

# COLORADO MAIN STREET PROGRAM CASE STUDY:

# BUENA VISTA



The Town of Buena Vista has something for visitors and residents alike: camping, hunting, kayaking, mountain biking, hiking, and so much more. The Town has a rich history and year-round appeal. The Town population was 2,617 at the 2010 United States Census.



## Challenge

With so many outdoor enthusiasts, it was difficult to get residents and visitors to spend time downtown.

- Funds from the City for downtown development were limited
- Businesses had little interest in downtown
- Areas of downtown were unappealing



## Solution

The Town joined Colorado Main Street to create a plan to construct a more welcoming downtown.

- Colorado Main Street has provided trainings that opened up doors on how to create more business opportunities as well as how to receive more press
- Received mini-grants from Colorado Main Street to boost planning and beautification of downtown



## Result

The Buena Vista Main Street is now vibrant and sees more community and tourist activity than ever before.

- Since joining Colorado Main Street, 30 new businesses have opened
- Businesses outside of downtown have opened up second stores downtown
- The People's Stage is a hot spot for community entertainment and performances
- Ongoing landscaping projects have helped give downtown more appeal
- The program has leveraged historic infrastructure and sustained community support



DOLA is instrumental in providing support and funding that has led to the constant revitalization of downtown Buena Vista

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