

# Main Street 101


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## Description

Main Street 101 training provides elected and appointed officials, stakeholders, community members and municipal staff with information about the Colorado Main Street Program and the Main Street® Four Point Approach to downtown revitalization. Topics covered typically include the history and structure of the Colorado Main Street Program, the resources and benefits available to Main Street Communities, the tiered system and process for becoming a Main Street Candidate, and the basics of implementing economic development in the context of historic preservation by working in the Main Street Four Points of Organization, Design, Economic Restructuring and Promotions. CDO staff will work with the community requesting the training to tailor the agenda to its desired educational needs. The training may be more formal, or formatted as a meeting, depending on the needs of the local community.

## How to use the information

Requests for this training are made directly to Community Development Office staff. CDO staff will make a presentation to the community(ies) at a time of the community's preference. The workshop runs anywhere from 1 to 2 hours depending on the depth of topics covered. We generally ask the stakeholders within the community to set aside time for discussion and also to familiarize DOLA staff with the local community, revitalization efforts, and organizational capacity.

## Why this is important

Many communities have contemplated downtown revitalization, or have started to approach downtown revitalization through efforts in, for example, streetscaping, historic preservation, or promotions. The Main Street Approach provides a comprehensive structure for these efforts, and focuses on building local capacity over time to continue to implement incremental changes. The training can help identify stakeholders and partnerships that reach beyond local government. Because many communities are considering pursuing a Main Street program, this training can help the community determine if Main Street is right for them.