

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 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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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

