



COLORADO MAIN STREETS CAMPAIGN

WHAT: This campaign is a physically distanced, multi-community event that gathers the places important to locals and impressive to visitors through an online questionnaire. The project celebrates the places and spaces that are authentically Colorado, and create a living product that supports heritage tourists and Colorado stay-cation enthusiasts in identifying the businesses, public spaces, and historic landmarks to experience at their Main Street destination.

WHY: This information will ultimately create an interactive online map to explore the places locals recommend in each of our 21 unique, official Colorado Main Streets. It also provides local preservation commissions information on the buildings that matter most to their residents.

WHEN: May 2021, Historic Preservation Month.

While Historic Preservation Month celebrates historic places and the benefits of historic preservation, this campaign expands that vision to underscore the economic vitality of historic downtowns, and encourages the exploration of our distinctive businesses and public spaces in addition to historic buildings.

HOW: Participants can take a photo of the QR code below or visit <https://tinyurl.com/7su6ct28> to share their stories and even upload photos. People also are encouraged to share on social media with #CoMainStreet.

WHO: Main Street residents and visitors are encouraged to participate in this campaign, which was initiated by Colorado Main Street, a program of the Colorado Department of Local Affairs, working in partnership with our local programs (including Leadville Main Street), History Colorado, and Colorado Preservation Inc., along with consultants at Pinyon Environmental.

We are also seeking to partner with a diverse range of community organizations to share with their constituents.

**SHARE THE PLACES
THAT MATTER MOST TO YOU!**

