

AGENDA ITEM SUMMARY SHEET

Wellington Town Trustee Meeting- October 27th, 2020

ITEM#: _____

SUBJECT: Wellington Main Streets Program presentation to the Town Trustees and Mayor from Wellington Main Streets Program Executive Director Kallie Cooper

Summary:

The Wellington Main Streets Program provides quarterly updates to the Town Trustees regarding on-going projects, organizational updates, events, and future plans. **This update is for the months of August, September, and October**

Item 1: Current projects

- Publications:
 - "Downtown Wellington Featured in Season 1 of Tastemade's "Beyond the Block," published on September 21st
 - "Sustainability in Colorado's Waterways, Amid Climate Change," published on September 22nd
 - "City of Wellington moves to highest tier of Colorado Department of Local Affairs' Main Street program," published on October 19th
- *Downtown Banners*
 - The new "Welcome to Wellington" banners and "Historic Downtown Wellington banners were installed on October 19th by Dynamic Image.
- Crosswalk Project / DOLA 2020 Mini Grant
 - After speaking with Jenny Jones with the Public Works Department, the Main Street Program filed for an extension on our 2020 DOLA Mini Grant that will be directed towards the downtown crosswalk project. The extension will be good through June 30, 2021, which is the end of the State's fiscal year.
- *COVID-19 Promotion and Resource Efforts*
 - Back to Business Fridays
 - Hosted July 31st through August 21st
 - 20 local businesses hosted a collection bin for school supplies and offered weekly discounts in exchange for donated items
 - School supplies were split between the three local schools and delivered on Friday, August 28th
 - CARES Act Funding
 - Served on the review committee for the Business Relief Fund
 - Thank you to the Town of Wellington for allocating these funds to support our local business community!

Item 2: Events

- *Food Drive*
 - The Wellington Food Drive started on October 1st and will run through October 31st. All items will be donated to the Wellington Food Bank. Donation bins are located at Thistle, Soul Squared Brewing, Trim Salon, The Cakery, Kinzli REMAX Real Estate, Owl Canyon Coffee and at the MRock Creative office in the Historic Wellington hotel.
- *Trick or Treat Down Main Street*
 - Saturday, October 31st from 4:00 – 5:30 pm in downtown Wellington
 - 40 business are registered to participate in this year's Trick or Treat Down Main Street event
 - We have purchased 1000 trick or treat bags for attendees that were sponsored by our local businesses, totaling \$1600
 - We have 21 volunteers signed up to help us facilitate this event and direct attendees

- *Shop Small Saturday / Elf Hunt*
 - The Main Street Program will host our second annual Downtown Elf Hunt starting on Saturday, November 28th (Shop Small Saturday). The hunt will run through December 19th. Participants who find all 10 elves will be entered in to win a prize from the Main Street Program.
- *Annual Dinner / Board of Directors Applications*
 - The Main Street Annual Dinner will be held on Friday, November 13th
 - The MS Program Area will be able to submit their votes at the dinner or via email by 5:00 pm on Thursday, November 12th for the 2021 Board of Directors

Item 3: Other:

- *Tastemade “Beyond the Block”*
 - The Fort Collins/Wellington episode of “Beyond the Block” aired on September 24th
 - Watch parties were held at the Wellington Grill and Sparge Brewing
 - The episode can still be viewed on the Tastemade website:
<https://www.tastemade.com/shows/beyond-the-block> and on Amazon Prime Video.
- *Graduate Status:*
 - The Main Street Program was notified on October 6th that we have been advanced to the top tier of the Colorado Main Street Program.
 - This makes our program one of just six other communities across the State to reach this level.
 - As a Graduate Program, we are awarded \$10,000/year in mini-grant funds through the State of Colorado Department of Local Affairs. These funds have been awarded through 2025.
- *New Office*
 - The Main Street Program has moved to our new office location in the Historic Wellington Hotel building (3725 Cleveland Ave Ste D)
- *Funding*
 - We received a PPP Loan for \$9,375.00 to cover payroll expenses in August, September, and October.
 - The Main Street Program has applied for \$15,000 in grant funding through the Energize Colorado Gap Fund to help cover the loss in fundraising dollars due to cancelled events this year. Applications close on October 26th. Applications are reviewed by a committee and funds are distributed based on need.

Thank you for your ongoing support. We welcome your questions, concerns and comments! We would love to hear from the Trustees regarding what they would like to see from this program.

