiently,
and most of all simply and stress-free.

REGISTER TODAY!

bit.ly/SmallBusinessMadeSimple

presented by



featuring

KELLY BROWN

The Destination Studio
and Canvana Studio

Questions?
970.417.2033 or
kelly@canvanastudio.com





TAKE AWAY

- People need to see that there is hope and progress
- Play well with others by compromising and brainstorming
- Write Grants—lots of them
- Embrace the possibilities that are presented to you
- Work on recovery projects and strategic plans with your local peers—no silos!





MAIN STREET OPEN FOR BUSINESS
WELLINGTON, CO MAIN STREETS PROGRAM



INITIAL FEEDBACK

- Met with individual business owners in Wellington to find out if there was **interest** in expanding their outdoor seating and get their **feedback** on exactly what they needed to make it happen.
- We made sure to include non-restaurant owners in these discussions
- The Town and Main Street Program used **Sketch Up (free Google-based program)** and came up with a draft of what the outdoor seating could look like for various downtown businesses. While the final plan is still in process, the final look will add to the cohesiveness of downtown and may be a permanent fixture in the future.



Preliminary Design

Notes:

1. Seating to conform to LCDME guidance



The Wellington Board of Trustees approved the Temporary Patio Expansion Program on May 26, 2020.



This program includes funding (**initially \$10,000 up to \$25,000**) to provide patio furniture or fencing for the applicants that need it. This was both for support for businesses and to ensure a cohesive look to the downtown area.



Any business can apply, as long as they have a valid business license. We found non-restaurant businesses were interested in sidewalk use for outdoor sales and marketing.



There must be a clear travel path that meets ADA accessibility requirements. The application process is free, and the form found on the Town of Wellington website at <http://wellingtoncolorado.gov/FormCenter/Administration-8/Temporary-Patio-Extension-Program-Applic-72>.

TEMPORARY PATIO EXTENSION PROGRAM

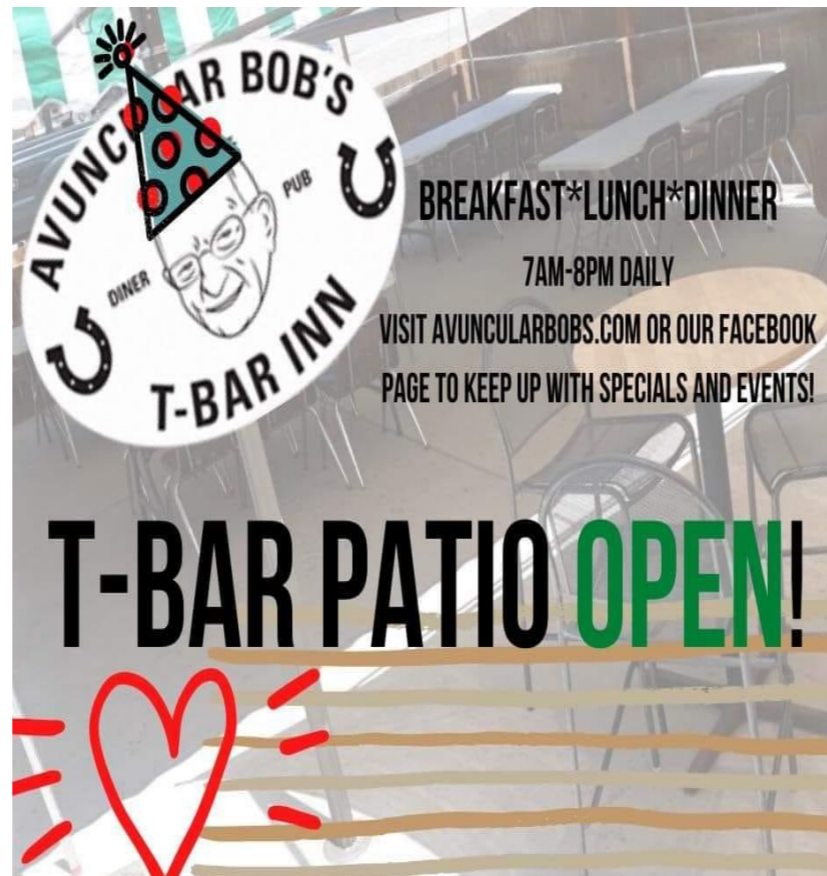
CHALLENGES

- Our main corridor, Cleveland Ave, is a State Highway
- CDOT has said that they will be providing guidance soon for use of their right of way for outdoor seating. We are still waiting on this guidance before doing much more than purchase the furniture. We do not expect these guidelines to be stricter than what we have already put in place.
- We have narrow sidewalks and had to be strategic about where additional seating could go.

GETTING CREATIVE

- While waiting on guidance from CDOT, our businesses are making use of the ally space behind three of our restaurants along Cleveland Ave to expand seating area.
- **Soul Squared Brewing Company** is renting the building next door and expanded their space behind that building and even added some fun to their patio area!





AVUNCULAR BOB'S T-BAR INN

- One of our restaurants took the opportunity to finally finish an existing patio space that was being used for storage along the side of their building
- The Town of Wellington and Fire Department approved the use of the oversized tent during the Temporary Patio Extension application process

LIQUOR LICENSING

- The Breweries are still working with the State of Colorado for extensions on their servable area. Both of our existing breweries have already been granted those extensions and are making use of their space.
- We are still working on following up with the restaurants regarding additional space needs for serving liquor. As of now, the restaurants cannot serve liquor into expanded seating areas that were not already approved because we are waiting on CDOT guidelines.
- Fortunately for Wellington, many of our restaurants already have existing patio areas included in their permits.



SPECIAL EVENTS

- We are encouraging our restaurants to host **SPECIAL EVENTS** to highlight their outdoor spaces
- **Papa's Table** is doing a weekly "Outdoor BBQ" to encourage customers to visit their outdoor patio. They also did a special Father's Day BBQ!
- Several restaurants are also attempting to safely host live music and other special events



WINDSOR DDA



A COLORADO MAIN STREET ORGANIZATION



 DESIGN

 ORGANIZATION

 PROMOTION

 ECONOMIC VITALITY

WINDSOR
DDA



DESIGN

To Go Parking

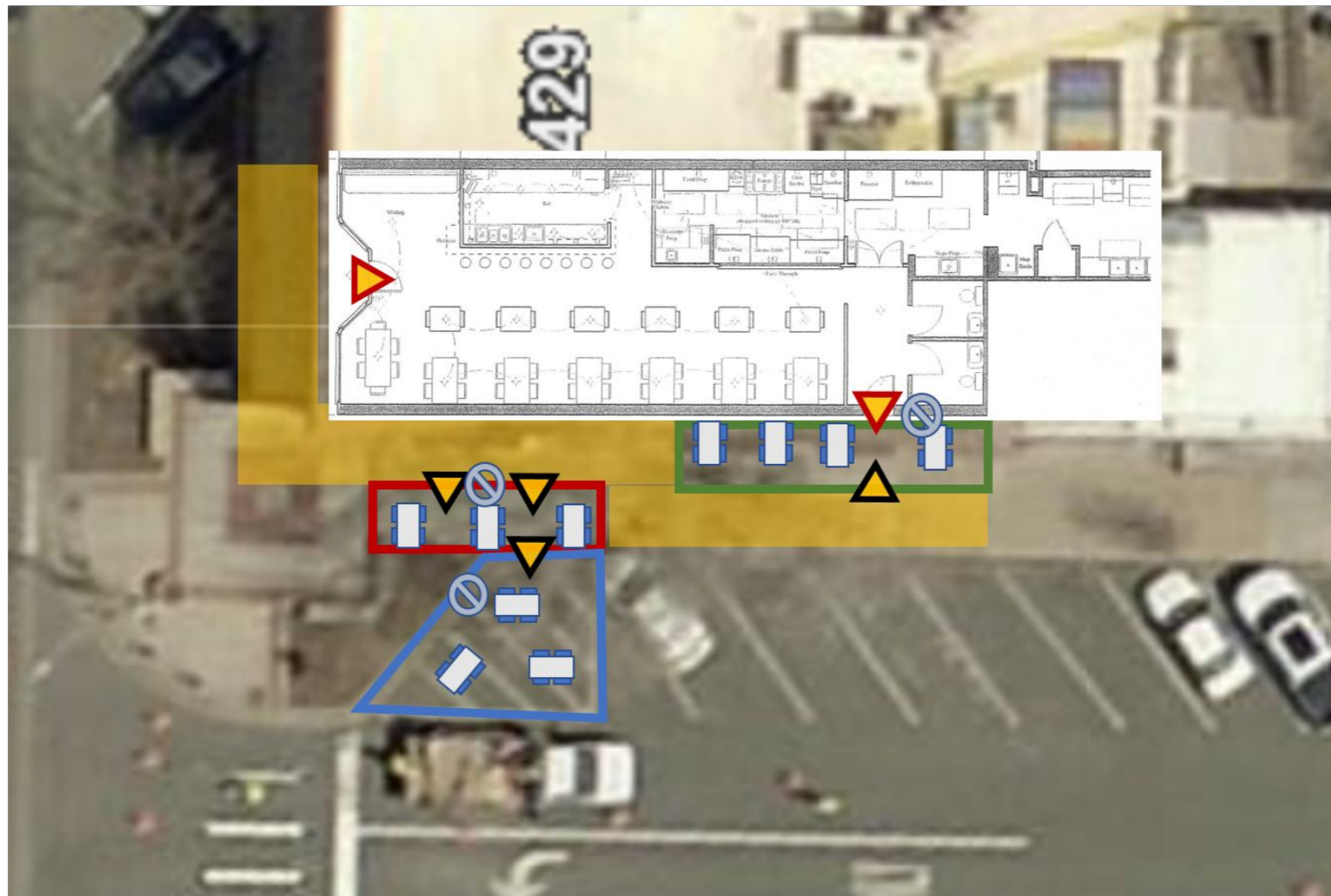


Take Home Lesson:

Before making the spaces permanent, give the restaurants a few days to make sure the spaces are in the correct location.

Take Home Lesson:

Try to identify the options for table & chairs prior to drafting your map. Dimensions can altar your approach.



- Area 1: Tables + Chairs on Sidewalk, Surrounded by Bollard + Chain
- Area 2: Tables + Chairs on Sidewalk, Surrounded by Bollard + Chain
- Area 3: Arrangement to be approved by Town upon further application
- Server Circulation – Minimum 6-Foot Wide in all Locations
- ▲ Customer Entry to Serving Area (Break in Barrier)
- ▲ Restaurant Entrance
- ⊘ Posting Notification

Premises Map Amendment: 431 Main Street
Establishment: Okole Maluna

WINDSOR
DDA



DESIGN

Innovative Seating Options



Take Home Lesson:
Adapt existing structures to accommodate new opportunities.

WINDSOR
DDA



DESIGN

Delineation of Bar Areas

Take Home

Lesson:

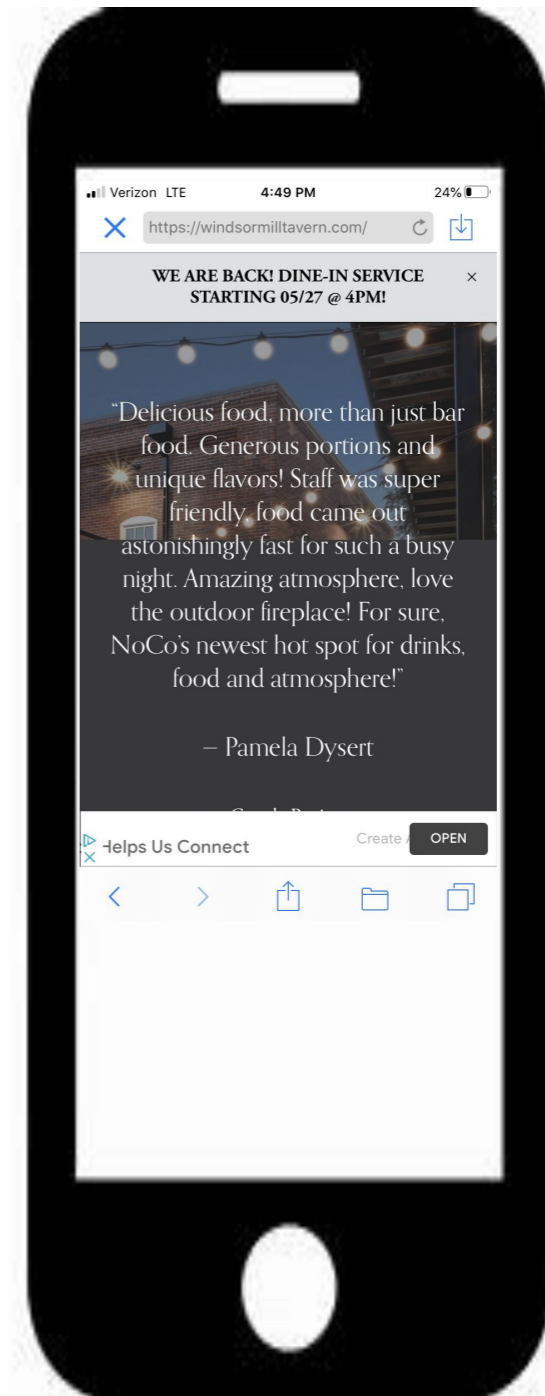
Barriers can be high-end or somewhat simple.



Take Home

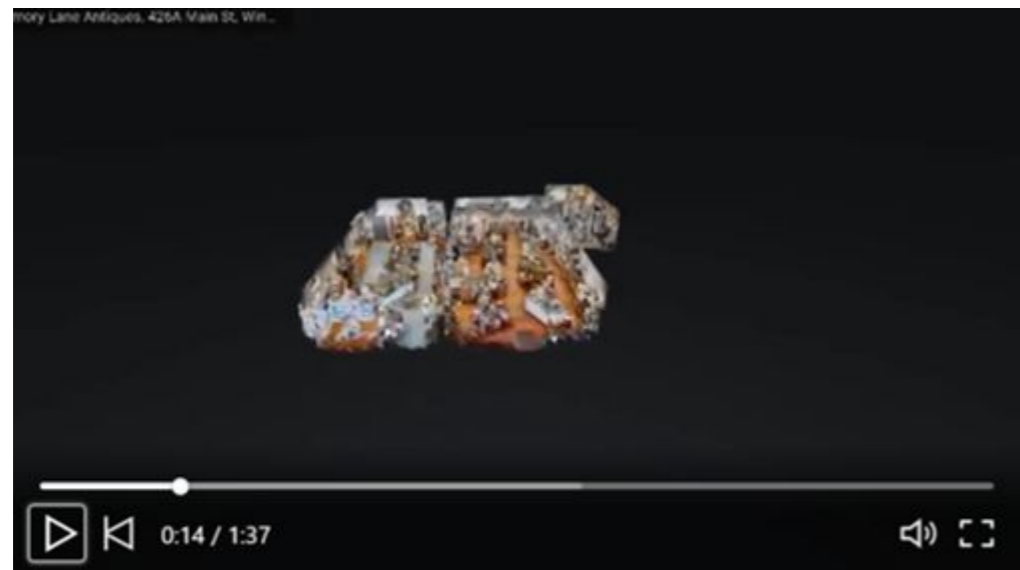
Lesson:

Embrace new technology and adapt to changing conditions.



WINDSOR DDA ECONOMIC VITALITY

Virtual Shopping Tour



Take Home Lesson:
Embrace new technology and adapt to changing conditions.

WINDSOR DDA ORGANIZATION

Share Success!

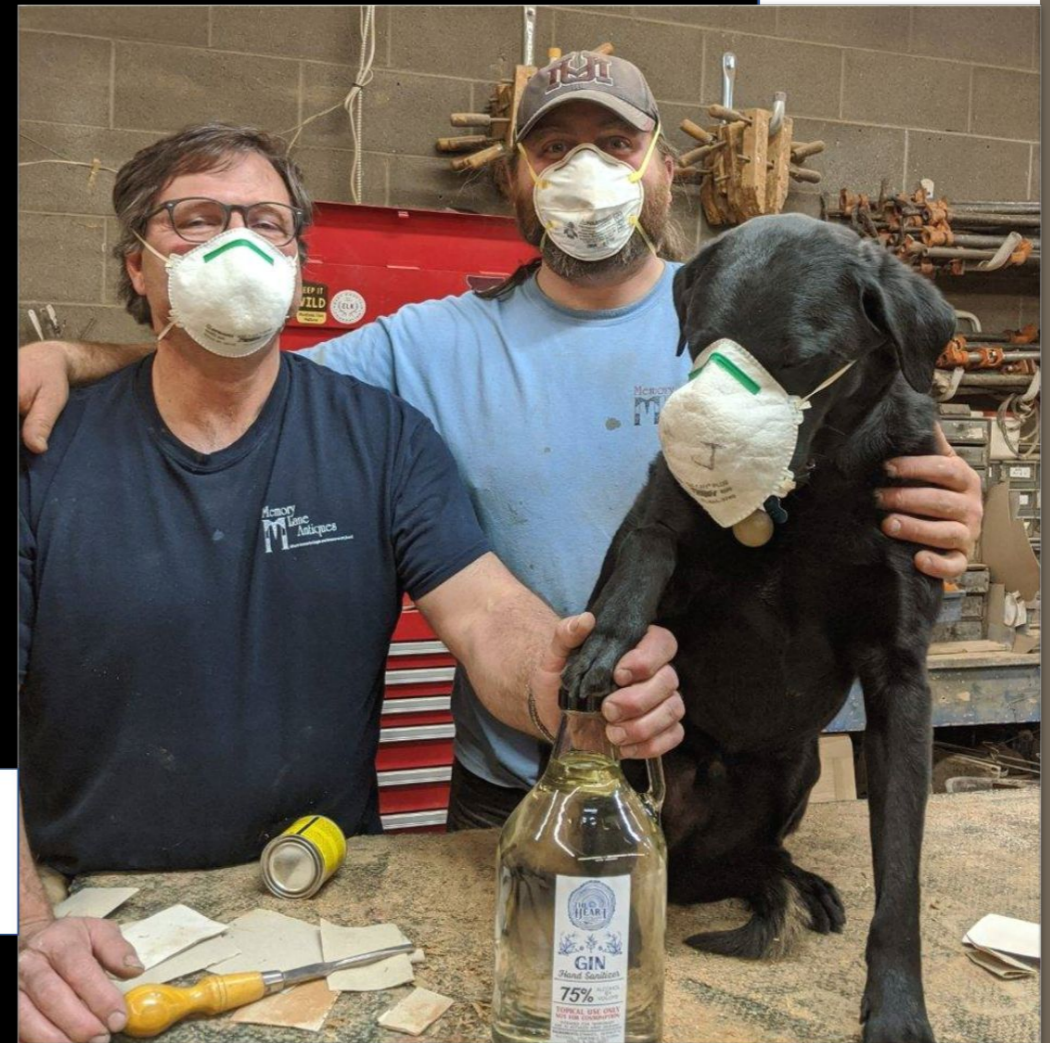
Take Home Lesson:
Remind people how you're taking action – we all need to hear positive stories!



42
GROWLERS
FILLED &
DISTRIBUTED

LOCALLY SOURCED HAND SANITIZER

Windsor DDA contacted Heart Distilling to distribute hand sanitizer to downtown businesses. Zeb the Wonder Dog lends a helping paw.



WINDSOR DDA PROMOTION

Spotlight Safety



13
HUNDRED
HAND-CRAFTED MASKS

WHY STOP SEWING?

Inga Fine Tailoring in Windsor started out by sewing safety masks for local first responders. The response was so great, she continued on her mission to make Windsor safer. She's now distributed 1,300 masks across the community.



WINDSOR
DDA
A COLORADO MAIN STREET ORGANIZATION



Take Home Lesson:
Promote the great things your businesses are doing as well – they are true heroes.

Q&A

Available for Questions:

Cynthia Nieb, City of La Junta

Kallie Cooper, Town of Wellington

Matt Ashby, Town of Windsor

Moderated by:

Kate Guibert, Colorado Resiliency Office



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Thank You!

Join Us Next Week For A Special Edition

Local Government COVID-19 Financial
Resources: Choose Your Adventure!

July 2, 2020

11 a.m. to 12 p.m.

Future webinar details & past webinar recordings:
coresiliency.com/adaptations-and-futures-webinar-series



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