

A man wearing a grey flat cap and a blue shirt is seen from the back, playing a double bass. He is positioned in the foreground on the right side of the frame. In the background, a large crowd of people, including children and adults, is gathered on a grassy lawn in front of a building with a red-tiled roof and stone walls. Some people are sitting on the grass, while others are standing or sitting on the steps of the building. The scene is bright and sunny, with green trees and a clear blue sky. A teal banner with white and yellow text is overlaid across the middle of the image.

# HOW TO TELL YOUR STORY

# HOW TO TELL YOUR STORY



## DEFINE IT

Craft your story using the indicators you already track:

- New businesses and local jobs created
- Community events and attendees
- Public and private financial investment
- Number of volunteers and their time contribution

## CREATE IT

- Create infographics to make your data more engaging and interesting
- Develop an Annual Report to show comprehensive impact
- Take photos of events, improvements, and people enjoying your downtown
- Collect testimonials from stakeholders, businesses, and residents about their experiences

## SHARE IT

- Present your story at City Council meetings, to service organizations, and other community groups
- Connect with your local media to pitch a story about the benefits of downtown revitalization
- Host luncheon events with local businesses and stakeholders
- Use social media to share progress and updates



**COLORADO**  
Department of Local Affairs  
Division of Local Government



Colorado Main Street Program  
Department of Local Affairs  
[colorado.gov/dola](http://colorado.gov/dola)  
303.864.7720