



# TOWN OF ELIZABETH

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**TOWN OF ELIZABETH  
MAIN STREET BOARD OF DIRECTORS REGULAR MEETING AND WORKSHOP  
Monday, May 08, 2023 at 8:30 AM  
Town Hall, 151 S. Banner Street**

**CALL TO ORDER**

**ROLL CALL**

**AGENDA CHANGES**

**UNSCHEDULED PUBLIC COMMENT**

**CONSENT AGENDA**

- [1.](#) Minutes of the Regular Meeting of April 10, 2023

**NEW BUSINESS**

- [2.](#) Discussion regarding TOE 5K Run
- [3.](#) Discussion regarding Pickaxe
4. Discussion regarding May 25th Main Street Networking Event

**STAFF REPORT**

- [5.](#) Staff Report

**BOARD REPORTS**

**ADJOURNMENT**

**The Regular Meeting Will Begin Immediately After the Technology Workshop**



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS  
APRIL 10, 2023**

**CALL TO ORDER**

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, March 10, 2023, at 10:02 AM by President Tedd Lipka.

**ROLL CALL**

Present were President Tedd Lipka, Vice President Linda Bulmer, and Board Members Jeff Struthers, Michael Hussey, Kurt Prinslow, Brandon Jeffress, and Carrie Wedel. There was a quorum to conduct business.

Also present were Community Development Director Zach Higgins, Planner/Project Manager Alexandra Cramer, Deputy Town Clerk Harmony Malakowski, and Community Development Administrative Assistant Dianna Hiatt.

**AGENDA CHANGES**

No changes from Staff.

No changes from the Board.

Agenda set.

**UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

**CONSENT AGENDA**

1. Minutes of the Regular Meeting of March 13, 2023

Motion by Mr. Hussey, seconded by Mr. Prinslow, to approve the minutes from March 13, 2023.

The vote of those Board Members present was unanimously in favor. Motion carried.

**NEW BUSINESS**



2. Discussion regarding Town of Elizabeth 5K Run and possible Committee creation

Vice President Bulmer and Board Member Wedel will serve on the 5K Committee. More information will be forthcoming after the next meeting in May.

3. Discussion regarding Gesin Lot Monument

The Board instructed staff to proceed with the RFP as presented.

4. Discussion regarding Main Street NOW conference

President Tedd Lipka, Mr. Jeffress, and Mr. Higgins provided updates and takeaways from the Conference.

5. Discussion regarding the May Main Street Networking Event

Discussion around the upcoming May event. Mr. Hussey suggested having a larger more formal event this summer and inviting other nearby agencies to attend. Staff will start to coordinate an event tentatively scheduled for July.

6. Discussion regarding 2023 Ornament – Images and Manufacturer

The Board would like to stick with Tom Pollard designs but would like to investigate 2D options for this year's ornament.

### STAFF REPORTS

- Mr. Higgins provided an update regarding sidewalk repair on Main Street.
- Mr. Higgins provided an update regarding development of the Gesin Lot.
- Mr. Higgins provided an update regarding Grant application opportunities and timelines.

### BOARD REPORTS

- Vice President Bulmer confirmed dates for someone to speak to the Board regarding the 5K.
- President Lipka requested an update on picnic tables for Running Creek Park. Discussion followed.

### ADJOURNMENT

Motion by Mr. Hussey, seconded by Mr. Jeffress, to adjourn the meeting at 11:49 AM. The vote of those Board Members present was unanimously in favor. Motion carried.



## TOWN OF ELIZABETH

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President Tedd Lipka

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Deputy Town Clerk Harmony Malakowski



## TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** May 08, 2023  
**SUBJECT:** Town of Elizabeth 5k

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### SUMMARY

Staff is considering opportunities which could promote Historic Main Street and its businesses. Many surrounding communities hold 5k runs as family friendly events that serve their own communities as well as draw crowds from outside their own Town boundaries. Staff feels that the Main Street Board could fund, seek sponsorships, organize, and help run a 5k to promote the Town's Historic Main Street. Given the planning that would be required, Staff suggests the race to occur sometime between July and September 2023.

Staff has found the following general items make up the bulk of planning for a 5k:

- Choose a theme
- Plan your route
- Get the proper permits and permissions
- Set a budget
- Set an official date and time
- Create an event page or website
- Recruit sponsors
- Marketing
- Order Race Day gear and essentials
- Recruit and organize race volunteers
- Coordinate with local government for police and medical assistance
- Coordinate cleanup effort

### BUDGET

The Main Street Board currently has a full yearly budget of \$33,000. The MSBOD has allocated \$12,125 of that budget leaving \$20,875 currently unallocated.

The 5K Committee has put together a preliminary budget to be considered which totals \$16,000. This includes:

- T-shirts & medals: \$5,000 (150 each)
- Signage, advertising: \$2,500
- Event Coordinator: \$2,500

- Running Company Rentals:
  - Arch - \$100
  - Generator - \$50
  - Timing Clock - \$75
  - Bibs - \$20 per 100
- Porta Pot Rental: \$1,000 (2 regular, 1 handicap)
- Photographer: \$500 (\$250/hour)
- DJ: \$1,000
- Breakfast: \$1,000 (~\$7/150 ppl for pancakes)
- Drinks: \$750 (\$5/150ppl)
- Fun Run Equipment: \$1,000 (100 kids)
- Miscellaneous Expenses: \$425

**Tentative Event Coordination Timeline:**

March – Decide on Theme, Vet additional scope items, set a budget, set official date and time  
 April – Decide on a design for Marketing/T-shirts, permits and permissions  
 May – Reach out to vendors and other stakeholders with details, create event page or website, recruit sponsors  
 June – Begin formal advertising  
 July – Continue advertising/open ticket sales, order race day gear, recruit and organize race volunteers  
 August – Coordinate cleanup effort  
 September – 09/23/2023 Event Date

**STAFF RECOMMENDATION**

Continue to provide Staff with direction regarding the creation of a Town of Elizabeth 5k. Assign tasks to MSBOD members to meet milestones.

**ATTACHMENT(S)**

Proposed Logo



RAIL RUNNERS  
**STAMPEDE**

5K in HISTORIC ELIZABETH



HIGH PLAINS  
**HUSTLE**

5K in HISTORIC ELIZABETH



**HISTORIC ELIZABETH  
MAIN STREET  
5K**



**HISTORIC ELIZABETH  
MAIN STREET  
5K**



**AVRES**

**ARNETT MULDROW**

# Elizabeth Main Street

**PICKAXE REFRESH**

MATT ASHBY & BEN MULDROW





# Branding Tools





<b>Color 1</b>		<b>Color 2</b>		<b>Color 3</b>		<b>Color 4</b>		<b>Color 5</b>	
HEX	234922	HEX	001B2E	HEX	009FB7	HEX	F8E16C	HEX	6BD425
RGB	35, 73, 34	RGB	0, 27, 46	RGB	0, 159, 183	RGB	248, 225, 108	RGB	107, 212, 37
HSB	118, 53, 29	HSB	205, 100, 18	HSB	188, 100, 72	HSB	50, 56, 97	HSB	96, 83, 83
CMYK	52, 0, 53, 71	CMYK	100, 41, 0, 81	CMYK	100, 13, 0, 28	CMYK	0, 9, 56, 2	CMYK	49, 0, 82, 16

## Elizabeth Colors

**I am your Primary Typeface**

**I am your Secondary Typeface**

*I am your Accent Typeface*

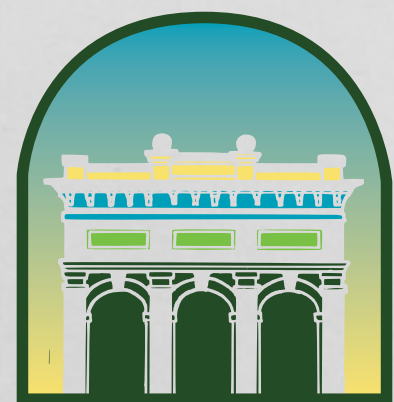




HISTORIC  
**ELIZABETH**

Your Home, By Nature





# ELIZABETH Main Street







FRIDAY NIGHT  
**MARKET**





HISTORIC ELIZABETH

**WINE**

— IN THE —

**PINES**



**ELIZABETH**  
**STAMPEDE**



RAIL RUNNERS  
**STAMPEDE**

5K in HISTORIC ELIZABETH



HIGH PLAINS  
**HUSTLE**

5K in HISTORIC ELIZABETH



# Elizabeth BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Elizabeth Brand, and will help create equity as we tell others about Elizabeth.

PREPARED BY



**ARNETT MULDROW**  
316 West Stone Avenue  
Greenville, SC 29609  
ben@arnettmuldrow.com  
arnettmuldrow.com

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media

- 1.0** Brand
- 2.0** Logo
- 3.0** Color
- 4.0** Typography
- 5.0** Expansion
- 6.0** Resources

The Brand Manual is essentially a set of rules that explain **how your brand works.**

# 1.0

## The Brand

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# 1.1

## Brand Message

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

### A. LOGO

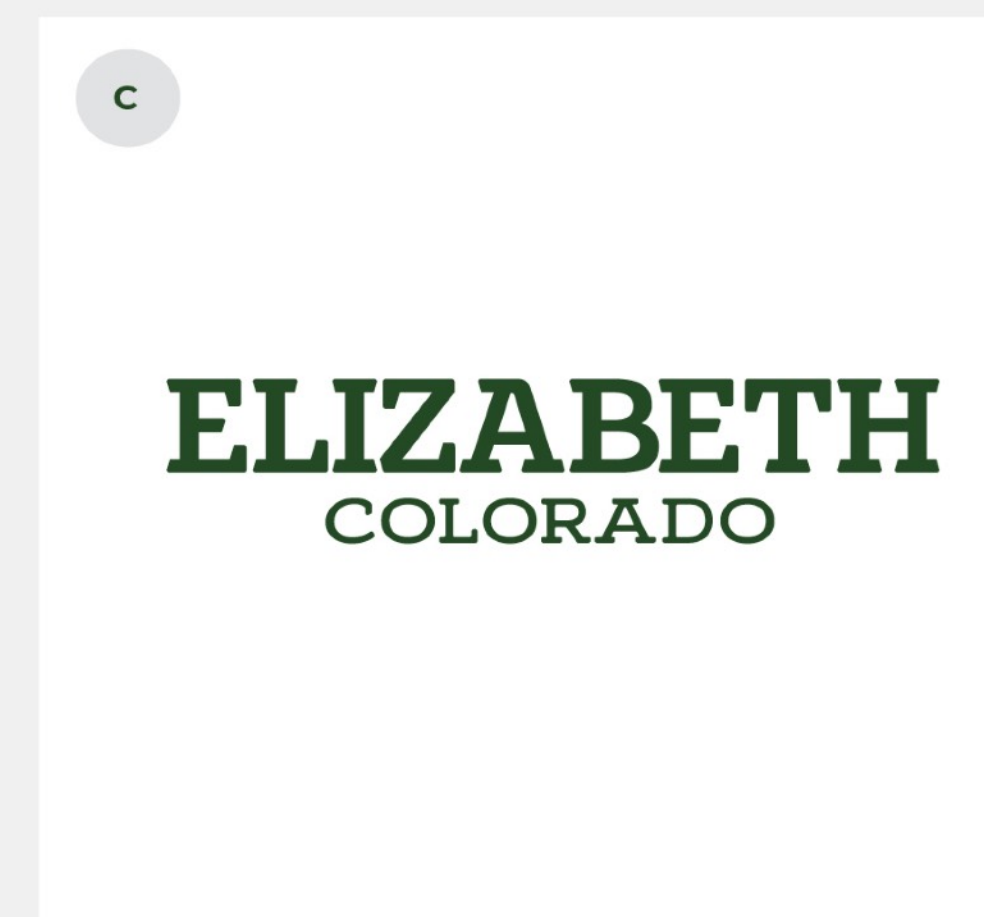
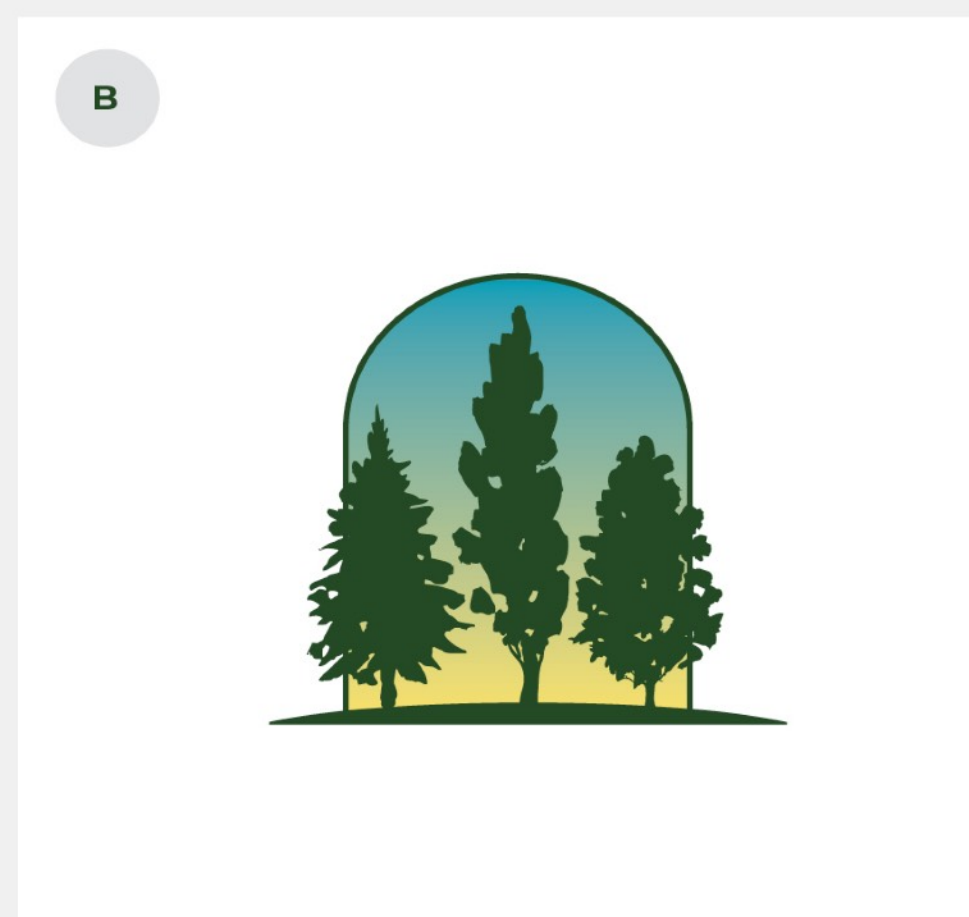
The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

### B. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name.

### C. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.



## 1.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

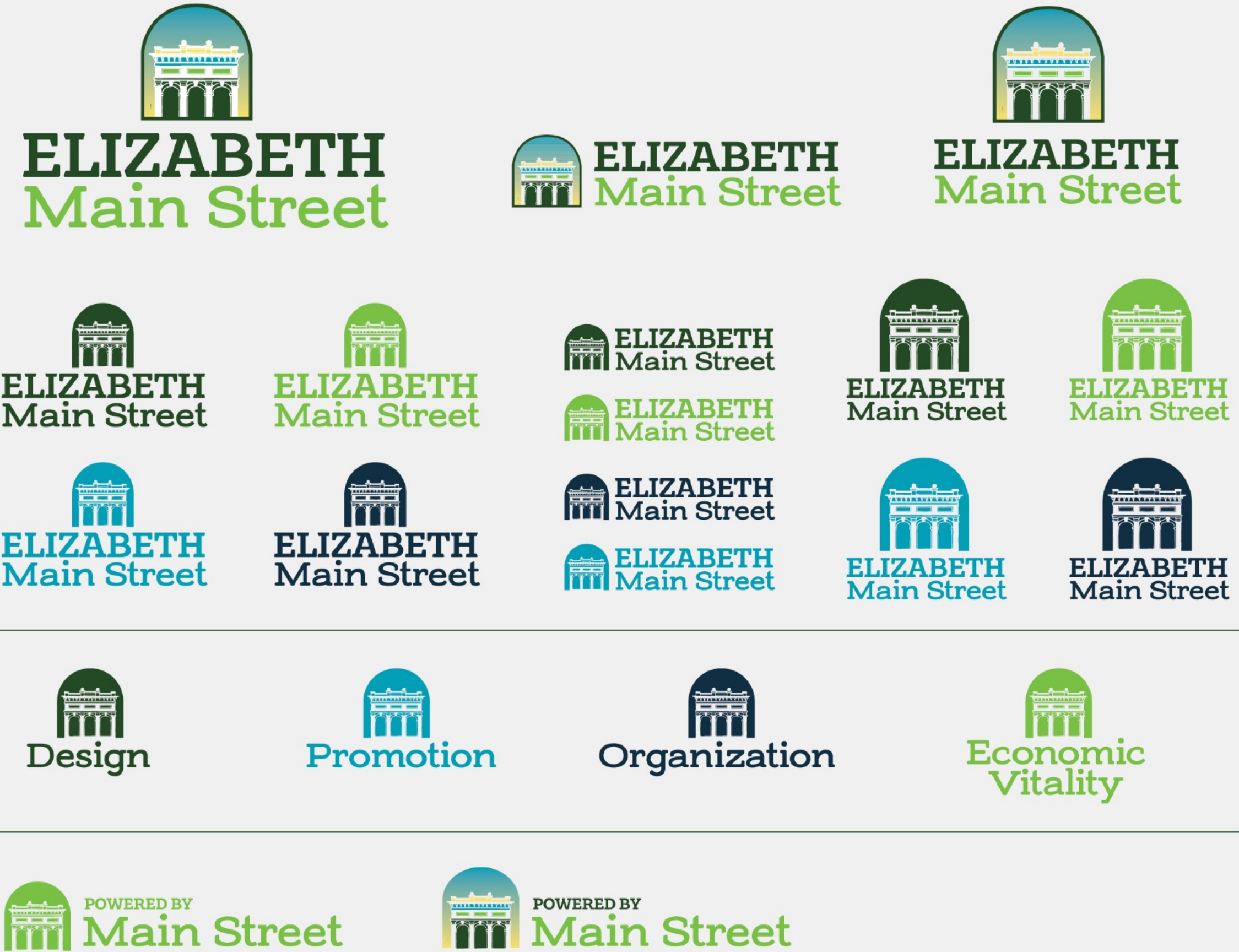
### LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



# 1.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).



## 1.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

### WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



## 2.0 The Colors

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## 2.1 Color Palette

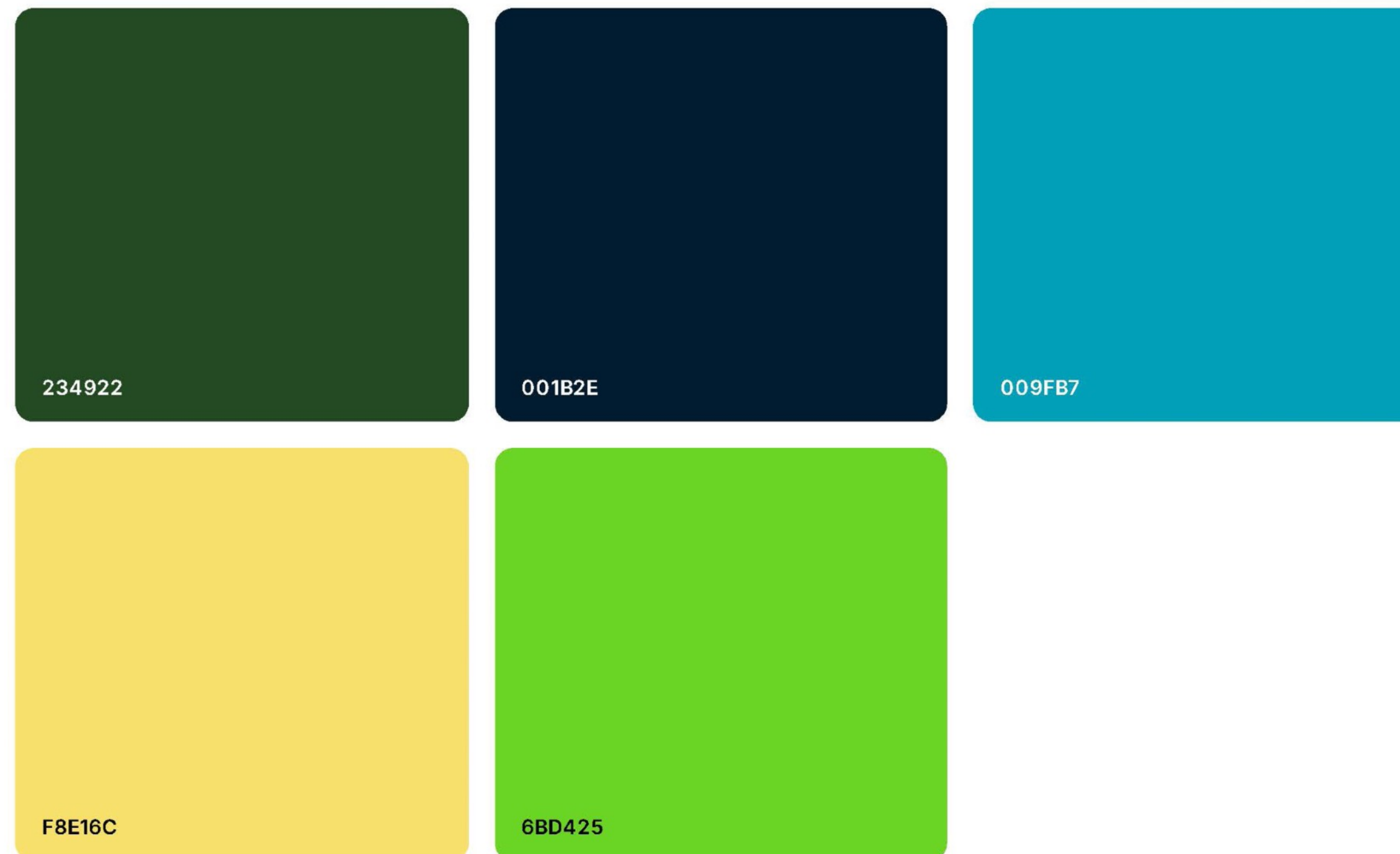
Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

### COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Almost 90% of people's assessment on products or services is based on colors alone.

Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



Elizabeth Colors

ARNETT MULDROW

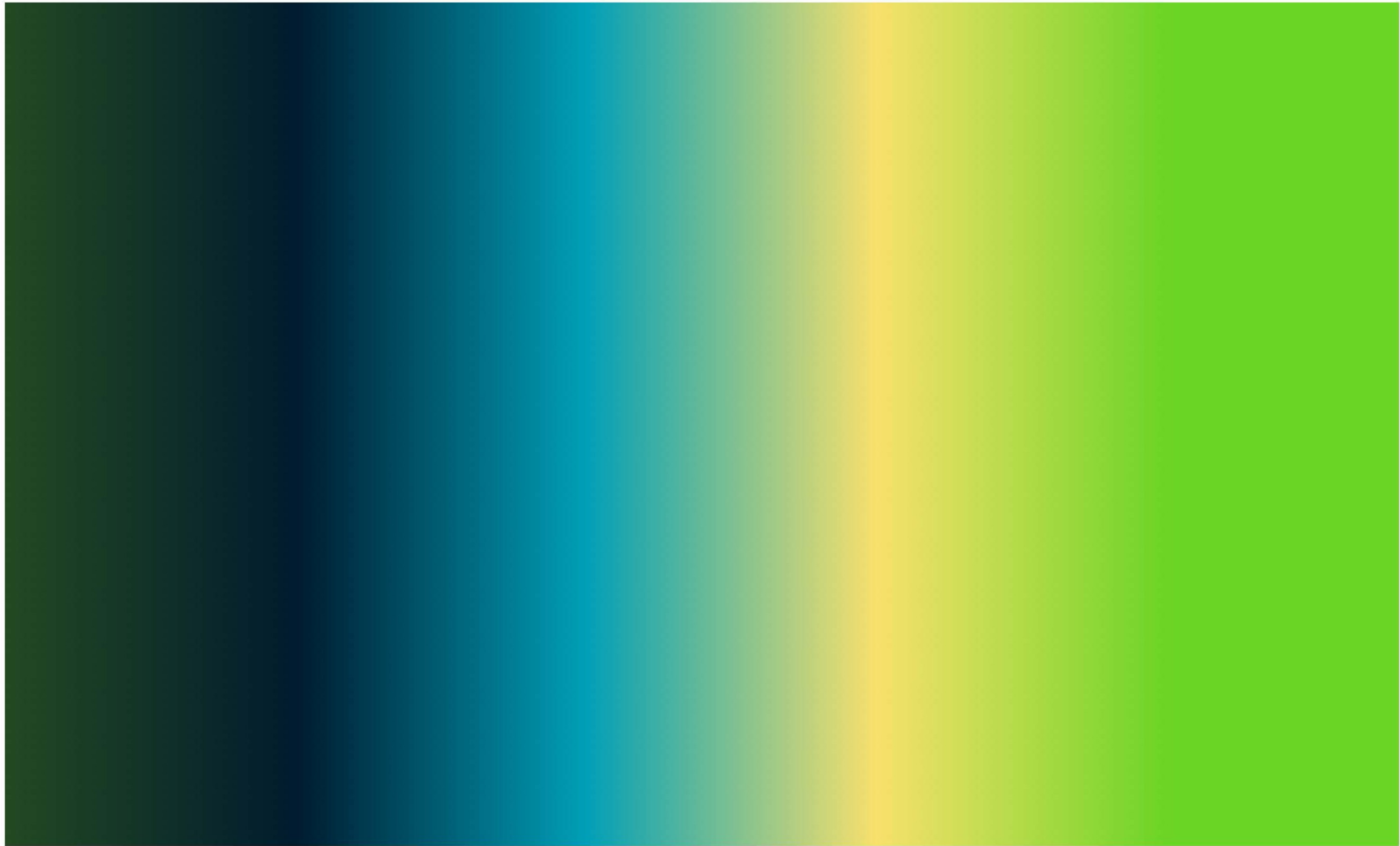


Color 1		Color 2		Color 3		Color 4		Color 5	
HEX	234922	HEX	001B2E	HEX	009FB7	HEX	F8E16C	HEX	6BD425
RGB	35, 73, 34	RGB	0, 27, 46	RGB	0, 159, 183	RGB	248, 225, 108	RGB	107, 212, 37
HSB	118, 53, 29	HSB	205, 100, 18	HSB	188, 100, 72	HSB	50, 56, 97	HSB	96, 83, 83
CMYK	52, 0, 53, 71	CMYK	100, 41, 0, 81	CMYK	100, 13, 0, 28	CMYK	0, 9, 56, 2	CMYK	49, 0, 82, 16

## Elizabeth Colors

	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+100%					
+87.5%	DDEFDD	C5E7FF	D6FAFF	FEFBED	ECFAE3
+75%	BCDFBB	8BCFFF	ADF4FF	FDF7DA	DAF5C8
+62.5%	9ACF98	51B6FF	85EFFF	FCF4C8	C7F0AC
+50%	78BF76	179EFF	5CE9FF	FCF0B6	B5EB90
+37.5%	57AE54	0080DC	33E4FF	FBECA4	A2E775
+25%	458D43	005EA2	0ADEFF	FAE891	90E259
+12.5%	346B32	003D68	00C2E0	F9E57F	7DDD3E
0%	234922	001B2E	009FB7	F8E16C	6BD425
-12.5%	1F401E	001728	008BA1	F6D842	5EBA21
-25%	1B371A	001422	00778A	F4CF18	519F1C
-37.5%	162E15	00111D	006373	D5B30A	438517
-50%	122411	000D17	00505C	AA8F08	366A13
-62.5%	0D1B0D	000A11	003C45	806C06	28500E
-75%	091209	00070B	00282E	554804	1B3509
-87.5%	040904	000306	001417	2B2402	0D1B05
-100%	000000	000000	000000	000000	000000

## Elizabeth Colors



## Elizabeth Colors

# 3.0

## The Type

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### 3.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

#### SWATCHES

Typography is the visual component of the written word. Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

[www.practicaltypography.com/what-is-typography.html](http://www.practicaltypography.com/what-is-typography.html)

Do not think  
of type as  
something  
that should  
be merely  
readable.  
**It should  
be beautiful.**

## 3.2 Primary Typeface

GRUEBER

Hello I'm:  
Grueber

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### 3.3 Secondary Typefaces

Hello I'm:  
Adorn

ADORN SLAB BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

### 3.4 Accent Typefaces

Filmotype Keynote

*Hello I'm:*

*Filmotype Keynote*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*abcdefghijklmnopqrstu vwxyz*

*1234567890*

## 3.5 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

### LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

### TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

### WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

**Elizabeth**

H1

**Elizabeth**

H2

**Elizabeth**

H3

**Elizabeth**

H4

**Elizabeth**

BODY COPY

**Elizabeth**

CAPTION

**Elizabeth**

CC

# 4.0

## The Extension

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## 4.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception

### PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

### BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district

### TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

### STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

### PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.



# 5.0

## The Resources

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# 5.1 Logo Contact Sheet

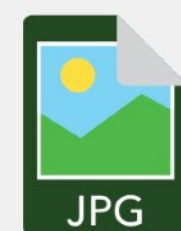
## FILE FORMAT GUIDE

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format  
Category: Vector Image Files  
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open PDF files:  
Mac OS Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview  
Windows Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



File Type: JPEG Image File  
Category: Raster Image Files  
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used. JPEG files do not support transparency.



File Type: Encapsulated PostScript  
Category: Vector Image Files  
File Description: PostScript (.PS) file that includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open EPS files:  
Mac OS Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress  
Windows CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File  
Category: Vector Image Files  
File Description: Native file format created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:  
Mac OS Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview  
Windows Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



File Type: PNG Image File  
Category: Raster Image Files  
File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.



Design.png



EV.png



FridayNightMarket-4C.png



MainStreet-4C.png



MainStreet-Blue.png



MainStreet-DkGreen.png



MainStreet-Green.png



MainStreet-horz-4C.png



MainStreet-horz-Blue.png



MainStreet-horz-DkBlue.png



MainStreet-horz-DkGreen.png



MainStreet-horz-Green.png



MainStreet-vert-4C.png



MainStreet-vert-Blue.png



MainStreet-vert-DkBlue.png



MainStreet-vert-DkGreen.png



MainStreet-vert-Green.png



MayorsTreeLighting-4C.png



Org.png



PoweredBy-4C.png



PoweredBy-Blue.png



PoweredBy-DkBlue.png



PoweredBy-DkGreen.png



PoweredBy-Green.png



Promotion.png



Stampede-2C.png



Stampede-Round-2C.png



Town-DkGreen.png



WineinthePines-4C.png

## 5.2 Copyright

### Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Elizabeth, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



Arnett Muldrow & Associates  
864.233.0950  
ArnettMuldrow.com  
316 West Stone Avenue  
Greenville, SC 29609

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Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.



# Prime 5



# FIVE AUDIENCES OF MAIN STREET

1

**DONORS** Sponsors  
Donations  
Members  
Investors  
Planned Giving

2

**OWNERS** Business  
Building  
Property  
Developer

3

**PUBLIC** Customers  
Citizens  
Event Goers

4

**VOLUNTEERS** Board  
Committees  
Events  
Service  
In-kind

5

**GOVERNMENT** Mayor & Council  
Schools  
County  
Chambers  
CVBs



## MAIN 5 AUDIENCES OF MAIN STREET

### DONORS

Our donors help us to exist. But we don't want it to be charity, we want it to be earned. Businesses investing in our organization, gaining exposure, leaving a legacy, and support the place they call home. We want to be the organization known for getting things done. And a movement worth investing in.

### START HERE

### WHY IS MAIN STREET IMPORTANT TO DONORS?

- We believe that Main Street is a wise investment
- We believe that this is a smart way to build business
- We believe that Main Street can help leave a legacy
- We believe that Main Street is an efficient way to advertise
- We believe that supporting grassroots economic development makes your support of your community apparent

### STRATEGIC TACTICS

- SHOW HOW FUNDS ARE USED
- TESTIMONIALS
- BOOTHS AT EVENTS
- SOCIAL MEDIA STORIES
- VACANT WINDOW KIOSKS

### MEASURABLE RESULTS

- EVENT ATTENDANCE
- SOCIAL REACH
- INCOME
- WILLINGNESS TO GIVE
- DONOR SATISFACTION SURVEY



# DONORS

**WHY** is our organization important to your donors?

**When** do you need to communicate to this audience most over the year?

JAN

FEB

MAR

APR

MAY

JUNE

JUL

AUG

SEP

OCT

NOV

DEC

**Who** will you attempt to connect with?

**Who** will lead these efforts?

**How** will you communicate to this audience?



POWERED BY  
**Main Street**



**ARNETT MULDROW**

## MAIN 5 AUDIENCES OF MAIN STREET

### GOVERNMENT

Our elected officials and city staff are some of our greatest partners. Main Street presents to beautiful opportunity to be involve in the future of the community in a non-political fashion, while communicating to the constituents and making them love their place. Jobs, tax base, private sector investment, small business support, Main Street offers it all.

#### START HERE

### WHY IS MAIN STREET IMPORTANT TO THE GOVERNMENT?

We believe that Main Street are the Pioneers of ' Economic Development  
We believe that growing tax base and growing jobs starts at the heart  
We believe that Main Street makes the Government's job easier  
We believe that Main Street is the most efficient way to leverage  
Financial improvement

#### STRATEGIC TACTICS

- SHOWCASING PROGRESS
- VOTER OPINIONS
- REPORTS TO COUNCIL
- PERSONAL INTERACTIONS
- NOTES FROM OWNERS
- MAYOR COFFEE HOURS

#### MEASURABLE RESULTS

- BUDGET
- FUNDING
- SUPPORT
- EASE OF PARTNERSHIPS
- A SEAT AT THE TABLE



# GOVERNMENT

**WHY is our organization important to the government?**

**When do you need to communicate to this audience most over the year?**

JAN

FEB

MAR

APR

MAY

JUNE

JUL

AUG

SEP

OCT

NOV

DEC

**Who will you attempt to connect with?**

**Who will lead these efforts?**

**How will you communicate to this audience?**

## MAIN 5 AUDIENCES OF MAIN STREET

### OWNERS

The owners are so very important to our districts. They are the building owners, the business owners, the property owners, developers and prospects. They are the ones who are putting their blood, sweat and tears into the district. They have the HIGHEST level of risk involved or any audience. The best way to think of it, the owners are putting on a major event each and every day, and are doing it on their dime.

### START HERE

### WHY IS MAIN STREET IMPORTANT TO OWNERS?

- We believe that business owners should prosper
- We believe customers will love our district
- We believe that our buildings deserve love, and we build the economy to support that love
- We believe profit is good
- We believe that loyalty comes from experiences

### STRATEGIC TACTICS

- SPOTLIGHT CAMPAIGN
- CROSS PROMOTION
- PERSONAL CONNECTION
- FACEBOOK GROUP
- PARKING SUPPORT

### MEASURABLE RESULTS

- STOREFRONT OCCUPANCY
- INCREASED SALES
- FOOT TRAFFIC
- BUSINESS REVENUE
- SOCIAL MENTIONS
- NEW BUSINESS
- AVERAGE AGE PER UNIT



# OWNERS

WHY is our organization important to your owners?

When do you need to communicate to this audience most over the year?

JAN

FEB

MAR

APR

MAY

JUNE

JUL

AUG

SEP

OCT

NOV

DEC

Who will you attempt to connect with?

Who will lead these efforts?

How will you communicate to this audience?



POWERED BY  
**Main Street**



**ARNETT MULDROW**

## MAIN 5 AUDIENCES OF MAIN STREET

# VOLUNTEERS

Our volunteers are our engine and our vision. They fuel everything we do. They truly bring downtown to life. We owe it to them to respect their time, and respect their talent. We must offer single service opportunities. And we must make it fun.

## START HERE

### WHY IS MAIN STREET IMPORTANT TO VOLUNTEERS?

We believe that with Main Street, you can make a difference  
We believe that you will feel a part of something bigger  
We believe that Main Street is fun and rewarding  
We believe that Main Street can be a safe place to make change

#### ● STRATEGIC TACTICS

- 
- FOCUS ON EFFICIENCY
- SINGLE SERVING SERVICE
- ASK FOR WHAT YOU NEED
- CELEBRATE THEIR HELP
- SPOTLIGHT VOLUNTEERS

#### ● MEASURABLE RESULTS

- HOW MANY SHOW UP
- HOW MANY COME BACK
- SATISFACTION SURVEY
- HOW OFTEN DO THEY HELP
- DO THEY BRING FRIENDS



# VOLUNTEERS

WHY is our organization important to your volunteers?

When do you need to communicate to this audience most over the year?

JAN

FEB

MAR

APR

MAY

JUNE

JUL

AUG

SEP

OCT

NOV

DEC

Who will you attempt to connect with?

Who will lead these efforts?

How will you communicate to this audience?



POWERED BY  
**Main Street**



**ARNETT MULDROW**

## MAIN 5 AUDIENCES OF MAIN STREET

### PUBLIC

The public are our customers, our event goers, our guests. They are the ones who make the market viable. They are the ones who support small business. They are the economy builders. The loyal ones who return time and time again. And at Main Street, we help people fall in love with our community.

### START HERE

### WHY IS MAIN STREET IMPORTANT TO THE PUBLIC?

- We believe we want to feel special
- We believe that events create memories
- We believe that traditions are born downtown
- We believe that our origin story is important
- We believe that downtown is how people become connected to their community

### STRATEGIC TACTICS

- GREAT EVENTS
- FULL EXPERIENCES
- FEEL AT HOME
- SHOWCASE THE OLD/NEW
- UNBOXING VIDEOS
- VIRTUAL TOURS

### MEASURABLE RESULTS

- SALES
- CUSTOMERS
- ATTENDANCE
- STREET TRAFFIC
- PEOPLE COMPLAIN ABOUT PARKING LESS



# PUBLIC

WHY is our main street important to the public?

When do you need to communicate to this audience most over the year?

JAN

FEB

MAR

APR

MAY

JUNE

JUL

AUG

SEP

OCT

NOV

DEC

Who will you attempt to connect with?

Who will lead these efforts?

How will you communicate to this audience?



POWERED BY  
**Main Street**




**ARNETT MULDROW**




# Market Resources



# ELIZABETH, CO

 CENSUS PLACE

 ADD COMPARISON

2020 POPULATION

1,754

55.9% 1-YEAR GROWTH

US SENATOR



Michael  
Bennet

DEMOCRATIC PARTY

US SENATOR



John  
Hickenlooper

DEMOCRATIC PARTY

2020 MEDIAN AGE

37.5

8.09% 1-YEAR DECREASE

2020 POVERTY RATE

7.58%

5.22% 1-YEAR DECREASE

2020 MEDIAN HOUSEHOLD INCOME

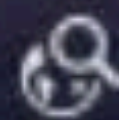
\$78,589

20% 1-YEAR GROWTH

2020 MEDIAN PROPERTY VALUE

\$321,100

24.2% 1-YEAR GROWTH



POPULATION &  
DIVERSITY



ECONOMY



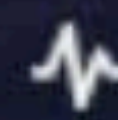
CIVICS



EDUCATION



HOUSING &  
LIVING



HEALTH

# Race and Ethnicity

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## THE 3 LARGEST ETHNIC GROUPS IN ELIZABETH, CO

1. White (Non-Hispanic)  
1.61k ± 302
2. White (Hispanic)  
55 ± 53
3. Two+ (Hispanic)  
34 ± 34.7

# 6.44%

HISPANIC POPULATION  
113 people

In 2020, there were 29.2 times more White (Non-Hispanic) residents (1.61k people) in Elizabeth, CO than any other race or ethnicity. There were 55 White (Hispanic) and 34 Two+ (Hispanic) residents, the second and third most common ethnic groups.

6.44% of the people in Elizabeth, CO are hispanic (113 people).

The following chart shows the 7 races represented in Elizabeth, CO as a share of the total population.

Data from [the Census Bureau ACS 5-year Estimate](#).

# White (Non-Hispanic)



White Multiracial Other Asian Black or African American American Indian & Alaska Native Native Hawaiian & Other Pacific Islander

2013 2014 2015 2016 2017 2018 2019 2020

# Employment by Industries

View Data Save Image Share / Embed

Workforce

All

Value

987

2020 VALUE  
± 211

61.8%

1 YEAR GROWTH  
± 17.8%

From 2019 to 2020, employment in Elizabeth, CO grew at a rate of 61.8%, from 610 employees to 987 employees.

The most common employment sectors for those who live in Elizabeth, CO, are Educational Services (199 people), Construction (181 people), and Health Care & Social Assistance (120 people). This chart shows the share breakdown of the primary industries for residents of Elizabeth, CO, though some of these residents may live in Elizabeth, CO and work somewhere else. Census data is tagged to a residential address, not a work address.

Data from [the Census Bureau ACS 5-year Estimate](#).

987 workers



2013 2014 2015 2016 2017 2018 2019 2020

# Occupations

View Data Save Image Share / Embed

All

Workforce

Value

987

2020 VALUE

± 211

61.8%

1 YEAR GROWTH

± 17.8%

From 2019 to 2020, employment in Elizabeth, CO grew at a rate of 61.8%, from 610 employees to 987 employees.

The most common job groups, by number of people living in Elizabeth, CO, are Management Occupations (124 people), Education Instruction, & Library Occupations (117 people), and Construction & Extraction Occupations (86 people). This chart illustrates the share breakdown of the primary jobs held by residents of Elizabeth, CO.

Data from [the Census Bureau ACS 5-year Estimate](#).



2013 2014 2015 2016 2017 2018 2019 2020

## Car Ownership

### 2 cars

AVERAGE NUMBER

The following chart displays the households in Elizabeth, CO distributed between a series of car ownership buckets compared to the national averages for each bucket. The largest share of households in Elizabeth, CO have 2 cars.

Data from [the Census Bureau ACS 5-year Estimate](#)



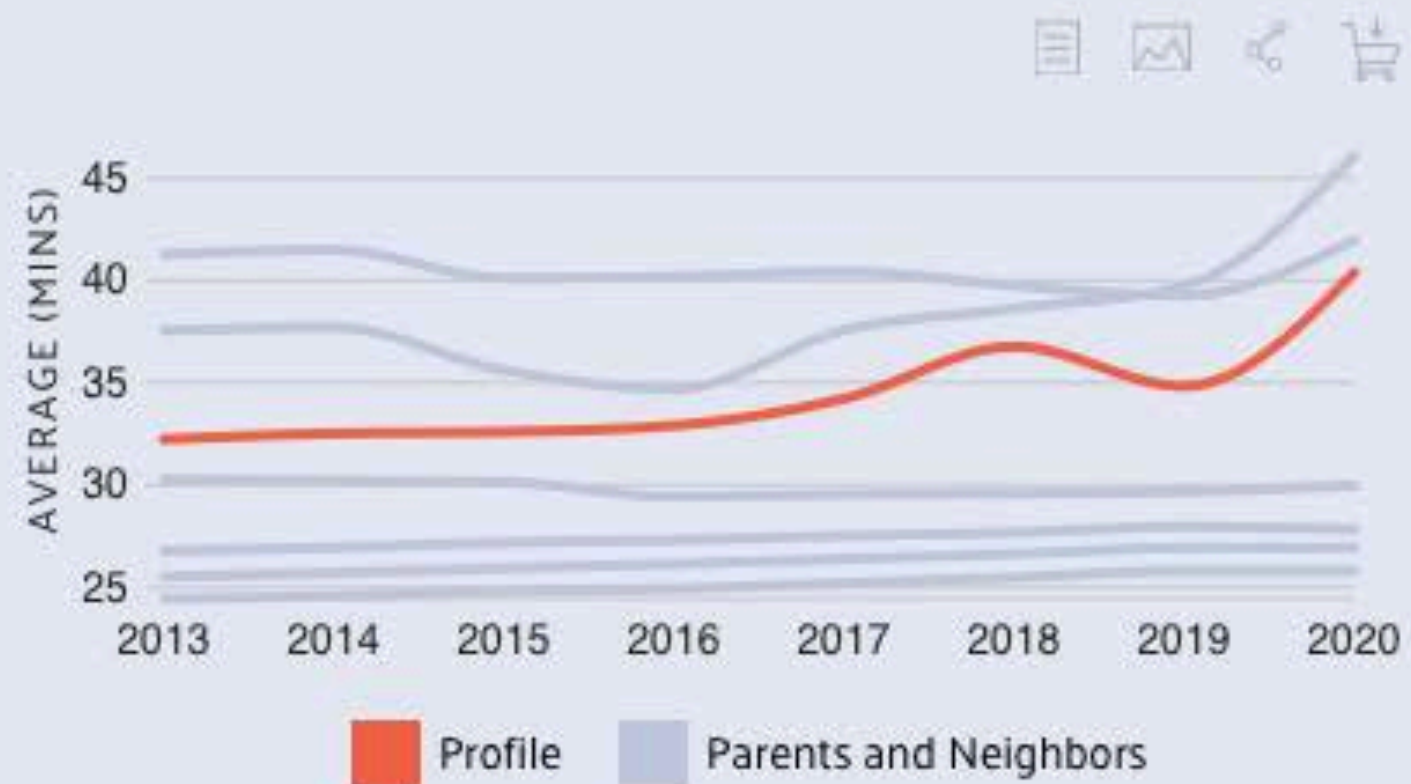
# Commute Time

## 40.4 minutes

AVERAGE TRAVEL TIME

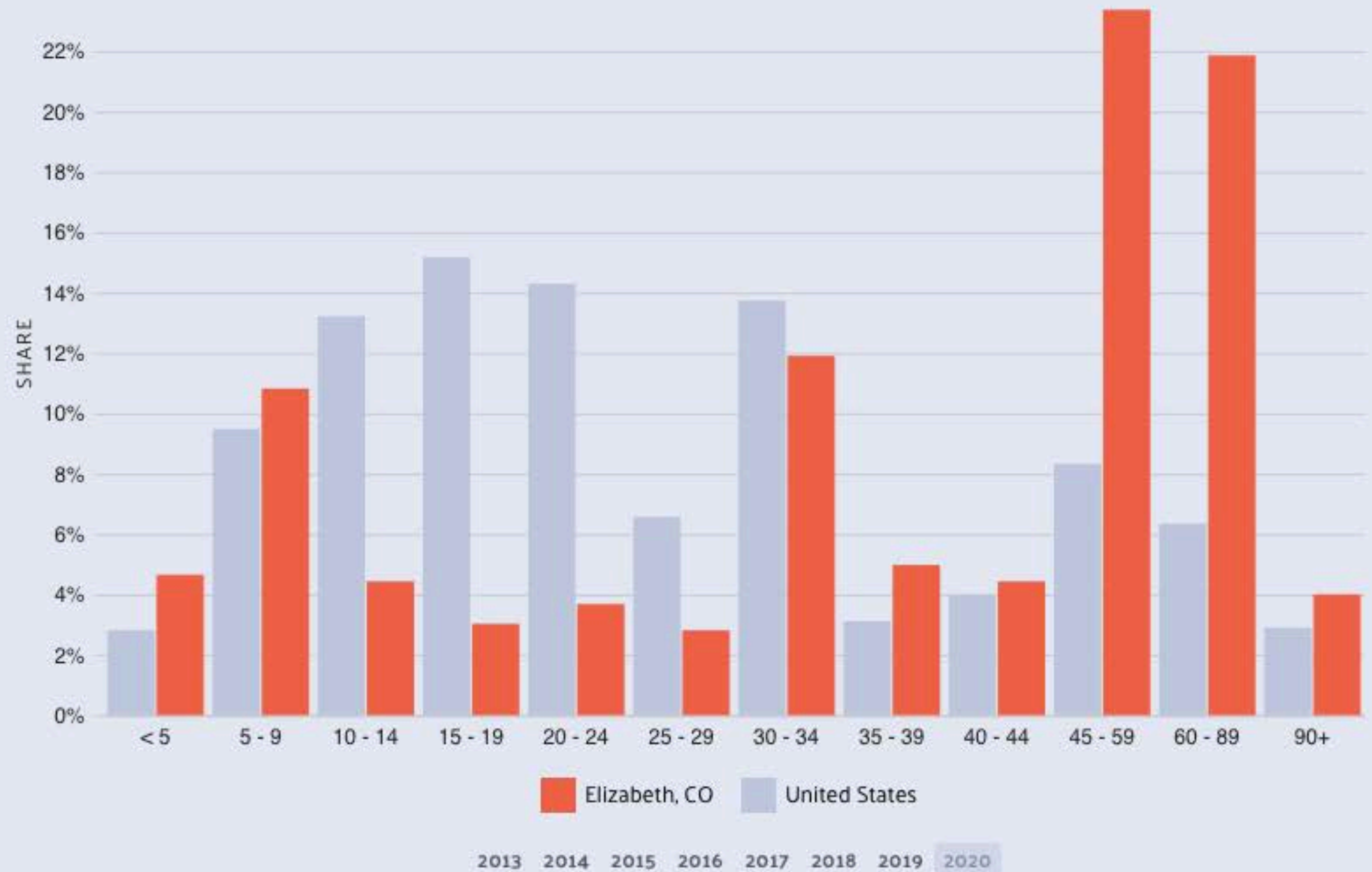
Using averages, employees in Elizabeth, CO have a longer commute time (40.4 minutes) than the normal US worker (26.9 minutes). Additionally, 4% of the workforce in Elizabeth, CO have "super commutes" in excess of 90 minutes.

The chart below shows how the median household income in Elizabeth, CO compares to that of it's neighboring and parent geographies.

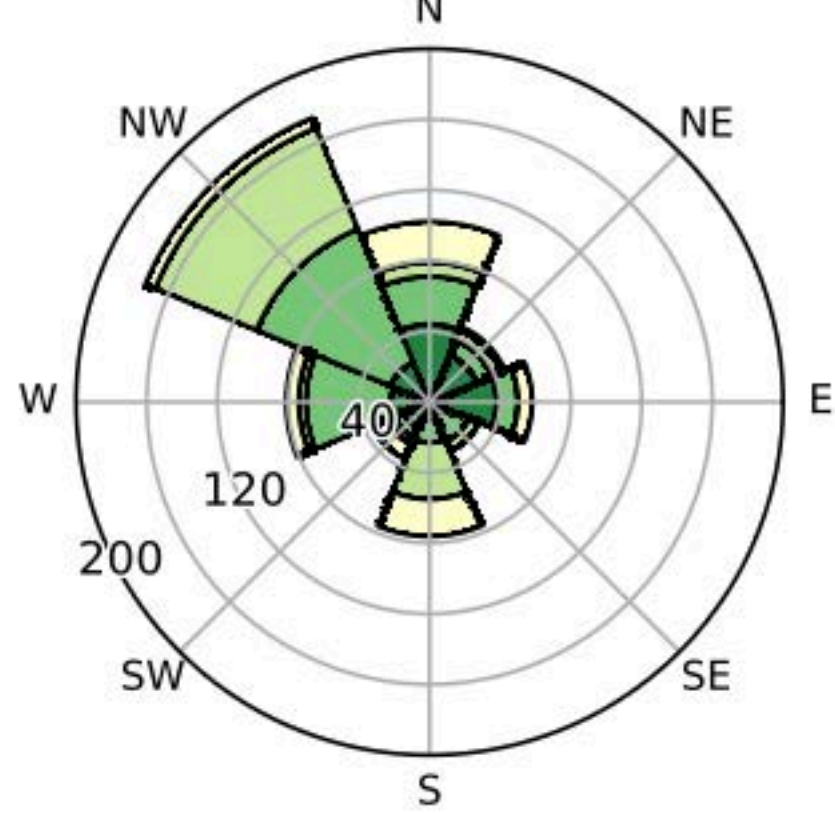


Data from [the Census Bureau ACS 5-year Estimate](#).

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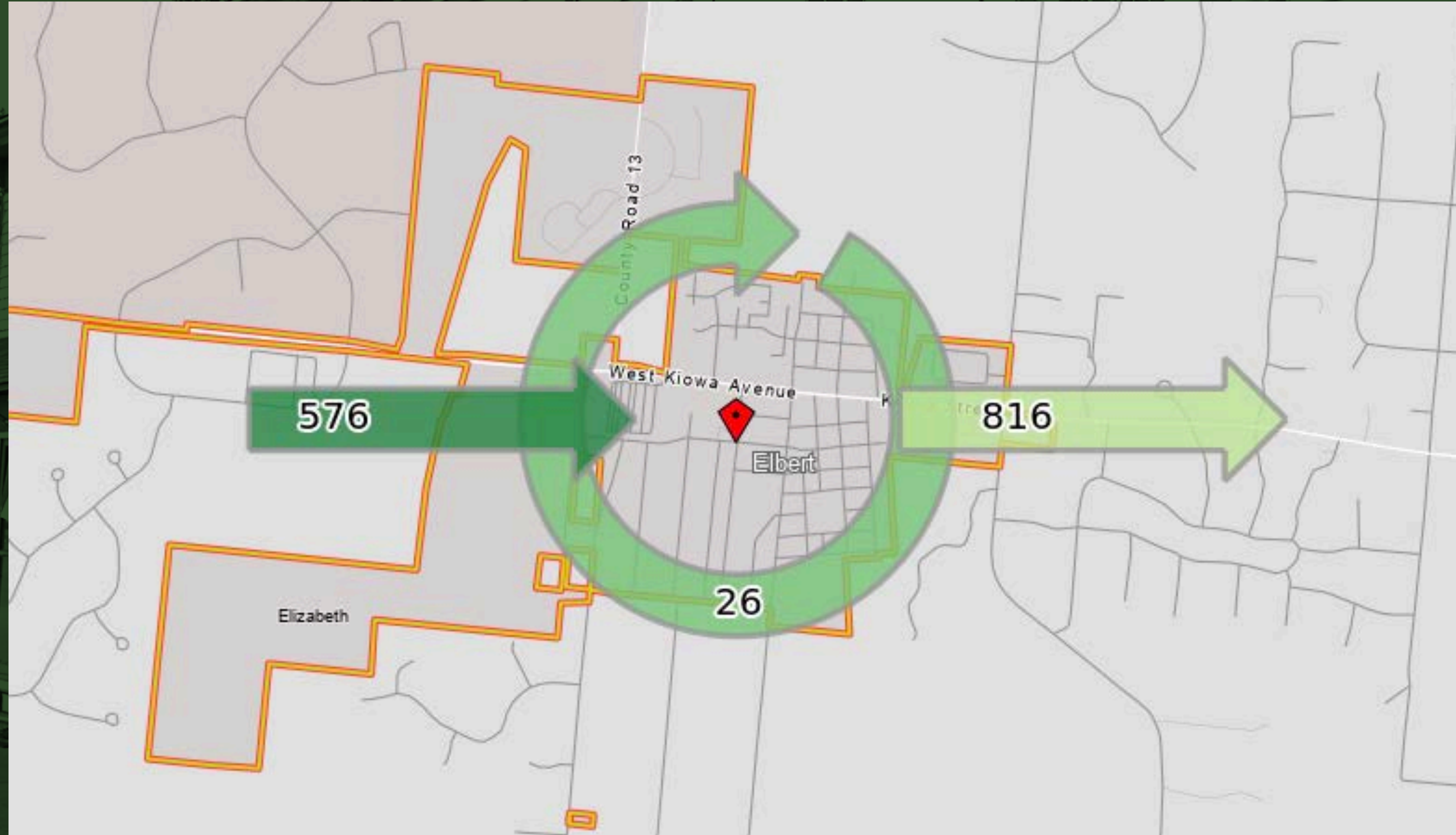
Job Counts by Distance/Direction in 2020  
All Workers



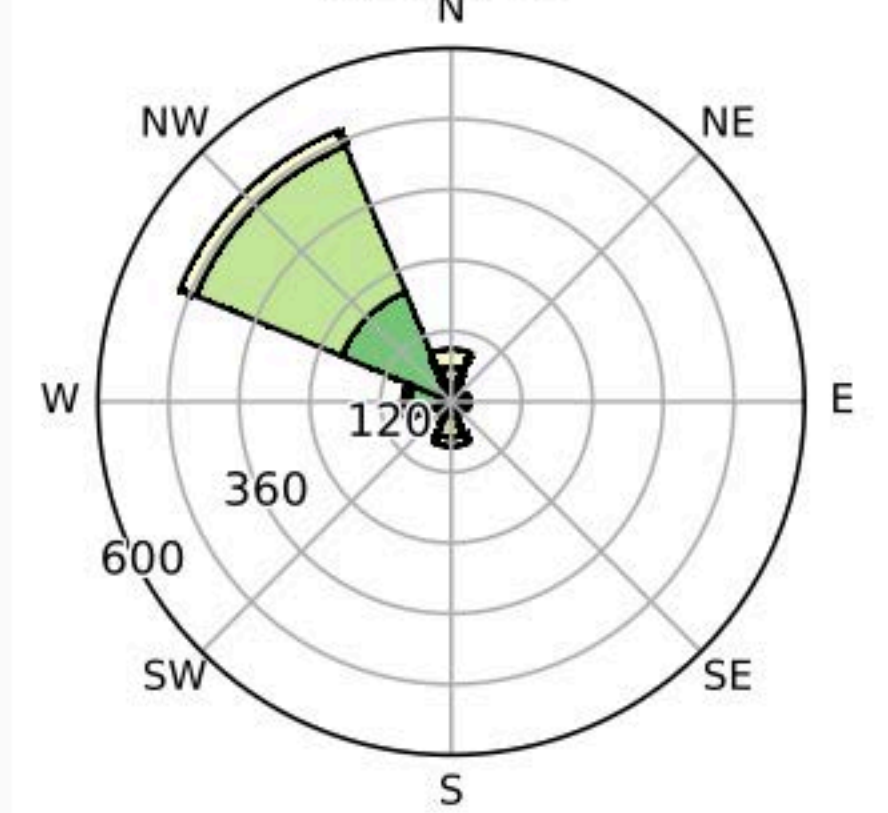
View as

Jobs by Distance - Work Census Block to Home Census Block

	2020	
	Count	Share
Total All Jobs	602	100.0%
Less than 10 miles	190	31.6%
10 to 24 miles	214	35.5%
25 to 50 miles	122	20.3%
Greater than 50 miles	76	12.6%



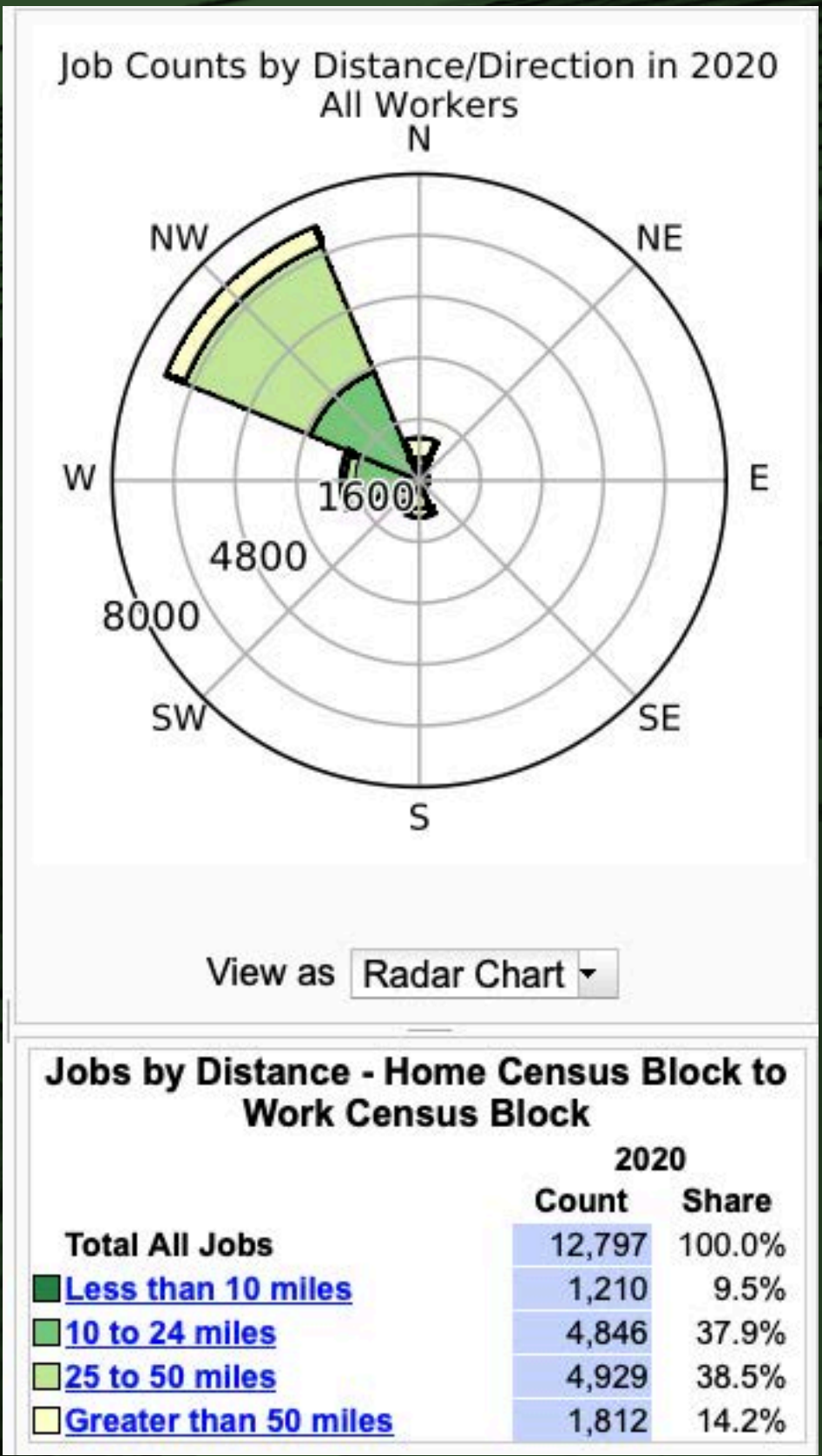
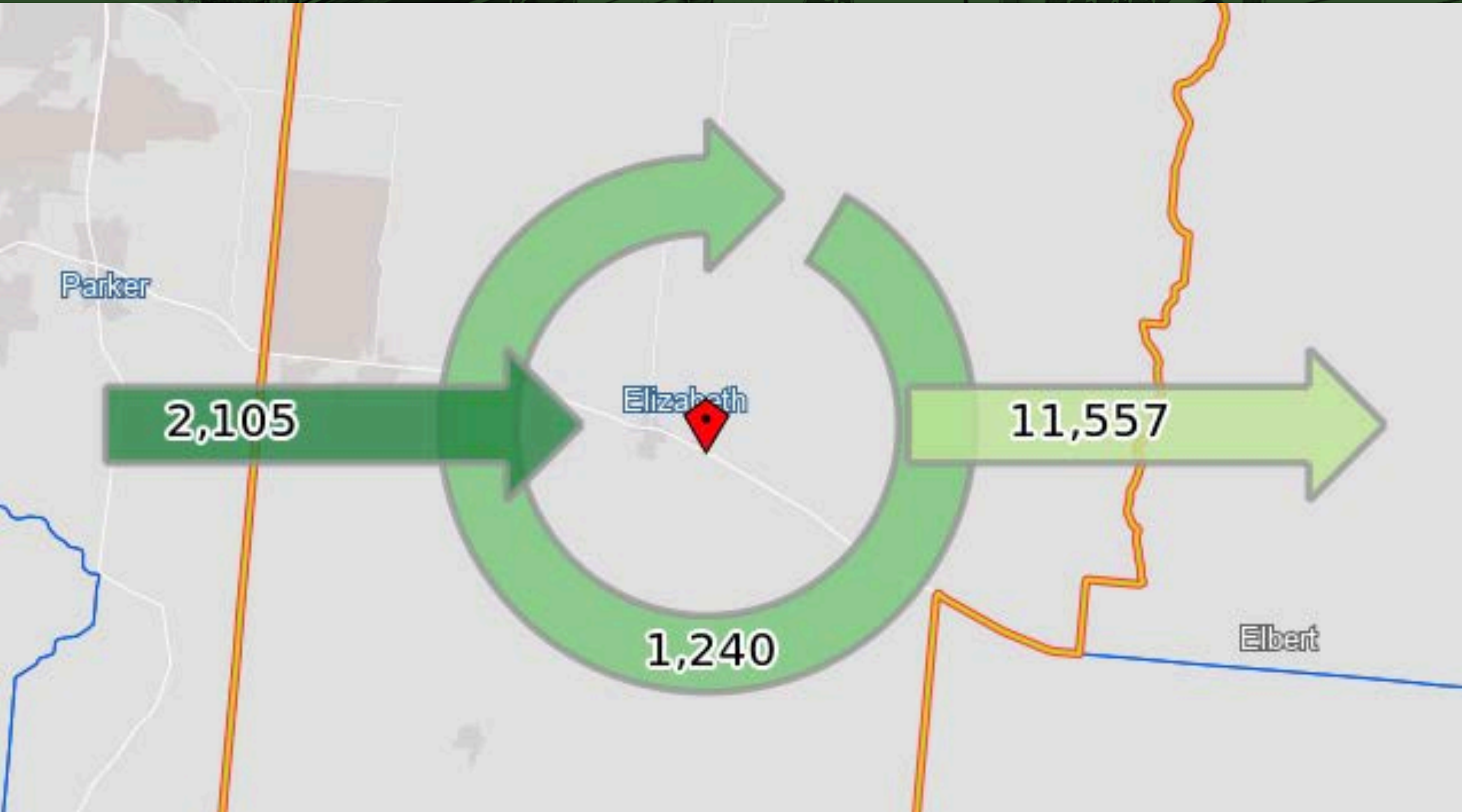
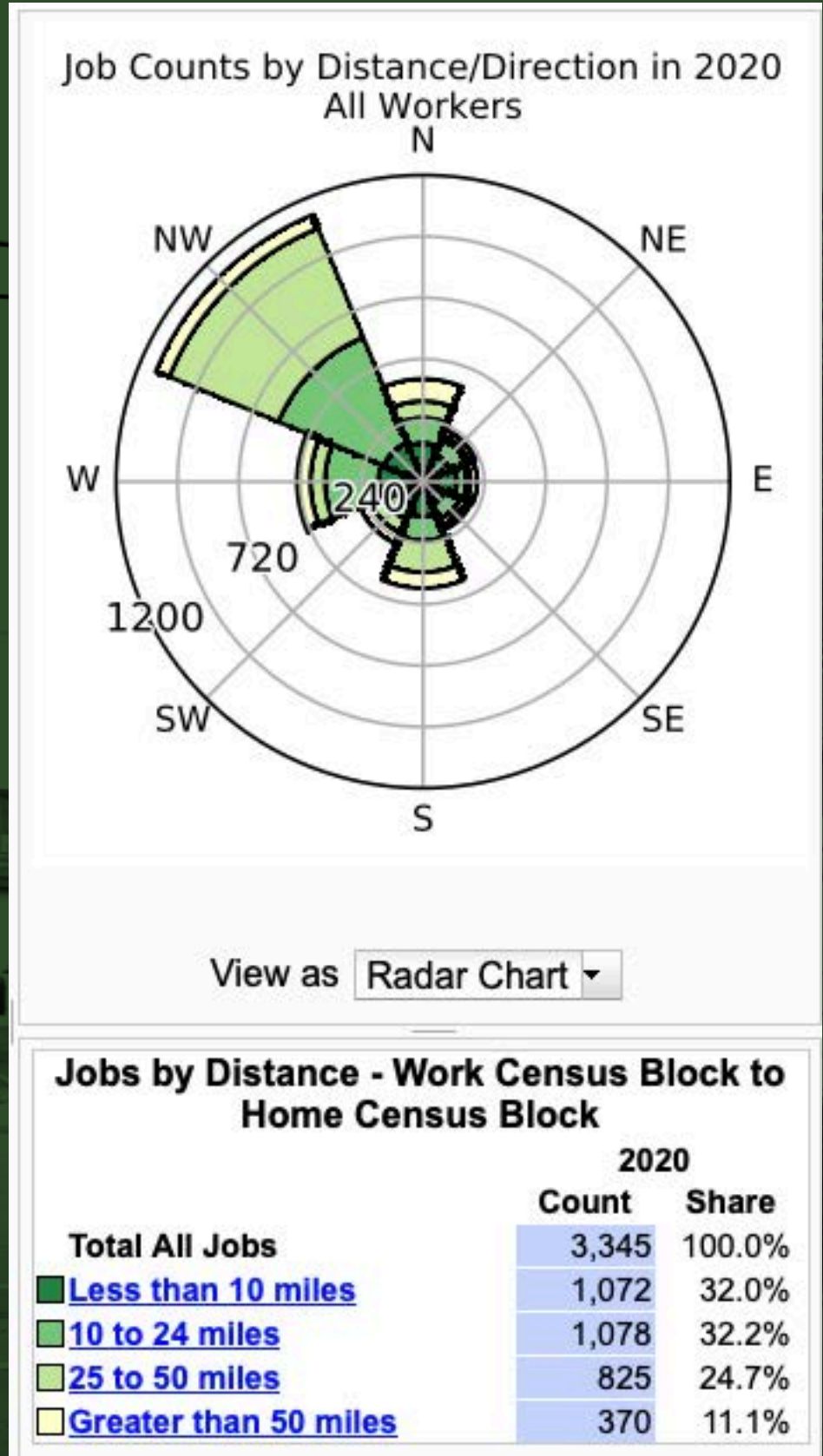
Job Counts by Distance/Direction in 2020  
All Workers



View as

Jobs by Distance - Home Census Block to Work Census Block

	2020	
	Count	Share
Total All Jobs	842	100.0%
Less than 10 miles	90	10.7%
10 to 24 miles	278	33.0%
25 to 50 miles	366	43.5%
Greater than 50 miles	108	12.8%



# Property

[View Data](#)
[Save Image](#)
[Share / Embed](#)
[Add Data to Cart](#)

Property Taxes

**\$321,100**

MEDIAN PROPERTY VALUE 2020

-\$31,007

**\$465**

MEDIAN PROPERTY TAXES

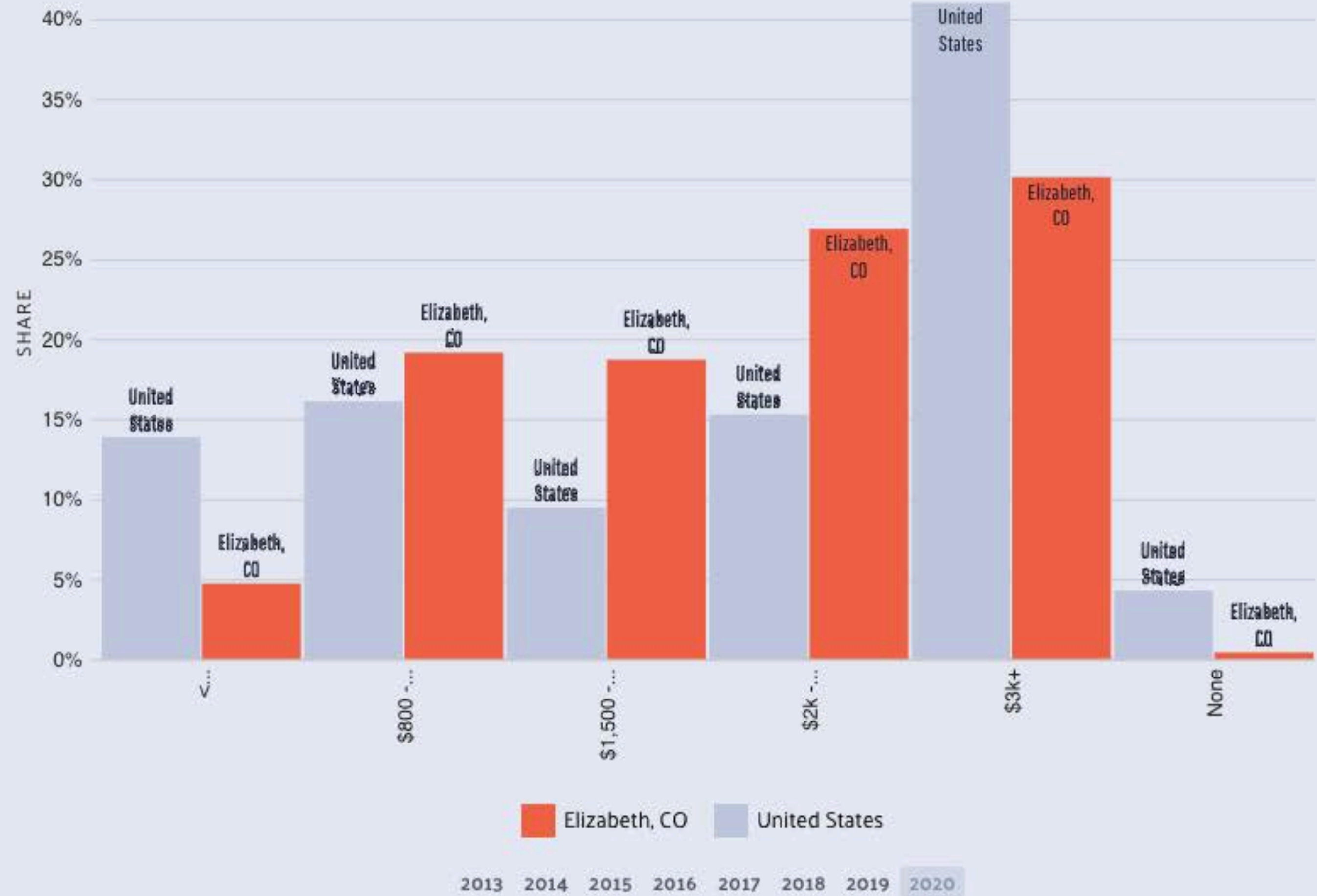
-\$119

The following chart display owner-occupied housing units distributed between a series of property tax buckets compared to the national averages for each bucket. In Elizabeth, CO the largest share of households pay taxes in the \$3k+ range.

The chart underneath the paragraph shows the property taxes in Elizabeth, CO compared to it's parent and neighbor geographies.



Data from [the Census Bureau ACS 5-year Estimate](#).



## Household Income

Please note that the buckets used in this visualization were not evenly distributed by ACS when publishing the data.

**\$78,589**

MEDIAN HOUSEHOLD INCOME

± \$13,608

**641**

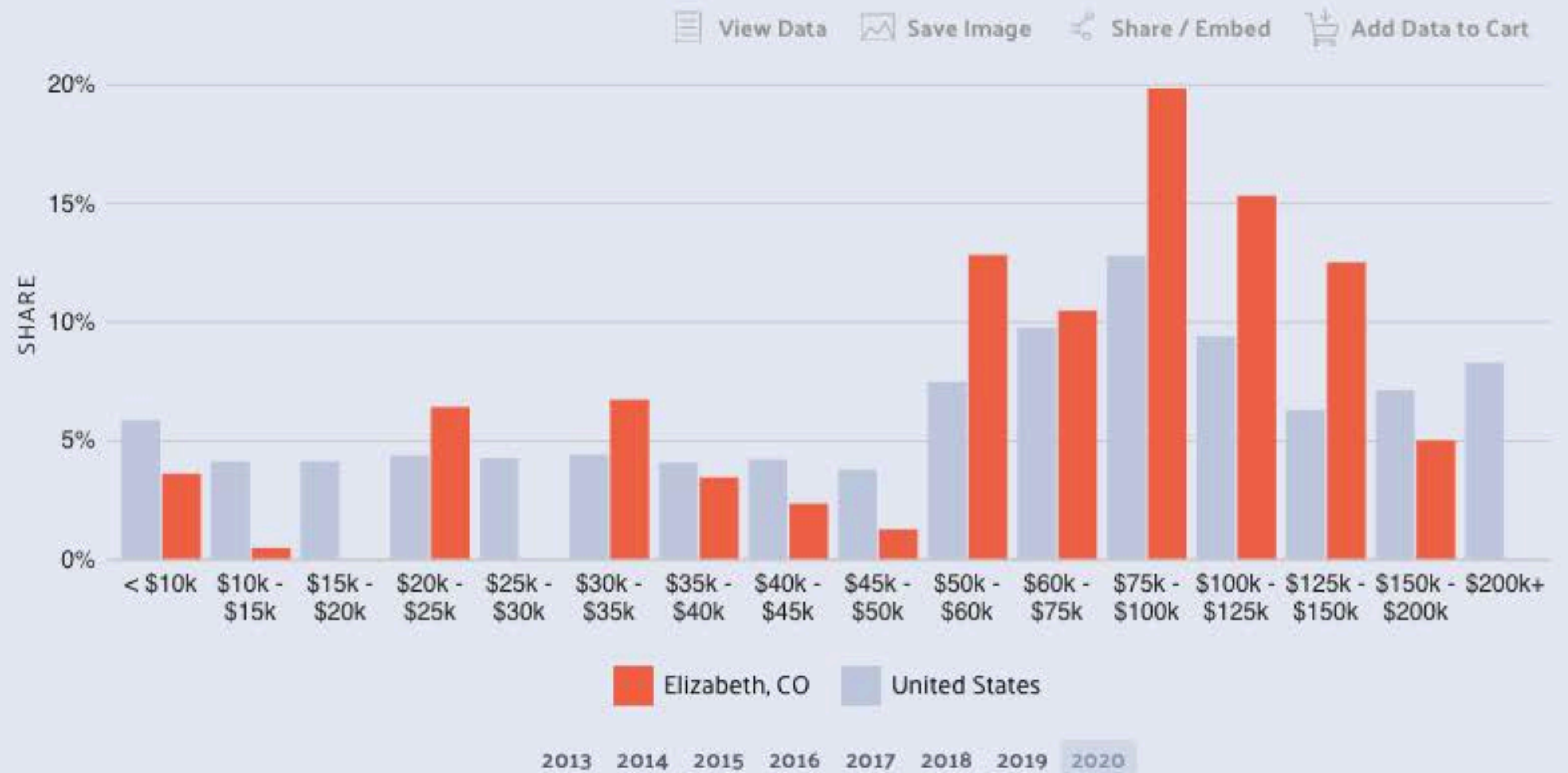
NUMBER OF HOUSEHOLDS

± 142

In 2020, the median household income of the 641 households in Elizabeth, CO grew to \$78,589 from the previous year's value of \$65,489.

The following chart displays the households in Elizabeth, CO distributed between a series of income buckets compared to the national averages for each bucket. The largest share of households have an income in the \$75k - \$100k range.

Data from [the Census Bureau ACS 5-year Estimate](#).



## Rent vs Own

Rent vs Own

72.5%

HOMEOWNERSHIP  
2020

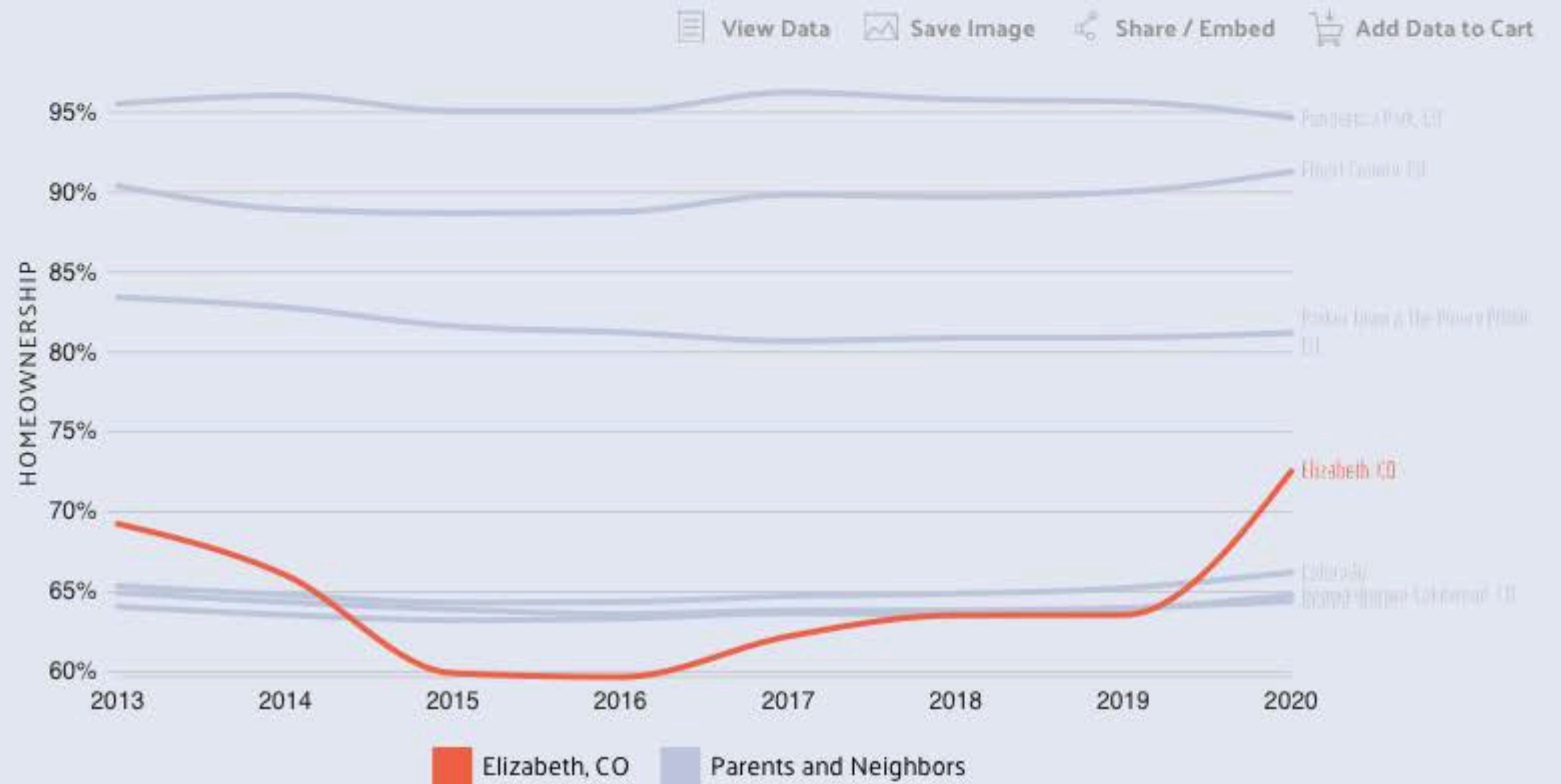
74.9%

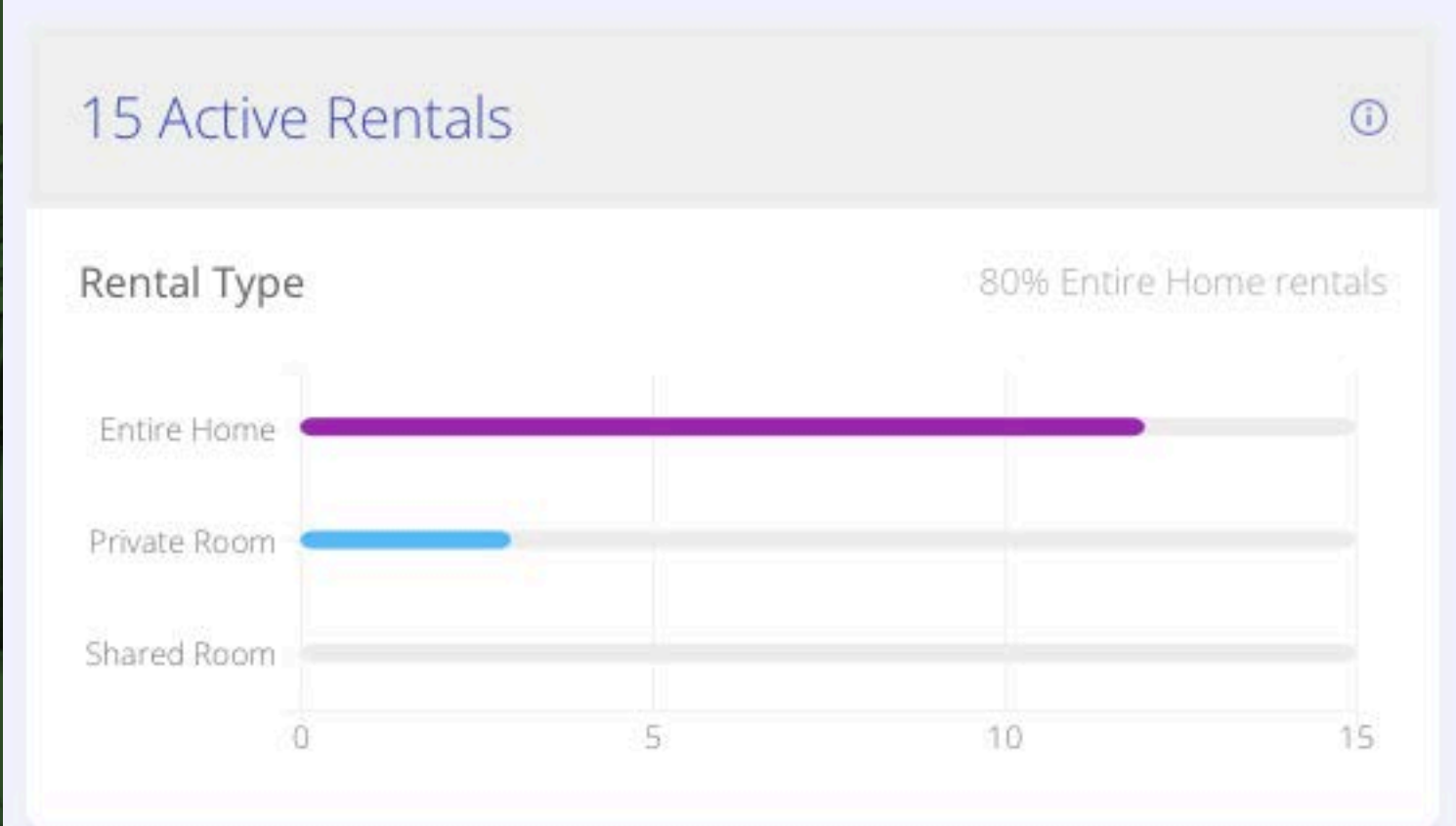
HOMEOWNERS WITH MORTGAGE  
2020

In 2020, 72.5% of the housing units in Elizabeth, CO were occupied by their owner. This percentage grew from the previous year's rate of 63.6%.

This chart shows the percentage of owner in Elizabeth, CO compared it's parent and neighboring geographies.

Data from [the Census Bureau ACS 5-year Estimate](#).



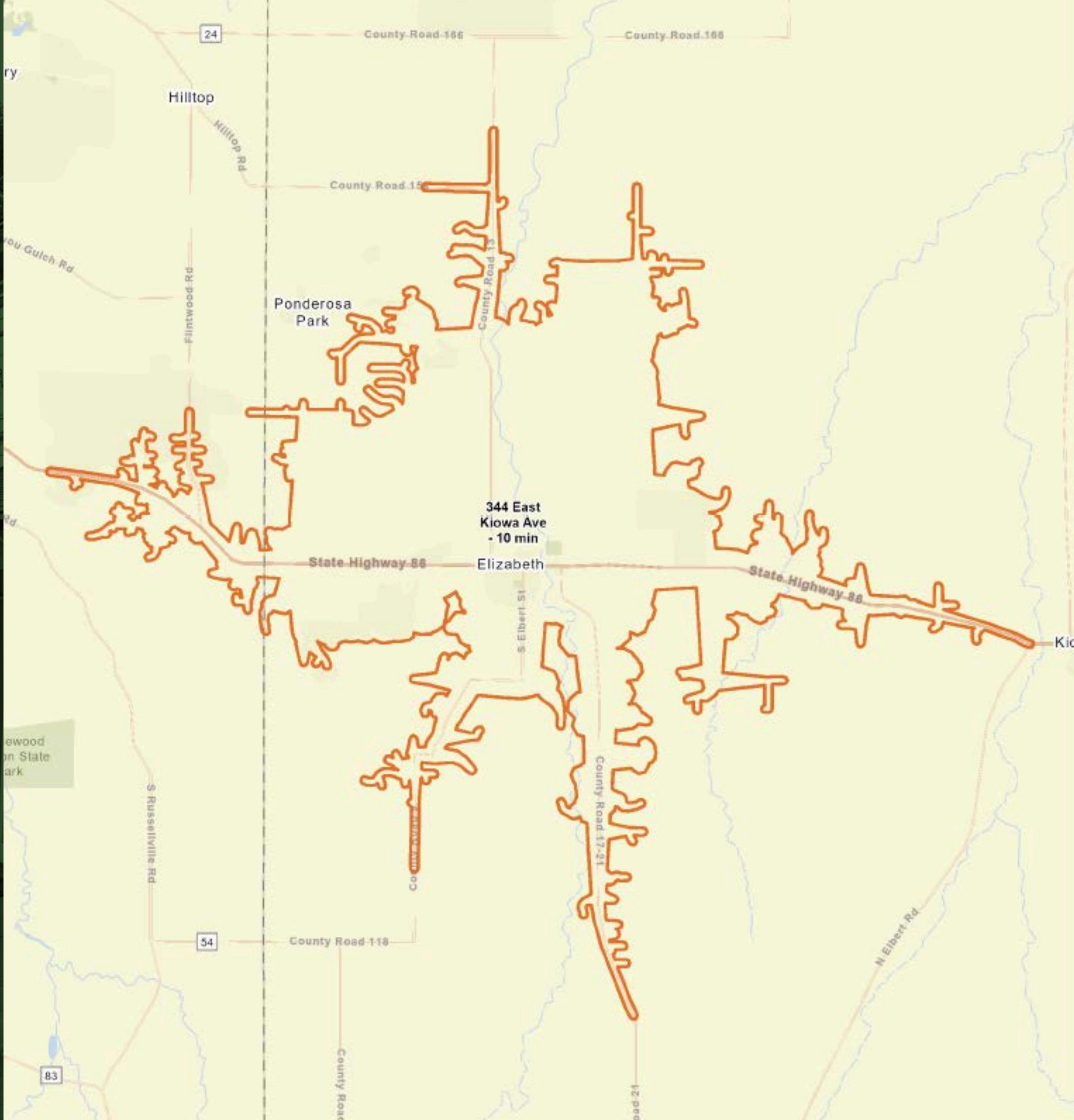


### Top Property Managers ⓘ

	LISTINGS	ANNUAL CHANGE	REVIEWS	RATING
Evolve	2	0.0%	25	★ 4.84



# RETAIL LEAKAGE



**Retail market**

10 minute drive time

**145 Million Purchases**

**65 Million Sales**

Every year, you lose **80 Million**



Online purchases are **22 Million**

**Communities average 12-15% of  
market size in online sales**

# RETAIL LEAKAGE

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	145,662,110	65,729,236	79,932,874
Total retail trade (NAICS 44 and 45)	129,488,236	61,728,452	67,759,784
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	30,120,286	16,549,923	13,570,363
Automobile dealers (NAICS 4411)	24,618,776	4,116,710	20,502,067
New car dealers (NAICS 44111)	22,012,614	0	22,012,614
Used car dealers (NAICS 44112)	2,606,163	4,116,710	-1,510,547
Other motor vehicle dealers (NAICS 4412)	2,778,725	2,831,236	-52,511
Recreational vehicle dealers (NAICS 44121)	1,039,129	987,861	51,268
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	1,739,596	1,843,375	-103,779
Boat dealers (NAICS 441222)	668,729	0	668,729
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,080,867	1,843,375	-762,508
Automotive parts, accessories, and tire stores (NAICS 4413)	2,722,785	9,601,977	-6,879,192
Automotive parts and accessories stores (NAICS 44131)	1,714,469	4,880,733	-3,166,264
Tire dealers (NAICS 44132)	1,008,317	4,721,245	-3,712,928
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	2,713,021	5,196,092	-2,483,071
Furniture stores (NAICS 4421)	1,524,423	1,071,642	452,781
Home furnishings stores (NAICS 4422)	1,188,598	4,124,451	-2,935,852
Floor covering stores (NAICS 44221)	615,110	1,862,803	-1,247,693
Other home furnishings stores (NAICS 44229)	573,489	2,261,647	-1,688,159
Window treatment stores (NAICS 442291)	32,498	0	32,498
All other home furnishings stores (NAICS 442299)	540,990	2,261,647	-1,720,657
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	2,034,091	3,454,063	-1,419,972
Household appliance stores (NAICS 443141)	430,740	1,214,736	-783,996
Electronics stores (NAICS 443142)	1,603,351	2,239,327	-635,976
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	9,564,347	9,099,378	464,969
Building material and supplies dealers (NAICS 4441)	8,341,668	6,308,687	2,032,981
Home centers (NAICS 44411)	4,713,635	2,528,133	2,185,502
Paint and wallpaper stores (NAICS 44412)	283,657	0	283,657
Hardware stores (NAICS 44413)	696,857	1,796,117	-1,099,260
Other building material dealers (NAICS 44419)	2,647,520	1,984,438	663,082
Lawn and garden equipment and supplies stores (NAICS 4442)	1,222,679	2,790,691	-1,568,012
Outdoor power equipment stores (NAICS 44421)	247,318	329,387	-82,068
Nursery, garden center, and farm supply stores (NAICS 44422)	975,361	2,461,304	-1,485,944
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	18,082,798	3,311,030	14,771,768
Grocery stores (NAICS 4451)	16,203,666	1,782,342	14,421,324
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	15,525,471	1,661,142	13,864,328
Convenience stores (NAICS 44512)	678,196	121,200	556,996
Specialty food stores (NAICS 4452)	469,186	457,733	11,452
Meat markets (NAICS 44521)	144,488	116,896	27,592
Fish and seafood markets (NAICS 44522)	56,693	0	56,693
Fruit and vegetable markets (NAICS 44523)	97,411	0	97,411
Other specialty food stores (NAICS 44529)	170,594	340,837	-170,243
All other specialty food stores (NAICS 445299)	80,771	206,694	-125,923
Beer, wine, and liquor stores (NAICS 4453)	1,409,946	1,070,954	338,991
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	7,573,938	1,499,641	6,074,297
Pharmacies and drug stores (NAICS 44611)	6,460,934	651,143	5,809,791
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	446,438	520,217	-73,779
Optical goods stores (NAICS 44613)	258,549	0	258,549
Other health and personal care stores (NAICS 44619)	408,016	328,281	79,735
Food (health) supplement stores (NAICS 446191)	144,106	328,281	-184,175
All other health and personal care stores (NAICS 446199)	263,910	0	263,910
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	10,060,352	2,778,529	7,281,823

Benchmark: USA

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<https://claritas.eesspotlight.com/Spotlight/About/3/2023>

# RETAIL LEAKAGE

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	6,152,088	1,629,944	4,522,144
Clothing stores (NAICS 4481)	4,203,713	811,483	3,392,230
Men's clothing stores (NAICS 44811)	166,062	0	166,062
Women's clothing stores (NAICS 44812)	821,974	181,984	639,989
Children's and infants' clothing stores (NAICS 44813)	153,918	0	153,918
Family clothing stores (NAICS 44814)	2,468,415	425,531	2,042,884
Clothing accessories stores (NAICS 44815)	217,062	0	217,062
Other clothing stores (NAICS 44819)	376,261	203,967	172,294
Shoe stores (NAICS 4482)	688,221	0	688,221
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,260,154	818,461	441,692
Jewelry stores (NAICS 44831)	820,060	818,461	1,599
Luggage and leather goods stores (NAICS 44832)	440,094	0	440,094
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	2,099,232	2,834,211	-734,979
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	1,854,497	2,267,811	-413,314
Sporting goods stores (NAICS 45111)	1,252,722	2,267,811	-1,015,089
Hobby, toy, and game stores (NAICS 45112)	461,077	0	461,077
Sewing, needlework, and piece goods stores (NAICS 45113)	61,719	0	61,719
Musical instrument and supplies stores (NAICS 45114)	78,960	0	78,960
Book stores and news dealers (NAICS 4512)	244,735	566,400	-321,665
Book stores (NAICS 451211)	227,950	289,317	-61,368
News dealers and newsstands (NAICS 451212)	16,785	277,083	-260,297
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	16,136,032	3,718,718	12,417,315
Department stores (NAICS 4522)	2,150,252	1,035,754	1,114,498
Other general merchandise stores (NAICS 4523)	13,985,780	2,682,964	11,302,816
Warehouse clubs and supercenters (NAICS 452311)	12,677,976	1,665,605	11,012,372
All other general merchandise stores (NAICS 452319)	1,307,804	1,017,359	290,444
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	2,719,166	4,652,881	-1,933,716
Florists (NAICS 4531)	133,255	148,160	-14,905
Office supplies, stationery, and gift stores (NAICS 4532)	509,300	0	509,300
Office supplies and stationery stores (NAICS 45321)	210,507	0	210,507
Gift, novelty, and souvenir stores (NAICS 45322)	298,793	0	298,793
Used merchandise stores (NAICS 4533)	391,277	758,818	-367,540
Other miscellaneous store retailers (NAICS 4539)	1,685,334	3,745,904	-2,060,570
Pet and pet supplies stores (NAICS 45391)	539,683	1,179,609	-639,926
Art dealers (NAICS 45392)	242,013	244,604	-2,590
Manufactured (mobile) home dealers (NAICS 45393)	183,431	0	183,431
All other miscellaneous store retailers (NAICS 45399)	720,206	2,321,691	-1,601,484
Tobacco stores (NAICS 453991)	197,615	0	197,615
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	522,591	2,321,691	-1,799,100
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	22,232,885	7,004,042	15,228,843
Electronic shopping and mail-order houses (NAICS 4541)	21,268,287	3,399,394	17,868,893
Vending machine operators (NAICS 4542)	112,904	0	112,904
Direct selling establishments (NAICS 4543)	851,694	3,604,647	-2,752,953
Fuel dealers (NAICS 45431)	506,969	3,150,819	-2,643,850
Other direct selling establishments (NAICS 45439)	344,726	453,828	-109,103
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	16,173,874	4,000,784	12,173,090
Special food services (NAICS 7223)	1,261,018	119,074	1,141,944
Food service contractors (NAICS 72231)	1,001,525	53,367	948,158
Caterers (NAICS 72232)	234,222	0	234,222
Mobile food services (NAICS 72233)	25,270	65,708	-40,437
Drinking places (alcoholic beverages) (NAICS 7224)	538,944	0	538,944
Restaurants and other eating places (NAICS 7225)	14,373,913	3,881,710	10,492,203
Full-service restaurants (NAICS 722511)	7,164,529	1,813,386	5,351,144
Limited-service restaurants (NAICS 722513)	6,117,756	0	6,117,756
Cafeterias, grill buffets, and buffets (NAICS 722514)	155,966	0	155,966
Snack and non-alcoholic beverage bars (NAICS 722515)	935,661	2,068,324	-1,132,663

# RETAIL LEAKAGE

	2023 Demand (\$)	2028 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
<b>Demand by Store Type</b>				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	145,662,110	176,871,145	31,209,035	3.96
Total demand retail trade (NAICS 44 and 45)	129,488,236	157,861,465	28,373,229	4.04
<b>Motor Vehicle and Parts Dealers</b>				
Motor vehicle and parts dealers (NAICS 441)	30,120,286	36,368,337	6,248,051	3.84
Automobile dealers (NAICS 4411)	24,618,776	29,396,539	4,777,763	3.61
New car dealers (NAICS 44111)	22,012,614	26,248,183	4,235,569	3.58
Used car dealers (NAICS 44112)	2,606,163	3,148,356	542,193	3.85
Other motor vehicle dealers (NAICS 4412)	2,778,725	4,030,302	1,251,577	7.72
Recreational vehicle dealers (NAICS 44121)	1,039,129	1,591,148	552,020	8.89
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	1,739,596	2,439,154	699,558	6.99
Boat dealers (NAICS 441222)	658,729	1,003,508	344,780	8.78
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,080,867	1,435,645	354,778	5.84
Automotive parts, accessories, and tire stores (NAICS 4413)	2,722,785	2,942,496	219,710	1.56
Automotive parts and accessories stores (NAICS 44131)	1,714,469	1,857,429	142,960	1.61
Tire dealers (NAICS 44132)	1,008,317	1,085,067	76,750	1.48
<b>Furniture and Home Furnishings Stores</b>				
Furniture and home furnishings stores (NAICS 442)	2,713,021	3,470,790	757,769	5.05
Furniture stores (NAICS 4421)	1,524,423	1,919,775	395,353	4.72
Home furnishings stores (NAICS 4422)	1,188,598	1,551,015	362,416	5.47
Floor covering stores (NAICS 44221)	615,110	828,666	213,556	6.14
Other home furnishings stores (NAICS 44229)	573,489	722,349	148,860	4.72
Window treatment stores (NAICS 442291)	32,498	41,961	9,463	5.24
All other home furnishings stores (NAICS 442299)	540,990	680,388	139,398	4.69
<b>Electronics and Appliance Stores</b>				
Electronics and appliance stores (NAICS 443)	2,034,091	2,426,213	392,122	3.59
Household appliance stores (NAICS 443141)	430,740	517,604	86,863	3.74
Electronics stores (NAICS 443142)	1,603,351	1,908,609	305,258	3.55
<b>Building Material and Garden Equipment and Supplies Dealers</b>				
Building material and garden equipment and supplies dealers (NAICS 444)	9,564,347	11,518,298	1,953,951	3.79
Building material and supplies dealers (NAICS 4441)	8,341,668	10,063,198	1,721,530	3.82
Home centers (NAICS 44411)	4,713,635	5,677,407	963,773	3.79
Paint and wallpaper stores (NAICS 44412)	283,657	409,812	126,156	7.64
Hardware stores (NAICS 44413)	696,857	832,504	135,647	3.62
Other building material dealers (NAICS 44419)	2,647,520	3,143,474	495,954	3.49
Lawn and garden equipment and supplies stores (NAICS 4442)	1,222,679	1,455,100	232,421	3.54
Outdoor power equipment stores (NAICS 44421)	247,318	293,087	45,769	3.45
Nursery, garden center, and farm supply stores (NAICS 44422)	975,361	1,162,013	186,652	3.56
<b>Food and Beverage Stores</b>				
Food and beverage stores (NAICS 445)	18,082,798	23,141,977	5,059,179	5.06
Grocery stores (NAICS 4451)	16,203,666	20,703,086	4,499,420	5.02
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	15,525,471	19,846,212	4,320,741	5.03
Convenience stores (NAICS 44512)	678,196	856,874	178,678	4.79
Specialty food stores (NAICS 4452)	469,186	596,620	127,434	4.92
Meat markets (NAICS 44521)	144,488	182,056	37,569	4.73
Fish and seafood markets (NAICS 44522)	56,693	71,576	14,883	4.77
Fruit and vegetable markets (NAICS 44523)	97,411	125,554	28,143	5.21
Other specialty food stores (NAICS 44529)	170,594	217,434	46,839	4.97
All other specialty food stores (NAICS 445299)	80,771	101,436	20,665	4.66
Beer, wine, and liquor stores (NAICS 4453)	1,409,946	1,842,271	432,325	5.50
<b>Health and Personal Care Stores</b>				
Health and personal care stores (NAICS 446)	7,573,938	9,368,373	1,794,436	4.34
Pharmacies and drug stores (NAICS 44611)	6,460,934	8,040,641	1,579,707	4.47
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	446,438	558,356	111,918	4.58
Optical goods stores (NAICS 44613)	258,549	259,647	1,098	0.09
Other health and personal care stores (NAICS 44619)	408,016	509,729	101,712	4.55
Food (health) supplement stores (NAICS 446191)	144,106	180,244	36,138	4.58
All other health and personal care stores (NAICS 446199)	263,910	329,484	65,575	4.54
<b>Gasoline Stations</b>				
Gasoline stations (NAICS 447)	10,060,352	12,528,849	2,468,498	4.49

# RETAIL LEAKAGE

	2023 Demand (\$)	2028 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
<b>Clothing and Clothing Accessories Stores</b>				
Clothing and clothing accessories stores (NAICS 448)	6,152,088	6,865,930	713,842	2.22
Clothing stores (NAICS 4481)	4,203,713	4,625,008	421,295	1.93
Men's clothing stores (NAICS 44811)	166,062	173,546	7,484	0.89
Women's clothing stores (NAICS 44812)	821,974	915,961	93,987	2.19
Children's and infants' clothing stores (NAICS 44813)	153,918	162,580	8,662	1.10
Family clothing stores (NAICS 44814)	2,468,415	2,730,171	261,755	2.04
Clothing accessories stores (NAICS 44815)	217,082	234,962	17,880	1.60
Other clothing stores (NAICS 44819)	376,261	407,789	31,527	1.62
Shoe stores (NAICS 4482)	688,221	821,626	133,404	3.61
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,260,154	1,419,297	159,143	2.41
Jewelry stores (NAICS 44831)	820,060	936,586	116,526	2.69
Luggage and leather goods stores (NAICS 44832)	440,094	482,711	42,617	1.87
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>				
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	2,099,232	2,413,909	314,676	2.83
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	1,854,497	2,115,581	261,084	2.67
Sporting goods stores (NAICS 45111)	1,252,722	1,383,233	130,511	2.00
Hobby, toy, and game stores (NAICS 45112)	461,077	558,715	97,638	3.92
Sewing, needlework, and piece goods stores (NAICS 45113)	61,719	82,279	20,561	5.92
Musical instrument and supplies stores (NAICS 45114)	78,980	91,353	12,373	2.95
Book stores and news dealers (NAICS 4512)	244,735	298,328	53,593	4.04
Book stores (NAICS 451211)	227,960	278,059	50,109	4.05
News dealers and newsstands (NAICS 451212)	16,785	20,269	3,483	3.84
<b>General Merchandise Stores</b>				
General merchandise stores (NAICS 452)	16,136,032	19,648,835	3,512,802	4.02
Department stores (NAICS 4522)	2,150,252	2,418,377	268,125	2.38
Other general merchandise stores (NAICS 4523)	13,985,780	17,230,458	3,244,678	4.26
Warehouse clubs and supercenters (NAICS 452311)	12,677,976	15,616,133	2,938,157	4.26
All other general merchandise stores (NAICS 452319)	1,307,804	1,614,325	306,521	4.30
<b>Miscellaneous Store Retailers</b>				
Miscellaneous store retailers (NAICS 453)	2,719,166	3,308,490	589,324	4.00
Florists (NAICS 4531)	133,255	157,898	24,643	3.45
Office supplies, stationery, and gift stores (NAICS 4532)	509,300	607,320	98,020	3.58
Office supplies and stationery stores (NAICS 45321)	210,507	266,976	56,469	4.87
Gift, novelty, and souvenir stores (NAICS 45322)	298,793	340,344	41,551	2.64
Used merchandise stores (NAICS 4533)	391,277	446,245	54,968	2.66
Other miscellaneous store retailers (NAICS 4539)	1,685,334	2,097,027	411,693	4.47
Pet and pet supplies stores (NAICS 45391)	539,683	694,248	154,565	5.17
Art dealers (NAICS 45392)	242,013	275,588	33,575	2.63
Manufactured (mobile) home dealers (NAICS 45393)	183,431	281,587	98,155	8.95
All other miscellaneous store retailers (NAICS 45399)	720,206	845,605	125,399	3.26
Tobacco stores (NAICS 453991)	197,615	235,547	37,932	3.57
All other miscellaneous store retailers (except tobacco stores) (NAICS 453999)	522,591	610,058	87,466	3.14
<b>Non-store Retailers</b>				
Non-store retailers (NAICS 454)	22,232,885	26,800,464	4,567,580	3.81
Electronic shopping and mail-order houses (NAICS 4541)	21,268,287	25,636,364	4,368,078	3.81
Vending machine operators (NAICS 4542)	112,904	144,599	31,695	5.07
Direct selling establishments (NAICS 4543)	851,694	1,019,501	167,807	3.66
Fuel dealers (NAICS 45431)	506,969	599,062	92,093	3.40
Other direct selling establishments (NAICS 45439)	344,726	420,439	75,714	4.05
<b>Food Services and Drinking Places</b>				
Food services and drinking places (NAICS 722)	16,173,874	19,009,681	2,835,806	3.28
Special food services (NAICS 7223)	1,261,018	1,466,471	205,453	3.06
Food service contractors (NAICS 72231)	1,001,525	1,159,905	158,380	2.98
Caterers (NAICS 72232)	234,222	276,676	42,454	3.39
Mobile food services (NAICS 72233)	25,270	29,890	4,619	3.42
Drinking places (alcoholic beverages) (NAICS 7224)	538,944	615,787	76,844	2.70
Restaurants and other eating places (NAICS 7225)	14,373,913	16,927,422	2,553,510	3.32
Full-service restaurants (NAICS 722511)	7,164,529	8,404,528	1,239,999	3.24
Limited-service restaurants (NAICS 722513)	6,117,756	7,229,907	1,112,151	3.40
Cafeterias, grill buffets, and buffets (NAICS 722514)	155,966	184,300	28,334	3.40
Snack and non-alcoholic beverage bars (NAICS 722515)	935,661	1,108,687	173,026	3.45



# Message Resources



# ELIZABETH Exudes Charm

With historic character and a sense of place unmatched in nearby communities, Elizabeth is accentuating the built environment with an eye toward driving investment. With efforts focused on sprucing up the public streetscape, Elizabeth is also welcoming new business with a façade improvement program, building support for new development and championing historic preservation.



## Design

- Enhanced Streetscape
- Public Art Inspired Street Furnishings
- Install seasonal color via flower plantings
- Support HAB with Historic District Creation
- Update Design Guidelines



## Economic Vitality

- Revise zoning to increase building height to encourage development of jobs & housing.
- Revise zoning to enable increase lot coverage to increase leasable floor area.
- Complete site plan for Main Street Station
- Discuss public parking at Main Street Station + EV Charging opportunities
- Explore Gesin Lot Use & Development



## Promotion

- Explore opportunities to promote charming businesses



## Organization

- Support HAB with Historic District Creation
- Build partnerships with development entities to support investment



POWERED BY  
**Main Street**

# Embrace ELIZABETH

Elizabeth is at the center of it all and we're here to welcome families and friends, innovators and entrepreneurs to find their sense of place in our historic downtown. From family-friendly events like the Friday Night Market to quaint shopping and dining opportunities, our focus is elevate awareness of Main Street as a place to connect with your neighbors.



## Design

- Design marketing materials for annual events
- Develop plan for Running Creek Park



## Economic Vitality

- Develop event + business linkage strategy for Mayor's Tree Lighting and Friday Night Market



## Promotion

- Update & distribute maps and materials
- Complete holiday ornament program
- Coordinate Mayor's Tree Lighting Event



## Organization

- Coordinate event services, including trash, bands, ADA accommodations, volunteers



POWERED BY  
**Main Street**

# ELIZABETH Our Main Place

Historic. Elizabeth. Main Street. These are the central ingredients for a quality place that isn't just another subdivision on the Front Range's seemingly unquenchable thirst for growth. This is a place that has a history. It has a dedicated and passionate community who identify themselves as 80107, regardless of whether they live inside City Limits - this spirit of belonging extends well beyond Elizabeth proper. And this place has a street where the focus of all this energy can build into a local movement to welcome you home at last. The Main Space transformational strategy seeks to focus the power of place on Main Street's physical environment to help cement this stretch as the undeniable center of Elizabeth.

To help identify compelling strategies supporting the effort, start by identifying reasons the 5 Audiences of Main Street might benefit from Streetscape Enhancements:

## **Owners: (Business, Property)**

- Enhanced streetscape improves my property value.
- A more walkable street will increase foot-traffic, helping drive increased sales.
- New infrastructure will reduce development costs for undeveloped properties.
- Wider sidewalks enable opportunities to extend my effective "leasable" space for sidewalk displays or outdoor café seating.

## **Donors: (Granting Agencies, Foundations)**

- A coordinated plan for improvement provides a variety of opportunities to invest in this community.
- Public art and sustainability initiatives are typical of projects supported by donors.
- A donation today will provide a lasting legacy into the future.

## **Government:**

- Enhanced streetscape creates a desirable investment atmosphere, leading to increased property taxes added jobs, and private capital investment.
- More shops and shoppers helps generate increased sales tax.
- A destination Main Street district imports tax dollars currently leaking to neighboring communities and keeps those dollars here at home.
- Capital projects leave a lasting legacy for years to come.

## **Volunteers:**

- Join the momentum and excitement with an organization that is making big things happen.

## **Public:**

- Creating a buzzworthy destination with attractive, small-town charm will change perceptions about the entire community.
- Building a lively business district helps keep shoppers local.
- Every visitor is a potential entrepreneur in the making. Give them a backdrop to live out their dream.
- Wider sidewalks create an opportunity to comfortably stroll along storefronts, while sidewalk café spaces offer outdoor seating.
- Safety improvements, like better lighting, crosswalk enhancements, and corner bulb outs make the pedestrian a priority and encourage me to walk around the district and linger longer.
- Multimodal improvements like bike racks, trail connections and flashing crosswalk beacons help me connect to downtown from my neighborhood safely and efficiently.



POWERED BY

**Main Street**

# Main Street Strategy- Surviving Streetscape







There are few things harder than working through a streetscape. The potential for disruptions and the need for stakeholders to work together to minimize negative impacts are essential in efforts to stage the project and to minimize disruptions to downtown commerce. The efforts must strive to bring stakeholders together, to identify potential challenges and opportunities related to the project, and to foster increased levels of communication and cooperation among stakeholders that play a role in overcoming challenges related to the project.

## Potential Audiences

- Business Owners
- Property Owners
- Customers
- Lodging Operators
- Community Visitors

## ACTION STRATEGY

Goal during Streetscape	Actions	Get Creative	Measure Efforts
 <p><b>Economic Vitality</b></p> <p>Clear, Up to Date, and Supportive Communication to the Business Community</p>	<ul style="list-style-type: none"> <li>• Create Construction Comm Plan</li> <li>• Create Facebook Group, Email List, and Call List</li> <li>• Establish communication with project scheduler</li> </ul>	<ul style="list-style-type: none"> <li>• Create Short Term Business Support or Marketing Grant</li> </ul>	<p>The Business feel supported through a very hard time. Main Street is our Partner.</p>
 <p><b>Design</b></p> <p>Use Signage, Banners, Rear Doors, and Creative Placemaking Solutions to Maintain a Business-friendly Environment</p>	<ul style="list-style-type: none"> <li>• Design We're Still Open Signs</li> <li>• Design Banners for district</li> <li>• Design Rear Entry Signage</li> <li>• Map and Craft Parking Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Create Entry Bridges that can be painted by local students and move as sidewalks are disrupted</li> </ul>	<p>The streetscape process is seen as one of progress, not inconvenience. Main Street Made this Better.</p>
 <p><b>Promotion</b></p> <p>Create a campaign encouraging customers to continue to support the district</p>	<ul style="list-style-type: none"> <li>• Design Mascot</li> <li>• Create Open Campaign for Customers</li> <li>• Create event to drive customers to business</li> <li>• Consider launching a Construction Passport</li> <li>• Design Social Media Templates for Businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Have a ribbon cutting for each and every business as they get past the construction. Have a constant stream of micro events</li> </ul>	<p>Customers never stray away from downtown just because of construction. Main Street made this Fun.</p>
 <p><b>Organization</b></p> <p>Be a visible Partner between DOT, Construction Team, Community Leadership &amp; Business Community</p>	<ul style="list-style-type: none"> <li>• Report Business Numbers to Council Monthly</li> <li>• Create Business Support Newsletter</li> <li>• Share Success and Struggle Stories Appropriately</li> </ul>	<ul style="list-style-type: none"> <li>• Launch a State of the Streetscape Podcast</li> </ul>	<p>Local Government Sees Main Street as an Essential Partner</p>



# Grant Strategy



## ELIZABETH Main Street

As you contemplate the ultimate design for Main Street, consider the hot issues that are being funded today. In recent years, significant investment has been focused on transportation enhancements that provide safety and multi-modal improvements. Consider how your design improves and addresses safety. Elements like wider sidewalks, crosswalk markings, and lighting are all safety elements. Encouragement for non-motorized travel is also often supported by grants – things like bike racks, pathway extensions and flashing beacons – make it easier to bike or walk downtown. Even decorative planters can have a safety purpose if they are placed correctly in an effort to buffer traffic.

The Main Street Organization point focuses on creating relationships and partnerships. Explore current partnerships to identify how their interests might align with the streetscape project. For instance, historic preservation interests might not get too excited about sidewalks unless they understand that a fresh streetscape can motivate investment in historic buildings. Be a Dot-Connector and help make the linkage for your partners. Additionally, local government might view the project as a capital maintenance investment. However, streetscape enhancements are an economic development driver when considering job and sales tax expansion possibilities that might result.



# Photo Resources



# PHOTO ASSET CHECKLIST

## Main Street Context

- Daytime
- Nighttime
- Winter
- Holidays
- Festival
- Drone

## Farmers Market

- Setup
- Produce Detail
- Product Detail
- Vendor Shot
- Busy Shot
- Transaction Shot

## Event

- Setup
- Marketing
- Busy Shot
- Business Owner
- Transaction Shot
- People

## Business

- Storefront Day with People
- Storefront Night
- Context with People
- Product Detail
- Owner Shot
- Transaction Shot

## Restaurants

- Restaurant Front-Day
- Restaurant Front- Night
- Dining Room w/ People
- Outdoor Dining w/ People
- Food Shot
- Serving Shot

## Office/Co-work

- Building Front
- Interior Shot
- Employees working
- Saavy Logos on things

## Parades

- Public Safety
- Patio Dining
- Pets
- Bike Racks

# Examples



Downtown Context with People



Farmers Market Vendor Shot



Restaurant with People



Patio Dining



Parades



# Implementation



# BRANDTOUCH IMPLEMENTATION CHECKLIST

## PHASE 1

### Adopt Brand

- Board/Council Adoption
- Share Brand Link with Design Partners

### Technical Integration

- Install Fonts
- Copy Brand Folder to Local Drive
- Adopt Internal Toolbox with staff

## PHASE 2

### Social Media

- Update Facebook Profile
- Update Instagram Profile
- Update Twitter Profile
- Update Pinterest Profile
- Load Photos as gallery in Facebook
- Create Pinterest Board with Brand Elements

### Online

- Update Colors on Webpage
- Add New Graphics
- Update Favicon
- Add Brand Statement to Website
- Add Styleguide Request
- Add Brand Resources Page



## PHASE 3

### Communication

- Update Email Signature
- Adopt Powerpoint Template
- Adopt Digital Letterhead
- Upload Brand Materials to Email Newsletter
- Adopt Envelope Template
- Printer Updated Business Cards

### Event Extension

- Logo Adoption
- Social Integration
- Marketing Integration
- Merchandise Expansion
- Signage
- Volunteer Swag

### Collateral

- Share Brand Resources
- Share Merchadising Examples
- Share Brand Partner Idea List
- Create Volunteer Shirts
- Create Staff Shirts
- Vehicle Graphics
- Police Badges
- Bench,Trash Can, Public Space Integration

### Wayfinding

- Plan Strategic Banner Strategy
- Plan Event Banner Strategy
- Explore Partnering for Comprehensive Wayfinding System
- Bike Sign System
- Bike Lane Branding
- Guerilla Pedestrian Signs
- Parking Signs

### Printing

- Shopping & Dining Guide
- Organization Brochure
- Parking Cards
- Partner Banners
- Visit Cards
- Hours Signs

### Other

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- 
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# HOW TO BE A **BRAND PARTNER**

## BRAND MERCHANDISE

- Hats
- T-Shirts
- Coffee cups
- Decals
- Bumper stickers
- Bags
- Shopping bags
- Cycling jerseys
- Pint glasses
- Guitar picks
- Water bottles
- Outdoor gear
- Polo shirts
- Climbing chalk bags
- Hiking stick medallions
- Rain jackets
- Guitar straps
- Koozies
- Socks
- Invent something

## BRAND YOUR DIGITAL PRESENCE

- Add logo to website
- Add logos to Facebook as a gallery
- Link from web to community website
- Use hashtag
- Share photos of branded items
- Tweet the web address
- Link google photo galleries to share
- Profile pics
- Send other businesses and organizations to the web address
- Instagram people having fun

## BRAND YOUR PLACE

- Request interest icons
- Look for brand extension opportunities
- Organizational logos
- Street banners
- Wayfinding signage
- Open signs
- Store hours signs
- Shopping & dining guides
- Advertising
- Pocket folders
- Visitor guides
- Business cards
- Brochures
- Annual reports
- Maps
- Trail guides
- Shopping bags
- Loyalty cards



From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

## SHARE WITH US

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

**CHECK OFF ONE OF THE SUGGESTIONS, AND YOU ARE A BRAND PARTNER!**

# MAIN5 COMMUNICATION CHANNELS

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
<b>SOCIAL</b>													
Facebook Page													
Facebook Merchant Group Page													
Facebook Volunteer Group Page													
Instagram													
Instagram Stories													
Twitter													
Pinterest Product Catalog													
Pinterest Sweet Shot Catalog													
Tik Tok													
<b>WEB/PRINT</b>													
Paid Print													
Earned Media													
Press Releases													
Web Updates													
Blog Posts													
Newsletters													
IMPACT Tool													
<b>RELATION &amp; PRESENTATION</b>													
Council Update													
Council Presentation													
Organizations Presentation													
Volunteer Campaign													
Donor Campaign													
Sponsorship Single Ask													
Building Owner Visits													
Business Owner Visits													



# STRATEGIC EVENT CALENDAR

GOVERNMENT  
VOLUNTEER  
PUBLIC  
OWNER  
DONOR  
RETAIL  
SPECIAL  
IMAGE

JANUARY

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FEBRUARY

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MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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JANUARY

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HISTORIC  
**ELIZABETH**  
COLORADO

ARNETT MULDROW

# SOCIAL MEDIA STRATEGY



## MONTHLY THEMES FOR INSPIRATION

JANUARY <b>NEW STARTS &amp; PLANNING</b>	FEBRAURY <b>DIVERSITY &amp; LOVE</b>	MARCH <b>CLEAN &amp; GREEN</b>	APRIL <b>BEAUTY &amp; COLOR</b>	MAY <b>MAIN STREET FLAVOR</b>	JUNE <b>LOCAL REDISCOVERY</b>
JULY <b>ROAD TRIP</b>	AUGUST <b>HISTORY &amp; CIVICS</b>	SEPTEMBER <b>FESTIVALS, EVENTS &amp; FUN</b>	OCTOBER <b>FALL FOR MAIN STREET</b>	NOVEMBER <b>SHOP SMALL OFTEN</b>	DECEMBER <b>HOLIDAY TRADITIONS</b>

## WEEK BY WEEK

MONDAY <b>PICTURES SPEAK</b>	TUESDAY <b>TASTE TUESDAY</b>	WEDNESDAY <b>MAGIC STORY TIME</b>	THURSDAY <b>TRAILHEAD THURSDAY</b>	FRIDAY <b>MAIN EVENT WEEKEND</b>	SATURDAY <b>REST</b>	SUNDAY <b>REST</b>
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## DAILY POSTS

GALLERY PHOTO	FOOD PIC	INSPIRATIONAL QUOTE	HIGHLIGHT PRODUCT	PROMOTE EVENTS	STORY DURING EVENTS
BEHIND THE SCENES	MENU PIC	VIEWER POLL	VIDEO TOUR	ACTIVITIES	
OWNER IMAGE	SERVER VIDEO	ASK A QUESTION	UNBOXING VIDEO		
HISTORIC IMAGE	DESSERT POST	THANK YOUR FANS	THIS OR THAT?		

# BRANDSCORE MAINSTREET

	POINT	YOUR SCORE
1. Do You Have A Defined Typeface?	5 points	
2. Do You Have A Color Palette?	5 points	
3. Do You Have An Organization Logo?	5 points	
4. Do You Have An Destination Logo?	5 points	
5. Do Your Committes Have Logos?	2 points	
6. Do You Have A Styleguide?	5 points	
7. Do You Have An Org Branded Presentation Template?	2 points	
8. Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 points/ 6 max	
9. Is Your Org Logo On Your Website?	5 points	
10. Do You Have An Org Brochure?	5 points	
11. Is Your Org Logo Your Facebook Profile?	3 points	
12. Is Your Logo Your Instagram Profile?	3 points	
13. Do You Know What Twitter Is For?	3 points	
14. Do You Have A Traditional Or Electronic Newsletter?	2 points	
15. Do You Have A Uniform Hashtag?	2 points	
16. Do Our Events Amplify Our Brand?	5 points/ 20 max	
17. Does Your Gateway Include Your Logo?	5 points	
18. Your Street Banners Feature Your Destination Brand.	3 points	
19. Do You Make Your Volunteers Feel Part Of The Brand?	5 points	
20. Do You Address Parking With Your Brand?	5 points	
21. Is There Logo Apparel?	2 points	
22. Member Or Investor Benefits	2 points	

TO DO

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Thank You!





**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** May 08, 2023  
**SUBJECT:** Staff Report

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## **STAFF REPORT**

### **1. Streetscape Design Update**

- a. The Board of Trustees approved the PSA with CORE Engineering for the Streetscape Design on 01/11/2022.
- b. The certified letter was distributed to property owners and business owners on 01/14/2022.
- c. The Revitalizing Main Street Grant application was completed and sent to CDOT on 02/04/2022 before the deadline.
- d. Second Public Meeting occurred on June 30<sup>th</sup> at 6:00pm.
- e. A second certified letter has been distributed to property owners to notify regarding the second public meeting on June 7<sup>th</sup>.
- f. The third public meeting has been set for 10/13/2022.
- g. The Board of Trustees have heard progress on the project and provided further direction at their 09/13/2022 workshop.
- h. Streetscape Design Check In meeting was held and feedback received. The feedback received will be presented to the BOT in a memo at their 11/15/2022 meeting.
- i. The Add Services agreement with CORE was approved by the BOT on 11/29/2022.
- j. The BOT heard Main Street recommendations from Stolfus related to their Old Town Traffic Study at their 02/14/2023 BOT meeting.
- k. Staff received direction from the BOT at their 02/14/2023 regarding parking and traffic movement on Main Street. The BOT tabled the resolution to update the street cross-sections in order to obtain additional information.
- l. MSBOD and BOT met on 04/01/2023 for a work session. BOT gave direction on Streetscape. Staff is working on implementing direction.
- m. The Streetscape Amendment #2 will go before the BOT on 05/09/2023 for approval.

### **2. Gesin Lot**

- a. The Board of Trustees was presented with a proposal regarding the Gesin Lot by Gene Gregory. The Town is acquiring property valuation before continuing discussions with Mr. Gregory.
- b. The Board of Trustees is exploring additional options for the Gesin Lot before continuing conversations with Mr. Gregory.



- c. Mr. Gregory presented his latest proposal to the BOT on 02/28/2023. The Town is putting together a price for the property to be considered.
- d. The Board of Trustees has decided to not pursue Mr. Gregory's proposal further at this time.
- e. Staff will be seeking a site feasibility study for the Gesin Lot through DOLA.
- f. The monument sign/clock tower RFP has been distributed. The proposals will be reviewed on 05/11 at 2pm.

**3. Ornaments**

- a. Tom Pollard has provided pricing for this year's ornaments. The total will be \$2,195.00 which includes art and tooling, 200 ornaments, boxes with info sheet, and shipping.

**4. Training Update/Reminder**

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.

**5. WiFi on Main Street**

- a. Town working with Maverix to provide wireless internet service to Main Street and possibly Running Creek Park

**6. First quarter stats have been submitted to DOLA.**