

LEADVILLE MAIN STREET

Leadville Main Street Program (LMSP)

2023 LMSP Q4 Program Update

Program Info & Update

2023-2026 LMSP
Strategic Plan

Annual Activities

Projects/Partnerships

Marketing &
Communications

Annual Workplan &
Financials/Budget



Our Vision and Purpose

Great living and community connection through historic preservation, beautification and the activation of public spaces to support a thriving downtown at 10,200 ft.

Program Impact

In Summary

- * The LMSP continues as a dedicated guardian of our city's rich heritage.
- * The LMSP is a critical asset to Leadville's overall economic resiliency. Since 2015, we have successfully remained focused on our mission - to preserve, beautify, activate community and public spaces. By providing technical assistance for important historic rehabilitation projects, the LMSP is the pathway to state and national grant funding.
- * Supporting the LMSP is an investment in preserving our city's rich history and cultural identity while enhancing the quality of life for residents and bolstering heritage tourism.
- * Investing in the LMSP ensures economic stability by fostering a resilient local business ecosystem.

On behalf of all of us, thank you for your continued support!

Program Info & Update

The Main Street America 4 - Point Approach

LMSP works to strengthen our community's economic vitality using a transformational strategy centered around the Main Street America 4 – Point Approach, which centers around the points of Economic Vitality, Design, Organization, and Promotion.

2023 LMSP Board of Directors

Amy Hall - Interim President

Alicia Feters - Treasurer

Tammy Taber - Board Member

Stuart Francone - Board Member

Erin Duggin - Secretary

Mayor Greg Labbe, Ex-Officio

2022/2023 LMSP Transition

In late 2022, the LMSP (Leadville Main Street Program) began the process of transitioning away from operating under the LLCEDC (Lake County Economic Development Corporation). This transition was made with the goal of ensuring the program's long-term sustainability and success. To facilitate a smooth transition, the LMSP team collaborated with our Colorado Main Street/DOLA partners to create a strategic plan of action. This plan aimed to provide a framework for the program's continued success and to ensure that the transition was seamless for all stakeholders involved. In February 2023, the LMSP team solidified a partnership with the Lake County Community Fund (LCCF). This partnership allowed the program to utilize the LCCF's 501c3 status while the LMSP team worked on developing their long-term vision and goals. The City of Leadville has been a critical partner in this transition process, as they have continued their financial commitment to the LMSP program. This support has been instrumental in ensuring that the program can continue providing valuable services to the Leadville community, even during this period of change. Overall, this transition has been a positive step forward for the LMSP, and we remain committed to providing vital support and resources to the businesses and residents of Leadville for many years to come.



2023-2026 LMSP Strategic Plan

Our Strategic Plan

Following the successful completion of our program transition and facilitation, the LMSP completed our first comprehensive, multi-year strategic plan. As a benefit of being an accredited Colorado Main Street (COMS) Community under the Colorado Main Street Program/DOLA/OEDIT, they provided a COMS consulting partner to guide us through the Strategic Planning Process. This plan was officially approved by the LMSP Board of Directors in Q1 2023.

Leadville Main Street Program STRATEGIC PLAN 2023-2026

The Leadville Main Street Program Strategic Plan is a three-year road-map developed by the Board of Directors and partners for the Leadville Main Street Program. It articulates the Program's purpose and vision for the future and provides Program focus by identifying specific priorities, goals and projects that they will achieve over the next three years.



LEADVILLE MAIN STREET



Leadville Main Street Program Vision and Purpose

Great living and community connection through historic preservation, beautification and the activation of public spaces to support a thriving downtown at 10,200 ft.

Leadville Main Street Strategic Priorities

The Leadville Main Street Program carries out its purpose and strives to achieve its Vision through its focus on four Strategic Priorities that align with the *Main Street Community Four Point Approach to Community Transformation*. These four Strategic Priorities define the Program's focus and serve as the foundation for goal setting and projects the Leadville Main Street Program undertakes. Our work aligns with and is a result of collaborative partnerships with the city, community stakeholders, area organizations and businesses.

1. Showcase One Tangible Project Annually
2. Create Organizational Sustainability & Support Program Expansion
3. Maximize Community Involvement in the Leadville Main Street Program and Downtown
4. Support Historic Preservation Projects and Serve as a Technical Assistance Resource for Businesses

Economic Vitality
Design
Promotion
Organization

Main Street Four Points Strategy for Community Transformation

The Leadville Main Street Program is a community organization that has been operating since 2015 to maintain and enhance the vibrancy of downtown Leadville. It works with the city, local businesses, volunteers and multiple organizations to build strong partnerships and create positive impact in our community.









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Department of Local Affairs

GOALS AND PROJECTS TO ADVANCE STRATEGIC PRIORITIES

Goals and projects define how the Leadville Main Street Program will begin executing on each Strategic Priority through effective planning that takes into account the different methods needed to achieve their focus.



- 1

SHOWCASE ONE TANGIBLE PROJECT ANNUALLY

Goals

 - Identify aesthetic enhancement projects
 - Continue to organize and/or support events that bring people to Main Street

Projects

 - Complete transformer wraps
 - Wrap up Parklet project
 - Zaitz Park Improvements
 - Support marketing events for the business community
 - Create a new Leadville Main Street Program website
- 2

CREATE ORGANIZATIONAL SUSTAINABILITY & SUPPORT PROGRAM EXPANSION

Goals

 - Establish the Leadville Main Street Program as a stand-alone non-profit organization
 - Host events that bring in money to support Leadville Main Street Program operations
 - Evaluate the return on investment for community/promotional events and apply an evaluation approach for considering new event additions
 - Diversify funding sources to enhance Program stability

Projects

 - Establish Leadville Main Street as an Interim 501(c)3 with Lake County Community Fund
 - Revise Program bylaws
 - Obtain a new MOU with the City
 - Develop various fundraising strategies such as donations and sponsorships (package approach)
 - Explore benefits of Main Street Merchandising (calendars, bags, stickers)
 - Host a summer concert series and annual auction
- 3

MAXIMIZE COMMUNITY INVOLVEMENT IN THE MAIN STREET PROGRAM AND DOWNTOWN

Goals

 - Support cultural diversity
 - Establish and maintain partnerships
 - Support bilingual community communications for and with businesses
 - Educate the community about the Main Street Program through business outreach, and targeted communications, marketing and social media outreach

Projects

 - Leadville Main Street Program Newsletter – Increase engagement/open rates
 - Engage South Main Street businesses in program opportunities and projects
 - Develop community impact measurements to demonstrate the economic impact the Main Street Program has in Leadville
- 4

SUPPORT HISTORIC PRESERVATION PROJECTS AND SERVE AS A TECHNICAL ASSISTANCE RESOURCE FOR BUSINESSES

Goals

 - Connect building owners to historic preservation resources
 - Serve as Stewards of historic preservation resources
 - Support creation of marketing and communications that celebrate (historic) Main Streets

Projects

 - Support grant applications & obtain incentives that promote historic preservation
 - Continue participation with the Leadville Historic Preservation Commission
 - Develop a Story Map of historic places in Leadville/Main Street



2023 LMSP Annual Activities



2023 Projects & Partnerships

Main Street Parklet & Restroom



The Leadville Main Street parklet-restroom project is a much needed addition to the Visitors Center and Harrison Avenue in desperate need of better amenities to serve those coming through needing a place to rest, get information, and plan their stay in Leadville. Additionally, this is another service point for locals and business owners who need reliable bathroom facilities for public use. We were honored to receive an award from the Historic Preservation Commission in 2023. In August, we soft-opened the restroom facility and celebrated our official ribbon-cutting in September. This project was implemented in a stakeholder collaboration of Lake County, City of Leadville, Leadville Main Street, Lake County Community Fund, Leadville Lake County Economic Development Corporation, Lake County Tourism Panel, Leadville Lake County Chamber of Commerce, Lake County Civic Center Foundation, City of Leadville Street Department, Parkville Water, Leadville Sanitation District and countless volunteers.



Leadville Main Street Program & LCCCA Parklet at the Visitor Center

- 809 Harrison Ave.
- PUBLIC Restroom and Parklet infra
- Lake County Civic Center Association
- Funded by CDOT grant



Leadville In Bloom



Formerly known as the Planter Box Program, in 2023 we expanded the sponsorship options along Harrison Avenue including hanging, regular, and large planters. Leadville In Bloom provides fun advertising for businesses and local organizations all summer.

Zaitz Park



Zaitz Park continues to be our focus for community and space activation. LMSP hosted our 2nd Annual Summer Nights at Zaitz event in the park, bringing the community together with two music events. Residents and visitors frequent Zaitz park as well, making it a popular area to congregate. Additional landscaping efforts of the park have been well received, and many have given praise to its recent upkeep.

Historic Preservation

The LMSP remains committed to historic preservation as part of the Main Street America 4-Point Approach and in 2023, we partnered with the Historic Preservation Commission to create a more collaborative environment for businesses and/or property owners needing critical rehabilitation resources from our state, national and federal funding mechanisms. In 2023, the LMSP provided technical assistance to 4 historic rehabilitation projects.

2023 Events & Partnerships



Community Clean Up

LMSP and Partners hosted the 3rd Annual Leadville & Lake County's Annual Community Clean Up on June 10, 2023



Summer Nights at Zaitz

LMSP and Leadvillain Music once again partnered the "Summer Nights at Zaitz" music events on July 6 & August 3, 2023



Trick or Treat Street

LMSP partnered for the third year with the Lake County Rec. Dept. for this year's "Trick or Treat Street" on October 29, 2023

2023 Events & Partnerships



Leadville Main Street Annual Auction

LMSP hosted our annual live auction on Saturday, September 30, 2023. This is LMSP's largest fundraiser of the year



Parade of Lights

LMSP hosted the 2023 Parade of Lights formerly organized by the Leadville Lake County Chamber of Commerce



Shop Small Saturday

LMSP hosted the annual "Shop Small Saturday" event, sponsored by American Express, on Saturday, November 25, 2023, with specials and discounts from Lake County Businesses. There were over 35 participating businesses and we distributed over 100 "passports"

2023 Marketing & Communications

Website

The Main Street board approved the use of our DOLA/COMS mini - grant funds to engage a contractor to build our first - ever website. The domain leadvillemainstreet.org was secured this quarter. Having a domain and official website is required to satisfy the Designated Level in the DOLA/COMS program. Expected completion 2024.

Social

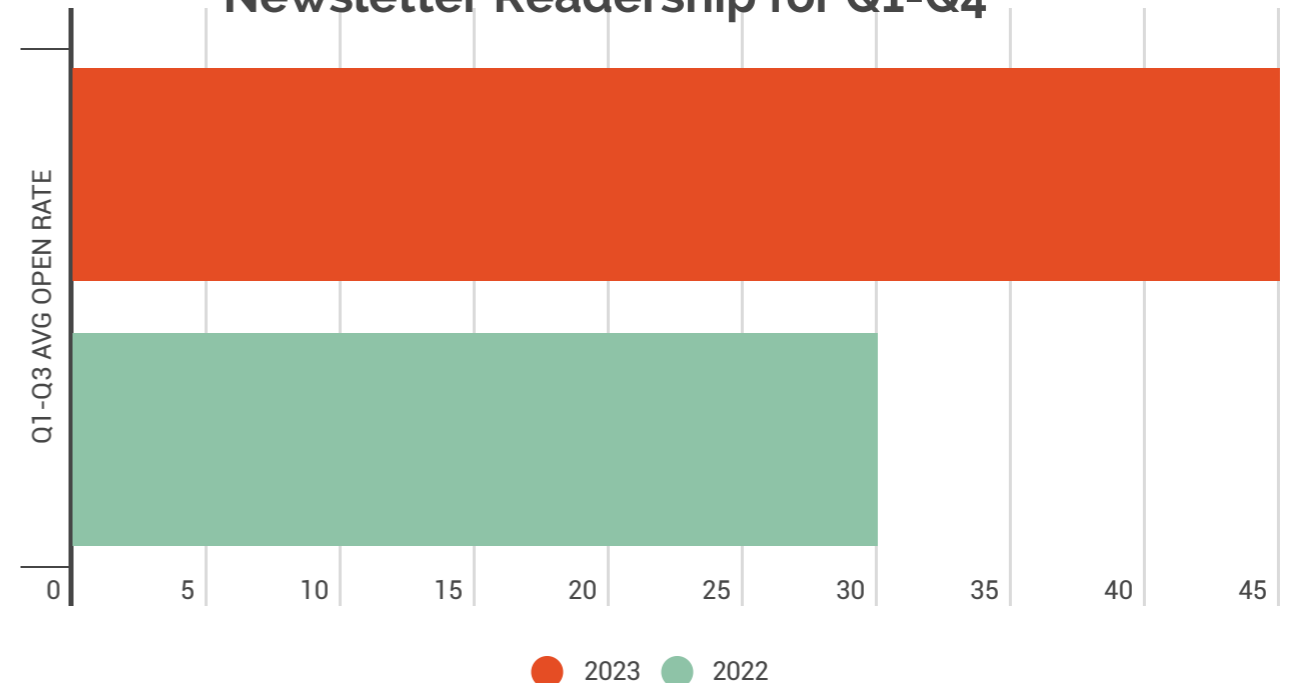
In 2022, the LMSP engaged a marketing consultant for assistance with strategic communications, press releases, monthly newspaper articles, and social media which set us up for success in 2023. The Leadville Main Street page has nearly 3k followers, giving an increase of 281% in follows and an increase of 96.5% in reach since January 2022.

Communications

Main Street Newsletter continues to improve and evolve into a resourceful tool for businesses to stay engaged and informed on important grant opportunities, local happenings, and more. Open rates have averaged around 45% , compared to last year's open rate averaging at 30%.



Newsletter Readership for Q1-Q4



2024 Annual Work Plan & Program Goals

STRATEGIC PRIORITY	GOAL	PROJECT	Implementation Priority (P1-P4)	Timing (Q1-Q4)	YEAR	Lead, Support, Partner	STATUS	Success Measure	BUDGETING (cost estimate, grant, sponsorship, donation)	FOUR POINT CATEGORY
Showcase One Tangible Project Annually	Identify Aesthetic Enhancement Projects	Wrap up Parklet project	P1	Q2	2023	LMPS, CITY & PARTNERS	ACTIVE	Final Inspection; Ribbon Cutting Celebration	200K+/CDOT Grant and City Assistance	ECONOMIC VITALITY & DESIGN
		Complete transformer wraps	P3	Q1	2024	L: Nancy, S: Katie, P: Town	PENDING	Identify Funding and Complete Project	Identify locations/\$ approx 2K	DESIGN
		Zaitz Park Improvements (ongoing beautification)	P4	ALL	ALL	LMSP, CITY	ONGOING	Identify Continued Improvement Projects	COMS Mini Grant Funds for Projects	ECONOMIC VITALITY/DESIGN /PROMOTION
	Continue to Organize and/or Support Events on Harrison Avenue and Community	Create a new Leadville Main Street Program website	P1	Q1-Q3	2023	LMSP	ONGOING	Completion of leadvillemainstreet.org	COMS Mini Grant Funds/Approx 6K	ORGANIZATION/PROMOTION
		Support marketing events for the business community (ongoing)	P2	ALL	ALL	LMSP	ONGOING	LMSP Newsletter Coverage; Social Media Support	N/A	PROMOTION
Create Organizational Sustainability & Support Program Expansion	Organizational Structure	Establish Leadville Main Street as an Interim 501(c)3 with Lake County Community Fund	P1	Q1	2023	LMSP, LCCF, CITY	COMPLETE	Partnership Created	N/A	ORGANIZATION
		Revise Program Bylaws	P1	Q2	2023	LMSP, COMS, CITY	ACTIVE	Revised By-laws	N/A	ORGANIZATION
		Obtain a new MOU with the City	P1	Q2	2023	LMSP, COMS, CITY	ACTIVE	Revised MOU	N/A	ORGANIZATION
	Diversify Funding Sources to Enhance Program Stability	Develop various fundraising strategies such as donations and sponsorships (package approach)	P2	Q1	2024	LMSP	PENDING	Annual Sponsorship Program	TBD	ORGANIZATION
		Explore benefits of Main Street Merchandising (calendars, bags, stickers)	P2	Q2	2023	LMSP	ACTIVE	Marketing Item Identified	TBD	PROMOTION
Maximize Community Involvement in Main Street Program Downtown	Educate Community about LMSP Through Business Outreach, Targeted Communications	Provide business technical assistance	P1	ALL	ALL	LMPS	ONGOING	XX of Historic Preservation Projects and Econ Dev Projects	N/A	ALL
		Leadville Main Street Program Newsletter – Increase engagement/open rates; Create bilingual marketing assets	P1	ALL	ALL	LMPS	ONGOING	Successful increased engagement rates	1K	PROMOTION
		Develop community impact measurements to demonstrate the economic impact the Main Street Program has in Leadville	P3	ALL	ALL	LMPS	ONGOING	Work with COMS on State Impact Measures	N/A	ALL
	Support Cultural Diversity & Community Engagement	Support bilingual community communications for and with businesses	P1	ALL	ALL	LMPS	ONGOING	Partner with local non-profit community to engage all deomgraphics	1K	PROMOTION
		Support bilingual Community Events	P1	ALL	ALL	LMPS	ONGOING	Partner with local non-profit community to engage all deomgraphics	1K	PROMOTION
	Establish and Maintain Partnerships	Continue Partnership Development	P3	ALL	ALL	LMPS	ONGOING	Successful and increased partnership opportunities	N/A	ALL
		Engage South Main Street businesses in program opportunities and projects	P3	ALL	ALL	LMPS	ONGOING	Targeted communications and projects to engage Main Street	N/A	ALL
Support Historic Preservation Projects and Serve as a Technical Assistance Resource for Businesses	Connect Building Owners to Historic Preservation Resources	Support grant applications & obtain incentives that promote historic preservation; Provide technical assistance to building owners and businesses	P1	ALL	ALL	LMSP, COMS & PARTNERS	ONGOING	Successful Projects and Programs Identified	N/A	ALL
	Serve as Stewards of Historic Preservation	Continue participation with the Leadville Historic Preservation Commission	P1	ALL	ALL	LMSP, COMS & PARTNERS	ONGOING	Commissioner for the Historic Preservation Commission	N/A	ALL
	Support Creation of Marketing and Communications that Celebrate (historic) Main Streets	Develop a Story Map of historic places in Leadville/Main Street	P2	ALL	ALL	LMSP, COMS & PARTNERS	ONGOING	Work with COMS to develop story map	N/A	ALL

After successfully creating our first **multi-year** strategic plan and a corresponding annual work plan in 2023, our priority in 2024 is to continue to polish our annual programming in accordance with our goals set forth in our strategic plan. Program sustainability is critical to Leadville having access to important historic rehabilitation grants, tax credits as well as public space activation and community events.