

MainStreet Steamboat Springs A Community Approach to Revitalization

MainStreet Steamboat Springs, a revitalization program using volunteer power to energize and organization the downtown commercial district, 3rd to 13th Streets, Yampa Street to Oak Street. I wish to reiterated the 25+ year history of the National Main Street program and that Steamboat is one of more than 2200 communities using this form of community based revitalization to direct and energize our traditional commercial district, the heart and soul of our community.

I want to elaborate on how the Main Street program works. As I have said many times before, this is a community-based program of revitalization. While government contributes some funds to the organization, membership investments and fundraising make up the majority of the funds for the organization. Funds collected are distributed among four over-arching committees, the 4-Point Approach of the National Main Street program. These committees are Design (what you see), Organization (membership, volunteer management, and fundraising), Promotion (marketing, events and branding), and Economic Restructuring (business recruitment, education, reinvestment statistics and district inventory). Each of these committees is made up of volunteers who help to direct activities of the committees as they fit into the overall work plan (goals) for the organization.

You don't have to be a business or property owner to be a part of any of these committees. If you value your community and have a desire to ensure the success of the heart of our community, your help would be welcomed in whatever area of revitalization you find interesting. Partnerships with schools, churches, colleges, non-profit organizations, individuals, and anyone one else not mentioned are encouraged with MainStreet. For instance, this past week, MainStreet worked with the Steamboat Springs High School to help coordinate the Snow Sculptures along Lincoln Ave (Promotion Committee). In the spring there will be a work day to help clean up Eagle Scout Park below the Ghost Ranch Saloon to make it a more appealing gathering place. The community is invited to lend a hand to make this area more appealing. (Design Committee). Last week there was an informative business and property owner seminar on how commercial property tax valuations can be determined using an income approach rather than comparable sales. (Economic Restructuring).

Downtown Steamboat Springs belongs to all of us. This is where our traditions are manifested. Winter Carnival, 4th of July, First Friday Art Walks, homecoming parades, Sidewalk Sales, the Farmers Market, candidates speeches, free concerts, car shows, marathons, all take place downtown. It is the center of our community life. It is where Steamboat began. It is up to all of us to do what we can to keep downtown viable, beautiful and a place we choose to gather, to keep our history and our sense of community alive.

Want to help? Have an idea? Contact MainStreet at 970-846-1800 or info@mainstreetsteamboat.com Your participation would be greatly encouraged and appreciated. Next issue: Lincoln Avenue Reconstruction