



CITY OF LEADVILLE

800 HARRISON AVE.
LEADVILLE, CO 80461

CITY COUNCIL WORK SESSION

Tuesday,
October 25, 2022

6:00 P.M.

Council Chambers & Zoom

<https://leadville-co-gov.zoom.us/j/83526944548?pwd=aEdjdGtpNlEyZmt5YVQ1bDBQbnN4dz09>

Meeting ID: 835 2694 4548

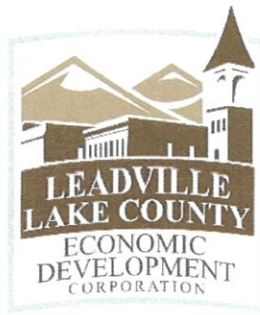
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Dial by your location

+1 719 359 4580 US

- 6:00 pm**
1. **Call to order of Work Session of City Council**
 2. Roll Call
 3. Approval of Agenda
 4. Housekeeping Matters
 5. Public comments about items not on the agenda
Citizens wishing to speak to Council on issues not on the agenda are requested to send a message in the chat section or raise their hand in the participant's section of Zoom or in person. Staff will call on the public in order. Comments are limited to three (3) minutes (not including council questions). Action, if required, will be assigned to city staff. For matters on the agenda, public input will be heard prior to a vote being taken on the matter.
 6. Leadville Main Street Program/Leadville Lake County Economic Development Corporation
 7. Leadville Street Department Budget Request
 8. Leadville Lake County Fire Rescue Department Budget Request
 9. Leadville Planning Department Budget Request
- 8:00 p.m.**
10. Adjournment

* These items may not have briefs or may have additional briefs Tuesday before the Council meeting.



October 25, 2022

Mayor Greg Labbe
Leadville City Council
City of Leadville
800 Harrison Ave
Leadville, CO 80461

Dear Mayor Labbe and City Council Members,

The LLCEDC is honored and humbled by your continued investment in our organization and our future. Collectively, we have the privilege to make Leadville/Lake County better by preserving our past and embracing an economy unique to us and our community members. As we experience change and growth, a local economic development entity guides our local economy in a direction that can support its population, as well as continue to attract, retain and expand jobs in Lake County. We are protecting our authenticity while remaining open to innovative approaches to address our community challenges.

To be confident that our community will be habitable and still a place of wonder, outdoor beauty and historic culture many years down the line, current efforts are required. The LLCEDC acts as a partner in planning for economic adjustments, job quality and availability, and industry trajectories in Lake County. We are so grateful that the City deeply understands and invests in these efforts. Our gratitude for your support is immeasurable.

With your contribution, we have greatly expanded our capacity through many action steps. These include hiring additional staff to assist with programming, creating strategic partnerships, increasing communication through monthly newspaper articles, hosting a board retreat, creating an organizational strategic plan and pushing through new projects to increase the LLCEDC's scope and efficacy. This is an exciting time for the LLCEDC as we blaze trails. Much organizational change has occurred in the last year, and since my appointment to Executive Director, we have managed to evolve into a more efficient, reputable and innovative organization. Please refer to the enclosed Q3 update and 2023 budget request presentation.

This year, we are seeking the City's continued support for the LLCEDC. We are already working hard on programming, including a full programming calendar for 2023, and hope to continue our momentum from 2022.

Sincerely,

Nancy Bailey
Executive Director



Leadville Lake County Economic Development Corporation (LLCEDC)

Q3 Quarterly Report / 2023 Budget Request October 2022 Municipal Funder Report

Pg 1.....**Title & Table of Contents**
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Pg 14.....**Sales Tax Data**
Pg 15-16.....**Workforce Data**
Pg 17-18.....**Financials**
Pg 19.....**Thank you**

Mission & Vision

Our Mission

The Leadville Lake County Economic Development Corporation is THE leading catalyst for business success by helping to retain and expand the economic base in Leadville and Lake County. Governed by a Board of Directors elected by its membership, the LLCEDC is committed to assisting the development of a diverse and sustainable economy for all of Leadville Lake County.



Our Vision

We will establish Leadville Lake County as the benchmark for business opportunity in Colorado by being a powerful advocate and providing effective resources to create a thriving environment in which businesses will succeed.



Board of Directors/ Administration

The LLCEDC partnered with state and local organizations to offer Lake County's first Industry Work Based Learning Bootcamp.



Staff Update: The LLCEDC hired Alison Rudy as Project Manager to assist with LLCEDC Programming.



The LLCEDC partnered with Downtown Colorado Inc. (DCI) and held its first Strategic Planning Retreat in over 5 years. [See the Strategic Planning packet.](#) - Pending approval



Staff Update: The LLCEDC hired Judy Green as a part time sub contractor to assist with the BR&E Committee.



Lake County Resiliency Pilot Project finalized the [Resilience Action Plan](#) which has been approved.



Staff update: The LLCEDC officially voted Nancy Bailey as Executive Director and promoted Meryl Aune to Communications and Administrative Assistant full time.



The LLCEDC Board of Directors had vacancies that were filled in Q1. See the complete BOD list on the next page.



2022 Board Organizational Packet

The LLCEDC released the first digitized Board of Directors onboarding Packet.



2021 Annual Report

The LLCEDC Released its first annual report.



2022 LLCEDC Board of Directors

Executive Committee

President

Jason Hall
Alpine Furniture & Gift Shoppe

Vice President

Vacant

Treasurer

Michael Leahey
Evergreen Land Co.

Secretary

Kayla Marcella
Board of County Commissioner
Lake County Government

Legal Counsel

Chris Floyd

Board Of Directors

Ted Green

Blue Flower Candy & Provisions

Heather Lindh

ReMax Aspen Leaf Realty

Michelle Merony

St. Vincent Health

Nell Wareham

Climax Molybdenum/Freeport
McMoRan

Ben Cairns

Colorado Mountain College -
Timberline

Ting Zhu

Mountain Peaks Motel

Tim Hill

City of Leadville Representative

Tracy Purdy

Leadville Chamber of Commerce

Jamie Seiffer

Fun Is Un Ltd

Jeff McGuinness

Silver City Printing & Office Supply

Mary Schroeder

Pueblo Bank and Trust

Melissa Kendrick

Kendrick Consulting Inc

Keith Moffett

Community Banks of Colorado

Tyrone Rimbart

Leadville Trail 100 Legacy Foundation

Matt Westenburg

West Group, PC

Staff

Nancy Bailey

Executive Director

Judy Green

BR&E Contractor

Meryl Aune

Administrative and
Communications Assistant

Alison Rudy

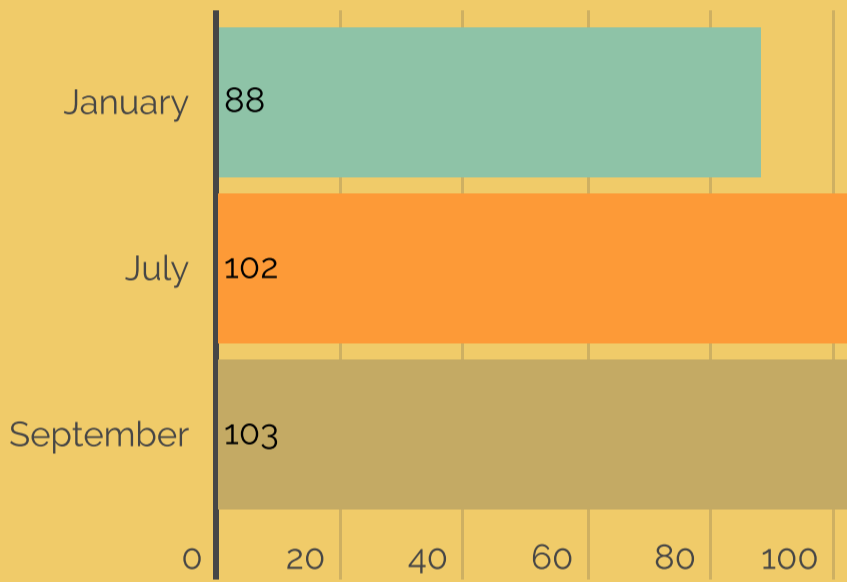
Project Manager

Membership

Since January of 2022, the LLCEDC has experienced consistent membership growth, with a 95% renewal rate and 15 new members recruited YTD.

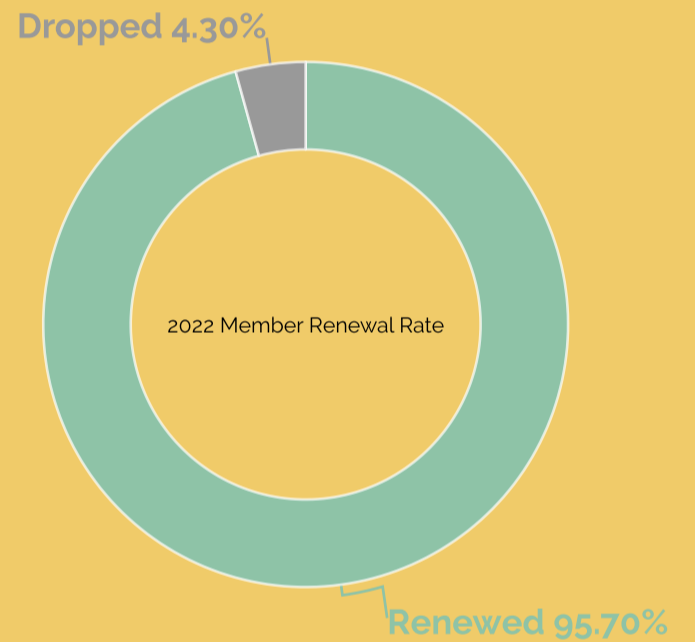
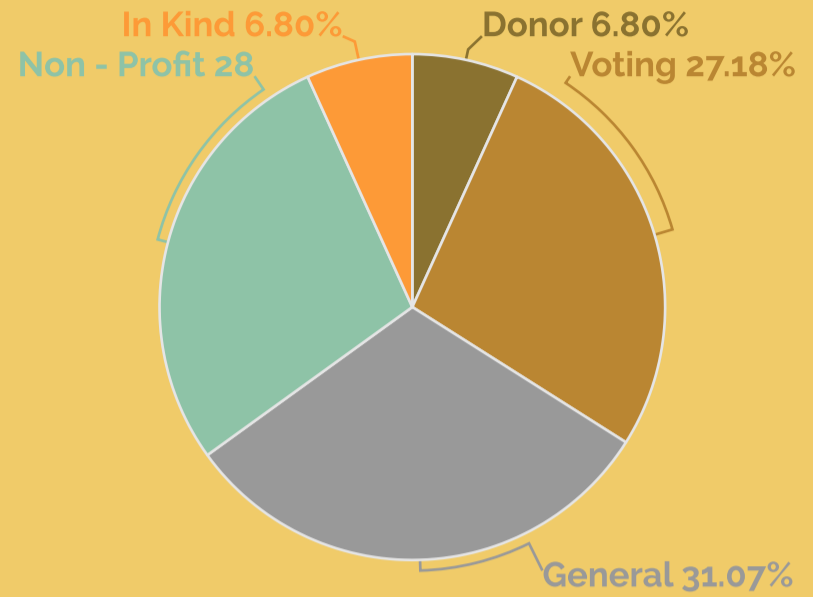
For a complete list of members, click [here](#)

New Member Growth



2022 LLCEDC Members

- Donor
- Voting
- General
- Non - Profit
- In Kind



- Renewed
- Dropped

Strategic Planning and Programming

LLCEDC Strategic Plan

Overview

Leadville Lake County Economic Development Corporation (LLCEDC) serves as a pillar in Lake County and the City of Leadville. In recent years, the LLCEDC has expanded its role, partners, and has seen increased support from the community. The 2022 LLCEDC Board Economic Development Strategy is an opportunity for us to explore our successes, challenges, and the organizational preferences for projects, engagement, and review the processes we utilize going forward.



Organizational Goals

- 1 INCREASE ORGANIZATIONAL VITALITY + AWARENESS**
- 2 BUSINESS RETENTION + EXPANSION**
- 3 CREATE + COMMUNICATE JOBS + WORKFORCE OPPORTUNITIES**
- 4 ADVOCATE FOR AN ENTREPRENEURIAL ECOSYSTEM**

[Review the current draft of the Strategic Plan Goals Here](#)

[Review the current draft of the Strategic Plan Report Here](#)

Strategic Plan and Programming

Broadband Infrastructure

Project Updates

The LLCEDC, City of Leadville, and other organizations have partnered to bring Vero Broadband's fiber optic networks to Leadville. LLCEDC Board President states; "Community-wide access to high-speed broadband won't automatically unlock better job opportunities or spur business growth, but better jobs and growing businesses can't happen without an affordable and reliable internet connection".

Forecasted timeline for the project's completion is 2 years, with construction possibly starting in August of 2022. **See the attached Leadville Herald article for further updates.**

[View Vero Broadband Presentation here](#)



**BUSINESS RETENTION +
EXPANSION**

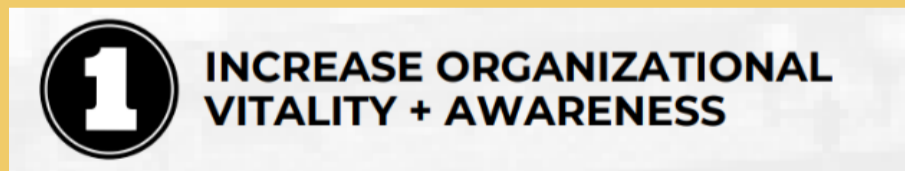
Strategic Plan and Programming

Lake County Community Resiliency Project

Project Updates

We were honored to be selected to participate in a pilot project with our partners at Climax and the help of Better City, for the purpose of anticipating and preparing for potential threats on our community.

Through scenario planning, our goal is to develop a list of actions and projects for our purpose. Such threats that will be considered include: storms, drought, civil unrest, and pandemics. [See the final report HERE.](#)



Strategic Plan and Programming

Business Retention & Expansion (BR&E)

The LLCEDC remains committed to actively meeting with businesses in Leadville and Lake County. In 2022, the LLCEDC announced the reactivation of our BR&E Committee. In quarter 1, the LLCEDC Board of Director's voted to hire Judy Green under contract to lead and assist the committee. In quarter 2 + 3, committee members have begun site visits to local businesses to gain perspective on the needs of Leadville and Lake County business owners. The committee's goal is to reach 100 Lake County Businesses by the end of 2022, and have successfully visited over 50 businesses since the committee began in June. See below for progress details.

Overview

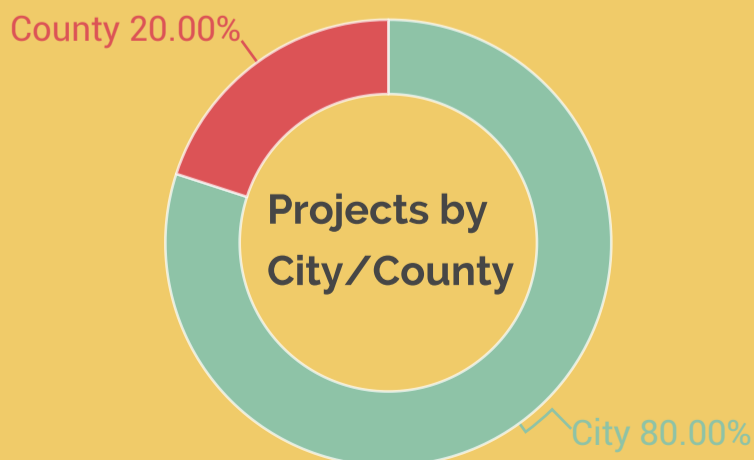
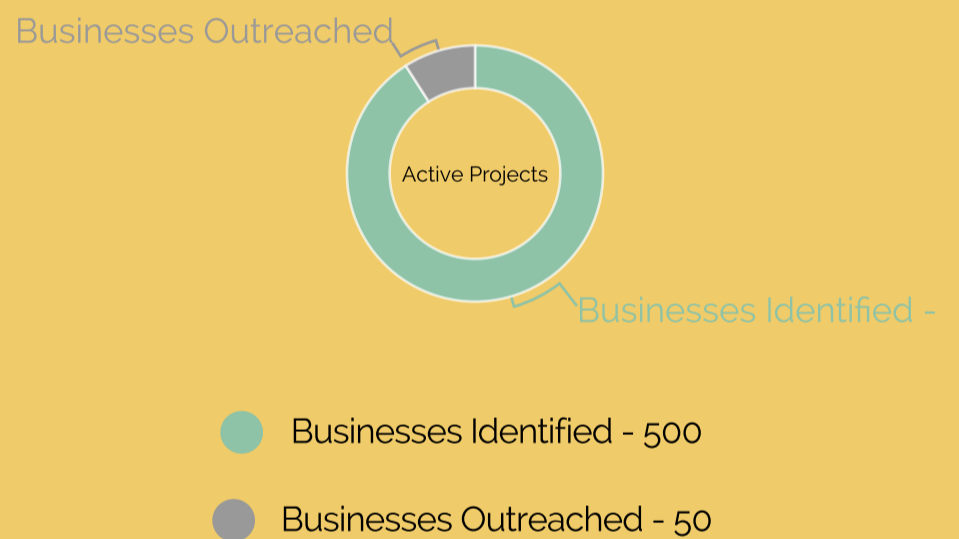
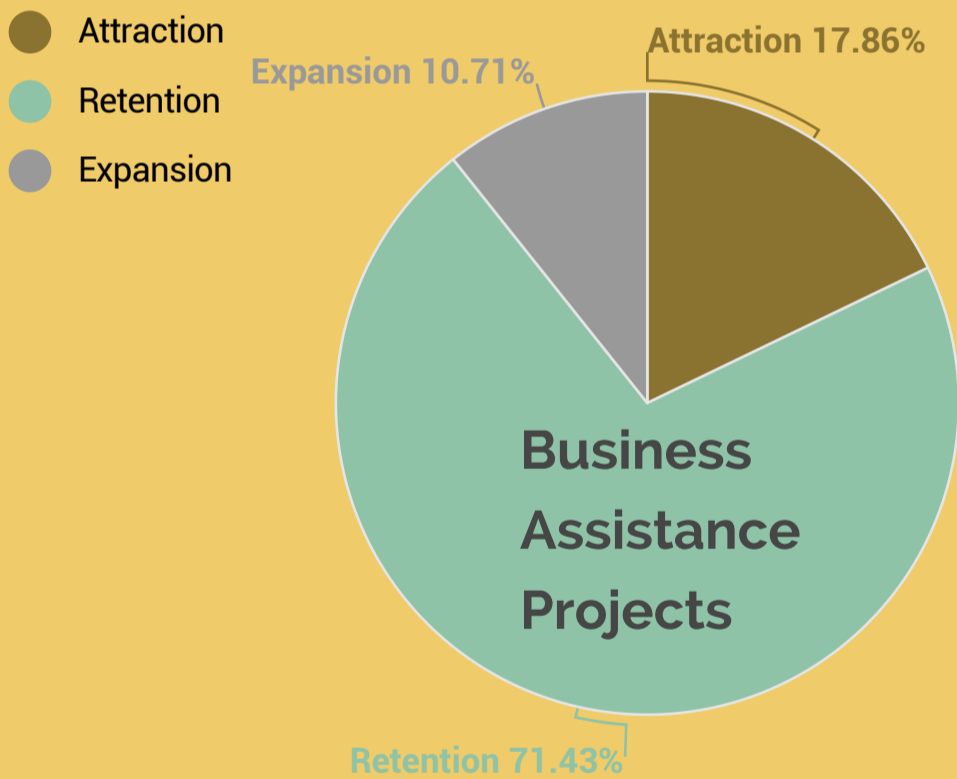
BR&E is the one of the main priorities of state and local development professionals. Local businesses have strong community ties, reducing the risk of leaving and BRE programs are often less expensive than business attraction, yielding more jobs on average.

The LLCEDC BR&E Program provides confidential, one on one, business consulting to businesses and key industries in Lake County to overcome challenges and identify meaningful solutions with the focus on attracting and retaining jobs in our community. A formal BR&E program identifies the hurdles and challenges facing local businesses and provides assistance to address those issues. Technical assistance provided through a BR&E program can help a business:

- Increase competitiveness in the wider marketplace
- Assist with expansions that add new jobs
- Keep from relocating to other areas
- Help survive economic difficulties
- Connect to networks

BR&E Purpose

Business Assistance Outreach



966

Number of Lake County businesses in good standing with the Colorado Secretary of State.



125

Number of Lake County businesses that have been determined "at-risk" through research at the LLCEDC.



BUSINESS RETENTION + EXPANSION

Strategic Plan and Programming

Industry Work Based Learning Bootcamp

Future of Work

The LLCEDC is committed to bettering and expanding Leadville and Lake County's workforce. To continue our commitment, Create + Communicate Jobs + Workforce Opportunities, we will host an Industry Work Based Learning Bootcamp to begin to shape Leadville's future of work. Partners including CMC, Lake County School District, Colorado Department of Education, Colorado Workforce Development Council, the Small Business Development Center and our local Workforce Center, will collaborate to provide training on Work Based Learning, Skills Based Hiring, On-boarding and Job Quality. Through education and networking opportunities, we will anticipate future needs of our community and create a workforce pipeline from our schools to local businesses.

Overview

Up to 80% of Lake County residents commute to jobs outside of town, while our local businesses struggle to hire and keep quality employees. Roughly 70% of Leadville residents do not have a four year college degree. Working with our schools to develop the skill-set necessary for our workforce now, will allow for less commuters and a wider pool of applicants for businesses later on. So far we have met with our partners to create a meaningful curriculum, marketing for the event, and coordinated the "Bootcamp" which will happen on October 26th at Colorado Mountain College Leadville!



Purpose

To develop a skilled population of workers in Lake County who who have quality jobs in their desired industry, and to ensure businesses have a qualified pool of applicants to choose from in the hiring process. Students enrolled at Lake County High School and CMC will receive workforce relevant training, and businesses will be given the support they need to get involved with Work Based Learning Practices. This is a student centered but business led approach to a community issue.

Check out marketing materials [HERE!](#)

[Register for the event](#)



**CREATE + COMMUNICATE JOBS +
WORKFORCE OPPORTUNITIES**

Strategic Plan and Programming

Lake County Entrepreneurial Ecosystem

Grant/SCEDD

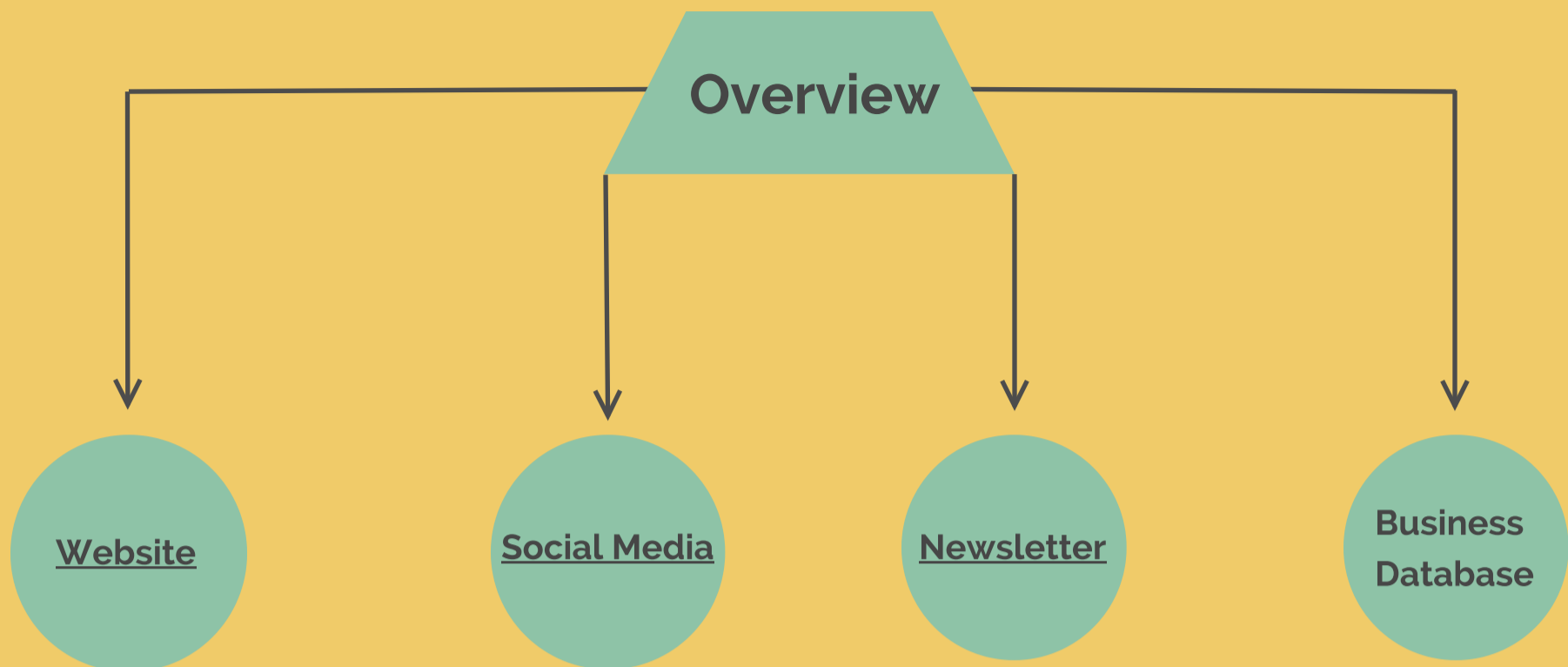
Project Updates

Leadville/Lake County values the strong, successful businesses that serve its residents and the growing number of visitors who come to the area. It is critically important for smart growth that more attention is dedicated to: (1) promoting entrepreneurship, (2) offering training and mentoring to support businesses, and, (3) creating an integrated network of business owners, government officials, organizations, educators and other key stakeholders that will support businesses and assist them with securing resources needed for sustainability.



**ADVOCATE FOR AN
ENTREPRENEURIAL ECOSYSTEM**

Marketing & Communications



LLCEDC will utilize a grant for funding a new website to become a resourceful tool for our members and supporters. Kristylee Gogolen from Tandem design labs has been hired to create website, with training for website upkeep included for LLCEDC staff. Website completion anticipated for 2023.

In 2022, LLCEDC engaged a marketing consultant for assistance with strategic communications, press releases, monthly newspaper articles, and social media. Engagement rates have increased over 2021, and have an average engagement rate of 40% with a reach average of 43%.

LLCEDC Newsletter continues to improve and evolve into a resourceful tool for businesses to stay engaged and informed. Open rates have averaged around 46%, with Sept. 22nd having an open rate of 46%. In 2021, the average open rate was 20 - 25%.

LLCEDC is committed to increasing business engagement by continually growing a database of contacts (including businesses and associated individuals). 230 contacts have been added to the database since January of 2022, making a grand total of 927 contacts.

In 2022, the LLCEDC formed a strategic partnership with The Herald Democrat, to release monthly articles.

[February Article](#)
[March Article](#)
[April Article](#)

[May Article](#)
[June Article](#)
[July Article](#)

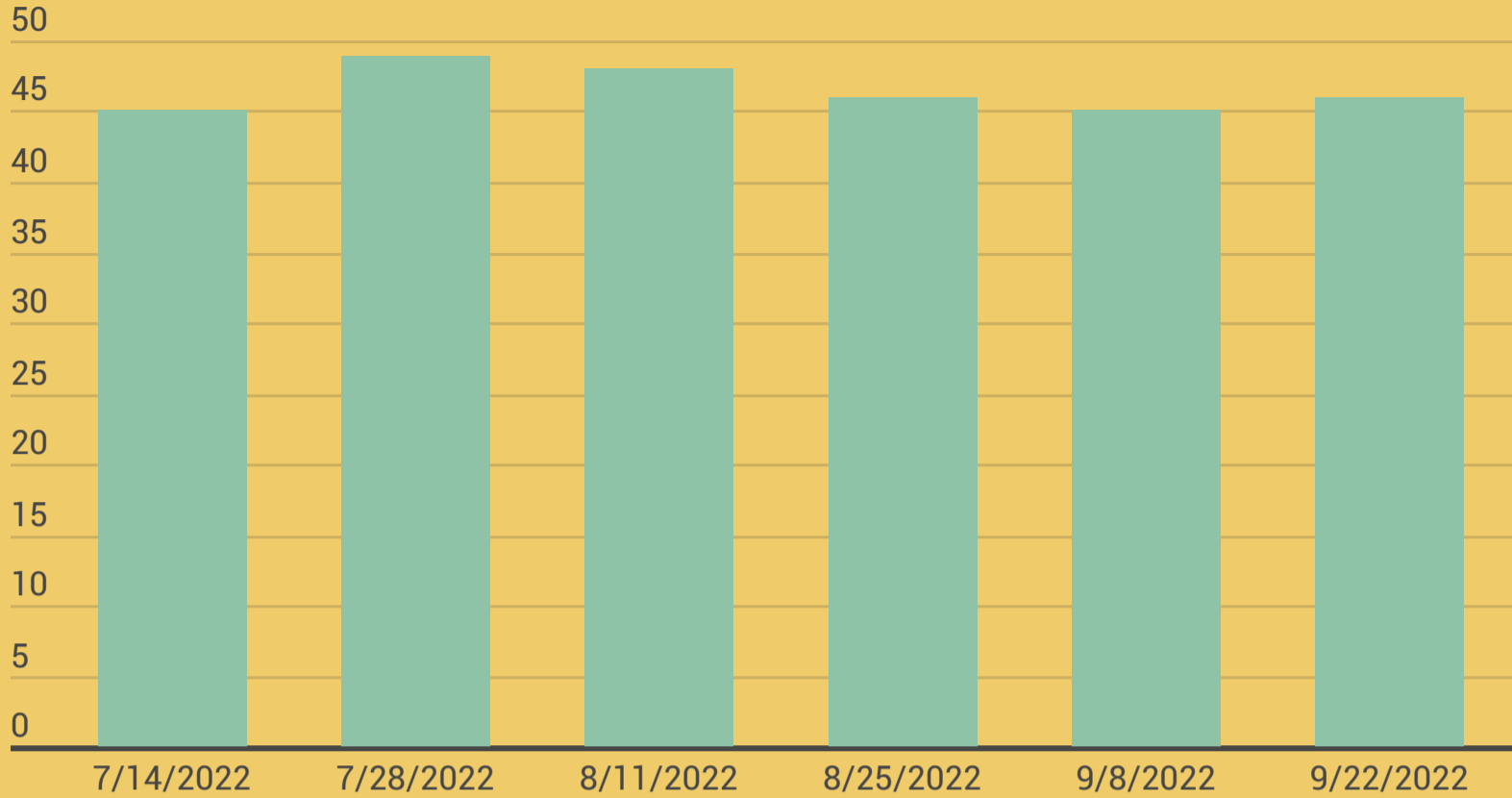
[August Article](#)
[September Article](#)



**INCREASE ORGANIZATIONAL
VITALITY + AWARENESS**

Marketing & Communications

Newsletter Readership for Q3



July 14, 2022 Newsletter

Aug. 25 2022 Newsletter

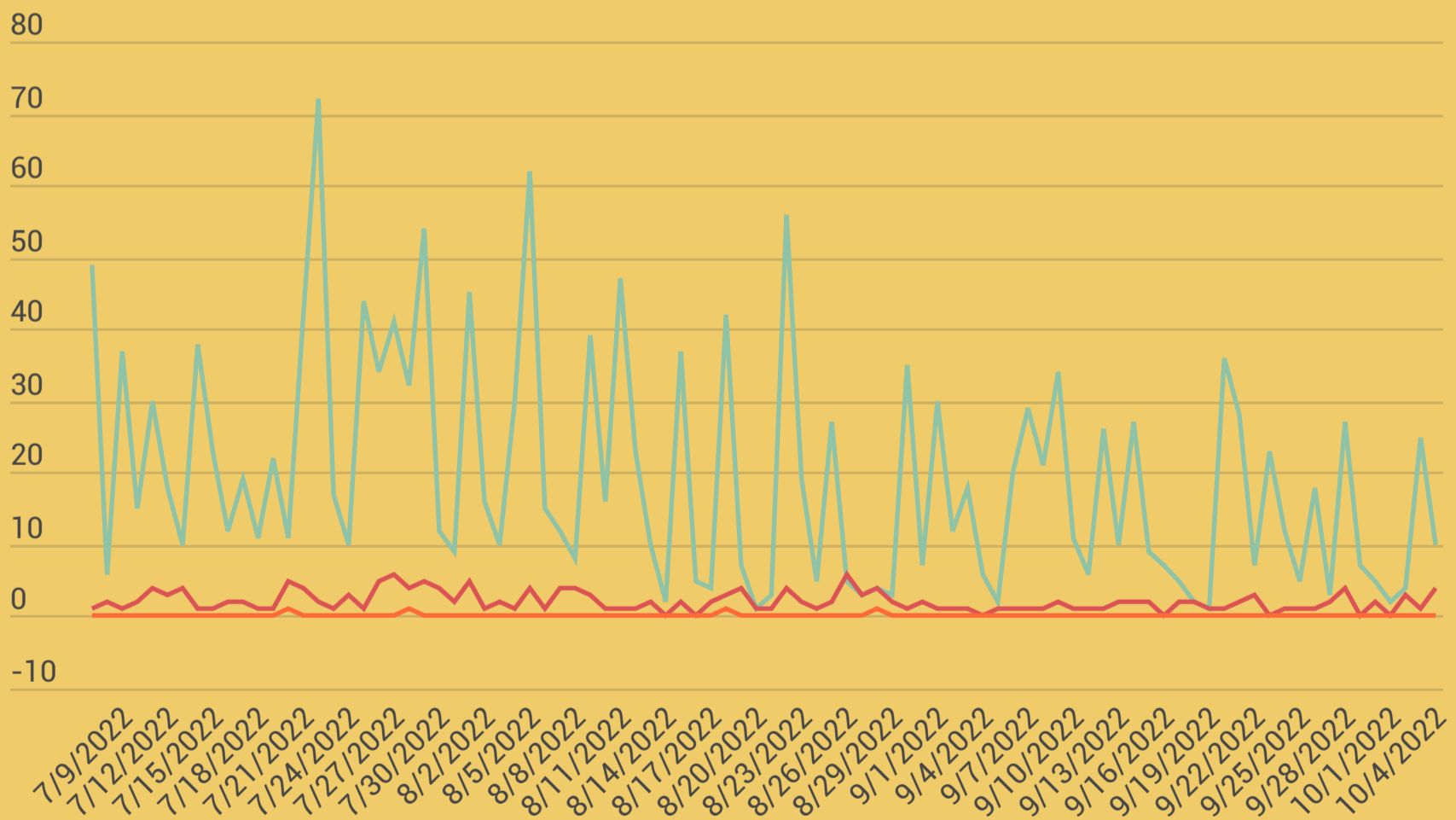
July 28, 2022 Newsletter

Sept. 8 2022 Newsletter

Aug. 11, 2022 Newsletter

Sept 22, 2022 Newsletter

Facebook Statistics for Q3

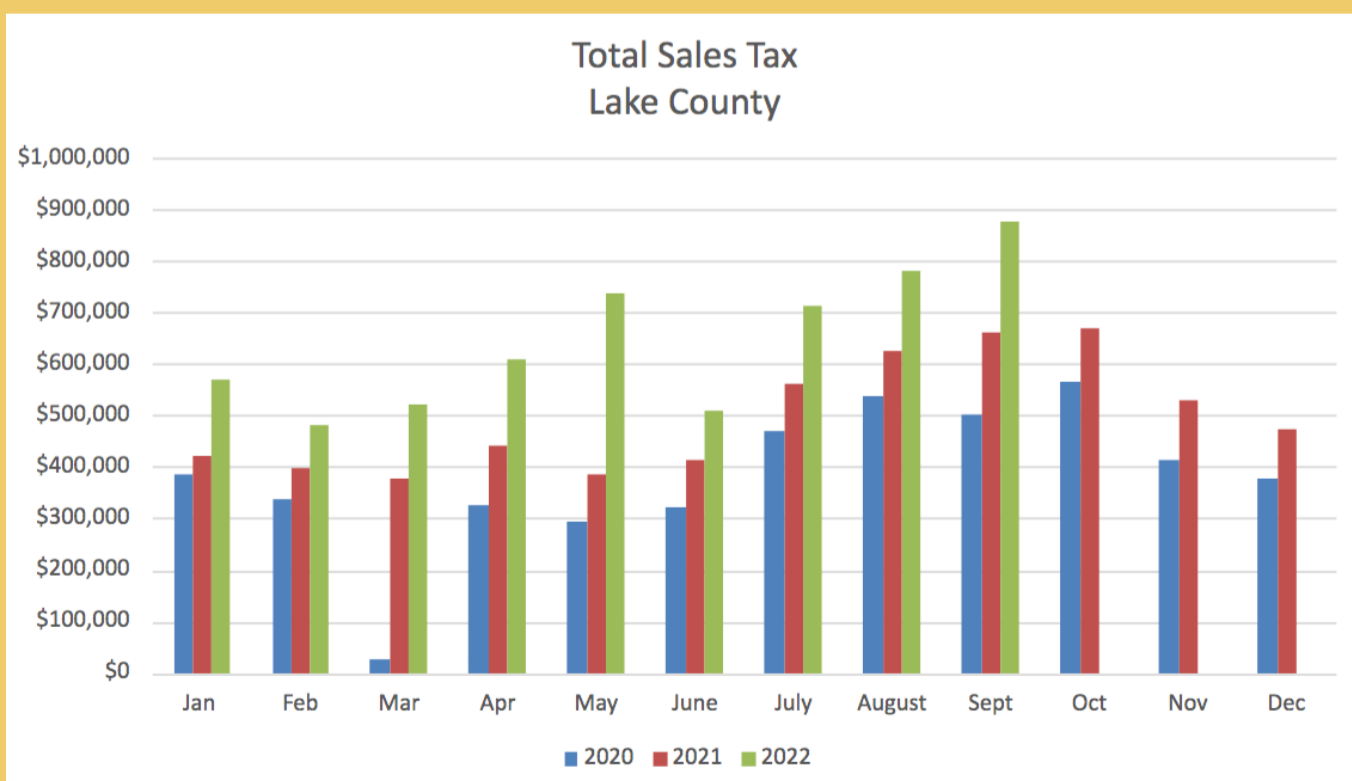
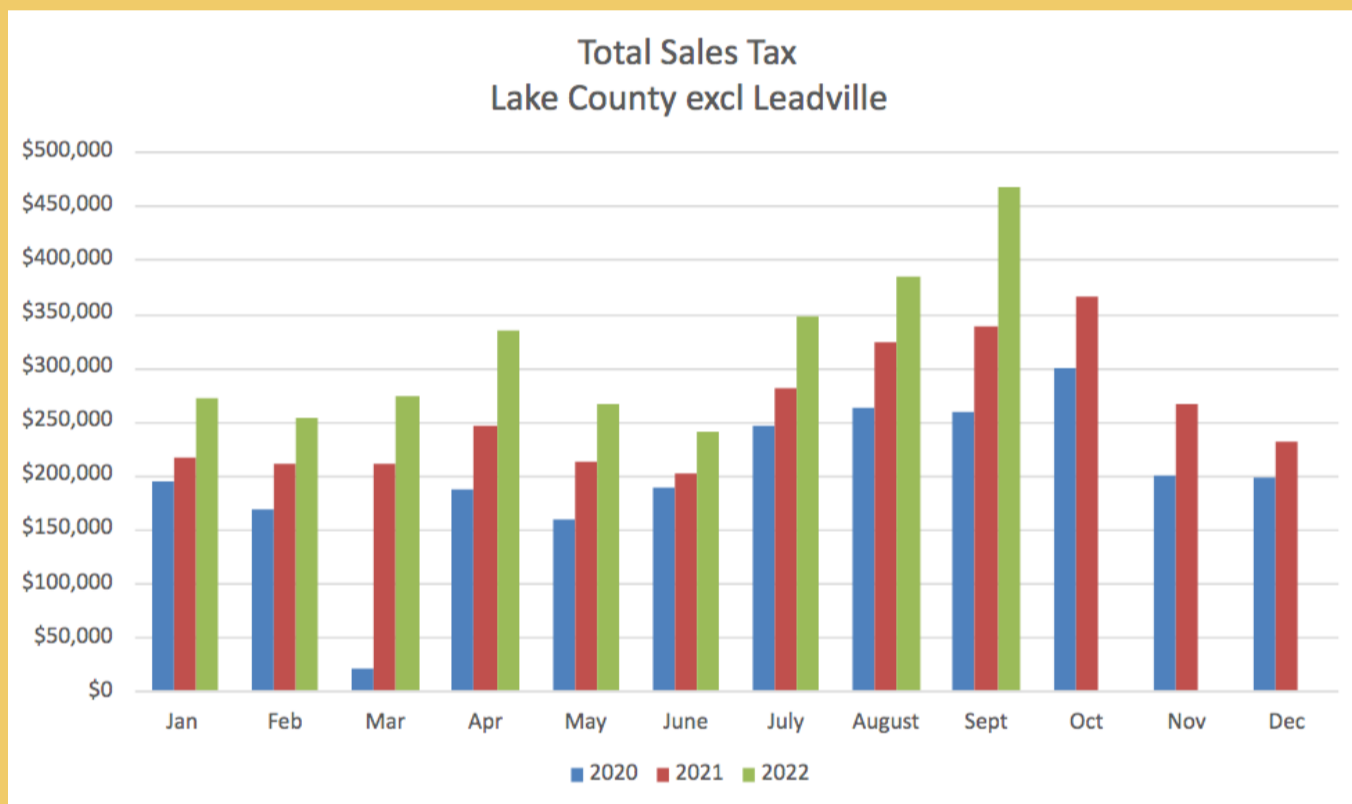
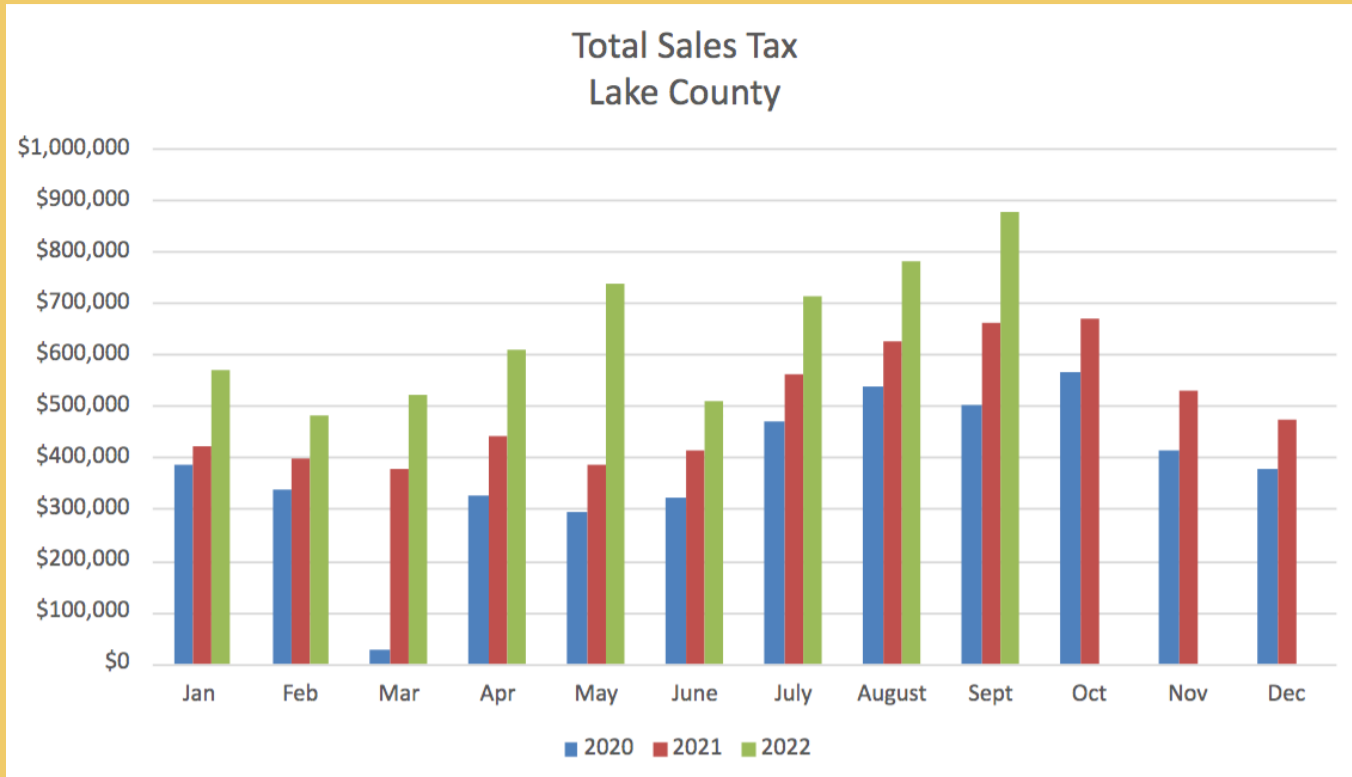


● Page Reach ● Page Visits ● Page Likes



**INCREASE ORGANIZATIONAL
VITALITY + AWARENESS**

Sales Tax Data



**INCREASE ORGANIZATIONAL
VITALITY + AWARENESS**

Workforce Data

Economy Overview

8,342

Population (2021)

Population grew by 751 over the last 5 years and is projected to grow by 1,708 over the next 5 years.

2,745

Total Regional Employment

Jobs grew by 65 over the last 5 years and are projected to grow by 449 over the next 5 years.

\$65.9K

Median Household Income (2020)

Median household income is \$864 above the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population increased by 9.9% since 2016, growing by 751. Population is expected to increase by 20.5% between 2021 and 2026, adding 1,708.
- From 2016 to 2021, jobs increased by 2.4% in Lake County, CO from 2,680 to 2,745. This change outpaced the national growth rate of 1.8% by 0.6%. As the number of jobs increased, the labor force participation rate increased from 80.2% to 88.8% between 2016 and 2021.
- Concerning educational attainment, 23.2% of Lake County, CO residents possess a Bachelor's Degree (2.9% above the national average), and 6.6% hold an Associate's Degree (2.1% below the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Metal Ore Mining, and Local Government, Excluding Education and Hospitals.

	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	8,696	5,079	2,745	108.5	\$346.38M	\$647.52M	\$489.53M
State	5,949,469	3,244,129	3,120,079	111.1	\$423.48B	\$303.96B	\$371.94B

[See full report HERE](#)

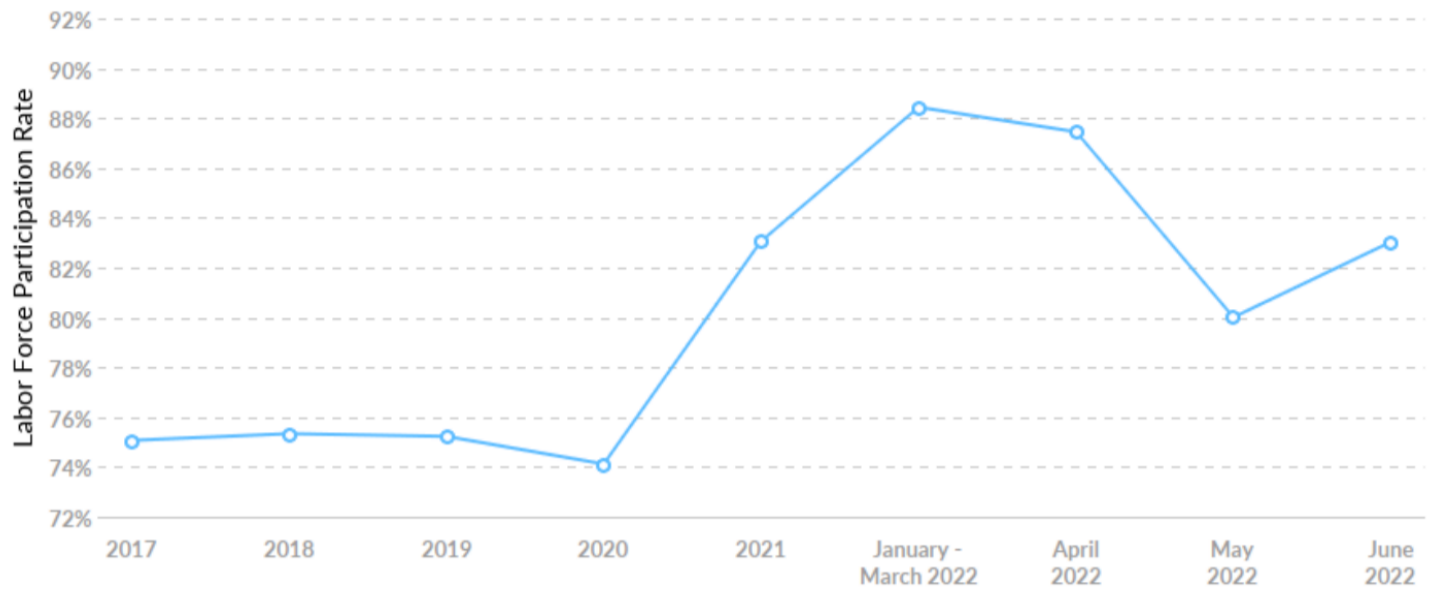


**CREATE + COMMUNICATE JOBS +
WORKFORCE OPPORTUNITIES**

Workforce Data

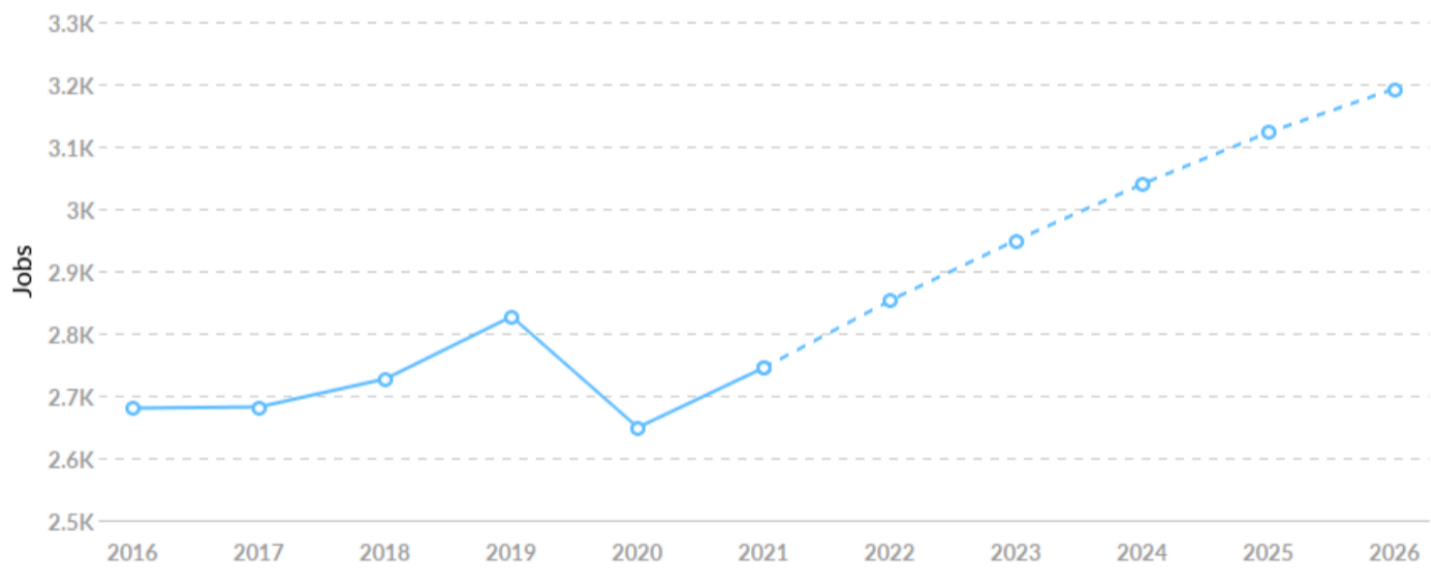
Labor Force Trends

Labor Force Participation Rate Trends



Job Trends

From 2016 to 2021, jobs increased by 2.4% in Lake County, CO from 2,680 to 2,745. This change outpaced the national growth rate of 1.8% by 0.6%.



[See full report HERE](#)

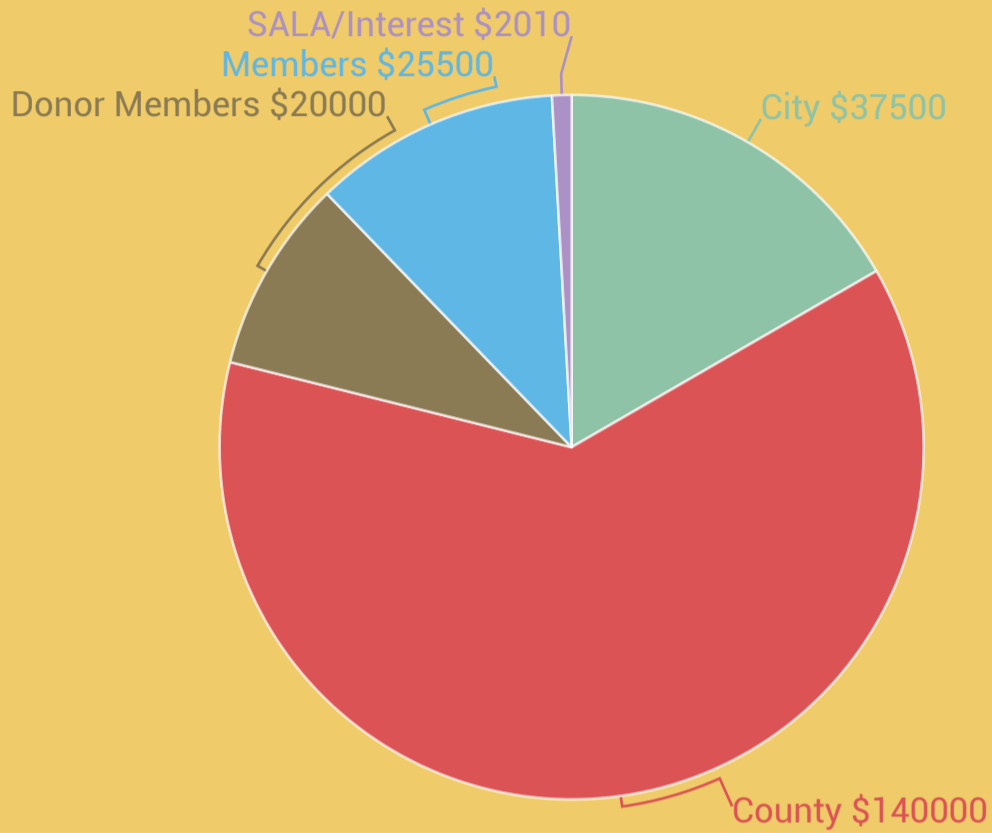


**CREATE + COMMUNICATE JOBS +
WORKFORCE OPPORTUNITIES**

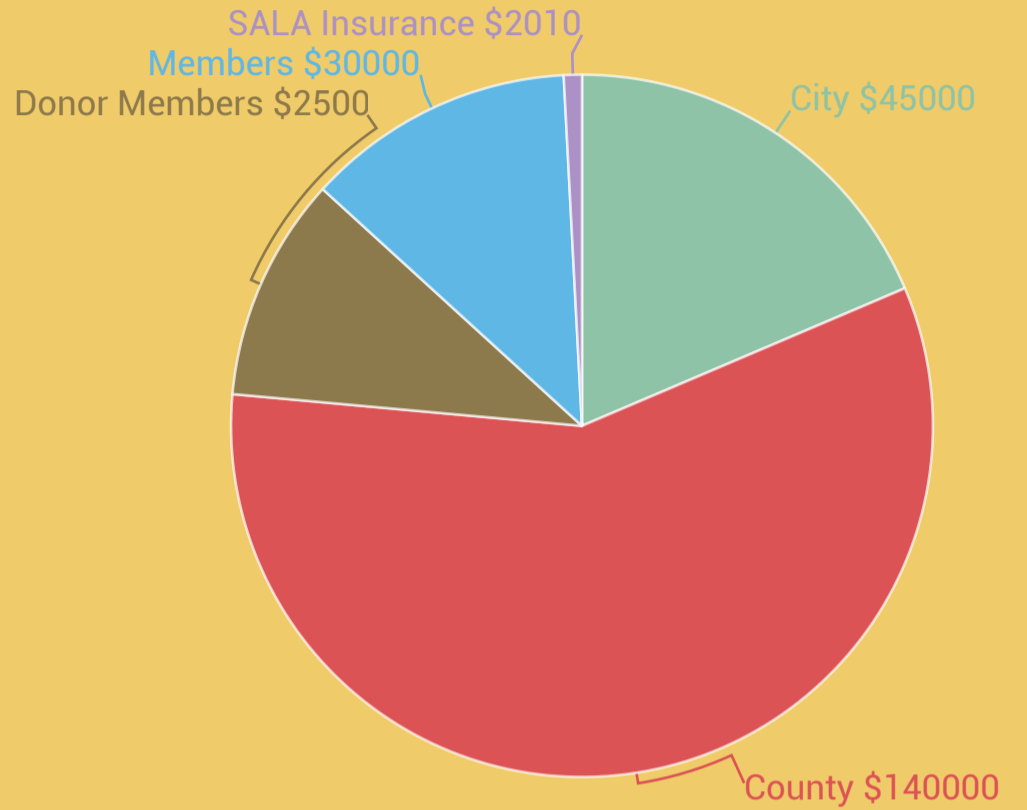
Financials

LLCEDC Budget / Revenue

2022 YTD Revenue

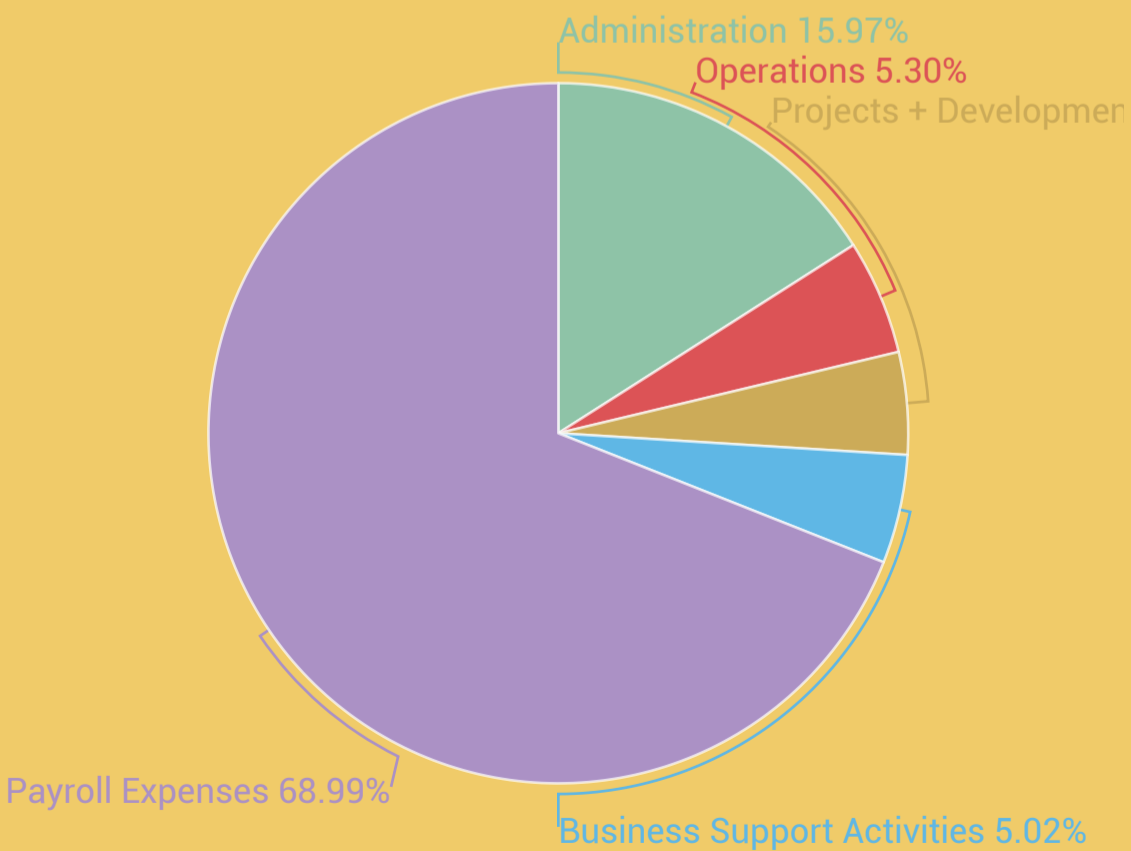


2023 Revenue

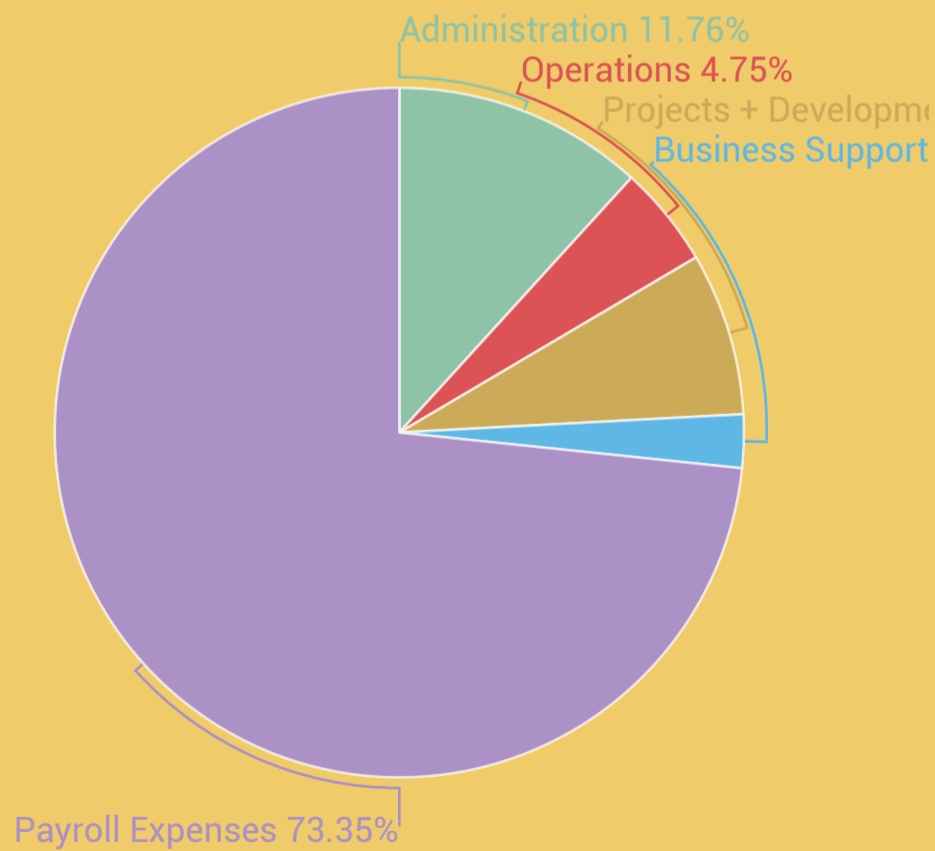


LLCEDC Budget / Expenses

2022 YTD Expenses



2023 Expenses



Financials

2022 LLCEDC Financials

Scorecard PE 9/30/2022

LAKE COUNTY EDC - FINANCIAL SCORECARD							
75%	Of Year Complete	ACT	EST	Variance	ACT + EST	Projection	
		Jan-Sept 2022	2022-Remaining	Description	2022 FY	2022 FY	
REVENUE							
	Grant & Direct Contribution	63%	125,000	75,000	\$70K County, \$23K OEDIT/ Freeport	200,000	195,000
	Program Income	58%	28,922	21,078	\$18K General, \$5K Donor	50,000	0
	Total Other LLCEDC Income	31%	617	1,393		2,010	200
	TOTAL REVENUE	62%	154,539	112,389		250,000	195,200
EXPENSE							
	Total Administration	81%	19,866	4,777	\$7K acctg/ professional	24,643	26,328
	Total Business Support Activities	130%	6240	-1,440	\$2K website software	4,800	821
	Total Operations	137%	6,587	-1,775	Allocate from elsewhere?	4,812	11,381
	Total Payroll Expenses	39%	85,816	134,918	Rationalize based on payroll	220,734	135,271
	Total Projects and Development	21%	5,875	22,175	\$18K Org. Consultant, \$10K Housing	28,050	6,900
	TOTAL EXPENSES	44%	124,384	207,747		283,039	180,701
	NET INCOME		30,155				14,499
MAIN STREET							
	Total Revenue	99%	53,606	10,888	Raise revenue target?	54,225	104,009
	Total Expense	251%	48,091	12,020		19,190	17,208
	NET INCOME		36,167	(1,132)		35,035	86,801
	GRAND TOTAL REVENUE	68%	208,145	123,277		304,225	435,847
	GRAND TOTAL EXPENSES	57%	172,475	219,767		302,229	197,909
	GRAND TOTAL INCOME		35,670	(96,490)		1,996	237,938

LCEDC 2022 Financial Model (June 2022)
2022 Scorecard

1

Thank you for your support!

Nancy Bailey - Director@lakecountyedc.com

Meryl Aune - Admin@lakecountyedc.com

Website - lakecountyedc.com

Facebook - [Leadville Lake County Economic Development Corporation](#)





October 25, 2022

Mayor Greg Labbe
Leadville City Council
City of Leadville
800 Harrison Avenue
Leadville, CO, 80461

Dear Mayor Labbe and City Council Members,

Since taking over the Leadville Mainstreet Program (LMSP) in March of 2021, we have grown monumentally in our efforts to expand our program and execute our goal to strengthen our connection to the community and help to revitalize Downtown Leadville that directly tie back to our 4-point transformational strategy. We have done so by curating a full Board of Directors and full Board participation in 2022. With a fully committed Board, the LMSP has successfully hosted a multitude of events and delivered on several key projects.

These mentioned events and projects included but are not limited to; our most recent Live Auction that exceeded fundraising goals by over 40%; Awarded 150K CDOT Main Street Revitalization Grant and begun the development of a new parklet/restroom by the Visitor's Center; The Leadville Herald Democrat Building received a 250K grant from the DOLA/Colorado Main Street Program through the Main Street Open for Business Grant to restore the building's facade to its original condition. Please refer to the enclosed report for a full overview of our accomplishments.

To expand our capacity to meet the demands of a growing accredited Main Street Program, this year we promoted the LLCEDC Administrative Assistant into a full-time position of LMSP's Program Coordinator. With the dedication of full-time staff and an engaged Board of Directors, the LMSP has had a greater ability to partner with other organizations to unify Leadville, with a few examples being Community Clean Up Day; Summer Nights at Zaitz; and Trick or Treat Street. We have also made progress in elevating our Program in the DOLA/COMS to a "Designated" level by allocating funds to building our first website and intend to achieve this accomplishment by the first quarter of 2023. Through our efforts, we feel that we have been able to leave a positive impact on Leadville and demonstrate the importance of being a Main Street Community.

We are asking for the City of Leadville's ongoing support to continue strengthening the LMSP and engaging the community in 2023, and beyond. Enclosed is our Quarter 3 report which goes into further detail about our progress in 2022 along with our 2023 budget request. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Nancy Bailey". The signature is fluid and cursive, with a large initial "N" and "B".

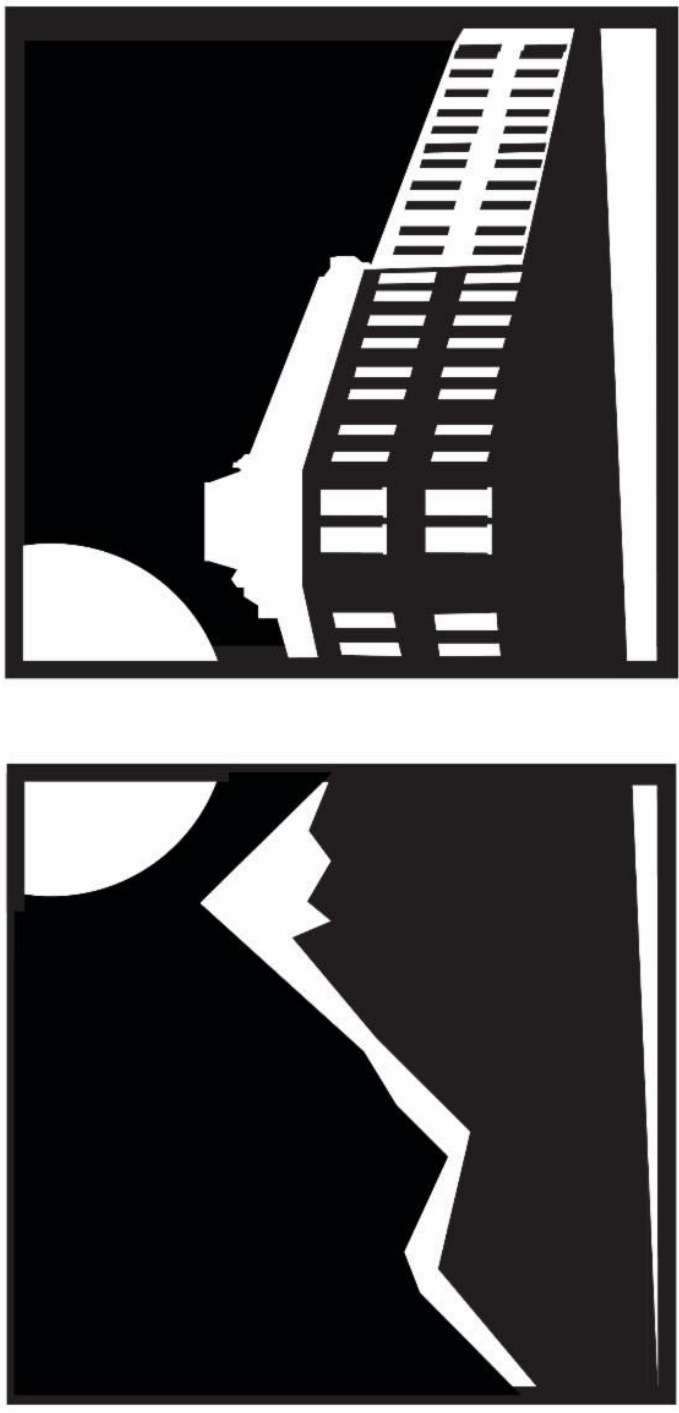
Nancy Bailey
LMSP Director

Leadville Main Street Program (LMSP)

2022 Quarter 3 Update

2023 Budget Request

October, 2022



LEADVILLE MAIN STREET

Mission, Vision &
Transformation Strategy

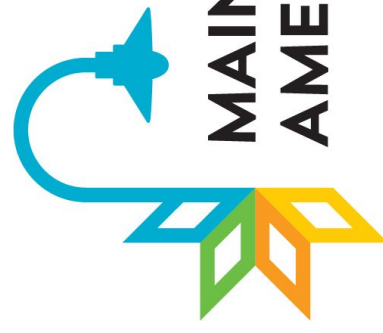
Board of Directors/
Administration

Priorities/Projects

Events Recap/
Upcoming Events

Marketing/
Communications

Financials/ Budget



MAIN STREET
AMERICA®



COLORADO
Department of Local Affairs
Division of Local Government



National Main Street
Center
a subsidiary of the
National Trust for Historic Preservation

Mission & Vision

Our Mission

Strengthening community connection through historic preservation, beautification and the activation of public spaces to support a thriving downtown.

Our Vision

A thriving downtown that is connected with the community and supporting great living at 10,200 feet.

The 4 - Point Approach

LMSP works to strengthen our community's economic vitality using a transformational strategy called the 4 - Point Approach, which centers around the points of Economic Vitality, Design, Organization, and Promotion.



2022 Board of Directors

Board Members

Erin Duggin- Board President

Amy Hall- Vice President

Katie Scott- Treasurer

Tammy Taber- Board Member

Alicia Fetters- Board Member

Mary Schroeder- Board Member

Vacant- Board Member

L MSP Staff

Nancy Bailey - L MSP Director

Meryl Aune - L MSP Coordinator

City Partners

Mayor Greg Labbe - City of Leadville

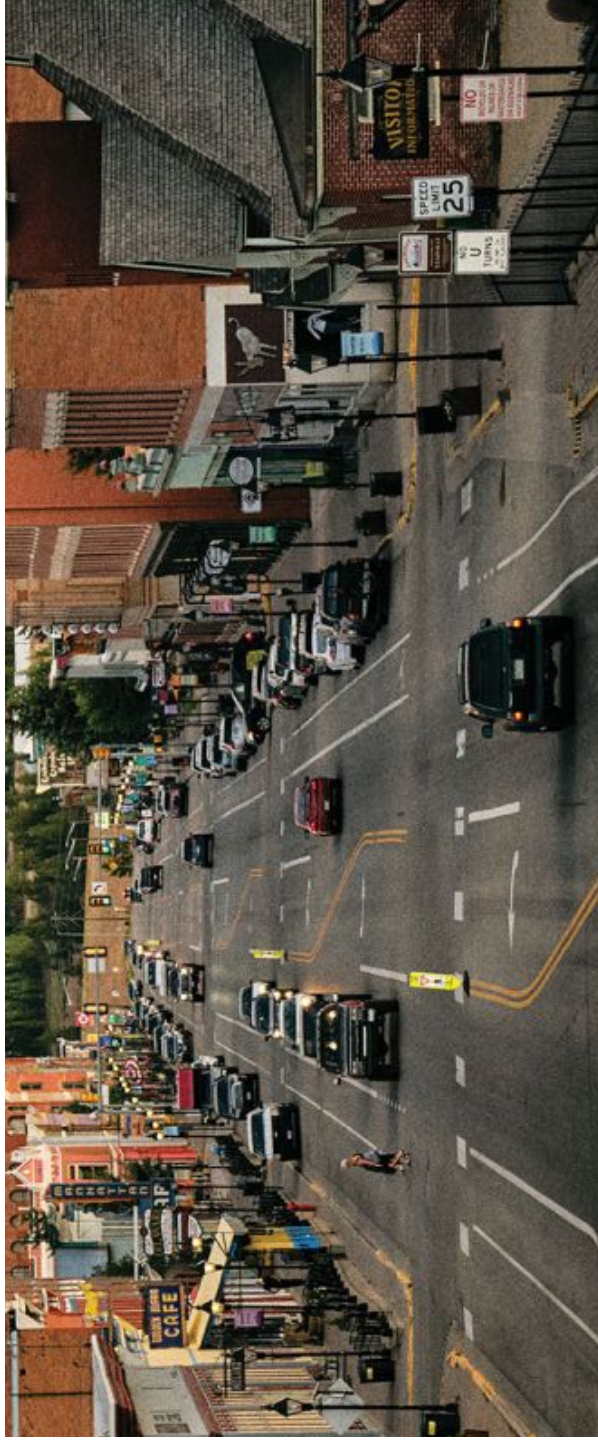
Laurie Simonson - City Administrator

Lori Tye - Administrative Assistant

2022 Board of Directors / Administration



Administrative Updates



- **LMSA Q1 Update & LMSA Q2 Update**

- **Main Street NOW Conference**

Nancy Bailey and Amy Hall attended the Main Street NOW conference on May 16-18 2022 and submitted a grant to DOLA/COMS for reimbursement.

- **HPC**

City Council Elected LMSA Director Nancy Bailey to sit on the HPC Board as an alternate Board Commissioner

- **LMSA Board Vacancy**

Aldyr Faria has resigned from the LMSA, leaving an open position on the Board. President Erin Duggin will be resigning from her Presidency at the end of 2022.

- **Growthzone / Chamber Master Software**

Continuing to evolve. We now have a MS business list, building inventory, and segregated specific communications for Main Street supporters.

- **Employee Promotion**

LMSA promoted their Administrative Assistant to their Mainstreet Coordinator.

- **DOLA/COMS**

LMSA has applied for an elevated level in the program from Candidate to Designated. We hope to achieve the highest level, Graduate, by 2025.

2022 Priorities

Q1

Jan



Feb



March



Apr

May



June

July



Aug



Sept

Oct



Nov



Dec

Q3

Q4

Board "Bootcamp" training
Board Development
Annual Workplan
By - Laws Revisions
Website/ Newsletter/ Social
Parklet/ Restroom



Trick or Treat St. Committee
Live Auction Committee
Community Clean Up
Main Street Matters
Leadville In Bloom (Planter
Box Program)
Website/ Newsletter/ Social
Parklet/Restroom



Summer Nights At Zaitz
Trick or Treat St. Committee
Live Auction Committee
Leadville In Bloom (Planter
Box Program)
4th of July Parade Partner
Website/Newsletter/Social
Parklet/Restroom



Annual Fundraiser/
Live Auction
Trick or Treat St. Partner
Shop Small Saturday/
Shop Local
Parade of Lights Partner
Website/Newsletter/Social
Parklet/Restroom - Complete
2023 Budget



Projects

Main Street Parklet & Restroom



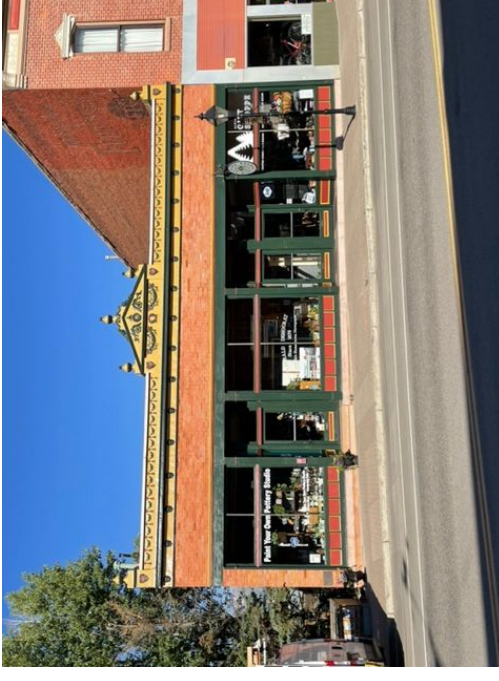
Infrastructure and groundwork were complete in Q3. Due to extreme weather, unanticipated delays have lead to limited contractor availability and supply chain issues. Therefor, the timeline has been delayed significantly. We have filed to extend the current project end date from 9/30/2022 to 11/30/2022.

Leadville In Bloom



Formerly known as the Planter Box Program, we launched our first Leadville in Bloom in June this year. We expanded the options to 66 planters including hanging, regular, and large planters, and we're happy to say we completely sold out! Flowers have been removed from the Avenue for the season, and we plan on preparing for next year's Leadville In Bloom soon.

Mainstreet Open For Business



In Fall of 2021 the Herald received the approval of a \$250,000 grant to repair the facade of its building and store front back to its original condition. Funding was made available through the Colorado Department of Local Affairs (DOLA) Main Street: Open for Business (MSOB) program. It was matched locally with \$50,000.

Celebrating Main Street



CELEBRATING MAIN STREET

Colorado Main Street and your local Main Street want to hear **your Main Street story.**

Favorite business? building? artwork?

Inquiring minds want to know!

Results will be featured in a statewide map of Main Street communities.

In May, our partners from DOLA Colorado Main Street initiated the Celebrating Main Streets Campaign in an effort to celebrate the spaces and places that are unique to Colorado. Survey results from Main Streets across Colorado are being gathered and finalized to be put on a Colorado Main Street Site Map.

Zaitz Park



Zaitz Park continues to be our focus for community and space activation. LMSP has held our first "Summer Nights at Zaitz" event in the park, and intend to have other events and festivities on the park's grounds. Residents and visitors frequent Zaitz park as well, making it a popular area to congregate. Additional landscaping efforts of the park have been well received, and many have given praise to its recent upkeep.

Q1, Q2 & Q3 Events Recap



Ski - Joring

The Leadville Mainstreet Program attended as a sponsor for the 2022 Leadville Ski - Joring event, and created a "Chill Zone" at Zaitz Park.



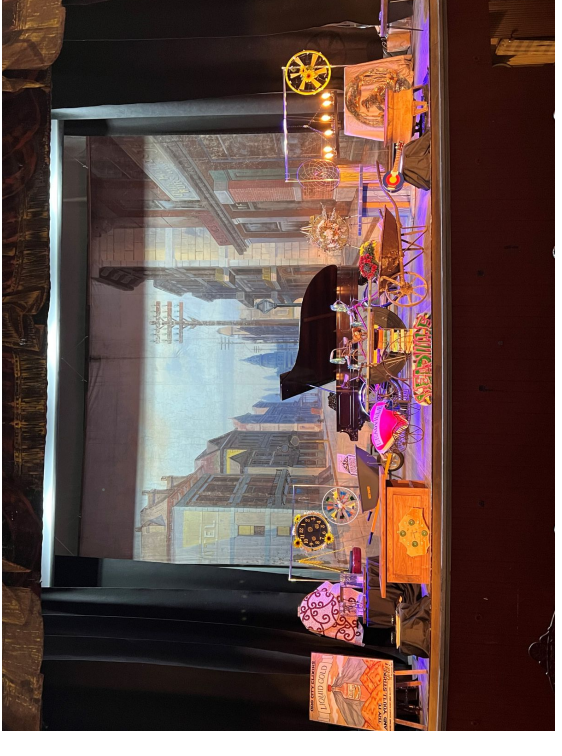
Leadville Lake County Community Clean Up

LMSP and Partners held Leadville & Lake County's Annual Community Clean - Up, with over 200 volunteers. [See attached flyer](#)



Summer Nights at Zaitz - Recap

LMSP and Leadvillain Music hosted the first "Summer Nights at Zaitz" series, and had over 100 attendees at each event and raised money for our program. [See attached flyer](#)



Leadville Mainstreet Auction- "Roll With It"

LMSP held their annual live auction with this year's theme of "Roll With It" on Saturday, October 1, 2022. The event hosted 100 attendees and raised over 13,000 dollars.

Q3 & Q4 Upcoming Events



Trick or Treat Street 2022

LMSPP has partnered with the Lake County Rec. Dept. for this year's "Trick or Treat Street". In September, the city approved a full closure of Harrison Avenue for a safer event. Marketing is underway.

Shop Small Saturday 2022

LMSPP will be hosting their annual "Shop Small Saturday", sponsored by American Express, on Saturday, November 26, 2022.

Marketing / Communications

Website

The Main Street board approved the use of our DOLA/COMS mini - grant funds to engage a contractor to build our first - ever website. The domain leadvillemainstreet.org was secured this quarter. Having a domain and official website is required to satisfy the Designated Level in the DOLA/COMS program. Expected completion for Q1 of 2023.

Social

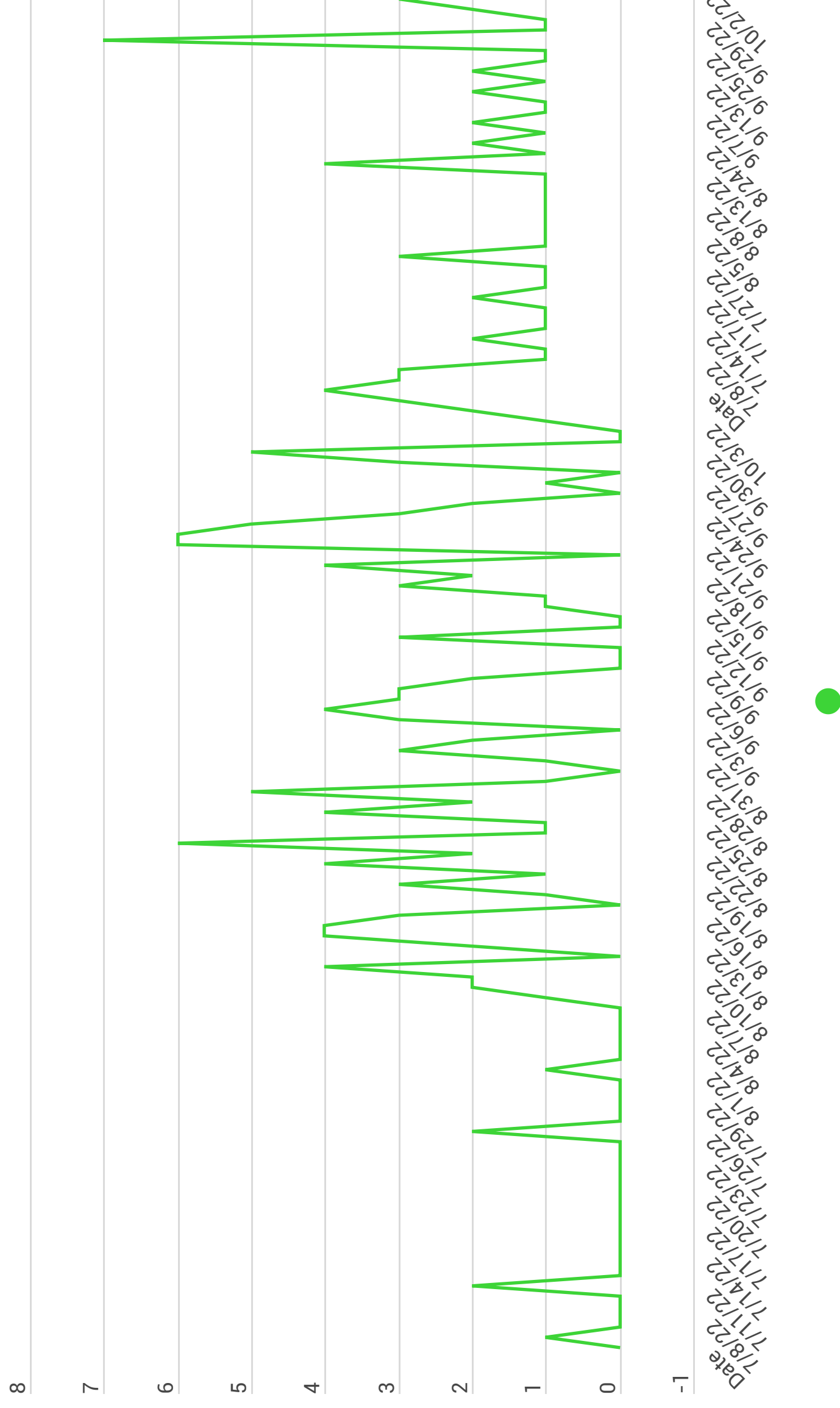
In 2022, the Main Street engaged a marketing consultant for assistance with strategic communications, press releases, monthly newspaper articles, and social media. The Leadville Main Street page has 2088 followers and a reach of 16,380 between the months of August and October, giving an increase of 281% in follows and an increase of 96.5% in reach since January 2022.

Communications

Main Street Newsletter continues to improve and evolve into a resourceful tool for businesses to stay engaged and informed. Open rates have averaged around 47% , compared to last year's open rate averaging at 30%. Since the beginning of 2022, Growthzone, our Chamber Master Software, has collected 230 new contacts, making the total amount of contacts in our system 927.

Marketing / Communications

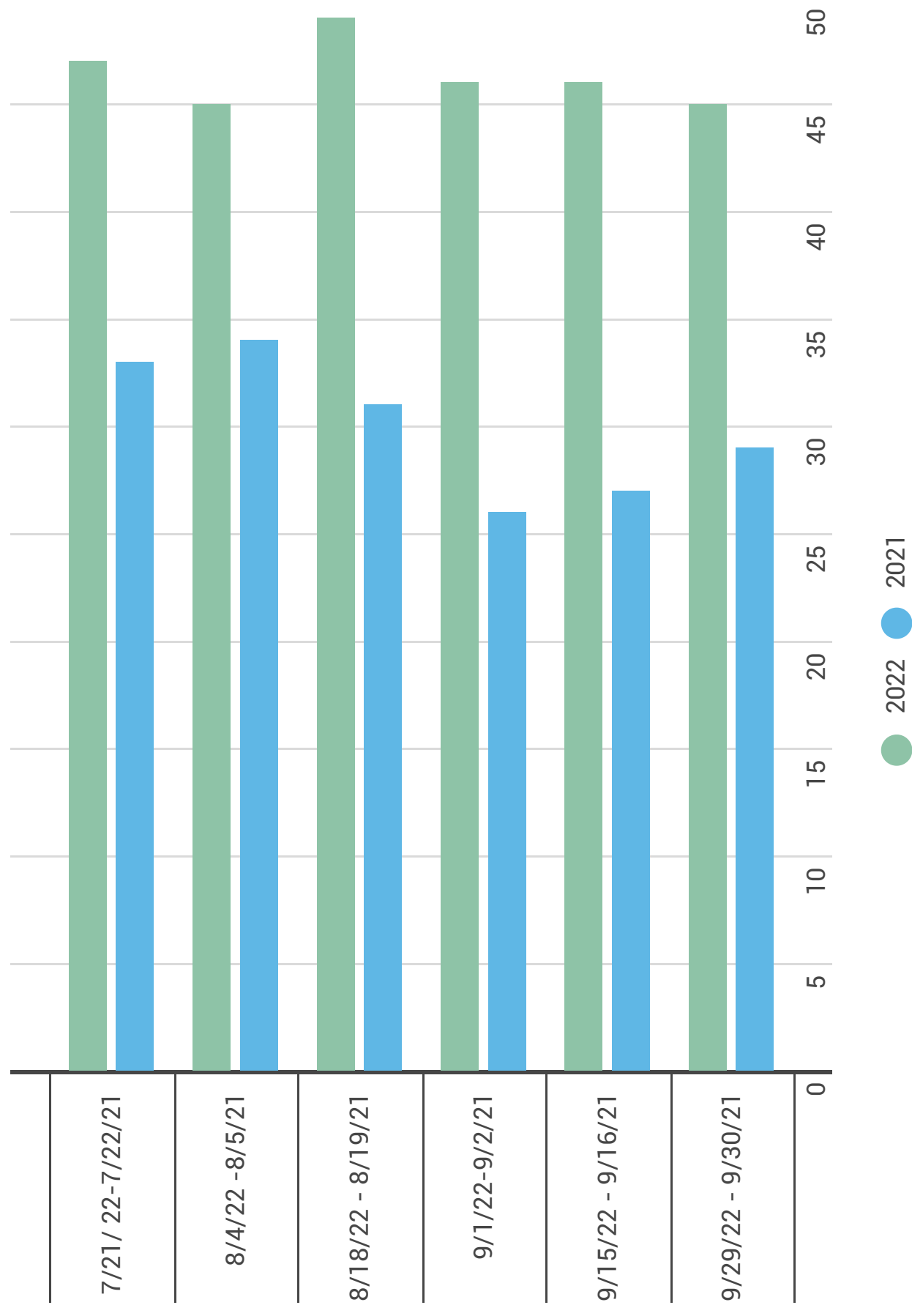
Facebook Statistics 7/8/2022 - 10/2/2022



Marketing / Communications

Quarter 3 Newsletters

Newsletter Readership for Quarter 3



[July 21st Newsletter](#)

[August 4th Newsletter](#)

[August 18th Newsletter](#)

[September 1st Newsletter](#)

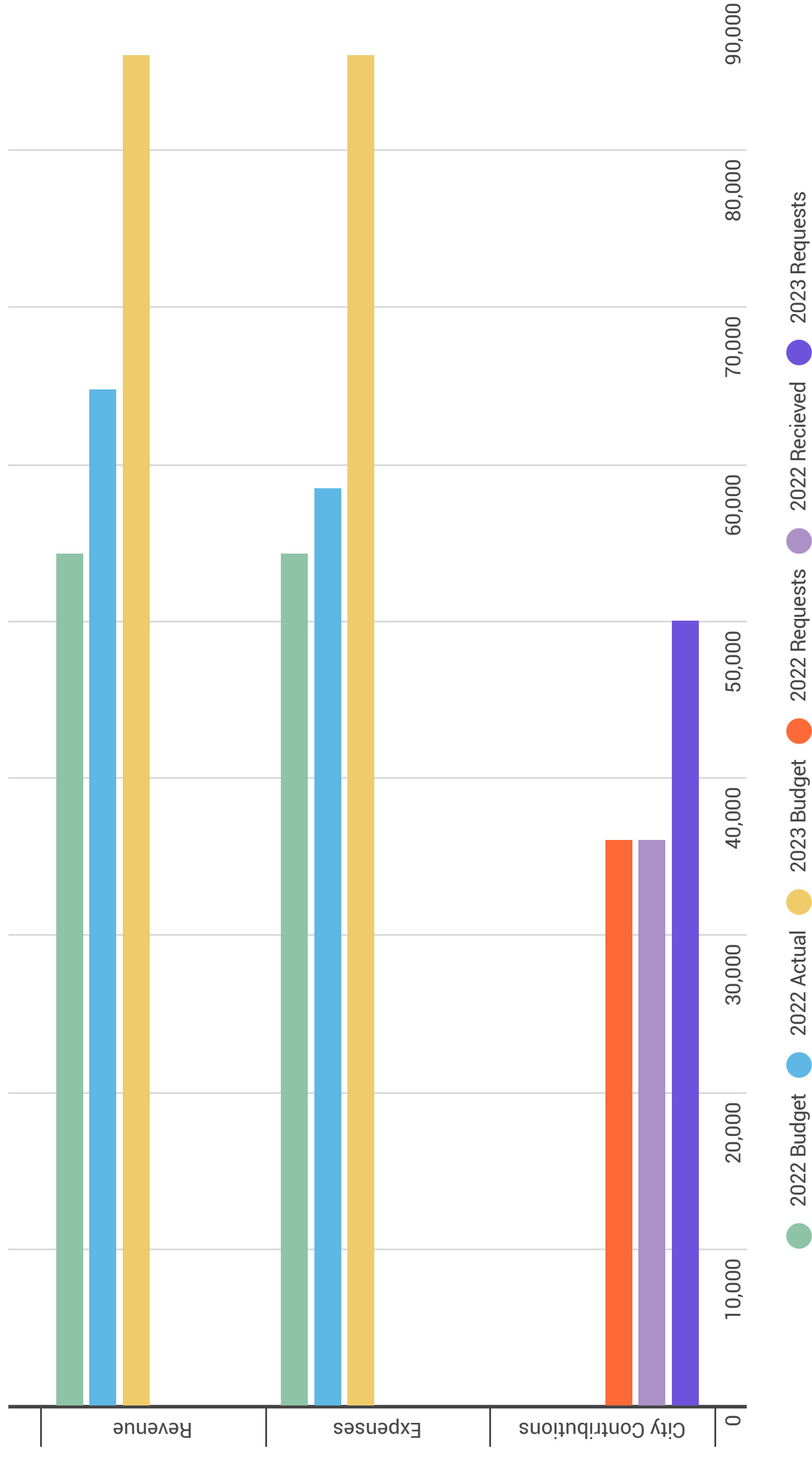
[September 15th Newsletter](#)

[September 29th Newsletter](#)



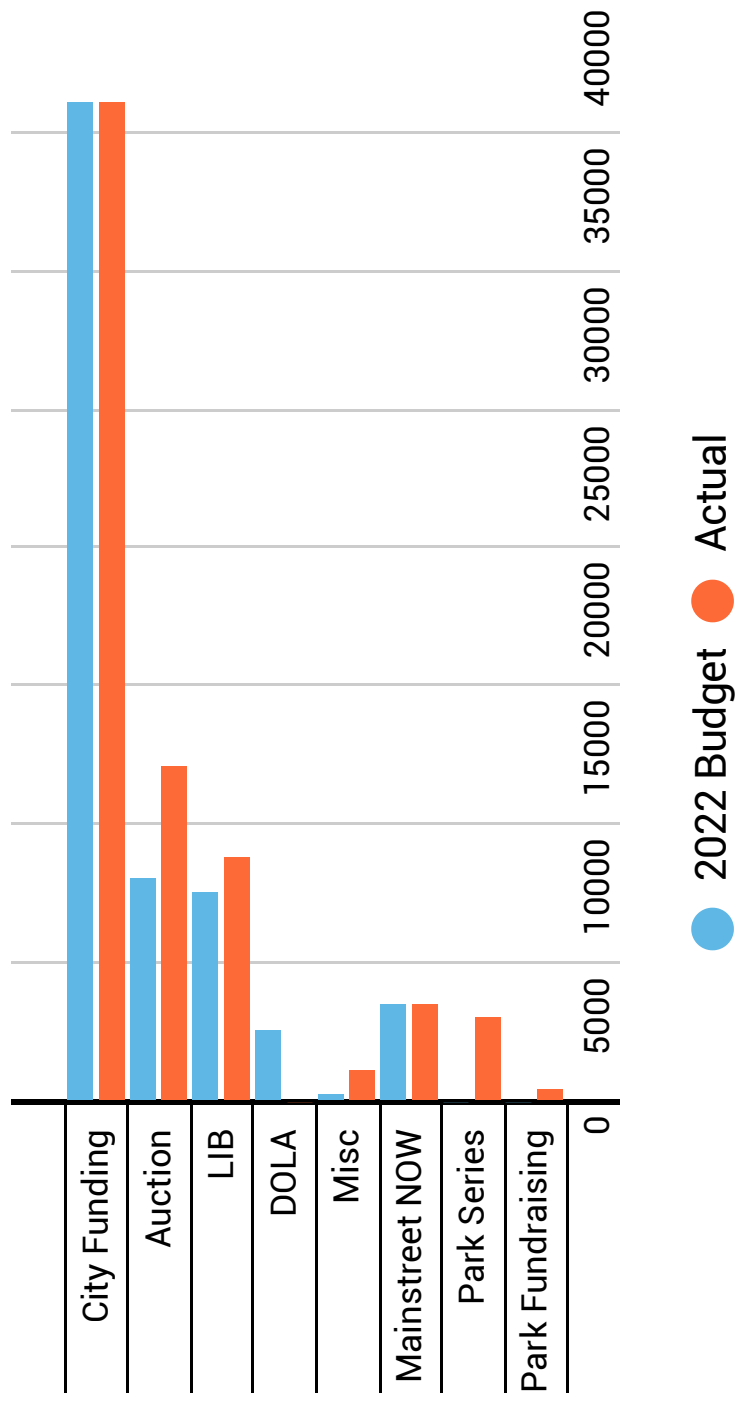
Financials - 2022/2023 Comparison

2022/2023 Revenue & Expenses

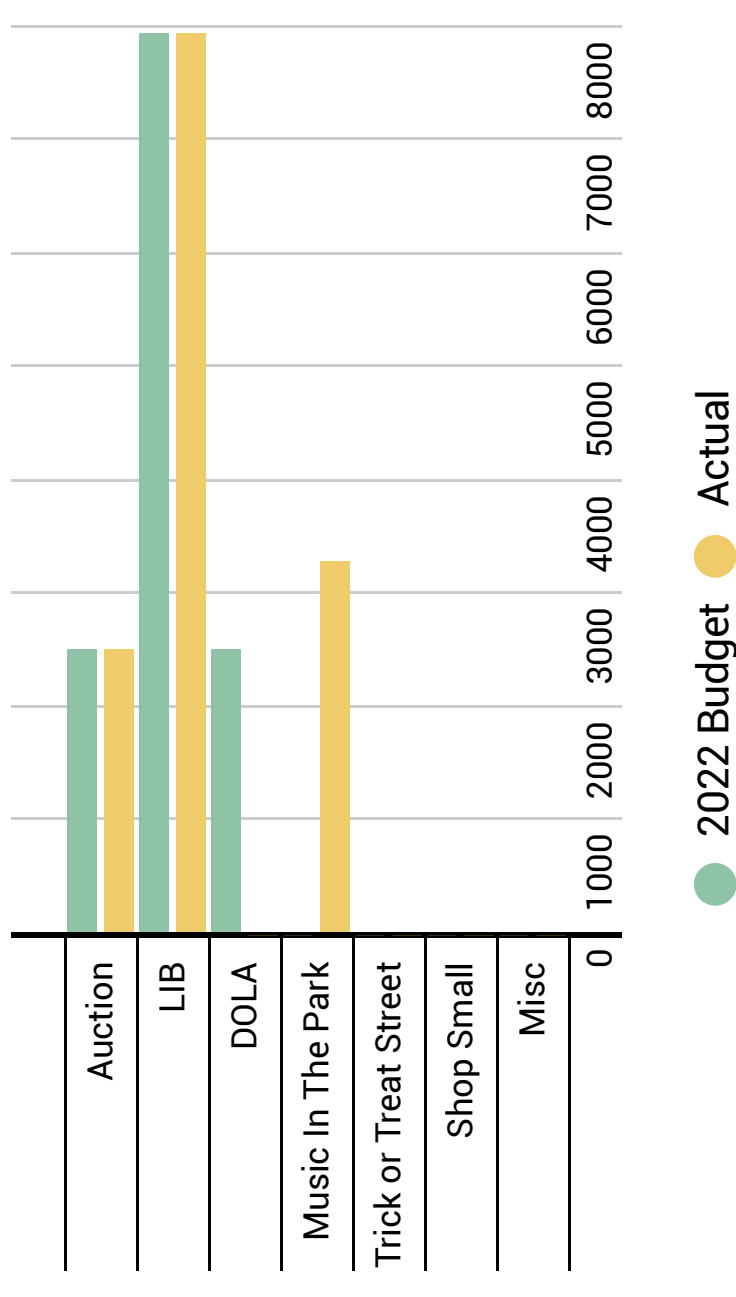


Financials - 2022 YTD

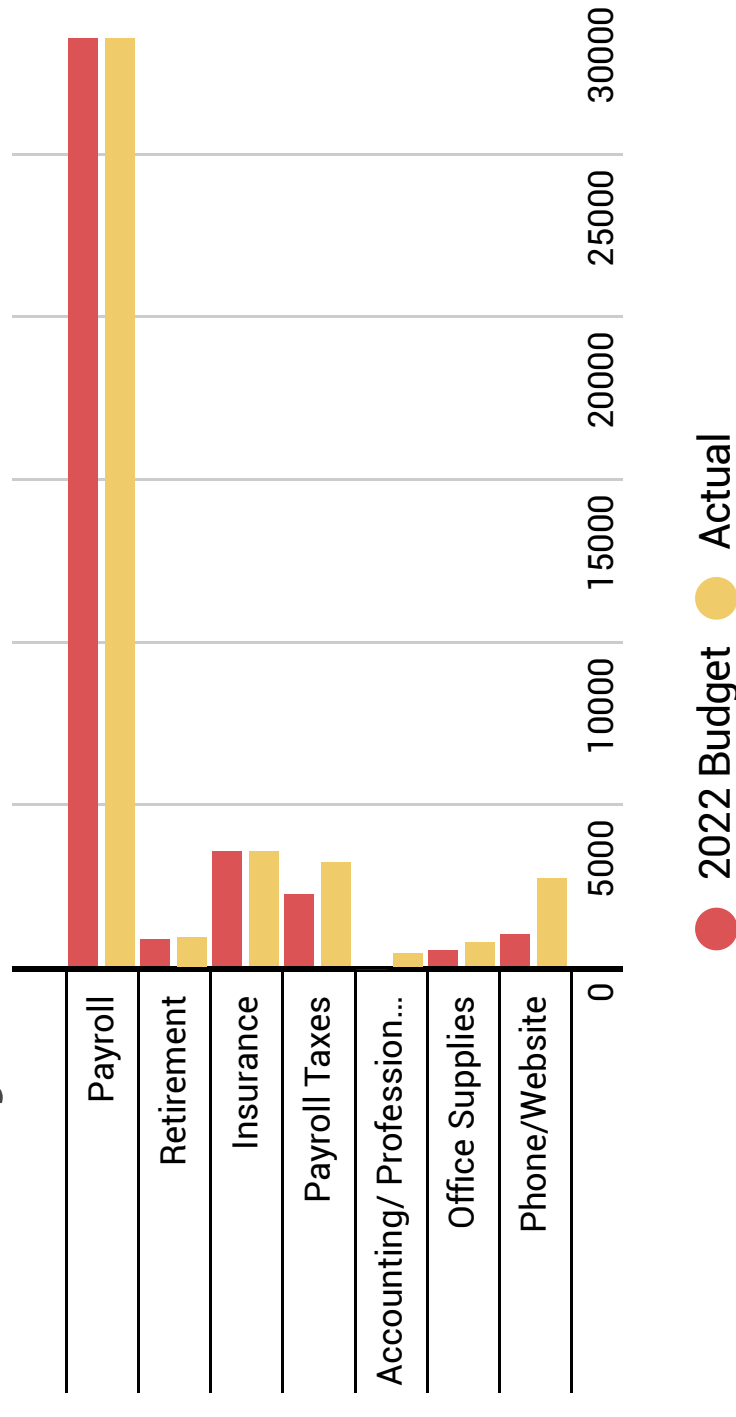
2022 Revenue



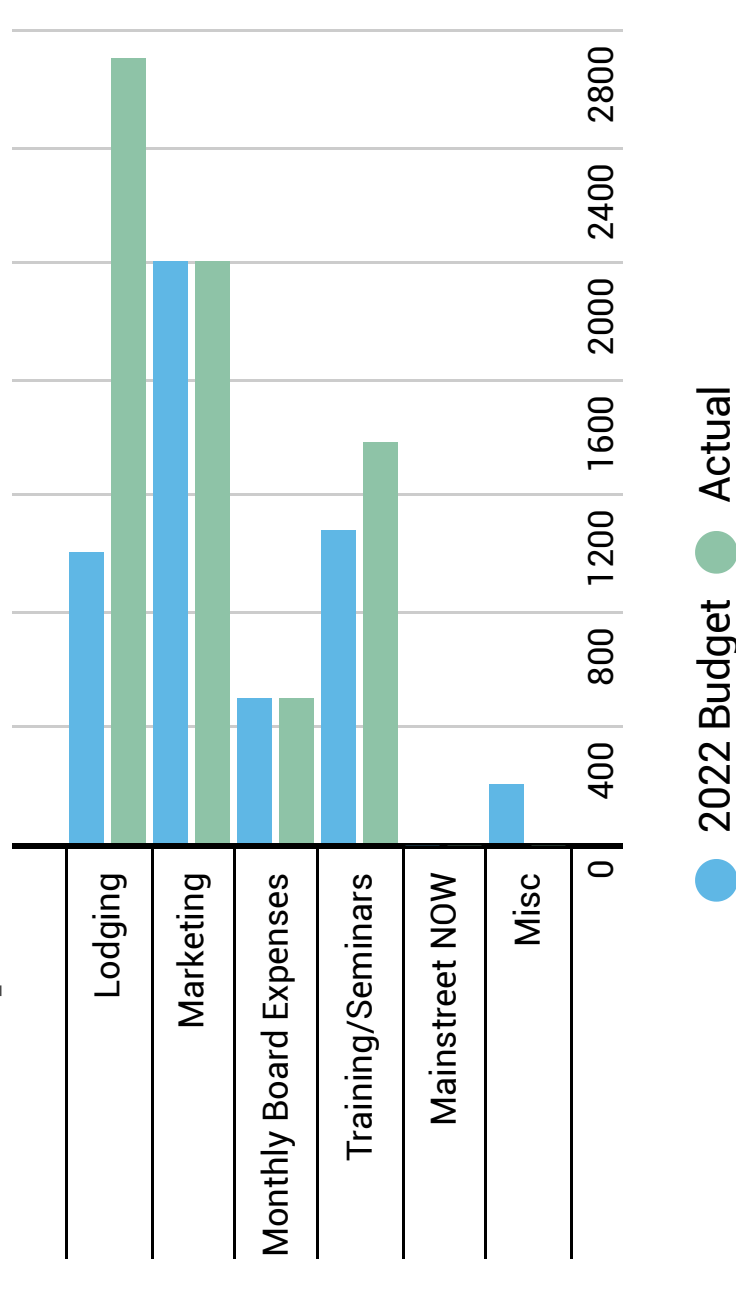
2022 Projects & Development



2022 Payroll & Administration

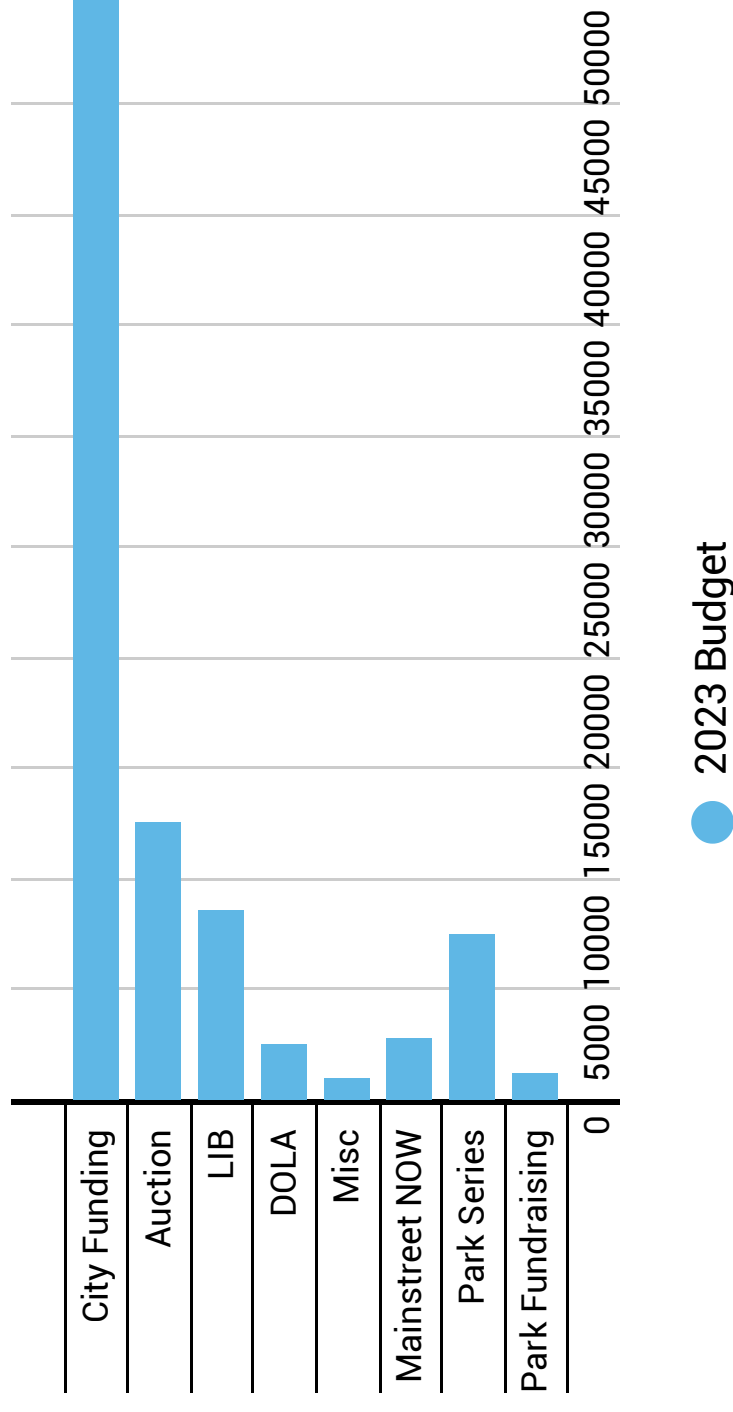


2022 Operations

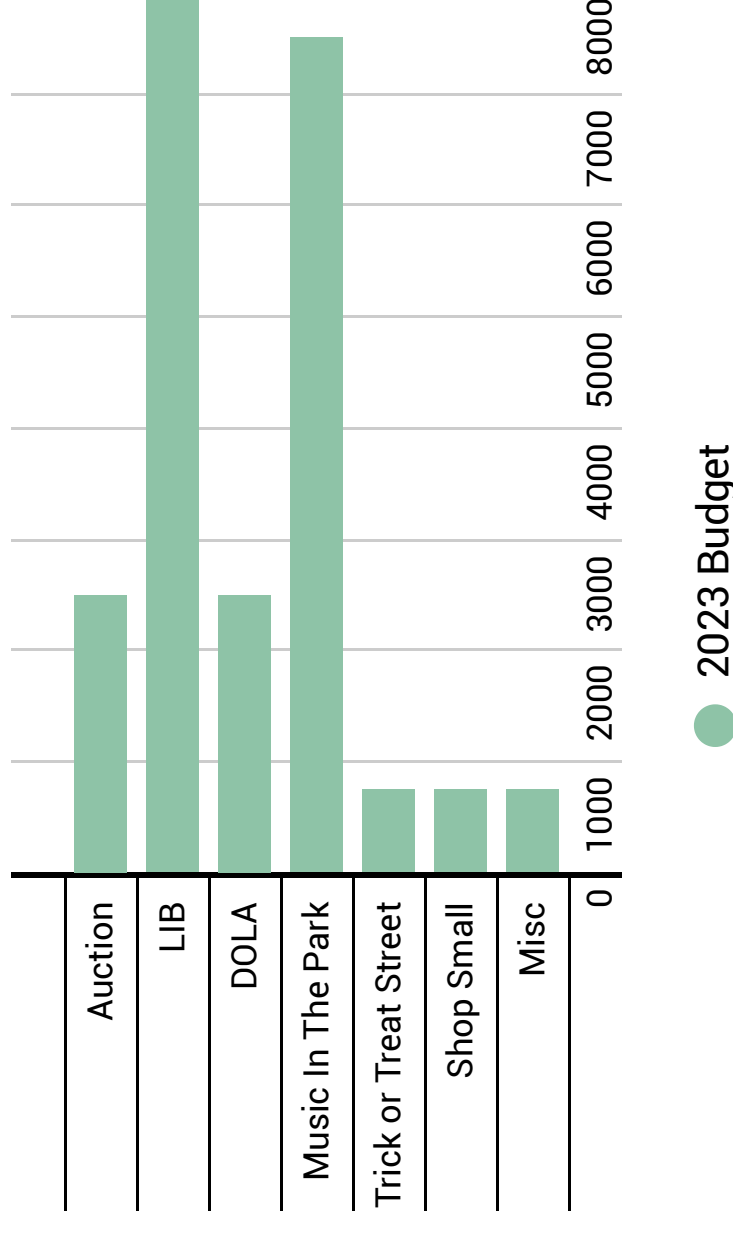


Financials - 2023 Budget

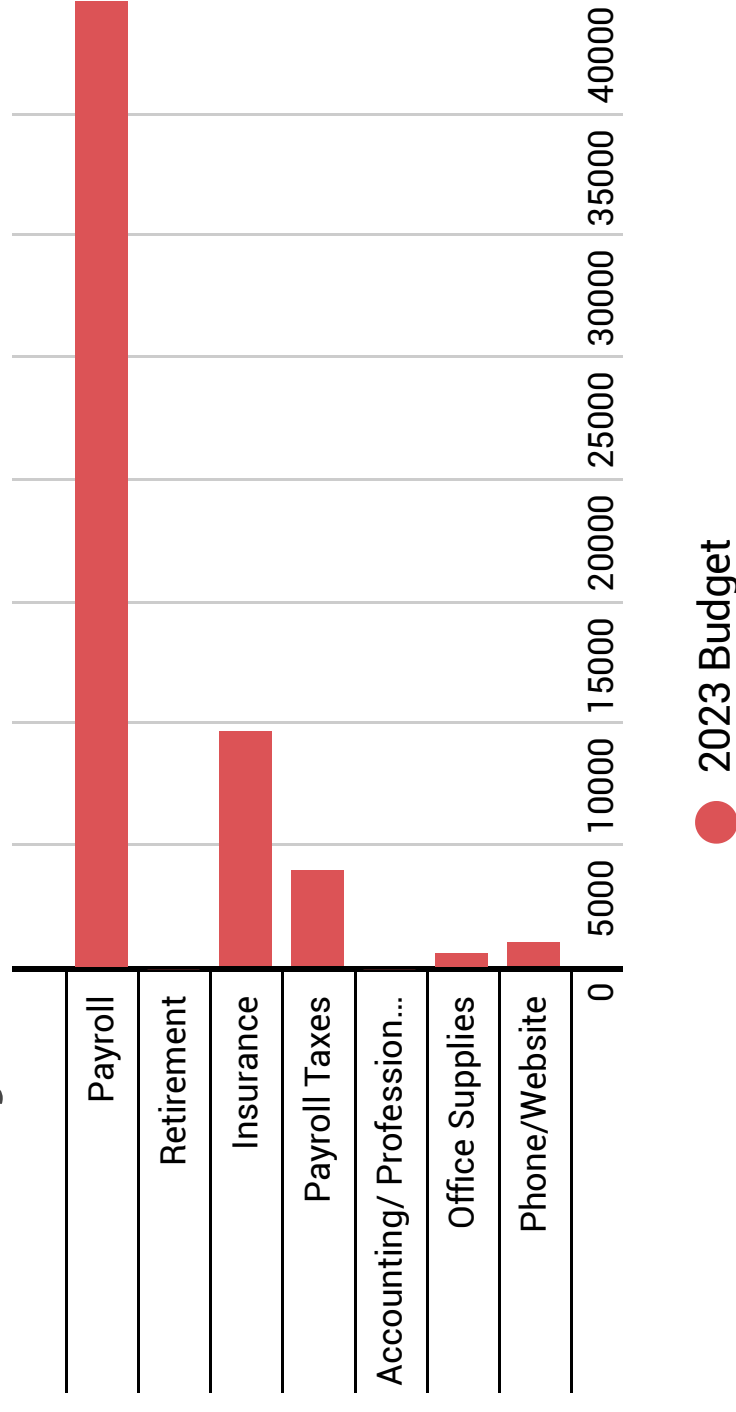
2023 Revenue



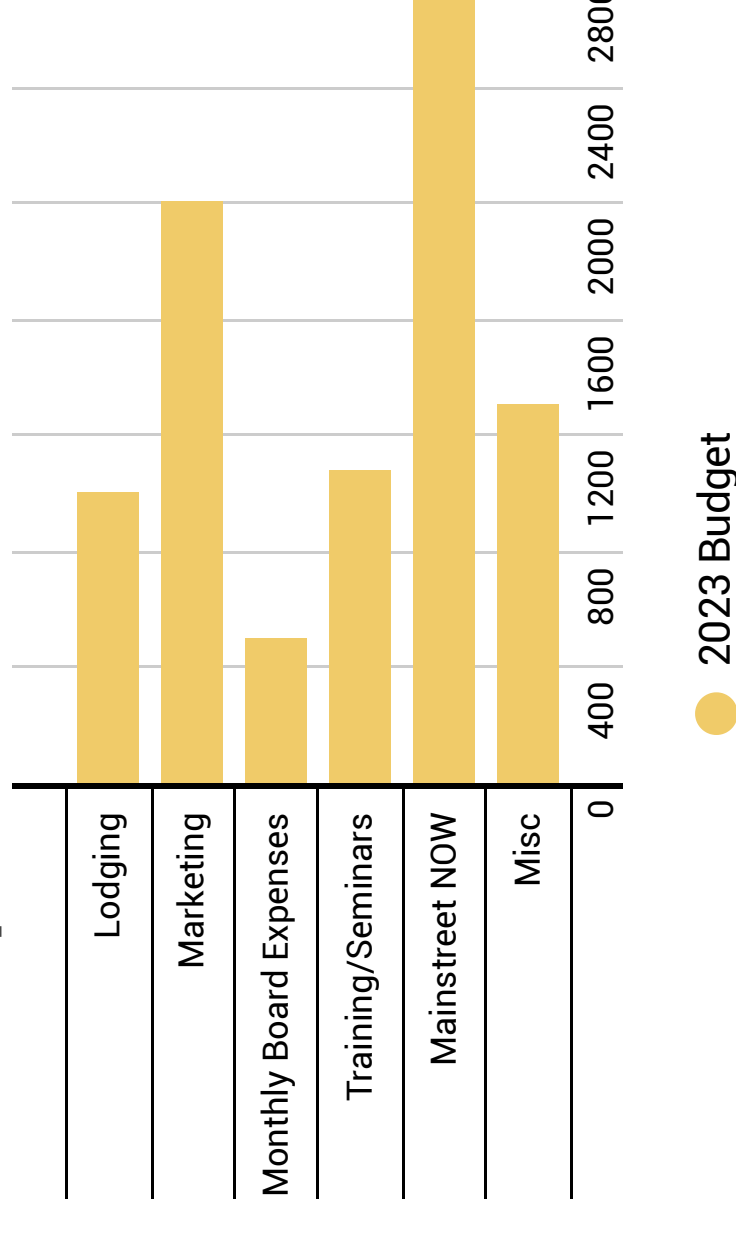
2023 Projects & Development



2023 Payroll & Administration



2023 Operations



Financials - Scorecard

LEADVILLE MAINSTREET - FINANCIAL SCORECARD						
75% Of Year Complete	ACT		Original EST		ADJUSTED EST. ADJUSTED EST.	
	Jan-Sept2022	Balance Explained	2022-Remaining	Original EST	2022 FY	2022 FY
REVENUE						
City Funding and Release	50,984	\$70K County, \$38K City	(12,484)	38,500	\$70K County, \$23K OEDIT/Freeport	120,984
Event Income	2,339	\$20K Donor, \$8K Member	5,861	8,200	\$17K Member, \$5K Donor	8,200
Planter Income	275		7,250	7,525	Too high interest income	275
TOTAL REVENUE	53,598		112,389	54,225		129,459
EXPENSE						
Total Administration	4,060	Rent, Office supply, acct'g	1,440	5,500	\$7K acctg/ professional	5,413
Total Auction/Events	4,040	Website, Dues	(340)	3,700	\$2K website software	5,387
Total Operations	4,075	Travel, Marketing	(2,005)	2,070	Allocate from elsewhere?	5,433
Total Payroll Expenses	28,965	\$72K Wages, \$14K tax/ bene.	6,070	35,035	Rationalize based on payroll	38,620
Total Planter Boxes	6,950	Org. Consultant	970	7,920	\$18K Org. Consultant, \$10K Housing	9,267
TOTAL EXPENSES	48,090		6,135	54,225		64,120
NET INCOME	5,508		106,254	-		65,339
EDC						
Total Revenue	154,539	\$39K City, \$8K Fund release	97,471	252,010	Raise revenue target?	252,010
Total Expense	124,596	Planter box, website, events	158,443	283,039	Awaiting \$4K reimbursement	283,039
NET INCOME	29,943		(60,972)	(31,029)		(31,029)
GRAND TOTAL REVENUE	208,137		98,098	306,235		381,469
GRAND TOTAL EXPENSES	172,686		164,578	337,264		347,159
GRAND TOTAL INCOME	35,451		(66,480)	(31,029)		34,310

check s/z zero

BALANCE SHEET	MASTER
Assets	
Main Street Operating Account	40,569
TOTAL ASSETS	40,569
Liabilities	
OEDIT Grant Held	-
Payroll Tax	-
Main Street OBE	(1,510)
TOTAL LIABILITIES	(1,510)
TOTAL NET ASSETS	42,079



Thank you for your support!

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Meryl Aune - Admin@lakecountyledc.com

Website - lakecountyledc.com

Facebook - [Leadville Main Street](https://www.facebook.com/LeadvilleMainStreet)



National Main Street Center
a subsidiary of the
National Trust for Historic Preservation