

COLORADO MAIN STREET PROGRAM CASE STUDY: STEAMBOAT SPRINGS



While the City of Steamboat Springs is an internationally known winter ski resort destination, the City also boasts a historic downtown to draw visitors and locals alike. As of the 2010 census, the City population was 12,088.



Challenge

The ski resorts in Steamboat Springs were set to expend. While this was great for the businesses in and around the resort, downtown businesses had less draw and appeal. There were limited funds and a lack of space for new developments.

- No organized business group for downtown
- No time to fill out grants
- Lacking a channel for businesses to communicate with the City as well as other businesses



Solution

The City partnered with Colorado Main Street to enhance their downtown in a way that tailored to their needs.

- Colorado Main Street provided technical assistance to guide and direct downtown revitalization efforts
- Advised on consulting services to complete a retail study and business improvement system



Result

The Steamboat Springs Main Street is now an organization that serves businesses in a way that they can see tangible results.

- The Graduate level has allowed for a retail study and a business improvement system
- The annual Restaurant Week is a hit among residents and tourists
- The local farmer's market went from 60 businesses to 125
- 13 new businesses opened in the 4th quarter of 2016
- The City is now investing \$10 million in downtown infrastructure



The Main Street program is the most successful blueprint. Use the tools and you will succeed. We would be nowhere without COMS

Lisa Popovich | Steamboat Springs Main Street Director

